

# ***VENDOR TRAINING MODULE***

The various fields an ad form, in admin panel link are:

- 1.Offer/Profile\*
- 2.Category\*
- 3.Title\*
- 4.Description\*
- 5.Location\*
- 6.Contact Details \*(Here either E-mail ID or Mobile No. is compulsory)
  - Name
  - Mobile No.
  - E-mail ID
  - Phone No.
  - Fax No.
  - Postal Address
  - Website URL
- 7.Photos

*\*Represents mandatory fields.*

*All fields except photo are mandatory.*

The guidelines and examples below will help you understand each of the above fields in a simple and logical manner.

**An ad on website is of two types: OFFER & PROFILE.**

## **1. Selection of an ad as Offer or Profile:**

**Offer** - An ad focusing a **buy/ sell** 'offer' for a particular item/ service. This Ad usually describes the product/service offered in detail. Once the product or service will be sold the ad will be of no use. This type of an ad is valid for a **limited time** period only(till the time the product or service is sold).Here the **focus** is on the **particular product** or service for which the ad is posted.

**For e.g.**

- A USED MARUTI 800, 2001 model for SALE
- 1600 sq. Ft. 3 BHK apartment on 3<sup>rd</sup> floor in DLF, Gurgaon for Sale
- Summer Collection SALE at Ebony from 15<sup>th</sup> to 20<sup>th</sup> June 2008

**Profile** - An ad **focusing** on a **seller** or **service providers'** company **profile**. This type of ad gives information about the variety of products or services offered by the advertiser, i.e., the entire range of products or services that the company deals in. Here the **focus** is more on the **company** than a **particular product**.

**For e.g.:**

1 We deal in all kinds of flats, kothis, and farm houses in Faridabad (Property Dealer).

2 Suman Bajaj offers sales and servicing of all Bajaj automobiles.

3 Shoppers Stop provides a one stop shop for shirts, t-shirts and formals of various brands like Lee, DJ & C, Raymond for men, women and children.

4 Following categories ads are mostly profile ads –

5 Real Estate Agent

6 Art Classes

7 Auto Dealers

8 Auto Parts & Accessories Shops

9 Driving School

10 Books Shops

11 Shop of Jewelry, Clothing and accessories, Footwear

12 Education / Career Counselor

13 Education Courses Ads

14 Foreign Universities admission

15 Play Schools / Schools

16 Private Tutor

17 Hobby Classes

18 Language Classes

19 Short term Training cum Job oriented courses

20 Electronics Shops

21 Mobile Shops

22 Furniture Shops

23 Interior designer & decorators

24 Hardware Supplier & dealer

25 Medical Store / Clinic/ Hospital / Physician / Doctors ads

26 Beauty Parlors ads

27 Fitness Products & Services

28 Placement Consultant

29 Matrimonial Agencies, Wedding Planners

30 All Service Category ads

31 All Travel Category ads (Except Last Minute Offer )

**2. Selecting appropriate Category and Sub-category:**

**Selecting the category** in which an ad is to be posted is perhaps one of the **most important** steps and often leads to mistakes resulting in **rejection of ads**.

There are around 18 categories on website .We have tried our best to create a logical and simple category structure so that most ads for most categories can be easily accommodated (Jobs, Real Estate, Services, Electronics, etc).

There are sub-categories also which further simplify and detail the choice for posting ads. Please take time and choose the most appropriate category and the sub-category that the ad fits in. The best way to judge the category in which the **ad should be posted** is to post

it the category in which you would have **searched for it**.

**Do's:**

- Break ads into multiple ads and put them under relevant categories if the ad has more than one offer.
- If there is any doubt regarding categorization, please consult and get it cleared.

**Dont's:**

- 1 Don't blindly post ads. Carefully go through categories and sub-categories before selecting.
- 2 Don't post ads with multiple offers under 'Others'.

