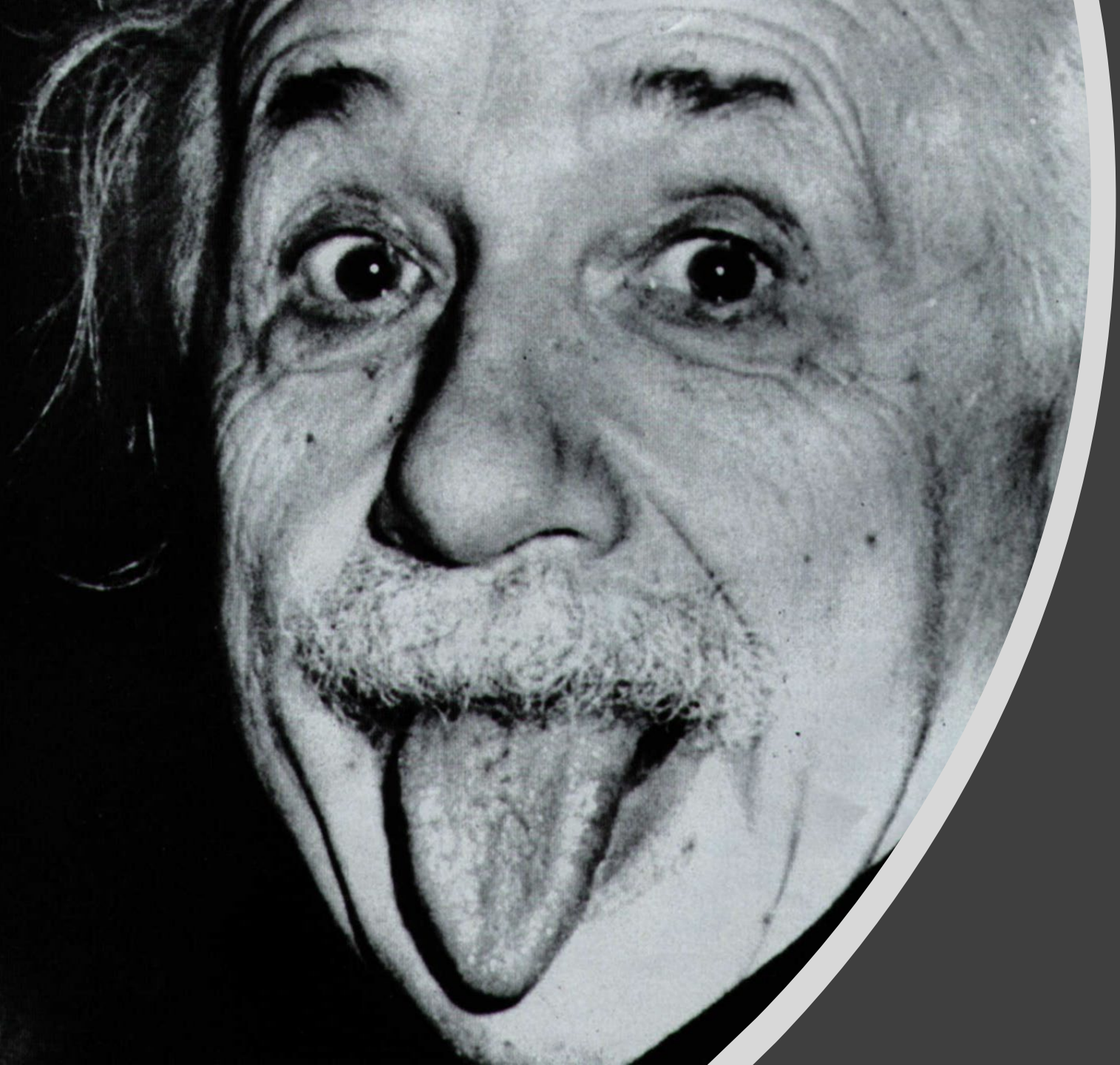


10 tips to maximize your revenue with #data

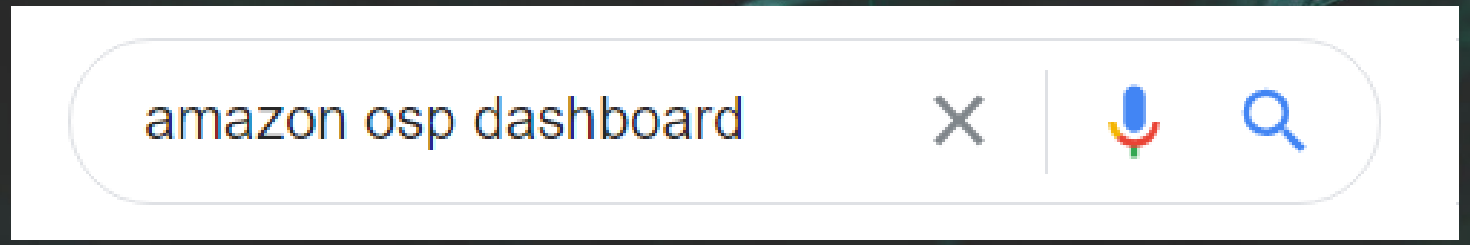
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Sebastian Vogt

Quinta Digital GmbH

- Product Owner Affiliate Dashboard
- Content-Commerce/ Affiliate Marketing since 2004





- Help Publishers to collect the right data and analyze them and optimize traffic
- Help for a quick OSP start with
  - Top Notch Editor with many features
  - OSP Idea Finder
  - OSP rankings
  - OSP product availablity checks
  - OSP Sales on article basis
  - Amazon Search Volume
- For Content Commerce
  - Sales, Revenue, CTR, CR … per article
  - Product availability
  - Best selling products and articles
  - Lots of reports
- Future:
  - Google Rankings and Sales
  - Product availability prediction
  - OSP Topic finder

What to #excpect?

- How to get more revenue out of articles long term
- Not loosing revenue because of unavailable products
- Onsite Publishing articles and if they get shown
