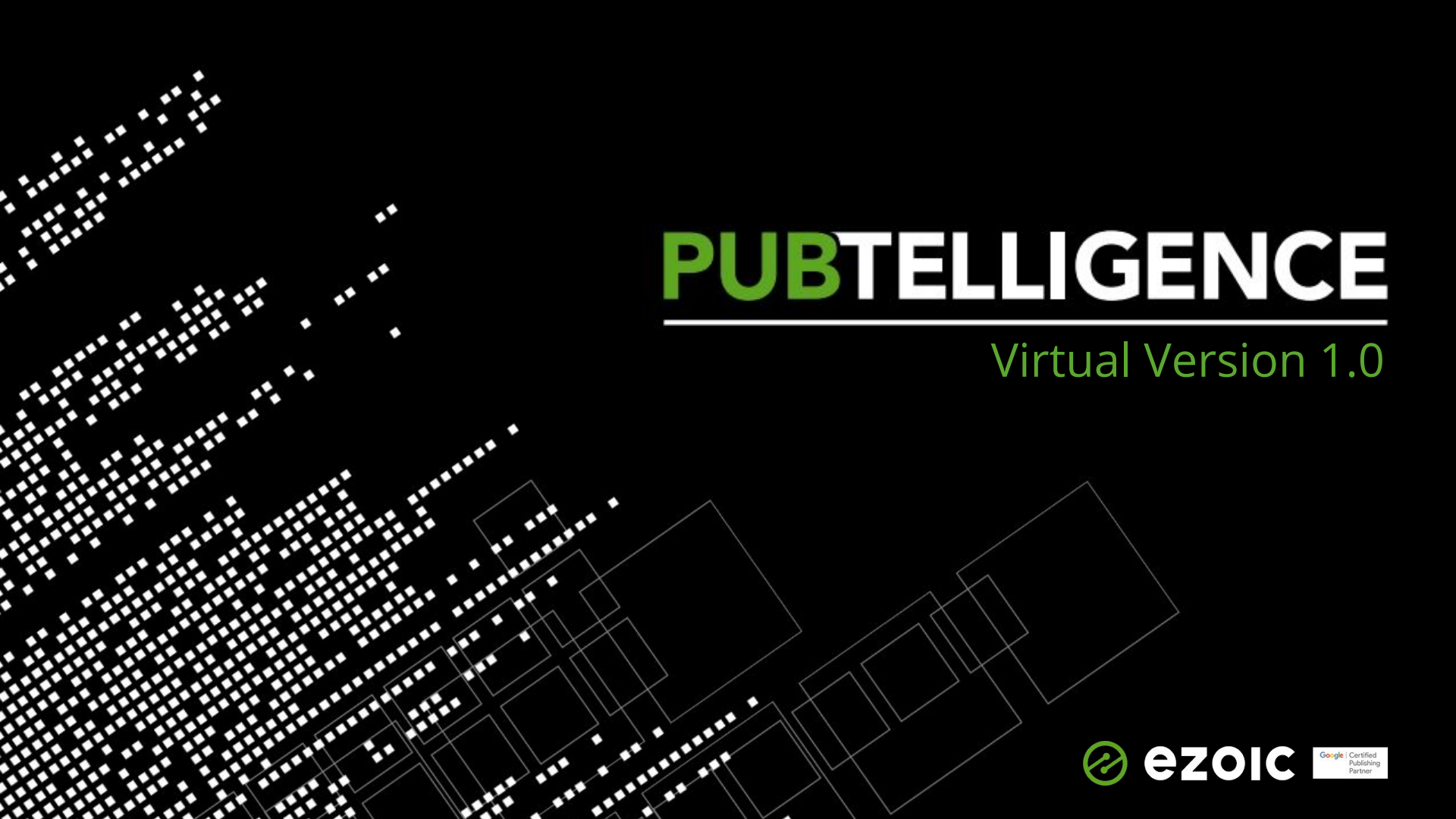
PUBTELLIGENCE

Virtual Version 1.0



ezoic

Google | Certified Publishing Partner

#Pubtelligence

WHO IS THIS GUY?

@TylerBishop

Tyler is an award-winning marketer, Founder of *Pubtelligence at Google,* and CMO of Ezoic. He's a veteran of the technology and start-up world, a digital marketing expert for start-up competitions, hosts *The Publisher Lab* podcast, and is a sought after influencer in the online publishing space. Tyler is also a Brazilian Jiu Jitsu black belt and C-level magician.

- Digital publishing strategies from **leading experts**
- **Insights** and **discussions** from the real-world
- Opportunities to interact and **ask questions**
- Built-in mechanisms to share and **exchange information**

#PUBTELLIGENCE

- **@ezoic** and **@ezoicplatfom**
- All sessions are **virtual and recorded**
- Polls, new data, **and Q&A**
- **Resources and community** for everyone to continue learning

Decks & Recordings Will Be Sent To You

THIS WEEK'S VIRTUAL AGENDA

#Pubtelligence

MONETIZATION SESSIONS

TUESDAY – JULY 28

PUBTELLIGENCE.EZOIC.COM

9:00 AM (PT)

TRENDS IN BUILDING EVERGREEN WEBSITES

By **Tyler Bishop**, Ezoic

The event kicks off with a look into the impact of platforms, organic traffic, and what types of sites will likely benefit in the next 5 years.

REGISTER

10:00 AM (PT)

UNDERSTANDING GOOGLE PUBLISHING POLICIES FOR MONETIZATION

By **Meg Blanc & Marissa Signer**, Ezoic

Learn how to avoid Google Publisher policy violations which may inhibit monetization.

REGISTER

4:00 PM (PT)

GROWING YOUR BUSINESS WITH ADDITIONAL WEBSITE ACQUISITIONS

By **Dom Wells**, Onfolio

Learn everything you need to know about buying websites, what tools are needed, and more.

REGISTER

THIS WEEK'S VIRTUAL AGENDA

#Pubtelligence

SEO SESSIONS

WEDNESDAY – JULY 29

PUBTELLIGENCE.EZOIC.COM

9:00 AM (PT)

SEO: FACTS, FICTION, AND THE FUTURE

By **Barry Schwartz**, Search Engine Roundtable

Learn how to apply true SEO advice in 2020 and beyond.

REGISTER

10:00 AM (PT)

Q&A: LIVE ANSWERS TO YOUR SEO QUESTIONS

By **EXPERT SEO PANEL**

Get live answers from experts on all of your SEO questions. Early submission of questions is recommended. Submit questions here.

REGISTER

3:00 PM (PT)

THE KEYWORD GOLDEN RATIO: A DATA-DRIVEN WAY TO FIND KEYWORDS THAT RANK FAST

By **Doug Cunnington,** Niche Site Project

Doug will dive into actionable ways to discover underserved keywords. He'll discuss theory, show real-life examples, and cover common questions and mistakes.

REGISTER

THIS WEEK'S VIRTUAL AGENDA

#Pubtelligence

CONTENT SESSIONS

THURSDAY – JULY 30

PUBTELLIGENCE.EZOIC.COM

9:00 AM (PT)

FIRESIDE CHAT: STARTING A YOUTUBE CHANNEL

Featuring **Emilia Gardner & Leon Angus**

Get insights from two different publishers on their experiences with starting a Youtube channel.

REGISTER

10:00 AM (PT)

STRATEGIES FOR GROWING A WEBSITE DURING A PANDEMIC

By **ChromeUnboxed.com**

Get real-life examples of growth strategies used by publishers in the past few months.

REGISTER

3:00 PM (PT)

STRUCTURING CONTENT FOR INCREASED ENGAGEMENT

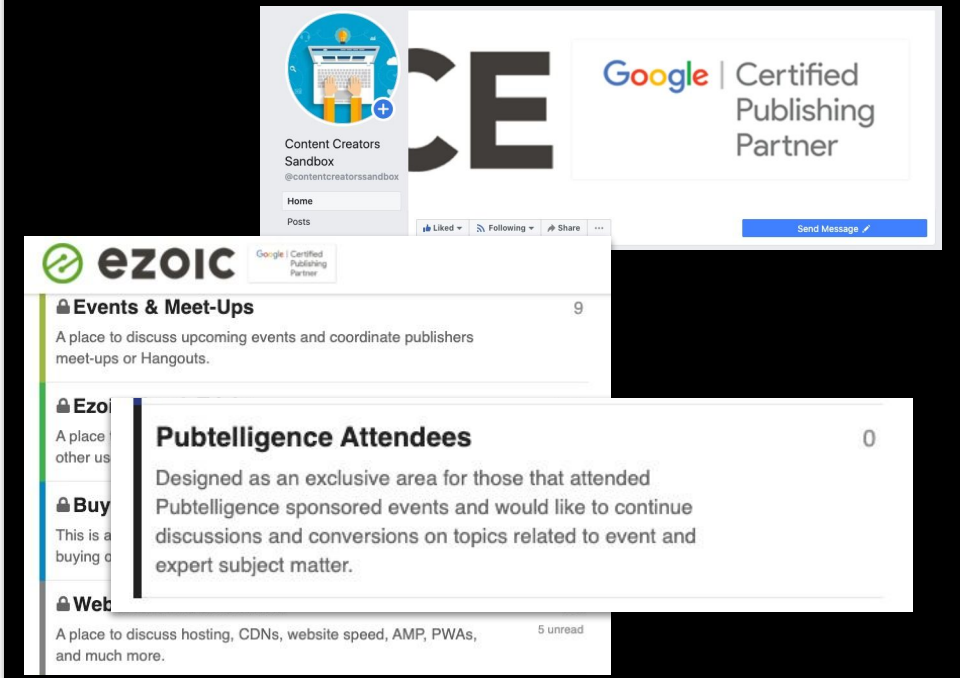
By **Whitney Wright**, Ezoic

Learn how to structure content to better engage readers and improve SEO. Discover how to target the right keywords, use bulleted lists, H2 tags, and more for better engagement.

REGISTER

Interactive & Collaborative

- Polls (one now!)
- Q&A after several sessions
- Communities to continue chats
  - Facebook (open to all attendees)
  - Ezoic User Community
- Subscribe to newsletter for exclusive opportunities and future events



MAKING TODAY POSSIBLE...

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TRENDS IN CREATING
EVERGREEN WEBSITES
tyler bishop
ezoic

WTF IS EVERGREEN CONTENT?

WTF IS EVERGREEN CONTENT?

EVERGREEN TRAFFIC COME FROM...

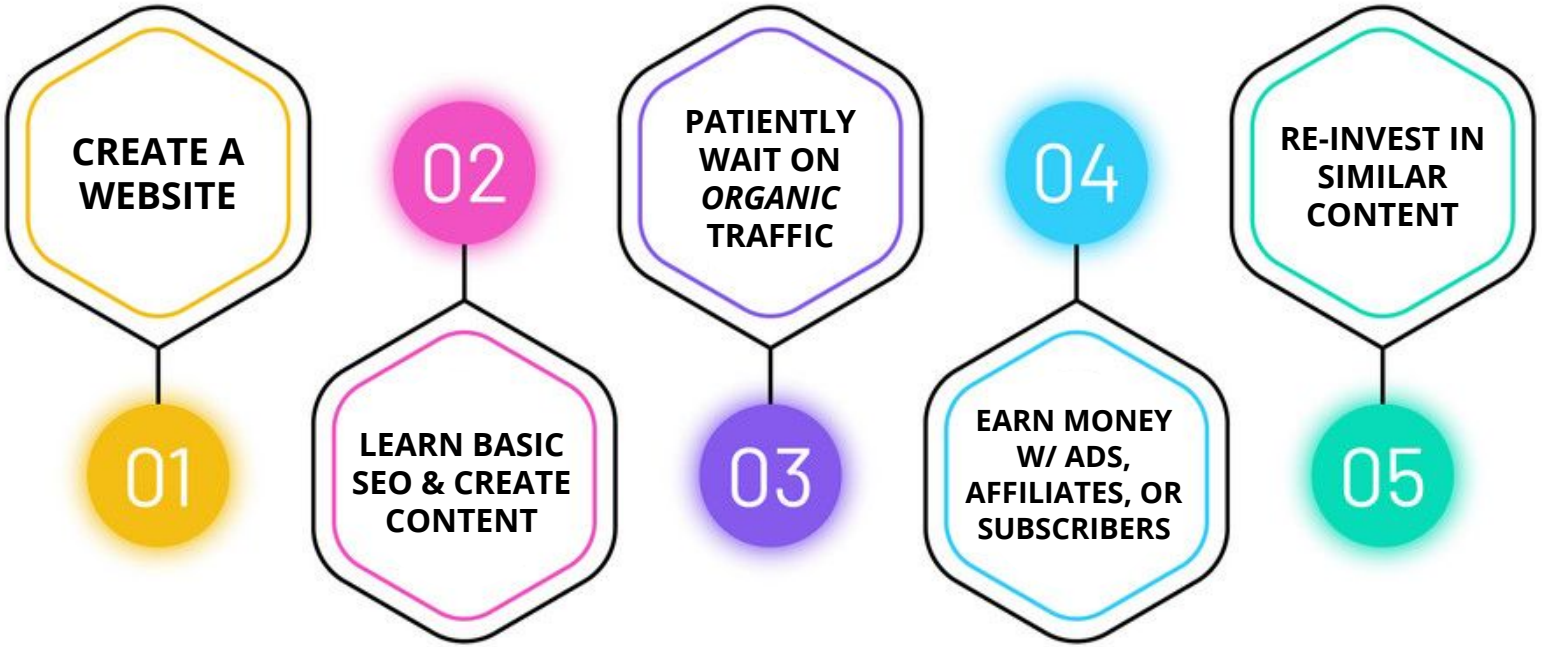
EVERGREEN TRAFFIC COME FROM...

WE'VE BEEN CALLING THIS "ORGANIC"

Analytics

Source / Medium	Acquisition Users
	9,834 % of Total: 30.25% (32,508)
1. google / organic	9,652 (97.97%)
2. bing / organic	125 (1.27%)
3. duckduckgo / organic	29 (0.29%)
4. yahoo / organic	21 (0.21%)

THE COMMONLY USED FORMULA FOR AN EVERGREEN SITE



2020
HAPPY
NEW
YEAR!
Volkswagen
hello
2020

What is a coronavirus

All News Videos Images Books More Settings Tools

Previously Evergreen… ish

What is the coronavirus

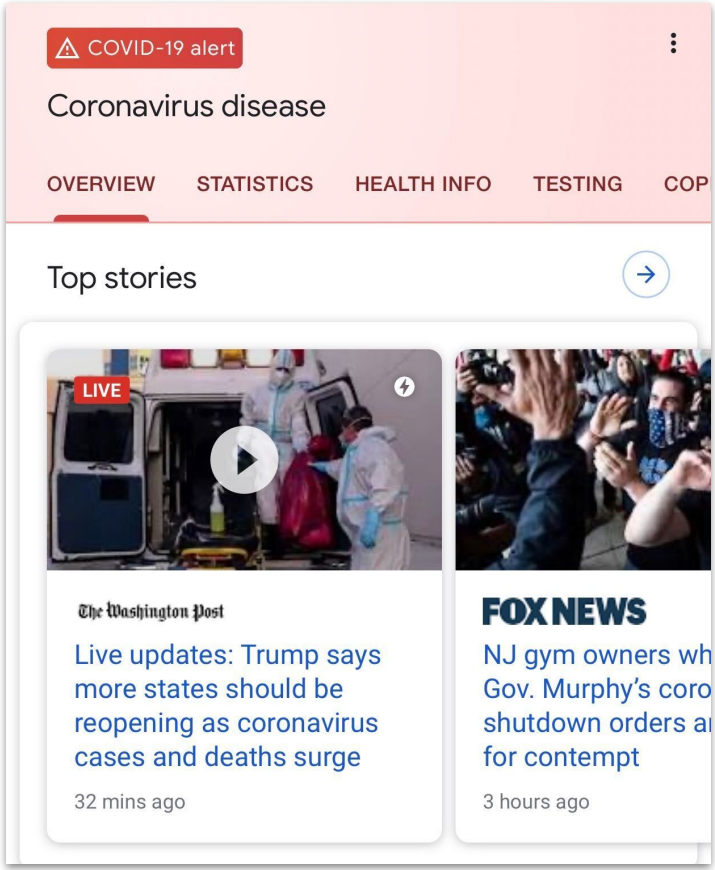
Coronaviruses are a large family of viruses that are known to cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

www.emro.who.int › health-topics › corona-virus › questi...

Questions and answers | COVID-19 | Health topics

Search for: What are the types of coronavirus?

2020 EXPOSED HOW EVERGREEN CONTENT IS SHIFTING



“THE ORGANIC RESULTS”

OVERVIEW STATISTICS HEALTH INFO TESTING COP

Local news

KPBS

Look At San Diego County COVID Deaths By Zip Code Reveals ...

9 hours ago

FOX 5 San Diego

Coronavirus: San D
County reports 283
cases, 3 new outbr

21 hours ago

Take a self-assessment

Health information

Symptoms | Prevention | Treatments

COVID-19 affects different people in different ways. Infected people have had a wide range of symptoms reported – from mild symptoms to severe illness.

Symptoms may appear 2-14 days after exposure to the virus. People with these symptoms may have COVID-19:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

Look for emergency warning signs for COVID-19. If someone is showing any of these signs, seek emergency medical care immediately:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

Learn more on cdc.gov

Be kind to your mind

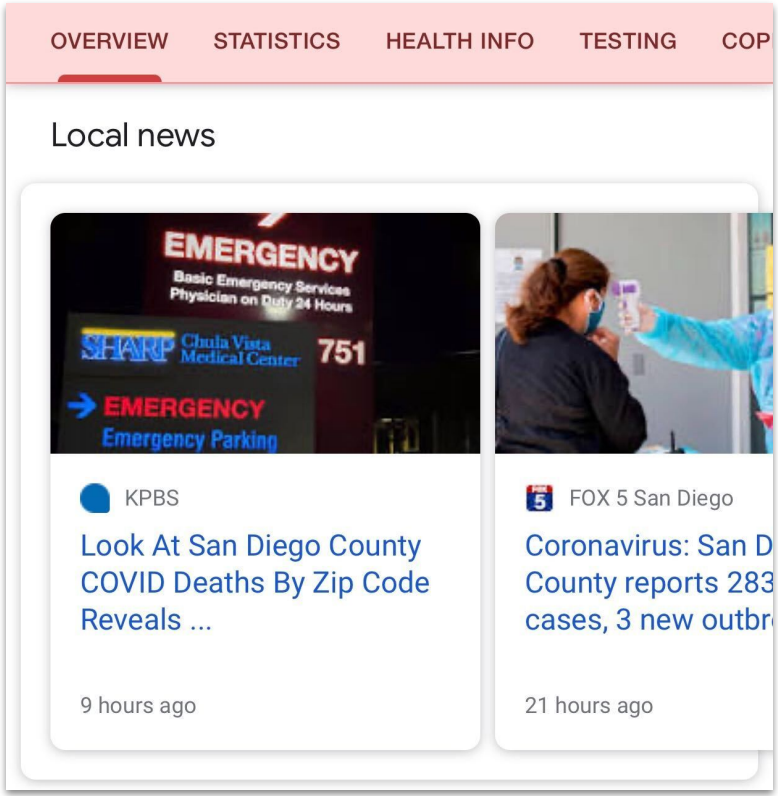
From cdc.gov

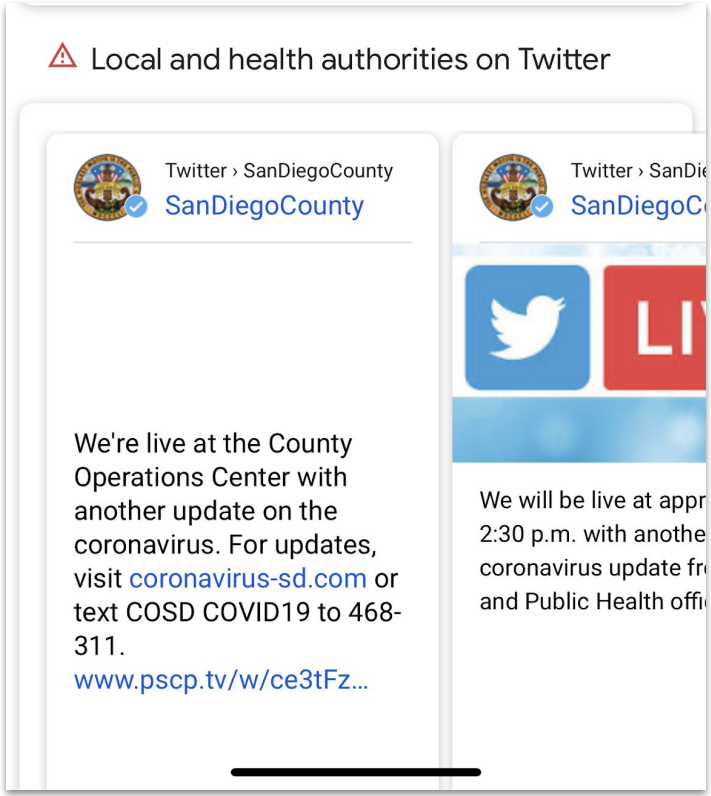
Mental health problems are common. Here are ways to cope with stress and promote wellbeing.

