

# Cracking The Craigslit CODE



by AdMakerTool.com

# Cracking the Craigslist® Code

This guide will share the powerful techniques we discovered while testing different strategies for posting real estate ads on Craigslist®. Our goal was to find the most efficient and effective way to get traffic from Craigslist® over to our website(s). Most Craigslist® users focus on selling a particular property, and we do too, but the untapped “gold mine” is getting buyer and seller prospects into your marketing funnel.

**The goal:** Drive substantial web traffic from Craigslist® to our website(s) in order to sell a listing, rent / lease a unit, or convert them into clients.

This guide focuses mainly on Craigslist® because it’s, by far, the largest source of internet traffic. However, these techniques will also work on most online classified ad sites.

In this guide we share techniques that help you...

- ✓ Entice more buyers to click your ads,
- ✓ Get more prospects to click through to your website,
- ✓ Brand yourself as the local “go to” expert,
- ✓ Increase your posting speed.
- ✓ Show you an “Easy Button” to do all this with minimal effort

**Why all this effort?** Great question! Very simply, Craigslist® is a HUGE source of FREE real estate buyer, seller, and tenant leads. Used correctly, you will NEVER have a lack of clients. You could spend hundreds or thousands of dollars a month on advertising using Google Ad Words, Facebook ads, banner ads, etc and never come close to the same amount of traffic you can get from Craigslist®

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**Disclaimer:** We are NOT associated with Craigslist®.org or any other online classified ad site.

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# Introduction

So why post ads on online classified sites, like Craigslist®, in the first place? Here's what we found:

1) **It's the MOST cost effective way to drive real estate buyers to a website.**

When we first started posting ads on Craigslist® the results for driving traffic to our website was minimal, at best. After several months of testing, we discovered an ad formula that made a dramatic difference. The traffic we were able to generate blew away any previous paid or free advertising we'd ever done.

2) **It's a great way to build a buyers list.** Do you want a growing list of potential "buyer agent" clients or buyers for your new listings? We discovered a second link technique which gets buyer prospects to sign up on your email list.

3) **It helps you find a buyer for your listing.** Besides putting a property in the MLS, posting ads on Craigslist® is the next best place to find a buyer looking for real estate.

4) **It's a great source of tenants for your rentals or buyers for lease options.** If you're looking for tenants or lease option buyers, there isn't a better source than Craigslist®. Usually within minutes of posting, you start getting calls. These prospects like Craigslist® because they can research their options and remain anonymous.

5) **It gets immediate results.** As part of our testing of the effectiveness of the ad format, we posted several ads for real estate auctions running on [REIAuctions.com](http://REIAuctions.com). The goal was to see if we could drive immediate traffic for an auction in just a few days. Complete success!

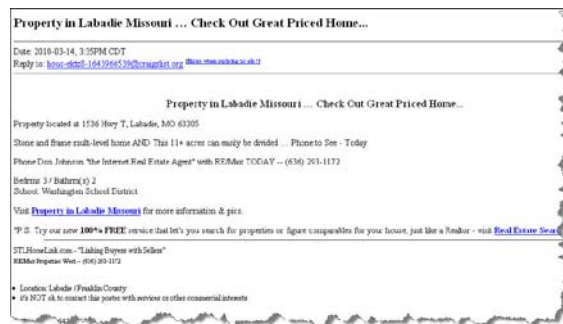
We have been testing and refining the ad making and posting process for 2 years now and this guide tells you EVERYTHING we learned! So let's get started...

## Flyer ads vs. Text ads

**Flyer ad:** An ad that is formatted like a web page. It's full of pictures with pretty colors and borders, gives a long description of all the features of a property and has all your contact information.



**Text ad:** An ad with some basic information to “tease” the person viewing with some basic information hoping they are interested enough to click on your link in your ad and visit your website.





So, which is the best type of ad to use on Craigslist®? It depends on your strategy.

- ✓ Are you just selling that one property or do you have many properties that you are trying to sell?
- ✓ Do you have a website to send them to?
- ✓ Do you want the ads to screen the prospects?
- ✓ Are you looking to build a list of prospects?

If you are just selling 1 property and you only want people that are seriously interested to call, so as not to waste your time, then you would use the pretty **flyer type ads**. These ads will give the buyer all the information they need to decide whether they are interested in seeing the house or asking you more detailed questions.

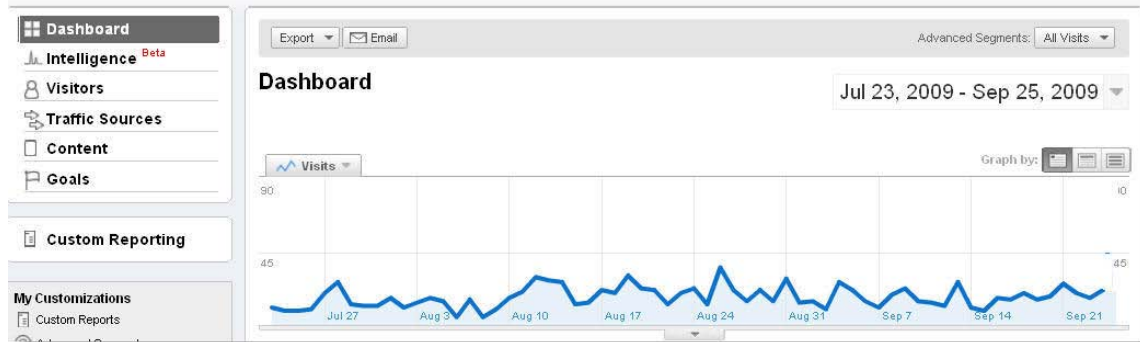
However, if you're interested in getting more buyer prospects to your website, the "teaser" **text ad** is the answer. Why is this? If you only give someone a couple property features with some captivating headlines, they want to learn more and will click through to your website.

**TIP:** *Don't put the price in your ad, but make it very easy for them to get the price when they click through to your website.*

If you give them too much information in the ad, they will screen themselves out and never come to your website and see the other properties you have listed or the type of service you can offer them.

Through our testing, we've found "LESS IS MORE" with Craigslist® ads.

Here are the Google Analytics stats when we did “flyer” ad postings on Craigslist®. The middle line represents 45 visitors and we are below that. Each point represents 1 day.



*Google Analytics account information*

For the first 2 months we used a system of posting “flyer” or “pretty” ads. We gave ad visitors all the information they needed, thinking that they would contact us or at least come and beat our door down wanting the property.

We couldn't have been more WRONG! As you can see the website didn't have any obvious surges in traffic and we didn't get slammed with phone calls or emails. In fact we couldn't tell that we had even posted any ads – anywhere!

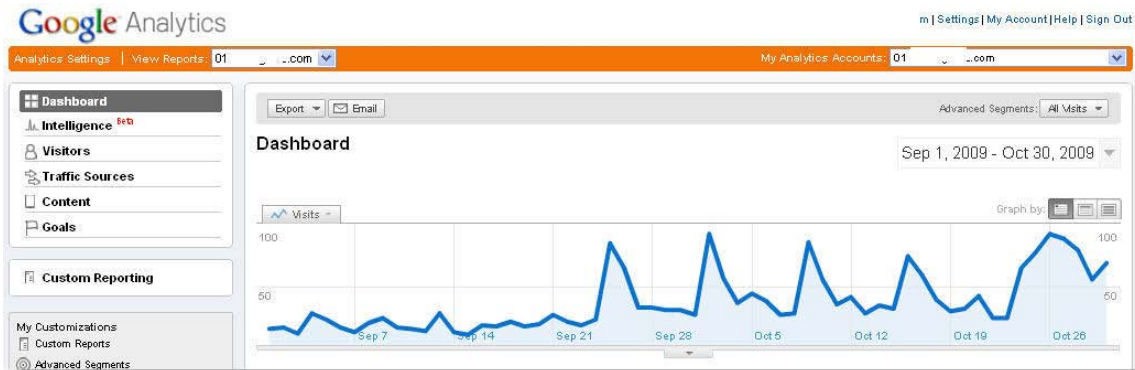
We even developed a whole system on creating flyers and were posting them 3 times a week - mostly on Fridays because that is what we assumed was the best day of the week.

After all that work and hundreds of man hours, our ROI was horrible. So, obviously online classifieds do NOT work, not even the daddy of all the classifieds - Craigslist®.

Then, in a “last ditch” effort we had a brain cramp (that's what we call them) and got the idea to try a plain old text ad. Just a couple of bullet points about the property some contact info and that's it.



