



# 5 Expert Tips

For using **Chitika** & Google AdSense

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## TIP #1: Using Chitika MPU with Google AdSense

Tip By: Tomaz Mencinger, [Financial Freedom Ideas](#)

One of the most aesthetic AdSense and Chitika combos is the 468 AdSense link unit and 468 Chitika Multi-Product Unit.



The main advantage of this combination is that it doesn't look like an obtrusive ad that visitors might want to avoid.

In fact, if you match the colors of Adlinks and eMiniMalls text and titles you'll create an attractive ad that draws attention and gives a visitor more choices to find the right product.

This combination is best used at the end of the article where the visitor has learned more about the product that you reviewed and can now either choose a specific product shown in the Multi-Product Unit or decide to research more through AdSense Adlink which points them in the right direction through the Adlink keyword.

The AdSense ads don't allow you to target specific products like Chitika eMiniMalls do, but I have found out that AdSense's contextual targeting is very good and will often display the right keyword above the eMiniMalls ad.

This will not only make the combo look like a single attractive advertisement, it will increase your click-through rate and also enrich your website's appearance.



### About the Author

## Freedom Ideas

Tomaz Mencinger enjoys teaching tennis & helping people achieve their goals of financial freedom through his blog [Financial Freedom Ideas](#).

He has a degree in Electrical Engineering & played semi-professional volleyball for 16 years. He has quite the knack for coming up with various Chitika & AdSense combinations which is why he was perfect for this series.

Thanks so much Tomaz!





Here are 5 ways to make the best of this combo:

- 1. Ad Unit Colors:** Match the colors of Chitika eMiniMalls and Adsense Adlinks with the colors of links and titles of your website.
- 2. Link Colors:** Test whether blue links are effective on your site or not. Visitors are used to blue links but also overwhelmed with blue-linked ads everywhere on the web.  
I've found out that the [blue color #000099](#) works well for my website.
- 3. Ad Unit Size:** If you review a specific product, you might want to use a single 468×180 Blog Banner instead of 468×180 Multi-Product Blog Banner..
- 4. Location, Location, and Location:** Place the combo at the end of the article and allow the visitor to make the choice after they have read your review. MPU units often get up to 5% CTR at the end of articles which is excellent.
- 5. Just Do It:** Implementing this combo is easy. Just use Adsense code, Chitika MPU code and you're done!



## TIP #2: Matching Placement and Context

Tip By: Tim Flight, [GPS Review](#)

When you think about optimizing the placement of advertisements on a site, most people will consider where an advertisement appears in relation to other page elements such as a header, navigation links, or within the body of the article. Not as many people consider the context or content of the advertisement. However what the advertisement says, and the way the information is presented can be as important to click-ability as the placement itself. Ideally you need to match good placement, with good ad content. Thankfully the Chitika advertisements allow for the necessary customization.



The idea is to consider what your reader has in mind, or what they are looking for, when their eyes strike each point on the page. Take these common advertising placements and think about what the user might expect to see in that location, and then which ad formats deliver the best content for that location.

**Leaderboard** – If you have a leaderboard at the top of your site and a reader's eyes glance over that position, what are they expecting to see? Generally they have come to that page on your site seeking an answer to some sort of question. However at this point they know little about what this page is about. Here their mind is most open to a wide variety of ideas, so consider a [Multi Product Unit](#) that shows several different products they could be interested in. This is also a good place for a Google text ad where multiple ads are often displayed.

### About the Author




Tim Flight is a influential authority on GPS devices.

When he's not providing the latest news and reviews on his blog [GPSReview.net](#) you can find him flying a plane or enjoying tons of outdoor activities.

Thinking smart in his tip "**Matching Placement and Context**", Tim shows you the underestimated importance of content.

Thanks Tim!





**Sidebar** – Sidebars can be tricky to optimize for. A user is either looking into a sidebar for their initial navigation as a menu, because they didn't find exactly what they were looking for and want to search your site elsewhere, or because they just want to explore your site more. This can be a good place to highlight an ad unit that incorporates or highlights the search tab, offering users more opportunities to explore on their own. This can also be a great place to put an [RPU](#) (Related Product Unit) as it gives them options they might have been looking for. Likewise, the Google Link Units will typically work well here as they give lots of different options in a style that resembles site navigation.