- Pause. Breathe. Notice how you feel.
- Take breaks from upsetting content
- Take care of your body
- Reach out and stay connected
- Seek help if overwhelmed or unsafe

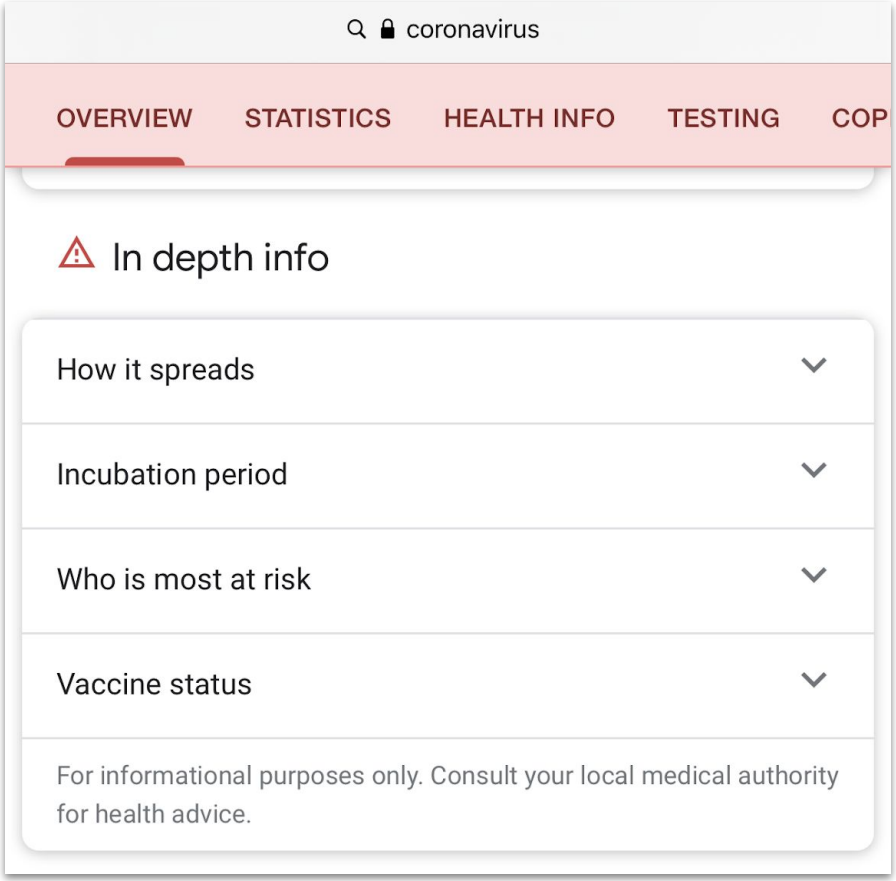
For informational purposes only. Consult your local medical authority for advice.

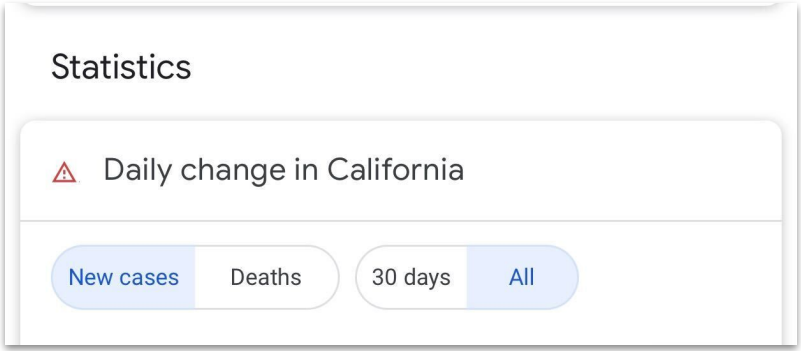
“THE ORGANIC RESULTS”

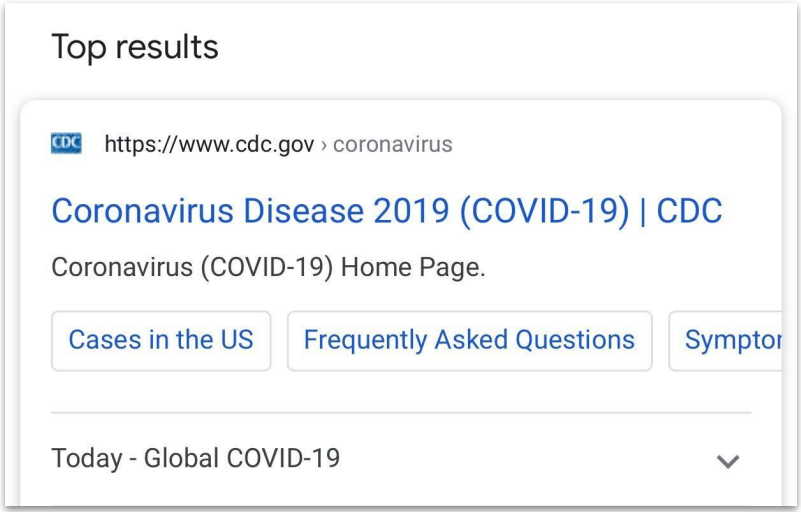




“THE ORGANIC RESULTS”







“THE ORGANIC RESULTS”

Daily life during COVID-19

POPSUGAR.

Feeling Stressed? Read These 5 Self-Care Tips From the Front Line by a Doctor Testing For COVID-...

2 weeks ago

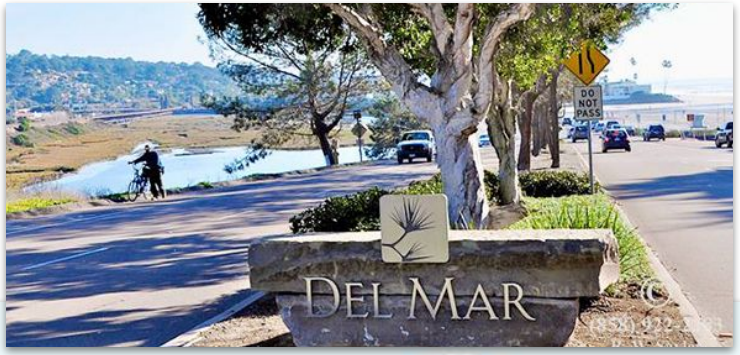
Patient Power

Helping Children Deal
Coronavirus Fears; Tip
From a Child Therapist

3 weeks ago

LET'S BACK UP... THIS IS NOT THE 2020 WE EXPECTED...

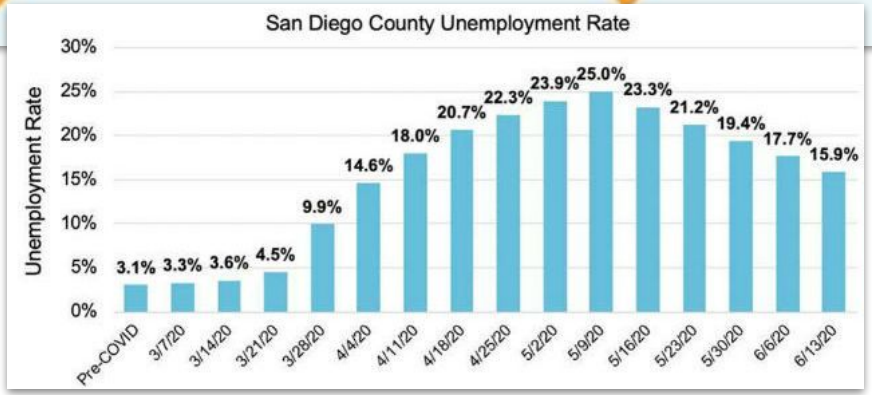
NOT THE 2020 WE EXPECTED...

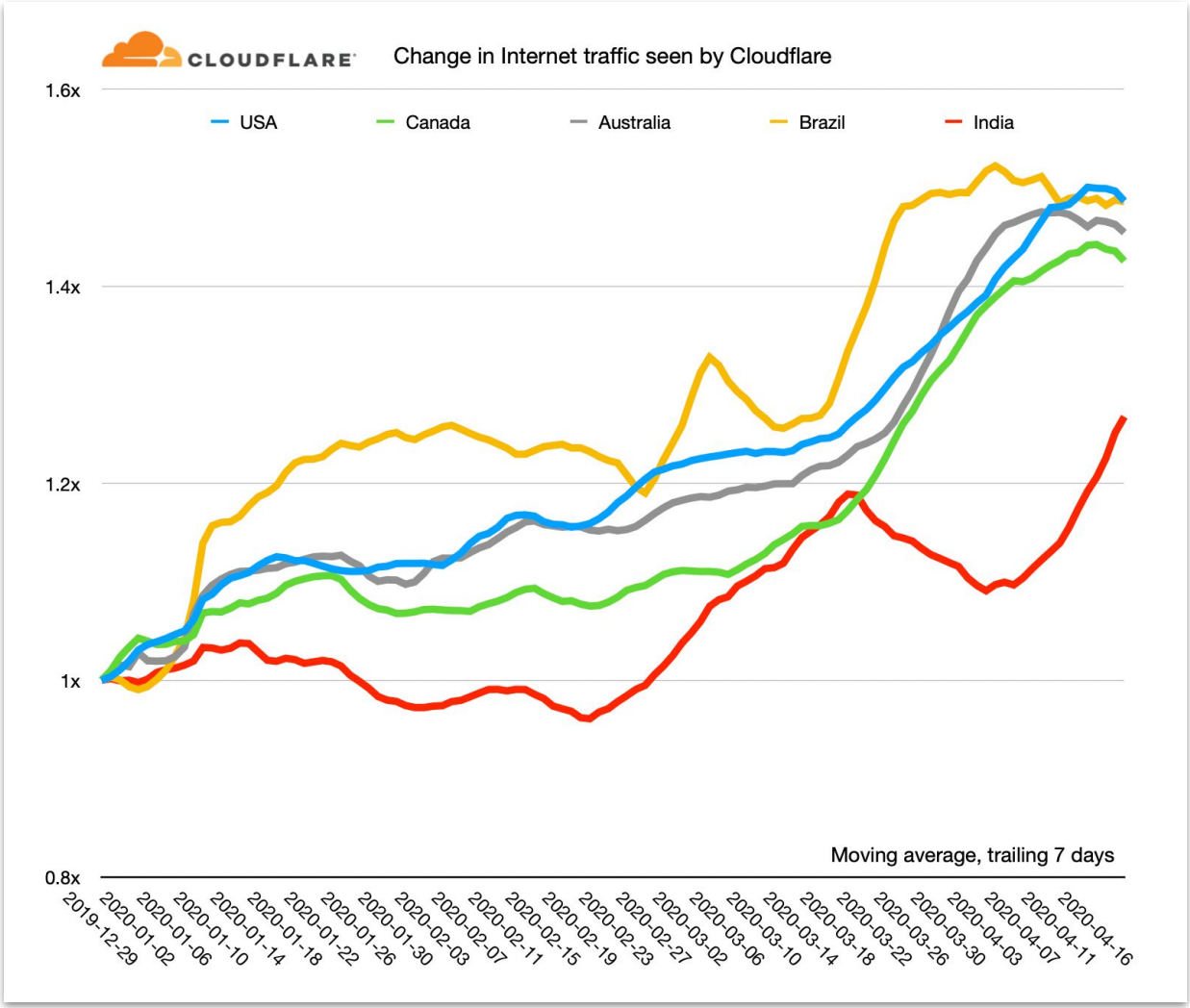


Weekday vehicle miles traveled (VMT) on local freeways decreased by 44%

Daily traffic volumes at a variety of high traffic spots dropped an average of 41%

Traffic speeds during peak periods averaged 30 mph higher

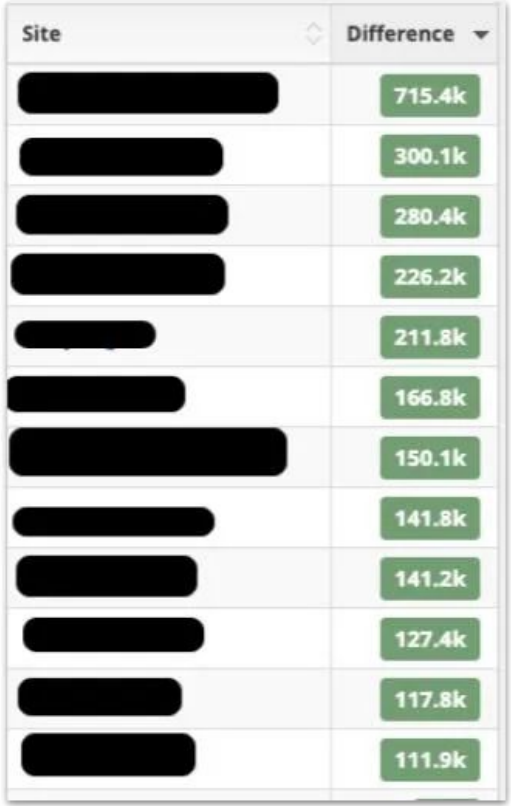



CLOUDFLARE
Change in Internet traffic seen by Cloudflare
1.6x
1.4x
1.2x
1x
0.8x
USA
Canada
Australia
Brazil
India
Moving average, trailing 7 days
2019-12-29
2020-01-02
2020-01-06
2020-01-10
2020-01-14
2020-01-18
2020-01-22
2020-01-26
2020-01-30
2020-02-03
2020-02-07
2020-02-11
2020-02-15
2020-02-19
2020-02-23
2020-02-27
2020-03-02
2020-03-06
2020-03-10
2020-03-14
2020-03-18
2020-03-22
2020-03-26
2020-03-30
2020-04-03
2020-04-07
2020-04-11
2020-04-16

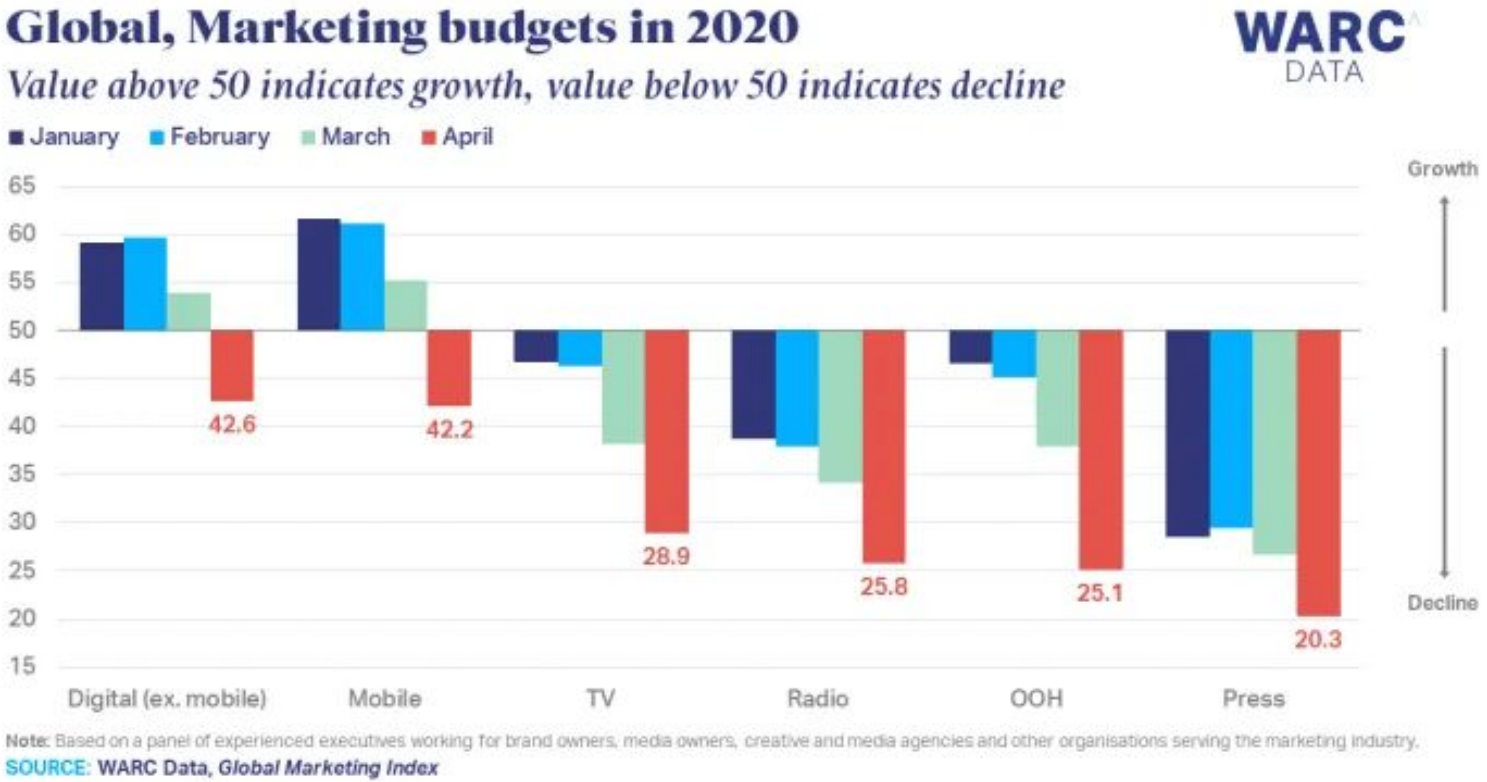
WHERE DOES THAT LEAVE PUBLISHERS NOW...

GOING ALL THE WAY BACK TO MARCH...

March 11
vs
March 18
-
Ezoic sites with biggest changes in weekly pageviews



STOMPING ON THE BRAKES



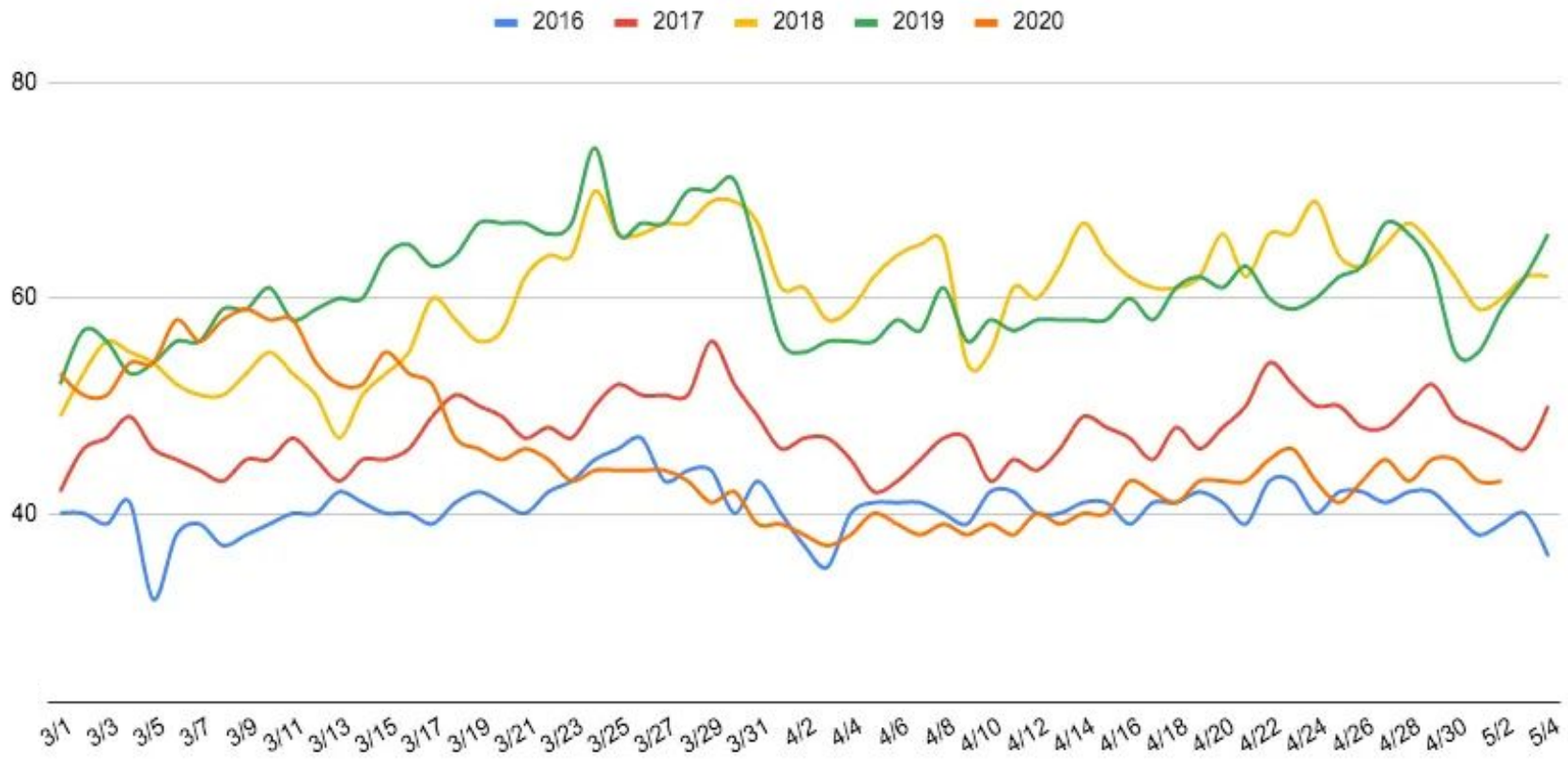
amazon associates

Here are some of the most important updates we made to the Amazon Associates Program Operating Agreement Policies on April 21, 2020:

- We have changed the following Standard Program Fee Rates:

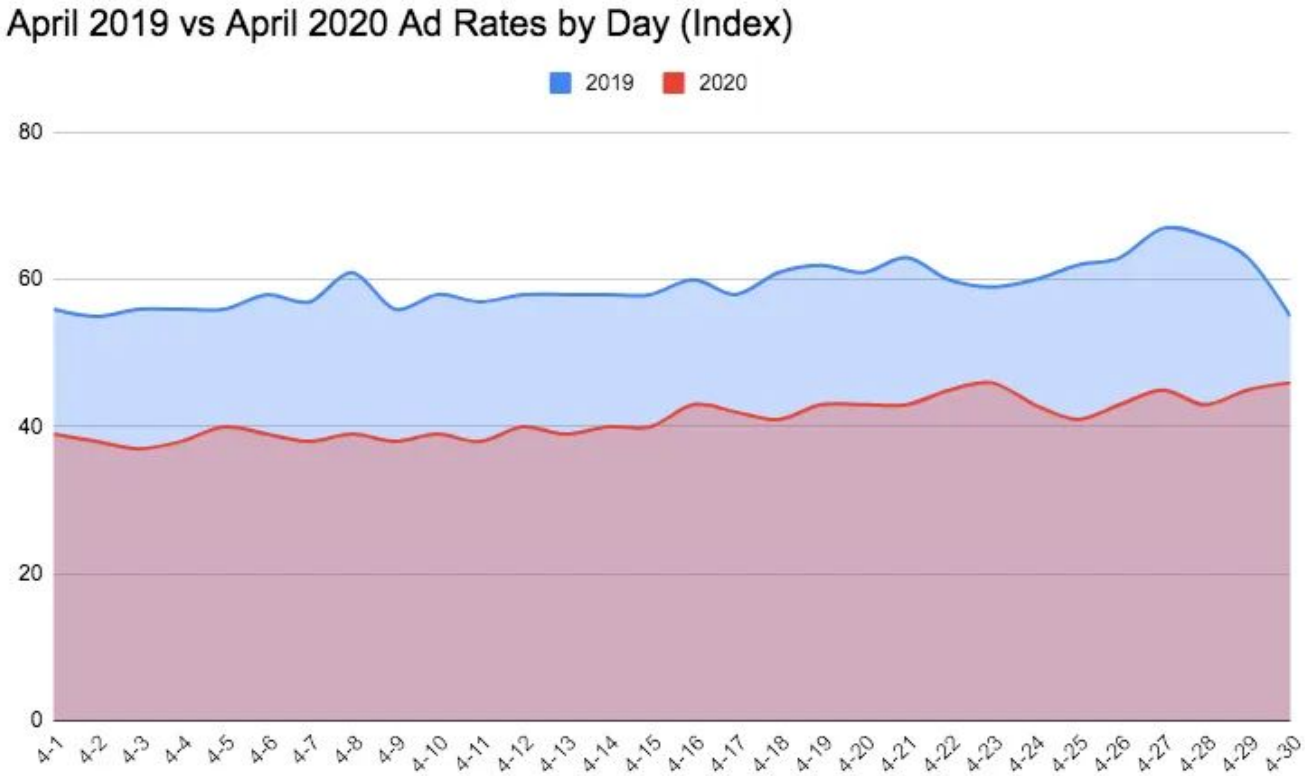
Product Category	Changed Fixed Standard Program Fee Rates	
Furniture, Home, Home Improvement, Lawn & Garden, Pets Products, Pantry	3.00%	was 8%
Headphones, Beauty, Musical Instruments, Business & Industrial Supplies	3.00%	was 6%
Outdoors, Tools	3.00%	was 5.5%
Grocery	1.00%	was 5%
Sports	3.00%	was 4.5%
Baby Products	3.00%	was 4.5%
Health & Personal Care	1.00%	was 4.5%
Amazon Fresh	1.00%	was 3%

AFFILIATE AND AD REVENUE TAKE A GUT PUNCH

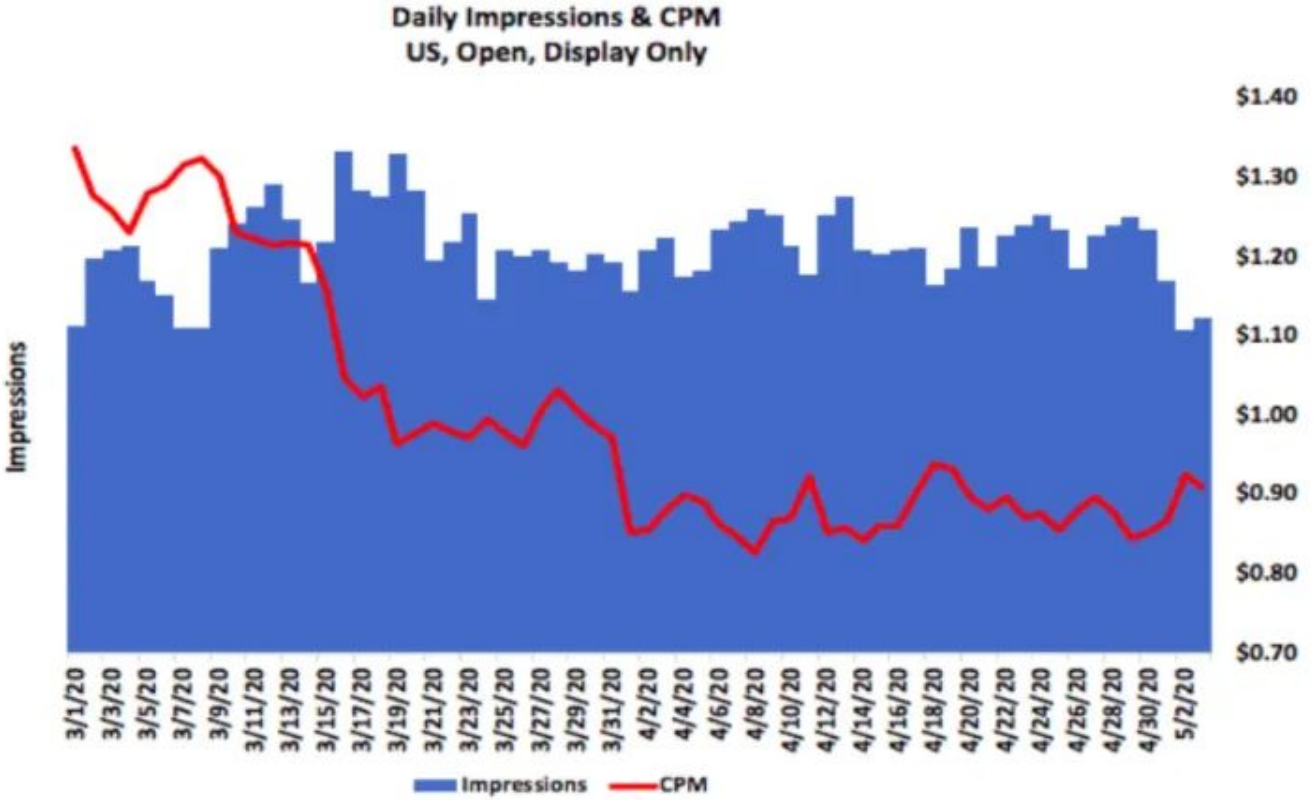


SOURCE EZOIC AD REVENUE INDEX — ADREVENUEINDEX.EZOIC.COM

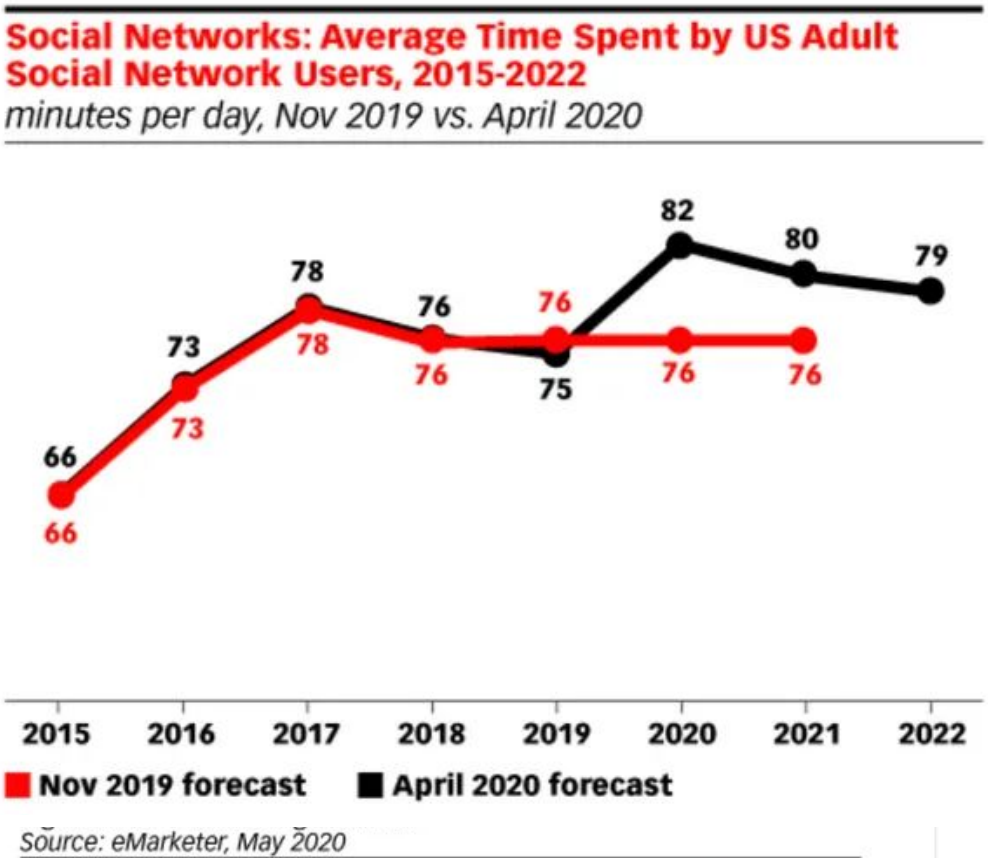
APRIL AD RATES PAINT US A PICTURE



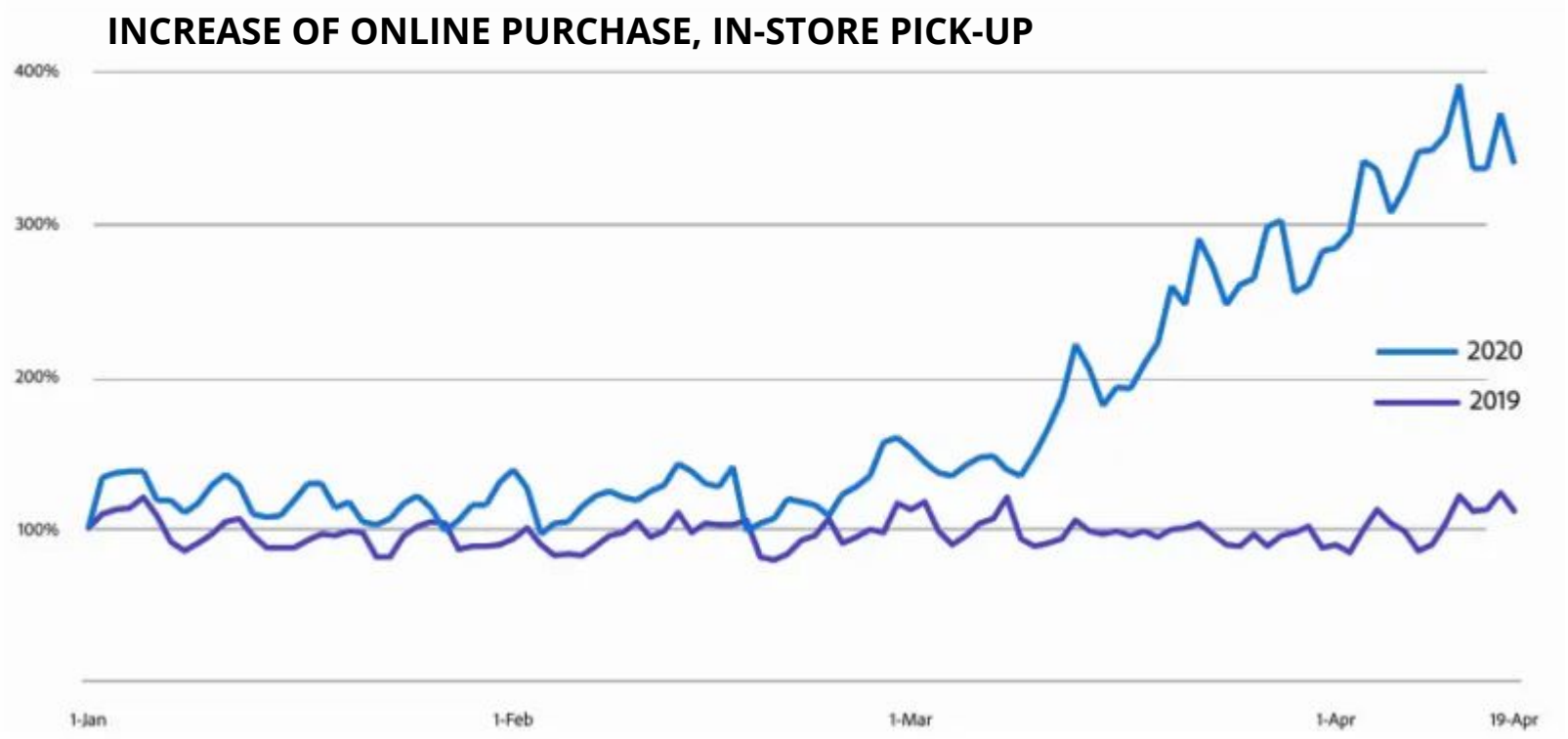
SUPPLY AND DEMAND IN ACTION



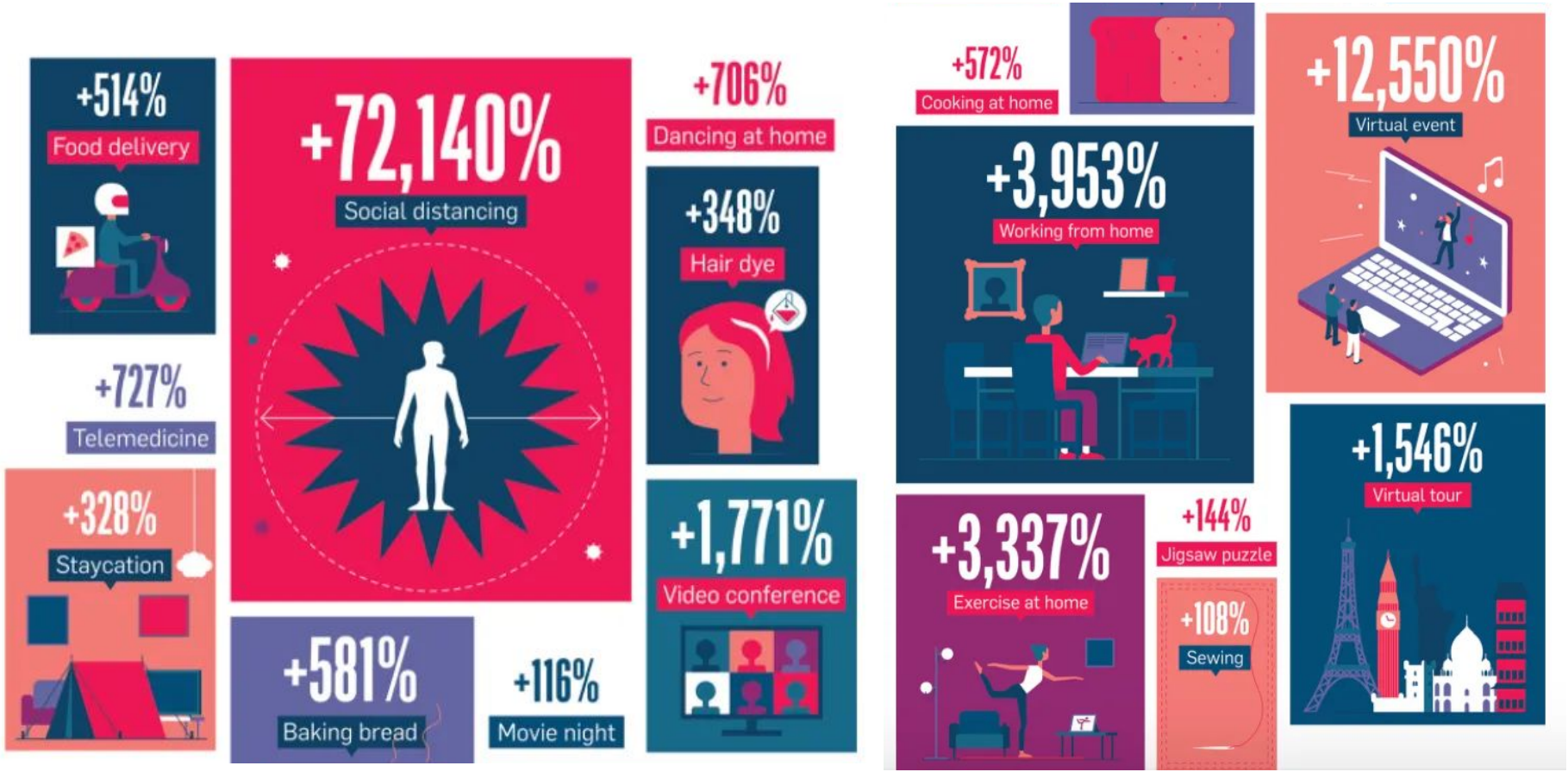
THE RISE OF OF DIGITAL LIFE IS HERE TO STAY



