

INCOME REPORT MARCH



Impressions
269.26k
(+0%)



Saves
127
(+0%)



Outbound clicks
469
(+0%)



History

01

Date of purchase

Purchased back in the latter part of 2022 for £3500. Website is 1.5 to 2 years old and I have been working on it for 5 months.

03

Views

200 views a day when purchased.

02

Number of articles

It had about 50-60 articles on the site

04

Revenue

\$20 - 40 per month



Progress this month



All (552) | Mine (1) | Published (535) | Sticky (4) | Drafts (17) |

We published 90 articles this week. Giving us a total of 535 articles published on the site and 17 still in draft to work on.

We caught up a little with the backlog and reduced the amount in draft from 50+ to just 17 which I think we will have done this week.

Here's what we posted last month and what's still left to do:

535

Total articles

90

Published in
March

17

Draft



1,870,000+ wordcount

Popcorn content stats	
✔ Published posts:	535
📄 Draft posts:	17
📖 Published words:	1874537 words
📄 Average words:	3504 words
🕒 Total reading time:	9373 minutes
🕒 Average reading time:	18 minutes
⚠ Posts without excerpt:	4
⚠ Without featured image:	0



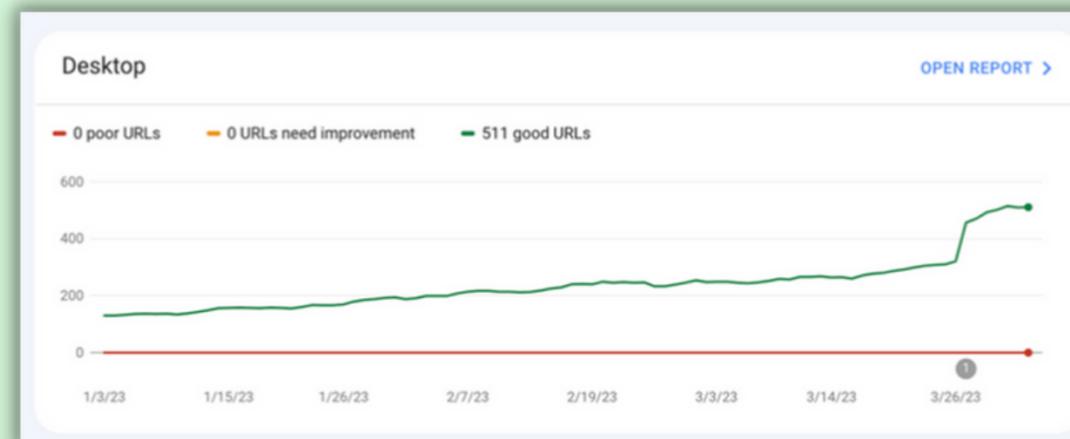
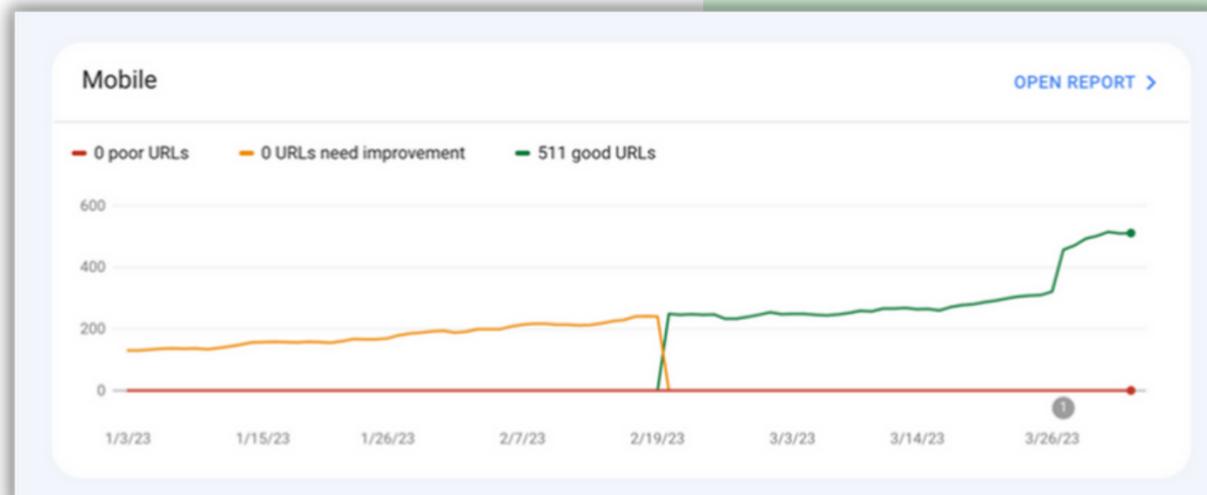
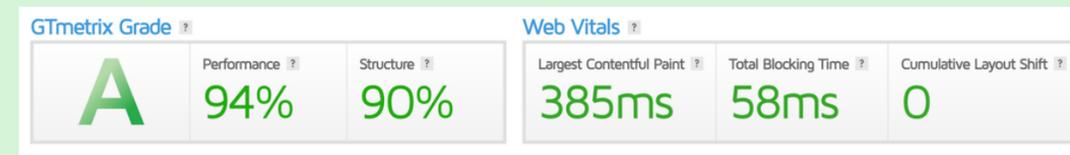
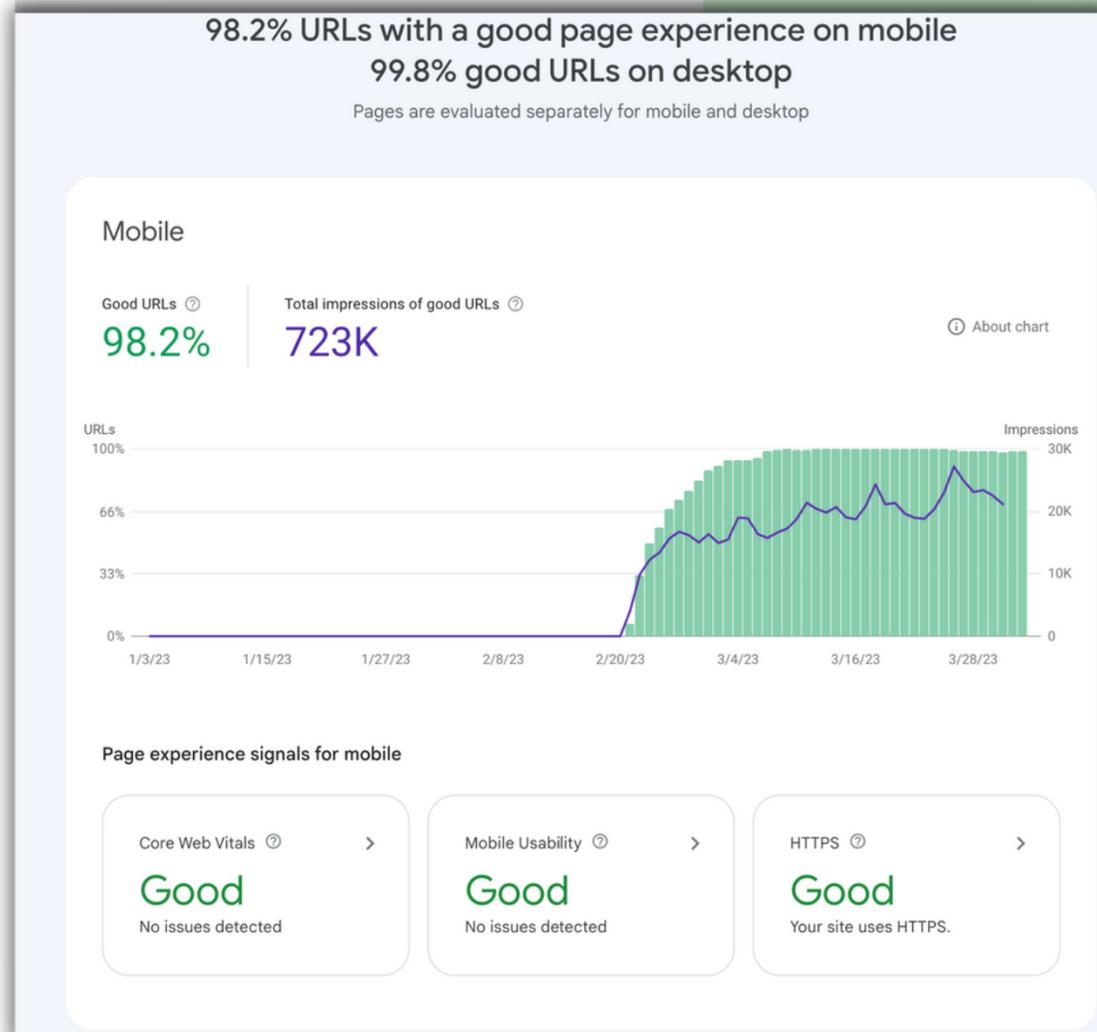


