

3 Key Factors:

Your RPMs are influenced by 3 key factors:

1. Ad impressions (how many ads are shown)
2. Ad clicks (how many ads get clicked)
3. Session duration (how long users stay on your page)

💡 Improving any of these can massively increase your RPMs.

1. Improve for Ad Viewability

Ad viewability measures how effectively the ads on your page are seen by readers. Higher viewability means higher earnings for that page.

Viewability ⓘ	Updated Date
Viewability is a measurement of how well the ads on page are seen by readers. Higher viewability can lead to higher earnings.	
.25	75% Jan 14, 2025
.37	71% Jan 15, 2025

Poor viewability occurs when readers scroll past content ads too quickly, which can also affect ad targeting.

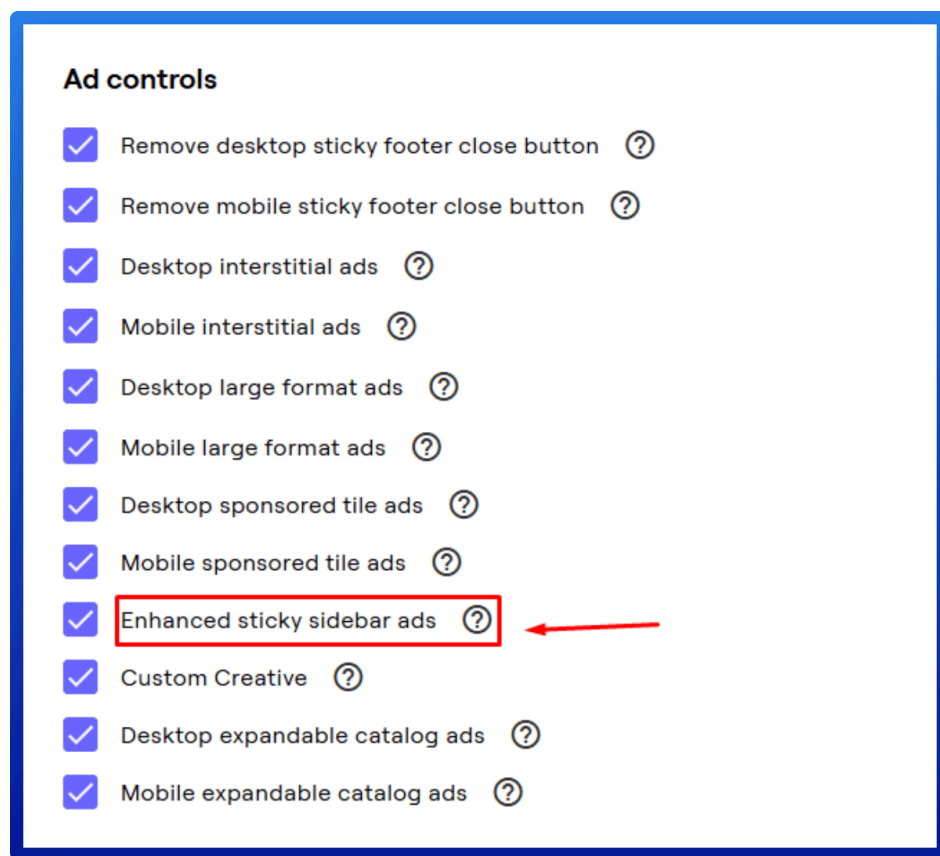
- Avoid Using Too Many Images
 - Readers tend to scroll quickly past images, which means they may miss content ads or skip them entirely.
 - Too many images can also disrupt content ad targeting.
 - Use supportive images or embeds that add value to the article.
 - Avoid using generic stock photos.
- Avoid Portrait-Style Images
 - Portrait images take up the entire screen on mobile, causing readers to scroll past both images and ads too quickly.
 - Opt for landscape images whenever possible.
 - If portrait images are necessary, balance them with relevant text to encourage readers to stop and engage.

- Avoid Long Tables of Contents (TOC)
 - A TOC helps with navigation, but long or unoptimized ones can cause readers to skip entire sections, reducing ad viewability.
 - Keep the TOC concise by only including relevant headings.
 - If the content has too many headings and optimizing the TOC isn't feasible, consider removing it altogether.

2. Font Size

- Increase your font size to 19-21px

3. Sticky Ads



- Sticky ads (e.g., in the sidebar or at the bottom of the screen) stay visible as users scroll.
 - These ads typically have higher viewability rates and can significantly boost RPMs.

*Yep, I enable all of them. It might not be the best UX choice, but at the end of the day, I'm here to make money. Of course, you can adjust your setup however it works best for you!

4. Optimize Article Length

Longer articles = more ad placements.

Write in-depth, detailed (listicle) blog posts with natural breaks to include ads. Aim for 1,500–2,000+ words per article.

💡 TIP: Use subheadings, bullet points, and images to keep users engaged and scrolling.

Listicles usually work really well for this because they are naturally engaging—they combine images, text, and descriptions in a way that keeps readers automatically more interested.

5. Target High-RPM Niches & Older People

Some niches and older audiences naturally have higher RPMs.

Examples:

- Finance
- DIY & Home Improvement
- Recipes (many people let the site open while they cook it)
- Architecture & Houses

💡 TIP: Create content clusters and target lucrative sub-niches within these areas. Also research KWs that target older people, e.g. "*haircut for older women*".

6. Increase User Engagement

Engaged users spend more time on your site, which means:

- Longer session durations
- More pageviews per session

How?

- Add internal links to other related articles or interesting topics.
- You can also link to popular or related articles above the footer, using a headline like "You might also be interested in..."

From my experience, this works really well!

- Something I've seen other creators use successfully (but I have to admit, I haven't tested it myself yet) is engaging comment sections under their articles.

Many either use AI comments or actively encourage readers to comment to spark discussions.

This can be especially effective when follow-up questions are answered or heated discussions take place because that keeps readers on the page longer.

7. Optimize for Speed

Site speed is critical. A slow site increases your bounce rate and therefore cuts your potential revenue.

I know people love to make a mystery out of this, but at the end of the day, these are the key steps that make the biggest difference:

- Compress images
- Use caching plugins (just use WProcket, it's the best)
- Enable lazy loading
- Switch to a fast hoster