



INCOME

REPORT

MAY



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 7 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 and progress this month

I have let 6 writers go this month from my team. 🙅🏻

This is due to me wanting to focus on video content, updating old content and low display ad revenue.

All (678) | Mine (1) | Published (662) | Sticky (4) | Drafts (16) |

678

Total articles

662

Published in
April

16

Draft

+38 

ordered



Theme of choice



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

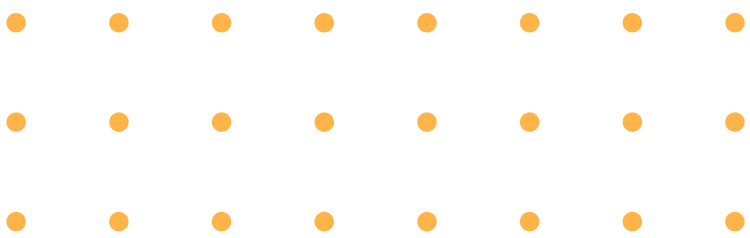
Popcorntheme which is a theme I helped develop, has saved us hours in editing and we don't need plugins like: [Wordcounter](#), [Amalink Pro for products](#), [Block builder plugins](#), and much more..

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

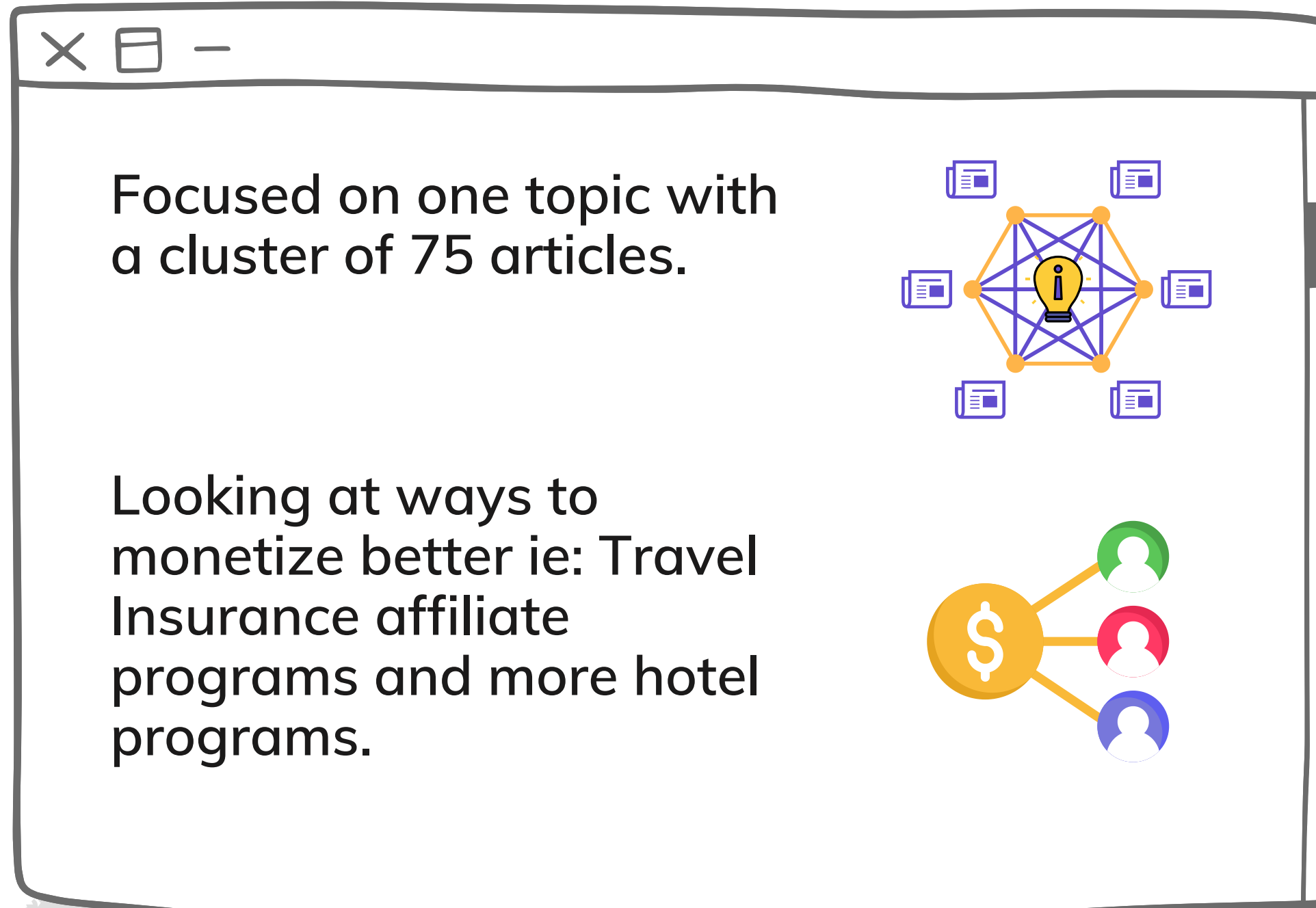
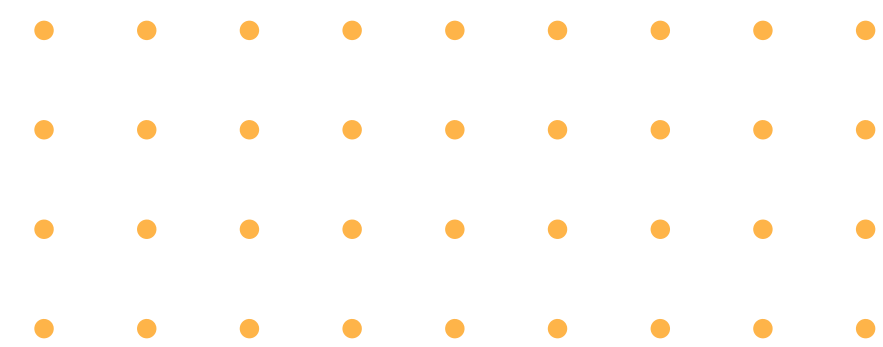
Take a look at all the features available in Popcorntheme and use this code to get 10% off the purchase price at the checkout. (Carl10)



