



**ezoic**

# Placeholder Best Practices

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# Weekly Walk-Thru with Ezoic

## What's on Tap?

### Placeholder Best Practices

- 1) Understanding what placeholders are
- 2) How to use the Ad Tester Chrome extension
- 3) Additional Ad Tester settings
- 4) Myths debunked

***And we'll finish with some Q&A at the end!***



# What is a *placeholder*?

A placeholder is a *potential ad location*.

## Goals of Ad Tester:

1. Improve user engagement -- longer time on site, more page views per visit, fewer bounces
2. Increase ad revenue -- determine high-value ad positions for advertisers

## Link between placeholders & performance:

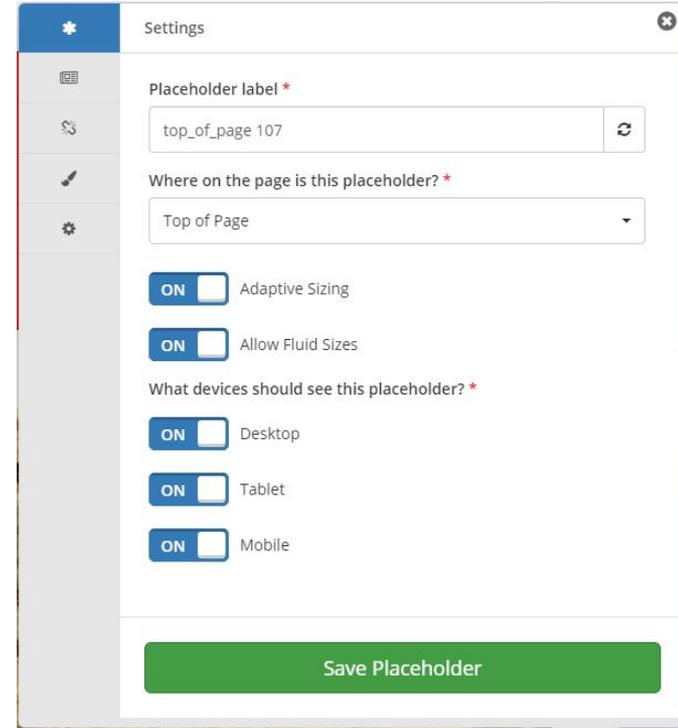
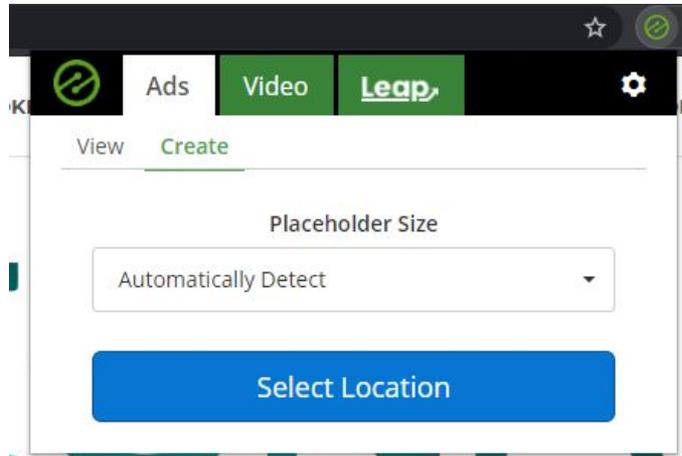
- Placeholders represent the ad locations & sizes that the Ezoic system can test on your site.
- More placeholder locations & sizes = more testing combinations = better results



# Using the Ad Tester Chrome Extension

What it does:

1. Activate the extension to view & edit existing placeholders
2. Create new placeholders on any page
3. Customize the ad testing environment



# Where To Start

Learn where your visitors spend their time.

- Start with top 5 landing pages
  - *Automatically detect similar pages*
  - Check setup on mobile, desktop, and tablet
- *'Single page only'* placeholder configuration on the home page
- *'Pages in directory'* setting for categories
- Using the *'do not show on this page'* setting to remove placeholders from unwarranted pages.

Pages

Where should this ad be shown?

Automatically detect similar pages

Single page only

Pages in directory

Pages on subdomain (leave empty for root domain)

under\_page\_title 111

- Edit
- Delete
- Build template from placeholder
- Don't show on this page
- 336x280
- 300x250
- 250x250
- 320x100

Save Placeholder

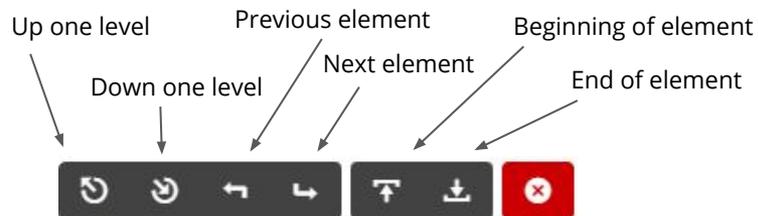
# Inserting Placeholders

Placeholders will automatically transfer from page to page depending on what element you've attached it to.