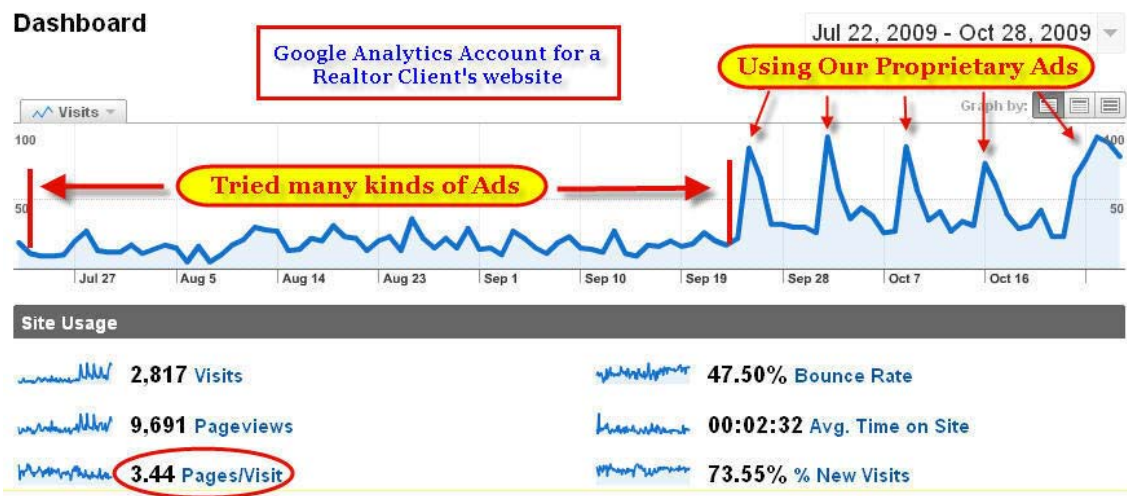
Here is the same Google Analytics account after we started posting the text ads. The spikes you see are from when we tried the text ads instead of flyer ads. The middle line represents 50 visitors and we were almost hitting 100 visitors every day we posted the text ads.



*Google analytics account stats*

As you can see, the stats for our website visitors more than doubled. We tried it on a Friday then another Friday and then another one. Every time we used the plain text ads on Craigslist® we had traffic to our site, inquiry emails, and a few phone calls.

WOW...maybe the classifieds do work!?!?!



*Flyer ads (tried many kinds of ads) vs. Text ads (Proprietary ads)  
It's was pretty clear which was more effective*

Once we figured out the right ad format, we tested to see what days and times of the day worked best, but more on that later.

## Parts of an ad

With most online classified sites there are several parts to an ad:

- ✓ Price or rent amount
- ✓ Bedrooms
- ✓ Headline
- ✓ Location
- ✓ Contact email
- ✓ Description body
- ✓ Add images
- ✓ Cross streets or a map

## Parts of an ad that you **SHOULD** be using

All parts of an ad are NOT created equal, so here are the parts that you should be using:

- ✓ Rent amount, but **NOT** a price if you are selling
- ✓ Headline
- ✓ Location
- ✓ Anonymous email (Craigslist® let's you be anonymous which is preferred over putting your real e-mail in and letting it get picked up and used for SPAM)
- ✓ Description body
  - Specific address of property
  - 2 or 3 bullet points about property
  - Contact phone number
  - Personal slogan to “brand” yourself as an expert
  - Link to your website
  - School district
  - Keyword Tags
  - Possible 2<sup>nd</sup> link to help build a list of buyers or sellers
  - Tracking code

## **Rent Amount**

Since renters search Craigslist® by rent amounts, you will want to give them that information so they will look at your property. But we don't recommend using a price if you are selling a property because that will screen them out at the headline level, so they never see your ad or a service you might be offering.

## **Headlines**

You have 72 characters to use in the headline. Having a good headline is critical. It has to grab someone's attention and stand out as people scroll down the inventory on Craigslist®. The headlines that seem to work the best, in our testing, have 2 parts to them:

- Part 1: Geo-targeted keywords, and
- Part 2: Short attention statements work best.

### **Part 1: Geo-targeted keywords**

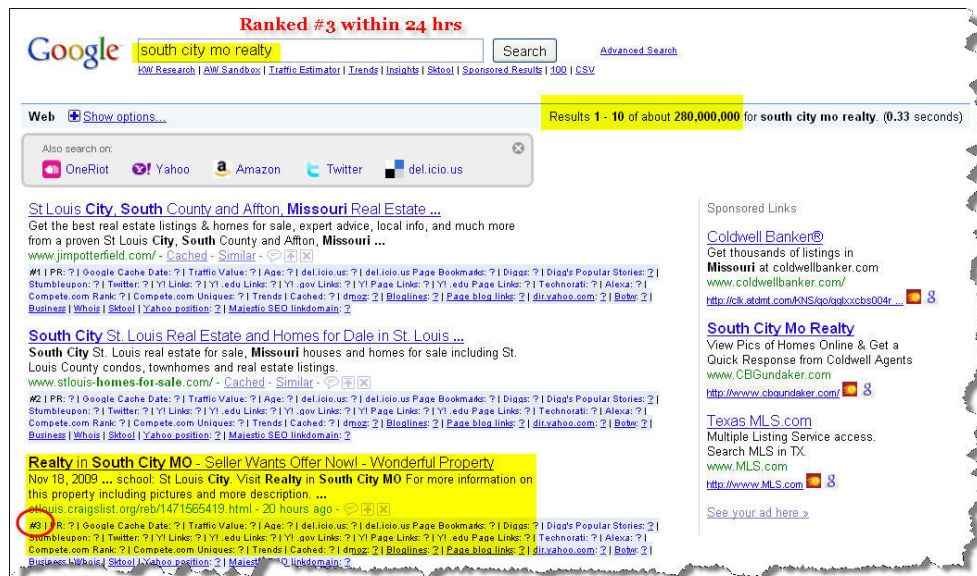
A geo-targeted keyword is made up of 2 items:

- Item 1-** The area the property is located. This can be school district, town, city, parish, territory, county, subdivision, or whatever some would type in to do a search in your area.
- Item 2-** The keyword or keyword phrase. This is the word(s) that someone would search for on Google, Yahoo, Bing, etc... For example the keyword or keyword phrase might be "homes for sale", "foreclosures for sale", "apartment for rent", etc...

You combine them to create geo-targeted keywords, i.e. "area"+"keyword(s)" = "Geo-Targeted Keyword Phrase". For example, "St Louis" + "Homes for Sale" = "St Louis Homes for Sale" or you can switch them around "Homes for Sale in St Louis"

## Search Engine Rankings

By using geo-targeted keywords in your ad headline and in the anchor text (more on that later), it is likely your ad will show up on the first page of the search engines. Any traffic from a search engine user who never even went to Craigslist® is a BONUS.



The above example shows a Craigslist® ad displaying on the first page of Google by using this strategy. So, even if your website isn't ranking, you can still have a presence on the search engines.

## Part 2: Short Attention Grabbing Statement

The attention grabbing statements gets people to act. For example: “**Deep Discount – Hurry**”, “**New on Market**”, or “**Just listed**”

## Headline Symbols

To make a headline even more unique for better visibility, you can also use symbols.

Here is a list of symbols you can try.

Atl Codes and Symbols	Other “ASCII” Symbols and Codes
Alt 3    ♥	▲    &#9650;
Alt 4    ♦	▶▶   &#9654 &#9654;
Alt 16   ▶	□    &#9622;
Alt 17   ◀	■    &#9606;
Alt 254  ■	♠    &#9824;
Alt 30   ▲	♥    &#9829;
Alt 31   ▼	◆◆   &#9830; &#9830;
Alt 127  △	♪    &#9836;

**Note:** *Some think by using symbols you are more likely to have Craigslist® “ghost” your ad, but no one knows for sure. You might use with caution.*

For example: “&#9606; Great House For Sale &#9606; “ will look like this when posted on Craigslist® “■ Great House For Sale ■”

## Putting it All Together

Now, we put it all that together to create a headline that works well.

For example:

“St Louis Homes for Sale – New on Market – Call Today” or

“Huge Price Reduction – Chesterfield Foreclosure” or

“► ► Don’t Miss This One – St. Louis Bank Owned Home”.

**Remember** - if the headline doesn’t pull them in to your ad, it really doesn’t matter what kind of ad you have.

## IMG or PIC

Having an “IMG” or “PIC” show up at the end of the headline statement in your ad listing will improve your “open” or “click” rate which equals more ad views.



This indicates that there will be an image or picture in the ad. While we don’t recommend having pictures in your ads, we still want the “img” or “pic” to show up. (more on using pictures in your ads later)

So to have the “img” or “pic” show up, you have to add a picture to your add in 1 of 2 ways.

**Method 1:** Upload a picture using Craigslist® normal method:

A screenshot of the Craigslist 'Add/Edit Images' form. The form is titled 'st louis craigslist > housing > real estate - by broker'. It contains several input fields: 'Price:' with a '\$' symbol and a dropdown menu set to '0'; '# BR:' with a dropdown menu; 'Posting Title:' with a text input field; and 'Specific Location:' with a text input field. Below these is a 'Reply to:' section with a text input field for 'Your email address', a 'Type email address again' field, and three radio buttons: 'show', 'hide', and 'anonymize (your email will show as: hous-xxxxxxx@craigslist.com)'. The 'anonymize' option is selected. Below the 'Reply to:' section is a 'Posting Description:' section with a large text area. At the bottom of the form, there are fields for 'Street (optional, but not necessary)', 'Nearest Cross Street', 'City', and 'State'. A 'Continue' button is at the very bottom. A white oval highlights the 'Add / Edit Images' button.

Method 2: Have images link to your ad by using HTML code.

