

<b>Project / Client Name</b>	Bidgunner
<b>Your Email</b>	njones@earnedtraffic.com
<b>1. Length of Campaign</b>	3 months
<b>2. # of Connections Needed Per Month</b>	10
<b>3. Purpose of Connections</b>	Search Engine Optimization
<b>4. Target Domain</b>	bidgunner.com
<b>5. Target Resource URLs</b>	<a href="http://www.bidgunner.com">www.bidgunner.com</a>
<b>6. Relevance &amp; Visibility (How important is relevance and visibility of a publisher to you?)</b>	Important
<b>7. Competitor Domains (Please provide at least two.)</b>	gunbroker.com, gunauction.com, gunsamerica.com, allpennyauctions.com
<b>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.)</b>	Sports/Recreation
	Men's Lifestyle
	Hobbies/Games
<b>If other, please provide here.</b>	Verticals should be relevant to outdoor living/hobbies, adventure, hunting,
<b>9. Undesired Verticals (Choose which verticals we should avoid. If other, please provide in text box.)</b>	Celebrity/Gossip
	Legal
	Mommy Blogs
<b>If other, please provide here.</b>	
<b>10. Ideal Publishers (Please provide 3 sites that exemplify your ideal publisher.)</b>	wethearmed.com, gunnews.com, gunboards.com

<b>11. Poor Publishers</b> <b>(Provide 3 sites that exemplify poor publishers.)</b>		honestmum.co.uk, gaytravel.com, socialmediatoday.com
<b>Customize your connections metrics. If you are unsure, just leave blank.</b>		
<b>1. Page Rank (0-10)</b>	2+	
<b>2. Alexa Rank (0-2,000,000)</b>	500,000 - 1.5M	
<b>3. Domain Moz Rank (0-10)</b>	3+	
<b>4. Authority (0-100)</b>	25-30	
<b>5. Top Level Domain (TLD)</b>	.com, .org,	
<b>6. Host Country</b>	United States	
<b>In order to ensure quality in a timely manner, Earned Traffic utilizes an internal QA process at no extra cost.</b>		
<b>1. How would you like to QA potential publishers?</b>	CopyPress QA (recommended)	
<b>2. Quality concerns?</b>		
<b>1. What is the main purpose of this content? (Check all that apply.)</b>	Attract Attention (Go viral   Increase brand awareness), Educate/Inform (Build authority in your industry), Encourage an Action (Build email list   Encourage a sale) , Generate Traffic (Attract new, large audience   Increase number of backlinks),	
<b>2. Please list three direct competitor URLs.</b>	gunauction.com, gunsamerica.com, allpennyauctions.com	
<b>3. Provide three links that exemplify the ideal content type and explain why.</b>	n/a	
<b>4. Provide any topics you have in mind.</b>	see other notes	
<b>5. Provide any topics or themes we should avoid.</b>	overly promotional or negative portrayals of the brand or about penny auctions or gun auctions in general.	
<b>6. Provide any "buzz" words that are important to you.</b>	all AT should be natural and branded.	
<b>7a. Will you need to approve the topic ideas before the content is written? (This may delay the connections process.)</b>	No	

**7b. Will you need to approve content before it is sent to publishers? (This may delay the connections process.)**

No

**7c. Do you have any image requirements? (If yes, please explain.)**

No

**8. Additional information (if you have any additional QA concerns, requirements, or instruments, please provide them.)**

The message has been sent from 96.243.163.182 (United States) at 2014-07-21 16:50:53 on Chrome 35.0.1916.153  
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