



# **PUBTELLIGENCE**

---

Virtual Version 1.0



**ezoic**

Google Certified  
Publishing  
Partner

# 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**



SEARCH  
ENGINE  
ROUNDTABLE



NICHE SITE PROJECT



chrome  
UNBOXED

# #PUBTELLIGENCE

- @ezoic and @ezoicplatform
- 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](https://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

PUBTELLIGENCE.EZOIC.COM

WEDNESDAY – JULY 29



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 Cunningham**, 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](https://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

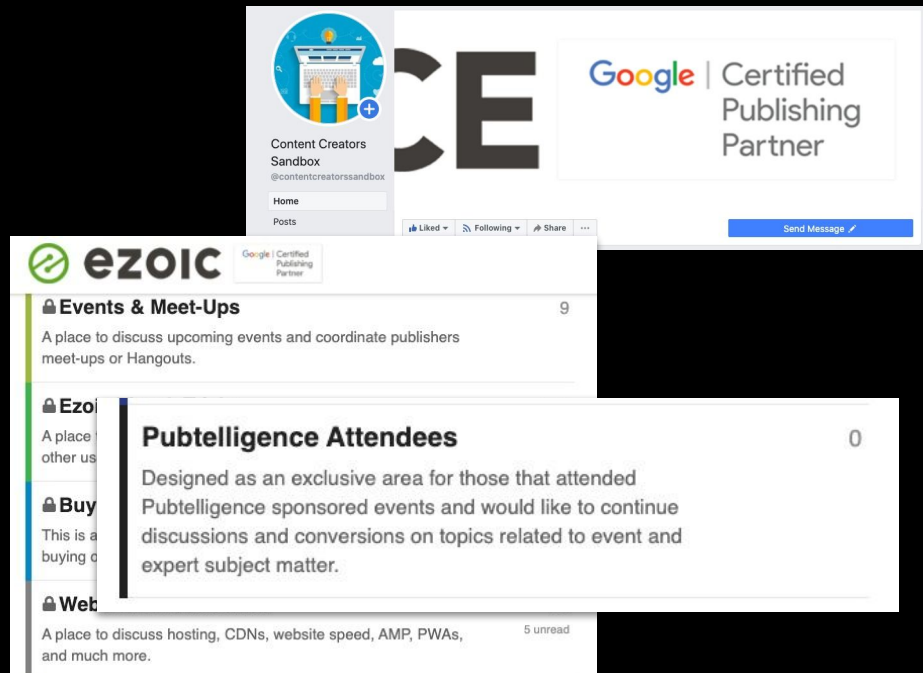
By **Whitney Wright, Ezoic**

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...



**ezoic**

Google | Certified  
Publishing  
Partner



# TRENDS IN CREATING **EVERGREEN** WEBSITES

tyler bishop

 ezoic

# WTF IS EVERGREEN CONTENT?

# WTF IS EVERGREEN CONTENT?

## People also ask

---

What does evergreen content mean?



All **content** online is sustainable; the articles and blog posts don't ever disappear." When we talk about a piece of **content** being "**evergreen**," we **mean** that **evergreen content** is **content** that continues to be relevant long past its publication, so traffic grows over time.

Oct 16, 2012

[www.wordstream.com](http://www.wordstream.com) › [blog](#) › 2012/10/16 › [guide-to-ev...](#)



EVERGREEN TRAFFIC COME FROM...

# EVERGREEN TRAFFIC COME FROM...




Search bar containing the text "help me find stuff" and a microphone icon.

Google Search

I'm Feeling Lucky

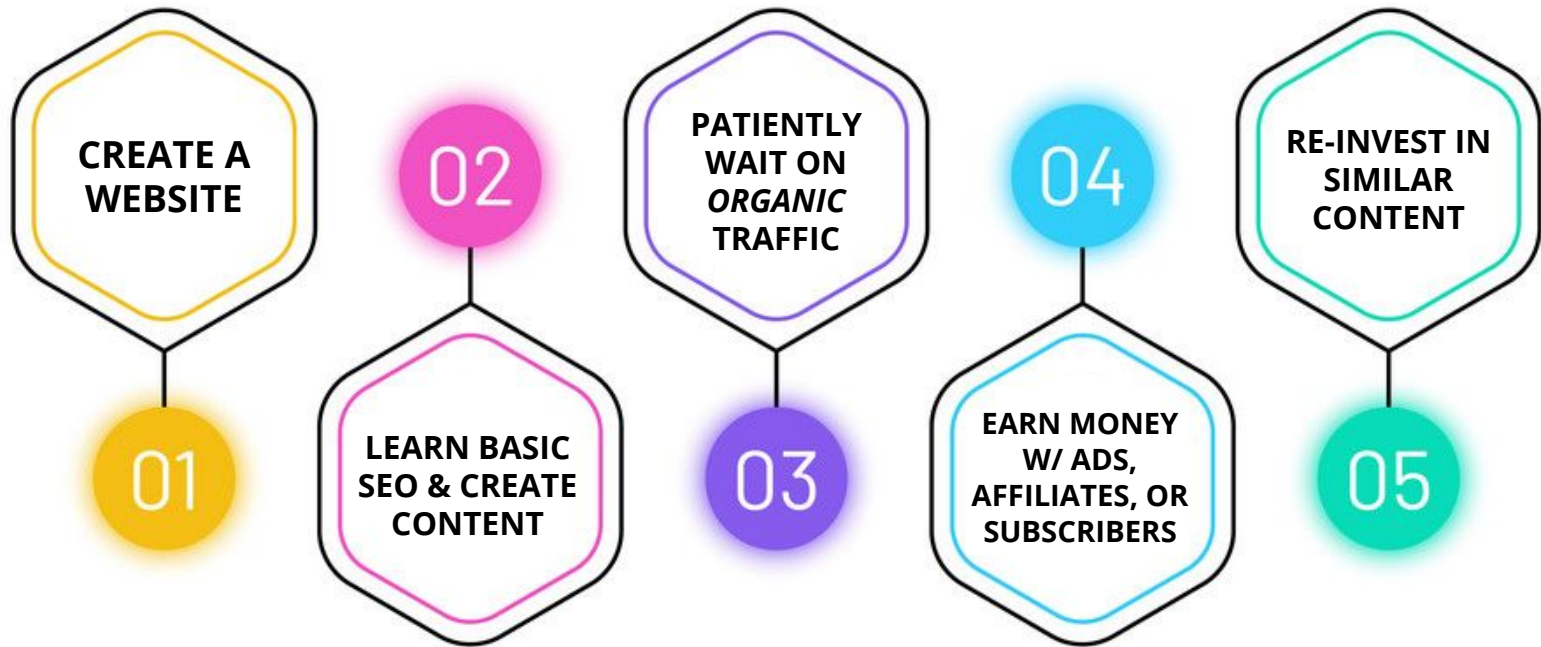
# WE'VE BEEN CALLING THIS “ORGANIC”



Analytics

Source / Medium ?	Acquisition
	Users ? ↓
	<b>9,834</b> % of Total: 30.25% (32,508)
1. <a href="#">google / organic</a>	<b>9,652</b> (97.97%)
2. <a href="#">bing / organic</a>	<b>125</b> (1.27%)
3. <a href="#">duckduckgo / organic</a>	<b>29</b> (0.29%)
4. <a href="#">yahoo / organic</a>	<b>21</b> (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

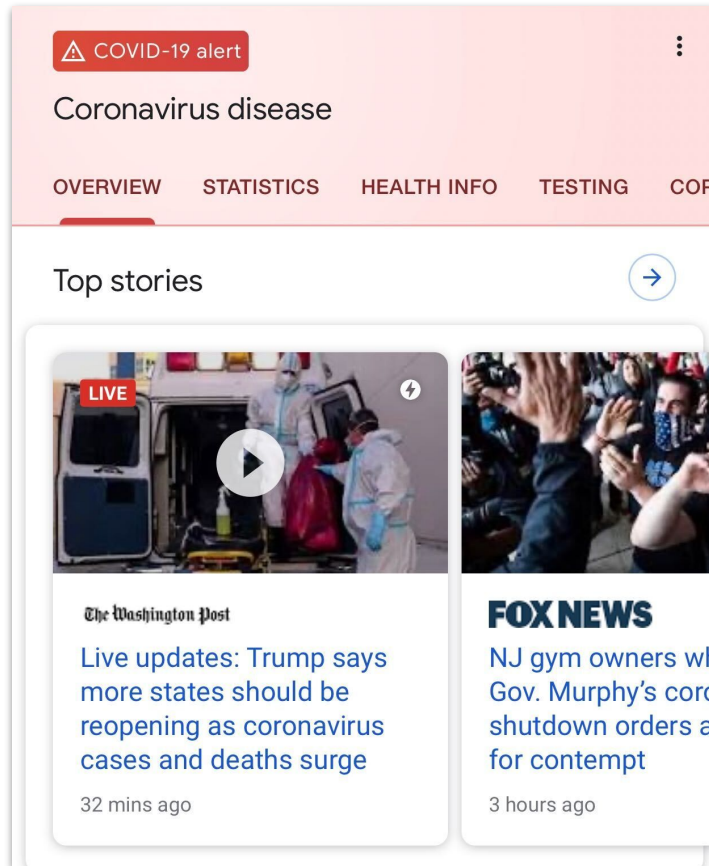
Coronaviruses are a large family of viruses that are known to cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

[www.emro.who.int](http://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 Diego County reports 283 cases, 3 new outbreaks](#)  
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”

[OVERVIEW](#) [STATISTICS](#) [HEALTH INFO](#) [TESTING](#) [COP](#)

## Local news




**EMERGENCY**  
Basic Emergency Services  
Physician on Duty 24 Hours  
**SHARP** Chula Vista Medical Center 751  
→ **EMERGENCY**  
Emergency Parking

 KPBS

[Look At San Diego County COVID Deaths By Zip Code Reveals ...](#)

9 hours ago




**FOX 5** San Diego

[Coronavirus: San Diego County reports 283 cases, 3 new outbreaks](#)


21 hours ago

## ⚠ Local and health authorities on Twitter



Twitter · SanDiegoCounty  
**SanDiegoCounty**

We're live at the County Operations Center with another update on the coronavirus. For updates, visit [coronavirus-sd.com](https://coronavirus-sd.com) or text COSD COVID19 to 468-311.  
[www.pscp.tv/w/ce3tFz...](https://www.pscp.tv/w/ce3tFz...)



Twitter · SanDiegoCounty  
**SanDiegoCounty**

We will be live at approximately 2:30 p.m. with another coronavirus update from the County and Public Health officials.

# “THE ORGANIC RESULTS”

Q 🔒 coronavirus

OVERVIEWSTATISTICSHEALTH INFOTESTINGCOP

⚠️ In depth info

How it spreads

Incubation period

Who is most at risk

Vaccine status

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

Statistics

⚠️ Daily change in California

New cases

Deaths

30 days

All

Top results

CDC

https://www.cdc.gov › coronavirus

Coronavirus Disease 2019 (COVID-19) | CDC

Coronavirus (COVID-19) Home Page.

Cases in the US

Frequently Asked Questions

Symptom

Today - Global COVID-19

# “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

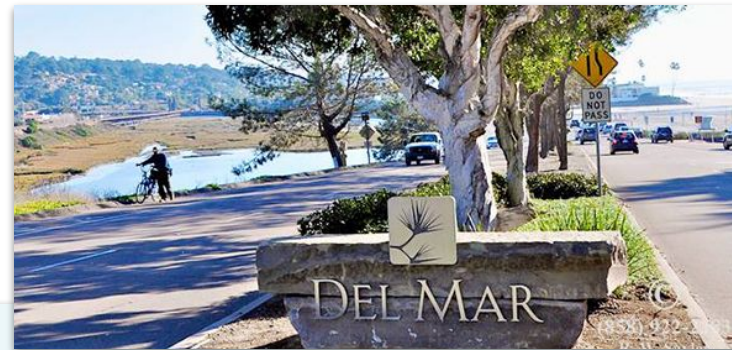
Helping Children Deal With  
Coronavirus Fears; Tips  
From a Child Therapist

3 weeks ago

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



# NOT THE 2020 WE EXPECTED...



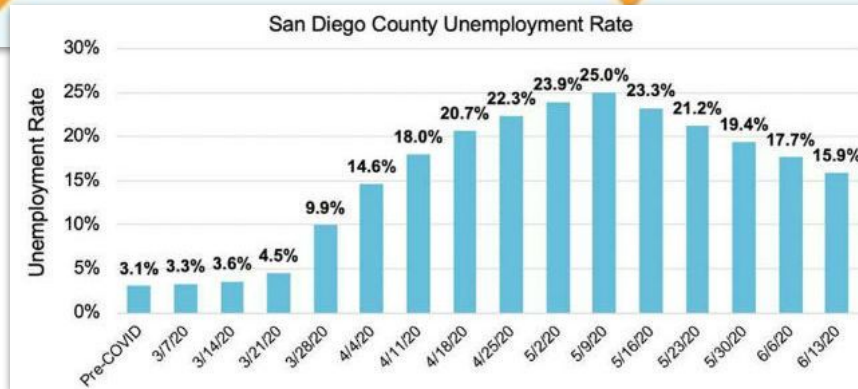
Weekday vehicle miles traveled (VMT) on local freeways decreased by 44%



