

INCOME REPORT APRIL

Time period	Page views	Conversion rate	Bookings made	Earnings on all reservations	
April 2023	63,784	100,958	0.031%	20	€301.61
March 2023	60,986	94,067	0.01%	6	€86.08
February 2023	49,707	76,877	0.008%	4	€17.18
January 2023	44,157	65,549	0.016%	7	€65.97
December 2022	8,750	15,281	–	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 6 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.



Team Updates

We are training a second editor to help inserting links for each destination.

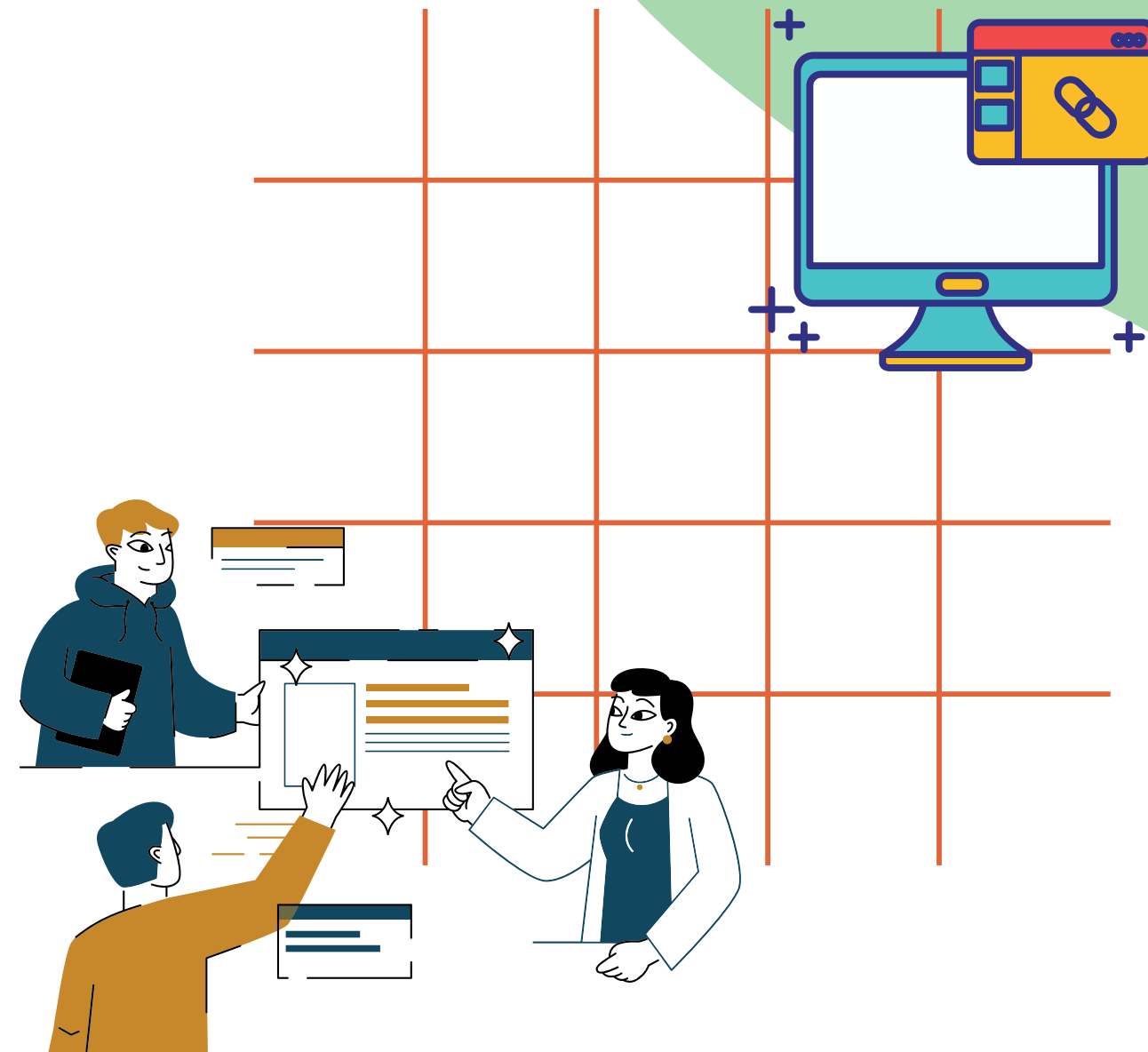
So, we will have three options to book a hotel, car rental and more: Booking.com, Expedia and Hotels.com

Booking.com

 **Expedia**

 **Hotels.com™**

Google likes you to give options now each hotel will have three.