- Some tools

“If you can‘t measure it, you can‘t improve it!”

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1. Know YOUR #kpi

- Number of articles
- Page Impressions
- Sales
- CTR
- CR
- Earnings
- Retours
- Searchengine rankings

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2. #measure your content

- Unique Tracking-ID per article
- Individual ID for every piece of content

-> you know what sells and can scale

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	Published	Views	CTR	Clicks	CR	Sold	Revenue	Earnings
.	27.12.2020	162.705	62,27%	101.321	5,46%	5.532	110.954,49 €	4.918,52 €
.	27.12.2020	98.671	13,44%	13.266	6,39%	848	46.332,34 €	2.151,30 €

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3. #test, test, test…



EVERY AUDIENCE IS DIFFERENT



TESTING COSTS MONEY



BUT IT COSTS MORE MONEY NOT TO TEST

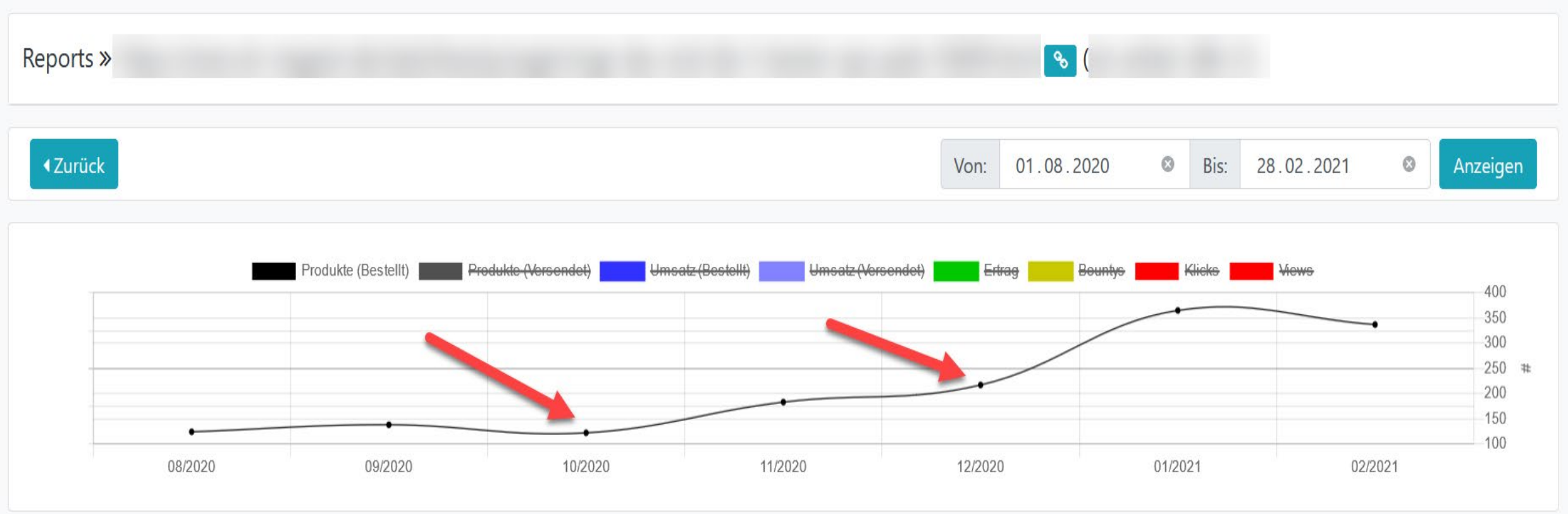
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4. Know what works and #monitor changes