A common mistake made in choosing category is:

3 Job ads for 'Doctors required' must go under Health & Pharma” under Jobs category & not under “Health & Fitness” under “Services”.

**NOTE:** Any ads found posted in unsuitable categories shall be immediately rejected.

**3. Choose title appropriately:**

**Do's:**

- 4 Title must be complete and make sense. Complete means all information given in the original ad should be given in the ad.
- 5 Title must be attractive and creative so as to grab attention.
- 6 Title must highlight the specialty of the offer/product.
- 7 Title must include appropriate keywords related to product/offer.
- 8 You may use popular abbreviations wherever necessary for e.g.-MBBS, GMAT, etc.
- 9 You can also use suitable punctuations (comma, hyphen, colon, etc) to break sentence and connect title segments in an ad.

**Dont's:**

- 10 Title must not have spelling and grammar errors.
- 11 Title must not miss out key highlight of the offer/product.
- 12 Title must not be too short (incomplete) or too long. 4-8 words is a good length.
- 13 Title must not include redundant words (like 'a', 'an', 'the') unless absolutely necessary.
- 14 Do not use lesser known abbreviations and short forms in a title (for e.g. abt, blk, ctr)

Examples of good and suitable titles:

- 15 Fall summer collection – Trendy Ladies Wear at 'Lakshara' at unbelievable prices

16Vaastu Compliant beautiful Bungalow in Greater Kailash for Sale.

#### **4. Describe thoroughly and in detail:**

**NOTE: Same description is NOT to be used in 2 ads else the ads will be rejected and will lead to de-activation of your account.**

Some essentials of a good ad description are:

17 Appropriate Length/Details (As mentioned).

18 Maximum information about offer/product.

19 Correct spelling and keywords.

20 Expand abbreviations and avoid use of short forms.

21 Avoid use of informal Internet/chat verbose (for e.g. ur, cal, chkg, etc).

22 Avoid giving contact details in description. These must be added in relevant fields in contact section of the ad form.

23 Avoid ads with incomplete information.

24 Avoid ads from competing services (websites of any kind). Any ad found posted (or copied) from any other website shall be removed and repetition of this mistake will lead to **deactivation** of your **Account** with immediate effect.

**25** Avoid vulgar/controversial ads & description. Posting of such an ad will lead to the rejection of the ad and **deactivation of your A/C with immediate effect.**

Description of ads varies with the type of ad being posted. It can be categorized into the following heads:

1. **Offer for Product:** An ad for a product will include information about the product like name, price, name and address of manufacturer, features of the product, specifications of the product, benefits of the product and the various uses the product can be put to and guarantee or warranty of the product.

**For e.g.:**

**A brand new computer - Intel Based Dual Core Computer @19990 for sale**

Conquer the new class with latest Intel based Dual Core computer with 15" LCD monitor & full specification for Rs.19990.

2. **Offer for Service:** An ad for a service shall include the name(if any) of the service, price, name of service provider, address of service provider, uses and benefits of the service, and guarantee or warranty on the service.

**For e.g.:**

**Summer camp for 60 days in Shimla by ABC Group, avail today to get discount**

Domino's delivers hot and fresh pizza at your doorstep in 30 minutes or you can have

it for free and not pay even a single penny if it reaches after 30 minutes!!

**3. Profile for Product:** This will include information about variety of product lines which a manufacturer deals in or a product of a particular product line.

**For e.g.:**

**Party and casual wear salwars available in Krishna Creations, Karol Bagh Delhi**

Beautiful and elegant easy maintainable salwars for all occasions like parties up for sale. You can find salwars of all types like formals, casual and parties.

**4. Profile for Service:** This will include the various kinds of services or the various services of a particular kind that are offered by the service provider.