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



Traffic speeds during peak periods averaged 30 mph higher

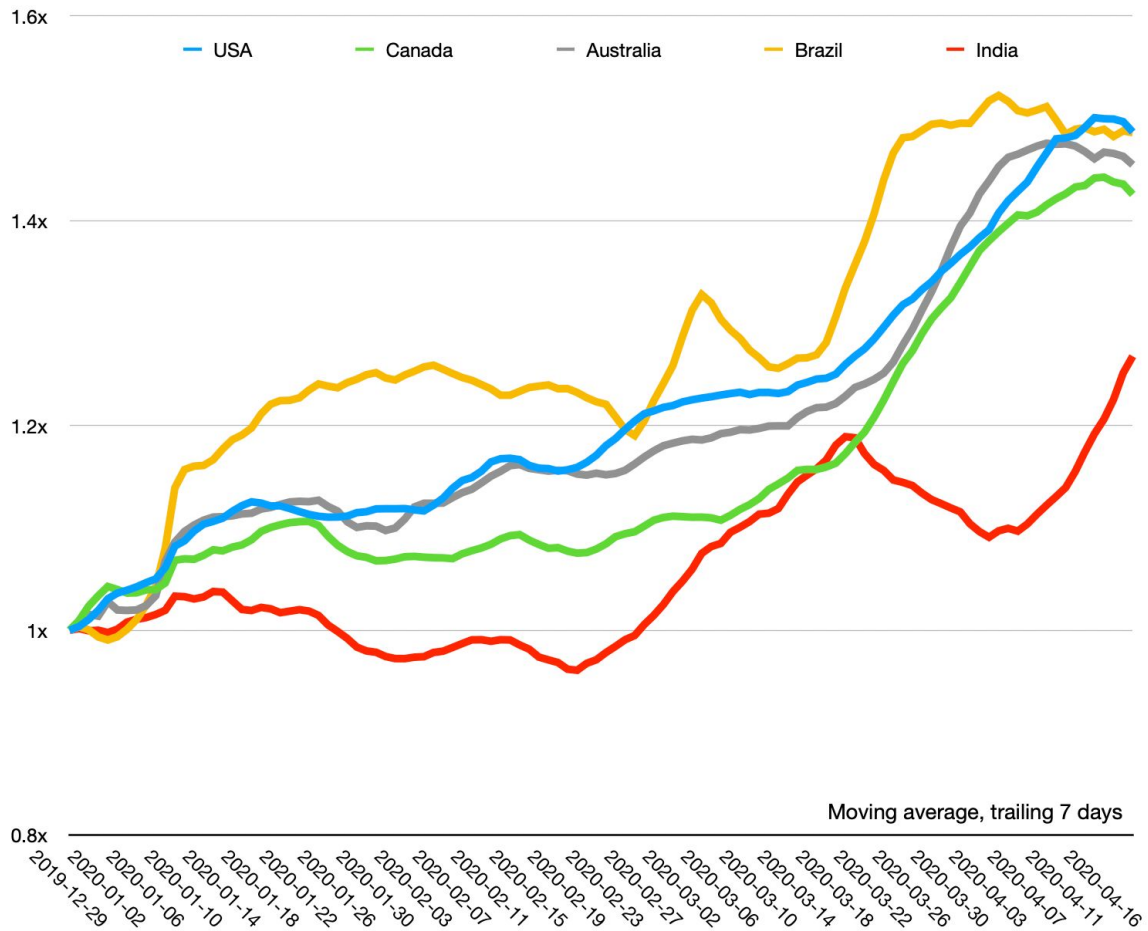






CLOUDFLARE

# Change in Internet traffic seen by Cloudflare



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

Site	Difference
	715.4k
	300.1k
	280.4k
	226.2k
	211.8k
	166.8k
	150.1k
	141.8k
	141.2k
	127.4k
	117.8k
	111.9k

Site	Difference
	-1.1m
	-1m
	-708.3k
	-240.5k
	-238.7k
	-226.5k
	-180.3k
	-136k
	-134k
	-111.1k
	-101.5k
	-99.7k



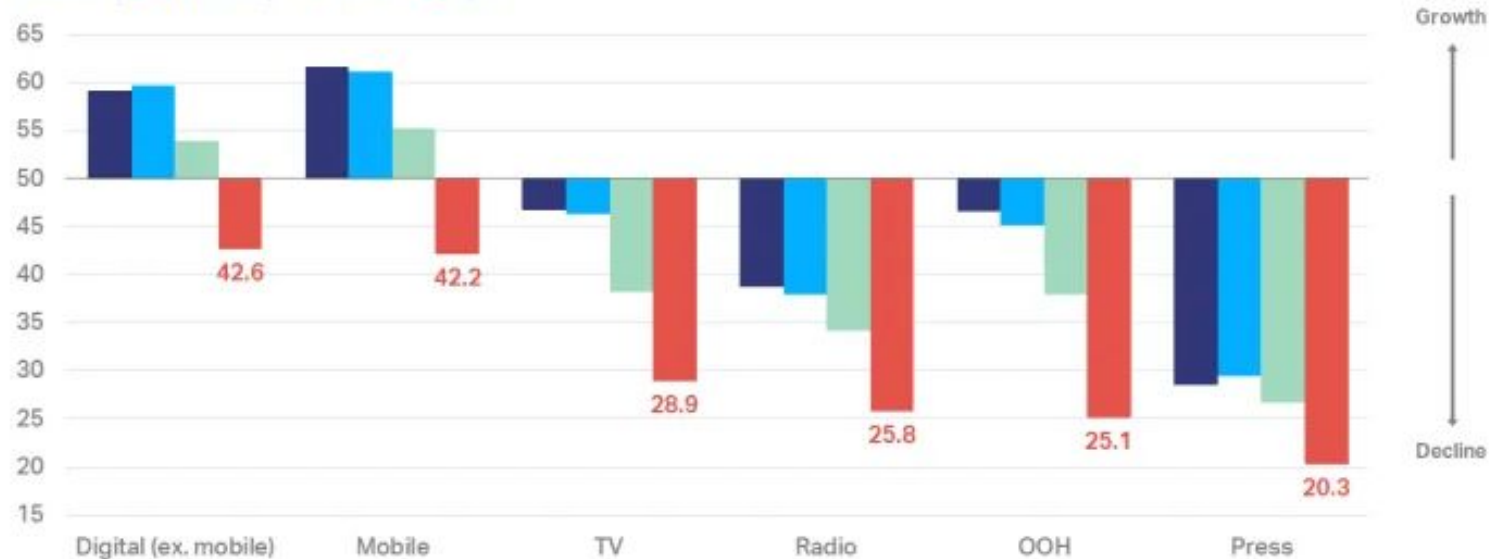
# STOMPING ON THE BRAKES

## Global, Marketing budgets in 2020

*Value above 50 indicates growth, value below 50 indicates decline*

**WARC**  
DATA

■ January ■ February ■ March ■ April



**Note:** Based on a panel of experienced executives working for brand owners, media owners, creative and media agencies and other organisations serving the marketing industry.

**SOURCE:** WARC Data, Global Marketing Index

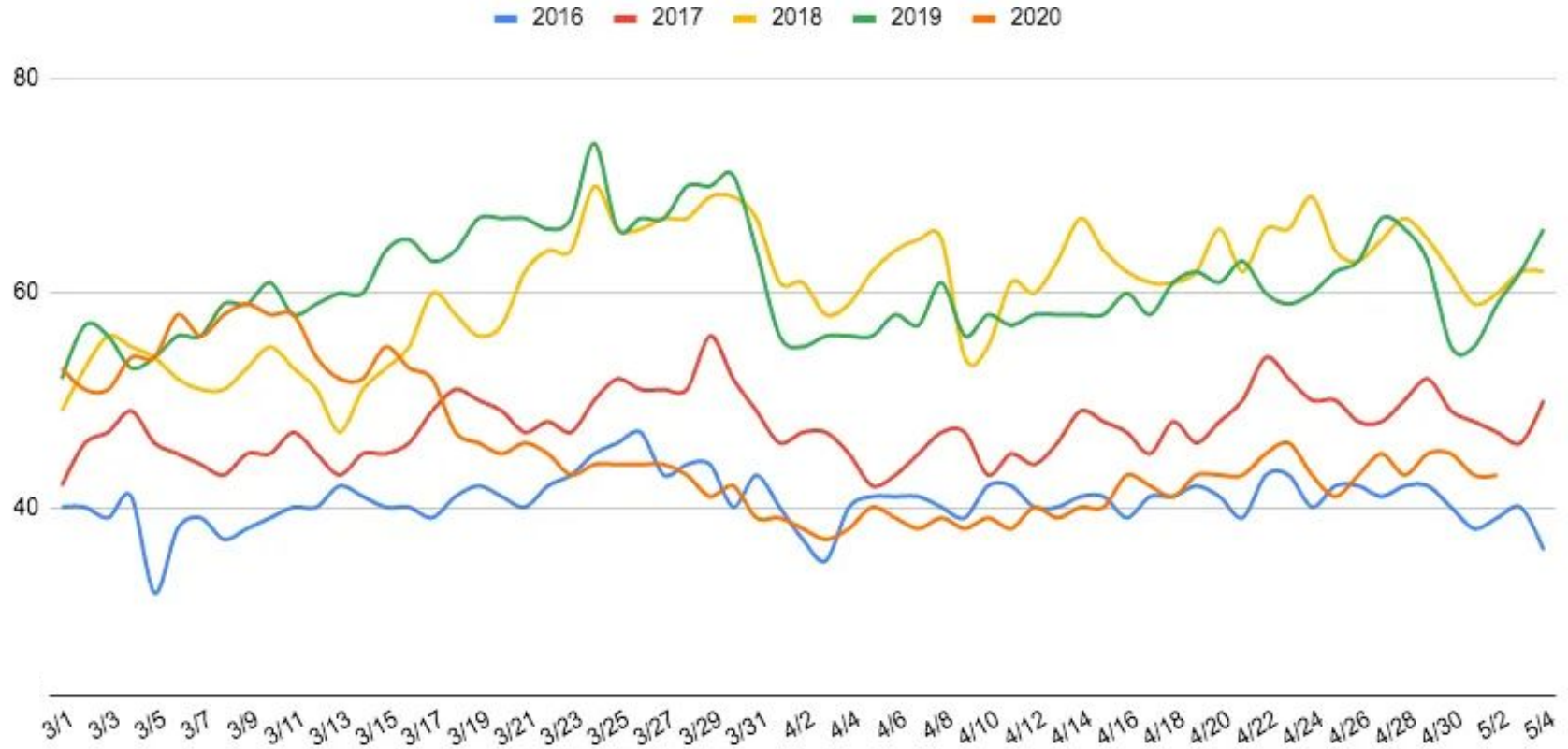


Here are some of the most important updates we made to the Amazon Associates Program Operating Agreement Policies on April 21, 2020:

- 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%	<b>was 8%</b>
Headphones, Beauty, Musical Instruments, Business & Industrial Supplies	3.00%	<b>was 6%</b>
Outdoors, Tools	3.00%	<b>was 5.5%</b>
Grocery	1.00%	<b>was 5%</b>
Sports	3.00%	<b>was 4.5%</b>
Baby Products	3.00%	<b>was 4.5%</b>
Health & Personal Care	1.00%	<b>was 4.5%</b>
Amazon Fresh	1.00%	<b>was 3%</b>

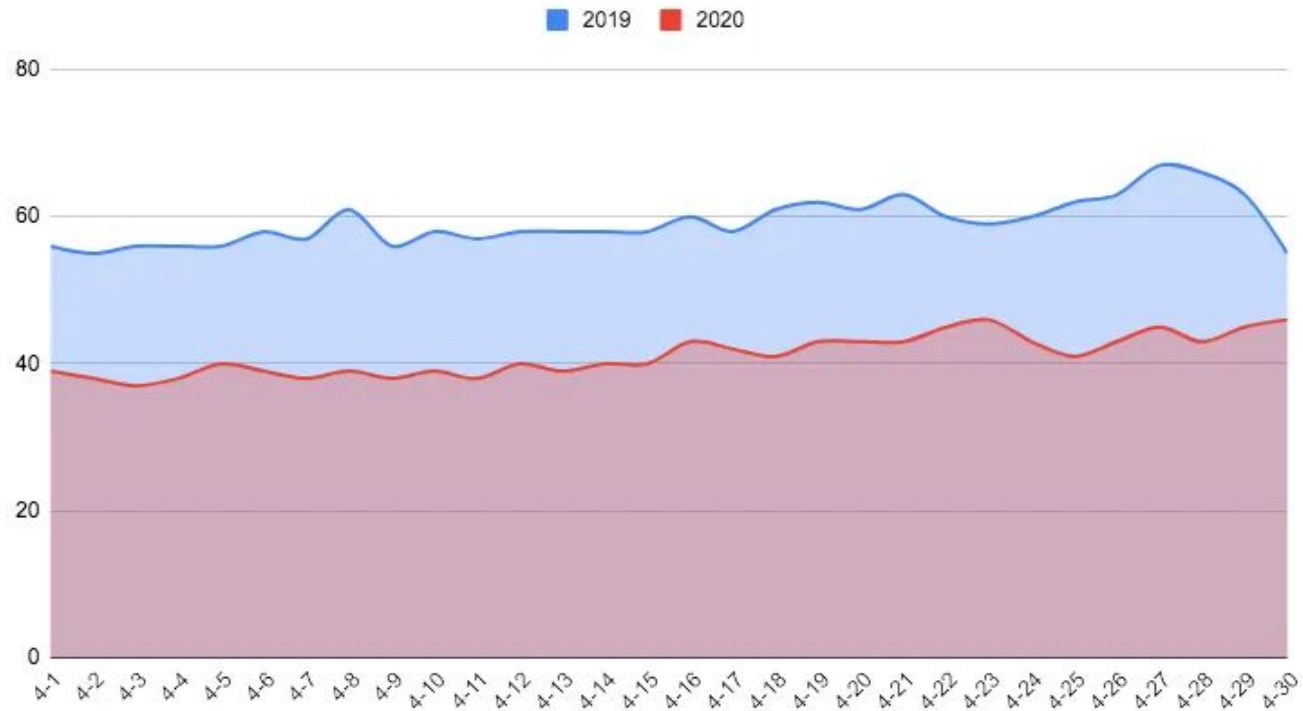
# AFFILIATE AND AD REVENUE TAKE A GUT PUNCH



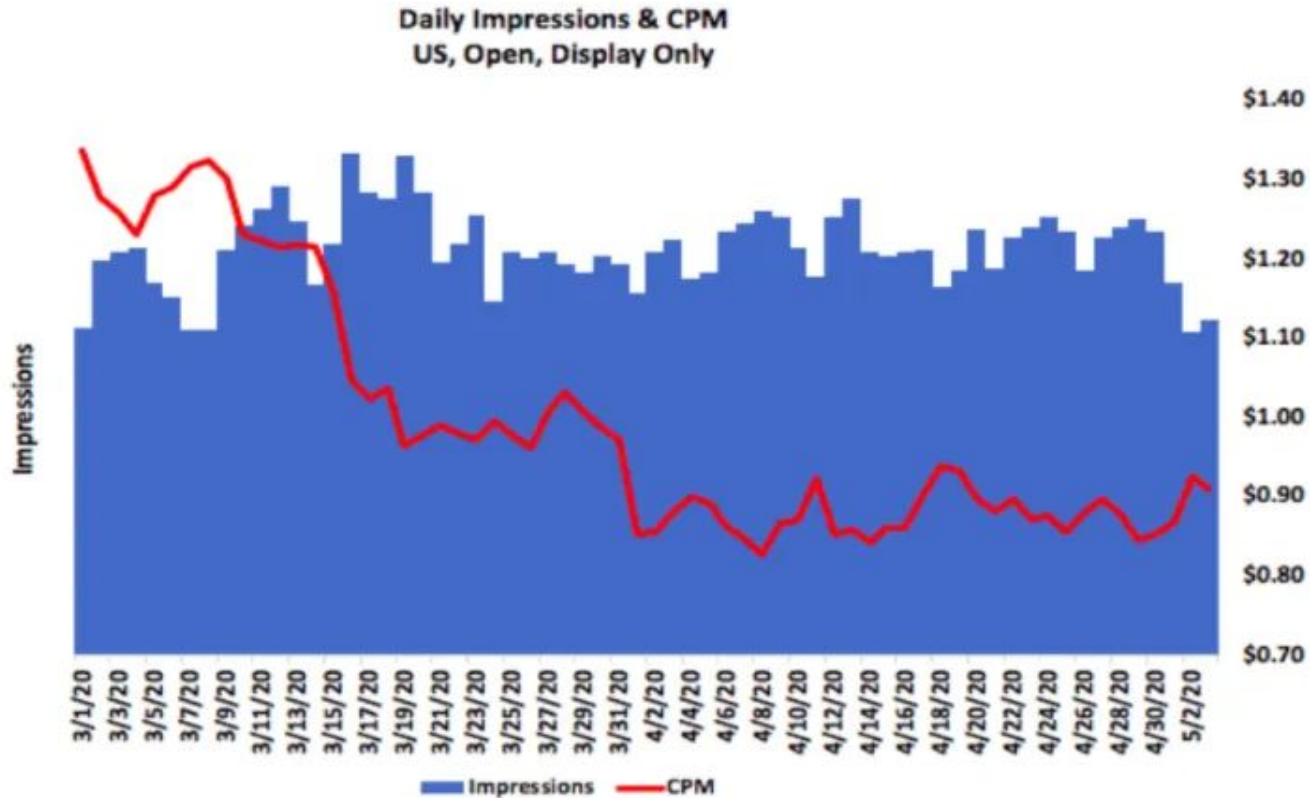
SOURCE EZOIC AD REVENUE INDEX — [ADREVENUEINDEX.EZOIC.COM](https://advenueindex.ezoic.com)