- Unique Tracking-ID per article
- Monitor changes in sales
  - Product availability
  - Changing SERP Positions
  - Seasonal influences
- Evergreen monitoring and optimization
  - Find content that sells daily
  - Optimize it

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Article Updating



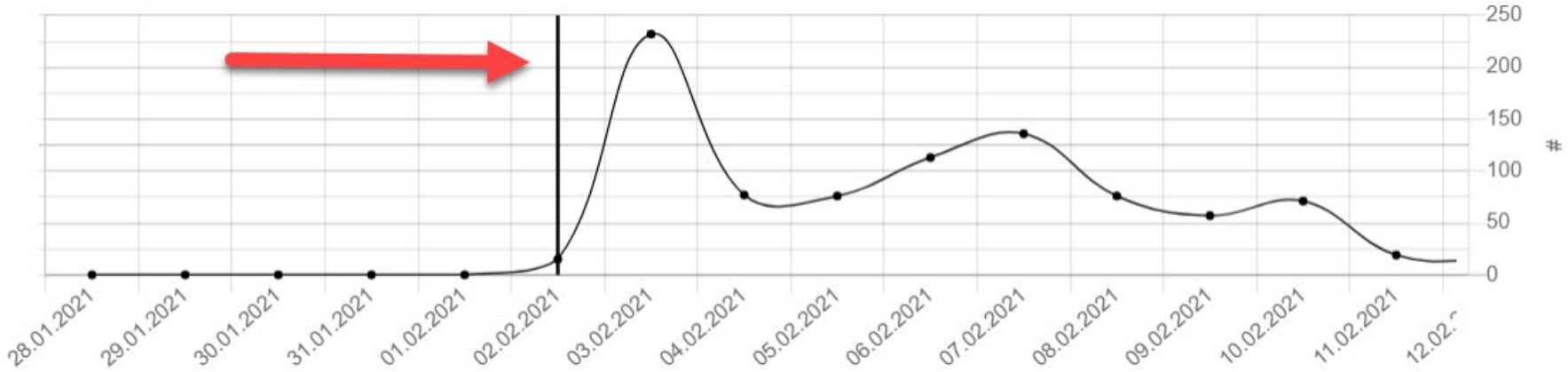


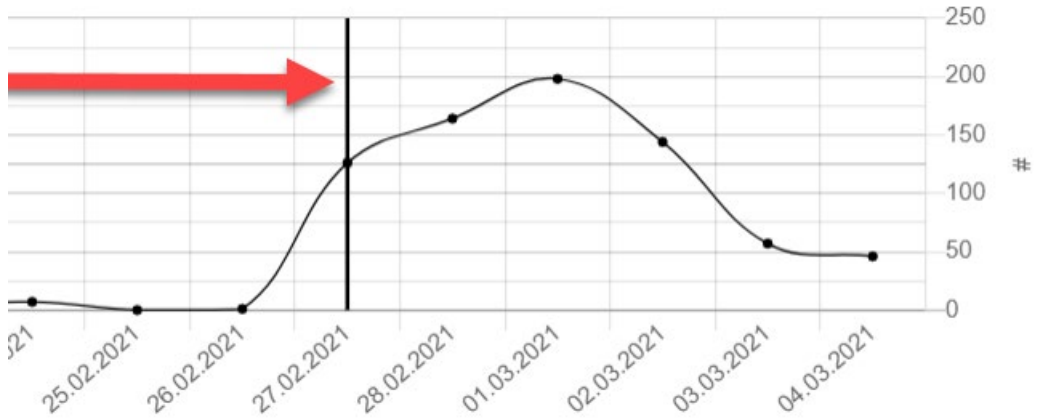
5. Distinguish #news and #evergreen content

- Most publishers focus in evergreen content
- News content as possibility to maximize earnings
  - Google Discover
  - Google News

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Discover Republishing





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6. Know your #rankings

- Use Google Search Console and other tools to check which search terms drive traffic to your articles
- Check search intent
- Does article quickly satisfy search intent?
- And what about your rankings in Amazon (OSP)?