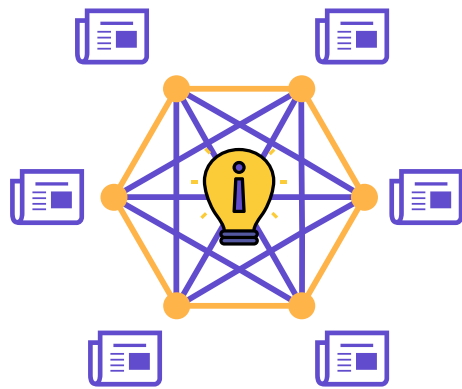
[SEE MY THEME HERE](#)



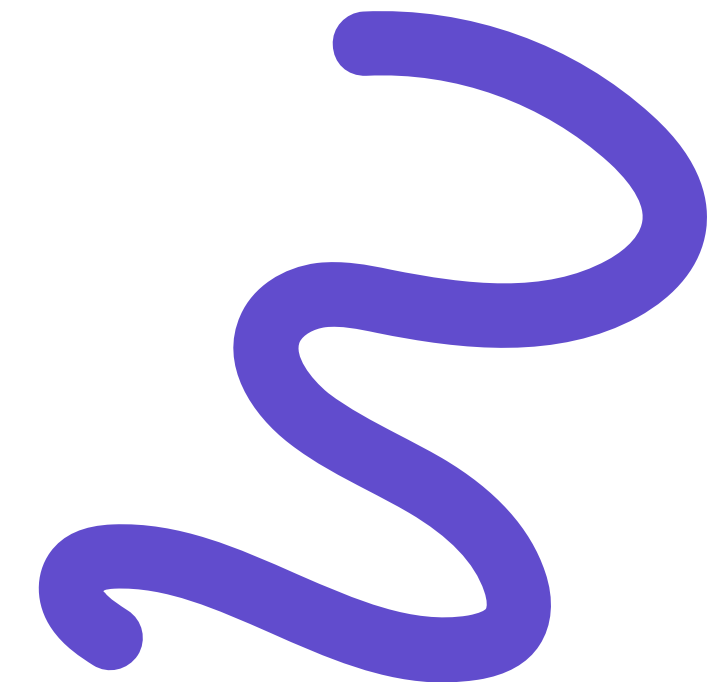

What we did this month



Focused on one topic with a cluster of 75 articles.



Looking at ways to monetize better ie: Travel Insurance affiliate programs and more hotel programs.





YouTube

We are starting to see a pattern in the type of content we should be making.