# APRIL AD RATES PAINT US A PICTURE

April 2019 vs April 2020 Ad Rates by Day (Index)



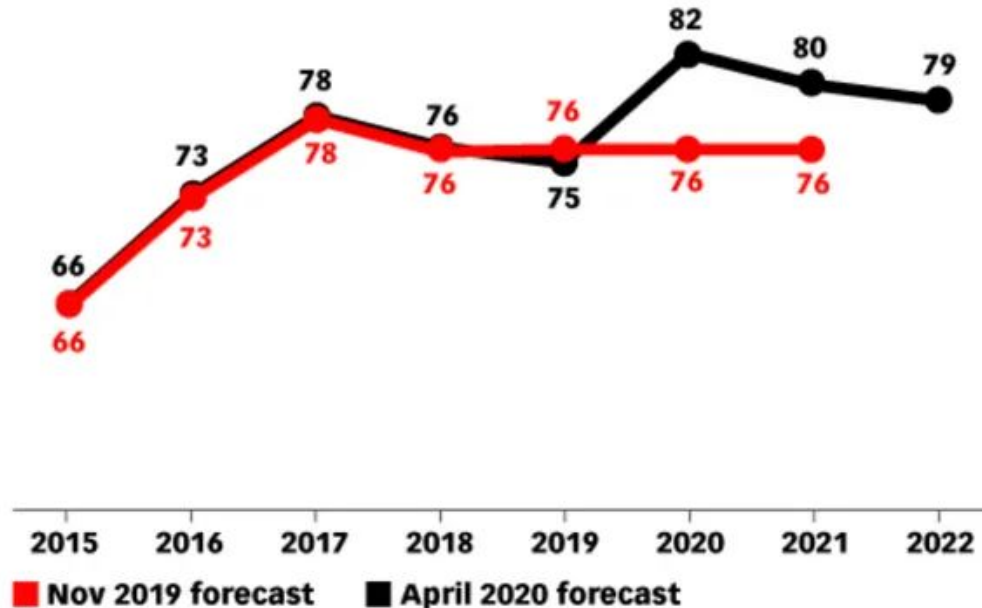
# SUPPLY AND DEMAND IN ACTION



# THE RISE OF OF DIGITAL LIFE IS HERE TO STAY

## Social Networks: Average Time Spent by US Adult Social Network Users, 2015-2022

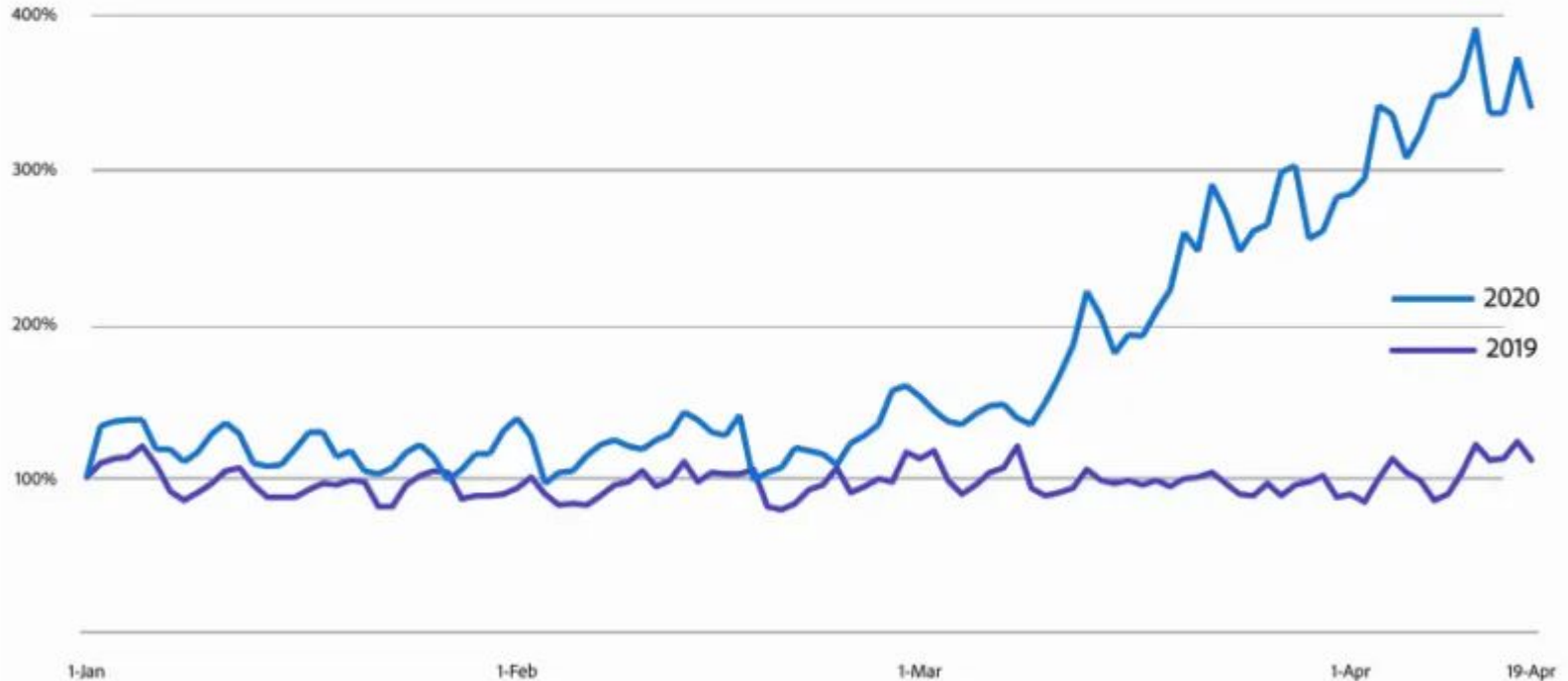
minutes per day, Nov 2019 vs. April 2020



Source: eMarketer, May 2020

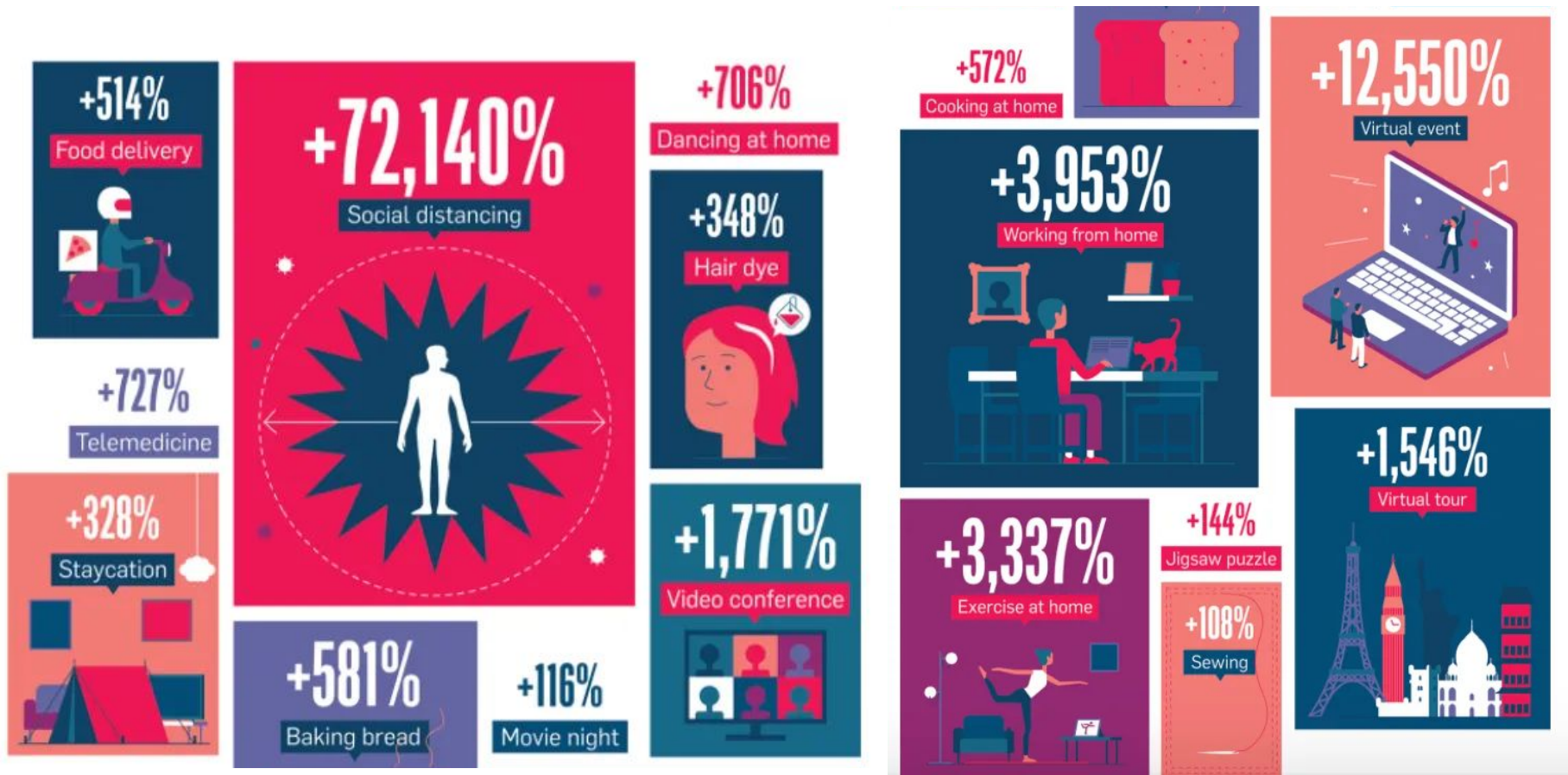
# E-COMMERCE CRAMS YEARS OF GROWTH INTO 1 MONTH

**INCREASE OF ONLINE PURCHASE, IN-STORE PICK-UP**





# CHANGES IN SEARCH TOPIC CATEGORIES

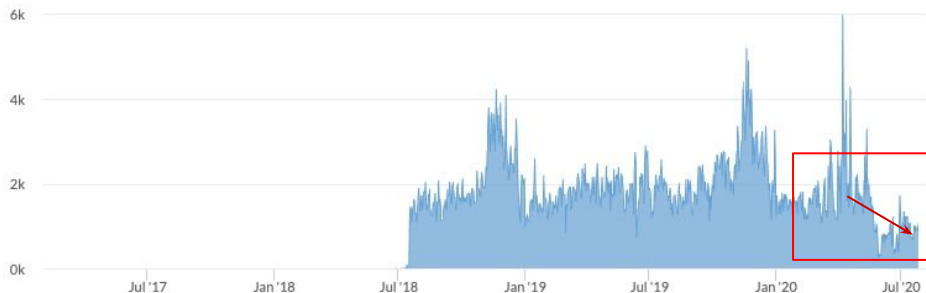




# EVERGREEN SITES DYING ON THE VINE

## WEBSITE ABOUT THEATER & EVENTS

Revenue (history)



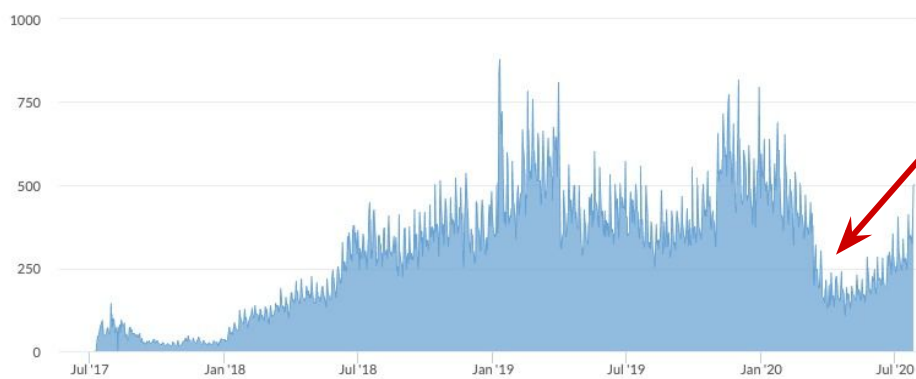
## WEBSITE ABOUT RETAIL SALES AND COUPONING

Revenue (history)



## WEBSITE ABOUT TRAVEL, FOOD, HISTORY

Revenue (history)