Progress this month



All (586) | Mine (1) | Published (580) | Sticky (4) | Drafts (6) |

We published 45 articles giving us a total of 586 articles published on the site and 6 still in draft to work on.

We caught up a little with the backlog and reduced the amount in draft from 17 to just 6.

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

586

Total articles

45

Published in
April

6

Draft



2,000,000+ wordcount

Popcorn content stats	
✓ Published posts:	580
📝 Draft posts:	6
📖 Published words:	2028601 words
📄 Average words:	3498 words
🕒 Total reading time:	10144 minutes
🕒 Average reading time:	18 minutes
⚠ Posts without excerpt:	4
⚠ Without featured image:	0



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](#)



What we did this month

We have been focusing on making videos to add to the YouTube channel and inserting them into the website.

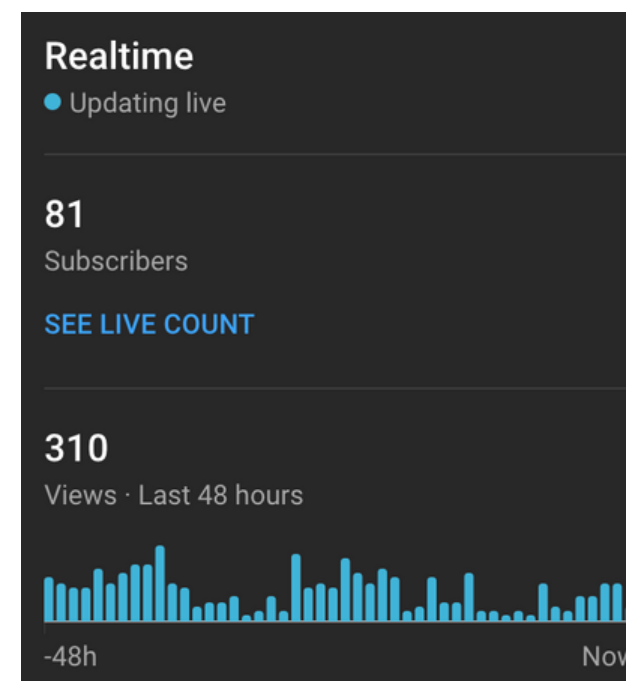
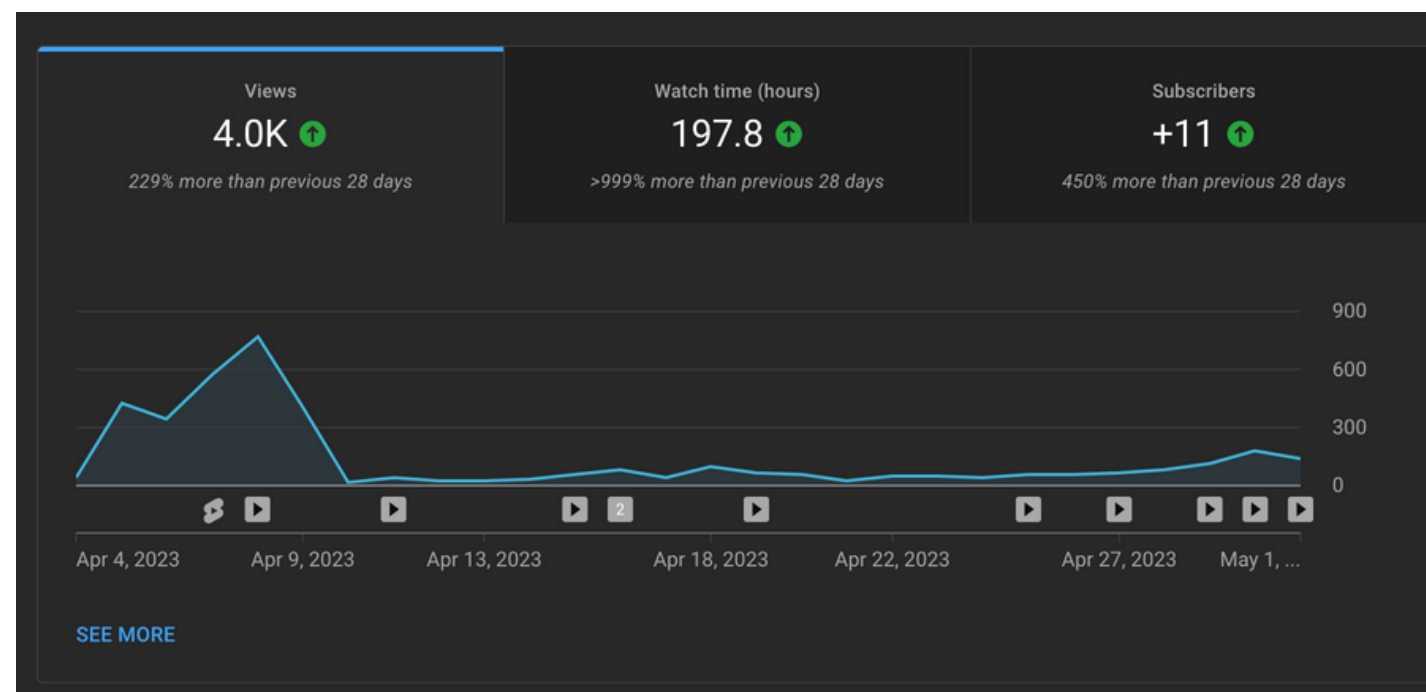


