

Gogobot Connections QA Guide

Placement Domains:

Metrics

- Connections metrics are as follows: DA 35+
- Placement domain must meet or exceed metric requirements outlined by client. You can use the [QA toolbar](#) to check this.

Geo

- Geo location/SEMrush should be relevant to the client.
- Also note that a geo of XX in the QA tool does not automatically mean the site will be cleared as US/UK based. Look for other indicators (contact and about pages, language indicators, or sometimes an address at the bottom of the homepage).

General

All:

- Desired placement domain will be approved by the client.
- Placement must be high quality.
 - Site needs to look established (not like a basement blog that someone started building but never built out).
- Placement must be relevant to the client's industry -travel, meaning the entire site or a sizable section of the site must be dedicated to publishing content that is relevant to the client's industry or niche.
 - Existing content on the potential site must be on a topic that is a good fit for the client.
- Each domain should only be used once for each campaign.
- Avoid sites that have not published content in the last 30 days.
- Placements should not be on a competitor's site.
 - **Potential competitors include those who offer services/products that are similar to our client's services/products within the same geographic boundaries of their business.**
 - Specific clients that should be avoided include: Skift, Tnooz, TravelandLeisure, Gadling, TripAdvisor, Expedia, Orbitz, TravelFish, CNtraveler
- Placements should not be in forums or directories.
 - EX: [dhindia.com](#) and [goarticles.com](#)
- Do not use flipped domains. Meaning the top level domain must represent the sites content.
 - Good example: [techpaparazzi.com](#) -this is a site about technology
 - Bad example: [coachoutletonline-2012.net](#) -this is a site about transportation/ business.
- As a rule of thumb avoid sites that are NSFW, political, religious, or controversial, reclaimed domains made into content marketing silos, and that have an excessive number of payday loan, casino, financial services, or pharmaceutical links (aka [bad neighborhoods](#)).
- Avoid sites with non-English content or with poor grammar, spelling and mechanics.
 - EX:

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How GLI Important for Small Business

 November 14, 2013 |  Author [admin](#)

No matter how big or small the business you run, it will have its own risks caused by the carelessness, the human error or the properties damage which are those factors surely make loss for your company. When a company may face the litigation because of the sue the biggest loss is by losing the assets and investments it still does not include the legal costs and compensation you have to pay. Especially in small business, the owner must struggle with the investments and the loss on his own. By knowing this reason and minimizing the risks, a business owner should realize the importance of having [small business general liability insurance](#) so that when the worst scenario comes to them, they will not bear the loss on their own because the tide of a small business cannot be predicted.

- Sites from a single webmaster/ list:
 - Check IP addresses to make sure that a client's link is not appearing on sites with the same IP address.

Examples of relevant domains:

2backpackers.com
travelwithbender.com
mytravelsafety.net
allwomenstalk.com

Examples of domains to avoid:

sooverthis.com
traveljunkies.com
strandedpassengers.org
10minutetravel.com

Published Content:

- Content will be provided by CopyPress.
 - Client will approve content prior to publication.
- Content will follow the Gogobot copy guidelines for connections.
- Should meet specified word length requirements.
- Should be relevant to the client's industry/line of business and the desired placement domain.
- Should be positive or neutral in tone.
- Should be written in a conversational tone and include facts, tips and/or stories that provide value to the reader.
- Should be written with proper grammar, spelling and mechanics.
- Must include one client link.
- Must also include a varied number of outbound links.
- Mention the client and/or industry (at least briefly).
- Have the client link in the main body of content and not have a link in the author.
- Should not link to competitors.
- Should not state in any way that the content is sponsored/paid.
- All client links must be dofollow unless otherwise specified.