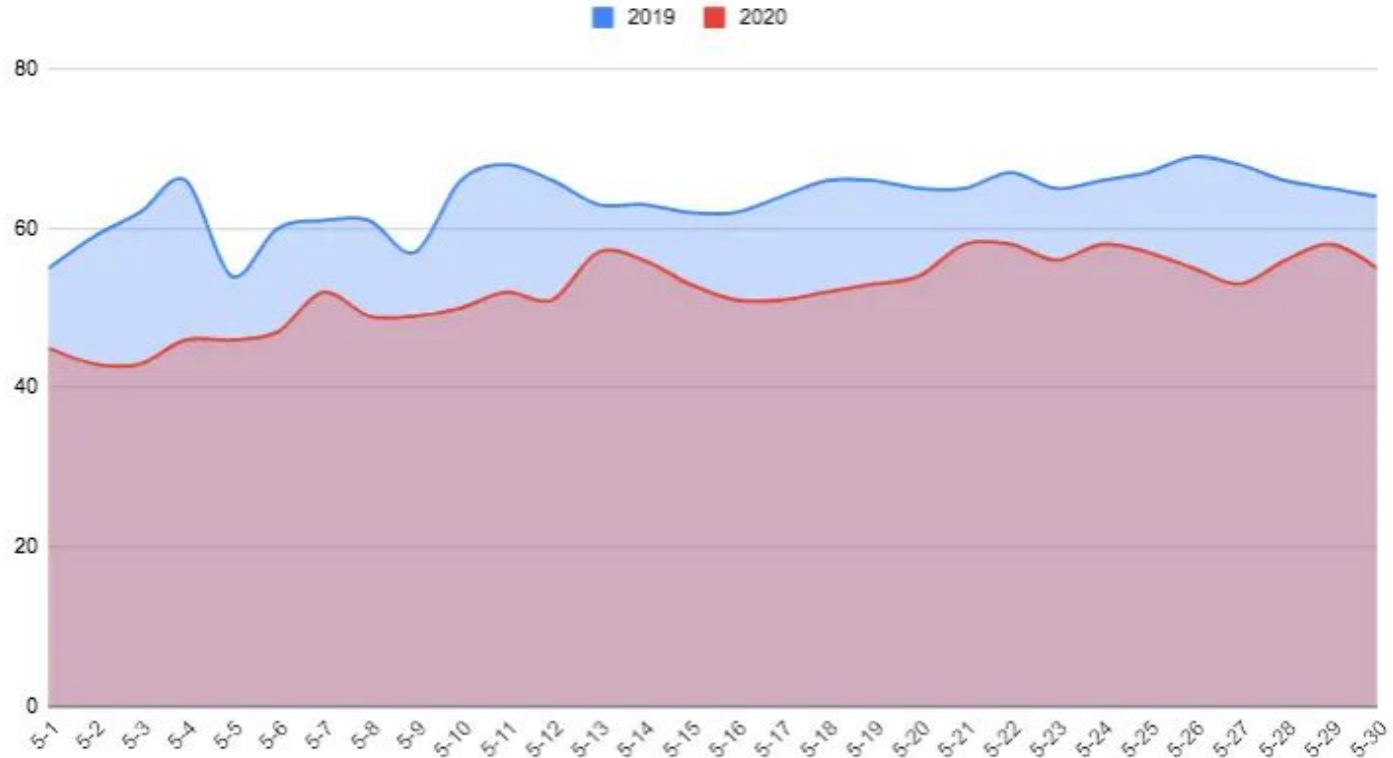


RPMV (history)

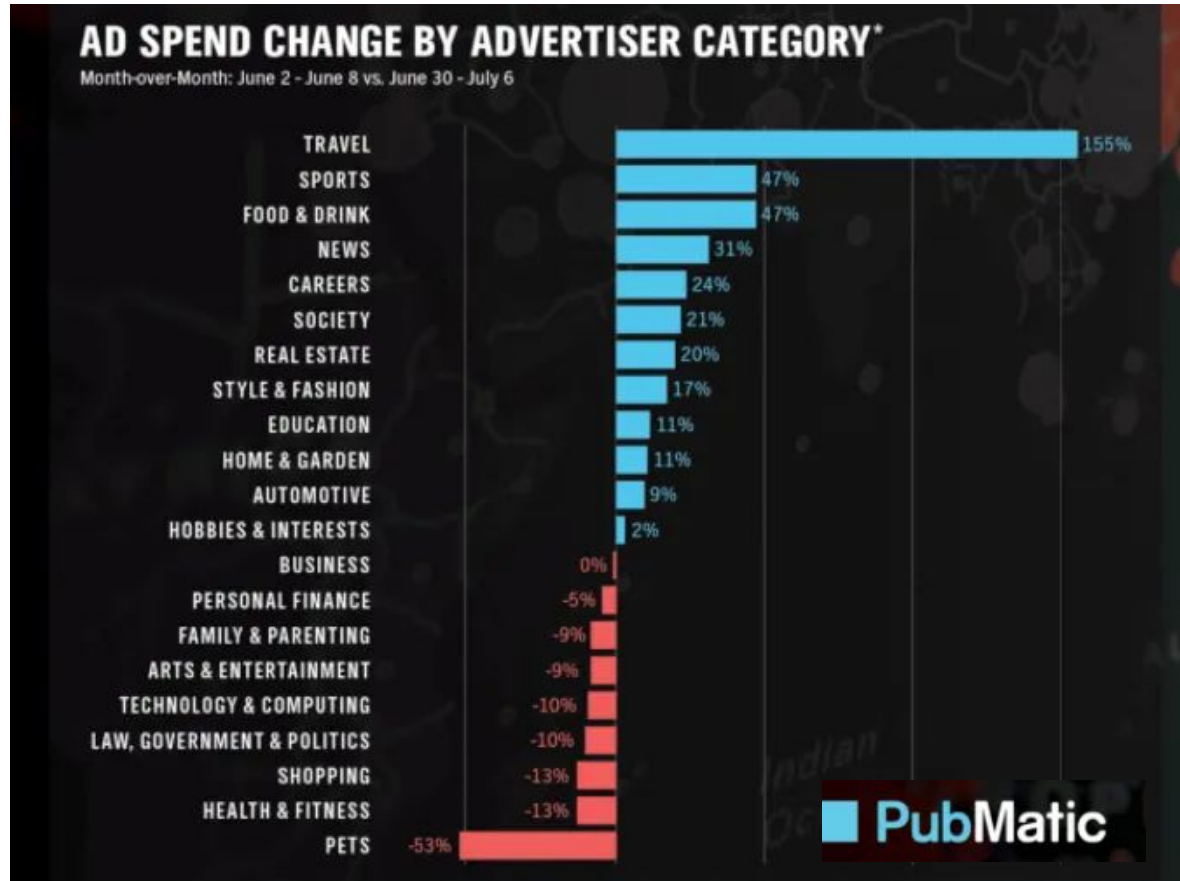


# MAY BRINGS LITTLE RELIEF

May 2019 vs May 2020 Ad Rates by Day (Index)



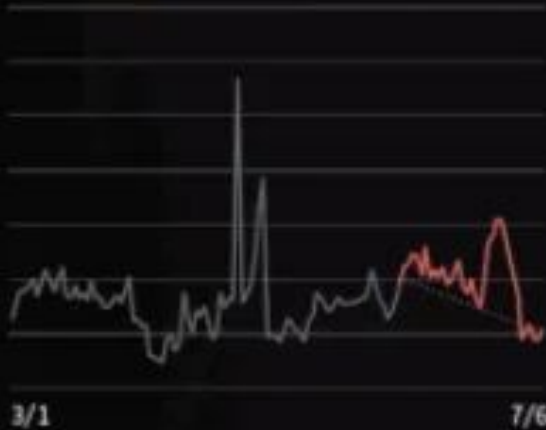
# UNPRECEDENTED GLOBAL ECONOMIC CHANGE



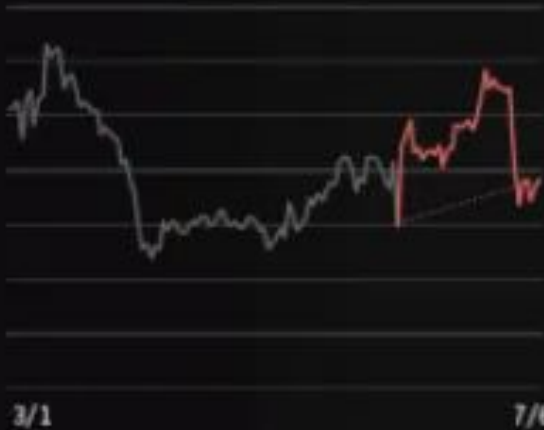
# UNPRECEDENTED GLOBAL ECONOMIC CHANGE

## AD SPEND CHANGE BY ADVERTISER CATEGORY\* – **DECREASES**

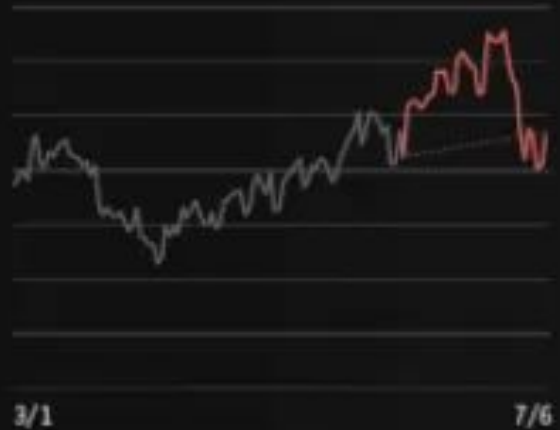
PETS 



HEALTH & FITNESS\*\* 



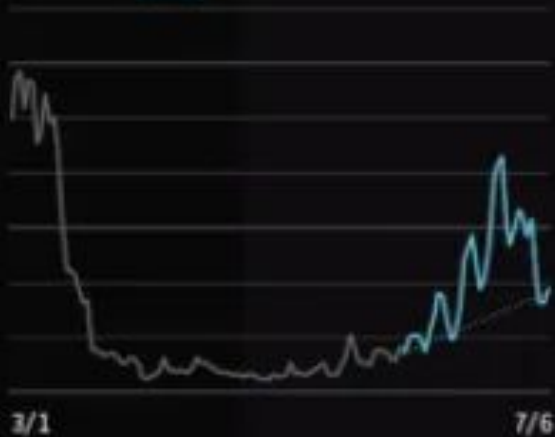
SHOPPING\*\* 



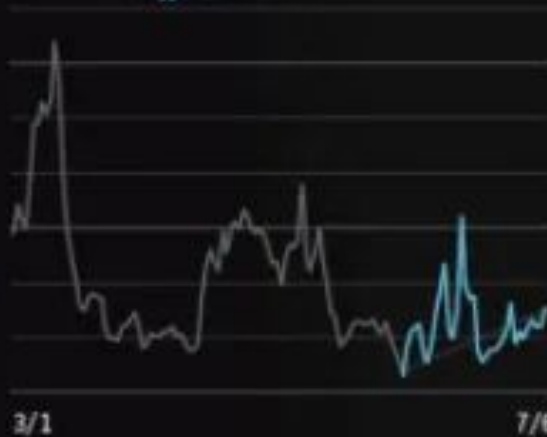
# UNPRECEDENTED GLOBAL ECONOMIC CHANGE

## AD SPEND CHANGE BY ADVERTISER CATEGORY\* – INCREASES

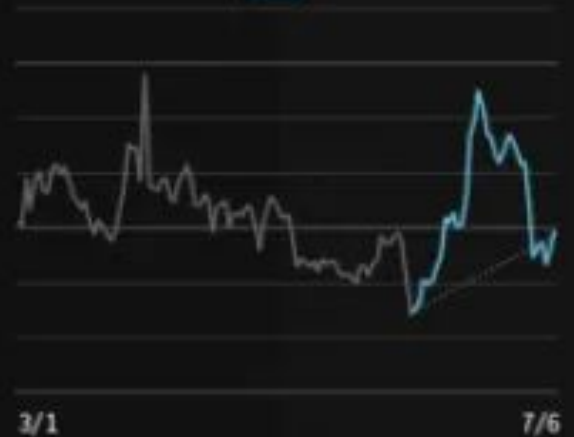
TRAVEL 



SPORTS 

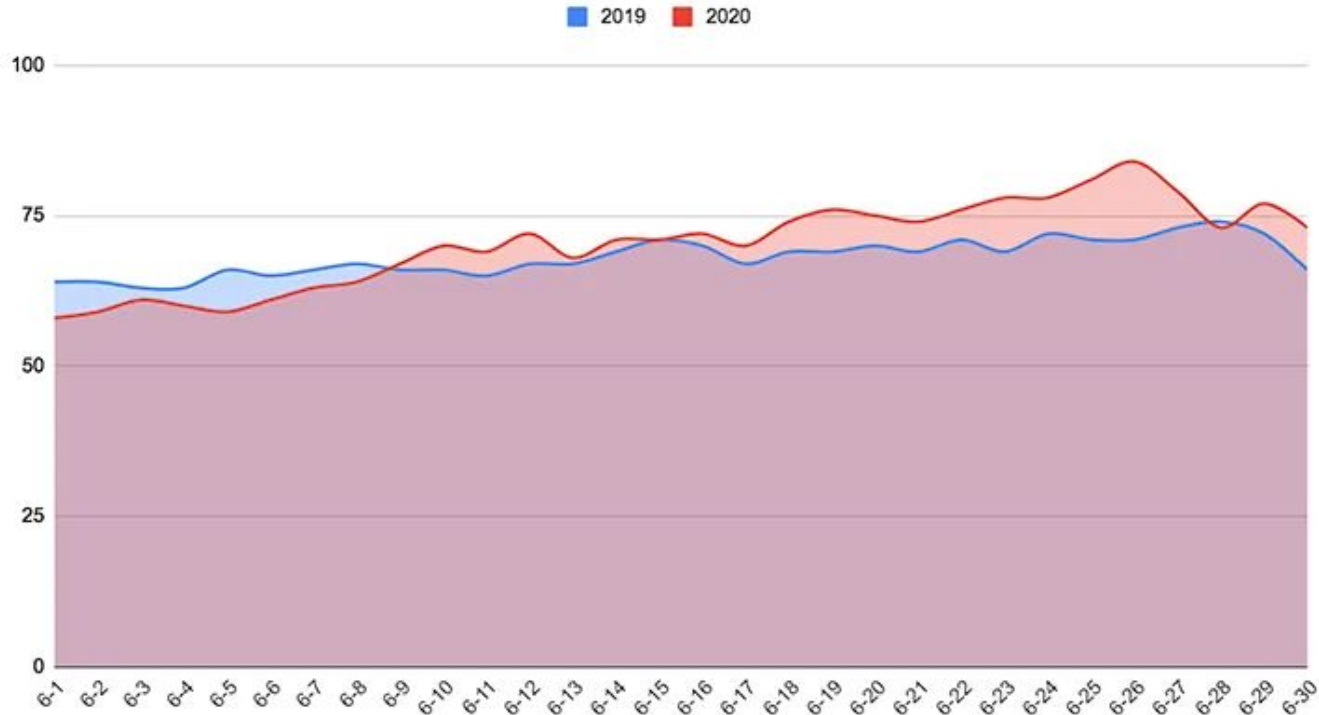


FOOD & DRINK 

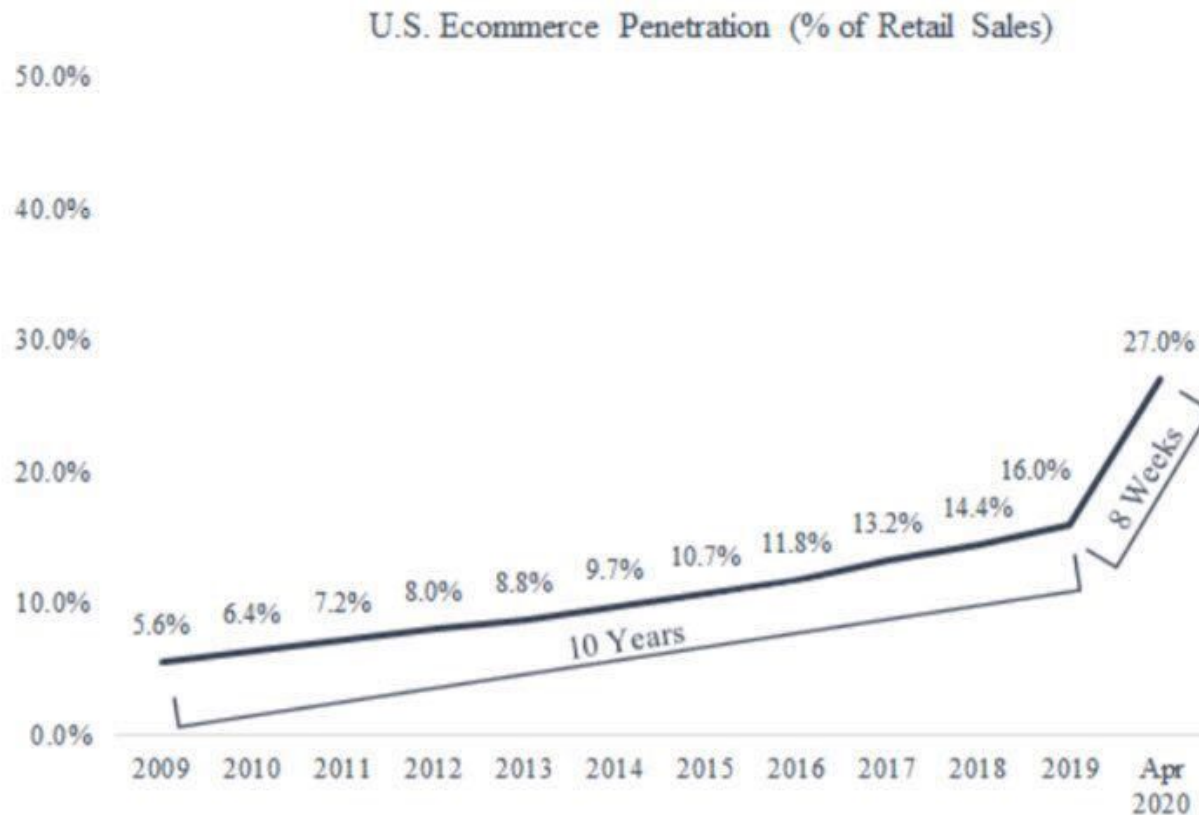


# RELUCTANTLY OPTIMISTIC IN JUNE

June 2019 vs June 2020 Ad Rates by Day (Index)