E-COMMERCE CRAMS YEARS OF GROWTH INTO 1 MONTH

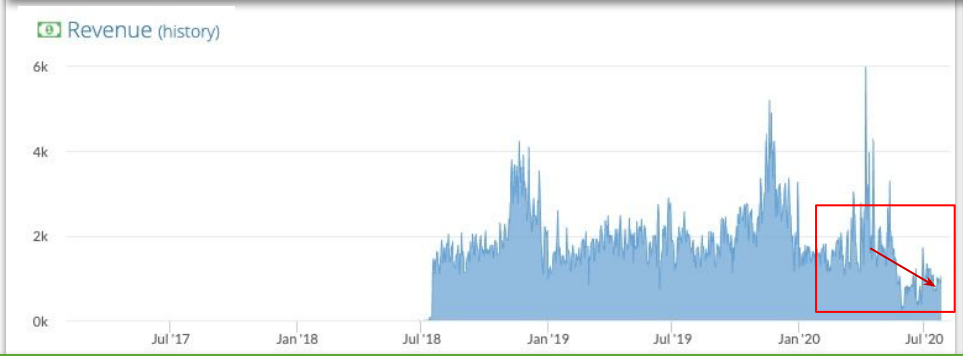


CHANGES IN SEARCH TOPIC CATEGORIES

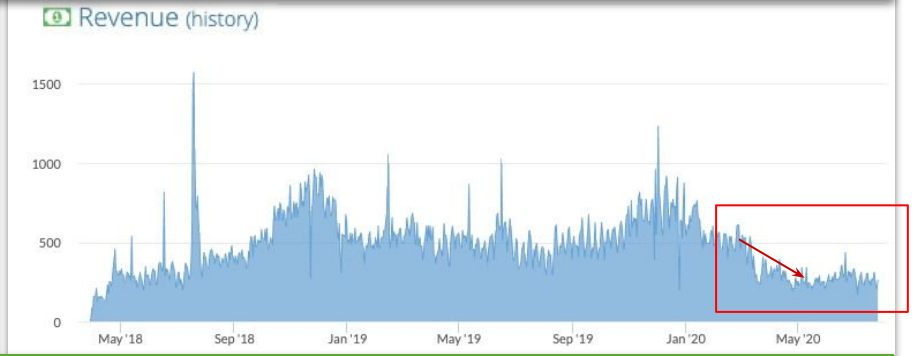


EVERGREEN SITES DYING ON THE VINE

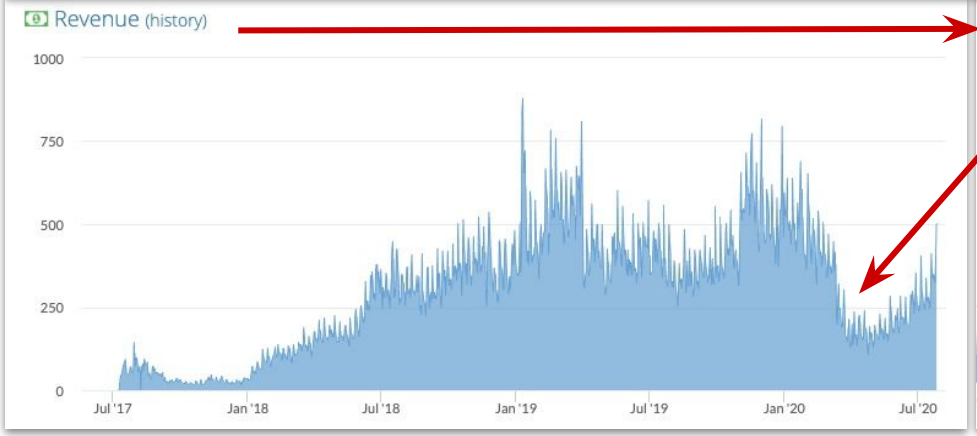
WEBSITE ABOUT THEATER & EVENTS

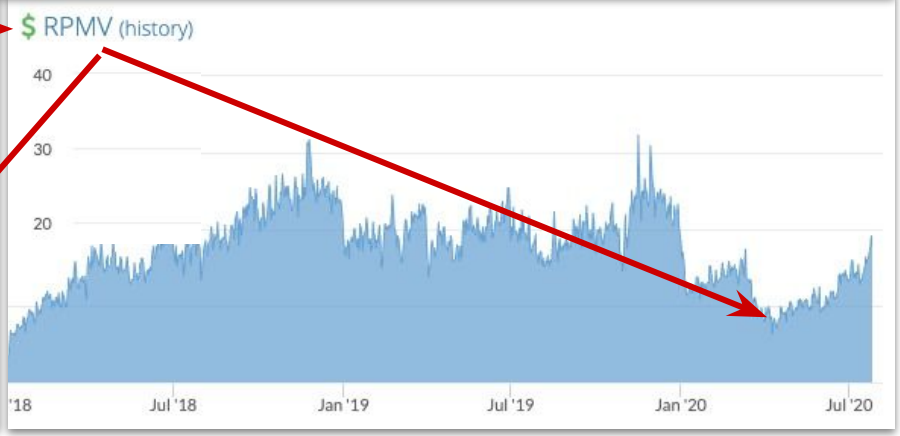


WEBSITE ABOUT RETAIL SALES AND COUPONING

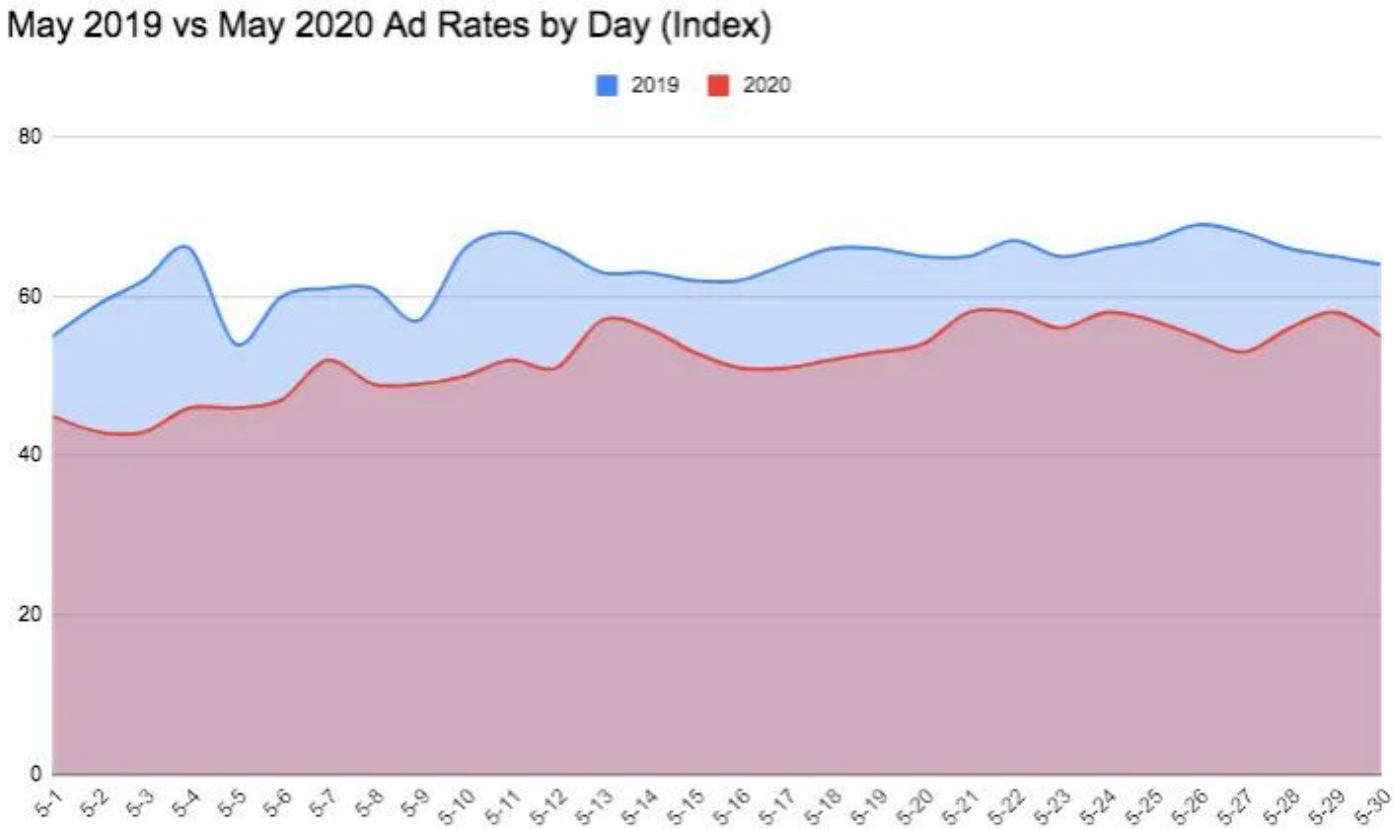


WEBSITE ABOUT TRAVEL, FOOD, HISTORY

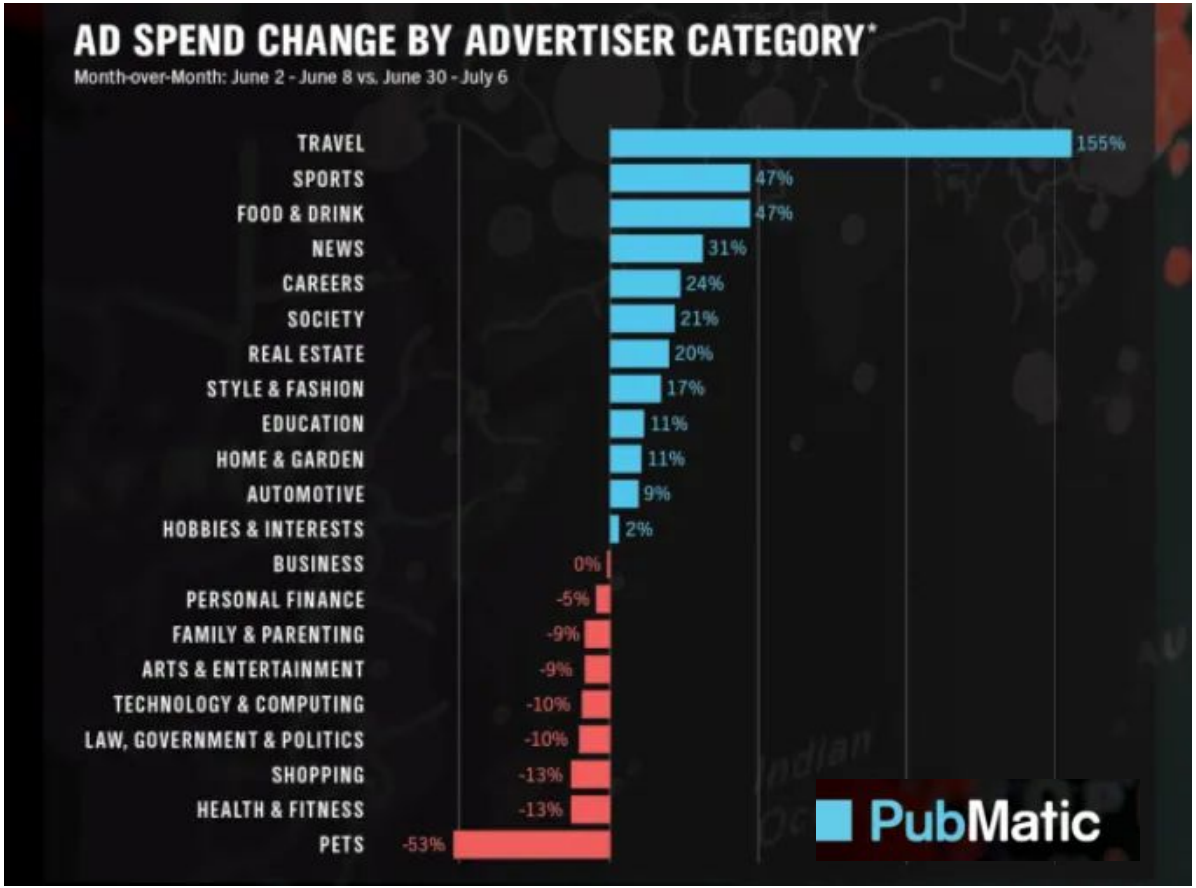




MAY BRINGS LITTLE RELIEF



UNPRECEDENTED GLOBAL ECONOMIC CHANGE



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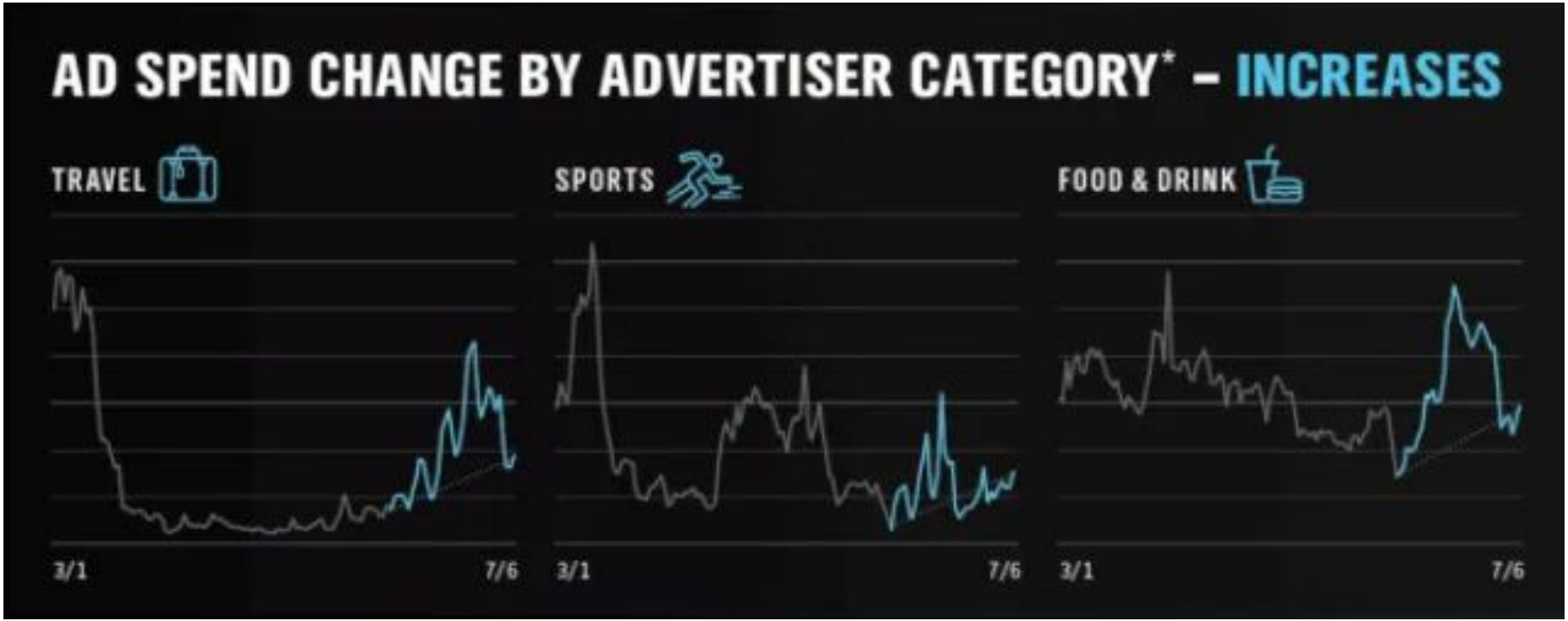
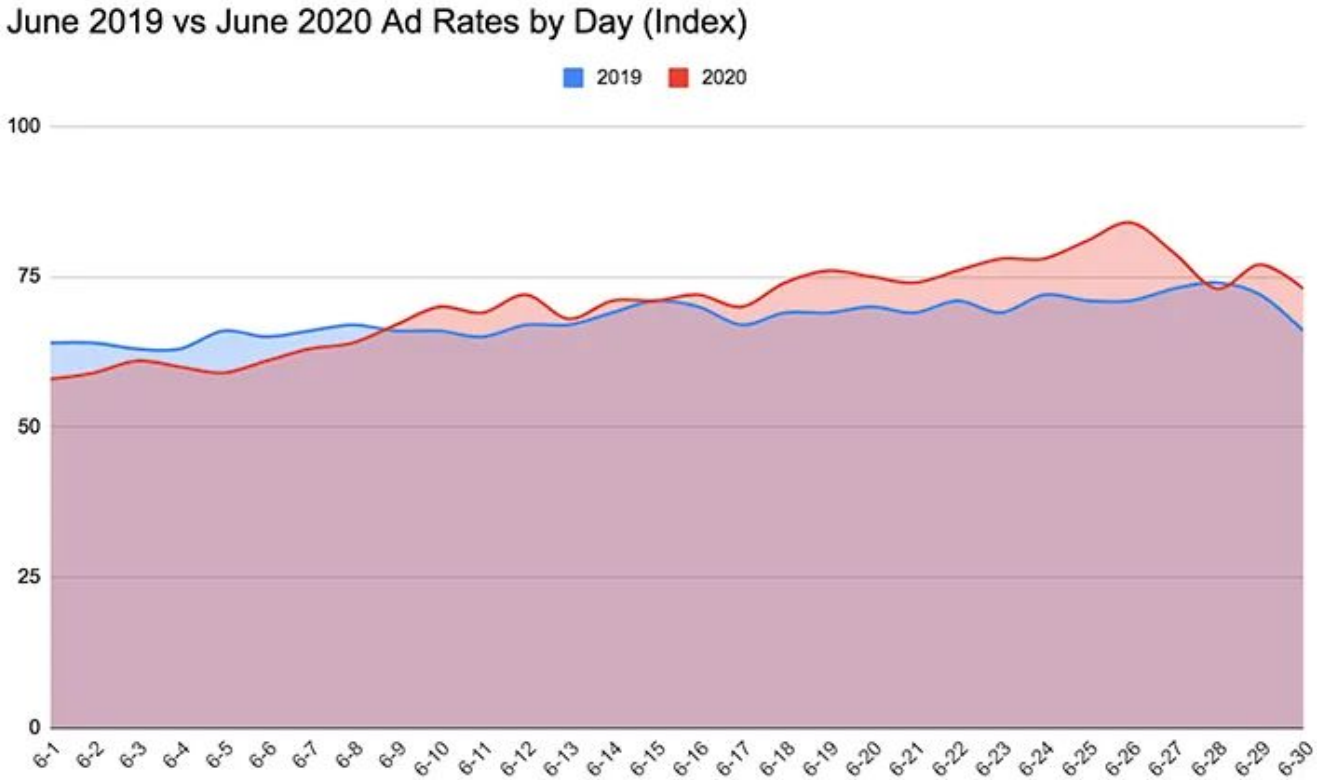


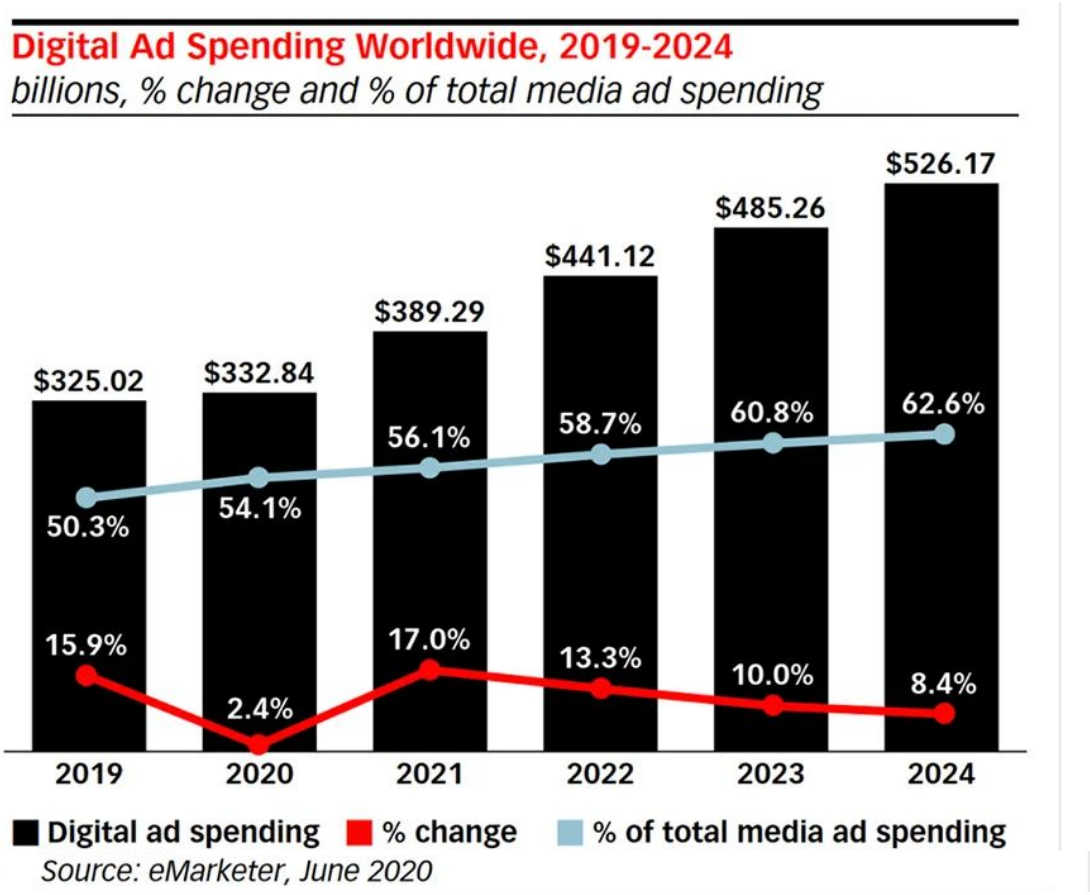
RELUCTANTLY OPTIMISTIC IN JUNE



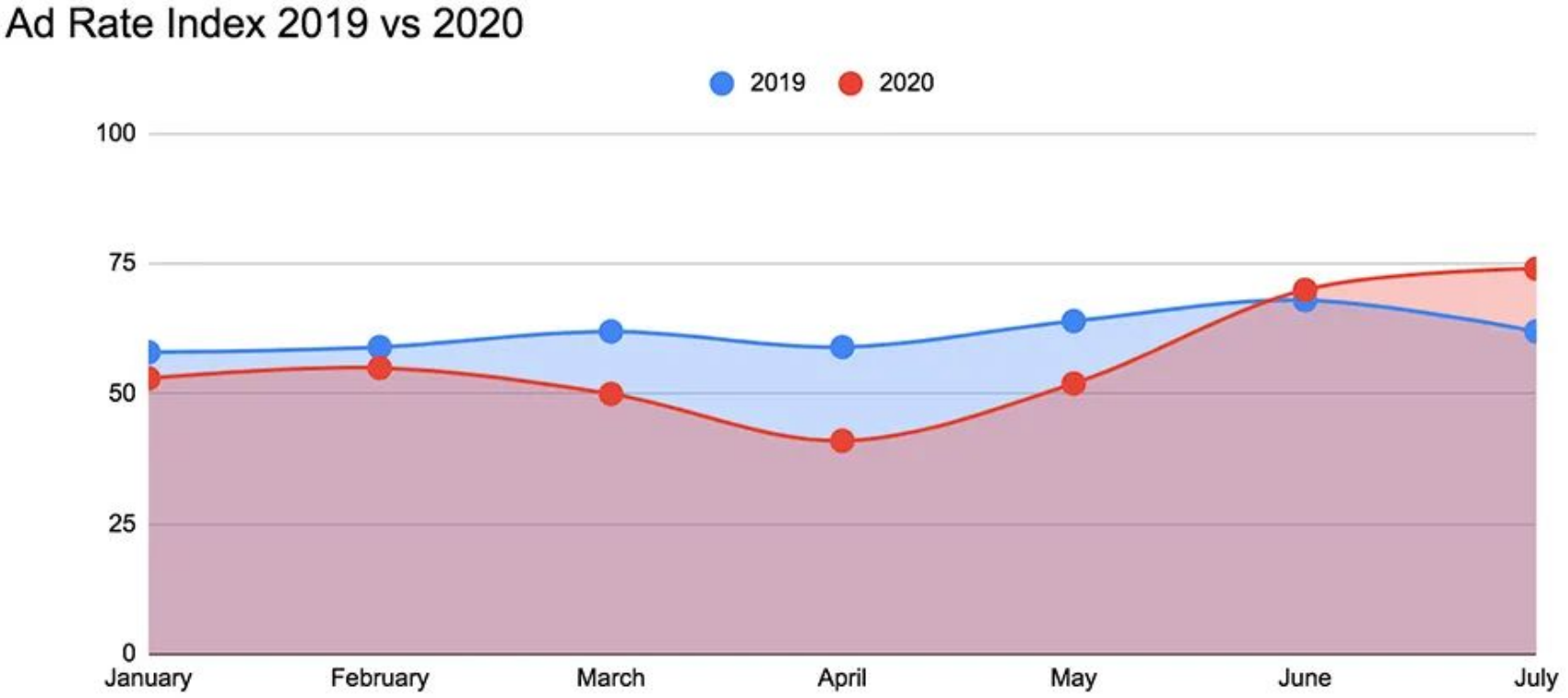
THE ACCELERATION OF A DIGITAL ECONOMY

Source: Bank of America, U.S. Department of Commerce, ShawSpring Research

UNPRECEDENTED GLOBAL ECONOMIC CHANGE

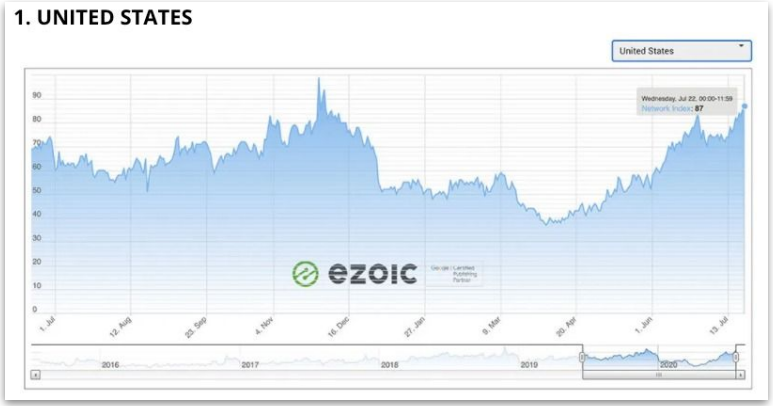


BACK TO NORMAL... MAYBE BETTER, RIGHT?



