You Built The Website. Where's The Money?

A practical guide to finding revenue opportunities in the organic content you already own.

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Introduction

Publishing more is not always the fastest way to earn more. If your site already attracts visitors, start by finding out which pages bring people in, what those visitors need, and whether each page gives them a useful next step. This guide covers seven problems that can create a gap between traffic and income. You can investigate them with your existing analytics, Search Console, revenue reports, and a spreadsheet.

Pick a comparison period before you begin. For a recent decline, compare the last 28 complete days with the preceding 28 days, then check the same period a year earlier if seasonality matters. Record organic visits, revenue, and revenue per 1,000 organic visits for the site and for important pages where your tools allow it. Revenue per 1,000 visits is revenue divided by visits, multiplied by 1,000. These figures are starting points for questions, not proof of what caused a change.
Start with the tools you can use for free or at low cost

If you run a WordPress site, the quickest route is an analytics plugin or a self-hosted tool that you control. Open source options are worth trying first because they cost nothing and keep your data on your own server.

Matomo is the most complete open source alternative to Google Analytics. You can self-host it for free, or install the Matomo plugin for WordPress. It shows which pages attract visitors, where they come from, and what they do next. Its funnels, goals and ecommerce reports are the most useful features for working out which pages lead to revenue.

Plausible and Umami are lightweight, privacy-friendly options. Both can be self-hosted. They give you page views, referrers and basic goal tracking, and neither needs a cookie banner. They are a good fit if you want simple answers without a steep learning curve.

Site Kit by Google is a free WordPress plugin. It brings Search Console, Google Analytics, AdSense and PageSpeed data into your dashboard, so it is a convenient starting point if you want everything in one place.

Then consider paid tools if you need to see beyond your own site

Paid SEO platforms such as Semrush and Ahrefs go further than your own analytics. They estimate the traffic and keywords of competitors, show which sites link to you, and flag pages that are slipping in the rankings. Neither works from your visitors' behaviour on your own pages, so they complement your analytics rather than replace it.

Alternatives such as Moz, Mangools and SE Ranking do similar jobs at lower

prices. If your budget is tight, you do not need any of these to follow the steps in this guide. Free tools will answer most of the questions above.

Use Google Search Console, whatever else you choose

Google Search Console (GSC) is free, and it is the only tool that shows you how Google itself sees your site. Its Performance report lists the queries that bring people to your pages, how often your pages appear in results, how often people click, and your average position. This is the best evidence for which pages are already working and which are close to ranking well. It also reports indexing problems that would stop a page earning anything, however good it is.

If you have not installed these yet, allow time

None of these tools can show you what happened before they were installed. Analytics tools only record visitors from the day tracking begins. Search Console is slightly more forgiving, but it only starts collecting data once your site is verified. If you have not set these up, do it now, and then allow time for the data to build up before you draw conclusions. As a rough guide:

Allow at least four to six weeks for a clear picture of your main pages.
Allow three months or more if your traffic is low, your content is seasonal, or you want to compare periods.

Making decisions on a week or two of data can lead you to cut pages that were about to take off, or to expand pages that had a lucky spike. Once your tools are installed, use the waiting time to set up your spreadsheet, list your pages, and decide which measures you will track.

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Problem 1: You Measure Traffic And Income Separately

A traffic report tells you which pages attract visitors. An income report tells you what you earned. Neither shows the gap between them unless you bring them together. Export your top organic landing pages for the last 28 complete days, including visits or sessions and engagement data if available. Export revenue by page or landing page from your ad, affiliate, product, or lead tracking tools. Put both exports in one sheet, with one row per page and a column for each income source.

Start with pages representing a meaningful share of your traffic rather than trying to audit the entire site. For each page, calculate tracked revenue per 1,000 organic visits. A page with 4,000 visits and $40 in tracked revenue earns $10 per 1,000 visits. Another with 400 visits and $80 earns $200 per 1,000. The point is not that every page should match the second one. The comparison identifies pages worth examining because their traffic and earning patterns differ.