# THE ACCELERATION OF A DIGITAL ECONOMY



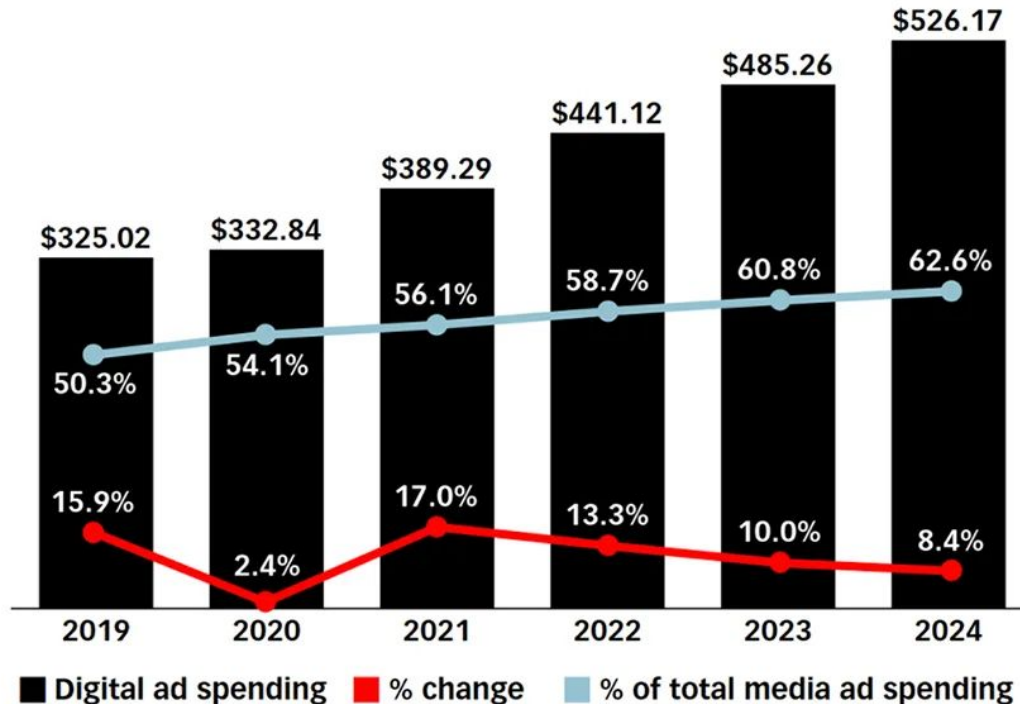
Source: Bank of America, U.S. Department of Commerce, ShawSpring Research



# UNPRECEDENTED GLOBAL ECONOMIC CHANGE

## Digital Ad Spending Worldwide, 2019-2024

billions, % change and % of total media ad spending



Source: eMarketer, June 2020

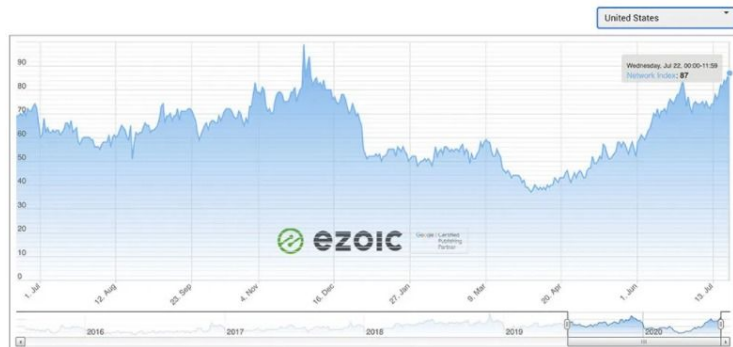
# BACK TO NORMAL... MAYBE BETTER, RIGHT?

Ad Rate Index 2019 vs 2020

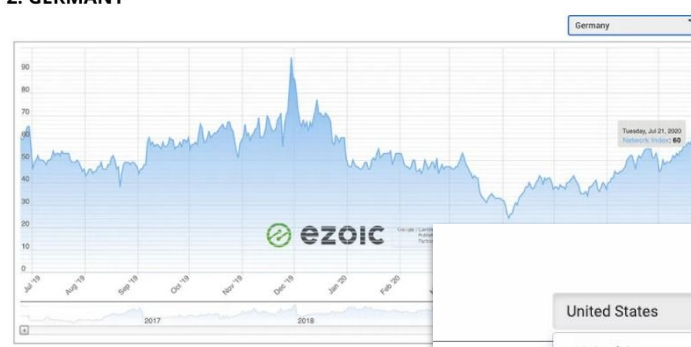


# advenueindex.ezoic.com

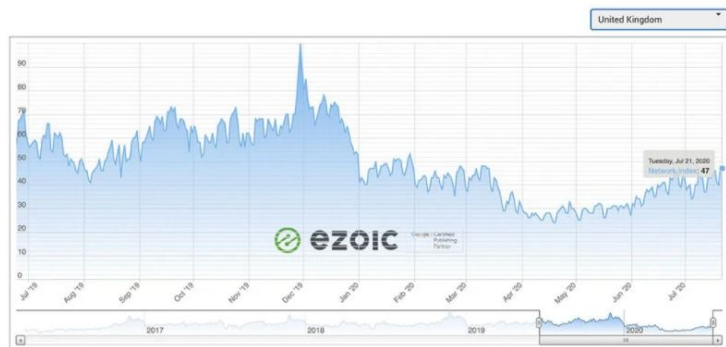
## 1. UNITED STATES



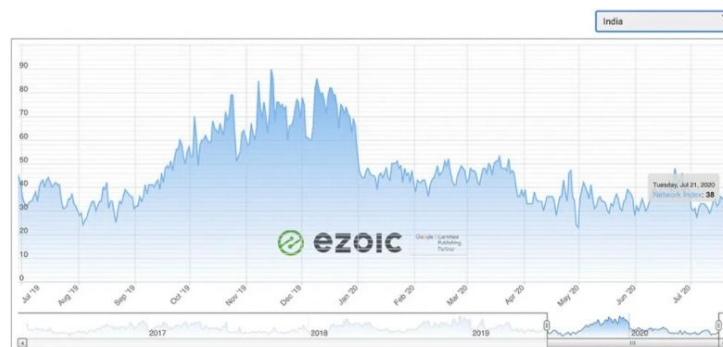
## 2. GERMANY



## 4. UNITED KINGDOM



## 6. INDIA



United States

United States  
Canada  
Germany  
France  
United Kingdom  
India

# DIGITAL MEDIA'S WEAK WERE POINTS EXPOSED

< [Profile Picture]

I just heard first hand that a doctor who had Corona virus recovered in double quick time. He inhaled Steam just as we normally would in a bowl with to

• **MISLEADING**

Steaming raises the temperature of lungs, throat and mouth so that if the virus is already there it gets inactivate due to high temperature.

Please also pass this information for the benefit of others.

Like Share

293

33,209 shares

People

Meghan Markle Family Fund Never

BY V

UPDATED WED

f SHARE

People's COSMOPOL

EXCLUSIVE

CNBC

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

SEARCH BY: FUND. WATCHLIST. NAME IT. USA. INTL. SEARCH QUOTE Q

YOU MAY ALSO LIKE

NFL Pulls Aaron Rodgers Off Roster

Miracle Diabetes Curing Diet Nets Biggest Deal in Shark Tank History!

AS SEEN IN

TV Doctors abc CNBC C

Medical Breakthrough: New Miracle Pills Discovered to Treat Erectile Dysfunction Completely.

Dr. Oz: "This Works Better Than Viagra and Cialis"

9:27 PM | Author: Chloe Davis

Can This New Miracle Pills Cure ERECTILE DYSFUNCTION?

FOX NEWS











U.S. World Opinion Politics Entertainment Business











Why Every Judge On Shark Tank Backed This Product

TODAY

Video Food Health & Wellness Style Home Parents More Search

# 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

## Rank Volatility Increases (Niche)

May 2020 Core Update

RankRanger



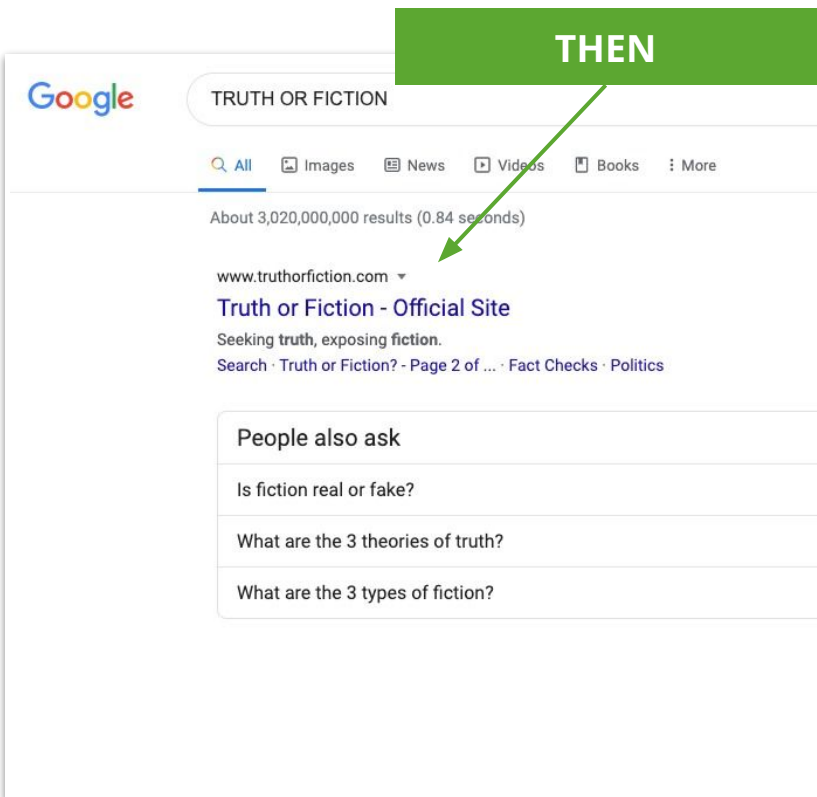
# BEHAVIOR AND PLATFORMS ADAPT



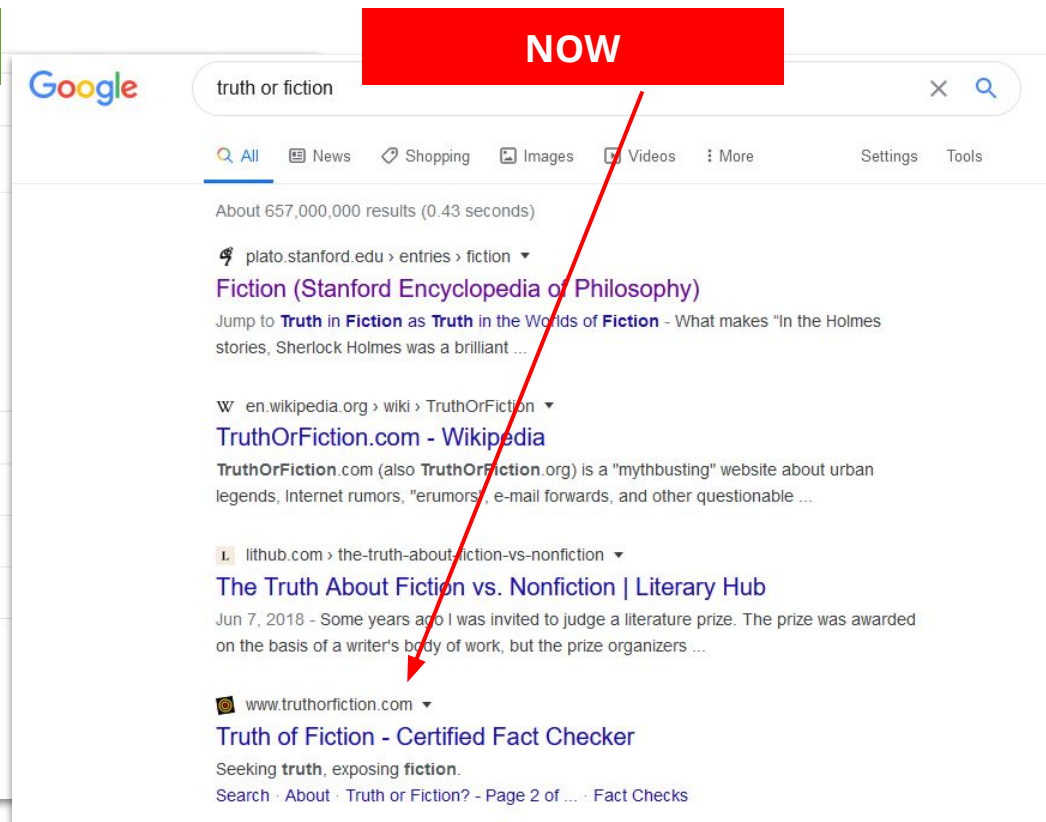


# IMPRESSIONS CONTROLLED WITH CAUTIOUS CHANGES

THEN



NOW



# IS EVERGREEN CONTENT FOREVER CHANGED?

## People also ask

---

What does evergreen content mean?