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varicose veins

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Ungefähr 16.800.000 Ergebnisse (0,50 Sekunden)

Bilder zu varicose veins



Unangemessene Bilder melden

Alle anzeigen

www.mayoclinic.org › syc-203506... ▾ Diese Seite übersetzen

Varicose veins - Symptoms and causes - Mayo Clinic

30.01.2021 — **Varicose veins** are twisted, enlarged veins. Any superficial vein may become varicosed, but the veins most commonly affected are those in your ...

Varicose veins · Varicose veins - Care at Mayo... · Endovenous thermal ablation

en.wikipedia.org › wiki › Varicose... ▾ Diese Seite übersetzen

Varicose veins - Wikipedia

Varicose veins, also known as varicoses, are a medical condition in which superficial veins become enlarged and twisted. ... These veins typically develop in the ...

Treatment: Compression stockings, exerc... **Differential diagnosis:** Arterial insufficienc...
Complications: Bleeding, superficial thro... **Symptoms:** None, fullness, pain in the area

Sclerotherapy · Superficial thrombophlebitis · Compression stockings

www.healthline.com › health › var... ▾ Diese Seite übersetzen

Varicose Veins: Causes, Symptoms, and Diagnosis - Healthline

What are **varicose veins**? **Varicose veins**, also known as varicoses or varicosities, occur when your veins become enlarged, dilated, and overfilled with blood.

www.medicalnewstoday.com › arti... ▾ Diese Seite übersetzen

Varicose veins: Causes, treatment, diagnosis, and prevention

What can I do about **varicose veins**? ... **Varicose veins** are enlarged, swollen, and twisting veins, often appearing blue or dark purple. They happen when faulty ...

What are varicose veins? · Treatment · Symptoms · Causes

www.nhs.uk › conditions › varicos... ▾ Diese Seite übersetzen

Varicose veins - NHS

Varicose veins are swollen and enlarged veins that usually occur on the legs and feet. They may be blue or dark purple, and are often lumpy, bulging or twisted ...

varicose veins home remedies

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Ungefähr 1.840.000 Ergebnisse (0,73 Sekunden)

Anzeigen · varicose veins home remedies kaufen



TriPollar Stop Vx 102g	Now Foods Vein Supreme	Lux Vitamin K Cream	FutureBiotics VeinFactors, ...	Sculpt Absteel Gel 200ml
530,45 €	25,98 €	30,00 €	36,16 €	17,50 €
Lookfantastic P..	Carethy.pt	Wish	iHerb	.Nutritienda
	★★★★★ (140)		★★★★★ (1k+)	★★★★★ (34)
Von Kelkoo	Von Google	Von Google	Von Google	Von Google

If a person has varicose veins, they can try the following home remedies to help manage the condition and improve symptoms:



1. **Exercise**. ...
2. **Compression stockings**. ...
3. Plant extracts. ...
4. Dietary changes. ...
5. Eat more flavonoids. ...
6. Herbal remedies. ...
7. Choose non-restrictive clothing. ...
8. Keep the legs elevated.

Weitere Einträge...

www.medicalnewstoday.com › articles

10 home remedies for varicose veins - Medical News Today

Informationen zu hervorgehobenen Snippets · Feedback geben

Ähnliche Fragen

- Can varicose veins go away naturally?
- What foods reduce varicose veins?
- What can stop varicose veins?
- How can I permanently cure varicose veins?