Use consistent definitions. An ad network may report pageviews, while analytics reports sessions or users. An affiliate dashboard may credit a sale days after the first click. If you cannot attribute revenue to individual pages reliably, do not fill the sheet with guesses. Mark attribution as unknown, then use measurable signals such as outbound clicks, email signups, or product page visits. Note the date range, traffic metric, and attribution rules beside the numbers so you can make a fair comparison later.

Now sort the sheet in three ways: most organic visits, most revenue, and largest recent decline in revenue per 1,000 visits. Highlight high-traffic pages with little tracked income, previously strong pages that weakened, and pages earning well despite modest traffic. Open those pages yourself before changing anything. A high-traffic definition page may have no natural buying intent, while a detailed comparison page may have an obvious path to a relevant offer.

Your result today is a shortlist of five pages, not a sitewide redesign. For each page, write one sentence describing the gap you want to investigate, such as 'Traffic is stable, but affiliate clicks fell' or 'Visits increased, but signups did not.' If the data cannot support that sentence, identify the missing measurement first. This habit prevents a common mistake: changing headlines, layouts, and offers all at once without knowing which part of the income path was actually weak.

Problem 2: Your Pages Attract The Wrong Intent For The Offer

A visitor searching 'what is a rain barrel' may want a definition, a diagram, or installation rules. That person is not necessarily ready to buy one. Open Search Console and inspect the queries driving clicks to a high-traffic, low-income page. Group the queries by intent: learning, troubleshooting, comparing options, or taking action. Then write down what the page asks visitors to do. A mismatch between those two lists can explain why traffic looks healthy while revenue disappoints.

Do not force a purchase pitch into every informational article. Give visitors a next step that fits their question. A definition page could link to a setup guide. The setup guide could link to a comparison of barrel sizes or fittings. The comparison could present a clearly labeled affiliate link, relevant product, or email resource. This path lets visitors choose when to move from learning to evaluating, instead of treating every organic visit as an immediate sales opportunity.

Review ten queries for one page, starting with those receiving the most clicks. If seven ask how to fix a problem and your page opens with a product roundup, revise the opening to answer the problem first. Add a short section explaining when a product helps and when it does not. If queries ask for comparisons but the page only defines terms, add a comparison table with useful criteria such as capacity, compatibility, cost considerations, and maintenance needs.

Intent can change even when a URL keeps its ranking. Check the current search results for two or three important queries in a private browser window. Are results mostly tutorials, retailers, videos, forums, or comparison guides? You do not need to copy them, and search results vary by location and person. Use them as another clue about the task searchers expect to complete. Compare that expectation with the first screen and main sections of your page.

Choose one intent mismatch and make a small edit today. Update the first paragraph to answer the dominant question, add a relevant next-step link, or move a premature offer below the information visitors came for. Record the edit date and the query group you targeted. Later, compare organic clicks, engagement, and the next-step action against a similar period. If traffic rises but the action rate falls, investigate whether the new visitors have different intent before declaring the edit unsuccessful.

Problem 3: Useful Pages Leave Visitors At A Dead End

Some pages answer a question so completely that visitors leave without seeing anything else you offer. That can be a success for the reader and still reveal a missed opportunity for the site. Open one of your most visited informational pages on a phone. After reading the answer, ask what a person would reasonably do next. If the only options are a generic navigation menu or an unrelated display ad, the page may not connect its useful answer to another useful action.

Map a short path using content you already own. For example, an article about identifying a garden pest could lead to a guide on choosing a treatment, which could lead to an article comparing treatment types. Search your site for those existing pages before creating new ones. Add one contextual link near the point where the next question arises, using descriptive anchor text such as 'compare treatment options' rather than 'click here.' A link is helpful when it continues the reader's task.

Check whether the next page actually supports the path. A link to a ten-year-old comparison with unavailable products can make the visitor less confident, not more likely to act. If the destination needs updating, choose a better existing page or fix it before linking. Also inspect the path on mobile, where a sidebar recommendation may appear far below the article. A useful next step should be noticeable without interrupting the answer or covering the content.

Measure whether the link works. In analytics, look for visits to the destination from the source page, or set up a click event if your analytics tool supports one. Record a baseline before editing. Suppose a page receives 2,000 organic visits and sends 20 readers to a relevant comparison. Its path rate is 1 percent. After adding a contextual link, watch both the rate and what those readers do on the destination. More clicks are only useful if the next page helps.