**<a href="http://admakertool.com">**

**</a>**

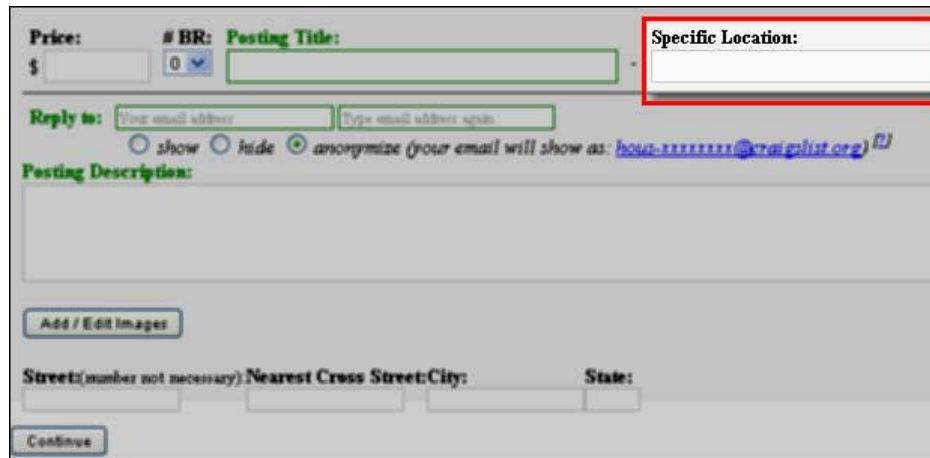
However, we figured out a way to “trick” Craigslist® into listing the ad with “pic” at the end of the headline. We created a small white image with only a couple pixels using Paint Program or Photoshop or you can use a screen capture program and just capture a small white area. When we upload it as a picture on the ad, the ad gets marked that it has an image, even though you can’t see it. This gets more response but doesn’t jeopardize your click through rate by having a picture in the ad.

**TIP:** If you upload an image into Craigslist® directly it is considered a “picture” or “pic”, but if you have a picture by way of html code then it is labeled an “image” or “img” on the headline. Either way will get more buyers to click on the ad.



## Specific Location

This field is used to describe the area where the property is located. Since people do searches on Craigslist® by location, using this field correctly will help you get more targeted prospects.



The image shows a screenshot of the Craigslist posting form. The form includes fields for Price, # BR, Posting Title, and Specific Location. The Specific Location field is highlighted with a red border. Below these fields are options for Reply to (show, hide, anonymize) and a Posting Description area. At the bottom, there are fields for Street, Nearest Cross Street, City, and State, along with an Add / Edit Images button and a Continue button.

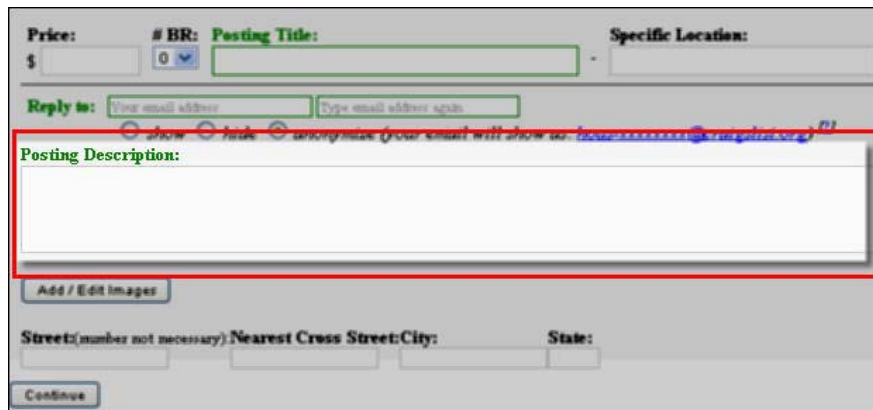
Some Craigslist® areas have hundreds of ads posted on a daily basis, so most people are not going to look through that many ads to find what they want. Instead, they will do searches by location. For example, Craigslist® in St Louis has over 600 ads posted each day in “homes for sale”. If you use the “location” field to indicate a specific suburb such as “Chesterfield”, people searching for “Chesterfield” will see your ad and be able to narrow down the list of 600 ads to maybe around 20-30.

You can use this method to attract people looking for specific neighborhoods or subdivisions as well. For example, you could use “St Louis” but that is too big or you could use “Delmar Loop” (area of St Louis city) which will cut down on ad view potential but they will be super targeted prospects.

If you have the area or location also mentioned in the ad description, it will pull up in a search on Craigslist®. We recommend using different ways of listing an area in the ads, more on that later in the “Tagging” section.

## Description

The description field is where you try to get a prospect to do something i.e. click a link to your website, give you a call or send you an email. The idea here is to “tease” them a little. You want to give them some basic information about the property but entice them to take action to find out more.



The image shows a screenshot of a web form for creating an advertisement. The form includes several input fields and buttons. A red rectangular box highlights the 'Posting Description' field, which is currently empty. Above it are fields for 'Price' (with a '\$' symbol), '# BR' (with a dropdown menu showing '0'), 'Posting Title', and 'Specific Location'. Below the description field is a button labeled 'Add / Edit Images'. At the bottom of the form are fields for 'Street (number not necessary)', 'Nearest Cross Street', 'City', and 'State', followed by a 'Continue' button. There is also a 'Reply to:' section with options for 'show', 'hide', and 'anonymize'.

Here are some of the elements to include in the description section.

- Open House Announcement ( if applicable)
- Specific address of property
- 2 or 3 bullet points (key features) about property
- Contact information
- Personal slogan to “brand” yourself as an expert
- Call to Action
- Link to your website
- School district
- Keyword Tags
- Maybe a 2<sup>nd</sup> link to help build a list of buyers or sellers
- Tracking code

## **Open House Announcements**

One of the best ways to get more people to your open houses is to put the date and time in your Craigslist® ads. Try to put it in ads at least one week ahead of time, and post your ad several times before the event.

## **Specific address of property**

We have found that if you don't give the full address of a property, not as many people click through to your website. Maybe they think it's a trap?

## **2 or 3 bullet points about property**

Again, you don't want to give them too much information, just enough to make them want more. With this technique, you are more likely to have the people that view your ad click on your links to your website. If they get to your website, but don't like that particular property, they may check out your other listings or sign up on your (opt-in) email list for "Free Report", "MLS Searches", or whatever else you have to offer them.

## **Contact information**

You want to include your name, phone number and maybe your company in your ads, but NEVER your email. There are site scrapper programs used by less than reputable people, to collect emails from sites like Craigslist® so they can SPAM or SCAM you. Instead Craigslist® has a way for you to have an "Anonymous" email address for your ads. (see the "Posting Anonymously" section for more) Prospects can send you messages that way and your real email address won't be compromised.

**TIP:** *If you want to track prospects that call from your Craigslist® ads, you can setup a special phone number which you list only in your Craigslist® ads. That phone number should have some way for you to run activity reports.*

## **Personal slogan to “brand” yourself as an expert**

Your ads can also help build your personal brand. When people start to see your ads and your personal slogan they believe you are the “go to” person.

For example, we find something as simple as “Your St Charles Foreclosure Expert” or “First-Time Homebuyer Specialist” will help you to become known as the expert in your “niche” and area.

Sellers as well as buyers are looking at Craigslist® ads to see their competition as well as look for their next home after theirs sells. They will be screening the inventory by area and then look through the ads to see who they would consider to be the “go to” person for their situation. It’s easy to set yourself apart from your competition this way with very little extra effort on your part.

We’ve had feedback from agents all over the country that tell us prospects are contacting them because they are the self-proclaimed “expert” in their area. The prospects say things like... “You must be the one to list my house because you are the short sale expert for my area”.

## **Call to Action**

Surprisingly, most people leave this out of their ads. It makes a HUGE difference if you tell the prospect viewing your ad what you want them to do next!!!! We can’t stress this enough. Tell them to “call today”, “schedule a showing”, etc....

You can’t assume they will know what to do next. Make it very clear to them. You can even reference a “call to action” in more than one place in your ad.

## Link to your website (Landing Page)

A landing page is a page on your website that you link to from your Craigslist® ad. You should always provide a link for viewers to click on to get more information about the property. The link text that is highlighted in blue and underlined is called “[Anchor Text](#)”, it is also referred to as a “[Hyperlink](#)”

The key to getting your ads ranked on search engines is based on the geo-targeted keywords that you use in your “Anchor Text”, as well as in the headline. You need to have the geo-targeted keyword(s) in both places for the search engines to rank them.

When creating the link, you should use anchor text instead of just putting the [http://www.myurl.com/....](http://www.myurl.com/...) link. For example you can say something like:

*“For more information and pictures visit [Augusta Luxury Homes](#)”*

This does several things:

- Creates an easy way for ad viewers to get to your website
- Once on your site and seeing more details about the particular property, they may surf around your site and look at your other listings and/or find out more information about you.
- BONUS STRATEGY:** You will have lots of visitors to your site by posting Craigslist® ads, MANY are not ready to buy or sell TODAY, but they will be someday. If you have a way to capture their information and build a relationship by marketing to them over time, you’ll be in their thoughts when they are ready to act.

By having FREE giveaway items on your website that visitors can sign up for with their email address, you can bring new prospects into your marketing funnel. For example, you can giveaway items such as a “Foreclosure Report”, “7 Mistakes Home Buyers Make”, access to search the MLS i.e. Listingbook, or anything else that further helps people identify you with your market niche.

