Hipmunk Connections QA Guide

Placement Domains:

Metrics

- Connections metrics are as follows:
  - Tier 2: DA 35+
  - Tier 3: DA 20-35
- 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

Tier 2 Domain Requirements:

- No daily news sites
- Must be as relevant to travel as possible
- 30-30-30 split between AT types (branded, partial, exact match). See copy guidelines for anchor text examples.
- Desired placement domain cannot say "Write for us" or "Submit blog post" anywhere on the site.
- EX: puretravel.com

Tier 3 Domain Requirements:

- Can include daily news sites
- Does not always have to be relevant to travel
- 30-30-30 split in AT (branded, partial, exact match). See copy guidelines for anchor text examples.
- EX: healthycase.com

Private Network Requirements:

- 100% branded AT/hyperlink

Social Media Bookmarks Requirements:

- To blog posts and "Best of Lists" only

All:

- Desired placement domain will be approved by the client.
- Placement must be high quality.
- Each domain should only be used once for each campaign.
- 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. EX: Placing a Hipmunk link on Kayak's website.
- 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.
- Avoid sites with non-English content or with poor grammar, spelling and mechanics.
    - ○ EX:

🞈 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 Partner Sites:
SFGate, ScoreBig, Excursiopedia, Fest300, TiqlQ, and Vayable

Anchor Text Rules:

- Exact match should ONLY be used 3x, ever.
    - ○ This usage rule applies to every version except hyperlinks.
- 100% of the time-- deep link to Hipmunk
- In addition:
    - ○ For the first month only:
        - ▪ 20% link to partners
        - ▪ 20% link to competitors
        - ▪ 20% links to pages about Hipmunk (being provided by Chelsea/Hipmunk)
        - ▪ 40% link to an authority site (reference link)
    - ○ After the first month it will change to this going forward:
        - ▪ 20% link to partners
        - ▪ 10% link to competitors
        - ▪ 20% link to pages about Hipmunk (being provided by Chelsea/Hipmunk)
        - ▪ 20% link to Hipmunk blog posts (not yet created)
        - ▪ 30% link to an authority site (reference link)
- All links should be natural and cause an action.
    - ○ "unbiased review of ____ hotel"
    - ○ "here's more information on _____ hotel"
- Scrubbing on paid sites:
    - ○ write for us ONLY allowed on high tier 2 metric sites
    - ○ ONLY 20% of total links should be paid AND write for us.

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Published Content:

- Content will be provided by CopyPress.
  - Client will approve content prior to publication.
- Content will follow the Hipmunk 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 and one partner link.
  - 75% of partner links should be to deep pages (such as blog posts). Make sure the link makes sense in context.
- Must also include a varied number of outbound links.
  - Link to an industry expert's blog post, if possible. This includes other travel bloggers, especially big name bloggers associated with their city.
- 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 bio unless otherwise specified.
- Should not link to competitors.
- All client links must be dofollow unless otherwise specified.