

Policy Red Flags

www.getwsodo.com

Business Manager Level

- Payment method: failed payment
- Use of fake profiles
 - In case you decide to use fake profiles (not recommended), have at least 3 profiles plugged into your Business Manager as a backup

Ad Level

- The ad must reference the fact that you are selling a product
 - You cannot promise that someone will be given an information presentation when in reality they are being sold a product
 - Show image of the product you are selling or mention the name of the product you are selling in your copy
- Unsubstantiated, sensational & specific claims (especially in health / wealth niche)
 - Avoid absolutes & time frames; Never promise a certain result in a certain time frame (get X in Y time)
 - Example:
 - This method can cure diabetes
 - Earn 10,000 USD as a business coach per month
 - Lose 7 pounds in 3 weeks
 - Homeowners will get \$357 a month as a stimulus
- Personal attributes
 - Stay away from the word “you”
 - Policy violations:
 - Are you in debt?
 - Do you consider your waistline as one of your problem?
 - Policy compliant:
 - Individuals who don't have life insurance should read this
 - Are waistlines a problem area?
- Keyword penalties
 - Be careful with “aggressive” words in your ads trigger a red flag
 - Example:
 - Fat
 - Weight loss
 - Make money online
 - Important: Keyword penalties on fanpage level (e.g. credit, weight loss)
- 20% text rule can lead delivery issues
- Avoid clickbait language
 - Example:
 - Learn about this new revolutionary method
 - Learn about this secret
 - World-renown doctor reveals his secret trick to [...]
- Fake comments with fake accounts on ads to increase relevance score
- Image recognition

- If ad is too similar to other scam advertisers, you'll get banned

www.getwsodo.com

Post Click Experience (Landing Page)

- Unsubstantiated, sensational & specific claims
 - Example:
 - With this eBook you can cure diabetes in 4 weeks
- Clickbait language
 - Example:
 - Health problems
 - Shocking
 - Revolutionary
 - Breakthrough
- VSL
 - Encourage user having control over videos / VSLs
 - No autoplay
 - Player control: play, pause, fast forward & rewind
 - Disclose video duration; user must be able to see how long the video is
 - The landing page cannot have only the VSL on it; it must contain product information. The user must be able to determine what product is being sold without having to watch the VSL
 - Headline above the VSL must reference the product, not a sensational claim
 - Important: better ads & landing pages give you more freedom in the VSL
- Fake count-time clocks
 - Clocks that start counting down when a user first visits a page and then returns to the full time when the page is refreshed
- Fake limited inventory counter
- Pop-ups ("trapping elements")
 - Exit pop-ups on the first step of the funnel
 - Ok on second step of the funnel
- Privacy policy & terms in footer; disclaimer if necessary
- Discount: not more than 50%
- Advertorials
 - Advertorials cannot look like third party wrote the article (e.g. newsletter, independent media, blog article, review)
 - "Content for product related pages should not be written in a way that misleads the user to believe that the content was written by an objective third party"
 - No byline with date, author name, city, etc. that is commonly associated with news releases
 - Clickbait language
 - Not permitted in the healthy industry and are a discouraged tactics in all other industries

Offer Level

- Avoid critical niches
- Flagged offers

Post Conversion Experience

- Offer match
 - Does the product the user receives match what they were promised in the ad and on the landing page?