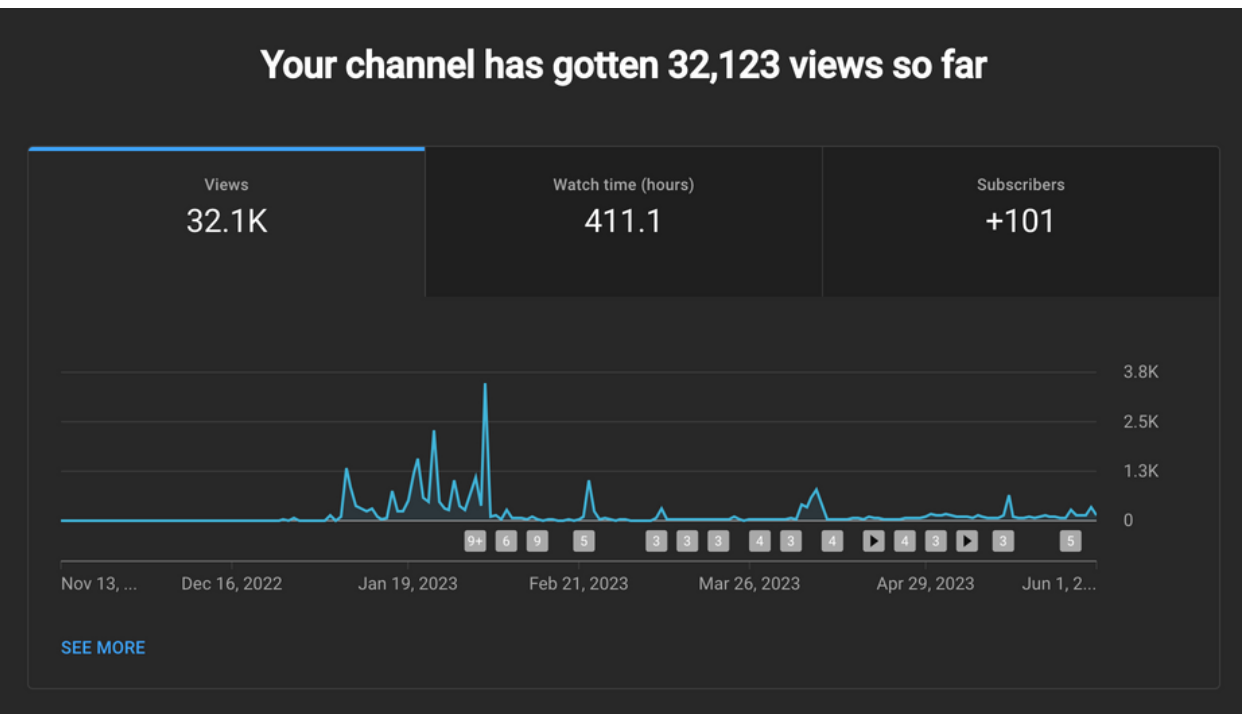
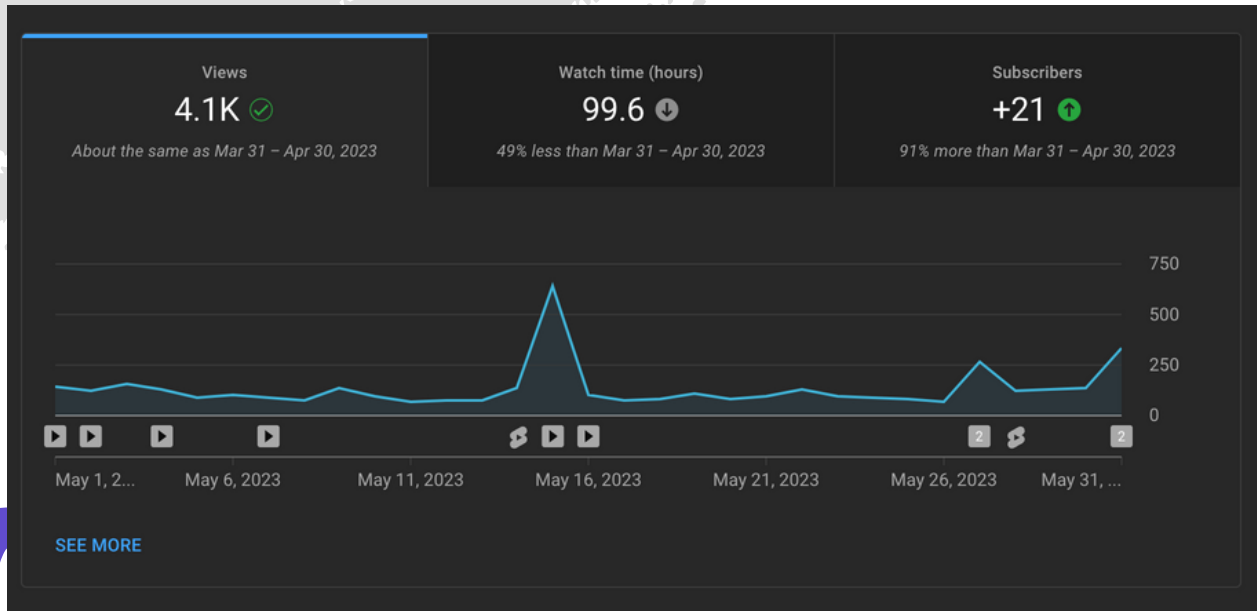
We will focus on that through June and July.