Identify elements that exist on all pages.

- div#
  - Top of page, bottom of page & sidebars
- p
  - In-content placeholders
  - Always below the paragraph

Use arrows to navigate between elements.



div#page-canvas.page-wrapper

➕ Insert here

# How many placeholders should I create?

**More than you think!**  
**More placeholders = better customization for each reader.**

At least 1 of the following:

- Top of page
- Under page title
- Under 1st paragraph
- Under 2nd paragraph
- In-Content 1
- In-Content 2
- In-Content 3
- In-Content 4
- Bottom of Page
- Sidebar Top
- Sidebar Middle
- Sidebar Bottom
- Sidebar Floating

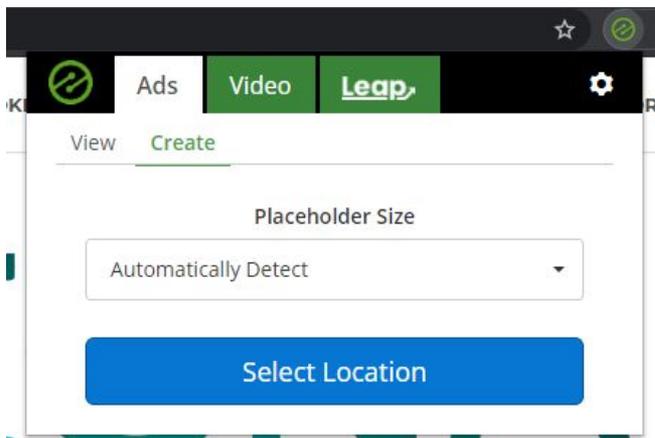
\*\*Multiple of the same type is recommended!

The screenshot shows the website header with the logo "MAP THE MEMORIES" and a search icon. Below the logo is a navigation menu with items: RESOURCES, TRAVEL, DESTINATIONS, NATIONAL PARKS, CAMPING, HIKING, and OUTDOOR. Two red arrows point from the text "One or the other, or neither." to two red placeholder boxes. The first box is labeled "top\_of\_page (top\_of\_page 114)" with dimensions "970x90" and is positioned above the article title "Can You See Cuba From Florida?". The second box is labeled "top\_of\_page (top\_of\_page 118)" with dimensions "728x90" and is positioned above a large image of a beach with palm trees. On the right side of the page, there is a sidebar with a dark header "ABOUT" and a circular profile picture of a man in a green cap and white shirt. Below the photo is the text: "Hi, I'm Nicklas, an adventurous 30-year-old traveler from Denmark. So far, I've visited 80+ countries and set foot".

# What sizes should I select?

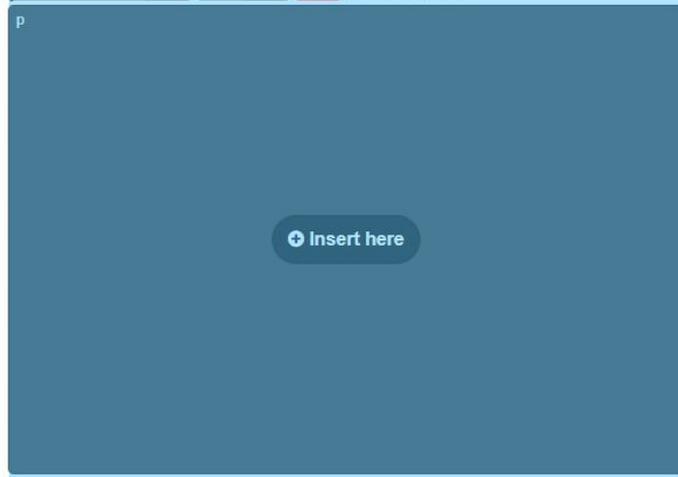
Always use the 'Automatically Detect' setting.

The system will measure the width of your content area and automatically select all ad sizes that would fit within the given area (responsive to device type).



## Coffee Chocolate Chip Cookies

So I think I may say this for every single cookie recipe that I post... but this is it... this is the one... my pride and glory. I promise you are all going to LOVE these Coffee Chocolate Chip Cookies! It's the perfect blend of sweetness from the browned butter, the slight bitterness from the coffee, and then the round win-win.



I had so much confidence in these coffee chocolate chip cookies that I brought them to my club volleyball tournament to give to the girls after they crushed it and went 3-0... ok sorry back to the point, and they LOVED them! Teenagers... loving coffee-flavored anything is amazing!