**TIP:** *Don't just send prospects to your home page and make them search for the particular property. You should send them directly to a page with specific details and pictures of the property you are advertising. Otherwise, the visitor is most likely to be frustrated and leave – QUICKLY.*

## **School District**

In addition to searching by area, many people also search by school district. Make sure you put the school district in your ads.

## **Keyword Tags**

If you want your ads to pull up on multiple Craigslist® searches then load the ad with keyword tags. This is not the same as keywords for search engines like Google, Yahoo, or Bing. Think of things that people might search in Craigslist® to reduce the volume of ads they have to search, to find exactly what they are looking for.

Think more along the lines of “Area”, “Rental Price”, etc... For example if, you live in an area that can be spelled differently you should have it all the different ways. Take “St Charles”, people can search by that or maybe “Saint Charles” or maybe “St. Charles”.

Make sure you have all 3 ways in your ad even if you just put the 2 other ways at the bottom of the ad in smaller print. Another thing to consider is that some people will search by “county or parish, etc..” or maybe by the “city” or maybe by the “subdivision” or maybe by a popular “area” List all the different ways in the ad, again you might just end up putting the list at the end of the ad.

### **Luxury Home for Sale in St Charles**

This property is located at 123 Main St, St Charles, MO 55555

Gourmet kitchen, 3 car garage and Swimming pool – Call Today

Contact Susie Realtor Today (555) 123-4567 -- your “Luxury Home Specialists”

School district: Best School Ever

Bedrooms: 3

For more details and pictures visit [Anytown Luxury Homes](#)

Broker info – Best Realtors, 456 Oak St, St Charles, MO 55555 (555) 456-0987

**St. Charles, Saint Charles, St Charles County, Luxury Shores Subdivision** *(these are the keyword tags)*

By doing this your ad will pull up in the search results and have a better chance of being seen by the right person.

### **List Building**

Use a 2<sup>nd</sup> link to build a list of buyers, sellers, or renters. If you add an additional link to your ads, you have another opportunity to attract more prospects to your marketing funnel. Not every person who clicks on your ad will decide to click over to your site to view the property details. So, why not give them another reason?

For example:

“Click here to search the MLS” or

“Click here for a FREE list of Foreclosures”

Using a 2<sup>nd</sup> link in your ads with a compelling reason to click it greatly increases the number of prospects entering your marketing funnel.



## Tracking code

We highly recommend using tracking code. By having tracking code in you ads, you will be able to measure its effectiveness.

Tracking code allows you to measure how many people viewed your ad. When you combine the use of tracking code in your ads with your website analytics (ex. Google Analytics), you can see how many people viewed your ad and then clicked a link in your ad to visit your website.

**TIP:** *Craigslist® will not let you use just any tracking code. You have to use a basic form of tracking code such as <http://Craigslist@adtracker.com>*

*Word of caution – the use of tracking code can cause your ads to be ghosted by Craigslist®. However, we feel the benefits of using tracking code make it worth the risk because if ghosting becomes an issue, you can disable the tracking code at that time.*

By using tracking code, you have more “value” you can offer your sellers. This is a great competitive advantage you can share in your listing presentations to potential seller clients. Not many agents can share weekly or monthly reports on how much exposure their listings are getting. By having these stats it helps prove your value as their agent and also makes it easier to discuss price reductions when you can show a lot of exposure and very little interest.

A listing agent advantage is showing how you can maximize your listing prospect’s property with the use of Craigslist®. Most agents don’t even know that you can track stats with Craigslist® ads.

Another trick that some people think might work is to use URL shortners that have stats with them. Well, we have some bad news, Craigslist® doesn’t accept ads using the common URL shortners like: Budurl.com, Bit.ly, etc... This doesn’t necessarily apply if you are using your own URL shortner, just the popular free ones seem to be effected.

If you are running analytics code on your website you will still be able to see which referring sites are sending you traffic.

With Craigslist® it will be listed in a couple of different ways:

“stlouis.Craigslist®.org” or “Craigslist®.org”



Sources	Visits	% visits
<a href="#">stlouis.craigslist.org</a> (referral)	2,232	85.78%
<a href="#">google</a> (organic)	191	8.42%
(direct) ((none))	119	4.57%
<a href="#">money.cnn.com</a> (referral)	35	1.35%
<a href="#">linkedin.com</a> (referral)	8	0.31%

[view full report](#)



Domain	Count	%
1. <a href="#">craigslist.org</a>	2529	97.49%
2. <a href="#">google.com</a>	20	0.77%
3. <a href="#">mlsfinder.com</a>	7	0.27%
4. <a href="#">yourhome123.com</a>	7	0.27%
5. <a href="#">scottcearley.com</a>	6	0.23%
6. <a href="#">yandex.ru</a>	4	0.15%
7. <a href="#">city-data.com</a>	3	0.12%
8. <a href="#">yahoo.com</a>	3	0.12%
9. <a href="#">aol.com</a>	2	0.08%
10. <a href="#">domaintools.com</a>	2	0.08%
11. <a href="#">freeshomebook.com</a>	2	0.08%
12. <a href="#">techsavvyagent.com</a>	2	0.08%

## Bed and Bath

Having the number of bedrooms and baths in the description of the ads are optional, but we think it's a good idea to put them in there. We have no data to suggest a benefit in putting them in or by not.

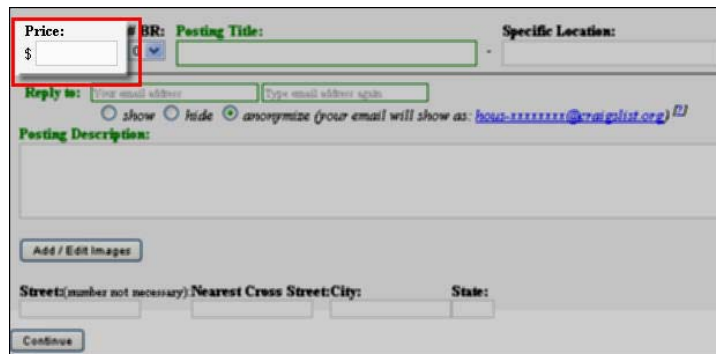
## Parts NOT to Use:

### Do NOT Use These Input Sections:

- Price
- Bedroom
- Images – Pictures
- Cross Streets

## Price

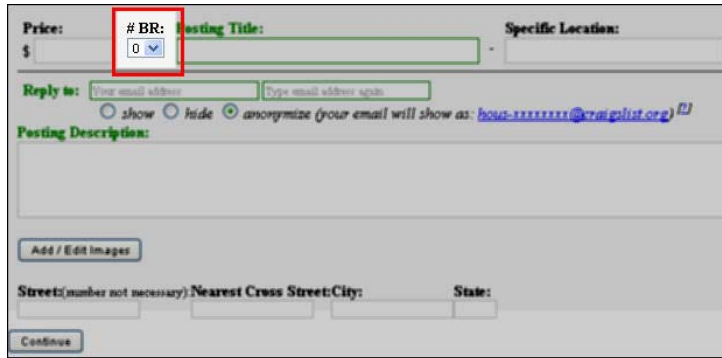
Unless you are advertising a rental, you don't want to put in a price. The price will screen out prospects and they won't visit your website. Also, not having the price field in the Craigslist® ad helps it stand out more.



The image shows a screenshot of a Craigslist ad posting form. The form includes several input fields: 'Price:' (with a '\$' symbol and a dropdown arrow), 'Posting Title:', 'Specific Location:', 'Reply to:' (with radio buttons for 'show', 'hide', and 'anonymize'), 'Posting Description:', 'Add / Edit Images', 'Street(number not necessary):', 'Nearest Cross Street:', 'City:', and 'State:'. A red rectangular box highlights the 'Price:' field, which is currently empty. The 'Reply to:' field is set to 'anonymize (your email will show as: house-xxxxxxx@craigslist.org)'. The 'Continue' button is at the bottom left.

## Bed

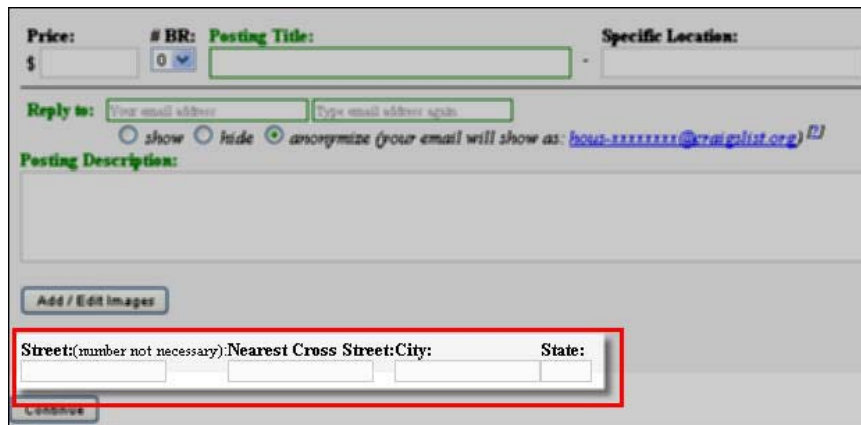
Don't use the bedroom input here because it will show up on the inventory title and people will screen out your ad. The less info you give them in the headline, the more likely they will open your ad to see the details.



