



FREE CHECKLIST

THE ONLINE BUSINESS MONETIZATION CHECKLIST

by Josie Grabois

52 checks that turn existing traffic into income. Work top to bottom and tick off each one as you go.

1. FOUNDATIONS (DO THESE FIRST)

- ☐ Affiliate disclosure is on every post, above the first affiliate link
- ☐ Every paid or affiliate link has rel="sponsored" (or nofollow)
- ☐ Privacy policy and terms pages are linked in the footer
- ☐ Google Search Console and analytics are installed and verified
- ☐ Every Amazon/affiliate tracking ID is correct (check one live link per program)
- ☐ ads.txt is present and correct if you run any ad network
- ☐ Site loads in under 3 seconds on mobile (check with PageSpeed Insights)
- ☐ Off-topic or thin posts are noindexed, merged or deleted

2. MONEY PAGES

- ☐ You've listed your top 20 posts by traffic
- ☐ Each top post has one clear 'money job' (affiliate, own product, or opt-in)
- ☐ Commercial posts have a comparison table or 'top picks' box above the fold
- ☐ Product and affiliate links appear in the first 30% of the post
- ☐ Each money post links to 3+ related posts (internal links)
- ☐ Titles don't have outdated years; refresh dates are current
- ☐ Buyer-intent posts have an FAQ block (3–5 questions)

- ☐ Images have descriptive alt text, and Pinterest images are present for pinnable niches

3. AFFILIATE PROGRAMS

- ☐ You've joined at least 3 programs beyond Amazon that fit your niche
- ☐ You've checked for higher-paying alternatives for your top 5 products (networks, brand direct)
- ☐ Recurring-commission software programs are used wherever they fit (hosting, email, tools)
- ☐ Shortlinks/cloaking (e.g. Pretty Links) are set up so you can swap programs fast
- ☐ Broken affiliate links are checked every quarter
- ☐ EPC (earnings per click) is tracked for each program

4. AMAZON ASSOCIATES & INFLUENCER

- ☐ Your Storefront has lists that match your website categories
- ☐ Shoppable videos are planned for your top 10 reviewed products
- ☐ Website posts link to the matching Storefront list
- ☐ Amazon links are refreshed when products go out of stock
- ☐ The 'As an Amazon Associate I earn from qualifying purchases' statement is on the site
- ☐ Prices aren't hard-coded in posts (Amazon policy)

5. EMAIL LIST

- ☐ There's an opt-in form inline (after paragraph 3) AND at the end of every post
- ☐ Lead magnets match the category (1 per main category)
- ☐ The thank-you page offers a low-ticket product (\$7-\$27)
- ☐ A 5-email welcome sequence is live: deliver, story, value, offer, last call
- ☐ You email the list at least twice a month
- ☐ Inactive subscribers get a re-engagement email every 6 months
- ☐ Your signup rate per post is tracked (aim for 1-3%)

6. OWN PRODUCTS & SERVICES

- ☐ You have at least one low-ticket digital product (\$7–\$27)
- ☐ Every relevant post has a product box linking to it
- ☐ There's a bundle or upsell at checkout
- ☐ A 'Work with me' or 'Services' page exists if you offer services
- ☐ Testimonials are on every sales page
- ☐ Prices have been reviewed in the last 6 months

7. ADS (OPTIONAL)

- ☐ You've decided whether ads fit your brand (some coaching and product brands earn more without them)
- ☐ The ad network matches your traffic level (check thresholds before applying)
- ☐ Ads don't block opt-ins or product boxes
- ☐ RPM is tracked monthly

8. AI SEARCH (CHATGPT, PERPLEXITY, AI OVERVIEWS)

- ☐ robots.txt doesn't block GPTBot / PerplexityBot / Google-Extended (unless you mean to)
- ☐ Author bio and About page clearly state who you are and your expertise
- ☐ Key posts answer the main question in the first 2–3 sentences
- ☐ FAQ schema is on your top posts
- ☐ You've tested 5 niche questions in ChatGPT/Perplexity to see who gets cited
- ☐ An llms.txt file exists (optional, low effort)
- ☐ Your brand name, niche and author info are consistent across social profiles

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