# Additional Ad Tester Settings

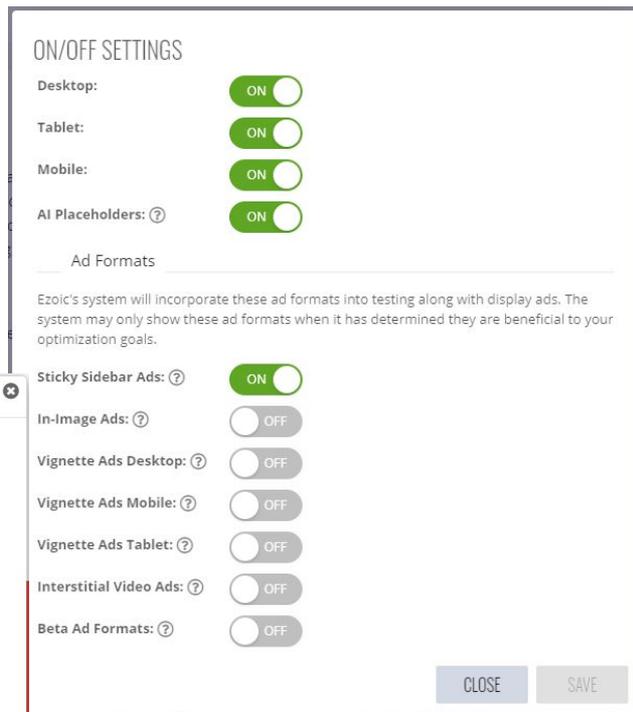
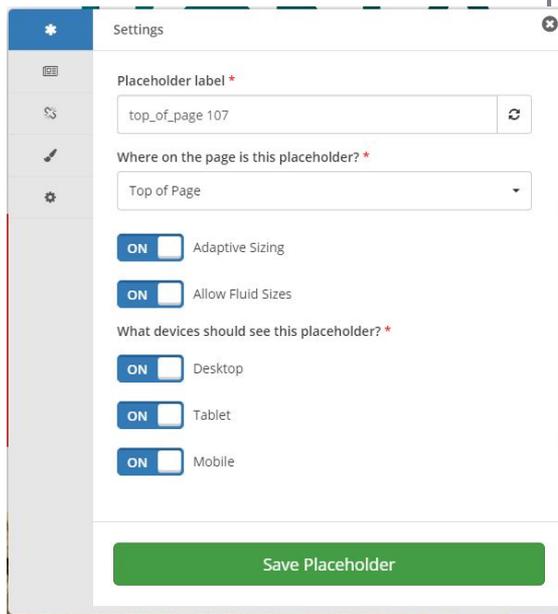
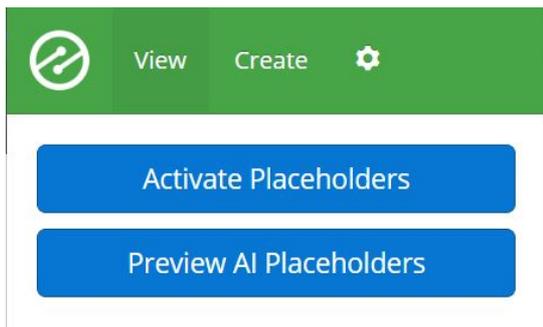
**A.I. Placeholders** - test locations NOT designated by placeholders (mobile only).

**Adaptive Sizing** - show multiple smaller ads instead of one larger ad within a single placeholder location.

## Ad Formats

## Anchor Ads

## Fluid Sizes



# The Optimization Timeline

## Discovery (Weeks 1-3)

Performance during this time period is normally anywhere from slightly below to slightly above the performance of your old website.

## Optimization (Weeks 4-12)

Ezoic has learned a little bit about your website and its visitors, but it still doesn't know quite as much as it needs.

## Perfection (Week 12+)

The Ezoic platform is always testing and always learning. Most websites see gradual improvement month-over-month for eternity.

*The number one factor of a site's success or failure on the Ezoic platform is time - the lower the time the system is given to produce a result, the lower the likelihood of success.*

Number of Ad Placeholders	Number of Combinations to Test
5	3,003
10	142,506
15	1,221,759
20	5,461,512
25	17,259,390
30	43,949,268
35	96,560,646
40	190,578,024
45	346,700,277
50	591,600,030
55	958,683,033
60	1,488,847,536
65	2,231,243,664
70	3,244,032,792
75	4,595,146,920
80	6,363,048,048
85	8,637,487,551
90	11,520,265,554
95	15,125,990,307
100	19,582,837,560

# Myths Debunked!

*Adding lots of placeholders to my site means that lots of ads will show.*

**Wrong!** Keep in mind that placeholders are not static ad positions and the system is always optimizing for the best user engagement possible.

*Inserting placeholder codes all over my site will slow it down.*

**Wrong!** Ezoic loads ads server-side which is the fastest way to deliver ads from the ad server to the user.

*Adaptive sizing is bad for user experience.*

**Wrong!** Ezoic is constantly analyzing visitor behavior & engagement preferences. Using predictive data, the system will determine which readers can tolerate adaptive sizing and which cannot.

*Ads above the fold are bad for SEO.*

**Wrong!** User experience is one of the most important factors for SEO. Ezoic take a UX-focused approach to monetization by intelligently placing ads on your site in locations, sizes & densities that encourage positive user engagement. So long as users are have a good experience on your site, ads above the fold should not negatively impact SEO.



# Questions?

# Stick around for a LIVE placeholder set up!