Site Performance

Someone said my sites that i have shared publically were slow.

Very strange comment as this one is one of the biggest and passes all core webvitals, GTMetrix score is A+.

Google search console shows 98.2% Page experience score. And more importantly the site for the use runs really fast.



Theme of choice



You can see a lot of detail on this cool feature which is [FREE](#) inside the theme we use.

Popcorntheme which is a theme I helped develop, has saved us hours in editing and we don't need plugins like: [Wordcounter](#), [Amalink Pro for products](#), [Block builder plugins](#), and much more..

This speeds the site up and saves on monthly subscriptions. Which I hate paying!

Take a look at all the features available in Popcorntheme and use this code to get 10% off the purchase price at the checkout. (Carl10)

[SEE MY THEME HERE](#)



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Even with all those articles and over 1.8 million words and hundreds of images. Here's the speed and performance of the website using Popcorntheme and Spidrweb.net hosting.

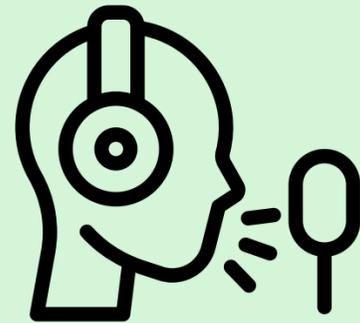
GTmetrix Grade ?		Web Vitals ?			
A	Performance ?	Structure ?	Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
	94%	90%	385ms	58ms	0

[SEE MY THEME HERE](#)



What we did this month

Big focus on video content and trying to grow search traffic outside of Google ie: Pinterest and YouTube



Hired 2 video editors and 2 Voice Over people to grow the YouTube channel.

So far the progress is slow, but we are slowly starting to automate the system.

Paid for some pinterest ads to just 2 pins that talked about the videos. Tried to get some traffic to Youtube.

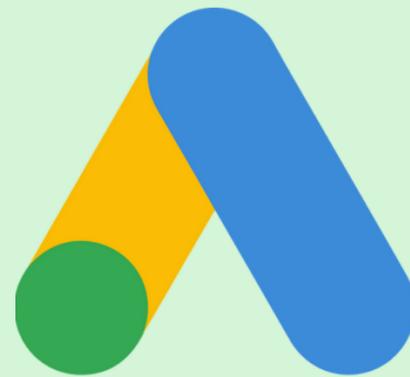
This has just started and so far we are spending £2 a day on each pin.

It's gaining traction and so far 1 subscriber from it but not many views apx 25 but it's very early days.



What we did this month

Big focus on video content and trying to grow search traffic outside of Google ie: Pinterest and YouTube



Google Ads

Same with Google ads. Started to promote 2 videos with the intention to get monetized quicker on YouTube.

£3 per day on each video. Only started yesterday more information will be available in the next update.



YOUTUBE



70

Subscribers

7

Videos

Dozen

Shorts

With the additional video editors and voice over people, I'd like to publish 3 videos per week. Approximately 5-7 minutes long each.



Pinterest



Video pins still doing really well

Uploading 2-3 unique pins each day to different urls. No two pins are the same.