YOUTUBE

The channel is not starting to get more views per video.

The first 15 did nothing at all but now as soon as I publish one they get 30-40 views.

The most popular video has 1400 views in the first 2 weeks.

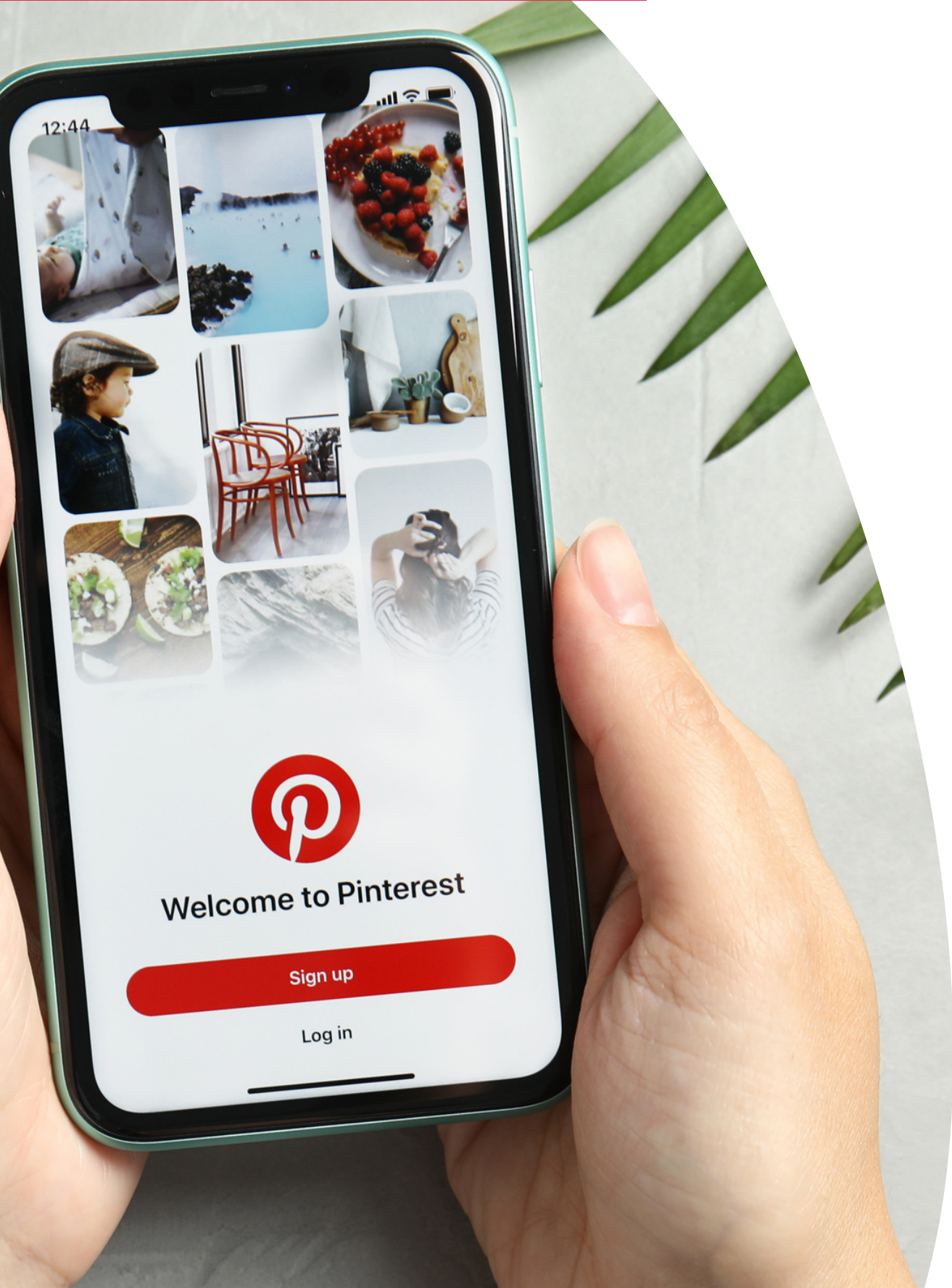




Steep downturn

Pinterest took a steep downturn and I have no idea why?

Still sent 89 people to the website from it will only publishing 2 pins a day. But very strange how its dropped compared to last month.