All **content** online is sustainable; the articles and blog posts don't ever disappear." When we talk about a piece of **content** being "**evergreen**," we **mean** that **evergreen content** is **content** that continues to be relevant long past its publication, so traffic grows over time. Oct 16, 2012

[www.wordstream.com](http://www.wordstream.com) › [blog](#) › 2012/10/16 › [guide-to-ev...](#)

# SO...WHAT IS ORGANIC TRAFFIC NOW?

The image is a collage of various web search results and video thumbnails, illustrating organic traffic. It includes:

- A Google search for "using zoom" showing video results.
- A video titled "How to Use Zoom - Conferencing & Virtual Meeting" by Howfinitly, dated Mar 17, 2020.
- A video titled "How to Join a ZOOM meeting Participant" by Holistic Communications, dated Jan 31, 2015.
- A video titled "How To Use Zoom Meeting and Video Conferencing (2020)" by Ziovo, dated Mar 21, 2020.
- A video titled "Tips for How to do Zoom Meetings Like a Pro" by Wirecutter, dated Apr 2, 2020, with a 5:17 duration.
- A video titled "Honoring Rep. John Lewis, 1940-2020" by California Governor Gavin Newsom, dated Apr 2, 2020.
- A video titled "Best adjustable standing desk" by ApexDesk, dated Apr 2, 2020.
- A video titled "Best standing desk converter" by VariDesk, dated Apr 2, 2020.
- A video titled "People also ask: How do you zoom like a pro?" with a list of tips.

The collage also includes a search bar with "using zoom" and a "compare standing desk" search result.



## 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...

 **Wirecutter**

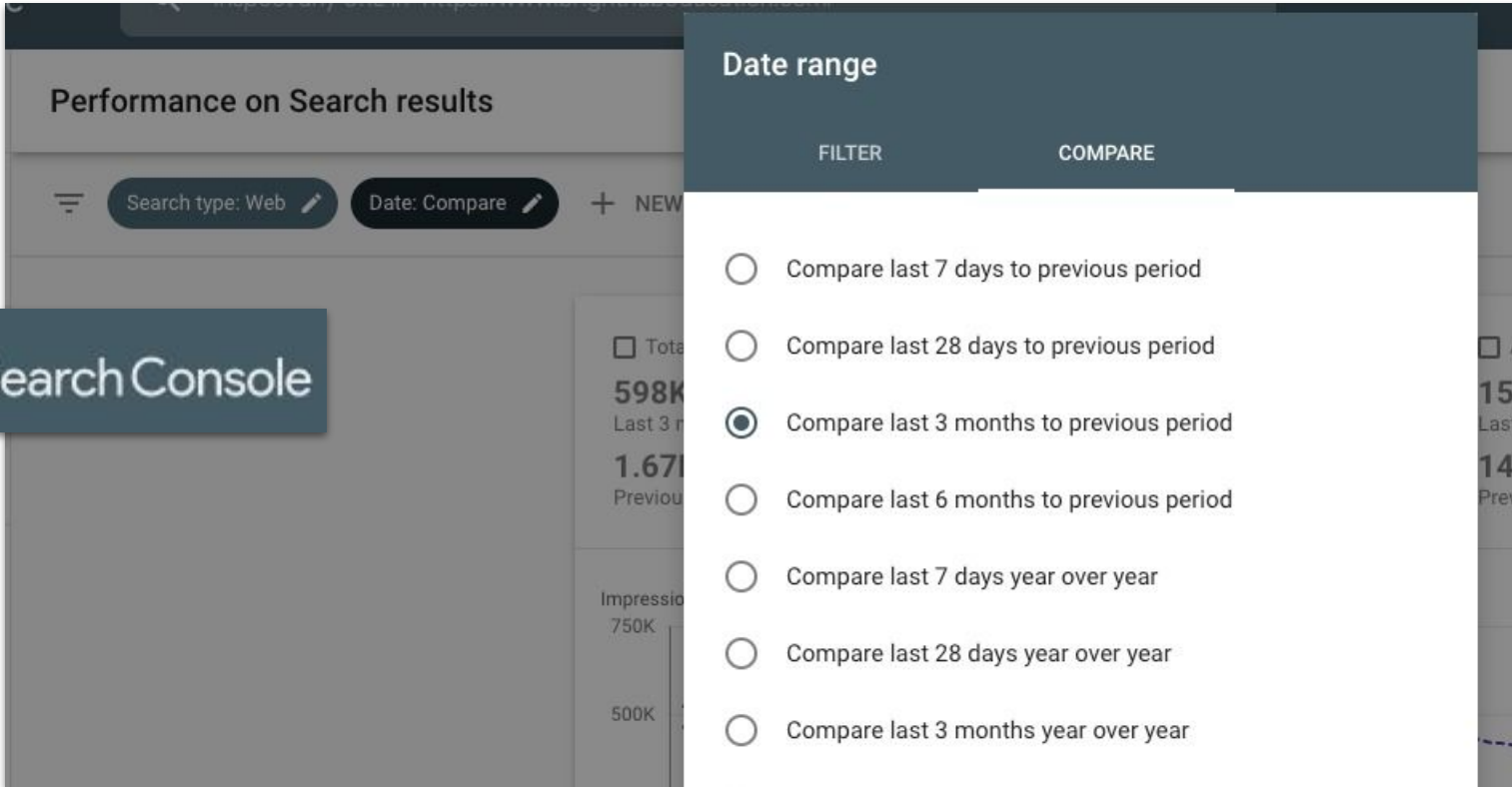
People that  
are looking for  
the **content  
on your site**

Be where they search





# Start by using data...




The image shows a screenshot of the Google Search Console interface. A dark blue box with the text "Google Search Console" is overlaid on the left side. The main content area is titled "Performance on Search results". Below the title, there are two buttons: "Search type: Web" and "Date: Compare". A dropdown menu is open, showing a list of date range options. The options are:

- ☐ Compare last 7 days to previous period
- ☐ Compare last 28 days to previous period
- ☒ Compare last 3 months to previous period
- ☐ Compare last 6 months to previous period
- ☐ Compare last 7 days year over year
- ☐ Compare last 28 days year over year
- ☐ Compare last 3 months year over year

The background shows a table with data, including a total of 598K and a previous period of 1.67K. The table also shows impressions of 750K and 500K.

# 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...

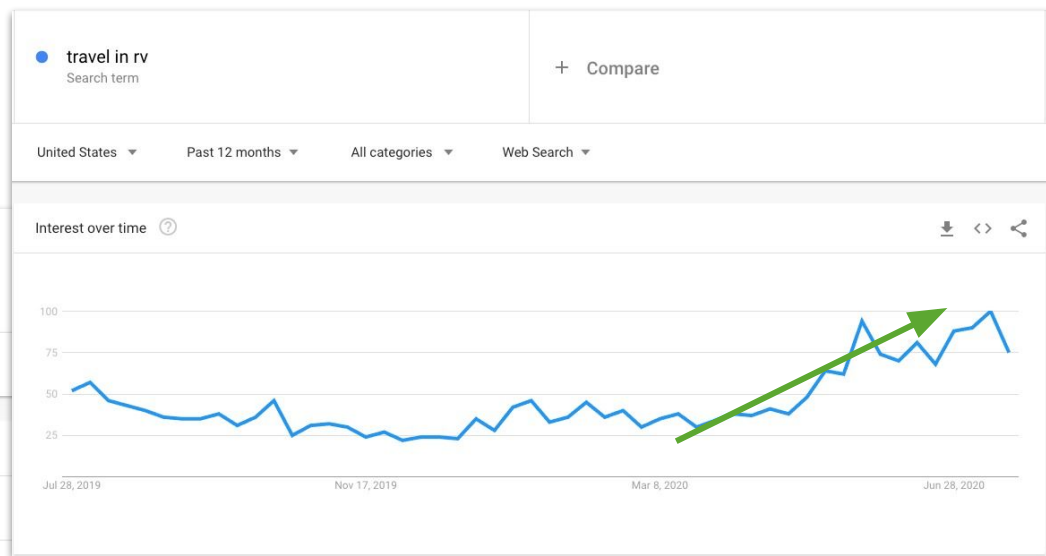
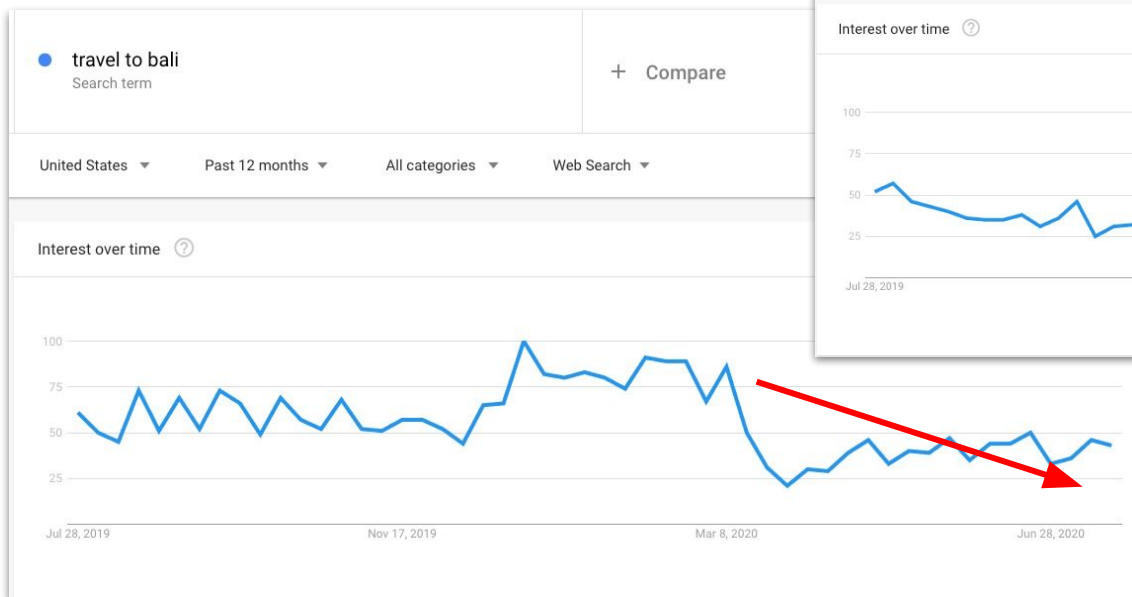
Google Search Console



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


+ COLUMNS    ADD FILTERS (1)	
Search Query	ePMV
	\$9.97 Avg for View: \$9.97 (0.00%)
🕒 israel clothing style	\$2.90
🕒 3 main learning styles	\$14.34
🕒 3 types of learning styles	\$12.14
🕒 what is writing style in literature	\$1.45
🕒 what is author style	\$16.53

# Start by using data...



# Adapt to audience and platform behavior

Videos




7:14 PREVIEW

How to Use Zoom - Free Video Conferencing & Virtual Meetings

YouTube · Howrinity

Mar 17, 2020




4:23 PREVIEW

How to Join a ZOOM meeting as a Participant

YouTube · Holistic Communications

Jan 31, 2015

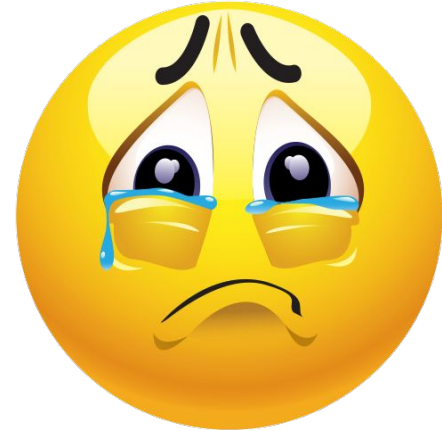


4:59 PREVIEW

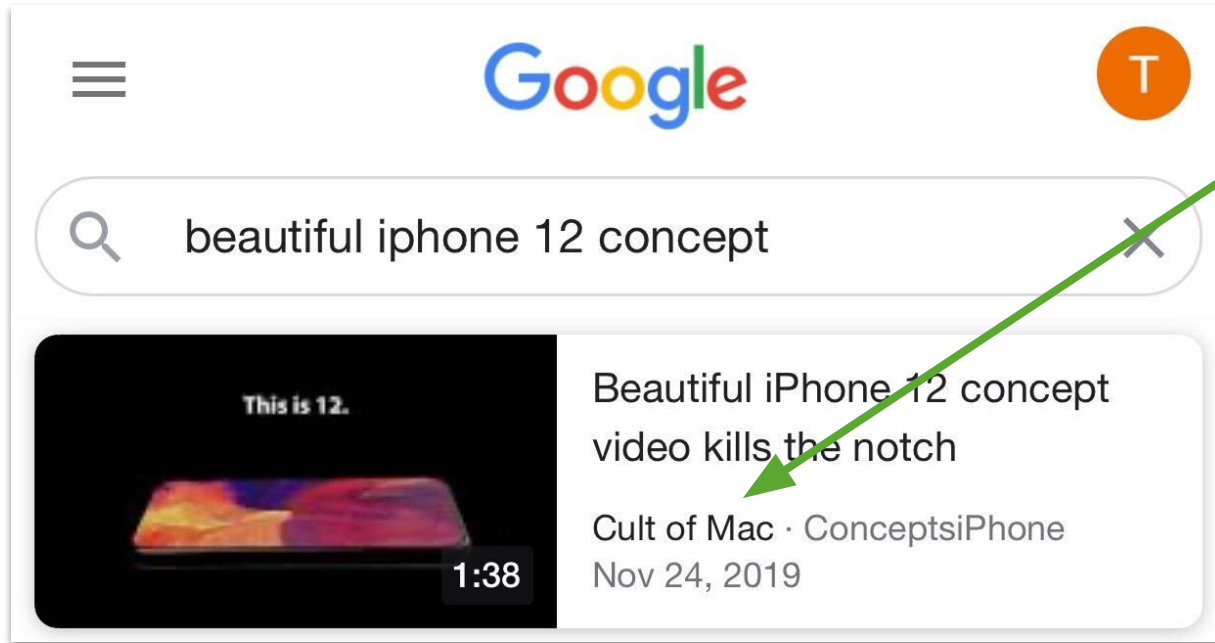
How To Use Zoom Meeting and Video Conferencing (2020)

