



HOW TO BE ATTRACTIVE TO ADVERTISERS

Ad Exchanges have numerous requirements for publishers who want to participate in the ad marketplace. This short guide provides you with some basic rules to follow and highlights the most important factors that influence the attractiveness of your property.

Let's start with the big **DON'Ts**. Here is a list of the major types of content that may get you banned from ad exchanges:



- Adult or other mature content
- Guns or drugs related content
- Gambling
- Copyright infringement and platforms that promote it
- Sites targeting children under 13
- Any content promoting illegal practices, violence or hate

Even if the content is generated by your users (say, in a comment under your original and newsworthy article), chances are great that your site will be banned. Thus, moderating discussions on your property is highly recommended.

Now that we have the No-No practices out of the way, let's take a look at the main factors that influence the overall attractiveness of your property. These require continuous work for best results:



Content Freshness & Uniqueness

This is how often you produce new content and if you have simply copied it or created your own masterpiece. Having quality materials that keep your visitors coming back is good for you. Keep your content unique and up-to-date as a rule of thumb.



User Engagement

Does your content engage users in discussions? Does your design allow easy sharing? Having engaged users means more page views for you and more opportunities for advertisers to (re-)engage with their target audience.



Social Media Presence

Regularly posting on your social media channels, engaging users in conversations and having your content shared by influencers is another factor that may increase your attractiveness as it also means regular traffic to your content.



Traffic Sources

The size of your organic and social traffic is a rather important factor as this means steady, returning users. Don't make your property dependent on display advertising as its main traffic source.



Website Authority

This term encompasses a number of factors and it requires you to focus on good SEO practices and some link building. The quality of the sites that link to your property is important and so is how well your site would be able to rank in searches.