Video pins still doing really well with one getting 23,600 views and 35 re-pins and another 12,200 views, 2 re-pins and 40 clicks through to my website.

Pinterest activity

Impressions <small>i</small>	Engagements <small>i</small>	Total audience <small>i</small>	Engaged audience <small>i</small>
267.06k	2.52k	148.98k	1.8k

12.2k	2	40
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23.6k	0:06	35
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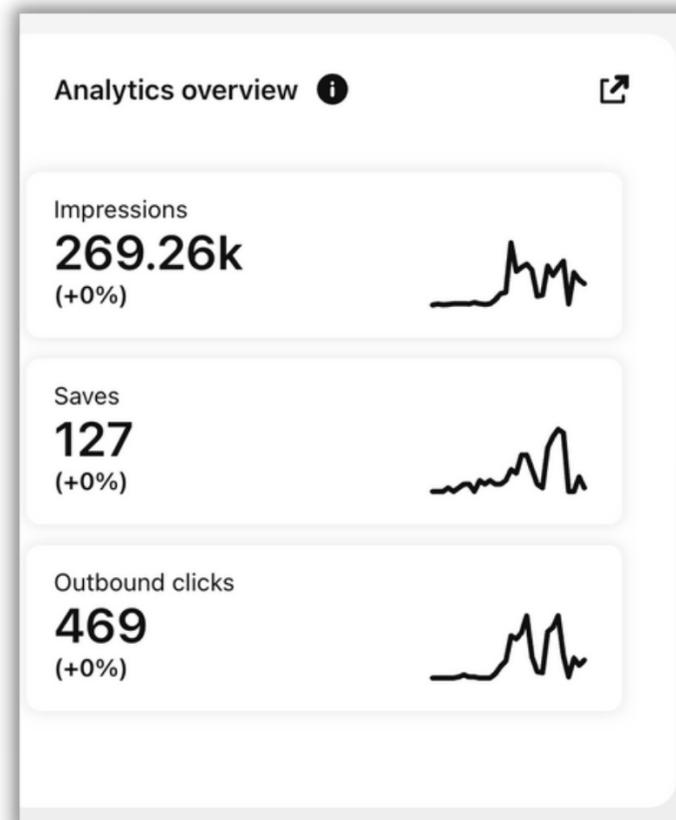
Pinterest



Video pins still doing really well

Total outbound clicks from Pinterest to my website in March was 469 which is amazing for a board that's only 4-6 weeks old.

So far the boards have 255,700 views on pinterest per month, gained 5 followers and 469 clicks.