Avoid adding a long list of loosely related links at the end of every article. Too many choices make it hard to see the next step and hard to learn which recommendation helps. Start with one or two links tied to distinct reader needs. Review the result after enough visits have accumulated for a meaningful comparison on your site. If the path gets little use, change its placement or wording, or reconsider whether your proposed next question matches what visitors actually need.

Problem 4: The Earning Action Is Hard To See Or Hard To Trust

A page can match visitor intent and still underperform if its useful action is buried. On a phone, open a page that should earn through an affiliate link, signup, product, or inquiry. Read it as a first-time visitor. Can you tell what action is available, why it is relevant, and what happens after you take it? If an affiliate recommendation appears only after several unrelated sections, or a contact form has no explanation, the obstacle may be presentation rather than traffic.

Find the earliest point where the reader has enough information to evaluate the action. Put a clear, accurate option there without withholding the answer. For an affiliate comparison, that might be a short recommendation naming who a product suits, one limitation, and a labeled link to check current details. For an email signup, explain what arrives and why it helps with the topic at hand. Do not promise a price, feature, or outcome you have not verified.

Check trust details before moving buttons around. Are affiliate relationships disclosed where readers can see them? Do product descriptions reflect currently available versions? Does a signup form identify what people will receive? Does a 'contact us' button lead to a working form? These details affect whether a reasonable visitor feels safe acting. Test each action yourself on desktop and mobile, including form submission and confirmation where possible. A broken link can waste qualified traffic regardless of page quality.

Separate visibility from pressure. Repeating the same button after every paragraph may make a page feel less useful and can crowd out the answer. Instead, place an action where a decision naturally follows the information. Use specific labels: 'Compare available sizes' explains more than 'Learn more.' If the action leads to a third-party site, say so when that distinction matters. Keep the surrounding text factual so visitors can choose based on their needs, not on urgency you invented.

Make one change at a time when possible. Record the page's action clicks divided by organic visits before you edit, then change the placement or wording and monitor the same measure. Also watch the quality of the resulting actions, such as completed signups or qualified inquiries. A higher button click rate with fewer completed actions can signal that the new label sets the wrong expectation. The goal is not maximum clicking; it is a clearer, more useful route from the page to a fitting outcome.

Problem 5: A Former Earner Lost Traffic, Conversion, Or Both

When a page used to earn more, do not assume a search ranking change caused the decline. Split the problem into traffic and earning rate. Compare two equivalent periods for organic visits, revenue, and revenue per 1,000 organic visits. If visits fell while earning rate stayed roughly steady, investigate search visibility and demand. If visits stayed steady while earning rate fell, investigate offers, link function, audience mix, and page changes. If both fell, examine both tracks.

For a traffic decline, inspect the page in Search Console. Compare clicks, impressions, average position, and major queries across the same periods. Fewer impressions with a similar position may point toward lower search demand or changed query coverage. A position decline for important queries suggests you should inspect the current search results and your page's relevance. Also check whether the page is indexed, loads properly, and has an unintended canonical or noindex instruction.

For an earning-rate decline, inspect the path from visit to income. Test affiliate links and forms. Check whether linked products are available and whether terms or tracking changed. Compare outbound clicks, signup completions, or inquiries if you have those measures. If click rate is steady but credited revenue fell, investigate conversion after the click and the limits of your attribution. If click rate fell, review page edits, link placement, mobile layout, and changes in the queries bringing visitors.

Review the page's change history before rewriting it. Look at your content management system revisions, analytics annotations, and any notes about ad placement or offer changes. A new template might hide a recommendation on mobile. An update might remove a section that answered a high-intent query. An old article might still rank but refer to discontinued products. These clues give you a smaller, testable fix than replacing the entire article because one headline number went down.

Write a diagnosis in the form 'The evidence suggests X; I will test Y.' For example: 'Organic visits are similar, but affiliate clicks fell after the layout change; I will restore a visible comparison link and test it on mobile.' Record the date and watch the affected measure. If you cannot identify where the decline occurs, improve measurement before making a major content change. A page that once earned is valuable evidence, but only if you separate what changed from what you merely suspect.