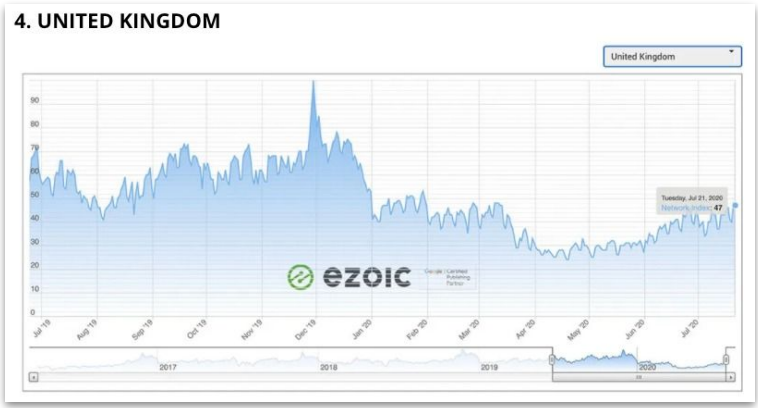
adrevenueindex.ezoic.com

1. UNITED STATES

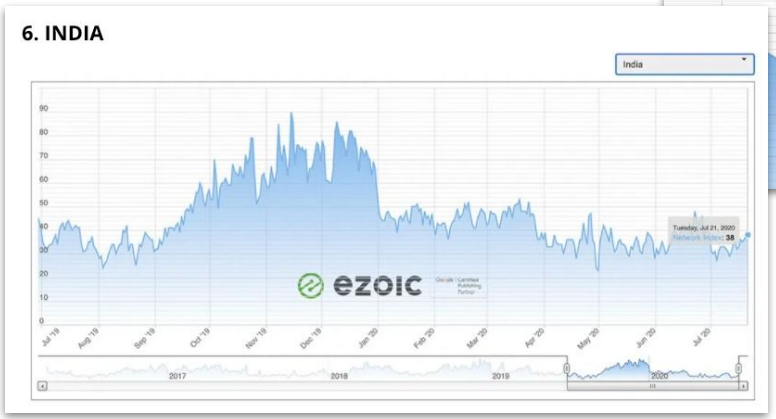


2. GERMANY

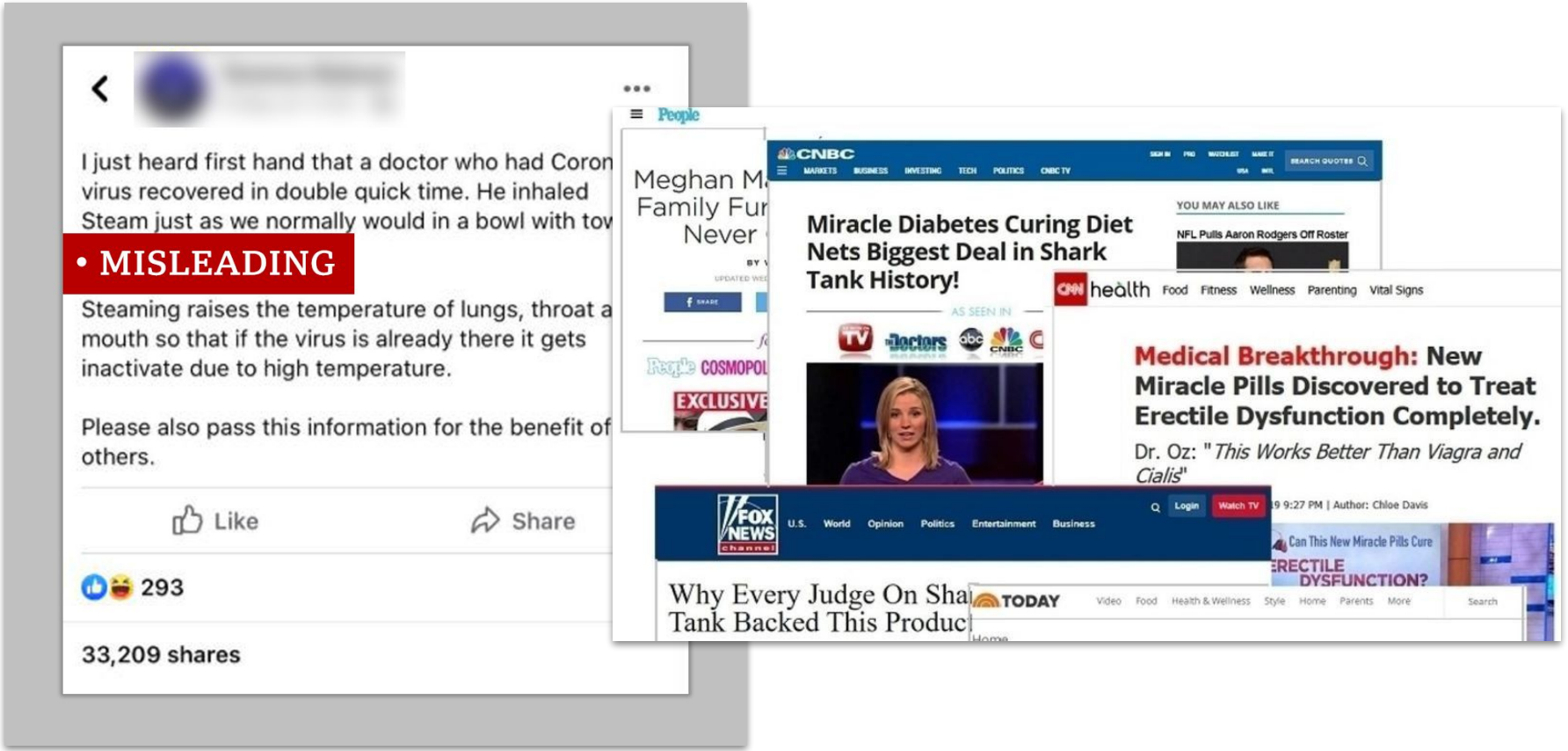
4. UNITED KINGDOM



6. INDIA



DIGITAL MEDIA'S WEAK WERE POINTS EXPOSED

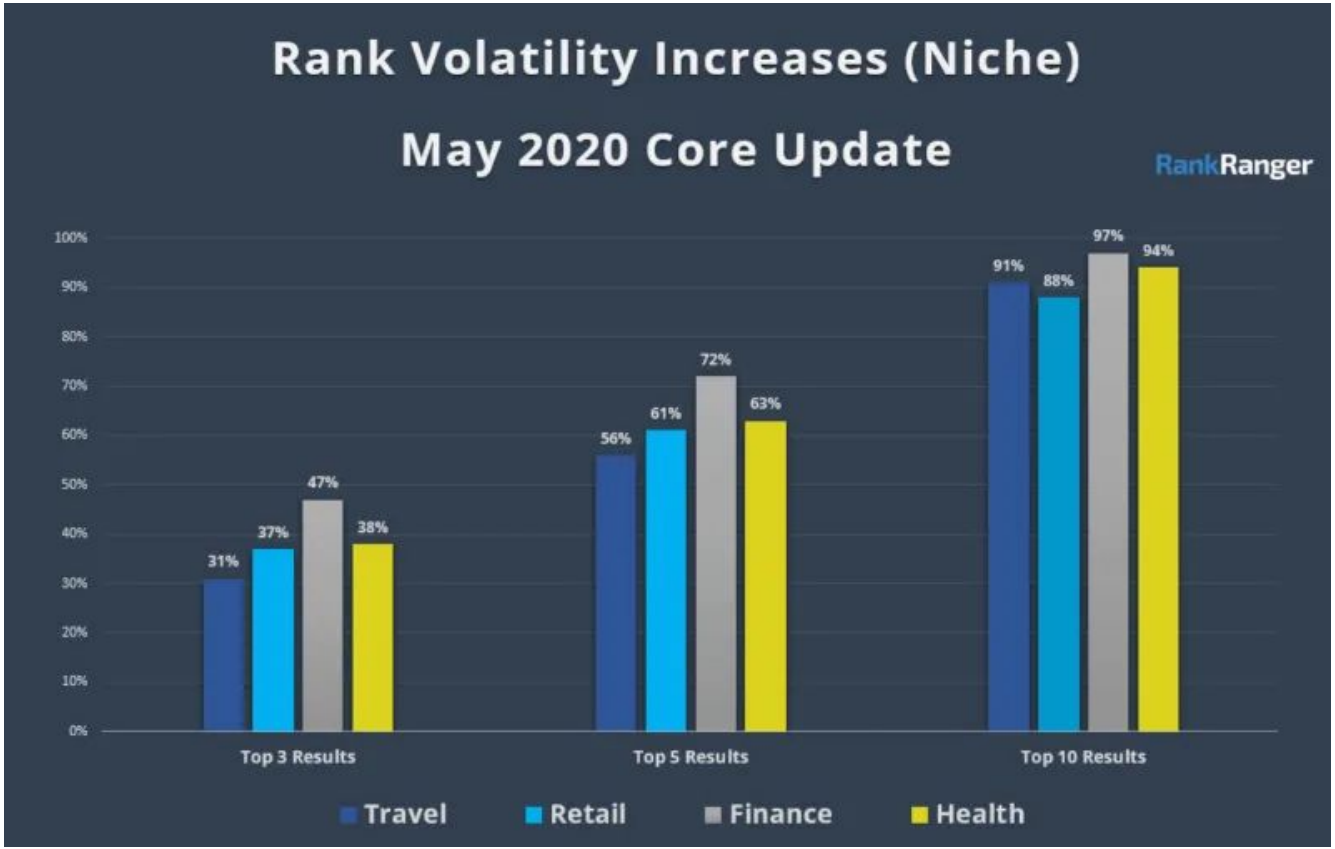


GOOGLE ORGANIC SEARCH IMPRESSIONS

	SEO Visibility	Growth
crazygames.com	373.9K	-13.5%
poki.com	**307.9K**	-39.8%
agame.com	241.3K	-26.1%
girlsgogames.com	192.9K	-5.8%
kongregate.com	97,087	-7.7%
gamesgames.com	81,071	-39.9%
bgames.com	64,779	-51.3%
y8.com	43,107	-13.8%
learn4good.com	42,021	+2.2%
kizi.com	37,762	-4.1%

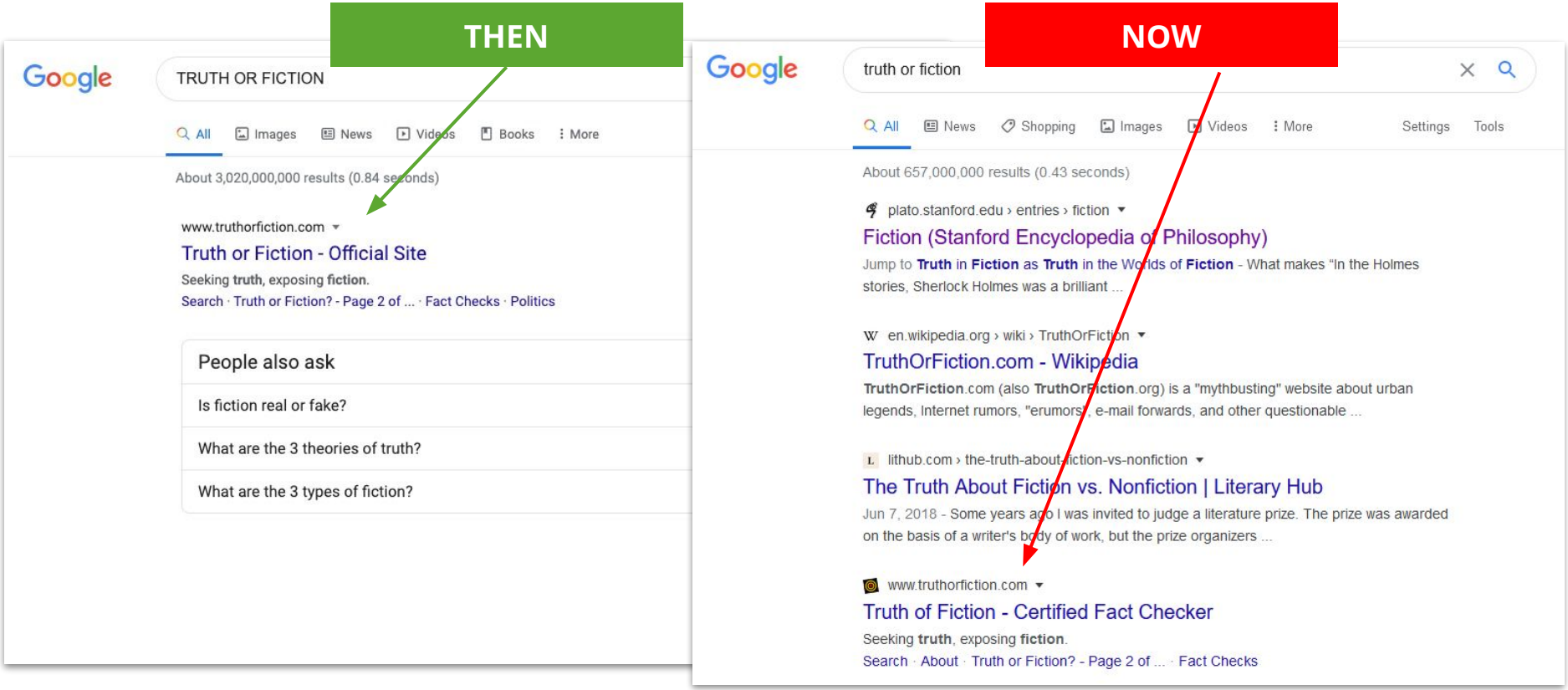
	SEO Visibility	Growth
investopedia.com	1.22M	-0.9%
cnbc.com	851.2K	+6.9%
nerdwallet.com	595.1K	-7.5%
bankrate.com	349.5K	-7.3%
fool.com	344.6K	-15.6%
thebalance.com	**337.4K**	-19.2%
smartasset.com	157.9K	-9.4%
creditkarma.com	129.9K	-32.7%
thesimpledollar.com	49,209	-16.6%
moneyunder30.com	29,589	+23.4%

BEHAVIOR AND PLATFORMS ADAPT



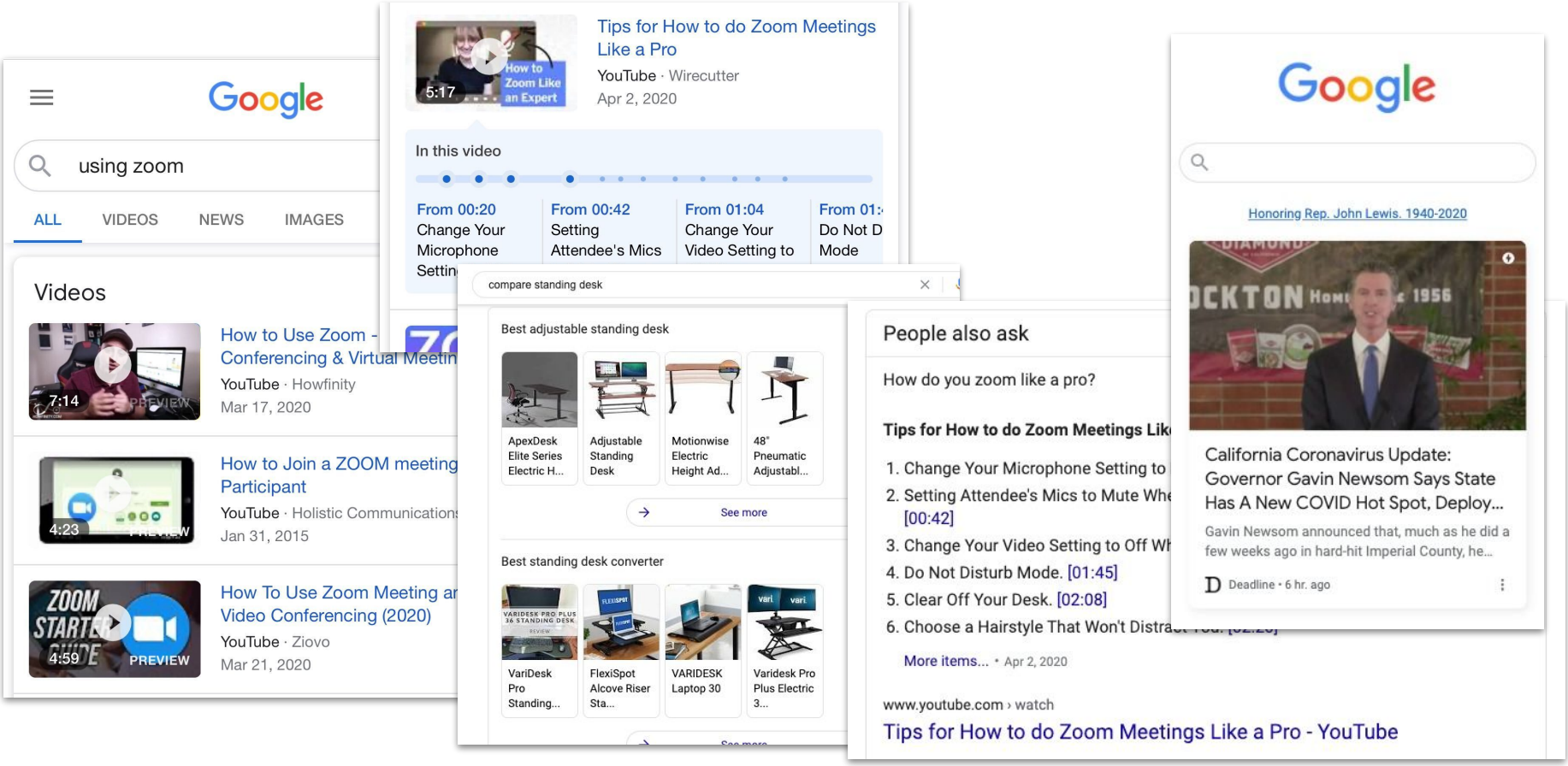
BEHAVIOR AND PLATFORMS ADAPT

IMPRESSIONS CONTROLLED WITH CAUTIOUS CHANGES



IS EVERGREEN CONTENT FOREVER CHANGED?

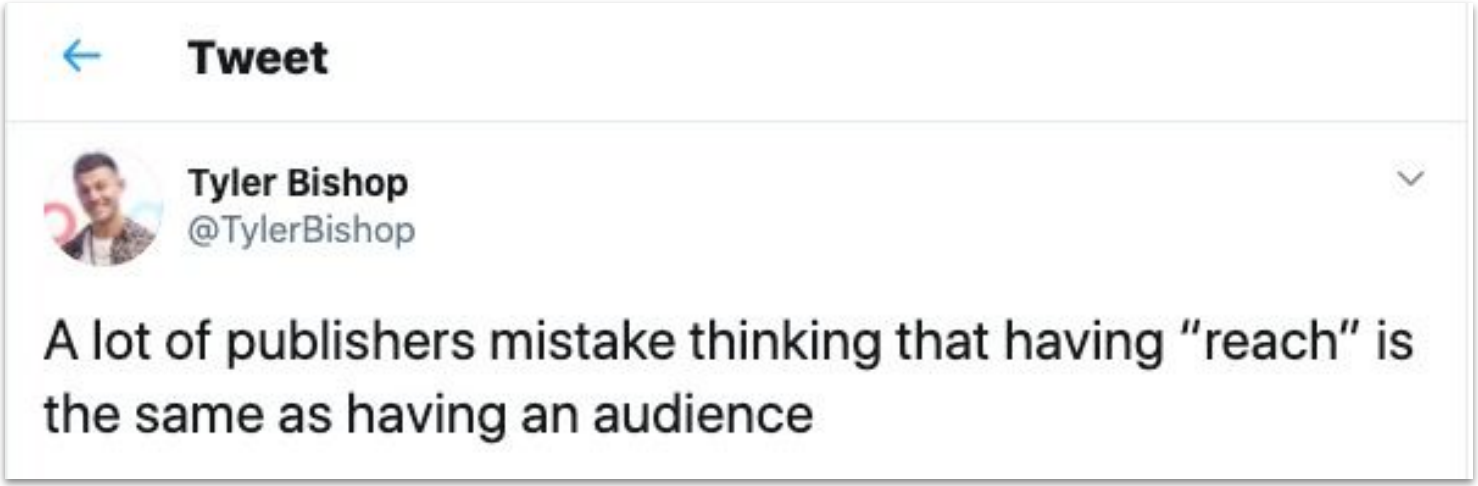
SO...WHAT IS ORGANIC TRAFFIC NOW?