**Top of the Post** – If the reader is starting to read the top of your article, chances are they think they will find what they are looking for in your article, but they have not yet answered the question they had which caused them to be on that page. They are still gathering information in hopes of finding their answer. Content is the key at this stage in the game, so units that highlight or default to the 'Description' tag are most likely to succeed. Likewise the Half Banner, Banner, and Button formats from AdSense often work well in these positions as you tend to get text ads in this format that offer good descriptions below the links.

**Below the Post** – If the reader has reached the bottom of your post, hopefully they have found the answers to their question in your spectacular content. Now that you have satisfied the reader you need to keep them hooked by providing plenty of "what's next?" opportunities. This is a good time to encourage them to post a comment, or buy something! Many people are afraid to show people prices thinking the user will back away.

However if they have read your post they might have found all of the information they need to make a buying decision. Now is the time to hook them by showing stores and prices where they can take action. The ad units which highlight multiple store offers such as the Blog Banner, Medium Rectangle, and Square often work best in these positions. On the G side, I like the Medium Rectangle and Large Rectangle units setup for image ads in this position. The advertiser is typically good about utilizing a "What's Next" strategy to entice your users who just finished your article.

When mixing Chitika and AdSense ads together, I tend to use AdSense ads more often at the top of the site since you don't have as finite control over the specific product or service the ad is offering. The further down the page the visitor scans the more likely it is they are interested in the topic of that page, so you can target them with laser quality by using eMiniMalls closer to and below the article body.

Optimization involves more than just placement; in addition to getting the ad in the right space, it also needs have the right content. Realize that visitors don't see your page in just the dimensions of length and width– they also incorporate the element of time. Think about how the motives and objectives of your readers will change as they scan different pages of your site and match what they are looking for with advertisements of similar context.

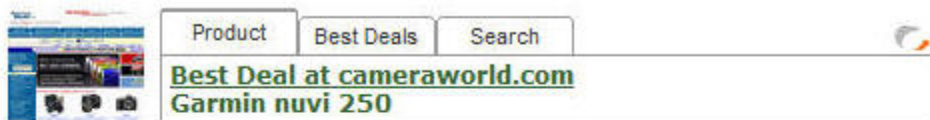
## TIP #3: Testing for Perfection - Chitika & AdSense

Tip By: Rich Owings, [GPS Tracklog](#)

I post very detailed and lengthy reviews, with lots of resources and links. There are numerous places on these pages for Chitika and AdSense ads, and it took some time to work out the best sequence and placement. The best advice I can give is to test and test again. Each site is different. Your readers and your content are different than mine. Testing is the only way to be able to tell what works best.

I tested multiple layouts and then totaled up all my Chitika and AdSense revenue per 1000 impressions to see which layout performed best. I ended up using one AdSense unit per page, two [eMiniMalls](#) (a 468×60 and a 468×180 MPU), and an [RPU](#) (Related Product Unit). Generally speaking, the Chitika ads performed best towards the end of the reviews, while the AdSense ads performed better higher up.

The image below shows one thing that really blew my mind. I've got a section where I have affiliate links under a header that says "Compare prices on the (insert model name) at these merchants." **I would have thought that the Chitika eMiniMall would have worked better right under it, but no, it performs best right above it! I never would have known without testing it.**



### ***Compare prices on the Garmin nuvi 250 at these merchants:***

- Check the current [Garmin nuvi 250](#) price at Amazon.
- Find a great deal on the [Garmin nuvi 250 Portable](#)

### About the Author



Rich Owings is an outdoor recreation enthusiast. It was his passion for creating maps of his favorite natural areas that got him into different mapping programs

After the purchase of his first GPS he went on to write a book '**GPS Mapping - Make Your Own Maps**'.

Life experience has led Rich to do some great things which is why his tip, "Testing for Perfection" was quite fitting & extremely helpful.

Thanks Rich!

## TIP #4: Optimizing ad placement for maximum combined revenue

Tip By: Enrique Flouret, [The Photoshop Roadmap](#)

The [Photoshop Roadmap](#) is a free resource site with links to downloads and tutorials. I use AdSense and the Chitika RPU (Related Product Unit) text ads solutions, and they perform extremely well for my visitors who are more attracted to text links than to product specific banners.