Feedback geben

www.healthline.com › health › ho... ▾ Diese Seite übersetzen

Varicose Veins Home Treatment - Healthline

Physical activity. Physical activity is a great first step in **home treatment** for **varicose veins**. The more you move, the better your blood circulates. The idea ...

brightside.me › 10-natural-remedie... ▾ Diese Seite übersetzen

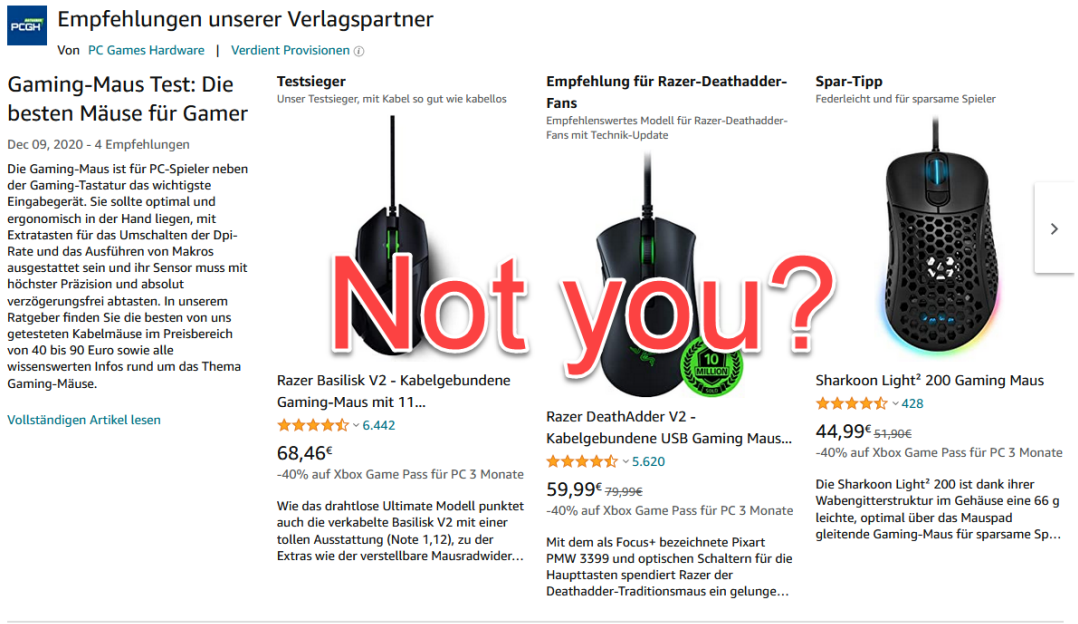
10 Natural Remedies and Exercises to Get Rid of Nasty ...

10 **Natural Remedies** and Exercises to Get Rid of Nasty **Varicose Veins** · 1. Tomato seeds · 2. Olive oil · 3. Garlic, lemon, & olive oil · 4. Cayenne pepper · 5. Apple ...

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7. Know your #osp-rankings

- Check if your OSP articles get displayed for the planned search terms
- Is there an OSP article played out?
- Is it yours?
- If not, why not?

