

# CreativeSignals QA Guide

## Placement Domains:

### Metrics

- Placement must meet metric requirements outlined by client. You can use the [QA toolbar](#) to check this.

### Geo

- Geo location/SEMrush should be relevant to the client.
  - EX: A placement should not be on a site like [utsandiego.com](https://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. **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

- Desired placement domain needs to be relevant to the client's industry/line of business.
- Each domain should only be used once for each campaign.
- Avoid placing client links from the same agency on the same domain.
- 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.**
  - EX: Placing a DirectTV link on Dish TV's website.
- Placements on .info sites are not acceptable.
- Placements should not be in forums or directories.
  - EX: [dhindia.com](http://dhindia.com) or [goarticles.com](http://goarticles.com)
- Avoid sites with a lot of generic guest blogging content and no real audience or purpose.
  - EX: [cosmobc.com](http://cosmobc.com) and [allyouneedislists.com](http://allyouneedislists.com)
- Avoid sites where most of the content is posted by "Admin."
  - EX: [globalhoteldiscount.com](http://globalhoteldiscount.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 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](http://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](http://techpaparazzi.com) -this is a site about technology.

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- Bad example: [coachoutletonline-2012.net](http://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 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](http://nasarawastatescholarshipboard.org) is a scholarship and financial aid geared site, yet has sidebar links to SEO companies and online gambling.

### *Examples of Acceptable Domains:*

healthworkscollective.com  
tracky.com  
careerattraction.com  
digitaldoughnut.com  
youngupstarts.com  
thetechscoop.net  
brandingpersonality.com

### *Examples of Unacceptable Domains:*

callthecops.net  
univ-bangui.info  
managementparadise.com  
simplylisten.com  
ideastap.com  
hokucorp.com  
frostmagazine.com

## Published Content:

- Content will be provided by CopyPress.
- 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

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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).
- 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 do follow unless otherwise specified.