

Notes on Chitika eMiniMall

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by Nicole Dean

www.ShowMomTheMoney.com – fun resource for moms working from home

Note: This guide is not authorized by nor endorsed by Chitika, nor by Google AdSense. It's just my personal notes. Information can and will change. Please verify all information before acting upon it.

The Basics

What is Chitika?

Chitika means "in a snap" in the South Indian language Telugu. It delivers ads on your site – in a snap.

Chitika's eMiniMall pays you when visitors click on the ads. It's a pay per click program. So, you get money when interested people see the ads and click on them. (Of course this has to happen naturally and can not be forced or encouraged in any way.)

Chitika also offers other programs, but we'll be solely discussing their eMiniMall option in this guide. Please don't apply anything said in this guide to their other programs, as it will be inaccurate.

What are eMiniMalls?

eMiniMalls displays product information to website visitors in a helpful way.

eMiniMalls are a pay per click advertisement with a storefront or mall look. It's similar to Google AdSense, but it shows individual products with images.

Examples:

<http://www.showkidsthefun.com/harry-potter.html> you can see eMiniMall ads showing on the top of the page.

<http://showmomthemoney.blogspot.com> – right navigation. Not the most optimum place, but it does give you an example of the skyscraper design.

Why use eMiniMalls?

It's free to join, easy to use, and gives an added value to your website. Plus, you make \$\$.

Who should use eMiniMalls?

Anyone who understands the benefits of pay per click revenue.

Just test and track to make sure that the ads you're placing from Chitika are enhancing your site's goals. If your goal is to sell products at a 50% commission – and it's working, then Chitika may not be the best choice for your website. But, if you feel that Chitika can enhance your visitors experience, and automate some of your work, then go for it. The results users are reporting has been very encouraging, so I recommend you test it on your site to find out!

I'm ready to get an eMiniMall - www.ChitikaMall.com

Making Money and Getting Paid

How do I earn money?

It's easy! Since Chitika's services are on-demand services, as soon as you implement one of them on your web pages and your users start clicking, you start earning revenue.

How and when do I get paid?

Just in case this information changes, I'll refer you to www.ChitikaMall.com -- click on their FAQ.

eMiniMalls & AdSense

Can I use eMiniMalls with Google AdSense?

So far, AdSense is saying yes – with stipulations. (Contact them with specific questions.)

1. If you have Google AdSense on your page, you will need to set your own keywords in eMiniMalls, instead of letting eMiniMalls choose your ads for you.

eMiniMalls is now set to automatically have you to enter your keywords because so many of us use AdSense. So, you are automatically covered.

If your code includes: `ch_non_contextual = 1;` you may use it on a page with AdSense.

2. If you use eMiniMalls on a page with Google search, then you'll want to remove the search function on your Chitika ads by slipping in this line of code: `ch_nosearch = 1;`

You'll read more about the simple code options in the next section.

What can I expect if I put AdSense and eMiniMalls on the same page?

Here's where I'll again mention that tracking and testing is the best option. The results have been very varied.

Some are reporting small decreases in their AdSense earnings, but an increase in income overall (when using AdSense with Chitika).

Others are actually reporting an increase in their AdSense earnings. This is likely due to the fact that fewer ads on a page can cause higher value clicks. Confusing, but, if you only show a few ads, the odds are that you'll be showing the highest paid ones. (For example, if you show 3 blocks with a total of 12 ads, you'll get some low paying duds in there.)

How do I apply for eMiniMalls?
Click right here: www.ChitikaMall.com

Installing eMiniMalls

First, if you haven't already, join here: www.ChitikaMall.com

How do I put eMiniMalls on my websites?

Simply insert a few simple lines of javascript code into your web page and you are done.