Problem 6: Old Content And Offers No Longer Help Readers Decide

Organic pages often stay live long after the facts around them change. A review may recommend an unavailable product, a tutorial may use an obsolete interface, or a comparison may omit a newer option readers now consider. These problems can reduce trust and income even when traffic looks stable. Select five pages that receive meaningful organic traffic or previously earned well. Check their publication and update dates, then read the sections that affect a visitor's decision.

Audit factual claims first. Follow every earning link and confirm the destination matches the description. Check product names, availability, plan names, screenshots, instructions, and stated limitations against current primary sources where possible. If you cannot verify a price, remove the exact price and tell readers to check the current one. If an offer disappeared, do not quietly redirect readers to an unrelated alternative. Explain the change and identify which current options, if any, solve the same problem.

Next, examine whether the page helps someone choose. A product list with repeated feature summaries may offer little guidance. Add criteria a reader can apply, such as compatibility, required skill, ongoing cost, or situations where no purchase is necessary. Distinguish firsthand testing from research; do not imply you tested something you did not. If a recommendation depends on a particular reader situation, state that condition near the recommendation rather than burying it in a disclaimer.

Update the smallest set of sections that restores usefulness, then check the entire page for contradictions. Replacing a discontinued pick in the introduction is not enough if its old name still appears in a table and image caption. Review internal links pointing to the page as well: their anchor text may promise information the updated page no longer provides. Test the mobile version after publishing, particularly tables and buttons, because decision aids that require horizontal scrolling can be difficult to use.

Keep a simple maintenance log with the page URL, what you verified, what changed, and when to check again. Prioritize pages with high traffic, meaningful earning potential, or time-sensitive details. Do not update a date solely to make old content look fresh. Record the edit date so you can compare later performance, while allowing for shifts in seasonality and search demand. The immediate result is a page you can confidently send a reader to, not a guaranteed revenue increase.

Problem 7: You Prioritize New Posts Over Fixes You Can Measure

Publishing another article can feel productive because the output is visible. Improving an existing page can be a better use of time when that page already receives relevant visitors and has a clear obstacle. Build a short worklist from the earlier chapters: traffic and income gaps, intent mismatches, dead ends, hard-to-see actions, declines, and outdated content. Give every candidate page one proposed fix. If you cannot describe the problem and fix in a sentence each, investigate before scheduling the work.

Score each proposed fix from one to three on three factors: potential reach, confidence in the diagnosis, and effort required. Give three for high reach and high confidence, but give three for low effort. Add the scores, then use the totals only to start a discussion with yourself, not as a precise forecast. A broken form on a modest page may deserve immediate attention even if a high-traffic page scores higher. Fix obvious failures before debating subtle optimization.

For your first week, choose no more than three pages. State one primary measure for each: outbound click rate, qualified signup rate, revenue per 1,000 organic visits, or another metric tied to the problem. Save the current page or note its key elements before editing. Make the smallest useful change, record the date, and confirm it works on mobile. This process creates a readable record instead of a blur of simultaneous edits across the whole site.

Decide when to review results based on your traffic, not an arbitrary promise of instant improvement. A page with dozens of daily visits may need more time than one with thousands to reveal a useful pattern. Compare similar periods where possible and check for changes in query mix, seasonality, tracking, and offers. A single sale can make a small page's revenue rate jump dramatically, so use intermediate actions and repeated observations alongside revenue when judging the result.

End each review with a decision: keep the change, revise it, restore the prior version, or gather more evidence. Then select the next page from your worklist. You do not need paid ads, a new website, or a new publishing schedule to begin. You need a page worth examining, a plausible obstacle, and a way to tell whether your fix helped. Once those habits are in place, new content becomes one option among several rather than the automatic answer to every income problem.

Where To Go From Here

Start with one page today. Record its organic visits, its earning action, and the point where visitors may be getting stuck. Choose one fix from this guide and write down what you expect to change before you publish it. If you want a structured next step, use the page review offered after this report to organize your findings and decide what to check next.

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