Now that we have slowed the written content down we can make more videos as we have a bigger budget.

+21
Subscribers



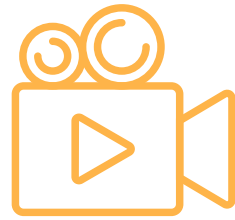
101
Total Subscribers





Pinterest

Short videos seem to work.



Pinterest 63 Outbound clicks

Total outbound clicks ⓘ

63



Tried making a short video and repurposing on TikTok , YT and Pinterest. It did pretty good on Pinterest with 658 views and 33 clicks of which 3 subscribed to the channel on YouTube. Might do more of these.

Pinterest activity

Impressions ⓘ

13.57k ↓ 47%

Engagements ⓘ

307 ↓ 27%

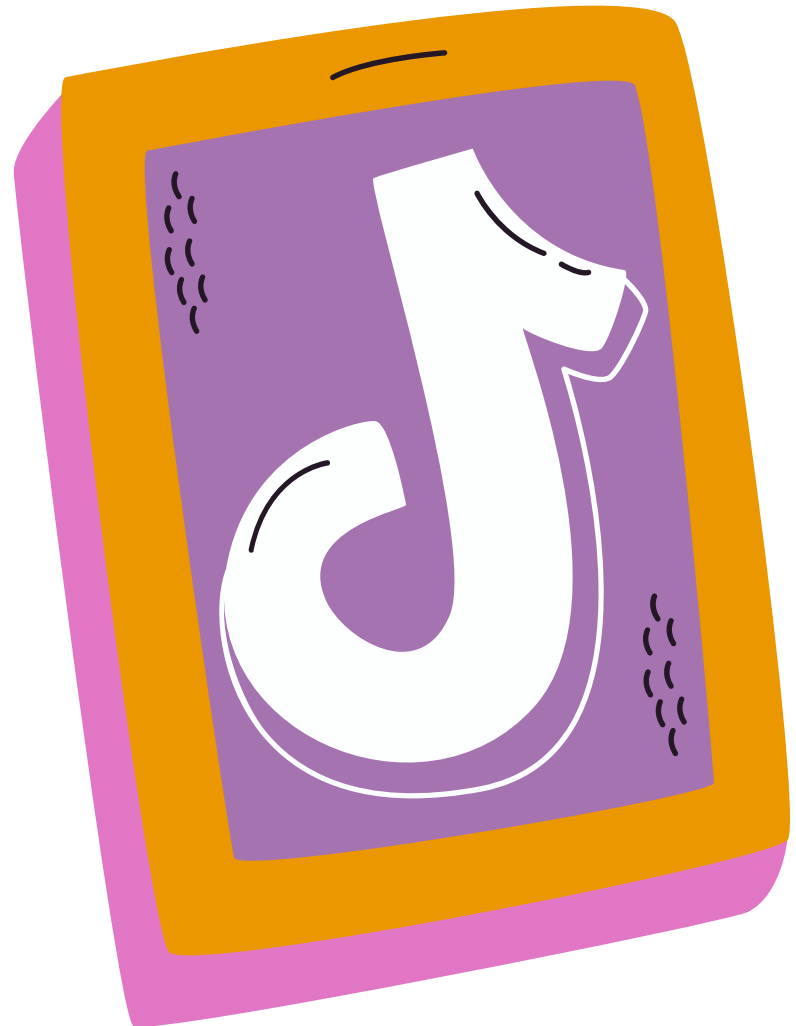
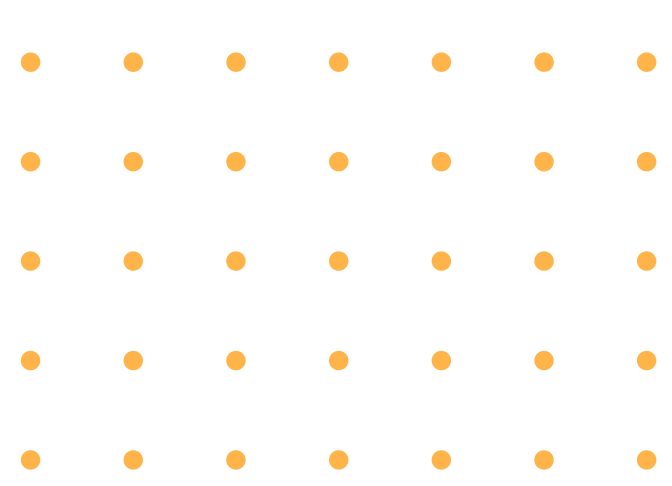
Total audience ⓘ

9.74k ↓ 51%

Engaged audience ⓘ

211 ↓ 35%





TikTok

We have noticed that original footage does best.