A screenshot of the Craigslist posting form. The form includes fields for Price, # BR (a dropdown menu with '0' selected and highlighted by a red box), Posting Title, and Specific Location. Below these are fields for Reply to (with show, hide, and anonymize options), a Posting Description area, an Add/Edit Images button, and a section for Street, Nearest Cross Street, City, and State. A Continue button is at the bottom.

## Cross Street Section

With all our testing, this field doesn't really have an impact on response rate, so in order to save time when you're posting, don't enter it.



A screenshot of the Craigslist posting form, similar to the one above. In this version, the 'Street:(number not necessary):Nearest Cross Street:City: State:' section is highlighted with a red box. The 'Continue' button is visible at the bottom left.

## Pictures/Images

Most everyone thinks they should use pictures. As we mentioned before, pictures greatly reduce the number of prospects that click through to your website. By not including pictures it stimulates curiosity, and not having to upload photos, saves you time posting your ads.

st louis craigslist > housing > real estate - by broker

Price: \$  # BR:  Posting Title:  Specific Location:

Reply to:  Your small address  Type email address again

show  hide  anonymize (your email will show as: [hous-xxxxxxx@craigslist.org](mailto:hous-xxxxxxx@craigslist.org))

Posting Description:

Add / Edit Images

Street (number not necessary):  Nearest Cross Street:  City:  State:

Continue

Images taking too long to upload? Try reducing their size with image editing software.

no image yet

Add:  Browse...

no image yet

Add:  Browse...

no image yet

Add:  Browse...

no image yet

Add:  Browse...

Street (number not necessary):  Nearest Cross Street:  City:  State:

---

Now that we've broken down the parts of the ads, we'll explore various strategies and issues we've discovered while posting ads on Craigslist®.

# Craigslist® Phone Verified Accounts (PVA)

You will have to use a “phone verified account” or “PVA” to post real estate ads on Craigslist®. When you go to post your first ad, Craigslist® will make you use a phone number to verify the account (this cuts down on spammers). From time to time you will have to re-verify the account so use a phone number that you have access to at most times. You can use:

- Cell phone numbers
- Office phone numbers
- Home phone numbers
- Friend phone numbers (as long as you can use it later)

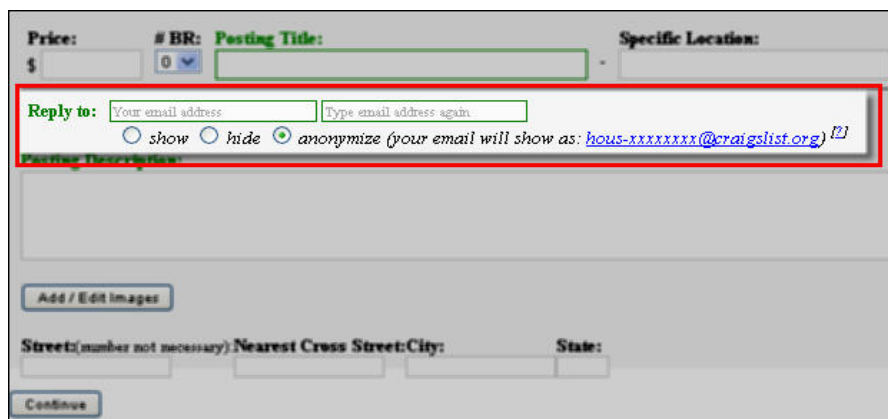
*TIP: There are also services that will sell or rent you PVAs. Be cautious, sometimes Craigslist® has blocked them.*

## Posting Anonymously

When you post an ad on Craigslist® you have 1 of 3 options.

1. “Show” your email,
2. “Hide” your email, or
3. “Anonymize” email provided by Craigslist®.

Your best option is to use the anonymous option. The anonymous option helps your email from being compromised and SPAMMED.



The image shows a screenshot of the Craigslist posting form. The 'Reply to' section is highlighted with a red box. It contains three radio button options: 'show', 'hide', and 'anonymize (your email will show as: h0u5-xxxxxxx@craigslist.org)'. The 'anonymize' option is selected. Below the 'Reply to' section, there are fields for 'Street (number not necessary)', 'Nearest Cross Street', 'City', and 'State', along with an 'Add / Edit Images' button and a 'Continue' button.

# Craigslist® posting throttle

To prevent auto-posting programs, Craigslist® has put logic filters into place to slow people down and to prevent auto posting software from being used. One of those filters is the speed at which you post consecutive ads. If you post 5 ads with in just a couple of minutes, Craigslist® will give you a message when you go to post the 6<sup>th</sup> ad saying that “Craig can’t type that fast. Wait 20 minutes” or “Posting servers are currently busy. Please try again in 20 minutes.”

[Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:](#)

- **you can be fined more than \$10,000** for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. '**hispanic area**'), religion (e.g. '**christian home**'), age / famillial status (e.g. '**no kids**'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

---

Posting servers are currently busy.  
Please try again in 20 minutes.

It’s definitely a pain, but the good news is that you probably don’t have to wait 20 minutes before it will go through. Usually if you wait about 5 minutes you can start posting again.

One way around this is to have a couple of different Craigslist® posting accounts. Post 5 ads on one account, then log out, clear your cookies and open the other Craigslist® account. Post the next 5 ads and then log out and [clear the cookies](#) again before you open the first account again.

You will be able to post around 15 to 20 ads quickly this way before the next throttle filter or delay hits you. At that point, you will have to either change your computer or wait a couple of minutes. They are tracking your posting by your IP address.

For a video on this topic visit:

<http://admakertool.com/VideoTutorials/TipsandTricks/PostingServerBusy.aspx>



# Opening multiple Craigslist® accounts

If you are posting many ads –say more than 10 per day, you might consider using multiple Craigslist® accounts. You can then use one account every other day instead of daily.

This can reduce your chances of having posting issues such as ghosted ads, by not abusing or using one account too much, which will tend to make your accounts stay in good standing with Craigslist®.

Another BIG benefit is that it will also help with posting time or efficiency. Craigslist® has a couple of throttle scripts that will force you to break or stop posting, once every 5 posts and also if you post over 15 to 20 ads. This happens if you are posting too fast.

One way around this is to have a couple different accounts. The strategy is to post 5 ads on one account then log out, [clear your cookies](#), then log back into the next account *to post the next 5 ads*. Doing that, you can keep posting ads without much down time.

With all the testing we did, we needed multiple Craigslist® accounts. Here are some techniques we discovered when opening a new account that helps prevent it from being shut down by Craigslist®.

## Clear your cookies

*Per Wikipedia – “A **cookie**, also known as a **web cookie**, **browser cookie**, and **HTTP cookie**, is a piece of text stored by a user's web browser A cookie can be used for authentication, storing site preferences, shopping cart contents, the identifier for a server-based session, or anything else that can be accomplished through storing text data.”*

Here is a great post on how to clear cookies on many different browsers

<http://www.wikihow.com/Clear-Your-Browser%27s-Cookies>

When you open an account, be aware of which browser you are using. You will want to be consistent to post ads in that account from the same browser you used to open it.

For example, if you setup a new Craigslist® account using the Firefox Mozilla browser, then you will also want to use that same Firefox Mozilla browser to post your ads in that account.

Then, if you want to open another Craigslist® account, you could use a different browser such as Internet Explorer. You would clear your cookies and then open up an Internet Explorer browser window, from there you would set up a new email account and new Craigslist® account.

You have to be consistent in which browser you are using with which Craigslist® account and which email account it is tied to. This becomes very important if you are planning on doing many postings.

There are a number of internet browsers that you can use, but we recommend that you stick with the most popular ones. Sometimes by using a less popular browser, formatting and links can get messed up on different sites that you navigate.

Here are the most popular ones:

	<b>Internet Explorer</b> <a href="#">Microsoft Corporation</a> <a href="#">Download version 8</a>
	<b>Firefox (also called Mozilla Firefox)</b> <a href="#">Mozilla Corporation</a> <a href="#">Download version 3.6.10</a>
	<b>Chrome</b> <a href="#">Google</a> <a href="#">Download version 6.0.472.62</a>
	<b>Safari</b> <a href="#">Apple Inc.</a> <a href="#">Download version 5.0.2</a>
	<b>Opera</b> <a href="#">Opera Software ASA</a> <a href="#">Download version 10.62 (Build 3500)</a>
	<b>Netscape Navigator</b> <a href="#">Netscape Communications Corporation (now part of AOL)</a> <a href="#">Download version 9</a>

Google Gmail is a good option to open multiple email accounts. To open a gmail account visit: <http://mail.google.com/>

**TIP:** *With multiple email accounts, you will want to setup forwarding to your normal email so you don't have to log into multiple accounts to check your messages.*

## Seasoning of Accounts

In our experience we have noticed that there might be a “seasoning” time frame with new Craigslist® accounts. We don't know exactly what this might be, but we've noticed that if you take a brand new account and try to post in other areas or states from where you originally setup the account, the ads you posts tend to be “ghosted” (more on that issue later). Once you've had an account for a couple months you can occasionally post in other areas without any issues.

# How often should you post ads?

According to Craigslist® terms of use, you can post a property ad every 48 hours.

However, we know of people who are posting the same property several times a day to keep their ads on “top” of the Craigslist® inventory. We don’t have that kind of time or want to have our accounts shut down. They may get away with it for a while, but it will eventually catch up with them.