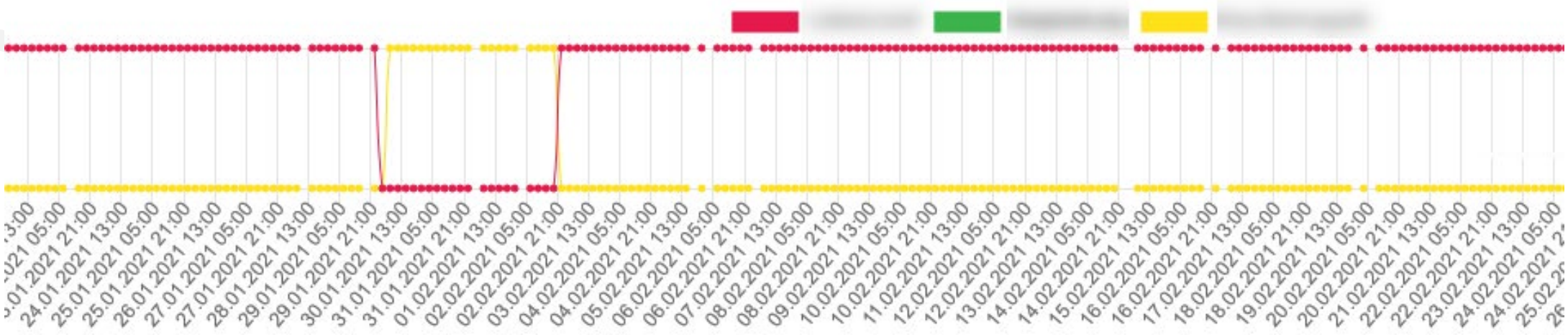


OSP Ranking

Article	Ø ranking	Ø visibility	Unused search volume	Search volume	Competitors	Keywords
[illegible]	0,0 / 8,0	0,00%	64.455	81.000	10	10
[illegible]	4,9 / 8,0	84,97%	32.368	64.770	2	9
[illegible]	0,0 / 8,0	0,00%	40.932	57.850	4	8
[illegible]	0,0 / 8,0	0,00%	25.744	56.350	5	14
[illegible]	0,0 / 5,0	0,00%	45.660	54.400	4	7
[illegible]	1,0 / 2,0	1,73%	38.184	49.600	1	9

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OSP Visibility



Sales per OSP Article

	Sold	Delivered	Direct sales	Revenue	Earnings ▾
https://www.amazon.de/ospublishing/story/	1.564	2.192	1.564	64.488,31 €	2.173,01 €
https://www.amazon.de/ospublishing/story/	280	231	280	40.195,76 €	1.254,64 €
https://www.amazon.de/ospublishing/story/	2.000	1.872	2.000	25.821,99 €	978,65 €
https://www.amazon.de/ospublishing/story/	459	444	459	55.687,93 €	836,03 €
https://www.amazon.de/ospublishing/story/	766	855	766	18.947,39 €	817,04 €
https://www.amazon.de/ospublishing/story/	178	226	178	41.780,92 €	794,70 €
https://www.amazon.de/ospublishing/story/	1.986	1.847	1.986	59.963,22 €	744,37 €
https://www.amazon.de/ospublishing/story/	587	623	587	31.045,20 €	650,05 €
https://www.amazon.de/ospublishing/story/	98	117	98	14.095,34 €	611,07 €

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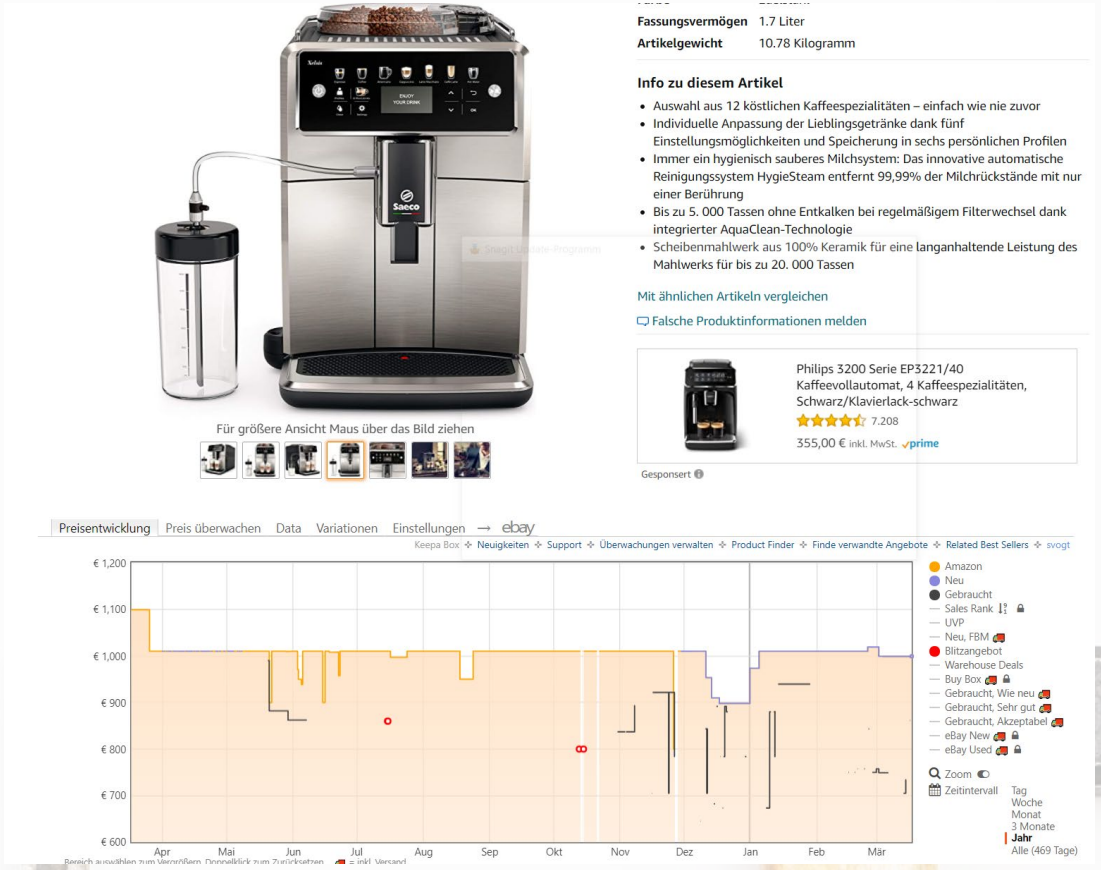
8. Work ~~hard~~ #smart