If you use old video content from Canva or repurposed from YouTube it doesn't do as well.



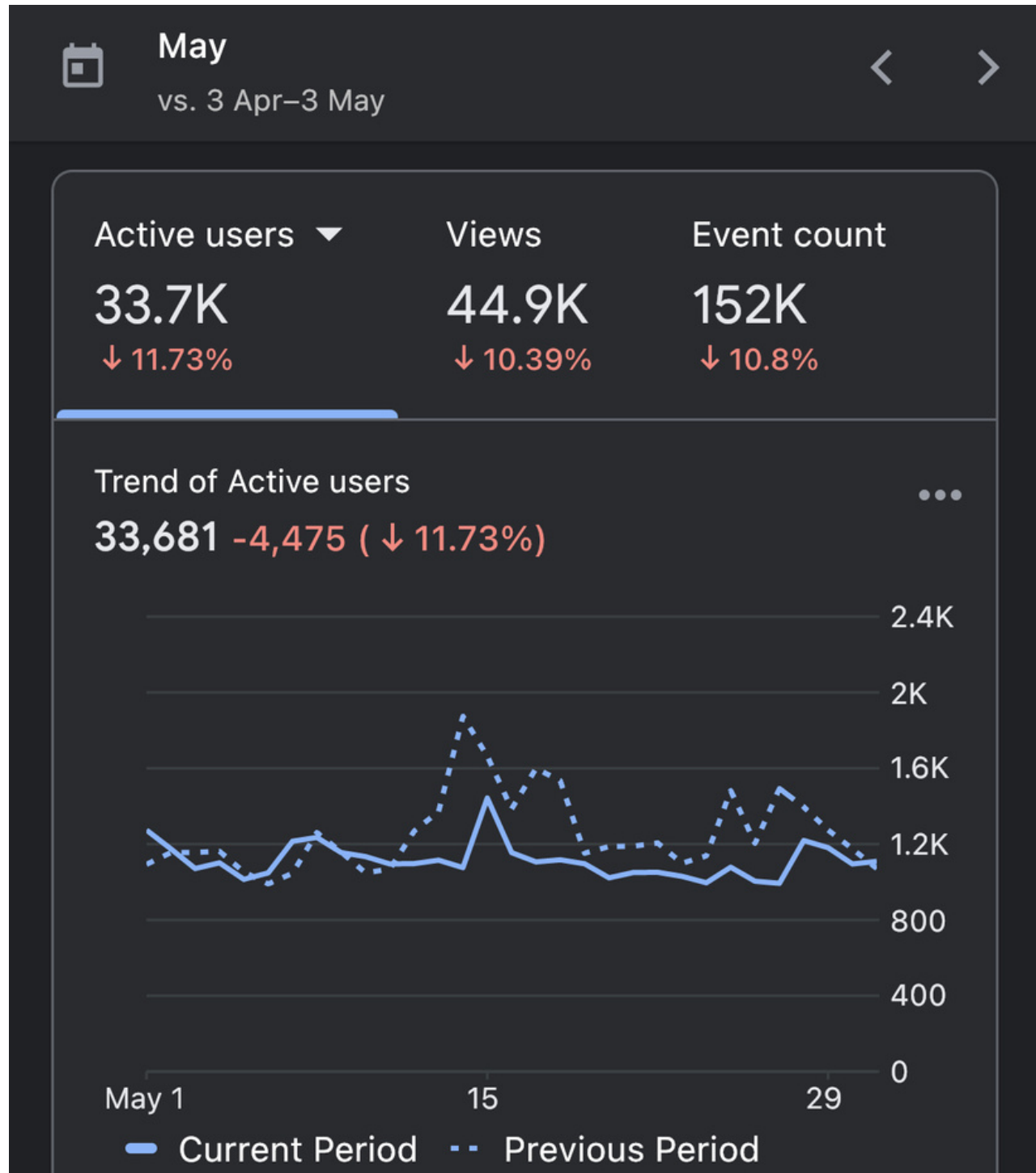
So, looking for ways to get better original video footage.