If Craigslist® determines you are SPAMMING their system, they will shut your accounts down and prevent you from ever posting again. We’ve talked to several people who have been shut out of Craigslist® and it has had a HUGE impact on their business.

Here is what Craigslist® Officially says in there help section:

*How often can I post?*

*You may post to one category and in one city, no more often than about every 48 hours.*

*If you are submitting a post that is similar to another currently active post of yours on the site, you will get a blocked message. Removing the active post will allow you to post the new ad, unless the active post is less than 48 hours old.*

If you play by their rules of the game, you will be able to stay in the game much longer.

Not every Craigslist® area is created equally. Having worked with people from all over the US, we noticed that the volume of ads in any giving category can range wildly from place to place. Why does this matter? It is much easier to get an ad flagged for over posting in areas with few ads per day compared to an area that has several hundred or even 1,000+ ads per day.

For example – Las Vegas has over 900 ads (9 pages) a day in the real estate for sale section, whereas Amarillo TX will have only about 10-20 ads a day. Fewer ads means they will have several days on first Craigslist® page.

**Wed Mar 10**

[\\$747000 / 3br - CO Golf Course Gem of a home](#) - (66 Eleventh Fairway Dr, Pueblo, CO 81008) [pic](#) [owner](#)

[Confused about the Amarillo Foreclosure Process?](#) - [owner](#)

[\\$75000 Able to sell for less, No realator fees](#) - (4105 S Tyler) [pic](#) [owner](#)

[\\$105000 / 3br - 3 bedroom 1 bathroom 1 car garage](#) - (5110 SW 16th Ave) [pic](#) [owner](#)

[\\$179900 New Mexico Mountain Property](#) - (Angel Fire, New Mexico) [pic](#) [broker](#)

**Tue Mar 09**

[\\$60000 / 2br - Owner financed property with one acre needed](#) - (within 50 miles of Amarillo) [owner](#)

[\\$5500 MOBILE HOME](#) - (AMARILLO) [owner](#)

[\\$1250 Resort Lot at Lake Cypress Springs, Tall Tree, Franklin, TX](#) - [img](#) [owner](#)

[Sweet Wholesale Deals!!!](#) - (Amarillo) [owner](#)

[\\$120000 / 3br - ►► City View 3/2/2 Potential Short Sale--Bid Online](#) - (Amarillo, TX) [img](#) [broker](#)

[\\$110000 / 3br - ►► Tradewinds Beautiful, Updated--Bid Online](#) - (Amarillo) [img](#) [broker](#)

[\\$79000 / 3br - Owner finance for \\$79,000!!!!](#) - (4610 Parker) [img](#) [owner](#)

[\\$69900 / 4br - REDUCED! Owner WILL Carry!!](#) - (Amarillo) [owner](#)

[Bring me your Amarillo Short Sale!](#) - [owner](#)

[WE GIVE SOLUTIONS](#) - (AMARILLO & CANYON) [owner](#)

[Discounted Homes](#) - (Amarillo) [owner](#)

[~\\*~ Fantastic offer to sale a fantastic 3 BR foreclosed house](#) - (amarillo) [broker](#)

**Mon Mar 08**

[\\$37000 / 4br - HUD Owned - Pass thru window from kitchen to the living room](#) - (amarillo) [img](#) [broker](#)

[\\$32000 / 6br - Wholesale Property - Handyman Special - Fixer Upper](#) - (Amarillo, TX) [img](#) [owner](#)

[\\$49500 Doublewide Silvercreek](#) - (Fritch, Texas) [owner](#)

Since Craigslist® displays 100 ads per page on their site, Amarillo will have 4 or 5 days on one page compared to Las Vegas which will have 9+ pages for one day.

If you are in a smaller area and your ads are getting flagged, try extending your posting intervals. You might have to wait 3, 4 or even 5 days between postings.

# The best days to post ads

Over the last 18 months, we've posted 1,000s of ads in the real estate for sale section.

We've noticed that...

- ☑ Sunday or Monday are the 2 best days to post.
- ☑ Friday is a close 3<sup>rd</sup>.
- ☑ After that, Saturday, but it's usually about 60% of the traffic you get on Sunday/Monday or Friday
- ☑ Then Tuesday, Wednesday, and Thursday tend to rotate for the bottom spot.
- ☑ Exceptions to this are if the weather isn't very good and holidays.

**TIP:** *We focus more on the best days to post rather than the best time to post.*

# The best times of the day to post ads

We've found that during break times (10 am – noon - after 5 pm) seem to be the best time during the work week. On the weekend, mornings work well. If you are trying to get the most exposure, shoot for those times of the day so your ad will be at the “top” of the inventory.

# CAPTCHA short cuts (time savers)

When typing in the required “CAPTCHA” before your ad goes live, there are some things you should know that will help speed up the process.

1. You don't have to worry about capital letters, just type all lower case

To finalize your post, type each of the following words into the box below and click continue.



2. You don't need to type the space between the words

To finalize your post, type each of the following words into the box below and click continue.



3. You don't have to type any special characters like “,’,\$,-.” just skip them.

To finalize your post, type each of the following words into the box below and click continue.



4. You don't have to type both words correctly. If you can't make out one of the words, just type in a couple of letters. In most cases it will be approved.

To finalize your post, type each of the following words into the box below and click continue.



Continue

Here is a video showing how to do this:

<http://admakertool.com/VideoTutorials/TipsandTricks/EnteringCap.aspx>

## How long does an ad last on Craigslist®?

If you don't delete your ads, they will stay on Craigslist® for about 30 days. This can vary by category and the area you post in. For example the real estate ads in New York City are only up for 7 days, while in St Louis they will last 30 days.

To check your area just do a search and see how far back the ads run. You might have to narrow your search down by area to see how far back it will go. Sometimes, Craigslist® will limit the number of pages it shows on a given search query.

## Reposting ads

In order to repost the same ad, it has to be older than 48 hours and you have to delete it first then repost it. Craigslist® system makes it easy to do this from your account.

However, a major drawback to doing this is that you lose your ranking in the search engines (i.e. Google, Yahoo, and Bing). If you delete the ad, the link to the ad is "dead" and it doesn't go anywhere.



**TIP:** *Our testing shows that if an ad is going to be ranked on the search engines, it will happen quickly within 12-48 hours and then it usually only stays on the first page for 2-3 days. So with this in mind, try to keep ads up for at least a week before deleting them.*

## Reposting an ad without deleting it

As we mentioned, Craigslist® will prevent you from reposting the same ad without deleting it first. However, it's important to keep your ads on top, so there's another option. You can create multiple versions of your ad with different content.

Craigslist® has built filters that detect if an ad is exact or similar to another one already posted. If they determine it is, they will prevent you from posting that ad.

Based on our testing, the filters work on a percentage of content changed between ads. You definitely want to change the headlines each time and modify the location input. We've also found that you will need to change over 50% of the description of the ad.

**TIP:** *You can create your ad as an image (picture) and the duplicate filter won't catch it. Unfortunately, that takes quite a bit of effort. You have to first type out the ad text then capture that text as an image using a screen capture tool then upload that ad to Craigslist®. You can also just open up an image maker such as photo shop and just type in text then save it as a JPG, PNG, etc...*

# No Charge Invoice

Once in a while, Craigslist® will take you to a screen that looks like an invoice for the ad you just posted.

<p><a href="#">Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:</a></p> <ul style="list-style-type: none"><li>• <b>you can be fined more than \$10,000</b> for each discriminatory ad, plus damages in court, plus loss of license if you are a professional</li><li>• avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. '<b>hispanic area</b>'), religion (e.g. '<b>christian home</b>'), age / familial status (e.g. '<b>no kids</b>'), disability, or sexual orientation</li><li>• the words you choose can cost you - <a href="#">get the facts and avoid being prosecuted under fair housing law</a></li></ul>							
<p>Thanks for posting with us, we really appreciate it!</p> <p>A copy of your ad has been emailed to you, and should be live on the site in about 15 minutes.</p> <p>paid to craigslist 2010-03-18 -- payment ID</p>							
<table border="1"><thead><tr><th>Description</th><th>Price</th></tr></thead><tbody><tr><td>Property Sale in Washington County - Excellent Buy... <i>real estate - by broker</i></td><td>0.00</td></tr><tr><td><b>Total To Be Charged:</b></td><td><b>0.00</b></td></tr></tbody></table>	Description	Price	Property Sale in Washington County - Excellent Buy... <i>real estate - by broker</i>	0.00	<b>Total To Be Charged:</b>	<b>0.00</b>	
Description	Price						
Property Sale in Washington County - Excellent Buy... <i>real estate - by broker</i>	0.00						
<b>Total To Be Charged:</b>	<b>0.00</b>						
<p><a href="#">post another listing</a> <a href="#">return to st louis craigslist</a></p>							

We're not sure why they do this, but it's nothing to be concerned about. They do have some categories they charge for, so it may just be a "bug" in their system.

## Flagged ads

If you post ads on Craigslist®, at some point, some of them will get flagged. Flagging is done by the Craigslist® community NOT by Craigslist® the company. It means that one or more people saw your ad on Craigslist® and flagged it because they think it should not be there.

