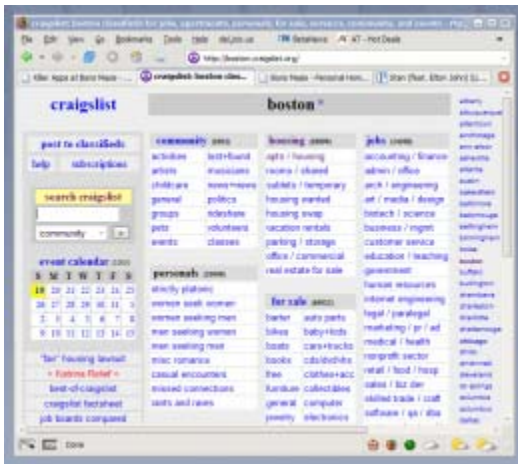


# Are Your Ads Invisible or Ghosted?



Address

If you are posting ads to Craigslist, but they are not showing up in the category listings or search results, your ads were spam filtered. This is known as "Ghosting."

## How To Fix:

Ads are chosen for spam filtering automatically because of either one or a combination of three possible reasons: Ad Copy, Email Address/Craigslist User Account or IP

**Yes!** We *do* Windows, Ovens, Walls and Floors!

**Cleaning Professionals**

- General House Cleaning
- Spring/Fall Heavy Cleaning
- Fully Bonded/Insured
- Free Estimates – No Contract
- Special help to Seniors, Veterans, Accident Victims
- Visa Accepted



**905 648-1510**  
Ancaster

**General House Repairs and Installations**

FREE ESTIMATES

FULLY INSURED

Trusted Professionals for Over 15 Years



No job too small!

- Windows/Sights
- Ceiling Fans
- Chimney Repairs
- Custom Cabinetry
- Screen Repairs
- Interlocking Brick
- Doors & Locks
- Eaves/Trough Cleaning
- Caulking & Weather Stripping
- Drywall
- Leaky Faucets
- Light Fixtures
- Roof Repairs
- Minor Electrical
- Ceramic Tile
- Siding
- Concrete
- Special help to Seniors, Veterans and Accident Victims

**905 648-1510**  
Ancaster

## Ad Copy

The single most common reason an ad is ghosted is because a specific word or phrase is triggering the spam filter. **The most common type of phrase to trigger a spam filter is a url**, whether an actual link or simply a domain name typed out in the ad body. If your ads are becoming filtered, the first thing you should do is remove any links from your ads. Create a new email address or Craigslist User Account, then post a single ad to a single city and verify whether or not it goes live on Craigslist.

*I know what you're thinking, "But I need my links!" Yes, you do, and*

*you can use them, but you must first verify whether or not your particular link is triggering the spam filter. Removing the link is only temporary, you can add it back later, but usually you'll find the link was the culprit, and you will need to use a new link (which you can easily redirect to take visitors to the original landing page).*

If, after removing the link[s], the ad does go live, acquire a new domain name and redirect it to the original link and use it in your ad body instead of the blocked link. All links that are bulk posted will eventually be added to the Craigslist spam filter, so when relying on links, understand you will have to acquire new domains regularly.



### **There is one caveat here:**

Many are using link shorteners. While they do the job many are now detected by the spam filters due to overuse and therefore should be the first to eliminate in any testing situation.

Alternatively, you may consider altering your marketing strategy and ad copy to avoid the use of links directly. For instance, encouraging craigslist visitors to email you for more information, which you deliver via an email auto responder (including a link to your desired landing page).

### **IP Address**

Ads are very rarely ghosted due to an IP Address block. If you've removed all the links or unique identifying phrases from your ad body that might be triggering spam filtering *and* you posted the new ad with a brand new Craigslist Account, yet your ads are still not going live, your IP Address **may** be the cause.



You may be affected by this type of block more frequently if you tend to use public proxy servers to post your ads (including TOR). If possible, change your IP Address. Some effective techniques for ensuring you have a new IP Address is to use a dial-up connecting when posting your ads. IPrental.com is a good source for IP changing since air cards are no longer a good means of changing an IP address.

For more information on classified advertising or marketing log on to

<http://www.JmarMarketingConcepts.com>

<http://www.CraigslistSecretsRevealed.com>

<http://www.SecretsOfAdvertisingRevealed.com>

<http://www.KraftyMarketing.com>

To one on one services log on to

<http://mark.genbook.com>

.