- Watch for an email accepting you into the Chitika program.
- Take note of your log in information
- Go to Chitika's site www.ChitikaMall.com
- Click on the upper right hand corner where it says "Affiliate Login".
- Look to the right side of the screen. Enter your username and password (as provided in your email)
- Next click on "eMiniMalls Code"

The code you'll use looks like this:

```
<script type="text/javascript"><!--
ch_client = "YOURUSERID";  <your ID
ch_width = 728;  <size you've chosen (plenty to choose from)
ch_height = 90;  <size you've chosen
ch_non_contextual = 1;  <required if you're using AdSense on the same page
var ch_queries = new Array("digital cameras", "ipod mini", "sony playstation", "dell laptop"); <here's
where you enter your keywords
var ch_selected=Math.floor((Math.random()*ch_queries.length));
ch_query = ch_queries[ch_selected];
//--></script>
<script src="http://scripts.Chitika.net/eminimalls/mm.js" type="text/javascript">
</script>
```

Also add `ch_nosearch = 1;` into the code if you're displaying Google search already on the page where'll you're inserting Chitika.

Can I set my own keywords and products?

Repeating, because it's important: If you use Google AdSense on your site (or on the page you'll have Chitika), you will need to set your own Chitika keywords.

eMiniMalls is now set to automatically have you to enter your keywords because so many of us use AdSense.

If your code shows this: `ch_non_contextual = 1;` you're safe to use it on the same page as AdSense [ads](#).

However, if you use it on a page with Google [search](#), then you'll want to remove the search function on your Chitika ads by slipping in this line of code: `ch_nosearch = 1;`

I'm ready to get an eMiniMall - www.ChitikaMall.com

Setting High-Paying Keywords

How can I find the right keywords/products that are best for my site?

Visit Amazon.com and look at the best selling products in the relevant categories. Then copy the entire product name and test it out using the search tab on the unit on www.ChitikaMall.com

(By using the Chitika search feature on their site, you are not inflating your own stats). If it works, add it to the list of queries in `ch_queries` in your code

How can I find the highest paying keywords?

Here is another trick provided by Chitika:

Instead of generic keywords like "oil" and "science", try and use product names that you think might make sense for your site and audience. For example, if you have a site about wine, I would use code like this:

```
ch_non_contextual = 1;
var ch_queries = new Array('Louis Jadot Pouilly-Fuisse 2003', 'Sonoma-Cutrer 2003
Chardonnay Russian River Ranches');
var ch_selected=Math.floor((Math.random()*ch_queries.length));
ch_query = ch_queries[ch_selected];
```

Some ideas I've used:

Desperate housewives, Oprah, Blues Clues, Cinderella

Pretty much any popular keywords can be used in eMiniMall.

Any tips for optimizing keywords on blogs?

One trick is to pass in the title of the post in the `ch_query` field.

Can I filter adult ads from appearing on my website?

Adult ads are filtered automatically.

Can I use the service on my other sites as well?

Once you are approved, you can add the code to any of your sites. As long as your other sites meet the program policies (T&C's) there is no need to activate additional accounts.

How do I apply for eMiniMalls?
Click right here: www.ChitikaMall.com

Reports

How do I access my reports?

When you sign up for Chitika's services they'll send you a link and secure login information to access your reports online. They are updated once per day.

You can also login into your account from the www.ChitikaMall.com homepage.

What is Audited Revenue versus Un-audited Revenue?

Every month Chitika audits the clicks received. In the audit process they remove any invalid clicks such as: repeated clicks from the same IP, clicks from countries such as China and India, etc. This is done to protect advertisers from fraudulent clicks.

How Can I Increase My eMiniMall Income?

Well, this is just conjecture, but some of the things I'd try would be the same as those that have been found to increase AdSense income –

Put the ads where people will see them. This only makes sense.

Blend them into the content so they don't look like a banner ad. Make them look like a feature, not an advertisement. Don't make them fancy, just have them blend.

TEST TEST TEST. You can put a few ads on your page with different keywords and see which works the best for you.

How do I track what is working?

The Chitika channel system is already running. The reports are not yet live, but, when they are activated, you'll have all your history ready for you.

Just add the following line of code to your ad unit code on your site.

`ch_sid = 'xxxx';` ←make the xxxx describe where the ad is placed.

www.free-ebooksonline.com – Need for bonuses to give to your Customers? Look no further.

Additional Resources

www.ChitikaMall.com - sign up here, and get access to the Official FAQ page.

www.Google.com/AdSense - for latest information on the AdSense program

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