Tweet

Tyler Bishop
@TylerBishop

A lot of publishers mistake thinking that having "reach" is the same as having an audience



"Don't mistake **reach** for ***audience***"

audience

People that **seek out your site**'s content

People that are looking for the **content on your site**

audience

People that **seek out your site**'s content

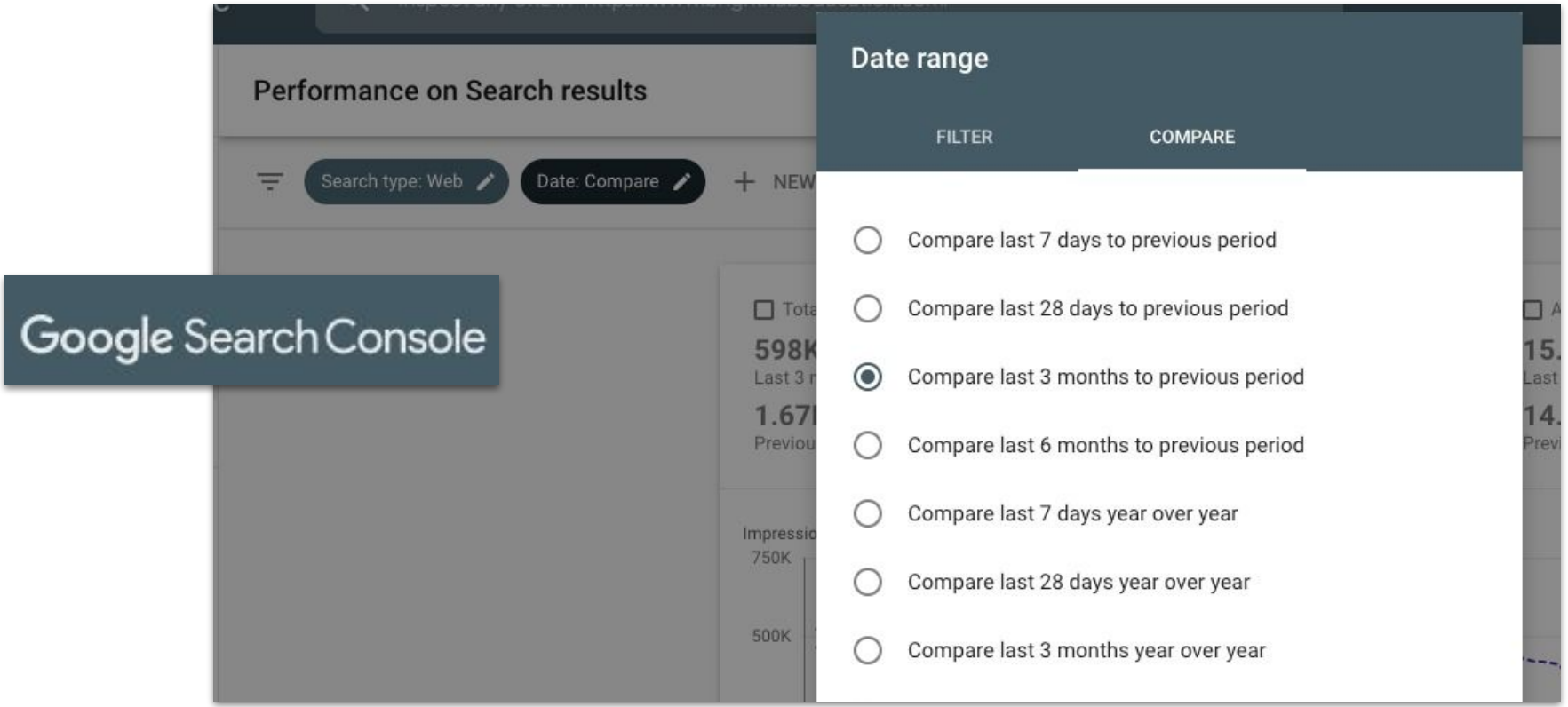
Build a brand...

The Wirecutter

People that are looking for the **content on your site**

Be where they search

Start by using data...



Start by using data...

Google Search Console

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

1

Query	Last 3 months Impressions	Previous 3 months Impressions	↑ Difference
title 1 schools	9,766	24,045	-14,279
what is a title 1 school	0	11,812	-11,812
title one school	0	8,159	-8,159
debate topics for high school	0	4,070	-4,070

Start by using data...

Google Search Console

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

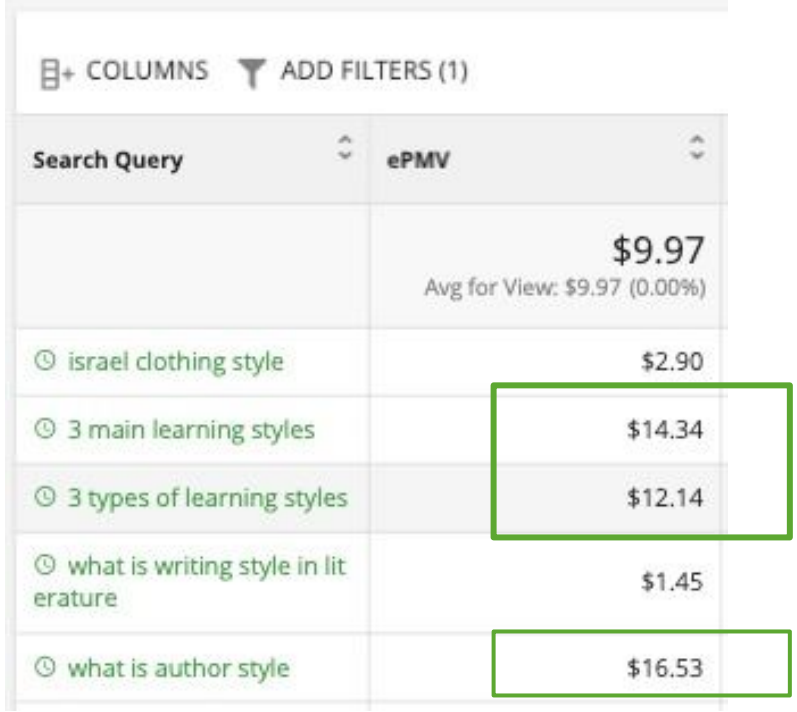
1

Query	Last 3 months Impressions	Previous 3 months Impressions	↓ Difference
there are three basic types of classroom learning styles visual auditory and kinesthetic	2,663	0	2,663
teaching and learning styles in the classroom	367	0	367
aspects of style	133	0	133
3 learning styles	2,204	2,085	119

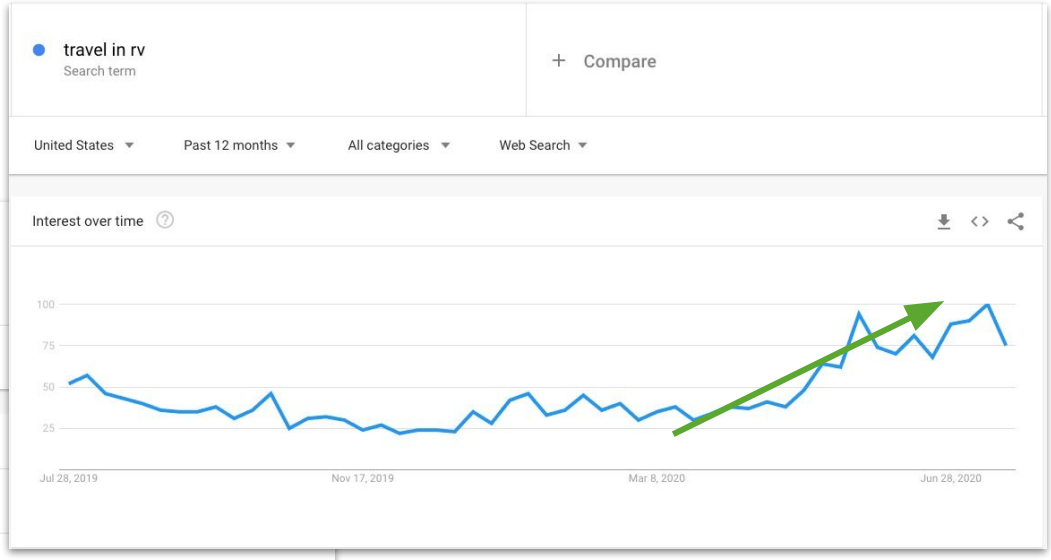
Start by using data...

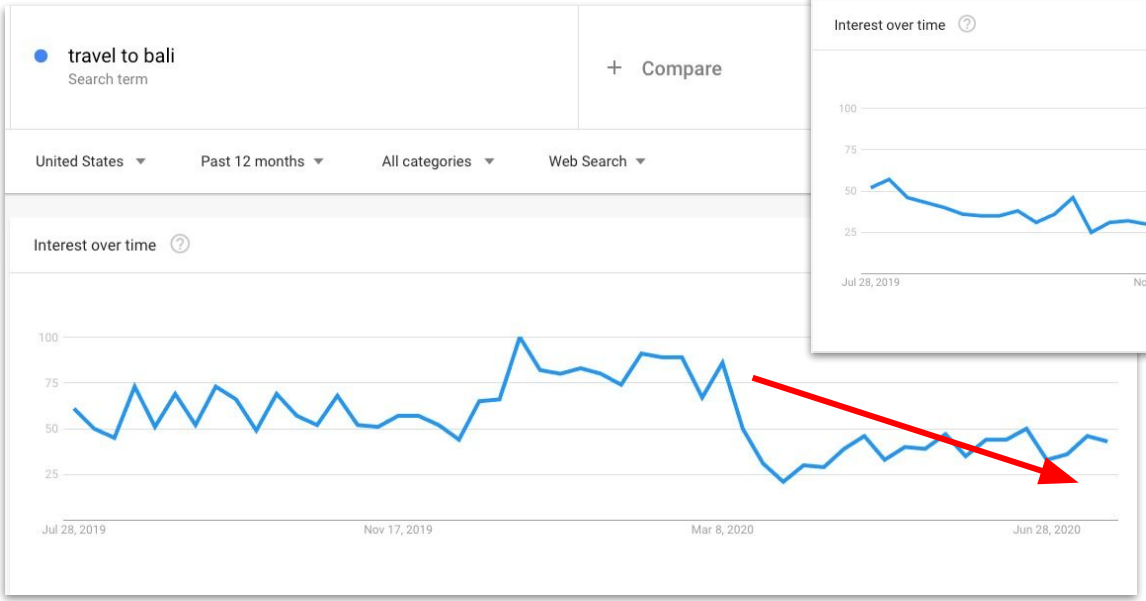
Google Search Console + ezoic BIG DATA ANALYTICS

Search Query	ePMV
	$9.97 $9.97 (0.00%)
current issues in title 1 s chools	$3.45
qualifications for title 1 s chool	$2.36
title 1 school	$5.89
title 1 school meaning	$9.76
title 1 schools meaning	$10.90

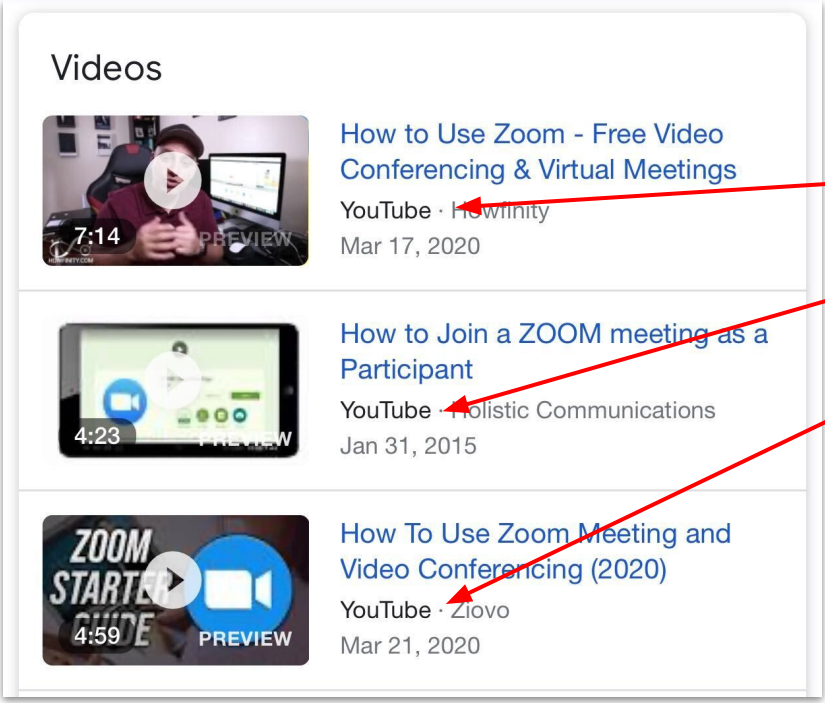


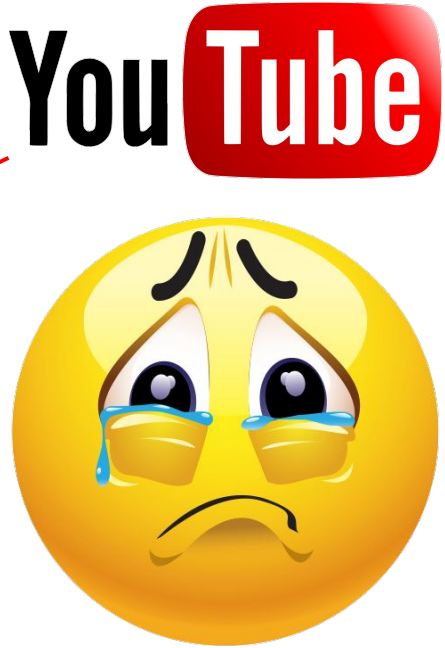
Start by using data...