5 followers · 2 following
255.7k monthly views



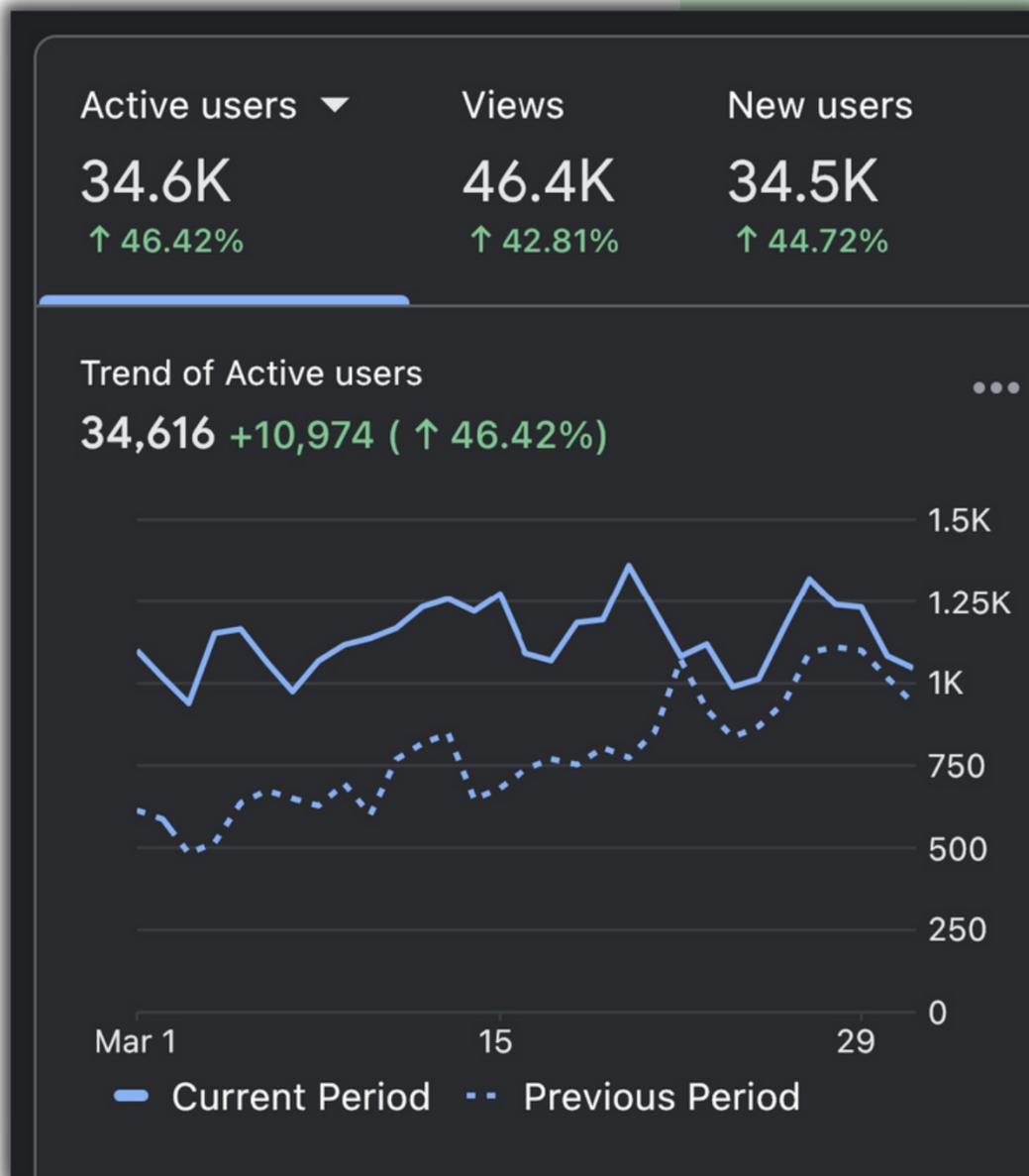
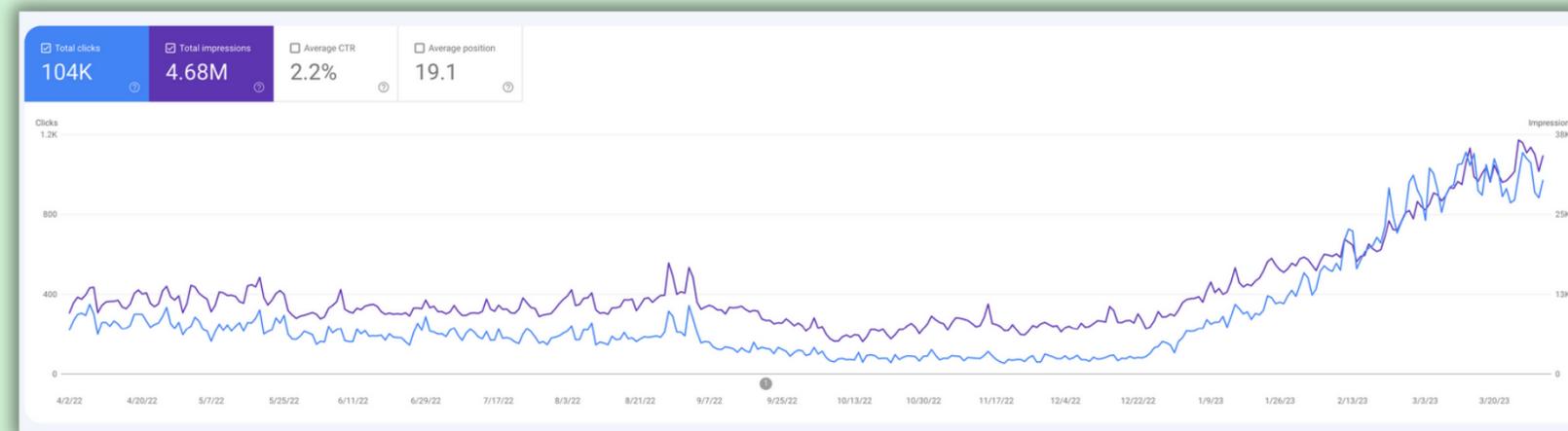


