

Overture Strategies - Getting Your Listings Approved

By John Stafford

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So you've just set up your Overture account and spend a whole day brainstorming keywords, setting up your descriptions and submitting them only to find out...

Days Later...

80% of your keyword list has been REJECTED.

Believe me, it's not a fun experience. Here are 3 ways to deal with the Overture beast and still get out alive.

Strategy One: Call Them

Simple Right? This is the easiest way to find out the root of the problem and you can get transferred to Overture editorial if the customer service reps can't help you with your listings.

Make sure you ask the overture rep what you can do to correct your listing and if it's a mistake on their part, tell them to make a note for the editors so it doesn't happen again.

Strategy Two: Resubmit

Yep that's right on Overture, you can resubmit denied listings without changing them and some will get approved. I'm not sure why this works :)

Maybe it's just that there are so many Overture editors working different people see your payperclick listings. Some of them will get approved.

Strategy Three: Use your keywords properly

This is one of the biggest reasons why your Overture listings can be denied. I made this mistake in the beginning myself and it took a few calls to find out what happened.

You must use the keyword you are trying to get listed in both your title and description. Otherwise, Overture will try and tell you that your ad wasn't relevant to your sites content.

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