1,491
Likes 

80
Followers 





*Comparison with last month

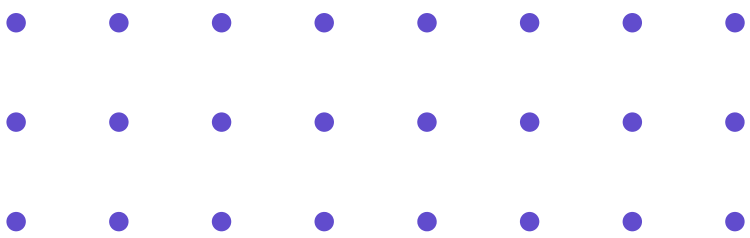
Traffic took a hit

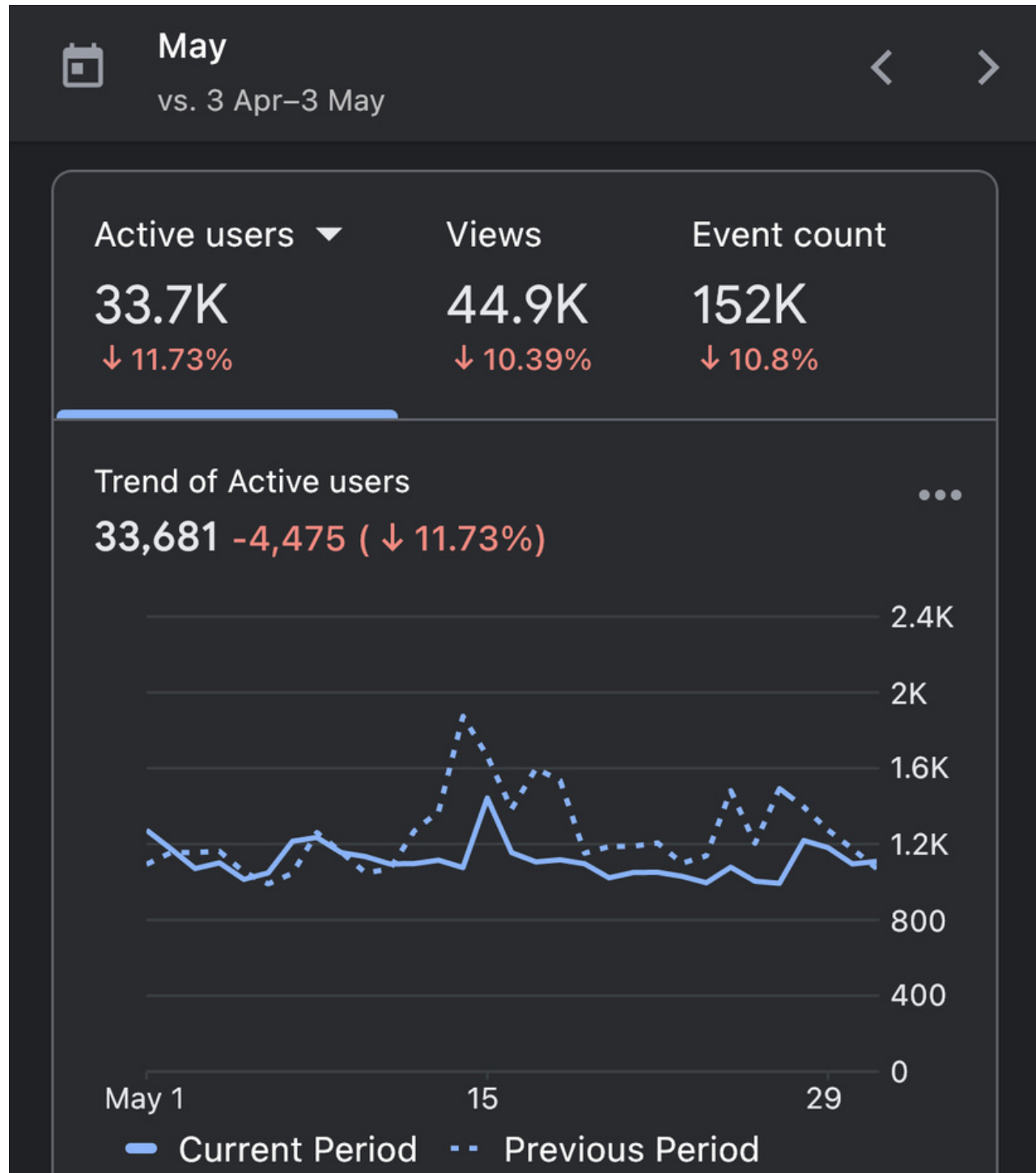
Traffic took a hit. 44,900 views which is 10.39% hit. I don't think it's anything serious.

Maybe just a downturn in popularity of the main topic in May.

Plus, the month before was over inflated due to one post that always gets huge spikes in traffic in May.

This is due to a popular event which only happens in May.