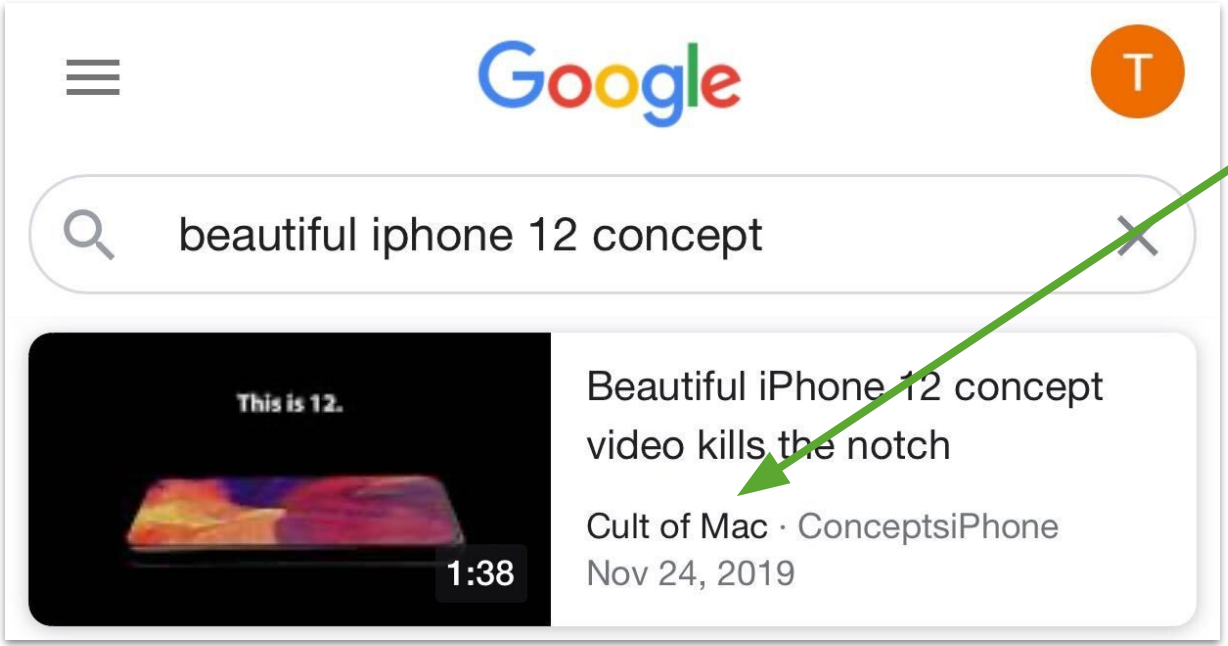


Adapt to audience and platform behavior

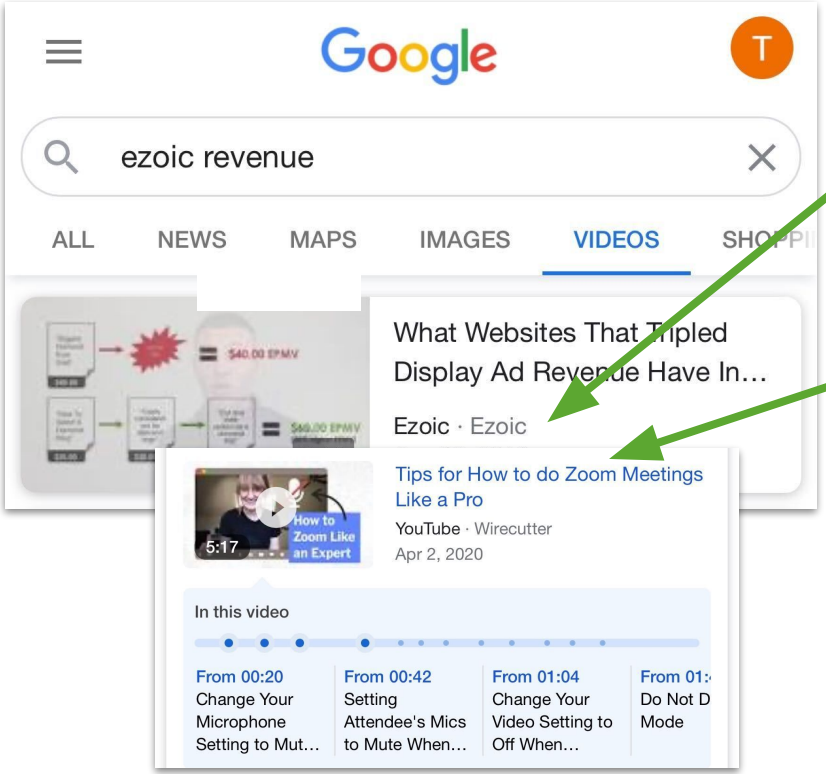




Adapt to audience and platform behavior

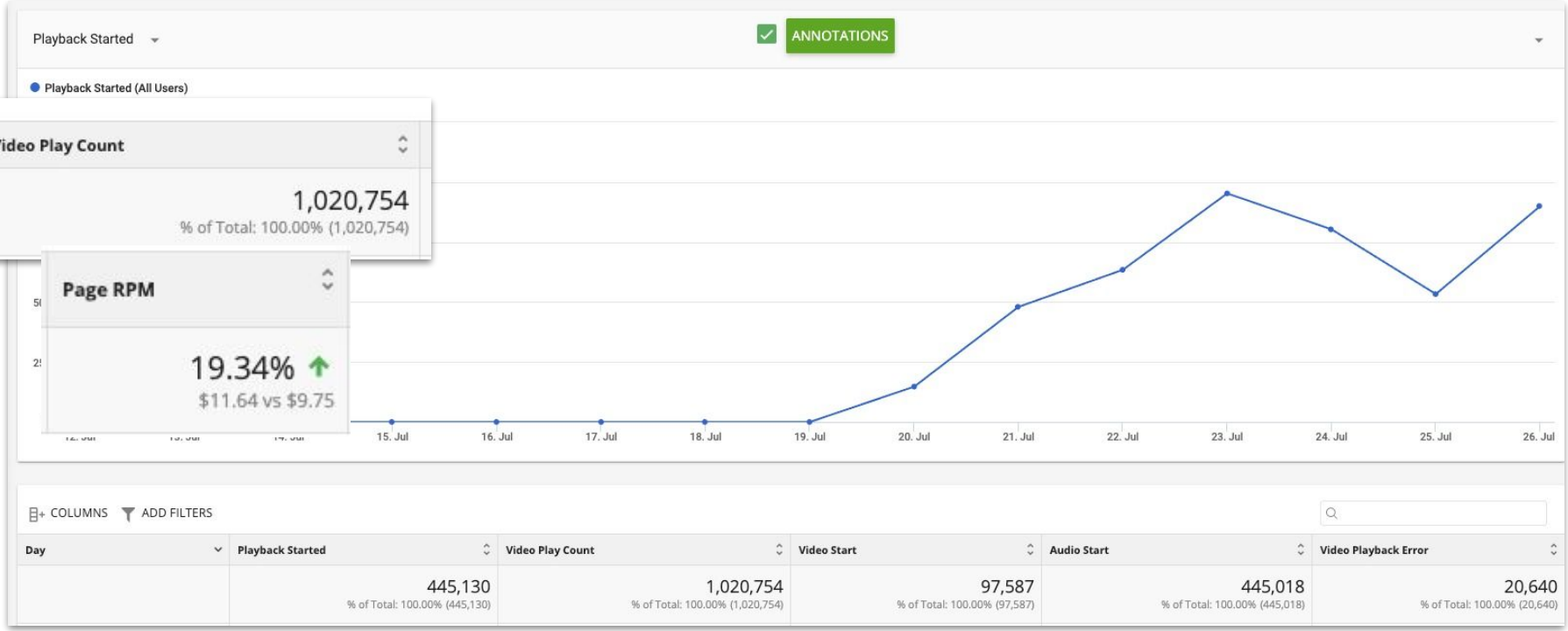


Intelligently approach video

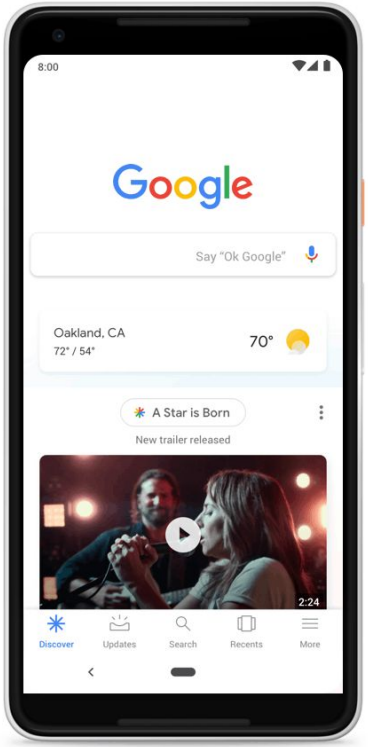


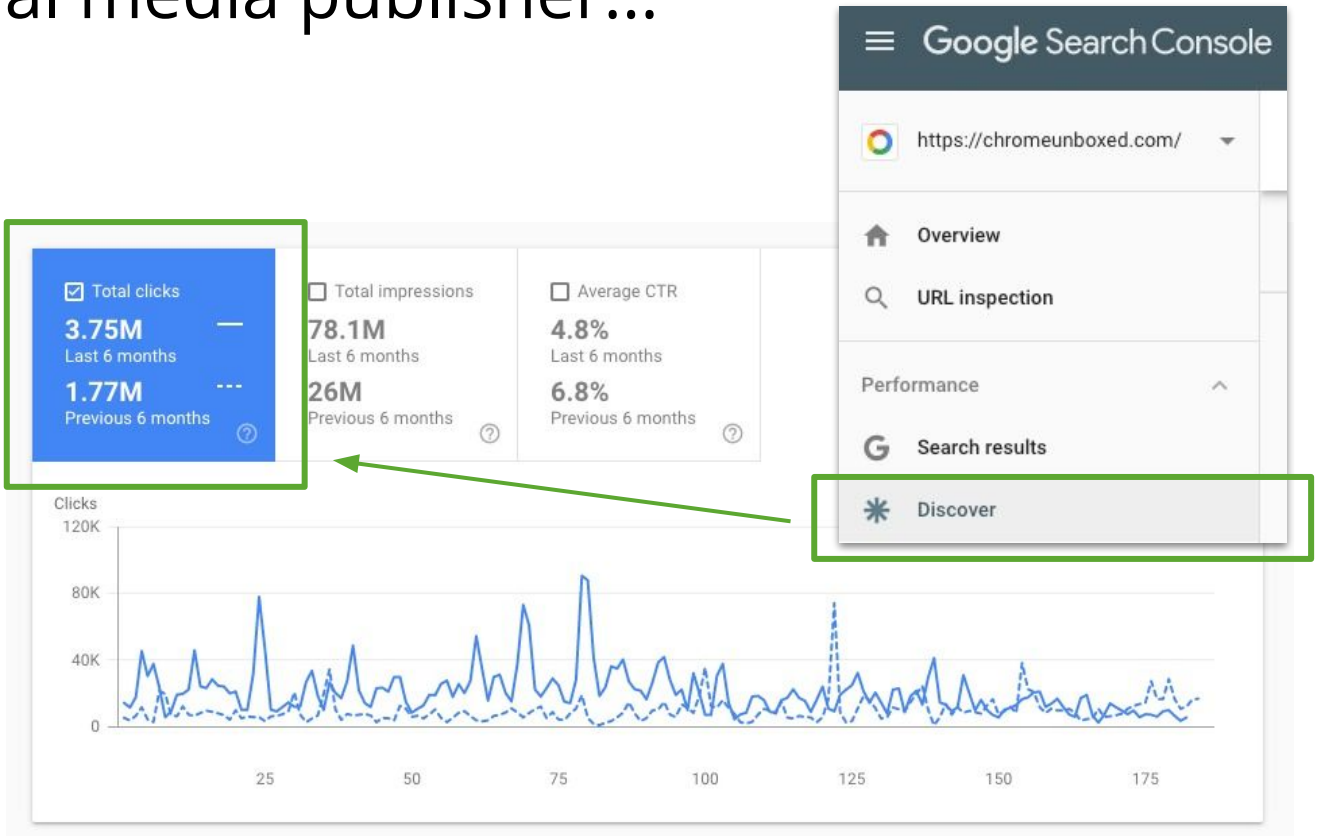
1. Host the video on your site or URL
2. Create a video title (like a title tag)
3. Add meta description markup
4. Use available [Google video schema]

Not just for those with lots of skills/resources



Think like a social media publisher...





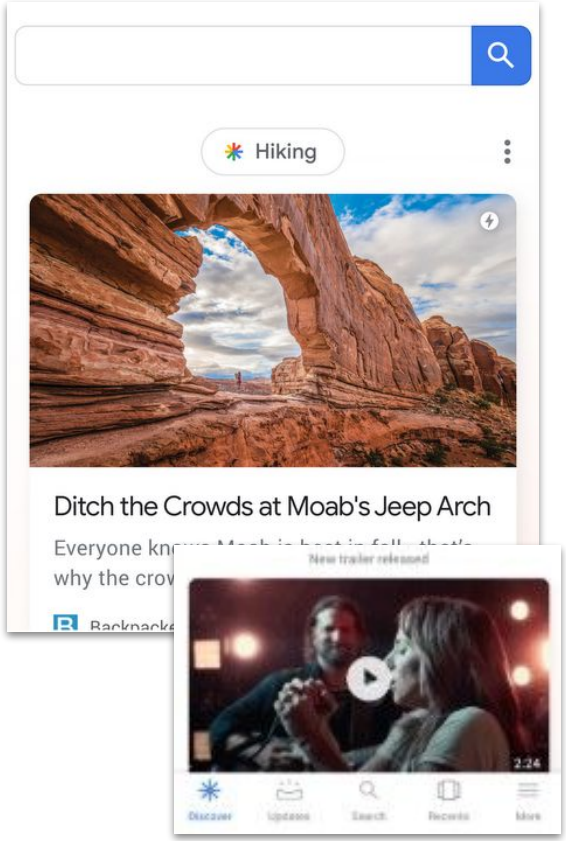
Optimizing for Google Discover

1. **Use more unique images and video**
   a. Featured images need to be at least 1200 px wide and enabled with the max-image-preview:large setting

2. **Use structured data (schema markup)**

3. **Write topical and evergreen articles on similar topics**

4. **Have content visited from sources besides search**
   a. Send out a newsletter
   b. Share on social media
   c. Share in forums, communities, or groups



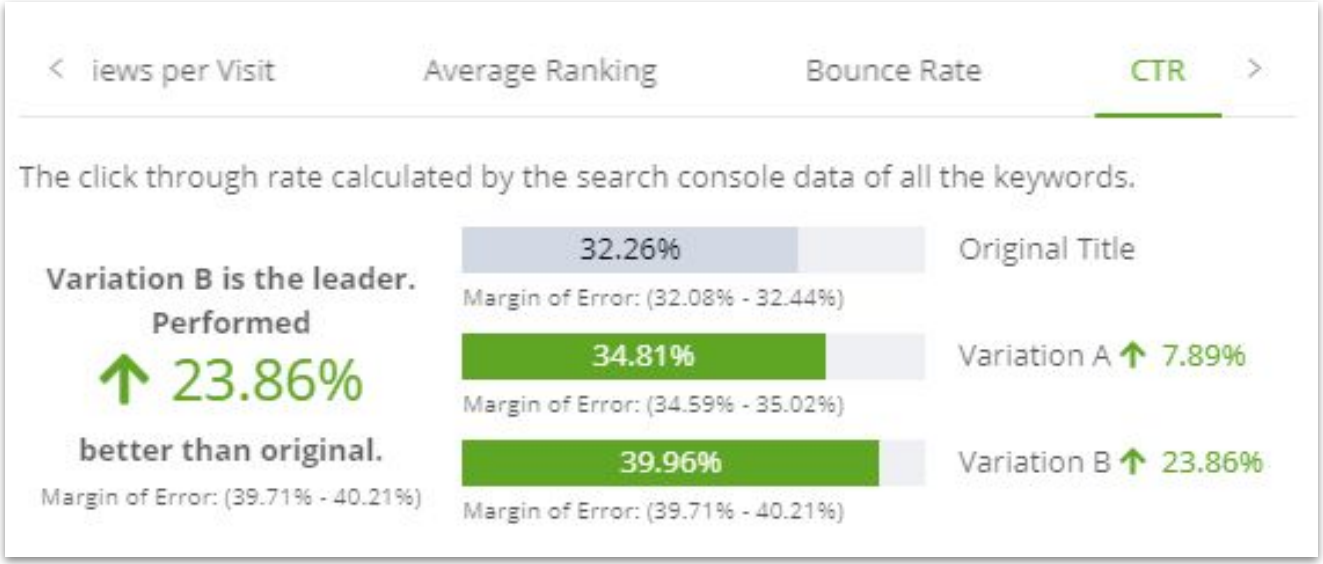
https://chromeunboxed.com/

See their session later this week ;)

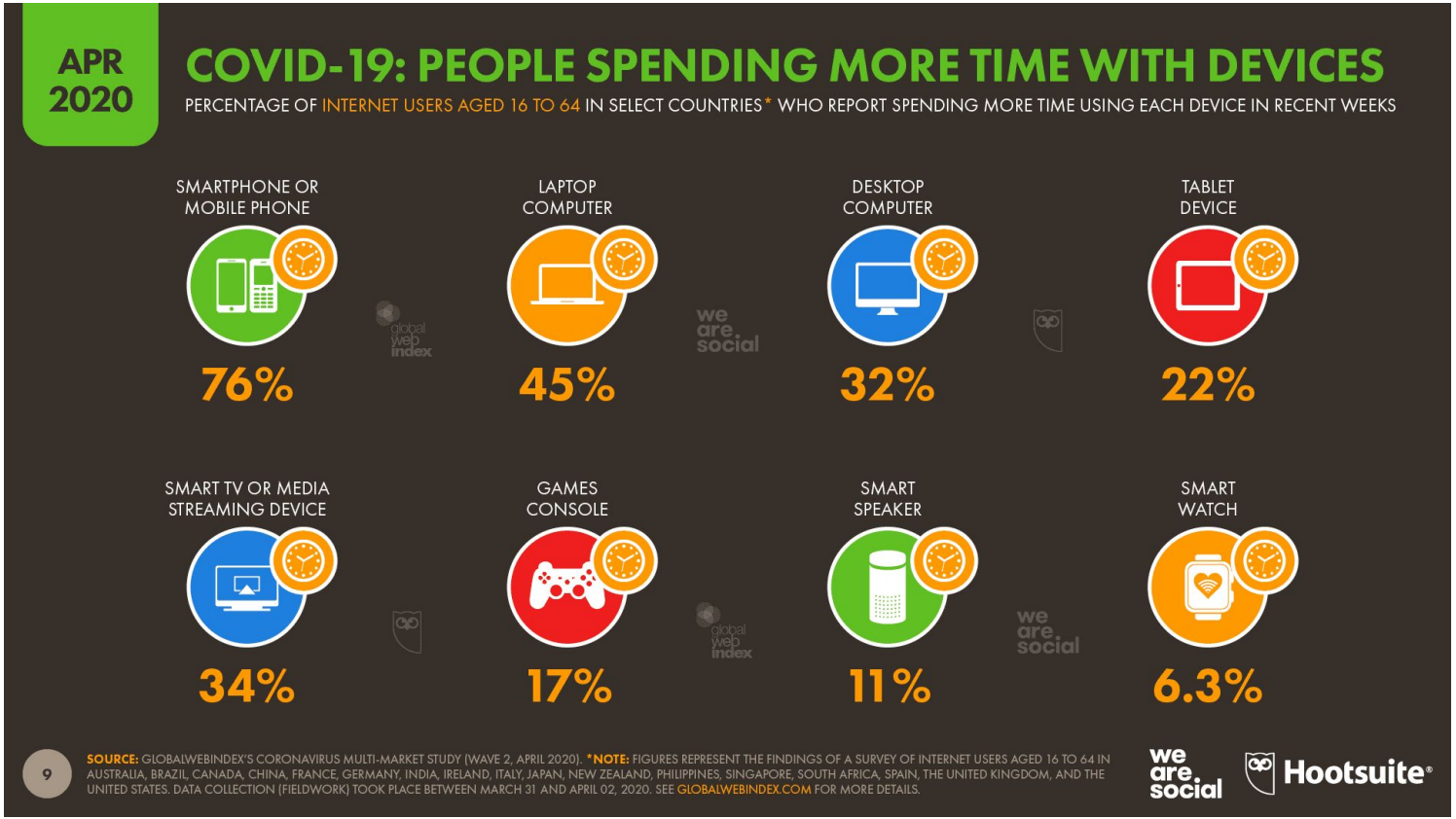
Test and measure

A Yosemite Hikes | Hiking Trails in Yosemite | Yosemite National ...

B Yosemite Hikes: the best places to take your feet in Yosemite ...



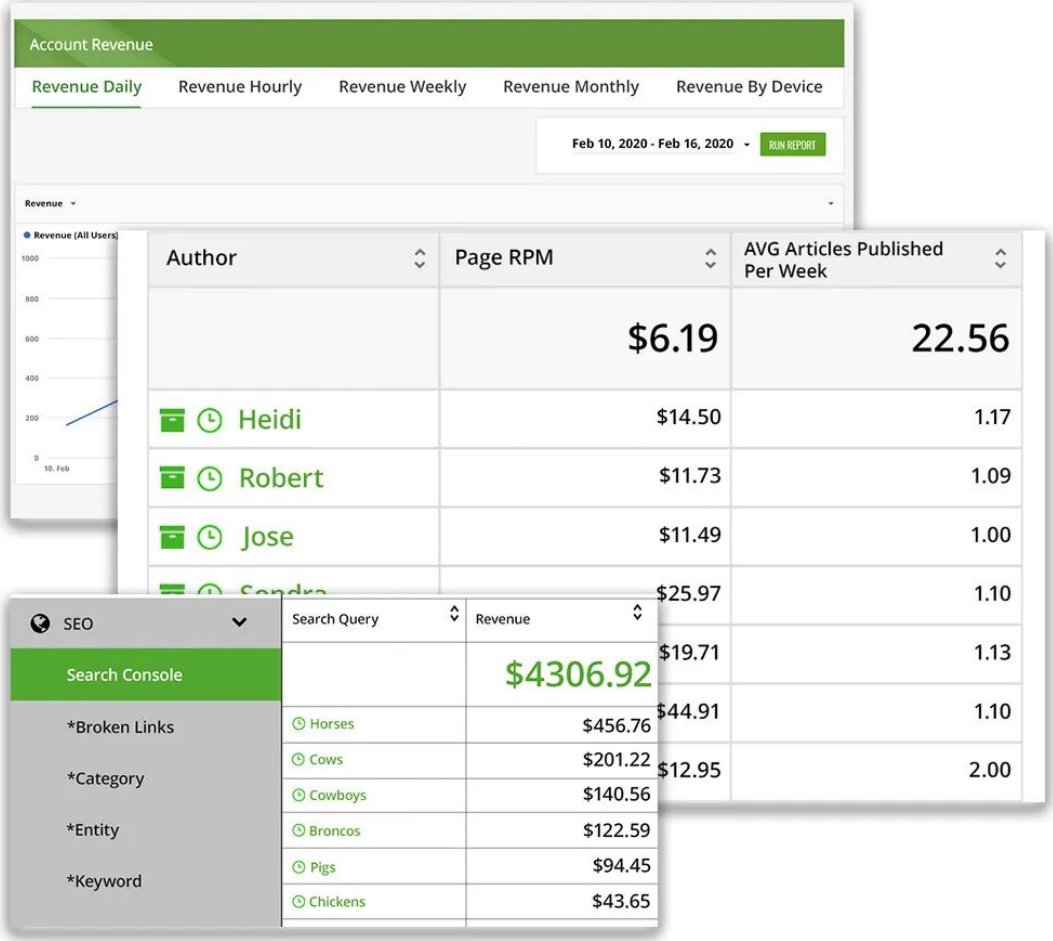
Will things just go back to *normal*?



What Ezoic is doing...