YouTube · Ziovo

Mar 21, 2020



# Adapt to audience and platform behavior

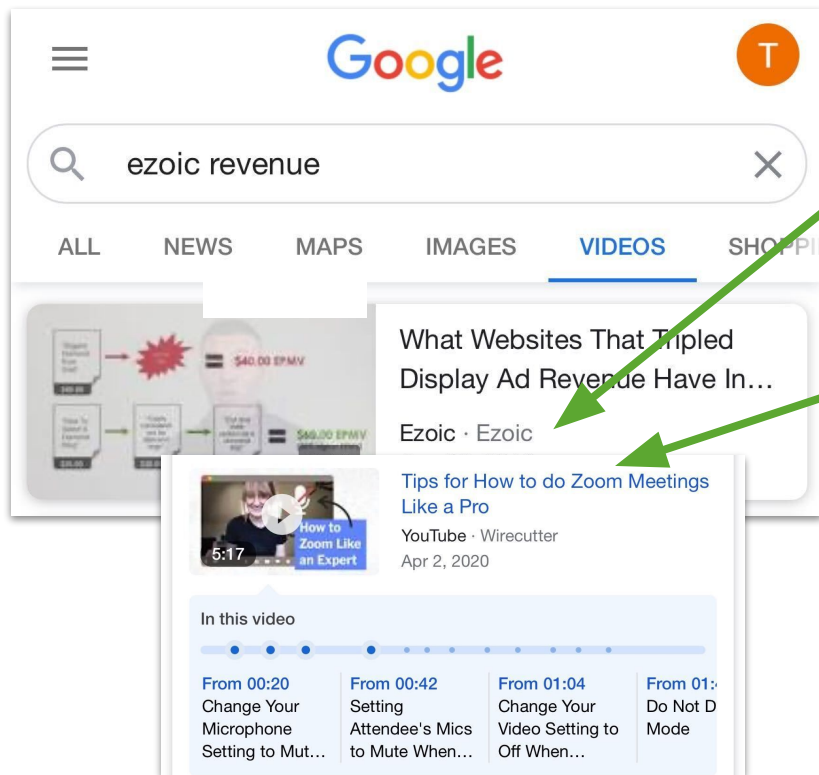


**Cult of Mac**



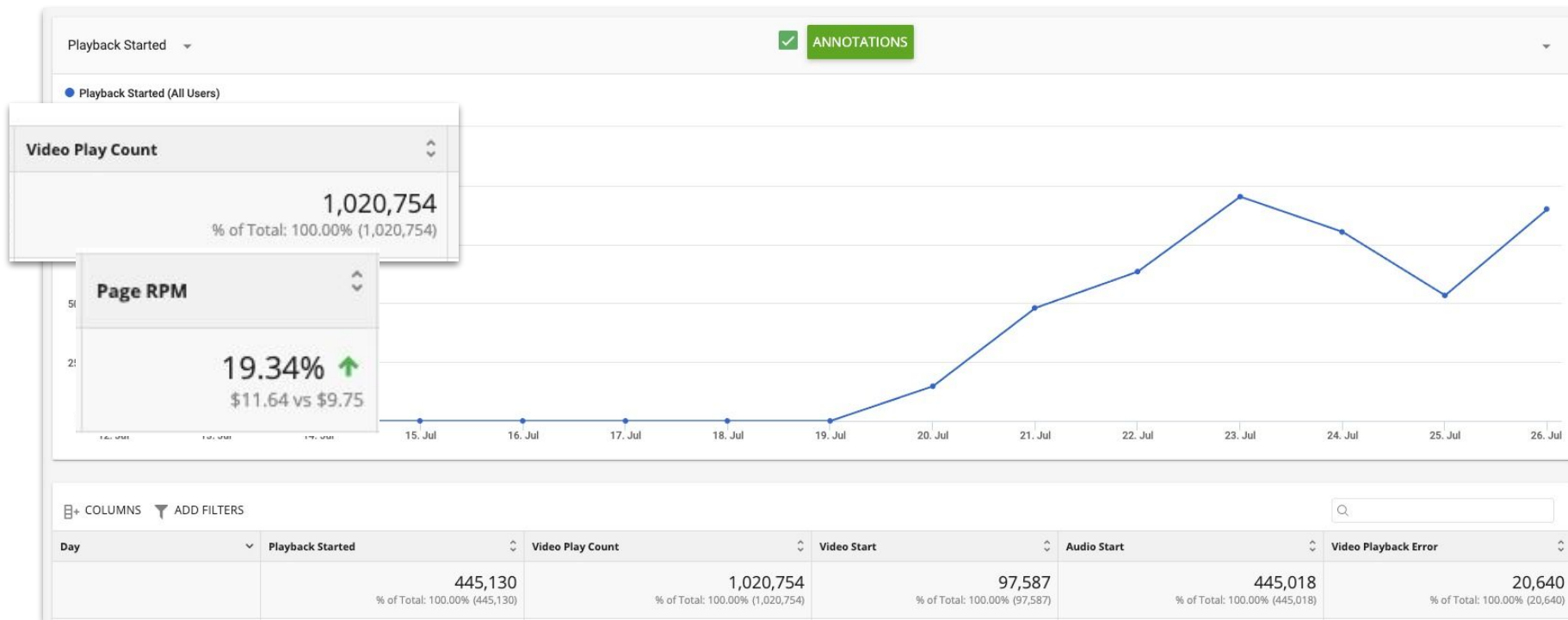


# Intelligently approach video

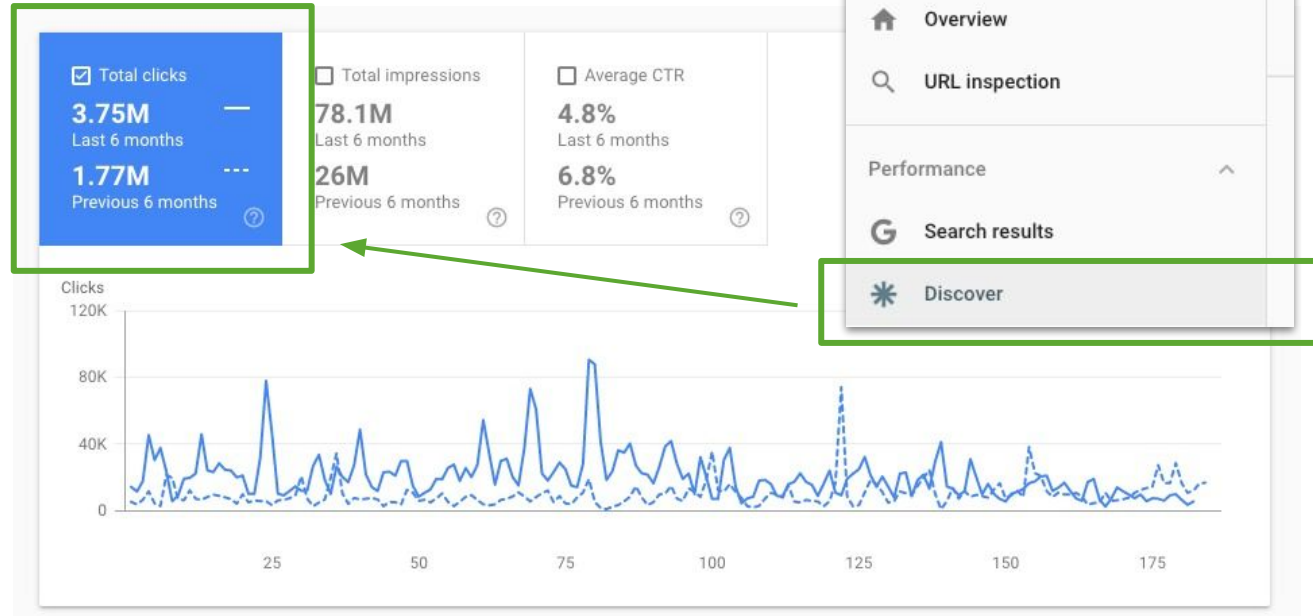
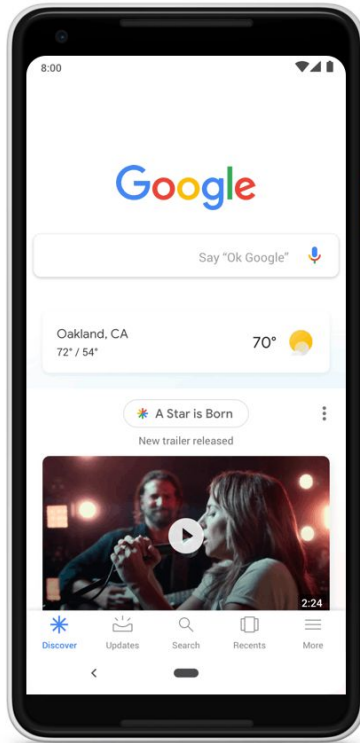


1. Host the video on your site or URL
2. Create a video title (like a title tag)
3. Add meta description markup
4. Use available [Google video schema](#)

# Not just for those with lots of skills/resources



# Think like a social media publisher...



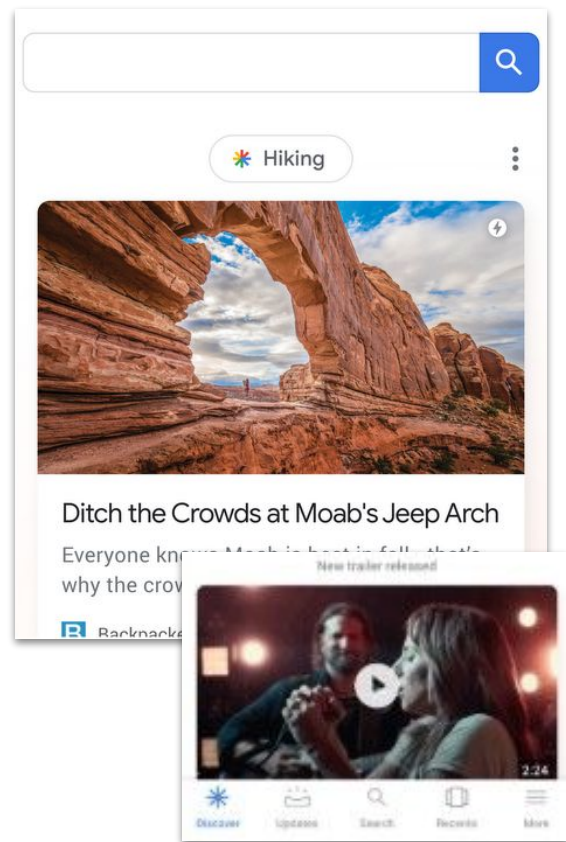
# Optimizing for Google Discover

- 1. Use more unique images and video**
  - 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**
  - Send out a newsletter
  - Share on social media
  - Share in forums, communities, or groups



<https://chromeunboxed.com/>

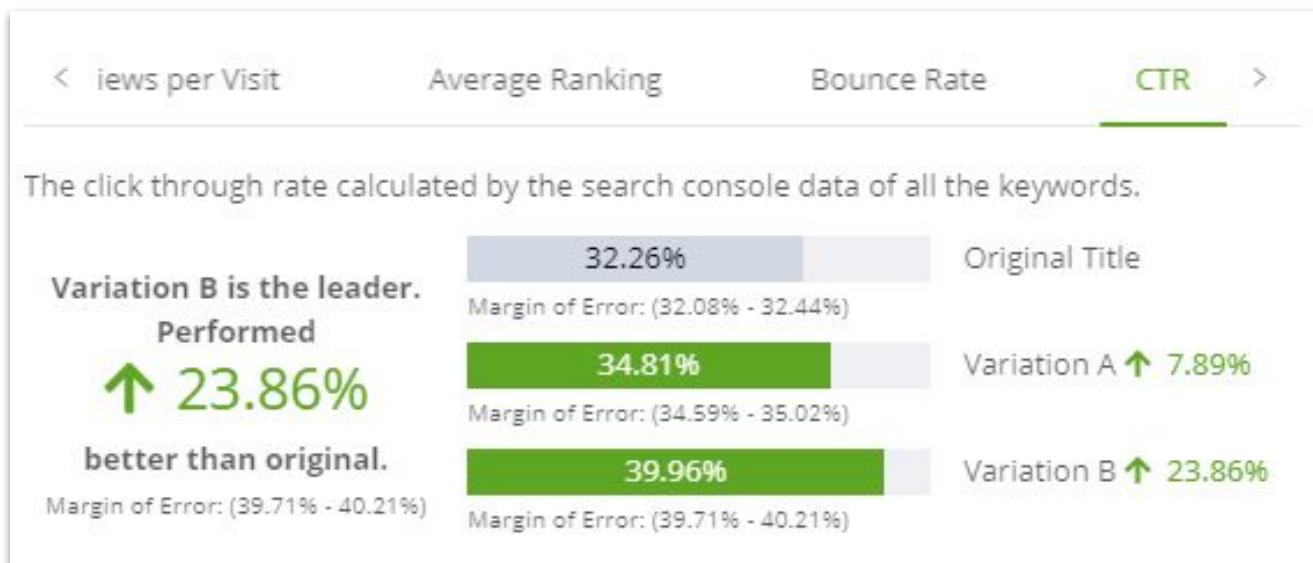
See their session  
later this week ;)