Here are Craigslist® main categories that users select to flag an ad:

- ❖ Miscategorized
- ❖ Prohibited
- ❖ Spam/overpost
- ❖ Best of Craigslist®



If your ad is flagged, you will receive an email notification and in your Craigslist® account the ad will be highlighted pinkish-red instead of being green. The ad is taken off of Craigslist® and it will no longer be seen.

It would be nice to know who flagged it or why they flagged it, but Craigslist® doesn't give you that information. Since the users of Craigslist® are doing it, it can be a totally random. It could be someone who thinks your ads are posted too often, a competitor or someone just wanting to remove other ads so theirs are more visible. Don't take it personally, just put your ads back up and eventually that person(s) will give up flagging them.

## Wrong Category

If you are posting your ads in the wrong category or Craigslist® area, then you want to re-evaluate and make sure you put them in the right place. For example, don't place rentals in the "for sale" section and vice-versa.

Don't advertise yourself as an agent in the "for sale" section, if you are not listing a property. If you are just using ads to promote your services (short sale expert or foreclosure specialist) then you need to post those types of ads in the "real estate services" section.

## Over Posting

If you are posting the same property several times a day or a couple of times within 48 hours then you are over posting.

Depending the amount of ads on a given day your might be over posting if you post every 48 hours. Users can and will flag you as a “over poster” if you have several ads on the same property on the first page of search results.

As a rule of thumb, do a simple search for your category and if you have more than 1 or 2 ads for a given property showing up on the first page (100 search results) you might consider extended the time between postings.

**TIP:** *Be careful, a few ads getting flagged is not a big deal, but if you have too many of your ads flagged your account will be put on hold. In other words “shut down”!*

## What is “Ghosting”?

"Ghosting" is when you post an ad on Craigslist®, it shows as successful in your account, you get a confirmation email, but it never displays on Craigslist®.

The company behind Craigslist® has never confirmed or denied that they “ghost” ads on their system. As a result, the Craigslist® user community is left to guess the reasons for “ghosting”. Here are the reasons they’ve come up with...

- Posting an ad more often than every 48 hours
- Not deleting your old ad before posting a new ad
- Posting the same ad in more than one city/area or category
- Including characters other than letters and numbers in your Title / Location fields.
- Including HTML /pictures / links
- Posting ads from IP Addresses that are not local to the area you are posting in

**IMPORTANT:** *These reasons are just opinions from users of Craigslist®, nothing 'official' from Craigslist® has even been published on this issue.*

With this recent crackdown by Craigslist®, we highly recommend you use the above guidelines to help prevent your ads from being “ghosted”.

## **Account on Hold**

What if your account is put on “Hold”? Basically, that means your account has been closed – end of story. It is NOT going to go through a review process or anything. No one at Craigslist® is going to help you with this. Just go through the process to open another account.

## **Using stats to determine “Hot” areas**

While posting agents’ listings from all over the St Louis area, we noticed something with the stats. We could see the “hot” spots by comparing the ad views and click thrus of the ads. In the St Louis market, we discovered that northern part of St Louis County was not nearly in as much demand as the southern part. In addition, it was clear that foreclosures & short sales drew much more attention than those that were not.

Once we knew this, it helped us figure out our “niche” listing area and property type. It’s much easier to sell when you’re listings are in the “hot” areas.

## **Buyer’s agents or no active listings**

Most of what we cover is for people that have something to sell, but if you don’t have listings or specialize as a buyer’s agent, you can still use Craigslist® for leads.

One strategy is to post ads in the “services” category. You can advertise your expertise for first time home buyers, foreclosures, lofts, beach front houses, etc. You would create more of a generic ad, but also offer a “free” report in your area of expertise.

Another strategy is to use other agents' listings from your office (with their permission). Most agents would be thrilled to have you advertising their listings for them. OR, you can do it like all the IDX services do, give credit to the listing agent on your webpage. Something like: "courtesy of Joe Realtor" (877)-774-3972.

The MAIN goal here is to have a reason for someone to visit your site so you can get them to sign up for a give away and eventually convert them to a client.

## Using HTML code to create your ads


Below is from Craigslist®'s website on the acceptable HTML code that can be used on their system.

HTML code	Results
<p><i>Simple Text Formatting</i></p> <p>This is some <code>&lt;b&gt;bold&lt;/b&gt;</code> text.</p> <p>Other ways to emphasize text are <code>&lt;i&gt;italics&lt;/i&gt;</code> and <code>&lt;u&gt;underline.&lt;/u&gt;</code></p> <p>It's simple to make text <code>&lt;big&gt;bigger&lt;/big&gt;</code> or <code>&lt;small&gt;smaller&lt;/small&gt;</code></p> <p><code>&lt;blockquote&gt;</code>Text can be indented<code>&lt;/blockquote&gt;</code></p> <p>Tags can be <code>&lt;b&gt;&lt;i&gt;combined&lt;/i&gt;&lt;/b&gt;</code>, but for best results be sure to <code>&lt;s&gt;&lt;big&gt;close tags&lt;/big&gt;&lt;/s&gt;</code> in the opposite order they were opened.</p> <p>You can <code>&lt;font color="red"&gt;</code>change<code>&lt;/font&gt;</code> the</p>	<p>This is some <b>bold</b> text.</p> <p>Other ways to emphasize are <i>italics</i> and <u>underline</u>.</p> <p>It's simple to make text <b>bigger</b> or smaller</p> <p>Text can be indented.</p> <p>Tags can be <i>combined</i>, but for best results be sure to close tags in the opposite order they were opened.</p> <p>You can <b>change</b> the <b>colors</b> of your text.</p>

<p><code>&lt;font color="green"&gt;colors&lt;/font&gt;</code> of your text.</p> <p>(Supported colors: black, blue, fuchsia, green, maroon, navy, olive, purple, red, teal.)</p>	
<p><u>Line breaks</u></p> <p><code>&lt;p&gt;</code>Text enclosed by the "p" tag is treated as a separate paragraph.<code>&lt;/p&gt;</code></p> <p><code>&lt;p&gt;</code>This usually indicates the text should be separated from surrounding text by an extra line.<code>&lt;/p&gt;</code></p> <p><code>&lt;p&gt;</code>The "br" tag causes<code>&lt;br&gt;</code>a single line break.<code>&lt;/p&gt;</code></p>	<p>Text enclosed by the "p" tag is treated as a separate paragraph.</p> <p>This usually indicates the text should be separated from surrounding text by an extra line.</p> <p>The "br" tag causes a single line break.</p>
<p><u>Horizontal Lines</u></p> <p>The "hr" tag creates a <code>&lt;hr&gt;</code> horizontal dividing line across the page</p>	<p>The "hr" tag creates a</p> <hr/> <p>horizontal dividing line across the page</p>
<p><u>Headers</u></p> <p>The "h1" "h2" "h3" "h4" "h5" and "h6" tags can be used to create <code>&lt;h1&gt;</code>Headers<code>&lt;/h1&gt;</code> <code>&lt;h3&gt;</code>of various<code>&lt;/h3&gt;</code> <code>&lt;h6&gt;</code>sizes<code>&lt;/h6&gt;</code></p>	<p>The "h1" "h2" "h3" "h4" "h5" and "h6" tags can be used to create <b>Headers</b> of various sizes</p>
<p><u>Unordered lists</u></p> <p>Breakfast:</p> <pre>&lt;ul&gt;   &lt;li&gt;Eggs&lt;/li&gt;   &lt;li&gt;Bacon&lt;/li&gt;</pre>	<p>Breakfast:</p> <ul style="list-style-type: none"> <li>• Eggs</li> </ul>

<pre>&lt;li&gt;Cap'n Crunch&amp;trade;&lt;/li&gt; &lt;/ul&gt;</pre>	<ul style="list-style-type: none"> <li>• Bacon</li> <li>• Cap'n Crunch™</li> </ul>
<p><u>Ordered lists</u></p> <p>Business Plan:</p> <pre>&lt;ol&gt;   &lt;li&gt;Collect Underpants&lt;/li&gt;   &lt;li&gt;?&lt;/li&gt;   &lt;li&gt;Profit&lt;/li&gt; &lt;/ol&gt;</pre>	<p>Business Plan:</p> <ol style="list-style-type: none"> <li>1. Collect Underpants</li> <li>2. ?</li> <li>3. Profit</li> </ol>
<p><u>Dictionary lists</u></p> <p>Per Bierce:</p> <pre>&lt;dl&gt;  &lt;dt&gt;Deliberation&lt;/dt&gt; &lt;dd&gt;The act of examining one's bread to determine which side it is buttered on.&lt;/dd&gt;  &lt;dt&gt;Magic&lt;/dt&gt; &lt;dd&gt;An art of converting superstition into coin.&lt;/dd&gt;  &lt;dt&gt;Vote&lt;/dt&gt; &lt;dd&gt;The instrument and symbol of a freeman's power to make a fool of himself and a wreck of his country.&lt;/dd&gt;  &lt;/dl&gt;</pre>	<p>Per Bierce:</p> <p>Deliberation</p> <p>The act of examining one's bread to determine which side it is buttered on.</p> <p>Magic</p> <p>An art of converting superstition into coin.</p> <p>Vote</p> <p>The instrument and symbol of a freeman's power to make a fool of himself and a wreck of his country.</p>



