Project / Client Name	PEA
Your Email	w@growthgauge.com
1. Length of Campaign	3 months
2. # of Connections Needed Per Month	6
3. Purpose of Connections	Traffic
4. Target Domain	www.pea.com
5. Target Resource URLs	www.pea.com/airline-pilot-salary/, www.pea.com/become-pilot/
6. Relevance & Visibility (How important is relevance and visibility of a publisher to you?)	Very Important
7. Competitor Domains (Please provide at least two.)	atpflightschool.com, academy.aerosim.com, panamacademy.com
8. Desired Verticals (Choose which verticals have the highest, second highest, and third highest relevance to your target domain. If other, please provide in text box.)	Business
	News
	Sports/Recreation
If other, please provide here.	Education
9. Undesired Verticals (Choose which verticals we should avoid. If other, please provide in text box.)	Finance/Investing/Money
	Hobbies/Games
	Gambling
If other, please provide here.	
10. Ideal Publishers (Please provide 3 sites that exemplify your ideal publisher.)	buzzfeed.com, forbes.com, usatoday.com, examiner.com

11. Poor Publishers (Provide 3 sites that exemplify poor publishers.)	dunno
Customize your connections metrics. If you are unsure, just leave blank.	
1. Page Rank (0-10)	>4
2. Alexa Rank (0-2,000,000)	0-200000
3. Domain Moz Rank (0-10)	
4. Authority (0-100)	
5. Top Level Domain (TLD)	
6. Host Country	United States
In order to ensure quality in a timely manner, Earned Traffic utilizes an internal QA process at no extra cost.	
1. How would you like to QA potential publishers?	CopyPress QA (recommended)
2. Quality concerns?	
1. What is the main purpose of this content? (Check all that apply.)	Attract Attention (Go viral | Increase brand awareness), Educate/Inform (Build authority in your industry), Generate Traffic (Attract new, large audience | Increase number of backlinks),
2. Please list three direct competitor URLs.	atpflightschool.com academy.aerosim.com panamaacademy.com
3. Provide three links that exemplify the ideal content type and explain why.	dunno
4. Provide any topics you have in mind.	dunno
5. Provide any topics or themes we should avoid.	dunno
6. Provide any "buzz" words that are important to you.	pilot training
7a. Will you need to approve the topic ideas before the content is written? (This may delay the connections process.)	No

7b. Will you need to approve content before it is sent to publishers? (This may delay the connections process.)	Yes
7c. Do you have any image requirements? (If yes, please explain.)	No
8. Addtional information (if you have any addtional QA concerns, requirements, or instruments, please provide them.)	