MrCostumes QA Guide

Placement Domains:

Metrics

- 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 US based and relevant to the client.
  - EX: A placement should not be on a site like utsandiego.com unless the campaign is specific to the US/California.
- Also note that a geo of XX in the QA tool does not automatically mean the site will be cleared as US based. Look for other indicators (contact and about pages, language indicators, or sometimes an address at the bottom of the homepage).
- Placement domain must pass SEMrush for the US. The location that it must pass for will be specific to the client/campaign. If a site fails SEMrush then we cannot use it. The QA tool will indicate whether or not a site passes SEMrush.
- More info:
  - http://www.copypress.com/blog/how-to-determine-a-blogs-audience-demographics/
  - http://www.copypress.com/blog/identifying-avoiding-toxic-blogs/

Disclosures/Disclaimers

- Avoid sites with disclosure statements/disclaimers that specifically discuss accepting compensation for posts. EX: The owner of this network accepts forms of cash advertising, or sponsorship. There might also be paid topic insertions.

General

- Potential publishers will be QA'd by the client.
- Placement domain: mrcostumes.com
  - Target Resource URLs: www.mrcostumes.com/Womens-Halloween-Costumes-C16.aspx, blog.mrcostumes.com/spooky-halloween-facts/, and others
- Placement domain vertical must be relevant to the client.
  - Relevant verticals include: DIY/Design, Fashion, Mommy blogs
  - Verticals to avoid: Automotive, Business, Gambling
- 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.
- Placements should not be in forums or directories.
  - EX: dhindia.com and 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).
- 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:

- 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 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.

Examples of Competitors:
spirithalloween.com
halloweencostumes.com
target.com

Published Content:
- Content will be provided by CopyPress.
  - Client will approve ideas and content prior to publishing.
- 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 a varied number of outbound links.
- Mention the client and/or industry (at least briefly).

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- 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.
- Should not state in any way that the content is sponsored/paid.
- All client links must be dofollow unless otherwise specified. Anchor text is to be Brand and Full URL only.