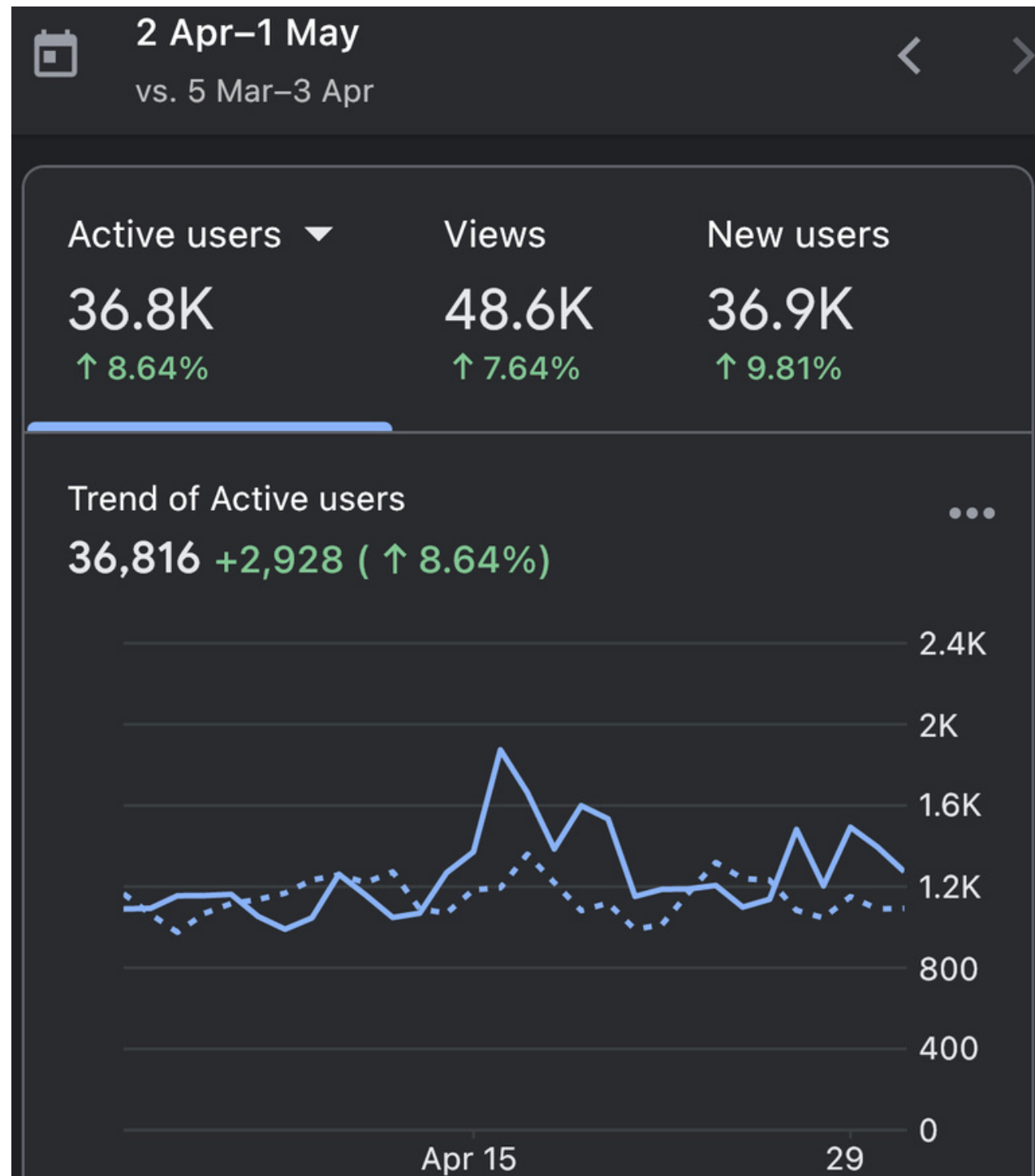


Pinterest activity			
Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
5.99k ↓ 57%	111 ↓ 52%	4.53k ↓ 58%	82 ↓ 50%

Pinterest activity			
Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