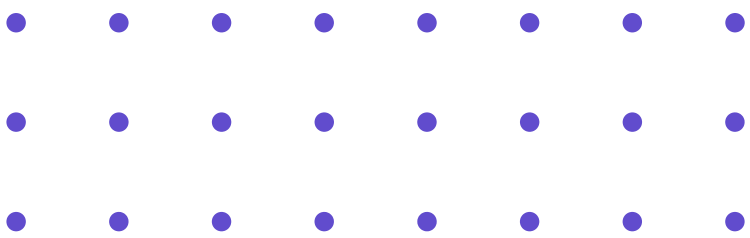
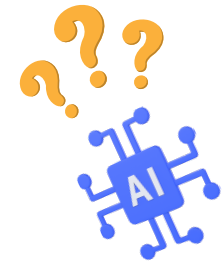
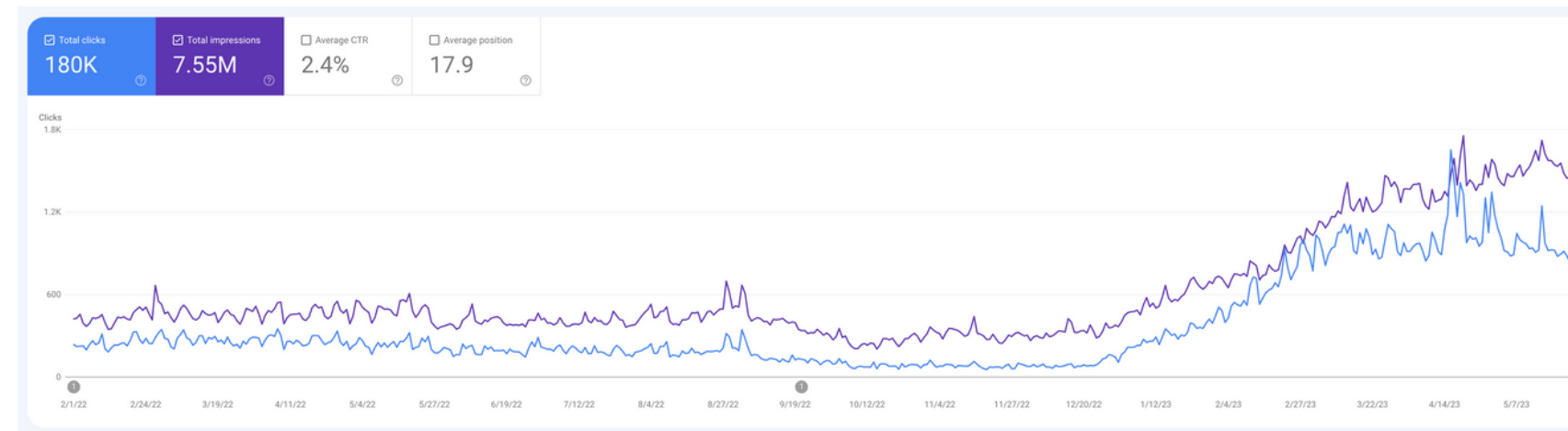


*Comparison with last month

Impressions are climbing but clicks are not

Impressions are climbing but clicks are not. Maybe this is due to the new changes in Google Serps and their testing new AI search feature.

I'll have to keep an eye on that. Average position is getting better at 17.9.




EZOIC NUMBERS

£310 average months now. EPMV ranges from \$8-\$13 so, room for improvement there.


33,000 pageviews tracked and paid. Roughly about \$8 per day. 

Revenue	ePMV	Visits	Pageviews
1.20% ↓ \$307.37 vs \$311.09	3.45% ↑ \$9.07 vs \$8.76	4.49% ↓ 33,900 vs 35,495	4.72% ↓ 38,967 vs 40,897

\$308.30
ESTIMATED EARNINGS



33,775
WEBSITE VISITS



CORE VITAL SCORES (LAST 28 DAYS)