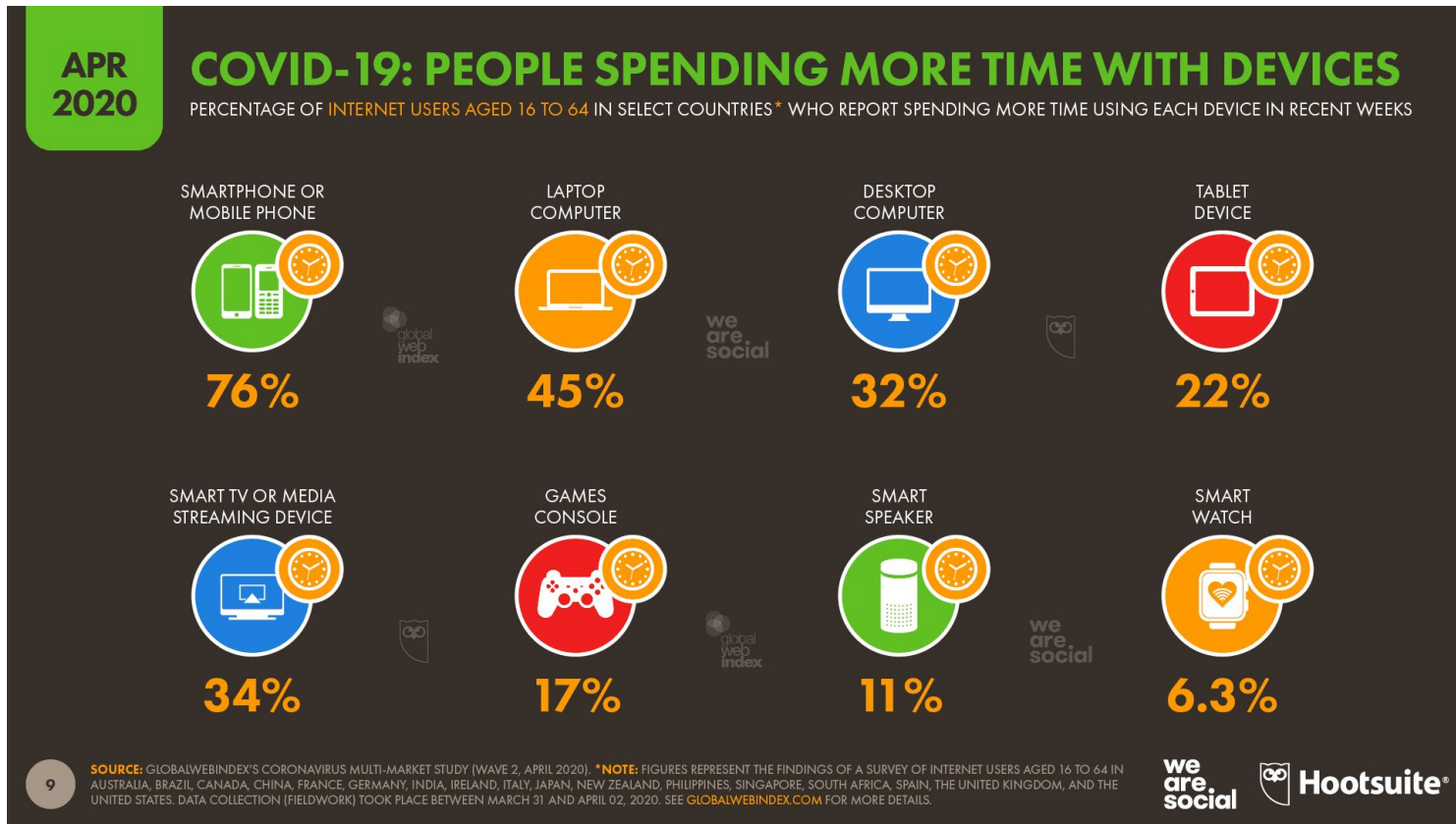
# Test and measure

**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*?



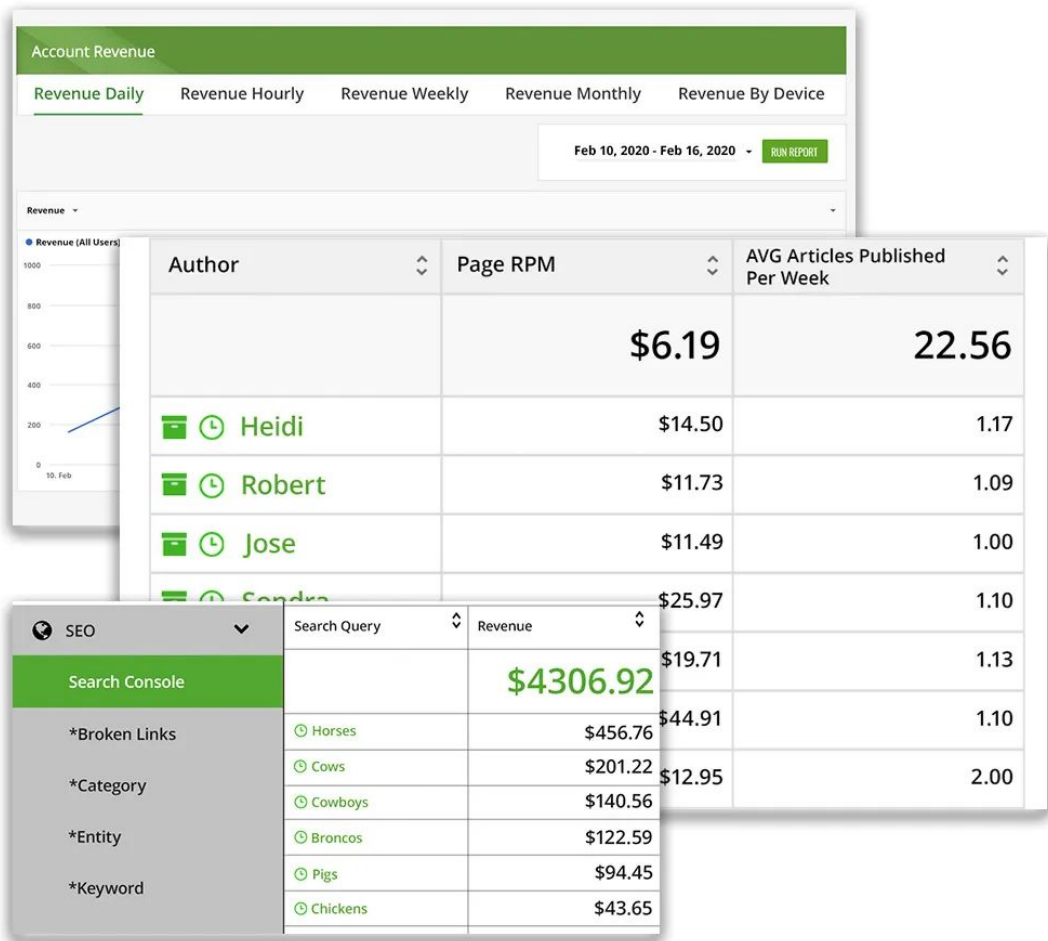


# What Ezoic is doing...





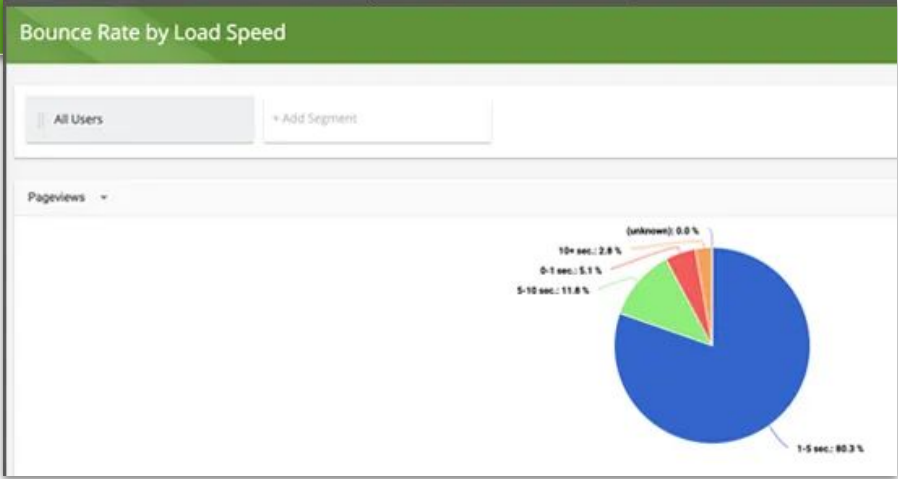
Making the data  
the drives grow  
easy to get



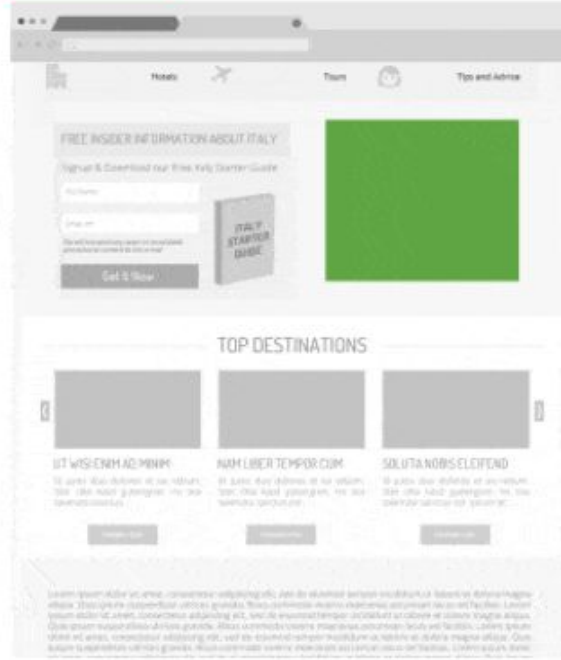


Making the data  
the drives grow  
easy to get

ezoic BIG DATA ANALYTICS		
REPORTS		
Real-Time		
Revenue		
Traffic		
Experiments		
Experiment Name	ePMV	Average Visit Duration
	\$8.15 Avg for View: \$8.15 (0.00%)	02:48 Avg for View: 02:48 (0.00%)
Ezoic Ad Tester	\$13.77	03:16
Ezoic Ad Tester Tablet	\$9.53	02:33
Ezoic Ad Tester Mobile	\$6.57	02:20
Ezoic Ad Tester Mobile AMP	\$4.82	10:38



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



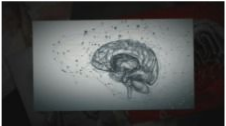

# COMING SOON... (In Beta) Video

## VIDEO PLAYER

The Ezoic Video Player uses custom machine learning technology to improve the outcomes for streaming video on your website. These outcomes include better search engine optimization (SEO), increased video playback numbers, optimized video placement, and maximized ad revenue, along with custom video analytics to help monitor performance. Uploading video to Ezoic's platform allows you to get the most out of their video content by offering more direct control and customization than other third-party streaming platforms, while remaining easy to use.



UPLOAD NEW VIDEO

☒ Search Title (default) ☐ Search Description

Video	Description	Restrict By Referer	Created	Modified	Action
	<b>What is Psychology?</b> Psychology is the scientific study of the mind and behavior, according to the American Psychological Association. Psychology is a multifaceted discipline and includes many sub-fields of study such areas as human development, sports, health, clinical, social behavior and cognitive	<span>Public</span> No	July 27, 2020	July 28, 2020	
	<b>The Milgram Shock Experiment</b> One of the most famous studies of obedience in psychology was carried out by Stanley Milgram, a psychologist at Yale University. He conducted an experiment focusing on the conflict between obedience to authority and personal conscience.	<span>Public</span> No	July 27, 2020	July 28, 2020	

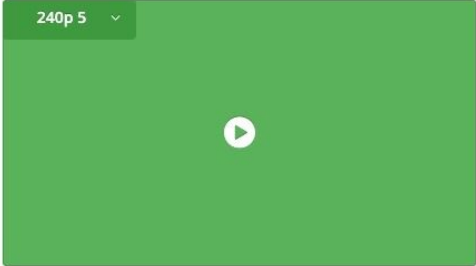
# COMING SOON... (In Beta) Video

You are currently viewing your site in edit mode

 View Create Create Video 

By Saul McLeod, updated 2017


240p 5



Developmental psychology is a scientific approach which aims to explain growth, change and consistency though the lifespan. Developmental psychology looks at how thinking, feeling, and behavior change throughout a person's life.

A significant proportion of theories within this discipline focus upon development during childhood, as this is the period during an individual's lifespan when the most change occurs.

240p 6



Activate Placeholders

experience, or learning (nurture).

Learning

A relatively permanent change in behavior that results from one's experiences.

Normative Development

Developmental changes that characterize most people, i.e. typical / universal patterns of development.

Idiographic Development

Individual differences in the rate, extent, or direction of development.



# COMING SOON... (In Beta) SEO Title Tag Tester

Variation B is the leader.

Performed  
↑ 23.86%

better than original.

Margin of Error: (39.71% - 40.21%)

32.26%

Margin of Error: (32.08% - 32.44%)

34.81%

Margin of Error: (34.59% - 35.02%)

39.96%

Margin of Error: (39.71% - 40.21%)

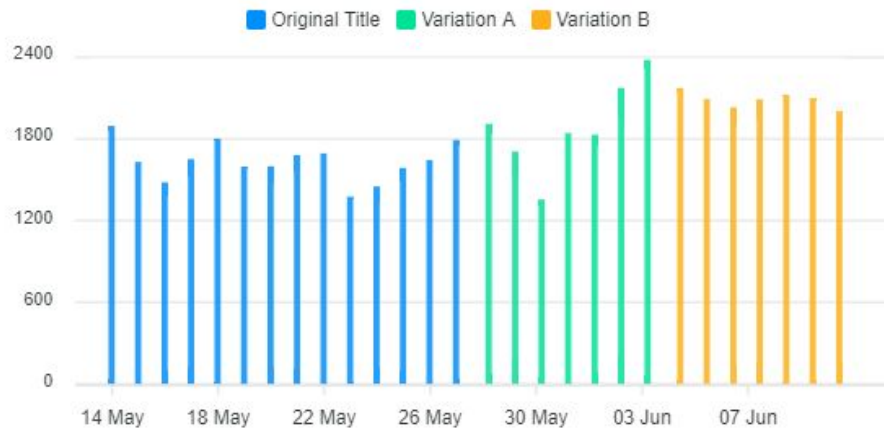
Original Title

Variation A ↑ 7.89%

Variation B ↑ 23.86%

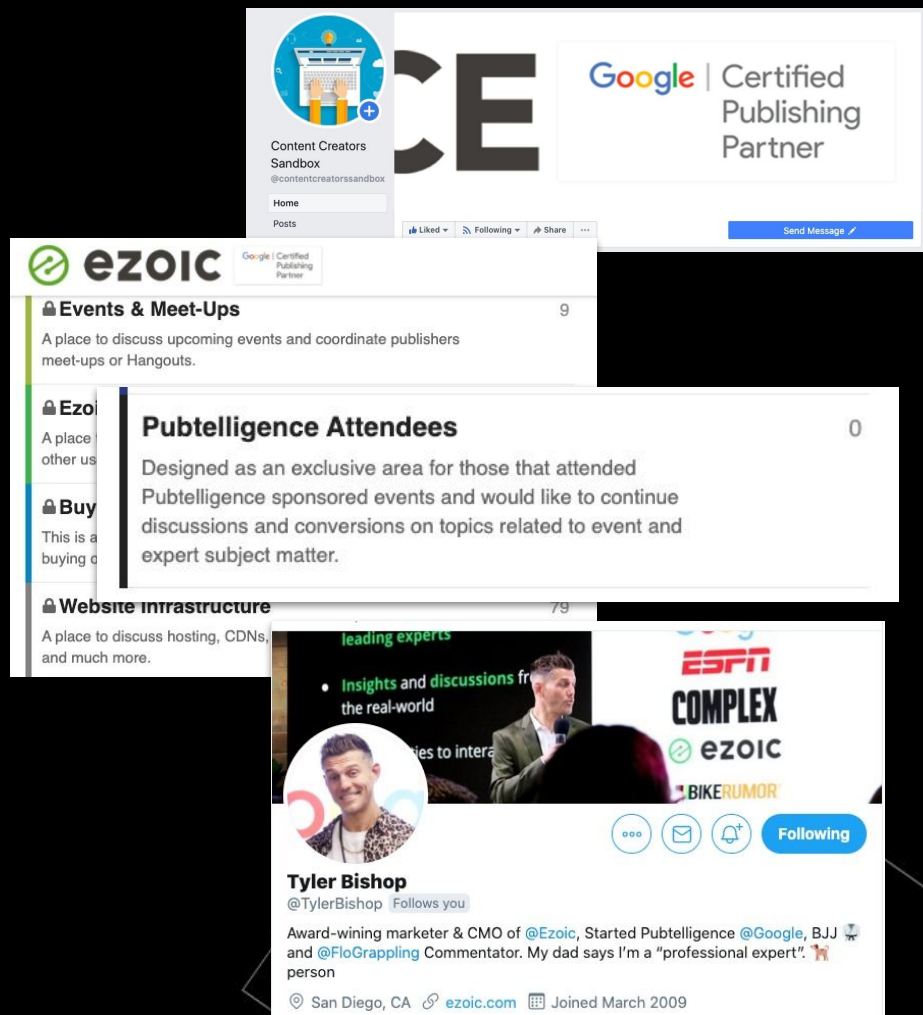
> View Titles

Pageviews



# 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](mailto: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