

WAYNE REAVES SOFTWARE  
CRAIGSLIST TIPS & TACTICS

# Important Definitions

## **Flags/Flagging**

Flags are complaints submitted by Craigslist users. Any Craigslist user can flag ad postings they believe to be a violation of Craigslist guidelines. Ads that are flag numerous times by users can be removed by Craigslist without notification or review. Every location on Craigslist is subject to different flagging rules. Ads posted in higher populated cities/regions may take more flags to remove than a similar posting in lesser populated cities/regions. Yes, we understand this system may not be fair to everyone but remember Craigslist is a free community-driven site with strict rules.

## **Ghosting**

Ghosting is a Craigslist phenomenon associated with ad postings that appear to be successfully posted but yet cannot be viewed by the general public. Craigslist has implemented a filter system that attempts to block postings believed to originate from spam sources, automated systems, commercial sources, and posting which violate Craigslist Terms of Use. Users can find themselves ghosted for posting too often, posting too many listings, posting in different cities, posting in cities that are not nearby, or posting misleading ads.

## **IP Address**

An IP address is numerical label assigned to each device (e.g., computer, printer) that is part of a computer network that sends communications over the internet.

## **MAC Address**

A MAC address is a unique identifier assigned (usually by the manufacturer) to a computer for communication over a network. MAC addresses are simply like fingerprints for computers.

## Frequently Asked Questions

### **I can post from my home computer, but not from my dealership computer. Why?**

Craigslist has either blocked your IP address, your MAC address or both. Generally, every computer at your dealership routes to a central router on your network and therefore shares a single external IP address when transmitting information over the internet. If Craigslist has blocked your IP address, then any computer connected to your dealership's network will not be able to post to Craigslist. If Craigslist has blocked your MAC address, then that particular computer will not be able to post to Craigslist.

If Craigslist detects abuse or violation of the Terms of Use they can/will block either or both options. Once Craigslist has block either of these options, we (Wayne Reaves) cannot help you. If your IP address is blocked you will need to contact your ISP provider to obtain a new IP address for your network. If your MAC address is blocked you will need to use a different computer to post to Craigslist.

### **I was able to post yesterday/last week/last month, but now I can't. Why?**

Craigslist can place bans on accounts that are flagged for over-posting or posting too often. Craigslist will not notify you when they place this type of ban is placed on your account.

### **My Craigslist account shows my ads are active, but I can't find them on Craigslist. Why?**

Craigslist ads normally take about 15 to 20 minutes to become actively visible to the general public. If your posting still is not visible after 20 minutes, then Craigslist has either placed a ban on your account, or ghosted the ad because you are believed to have violated the Terms of Use.

### **Why are my ads being flagged?**

Most ads are flagged for being posted too often, being posted in multiple or incorrect cities/locations, or for having too many postings. Any user can flag your ads, and yes this includes your competitors.

### **Why are my ads being ghosted?**

Craigslist will ghost ads that a believed to be in violation to the Terms of Use. Ads are normally ghosted if Craigslist believes the ad is a duplicate so do not post the same vehicle more than once, and use different templates and layouts. Posting too many ads in a short period of time can also cause Craigslist to ghost your ads and even ban your account.

## Frequently Asked Questions

### **My account has been banned (all ads get ghosted) on Craigslist. How can I continue to post?**

If Craigslist has banned your account, there is nothing we (Wayne Reaves) can do. You will most likely need to create a new Craigslist account with a new email and phone number. You will also most likely need to post from a different location using a different computer as Craigslist has probably block your IP address and/or MAC address.

### **Who can I contact at Craigslist to talk about my ads?**

Sorry, Craigslist does not employ a staff to answer questions from users. In fact there isn't even a number to which you can contact Craigslist.

### **Other dealers can post 20+ ads a day, why can't I?**

Most of these dealers are new to Craigslist and have their accounts banned a few days later. A few of these dealers post each of their ads manually through Craigslist using the service as it is intended. This method is lengthy, but it follows the rules to the letter. A few dealers are also posting from different locations using different computers using different accounts. Using the same computer from the same location using the same account to post 20+ ads a day is guaranteed to get your ads ghosted and your account banned.

# Craigslist Best Practices

## **Post from different locations using different computers using different accounts.**

By posting ads from different locations using different computers and different accounts makes you look like a completely different user to Craigslist.

## **Do not post multiple listing within 20-30 minutes.**

Craigslist will ban accounts and ghost ads for over-posting. Posting multiple ads too quickly greatly increase your chances of being banned and/or ghosted by Craigslist as over-posting is a violation of the Terms of Use. We (Wayne Reaves) advise posting only one ad every 20 to 30 minutes. Yes, we understand this becomes tedious and lengthy, but greatly increases your chance of success as well as keeping you in compliance with Craigslist Terms of Use.

## **Do not post the same listing more than once.**

Craigslist strictly prohibits a single item being actively posted more than once within a 30 day period. If you need to repost an ad, you must delete the old ad and wait a minimum of 48 hours before reposting to prevent Craigslist from banning your account or ghosting your ad.

## **Try to use different templates and styles.**

Using the sample template and/or styles for every posting can cause Craigslist to mistakenly flag the ad as a duplicate, which can cause them to place a ban on your account and/or ghost your ads.

## **Once an ad is posted renew it inside your Craigslist account rather than reposting.**

Renewing Craigslist postings from your account will essentially repost your ad moving to the top of the search results, and is guaranteed to not get ghosted or violate the Terms of Use.

## **Do not post all of your inventory in a single day.**

Again, Craigslist will ban accounts and ghost ads for over-posting or posting too frequently. We (Wayne Reaves) understand you need to advertise your inventory to the public, but remember what good is a posting that no one can see? It is better to post a single ad successfully than to post 100 ads only to have them all get ghosted and have your account banned.