

How to QA Covario Connections Campaigns:

1. Metrics
 - a. Placement must meet metric requirements outlined by client. You can use the [QA toolbar](#) to check this.
2. Geo
3. Disclosures/Disclaimers
4. General QA Guidelines
 - a. NoFollow/NoIndex
 - b. Published Content

Covario Metrics

Our Tier Level Label	Covario Tier Label	PageRank	MozRank	Alexa Rank
Budget		PR 2+	greater or = to 2	<2MM
Traffic	Tier 2	PR 2+	greater or = to 3	<800k
Attention	Tier 1	PR 2+	greater or = to 4	<300K
Authority		PR 2+	greater or = to 5	<250K

GEO

Places to look for geo indicators:

- About Page
- Contact Us Page
- Bottom of Homepage (sometimes an address is listed)

Read these for more info:

- <http://www.copypress.com/blog/how-to-determine-a-blogs-audience-demographics/>
- <http://www.copypress.com/blog/identifying-avoiding-toxic-blogs/>

GEO Issues

- Geo location/SEMrush should be relevant to the campaign.
 - The general guideline is that the TLD (.com, .mx, .es) should be from the same region as the campaign's targeted region.
 - The domains for the UK campaign should include only the following:
 - TLDs featuring .co.uk
 - .com domains with a UK IP address
 - EX: A placement should not be on a site like utsandiego.com unless the campaign is specific to the US/California.
- XX as the registered geo in the QA Toolbar doesn't mean it's automatically fair game. You have to investigate further on the site to see if there are other geo indicators (see above). Also, you have to check the Master IO to see if it has already been used for a campaign that is geo specific.

- EX: If a site has been used within the last 2 months for BlackBerry UK, then we can't use it for T-Mobile (US based). There are case-by-case exceptions, but the general rule is no overlap with geo within a 2 month timeframe.
- US as the registered geo in the QA Toolbar doesn't automatically mean it's 100% US-based.
 - EX: "All article those publishing in future they all are based on my own 2 year experience." via <http://www.geekworldnews.org/about> (despite US geo).
- There are exceptions, but watch out for sites that you put in pending for geo specific campaigns such as BlackBerry UK with a registered US geo without any indicators that it's UK based instead.
- Placement domain must pass SEMrush for the US (or for the UK if it's a UK based campaign, DE for German campaigns, etc.). **If a site fails SEMrush then we cannot use it.** The QA tool will indicate whether or not a site passes SEMrush.

Disclosure/Disclaimer Pages

Please scan the site for the categories or words "Disclaimer" or "Disclosure." **This is extremely important for all Covario campaigns.** Your QA toolbar will help you with this (bad keywords/disclosure header via the QA Issues tab). However, do not assume that the QA toolbar not picking up on a bad keyword clears the site: **this is not the case.** Make sure that you move forward and scan the site to double check. Here is an example where the QA tool does not pick up on "disclosure" or disclaimer" as a bad keyword but there is one present on the site: adventuresof8.com

If the page has a Disclosure/Disclaimer page, please review it to see if it mentions that the site offers sponsored posts or paid guest posting. If this statement is made on the site, then it cannot be used for any campaign. Common pages where disclosures/disclaimers can be located include:

- Disclaimer/Disclosure or Legal
- Write for Us
- Privacy Policy
- Advertise
- About
- Contact
- Terms of Service

For example: http://www.bloggymoms.com/page/disclosure#.UVxxbZMp_zx this page says "The owner of this network accepts forms of cash advertising, or sponsorship. There might also be paid topic insertions." Because of this statement, we cannot use this site. **Note:** Disclosure/disclaimer language might not be the same on all websites.

General

- Domain must be relevant to the client industry, 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.
- Site must have published content in the last six weeks.
- Placements should not be in forums or directories.
 - EX: dhindia.com or goarticles.com
- 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 or pharmaceutical links (aka [bad neighborhoods](#)).
- Do not publish on SEO blogs, domains, or subdomains.

- Sites must not include mentions of SEO services, social media, link building, or other SEO offerings.
- No pop-ups or other unprofessional or outdated design elements.
- Site needs to look established (not like a basement blog that someone started building but never built out).
- Site should not have a member network, such as the vendor/business network found on resourcenation.com
- Visitors leaving comments, social-sharing buttons along with a good level of social presence and other types of engagement are a plus.
- Each domain should only be used once for each campaign.
- Placements should not be on a competitor's site.
 - EX: Placing a T-Mobile link on Sprint's website.
- Avoid sites with a lot of generic guest blogging content and no real audience or purpose.
 - EX: cosmobc.com and allyouneedislists.com
- Avoid sites where most of the content is posted by "Admin."
 - EX: globalhoteldiscount.com
- Avoid repurposed domains. A good way to check this is by using The Wayback Machine. This site allows you to see if a website was used for any different purposes in the past.
 - EX: pacificgalleryframing.com -this used to be an artwork framing site with PR and was most likely sold with the intent of monetizing the site and will most likely be sold again in the future.
- 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

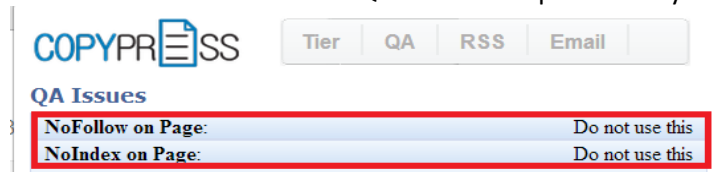
 November 14, 2013 |  Author [admin](#)

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.
- Avoid placing client links from the same agency on the same domain.
- Avoid sites that are pay per post.
 - These sites can be spotted most easily by clicking on the 3-5 most recent posts and checking to see if there are paid links in most/or a large amount of off topic links in each post (approximately 3+ is a good rule of thumb to work off of).
- Avoid domains with spammy practices: look for keyword-rich anchor texts, a large number of guest posts compared to publisher posts, whether the guest authors are posting on other sites and if so, are they reputable sites?, etc.
- Avoid sites with overly spammy sidebar links / using certain anchors to disguise paid OBL.
 - EX: The site nasarawastatescholarshipboard.org is a scholarship and financial aid geared site, yet has sidebar links to SEO companies and online gambling.

No Follow/ No Index

Sometimes domains have HTML code that makes the links on the pages nofollow or causes them not to be indexed. Such domains should not be used. The QA tool will help to identify these domains:



Published Content

- Content will be provided by CopyPress.
- Should follow the content style guide requirements.
- Should meet specified word length requirements.
- Should be relevant to the client's industry/line of business and the desired placement domain.
- Article topics should not be too similar.
- Should be tailored to the campaigns targeted region, including spellings (flavour instead of flavor), word usage (holiday instead of vacation), and regional interests in topics (soccer or cricket vs American football).
- 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 a varied number of outbound links - Always include at least two but not more than three non-client reference links in the article.
- Mention the client and/or industry (at least briefly).
- Have the client link in the main body of content. Author bio links should be avoided and reserved as a last option when an in-body link is not available and even then, only when placing content on high-authority publishers.
- Will not link to author LinkedIn profiles or personal blogs.
- 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.