37.26k	517	28.47k	397

Analytics overview ⓘ	
Impressions	
37.26k (+0%)	
Saves	
27 (+0%)	
Outbound clicks	
89 (+0%)	

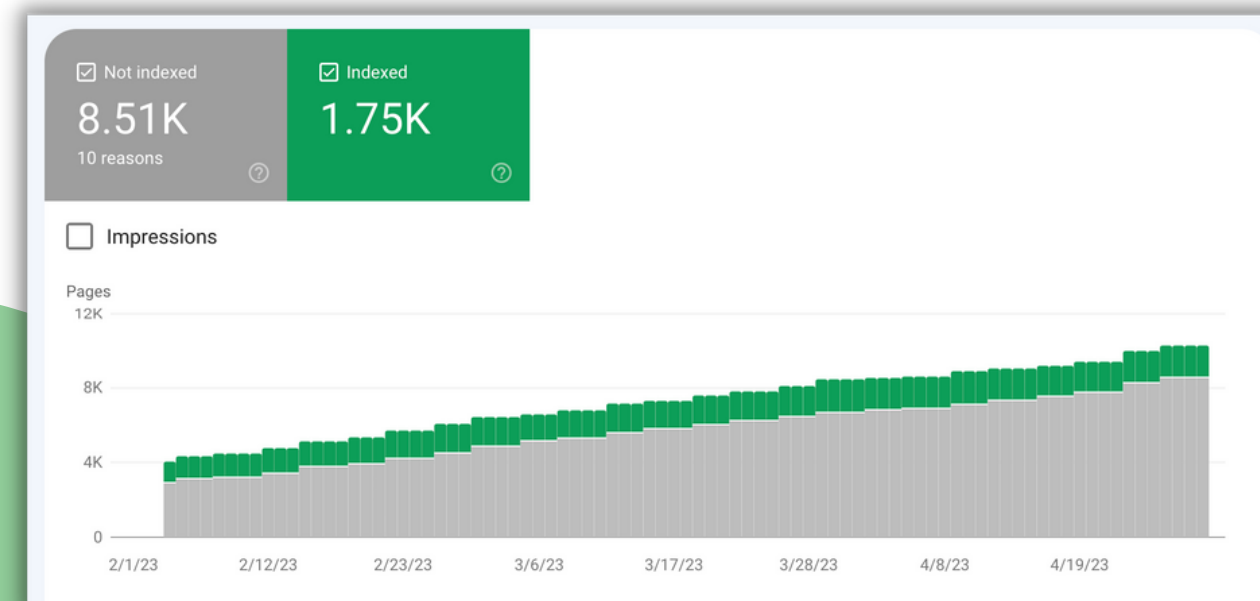
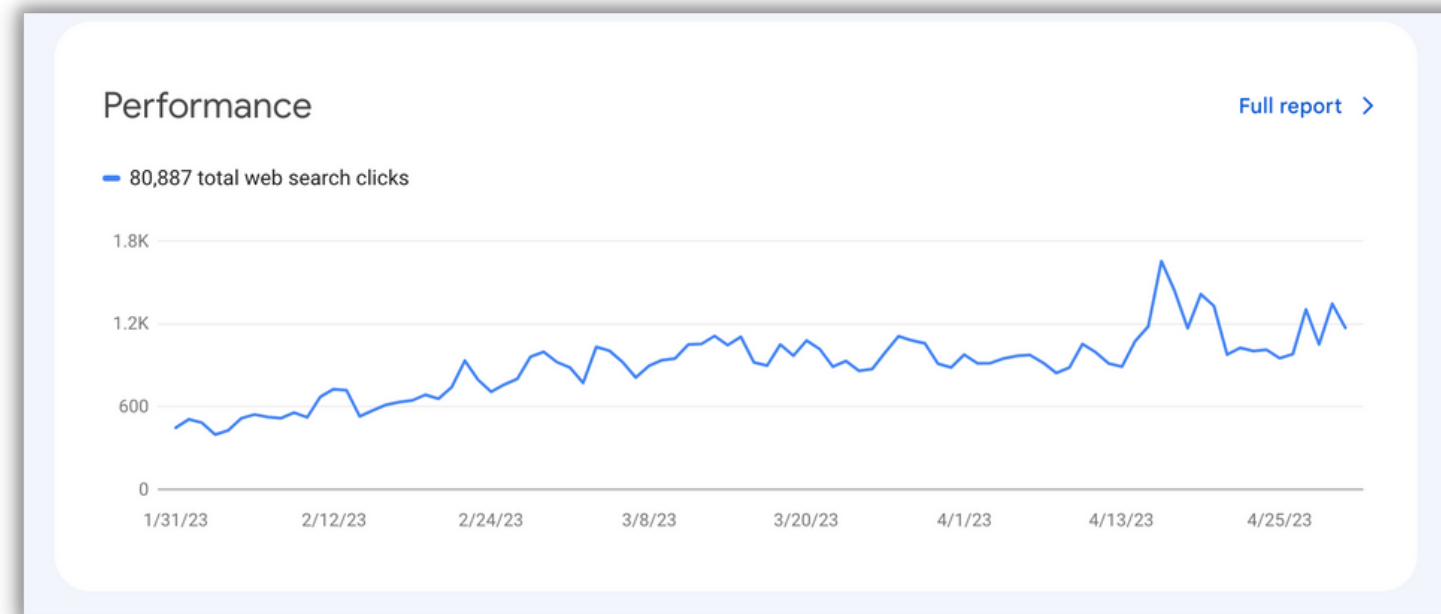




