



# Best Practices for your Q4 Content

# Get set for Q4

With peak season shopping events just around the corner, we're here to help you get ready to maximize all revenue opportunities:

- Review what worked for you last year
- Optimize your existing content
- Jump on trends during BFCM





# Review what worked for you last year

## Report by Date

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Track your performance over time, so you can anticipate your biggest spikes in performance this Q4.

## Report by Merchant

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See which merchants brought you the most revenue last year – consider highlighting them and their products in your Q4 content.

## Report by Page

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Find pages with the highest engagement – ensure the content is up-to-date so you're not missing out on commissions.

Tip! Filter by links to change underperforming links and keep generating revenue.



# Upcycle and optimize your existing content

You don't always have to create new content to generate revenue. Here's three tools to help you keep earning commissions on your existing articles.



## Identify evergreen content

The **Evergreen Report** shows articles that consistently generate commissions so you can update them with the latest products.



## Update broken links

Review your outdated links in the **Broken Links Report** and update them so you're not missing out on commissions.

Tip! Use **Dynamic Link Optimization** to automatically redirect broken links to an alternative page.



## More eyes on existing content

Use the **Link Generator** to insert affiliate links across social media, newsletters, Apple News, and more to maximize your content's reach.

# Jump on trends during BFCM



## Real-time Clicks Report

See which of your links, pages and featured merchants your readers are engaging with the most on BFCM – updated every 15 mins



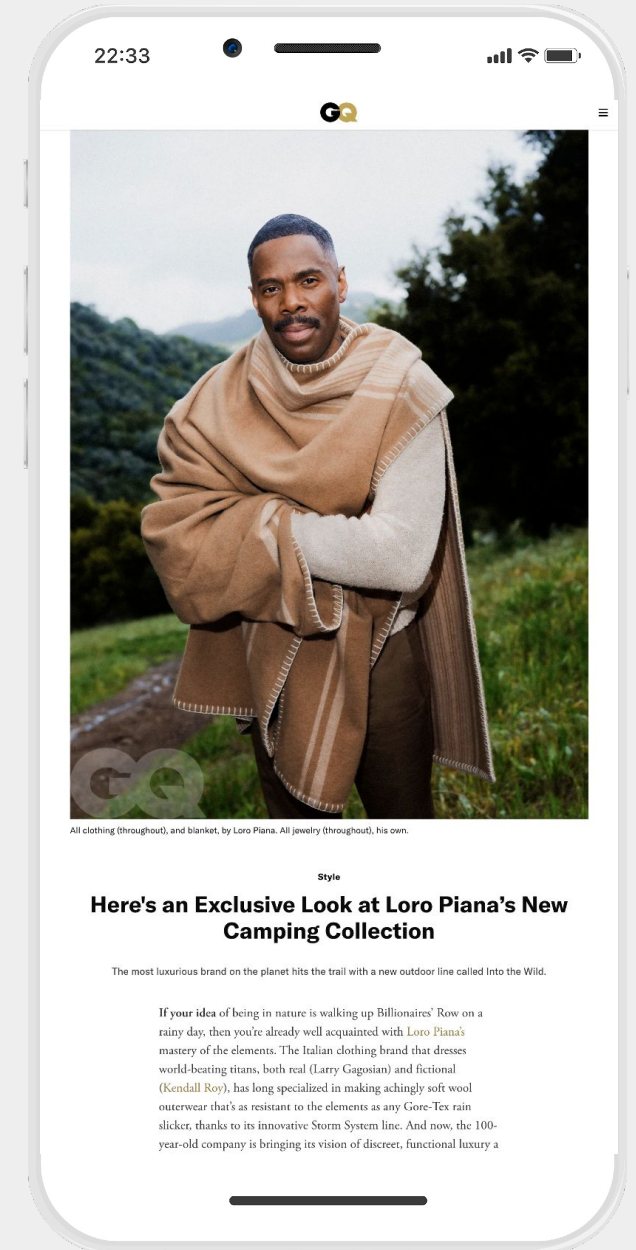
## Trending Products Report

Keep your Q4 content current and see which products are trending across our network that you've not written about yet – updated hourly



## Product Bought Report

Discover which products your readers have bought after clicking through from your content. Check out if merchants in the report have other products you could promote in your Q4 content!





SKIMLINKS

a **Taboola** company

**Thank you!**