99
MOBILE SCORE

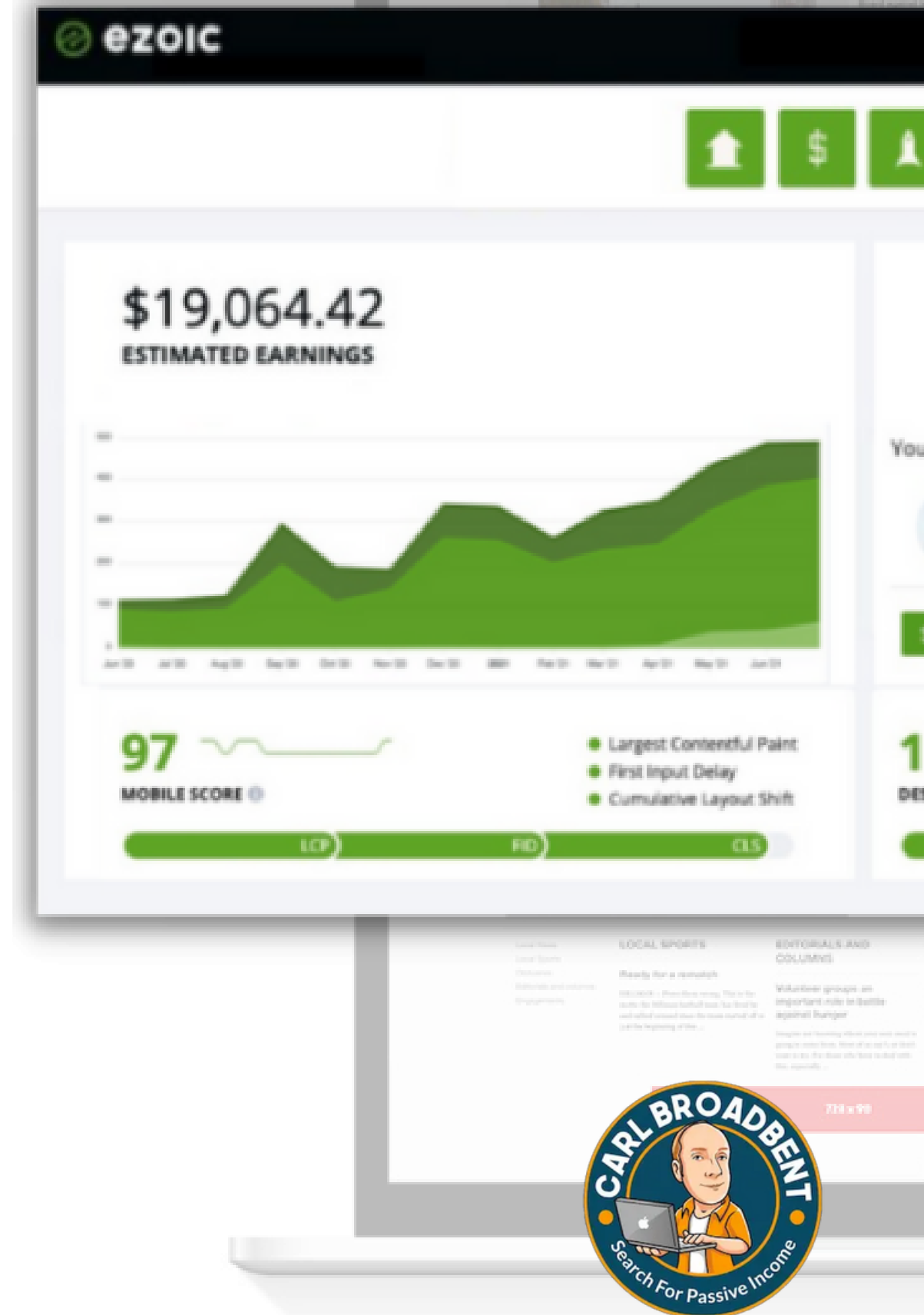
- Largest Contentful Paint
- First Input Delay
- Cumulative Layout Shift

LCP FID CLS

86
DESKTOP SCORE

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

LCP FID CLS



The screenshot shows the Ezoic dashboard with the following key elements:

- Header:** Ezoic logo and navigation icons (Home, Dollar, Bell).
- Estimated Earnings:** A large green number showing **\$19,064.42** with the text "ESTIMATED EARNINGS" below it. A line chart shows the earnings trend over the last 30 days.
- Mobile Score:** A score of **97** with a line chart showing the score's stability. A legend indicates the score is based on Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift. A progress bar shows LCP, FID, and CLS.
- Desktop Score:** A score of **86** with a line chart showing the score's stability. A legend indicates the score is based on Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift. A progress bar shows LCP, FID, and CLS.
- Footer:** A circular logo for "CARL BROADBENT Search For Passive Income" featuring a cartoon character with a laptop.

Affiliate Income



Booking.com

BOOKING.COM

Booking.com is doing good at \$81.19.

**GET
YOUR
GUIDE**

GETYOURGUIDE

Terrible 272 clicks and not a single sale.


Expedia

EXPEDIA

Expedia is getting plenty of clicks but no bookings which seems very strange



Affiliate Income

NEW

Tiqets

TIQETS

Set up and started Tiqets a new but similar program with better widgets and nicer looking boxes. Early days, just setting it up on all the pages 32 visitors and 13 clicks but still no sale.



Budget

Income: **314.64** **83.72***
EZOIC Affiliate Commissions



Cost Breakdown:

- + \$3,600 Backlings Haro
- + \$3,034 Content
- + 1,611 VAs an editor
- + 320 Videos
- + \$150 Proofreader
- + \$144 Voice Over
- + \$15 Hosting

\$8,874 TOTAL COST

* Includes \$2.52 from Amazon.

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
	-9%	-72%	+78%	
May	\$314.64	\$83.72	\$8,874.00	-\$8,475.64
June				
July				
Aug				
Sep				
Oct				
Nov				
Dec				



Budget

As you can see spend is out of control.



For \$8000 last month I could have purchased a travel site or Aged domain and redirected all those links and articles back to this site.



Would that have been money better spent?



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