**For e.g.:**

**Sri Balaji Packers and Movers household articles packing and moving all over the world we will provide good service to the costumers and at a reasonable rate**

**a) Description Length:** Description must be at least 3-4 lines i.e. around 40-50 words.

**b) Maximum information about offer/product:** Ad description should disclose all information about the product/offer in detail. Any detail given in the original ad should not be missed. The important details required in popular categories are given below:

**Real Estate:** For Rent/Sale, type of property, Total sq ft. Area covered, Location, Price, Other facilities, etc

**Jobs:** Designation, Co. Name, Qualifications, Salary, Job profile, Tasks to be undertaken, Date and time of Interview(if mentioned)

**Education:** Course details offered, Institute/tutor details, Fee, Faculty, Placement Details, Admission Criteria, Last date of admission, Fees Structure, website, etc

**Automobile:** Name of the vehicle, condition(new or used; if used for how many years or distance covered), year of manufacture, price, description of the vehicle(includes colour of vehicle, any special features like music system or other electronic gadgets installed, modifications made to the vehicle, etc).

**DON'T** post ads where ad title and the description is almost the same.

**For e.g.:**

Required Female Computer Operator

Female Computer Operator Required

If an ad has just one line description either do not post it or CALL UP THE ADVERTISER to get more details.

### **Dont's:**

- Do not post ads which promote another classified/competing website.
- Do not post ads which have same(or similar) description.

***NOTE: Ads with same/similar descriptions are liable to get rejected. Repetition of duplicate ads may lead to your account being suspended.***

### **5. Selection of Correct Location:**

Location must be chosen correctly at each level. The ad form offers up to four levels of selection of location:

#### **State>City>Zone>Area**

Here it is necessary to choose a location up to the City level, i.e., you can post an ad without selecting the Zone and Area but please do give these specifications if they are provided by the advertiser. Therefore the location may be detailed to

**a) 2 level:** This means that the location is specified only to the city level, for e.g.  
Delhi & NCR>Ghaziabad

**b) 3 level:** The location is specified to the zone level, for e.g.  
Karnataka>Bangalore>Shanti Nagar

**c) 4 level:** This is the maximum possible level to which the location can be detailed. Here the location is to the area level, for e.g.  
Maharashtra>Mumbai/Navi mumbai/Thane>South mumbai>Colaba

If the location of the advertiser/offer is not listed in the ad form, please select the **NEAREST LOCATION** which is available in the list.

### **6. Contact Details:**

An ad can have one or more of the following items in contact details. Here either **EMAIL ID or MOBILE NO.** Is mandatory

#### **Some general guidelines:**

- Don't post ads from websites. Only use printed media like newspaper, magazines, etc
- Do not post any B2B ads (includes manufacturer, supplier, trader, wholesaler, exporter). Only post dealer profiles.
- An ad should be valid for atleast 15 days from the date of posting for it to be approved. Example, if an exhibition is being held after one week from ad posting date, it will not be approved.
- Post landline numbers in "Phone" column of posting form only. Do not post it in mobile column.

•In case an ad has only landline number, put it in phone column and insert your email id in email column and select “Hide Email” check box.

Note: Repeated mistakes / not following posting procedure will lead to your account being suspended.

### **PAYMENT TERMS:**

- You shall be paid for Approved Ads, i.e. ads which have been approved for listing on the website
- Payment would be on monthly basis.
- If your account is terminated due to duplicacy of ad content (i.e. similar words in ad description or contact details or ad title), your account will be frozen and payment shall not be processed.

### **GENERAL TIPS:**

- Post clear & precise ads with relevant details
- Do not post same ads multiple times
- Do not post ads in the following category/categories
  - **Pets & pets products**
  - **Dating & Friendship**
  - **Matrimonials (except wedding planners)**
  - **Heavy Equipment**
  - **Message Board**
  - **Part Time Jobs**
  - **Massage Parlours**
  - **Any illegal activity/service**
- Do not repost any ad that has been deleted by our moderators
- Remember to mention name of contact person for an ad so that the user may contact him for any requirement
- Do not post same title and/or description and/or contact details in multiple ads. Remember, there is no substitute to original content.

