

# Policy Red Flags

[www.getwsodo.com](http://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](http://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?