Since both solutions perform well at my site, the main problem I was facing was how to distribute the ad units from both networks to maximize the combined earnings instead of one "stealing" clicks from the other by placing them side-by-side.

It is no secret that the first ads in an AdSense block are the highest-paying ads. So, each additional ad block you place on your site will show lower paying ads than the one located right before it on your page.

The [Chitika RPU](#) pays the same per click no matter where you place them, and you can set your own keywords and design to match the content and look of your page. So, high CPC and CTR are, in some way, guaranteed. You only have to find the best place to capture the attention of the visitor.

**To decide the best ad layout for both networks, I worked under the following premises:**

1. Visitors' attention is more dispersed at the beginning of the page (higher acceptance of loosely related topics) and becomes more focused as they start reading the content (eager for information closely related to what they are reading).
2. AdSense offers a broad range of different topics related to the content of the page.
3. Chitika's RPU shows ads that are closely related to the content of the page with the proper use of user defined keywords.
4. AdSense places the highest paying ads first. Additional blocks show lower-paying ads.
5. Chitika's RPUs pay the same amount per click, no matter where on the page you place them.
6. Chitika's RPUs outperformed AdSense in CTR and earnings at the end of an article.

### About the Author




Enrique Flouret is an Argentina-based Architect and Web Designer with 10 years of web experience.

He is the owner of **Development01**, a network of informational and ecommerce web sites covering a wide range of subjects, with [The Photoshop Roadmap](#) being the most important site part of a group with more than 500,000 unique visitors each month alone.

His attention to detail is how he was able to give a home-run tip "Optimizing ad placement for maximum combined revenue".

Great job Enrique!



After considering all these premises, it was very clear to me that I should place two AdSense 336×280 blocks at the top and a RPU at the end of the article.

The ads at the top are there to capture the clicks of those visitors that wander through the site just “looking around”.

Those who are really interested in the article probably won't click on those ads; they are more interested in the content of the page. After reading it, their minds are still focused and are likely to click on a link that is closely related to the same topic they've just read about.

Since I had already placed two AdSense blocks at the beginning of the article, placing a third block at this point would result in lower paying clicks

Instead, I set up an RPU with related keywords and a custom CSS to mimic my site's design.

To maximize my earnings even more, I used the alternate URL feature to show AdSense (and other networks) to countries not supported by RPUs.

**Here's a summary of my experience trying to maximize my earnings combining the best of both networks:**

1. Place AdSense ads at the top, showing the highest paying ads, right before my content to capture the attention of those who are browsing the site.
2. Place the Chitika RPU at the end of the article, to offer related content to the article the visitors have just read.
3. Add AdSense and other networks using the alternate URL feature to show ads to countries not supported by Chitika's RPU.

It is a common (and erroneous) belief that Chitika's ads perform well only in product reviews related sites. 90% of The Photoshop Roadmap is about free tutorials and downloads and despite of that, the Chitika RPU results have been outstanding for me so far. It is just a matter of knowing your audience and testing the best ad placement to get the best results.



## TIP #5: Using Chitika RPU & Adsense

Tip By: Jay Brewer, Founder [BlogPire Productions](#)

We love Chitika and we love Google Adsense. Both are very different programs - each with strengths and weaknesses in delivering the items your blog visitors are researching when they visit. One of the things we love about Chitika is the diversity in the offerings of products and product related ad pods, and one of the things we love about Google Adsense is the ongoing diversity in the advertisers they provide.

The thing we've learned over the past year is how they can work side by side - Chitika mixing up the product mix, and Google Adsense providing a sampling of unique advertisers.

### **RPU and Google work hand-in-hand by answering:**

1. Why am I here? Am I looking for more products or product info?
2. Am I looking for more places to buy? What's there? What's out there for me in my search? What other sites meet my need.

Since we expect Google to provide the best match in search and search related traffic related to business sites offering products for sale - we expect Chitika to find the best products - or product research. That's why the [Related Product Units](#) (RPU) go hand-in-hand with our related entries, and Google Adsense matching advertisers to that entry.

We tend to think of both units as complimentary and targeted at a different need. So as our users scroll - they initially get RPU units to look at (which are more like related entries or the products we feature) and then places to find (more like related advertisers from Google). Whatever meets their need - we give them a place to go.