- Use tools to work less on tasks tools can do
  - Article monitoring
  - Ranking monitoring
  - Text analysis and optimization
  - Product availability

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Tools

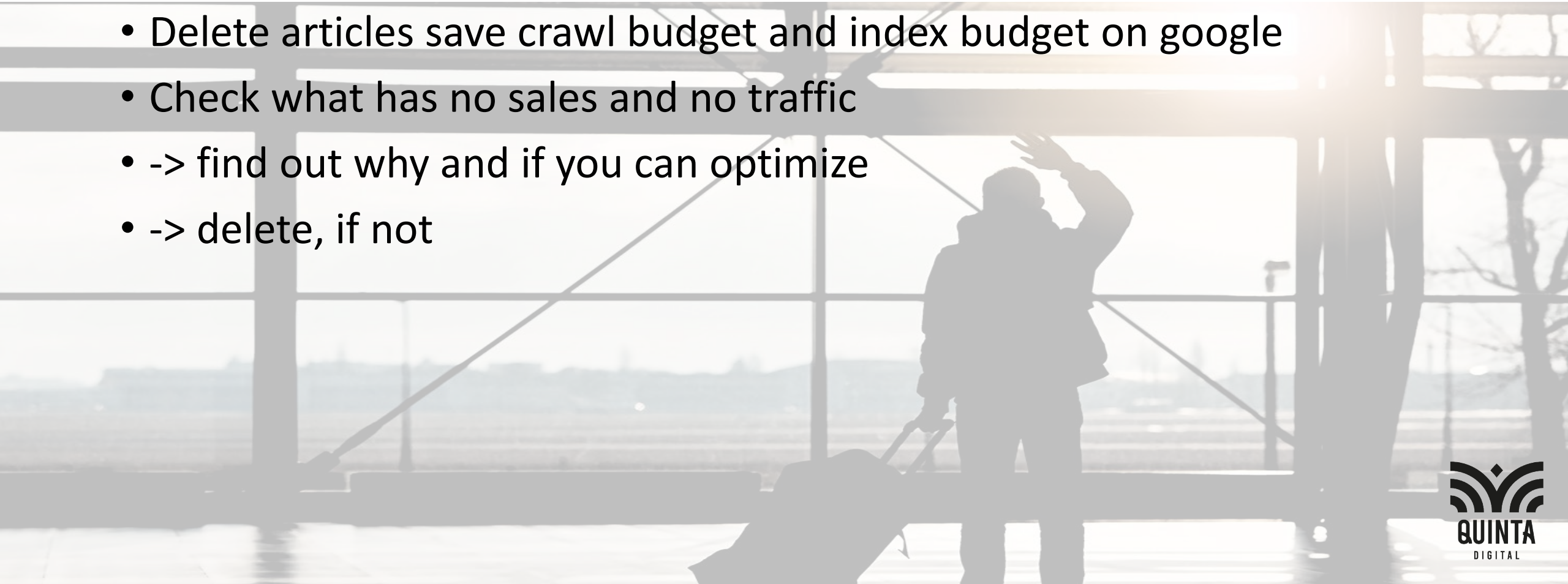
- Google Search Console
- Keepa Chrome Plugin
- Amalyze Chrome Plugin
- Affiliate Dashboard
- LanguageTool Chrome Plugin
- Screaming Frog



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9. Time to #say-goodbye

- Clean up thing that dont work
- Delete articles save crawl budget and index budget on google
- Check what has no sales and no traffic
- -> find out why and if you can optimize
- -> delete, if not



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10. Measure Analyze Optimize #repeat

Set up processes to do all these things in cycle



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#questions?



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#contact me

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