*Comparison with last month

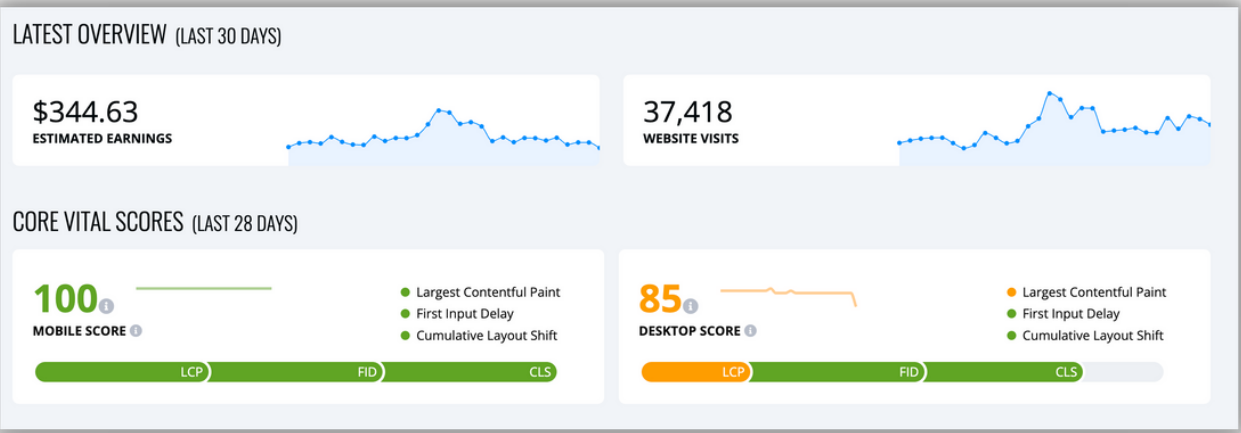
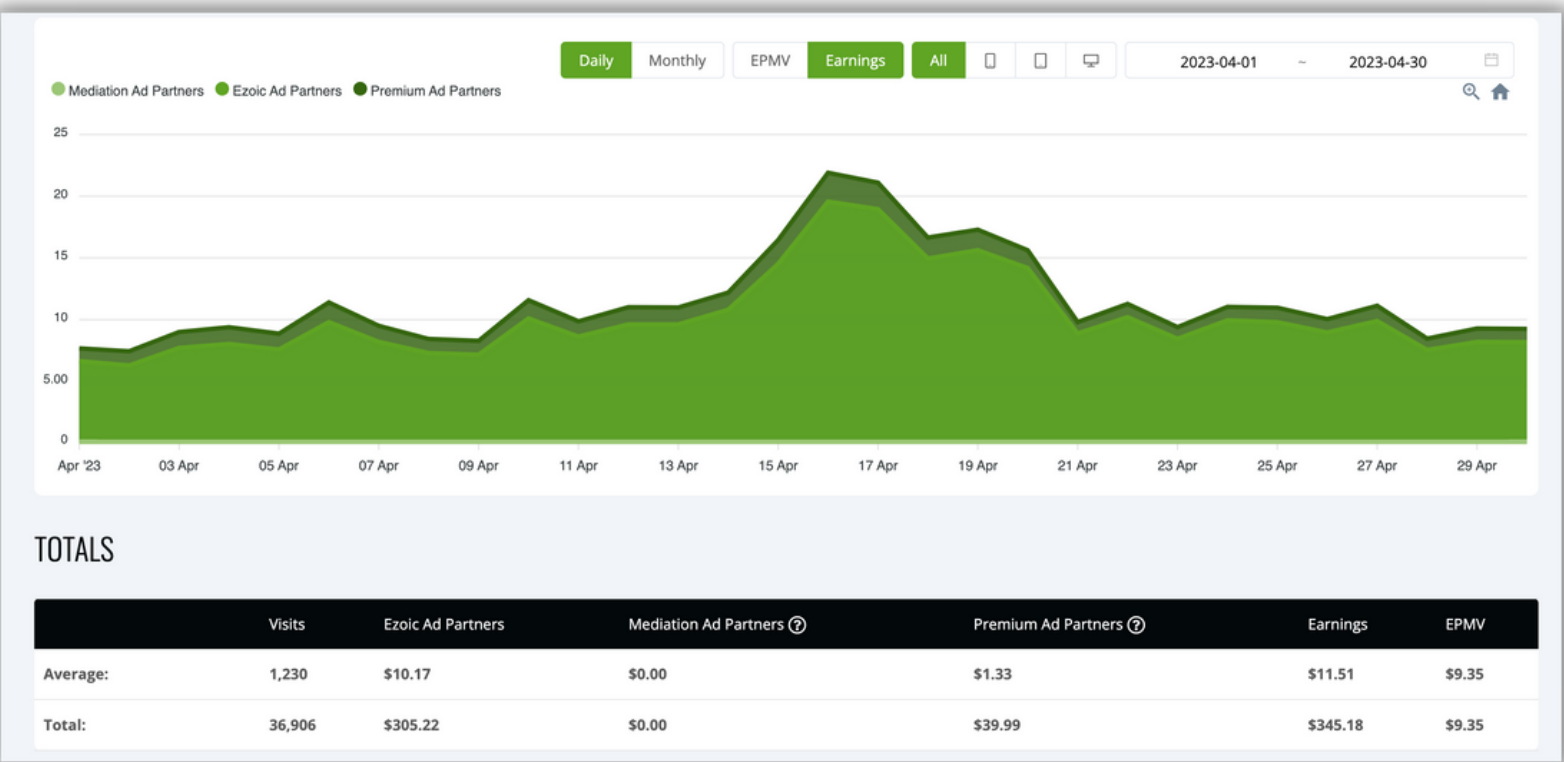
Continued user growth and views

48,600 users which is 7.7% up on last month. Decent growth and hoping to continue the momentum into May.