Clear growth backed up by traffic numbers

Google search console showing clear growth and this is backed up by the traffic numbers on my mobile app.

46,400 users which is 42.81% up on last month which was 28,400. So huge growth month on month!

Hoping April breaks the 50k mark.



*Comparison with last month



EZOIC NUMBERS

Over 50% increase month over month in earnings

↑ \$327.28 EPMV still low due to world economics at \$10.64. Last month it was \$215.34 so great growth even with a low epmv.



TOTALS

	Visits	Ezoic Ad Partners	Mediation Ad Partners ?	Premium Ad Partners ?	Earnings	EPMV
Average:	992	\$9.01	\$0.00	\$1.54	\$10.56	\$10.64
Total:	30,759	\$279.40	\$0.00	\$47.87	\$327.28	\$10.64

\$19,064.42
ESTIMATED EARNINGS

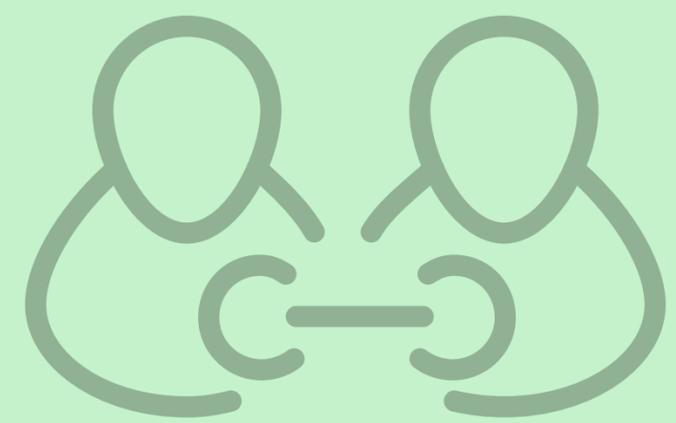
97
MOBILE SCORE

- Largest Contentful Paint
- First Input Delay
- Cumulative Layout Shift

Progress bar: LCP, FID, CLS



Affiliate Income



Affiliate programs:

Booking.com

**GET
YOUR
GUIDE**



Booking.com is a struggle. Traffic grows each month. At the last check it was getting 60,000+ visits a month but only 5 bookings which was \$71. Now the system has locked me out. Customer service is terrible.

Also found out there is only a 24 hour cookie which is terrible. Who books a bog holiday that quick. People need time to think about it.



So, I applied to Expedia as they have a 28 day cookie and got turned down. So, I'm going to focus on content that drives ad revenue until all this is sorted.



Get your guide had 230 views in March but only 1 booking which was \$5.99.



Budget

Income: **327.28** **76.99**
EZOIC Affiliate Commissions



Cost Breakdown:

- + \$10 Hosting
- + \$1394 Virtual Assistant and Editors
- + \$282 Video content
- + \$2,040 Written Content

\$4,076 TOTAL COST

Month	Ezoic	Affiliate	Expenses	Profit/Loss
Jan	\$164.06	\$98.85	\$3,386.02	-\$3,123.11
	+26%	+24%	+20%	+20%
Feb	\$206.60	\$122.80	\$4,061.03	-\$3,731.63
	+58%	-42%	0%	-1%
March	\$327.28	\$77.00	\$4,076.00	-\$3,671.72
April				
May				
June				
July				
Aug				
Sep				
Oct				
Nov				
Dec				