Thanks to both Chitika and Google for providing such a mix of ads to feature on our sites.

### **About the Author**



Mr. Brewer is founder of Blogpire Productions, a network of consumer-product oriented blogs.

Each blog focuses on a specific niche category such as single-serve coffee products, shaving products, gps products, or HDTV products, and generates revenue through direct advertisers, and other Web advertising programs.

In his tip for "Using Chitika RPU & Adsense" he shares his ability to leverage different features from different services to his advantage.

Thanks for taking the time to share Jay!

## About Chitika

Chitika provides bloggers the opportunity to harness their independent original content and opinions to monetize traffic to their site. This company is the only blogger-driven merchandising/shopping network that combines on line consumers directly with the products that are relevant to them. Barely a week seems to go by without the company doing something innovative to make life even easier for its publishers.” Chitika is the sole producer of four innovative products: **eMiniMalls**, **RPU (Related Products Unit)**, **ShopLinc**, and **ShopCloud\$**.

### Related Products:

- ▶ [Dell Latitude D510 Notebook Computer for Business](#) - Dell, Inc.
- ▶ [Sony Network Walkman NW-HD1 \(20GB\)](#) - Refurb Depot
- ▶ [Dell Latitude D510 Notebook Computer for Business](#) - Dell, Inc.

**The Related Products Unit (RPU)** is a simple, non-intrusive text link format that integrates right in to your content, requiring minimal design changes. The RPU is a PPC (pay-per-click) unit designed to complement rather than cannibalize revenue from other ad networks. If interested, contact Ryan Travis at [ryan@chitika.com](mailto:ryan@chitika.com)

Chitika's flagship product, **eMiniMalls**, brings pay-per-click product promotion to life on the web. It provides users with relevant content and comparative shopping information without even leaving your site!

The image shows a screenshot of the eMiniMalls interface. At the top, there are several product thumbnails including a game box, a blue device, and a camera. Below these is a navigation bar with tabs for 'Product', 'Description', 'Best Deals', and 'Search'. The 'Best Deals' tab is active, displaying a section titled 'Best Deals from Name Brand Merchants'. A featured store, BPAV.com, is highlighted with a list of products and prices: BestPriceAudioVideo.com at \$756.00, Abt Electronics.com at \$825.55, and Vanns.com at \$824.98. A link for 'Chitika | eMiniMalls' is at the bottom right.

The image shows a screenshot of the ShopCloud\$ interface. It features a search bar with a magnifying glass icon and a 'Search' button. Below the search bar is a tag cloud of products including 'sony playstation lcd tv', 'video games', 'ipod nano', 'ipod', 'plasma tv', 'creative labs', 'ZEN digital camera', 'hdtv', 'digital cameras', 'palm', and 'treo 700p'. A link for 'Chitika | ShopClouds' is visible below the search bar.

**ShopCloud\$** display popular products in an interactive tag-cloud format, where each product is linked to search results featuring deals, promotions and offers from hundreds of name-brand merchants.

**ShopLinc** gives you the power to create a personalized pay-per-click shopping experience for your audience. The unique thing about this product is that it allows expert reviews to be featured alongside the products you choose to endorse! **ShopLinc** features the products next to YOUR content and reviews from your website or blog posts, as well as expert reviews.

The image shows a screenshot of the ShopLinc search results page for 'Flash Memory'. The page header includes the Chitika | SHOPLINC logo and the tagline 'Go Shopping with the Experts'. There are navigation tabs for 'Mini Guides', 'Meet the Experts', and 'See all Categories'. A search bar contains 'Flash Memory' and 'All Categories' with a 'GO!' button. A 'Shop With The Experts' button is on the right. The main content area shows 'Home > Search Results > Flash Memory' with an RSS icon. Below this, it says 'Sorted by: Price | Rating | Best Matches'. A product listing for 'SanDisk 2 GB Secure Digital Card' is shown with a product rating of four stars, a price of \$27.95, and a 'Shop Here' button. A 'Flash Memory Store' logo is also visible. On the right side, there is a 'Related Expert Research' section with an 'Expert Profile' and a 'Go Shopping with The Chitika Experts' button. At the bottom of this section, it says '- Expert Reviews'.



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