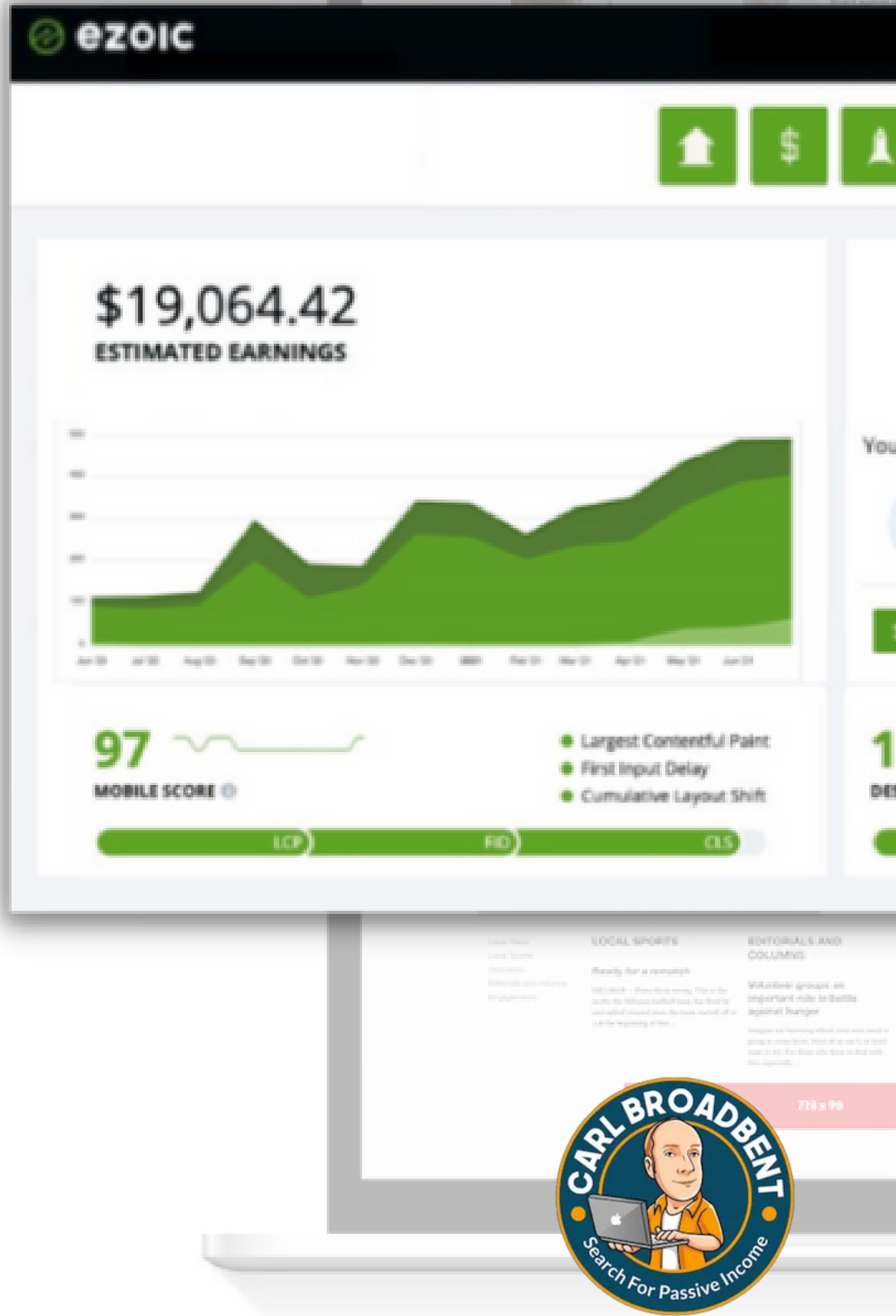


EZOIC NUMBERS

↑ EPMV still low due to world economics at \$9.35. However small increase in earnings of around \$18 compared to last month.



Earnings	EPMV
\$11.51	\$9.35
\$345.18	\$9.35



Affiliate Income



Booking.com

**GET
YOUR
GUIDE**



Good growth on affiliate commissions from Booking dot com over \$300 in April compared to \$86 last month.



Zero dollars for Get Your Guide in April even after getting over 240 clicks.



Expedia has just started to be added to the site and looking promising with over 100 clicks in the first 30 days but no sales yet


Expedia



Budget

Income:

344.69

EZOIC

303.12

Affiliate Commissions



Cost Breakdown:

- + \$10 Hosting
- + \$3600 Backlinks*
- + \$474 Written content
- + \$480 Video content
- + \$409 VA's and editors

\$4,973 TOTAL COST

*Backlinks - I used Niche Website Lady's link and purchased 5 Haro links

Month	Ezoic	Affiliate	Expenses	Profit/Loss
Jan	\$164.06	\$98.65	\$3,386.02	-\$3,123.31
	+26%	+24%	+20%	
Feb	\$206.60	\$122.80	\$4,061.03	-\$3,731.63
	+58%	-42%	0%	
March	\$327.28	\$77.00	\$4,076.00	-\$3,671.72
	+5%	+294%	+22%	
April	\$344.69	\$303.12	\$4,973.00	-\$4,325.19
May				
June				
July				
Aug				
Sep				
Oct				
Nov				
Dec				