ezoic
BIG DATA ANALYTICS

Making the data the drives grow easy to get



ezoic
BIG DATA ANALYTICS

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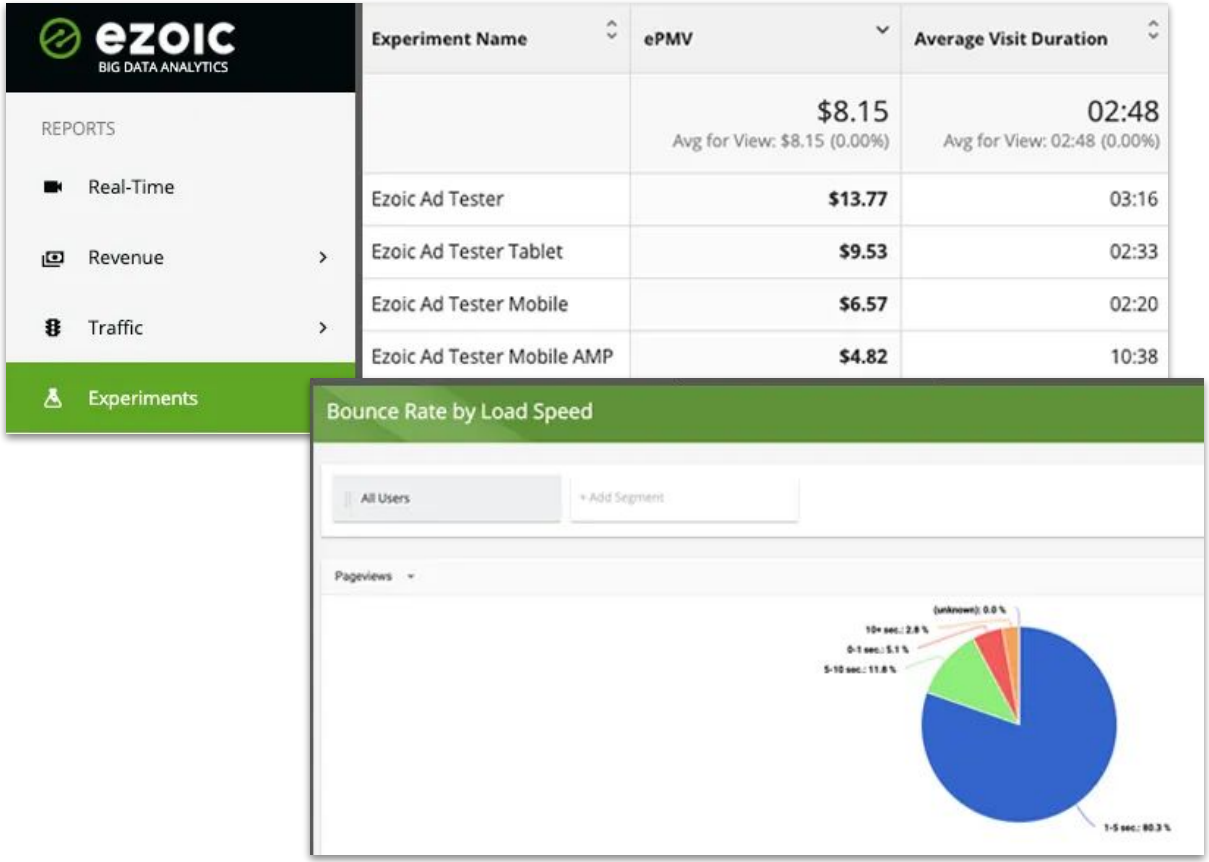
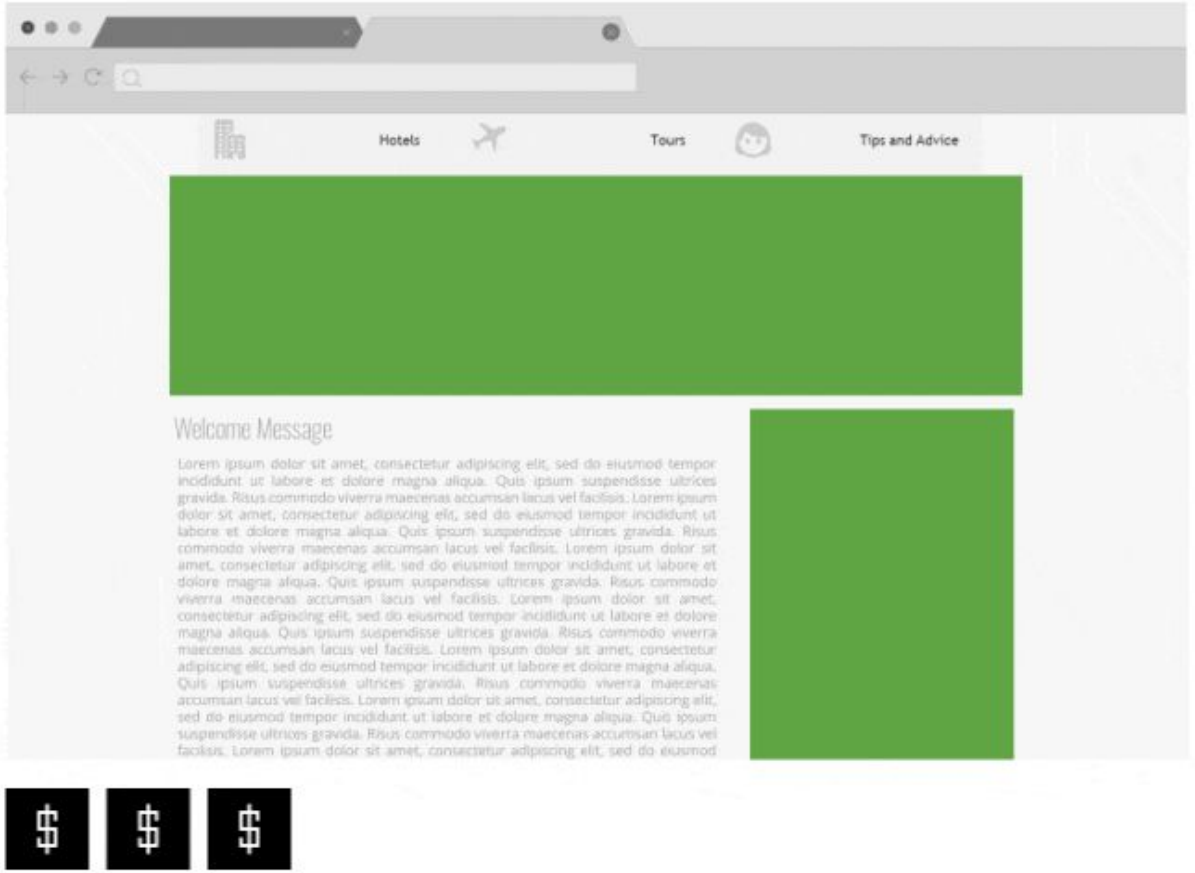
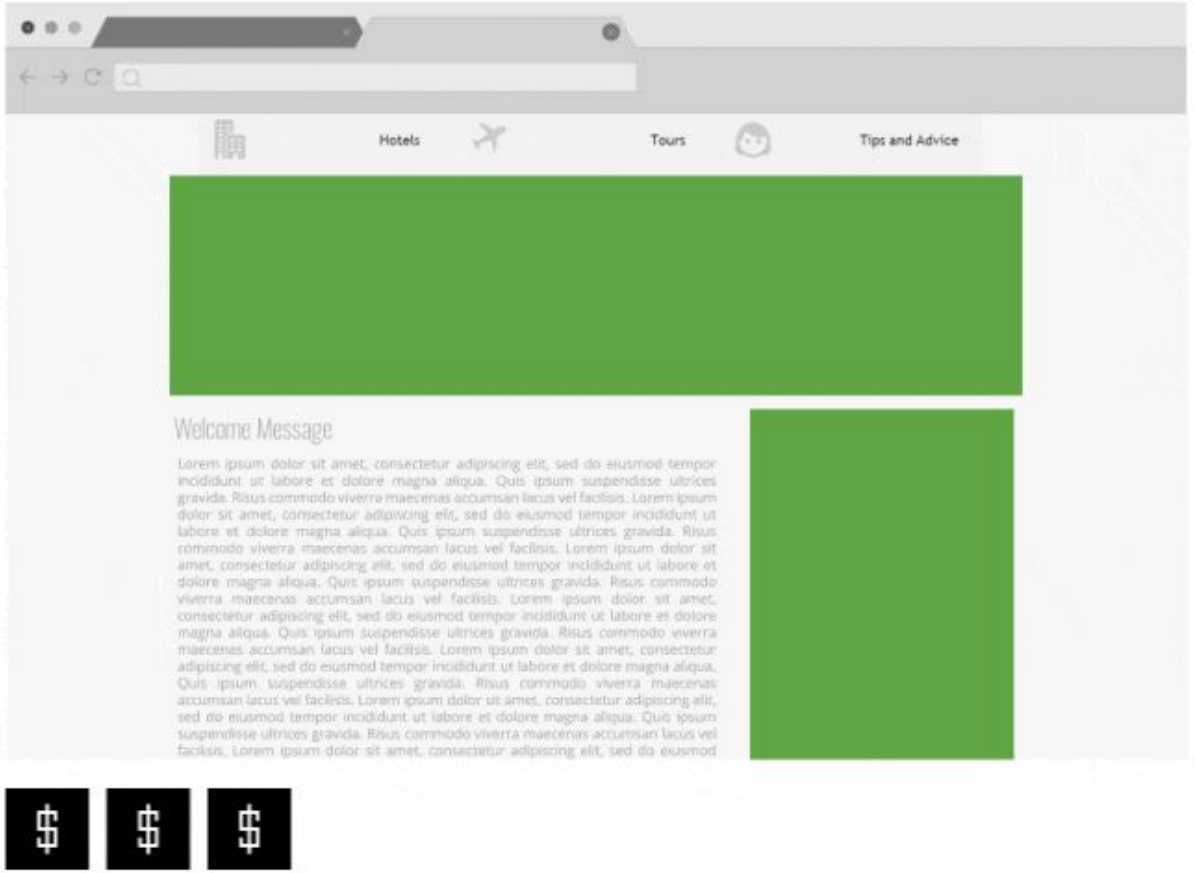


Squeezing every bit of value of the supply and the demand

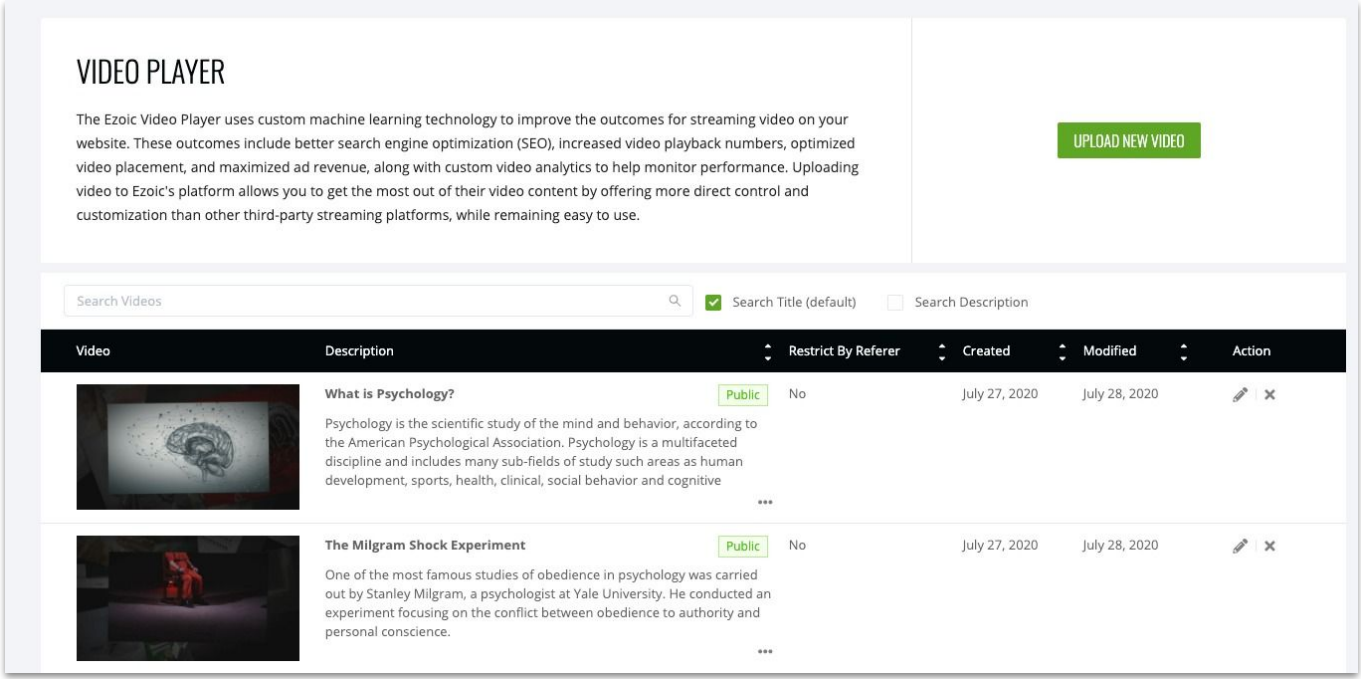
Ezoic Ad Tester using Machine Learning to Adapt In Real-Time



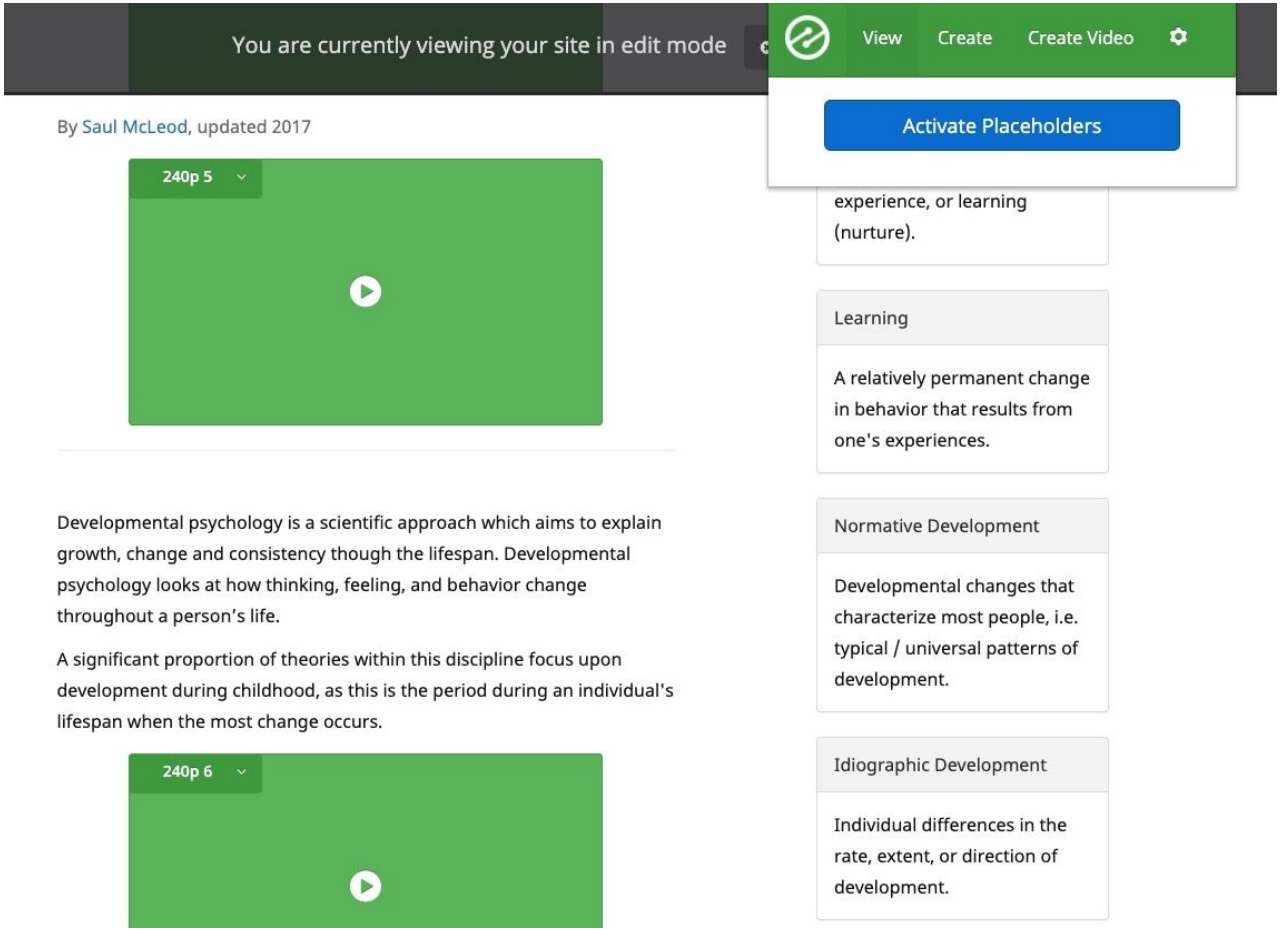
Ezoic Ad Tester using Machine Learning to Adapt In Real-Time



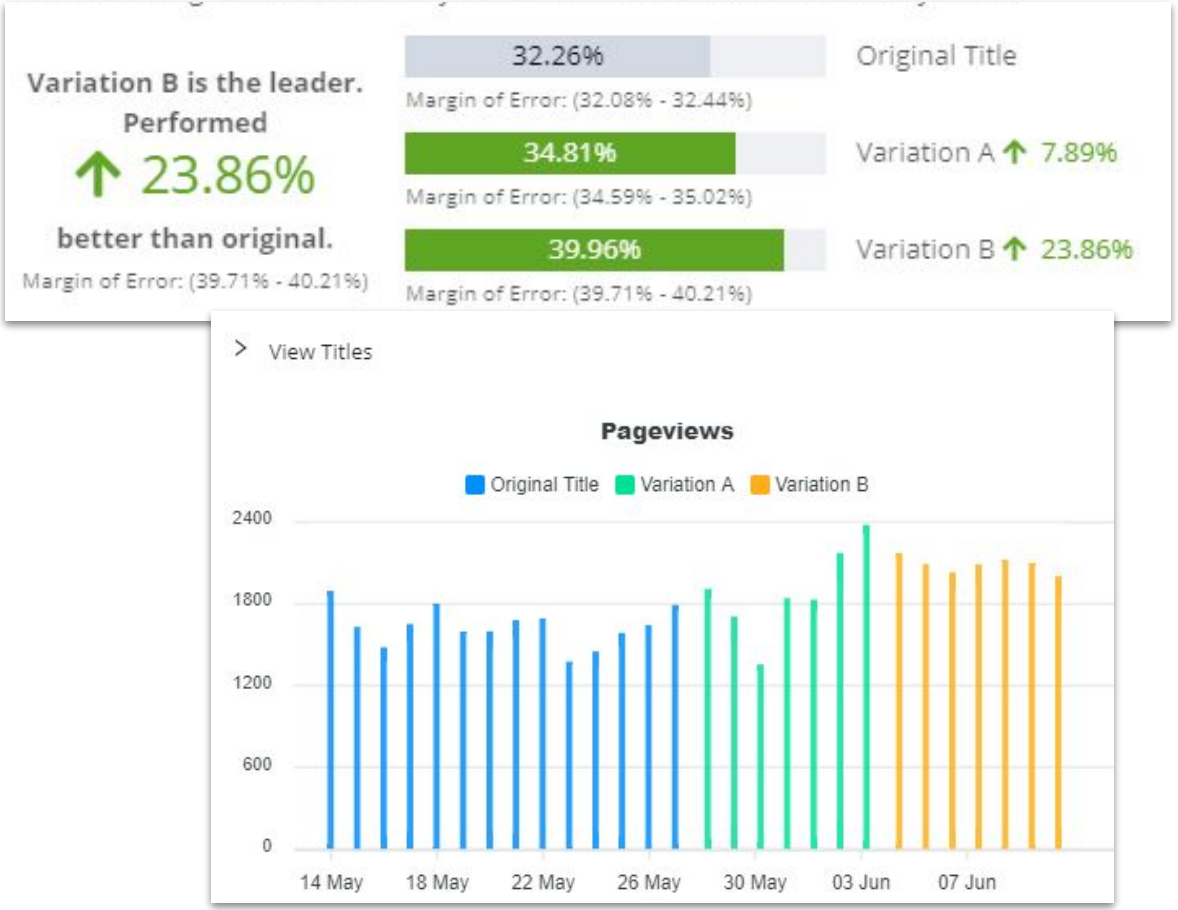
COMING SOON…
(In Beta)
Video



COMING SOON…
(In Beta)
Video



COMING SOON…
(In Beta)
SEO Title Tag Tester

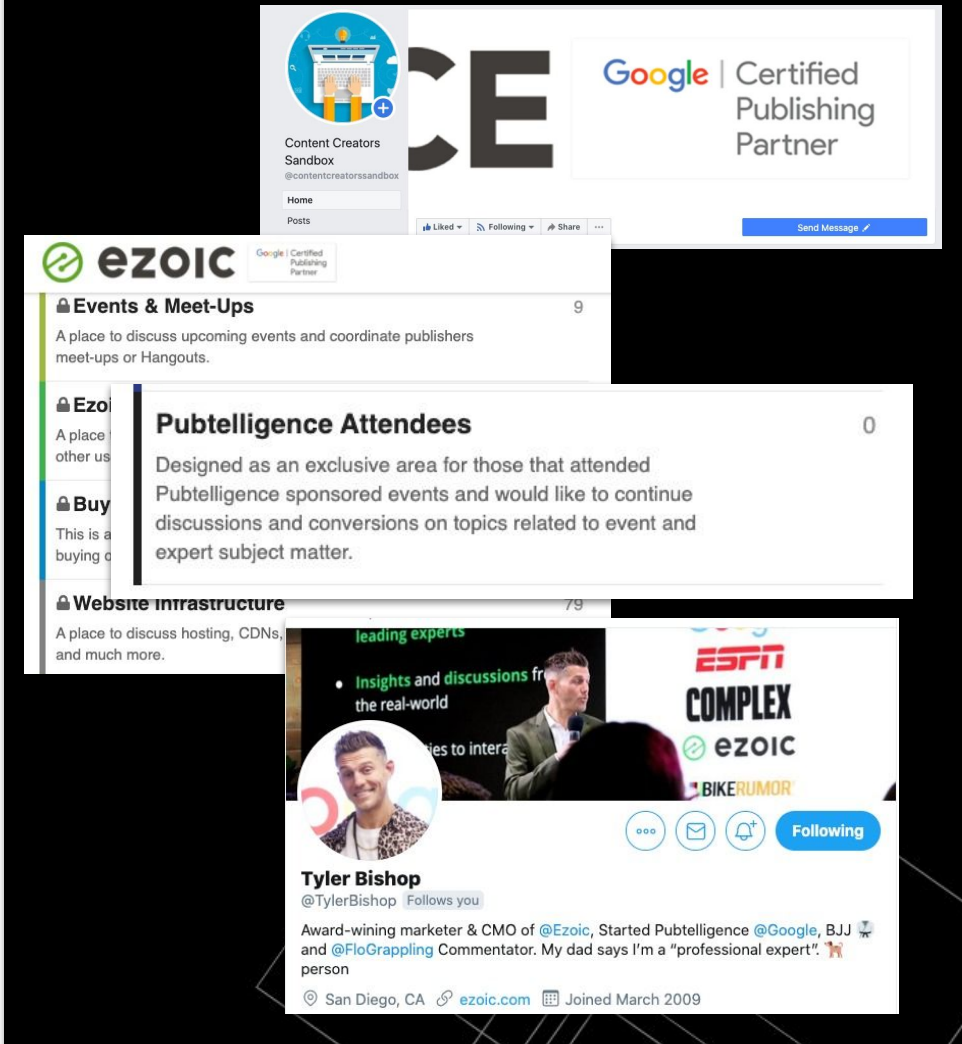


TAKE ACTION!

- Q&A about Ezoic
  - Customers
  - Non-customers
- Communities to continue chats
  - Facebook (open to all attendees)
  - Ezoic User Community

- Subscribe to newsletter for exclusive opportunities and future events

- Follow @tylerbishop and @ezoic on **Twitter** for chance to join future live Q&A about this presentation



PUBLISHER STIMULUS WINNER

Winner is...

WAIT...

tylerbishop@ezoic.com

pubtelligence.ezoic.com

- Recordings and deck will be sent out soon with a link to all resources
- Don’t miss our next pres. at 10am (and the rest all this week)

EZOIC QUESTIONS

Not a current Ezoic customer? Stay on for Q&A with me & other experts

Current Ezoic customer? Join veteran, Jan Creidenberg, in new Google Meet listed in the group chat right now