<p><u>Links to other pages</u></p> <p>Creating links to  <code>&lt;a href="http://en.wikipedia.org/"&gt;external documents&lt;/a&gt;</code> is extremely simple.</p>	<p>Creating links to <a href="#">external documents</a> is extremely simple.</p>
<p><u>Externally-hosted images</u></p> <p>Caveat Emptor: <code>&lt;img src="http://www.Craigslist.org/about/teamPix/home.gif"&gt;</code></p>	<p>Caveat Emptor: </p>
<p><u>Preformatted text</u></p> <pre>&lt;pre&gt; In Just- spring      when the world is mud- luscious the little lame baloonman whistles          far          and wee  and eddieandbill come running from marbles and piracies and it's spring &lt;/pre&gt;</pre>	<p>In Just-  spring      when the  world is mud-  luscious the little  lame baloonman  whistles          far          and wee    and eddieandbill come  running from marbles and  piracies and it's  spring</p>
<p><u>Tables</u></p> <pre>&lt;table&gt; &lt;tr&gt;&lt;th&gt;President&lt;/th&gt;&lt;th&gt;Inauguration&lt;/th&gt;&lt;/tr&gt; &lt;tr&gt;&lt;td&gt;Fillmore&lt;/td&gt;&lt;td&gt;1850&lt;/td&gt;&lt;/tr&gt; &lt;tr&gt;&lt;td&gt;Pierce&lt;/td&gt;&lt;td&gt;1853&lt;/td&gt;&lt;/tr&gt; &lt;tr&gt;&lt;td&gt;Buchanan&lt;/td&gt;&lt;td&gt;1857&lt;/td&gt;&lt;/tr&gt; &lt;/table&gt;</pre>	<p><b>Presiden Inauguratio  t n</b></p> <p>Fillmore 1850  Pierce 1853  Buchana  n 1857</p>

Reference Table - [http://www.Craigslist.org/about/help/html\\_in\\_Craigslist\\_postings/](http://www.Craigslist.org/about/help/html_in_Craigslist_postings/)

Here is a list of acceptable HTML elements, attributes, and values. HTML other than what is listed below will be stripped out at posting time which can mess up the layout of your ads.

Element	Attributes / Values
<b><u><i><big><small>	<i>none</i>
<font>	<b>size</b> =[2, 3, 4, 5, 6] <b>color</b> =[black, blue, fuchsia, green, maroon, navy, olive, purple, red, teal]
<p>	<b>align</b> =[left,right,justify]
 	<b>clear</b> =[left, all, right, none]
<blockquote>	<i>none</i>
<hr>	<b>align</b> =[left, center, right] <b>size</b> =[<pixels>] <b>width</b> =[<pixels>]
<h1><h2><h3><h4><h5><h6>	<b>align</b> =[left, center, right]
<ul><ol><li>	<i>none</i>
<dl><dd><dt>	<i>none</i>
<a>	<b>href</b> =[<uri>] <b>target</b> =[<target window>]
<img>	<b>src</b> =[<uri>]
<pre>	<i>none</i>
<table>	<b>border</b> =[<pixels>]
<tr>	<i>none</i>
<th><td>	<b>colspan</b> =[<num>] <b>rowspan</b> =[<num>]

Reference - [http://www.Craigslist.org/about/help/html\\_in\\_Craigslist\\_postings/details](http://www.Craigslist.org/about/help/html_in_Craigslist_postings/details)

# Using Video

While you can't embed a video into your Craigslist® ad, there is a cool trick you can use in your ad to get people to click on it.

In the headline put VIDEO or [Video] - this will explode the number of people clicking on your ad. Then, in your ad put an image that is hyperlinked to your site with a real video on it.

To put a video on your website, you upload it to YouTube and embed it on a page on your site. Then, you can use a program like SNAGIT or JINGPROJECT to capture an image of your video.

The tricky part is getting it into an HTML format which can be put in your Craigslist® ad. To make it a hyperlink or clickable image you will have to use some html code and have the image hosted somewhere like Flickr.com, Picasa, or your own domain. Here is example of the code you would use.

```
<a href="http://admakertool.com">
```

```
</a>
```

Once you have the link code and picture all you have to do is put it in the ad where you want.

When someone views your ad they will click on the image of the video and be taken to the actual page with the video on it. This little trick takes extra effort but will generate tons more visitors to your website.

## More agents showing your listings

As you do regular postings on Craigslist®, you'll notice more agents will be showing your listings. We discovered that buyers will find your ads on Craigslist®, become interested and contact their buyer's agent to show them your listing.

This isn't something that happens overnight, but it will start to happen if you're consistent with posting all your listings on Craigslist®.

## Consistency is the Key

There really isn't a "Magic Pill" when it comes to attracting buyers and sellers, but using Craigslist® on a consistent basis will come very close. It's not about putting up 100 ads in 1 day. Placing a handful of ads every other day or so will produce great things. We hear from agents using these techniques on a consistent basis all the time and they just talk about how it has filled their pipeline of prospects.

If you aren't the type of person that can consistently do this, then hire someone that will. Your business could depend on it.

## Fake Landlord Scam

Be aware that some dishonest people sometimes "hi-jack" a for sale ad on Craigslist® and try to pose as a landlord who is renting it out. They take the information from your ad and post it in the "For Rent" section with their phone number trying to get people who call, to give them payment for a security deposit or application fee. It's a stretch and I think people are becoming wiser to these types of scams, so hopefully it won't be around much longer.

The main thing is to be aware that this does go on and to watch for warning signs such as calls or email about renting your listing when you've never advertised it for rent.

If you think something like this might be going on, inform the authorities so they can try and track the scammer down and put an end to it.

## Understanding Craigslist®

Craigslist®'s main purpose is to provide a platform for people to post local classified ads. In order to continue to grow and keep visitors coming back, Craigslist® needs to keep SPAMMERS out. They do this by requiring all ads be posted manually, making you take a break after posting 5 ads in a row, and writing programs that continually monitor the site for SPAM like activity.

So what does that mean to you as an advertiser on their site? Well, if you're not following their Terms of Use (TOU) and their programs decide you are a SPAMMER, your posting of ads on Craigslist® may be short-lived. We're not sure how they do it, but we've heard from several different people who Craigslist® have identified as SPAMMERS and they've been shut down for good. They've tried opening new accounts, using software to change their IP address, using different computers, etc. Nothing seems to work, they can post ads, but they are all ghosted. Somehow Craigslist® knows it's the same person opening the new account, using a different IP address, etc. And, of course, Craigslist® will never tell.

There are many different places to post ads about your properties on the internet. However, we've found that nothing even comes close to the results you get from posting ads on Craigslist®. In fact, you can stack all the other ad sites together and they won't compare to Craigslist® ads results. So, at some point you have to ask yourself why waste your time posting anywhere but on Craigslist®?

# Getting Help from Craigslist®

The bottom line on getting help from Craigslist®...it's NOT going to happen!  
Everything you try will just lead you back to a forum or circle of links. There are only about 24 people that run the whole site and we've never received a response when we've contacted them.

The only way to get help is from their forums. For more info visit  
<http://www.Craigslist.org/about/help/>

## Auto-posting systems and services

If you have done any kind of research for posting on Craigslist®, you've probably run across the “auto-posting” software and “posting agent” services. These services may work for a brief period of time until Craigslist® shuts them down or blocks them.

They may be a quick solution for posting, but they are not a permanent solution for acquiring leads.

**TIP:** *If you use them, do it with caution, and do NOT prepay months into the future.*

## Outsourcing the posting process

Outsourcing the ad posting process can save you many hours a week. Making new ads can be done by any trained person that understands the elements that make up a good headline and ad.

However, when it comes to the actual posting, this person is best to have a local IP address – the same IP address location as they are posting in. Be cautious about hiring someone from another state to do your postings. And if you think you are going to

outsource the posting to someone outside the US, forget about it. The ads will be “ghosted” meaning they will show up in your account manager, but never show up in the list of ads for anyone to see.

One work around to using someone outside your area is to set up a computer that they can log into and post from in your office or home. There are lots of different software programs that do this, but the one we like best is [www.gotomypc.com](http://www.gotomypc.com).

If you go this route, you want it to use a PC that you aren't using and it should be cleaned of all your personal information. The person you hire to post for you will have FULL control of that PC.

## In Summary

With the right type of ads and posting strategies, Craigslist® will provide you a HUGE source of buyer & seller leads for your business.

If you take time to implement the strategies in this guide, your business will grow and so will your income. Posting ads on Craigslist® is worth ALL the effort involved.

## The Easy Button

*Our 30-second commercial for [AdMakerTool.com](http://AdMakerTool.com)*

This guide packs a LOT of valuable information, tips and techniques for having success with Craigslist®. After reading this guide, you may actually become overwhelmed with everything that is required to run a successful Craigslist® marketing campaign. Don't despair, though – because we did too and found a way to make this easy!

It became a huge investment of our time and resources to consistently keep our Craigslist® campaigns going and bringing in the results we needed. We wanted and needed an ‘easier way’.

We searched all over for a tool that would assist us in this endeavor, and couldn't find one that did everything we needed it to do. Therefore, we put our heads together and put everything we learned into a cool little tool that takes the heavy-lifting out of running Craigslist® marketing campaigns. The tool we created is [AdMakerTool.com](http://AdMakerTool.com) (it is our “Easy Button” – click it below and check it out for yourself with a complimentary free trial!)



#### **Note**

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