We are particular about the quality of ads being posted and we hope you will maintain adequate quality and keep the website clean.

## Summary of Guide Lines

Following the most important points that i want to specify i.e.  
Guidelines to Classified Ads. The guideline with examples are given below :  
:

### 1. Selection fo an ad as offer/ profile

**OFFER :** An ad focusing a 'buy/sell offer' for a particular item/ service. Here the 'product' or the 'offer' is the main focus of ad. Offer ad usually describes product/ offer in detail and is usually valid for a limited period of time.

Examples of Offers:

- A. 1600 sq ft 3 BHK apartment on 3rd floor in DLF, Gurgaon for sale
- B. 2005 model red maruti 800 for sale
- C. Summer collection sale at Ebony from 15-20, 2009

**PROFILE:** And ad focusing a seller/ service providers company profile.

Example of profile ads:

- A. We deal in all kind of flats, kothis, farm houses in Faridabad
- B. Rama Dental Clinic, Panipat
- C. Zaveri Jewelers, Karol Bagh - for pure gold jewelry of all kinds

### 2. Selecting Appropriate category & sub category

To locate ads easily by visitors of our site, of their interest, It is necessary to put a ad in MOST APPROPRIATE CATEGORY.

### 3. Appropriate Title

An appropriate title MUST

- A. Be complete & sensible, attractive & creative, to grab attnetion
- B. Highlight the spcialty keywords related to product/ offer
- C. Include appropriate keywords related to product/ offer
- D. Use widely popular abbrevations wherever necessary (MBBS, 3BHK, GMAT)
- E. Use suitable punctuations (commas, hyphen, colon, etc.) to break sentence/ connect title segments in ad title

An appropriate title MUST NOT

- A. have spelling & grammer errors

- B. Miss out the key highlight of the offer/ product
- C. Be too short (incomplete) or too long. 4-8 words is a good length
- D. Include redundant words (like 'a', 'an', 'the') unless absolutely necessary
- E. Use lesser known abbreviations/ short forms (e.g. abt., Blk., ctr.)

Examples of Good Ad titles:

- # Fall Summer Collection - Trendy Ladies Wear at 'Lashkara' at Unbelievable Price
- # Vaastu Compliant beautiful Bungalow in Posh Location for Sale
- # Stock Clearance at Pantaloons: 50% Discount on all casual wears

4. Describe thoroughly & in detail

Try to put maximum information about offer/ product. Avoid ads from competing service (classified websites) And Don't post poor quality ads, where ad title & the description is almost the same i.e., ads with one line description.

e.g. TITLE : Required Female Computer Operator  
Description : Required Female Computer Operator

5. Selection of Correct Location of the Ad

6. Contact Details

An ad can have one or more of the following items in contact details:

i.e. mobile/ phone/ email/ address.

7. PLEASE DON'T POST ANY B2B AD. (Manufacturer, exporter, supplier, trader, wholeseller)

8. DO NOT POST ADS IN CATEGORIES MENTIONED BELOW :

(a) Matrimonials (b) dating and friendship (c) part time jobs (d) heavy equipments (e) massage parlours

9. DON'T COPY ADS FROM OTHER WEBSITES.

10. In case only Phone No. is available, add your email ID and click on HIDE email check box.

11. WEBSITE'S field is available in Ad Form, so please don't put website address in description.

12. AD SIZE : SPECIFIED LENGTH OF TITLE IS : 6 TO 8 WORDS AND LENGTH OF DESCRIPTION IS: MIN. 35 TO 40 WORDS.

13. SELECT CORRECT SUB-CATEGORY FOR AD.

14. Dont put address, phone no., mobile, email address, in the Ad descripiton, as fields are available for these.

15. Ads in consistent format would not be approved more than 5 ads.

16. Ads with same mobile no. / email ID would not be approved more than 5 ads.

All the best & happy posting!!