



Web SEO 3.0
Setup Guide

2005/10/7

Introduction

Web SEO provides a complete solution for helping your web-site achieve the best possible search engine rankings. Web SEO seamlessly integrates iNetPromoter Web Rank and Web Link technology for power users who are serious about increasing the number of hits on their web-sites.

Web SEO = Web Link + Web Rank .

The importance of search engine optimization (SEO) is undeniable. Every organization wants their web-site in the top position of search engine results. Over the past few years iNetPromoter developed two very powerful SEO tools; Web Rank and Web Link. These tools have been time-proven as helping many web-sites achieve higher rankings. Now iNetPromoter is glad to announce an integrated environment that contains all the features of both these tools. With iNetPromoter SEO it is now possible to obtain your web site's ranking while taking steps to increase it at the same time!

Before using Web SEO for the first time, some one-time options need to be setup. This can be done from the Options dialog from the Tools menu. This document details how to configure Web Link.

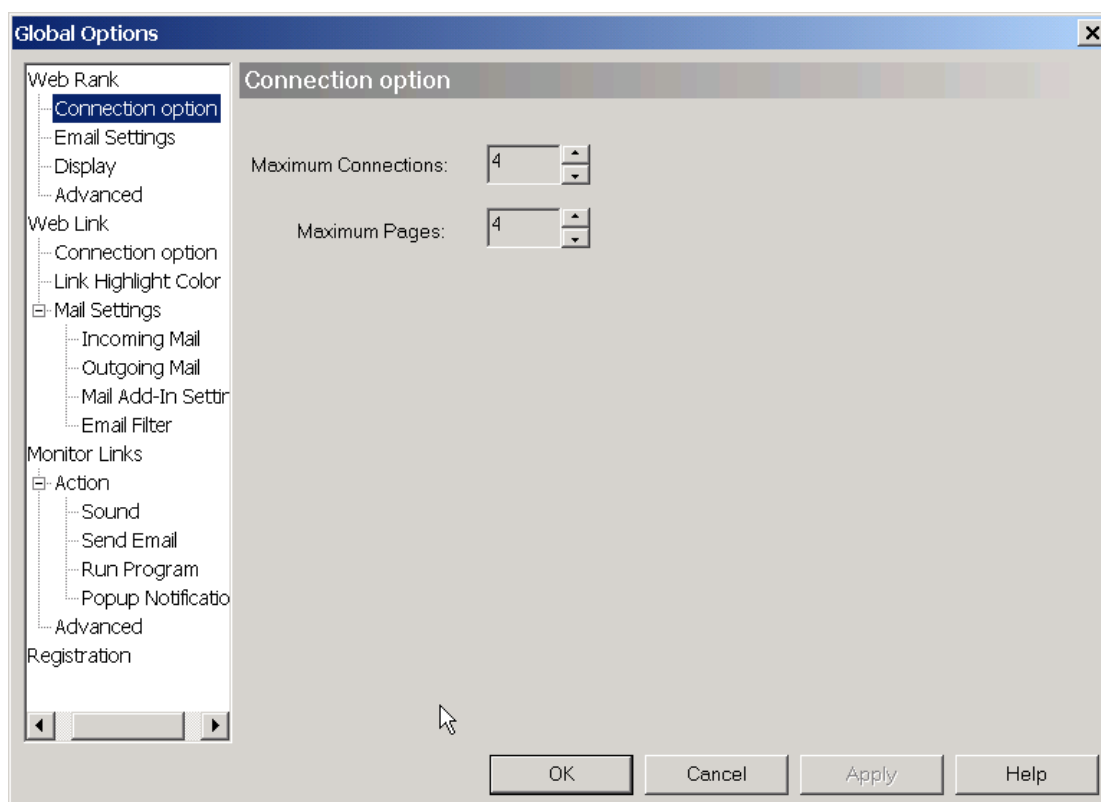
Web Rank -- Connection options

Maximum Connections

The maximum connections setting will affect the number searching operations that can concurrently run. For example, if this value is set to 10, there will be 10 search jobs running at the same time. The default maximum connections value is 4.

Maximum Pages

The maximum pages setting will affect the amount of search result data recorded to the database. For example, if this value is set to 10, Web Rank will record a maximum of 10 pages of data. The default value for this setting is 2.



Web Rank -- Display Settings

Historical Rank Comparison

Show comparison with historical ranking.

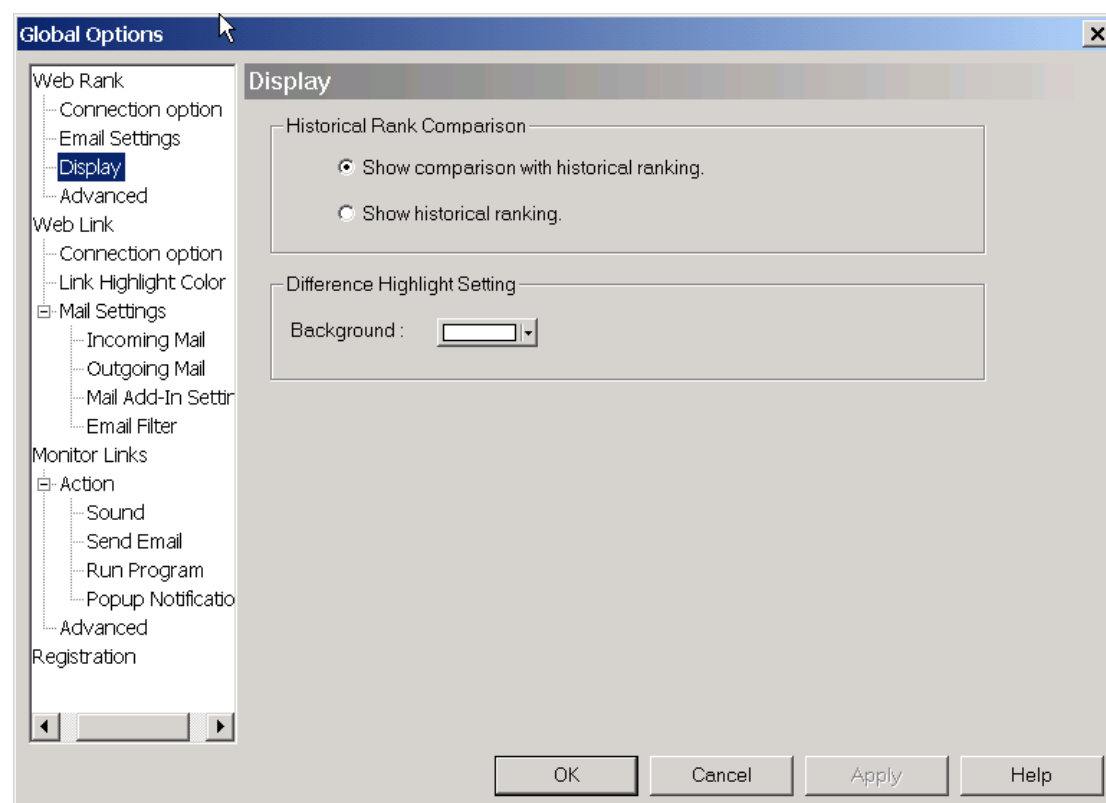
Show change in ranking when compared to a previously recorded ranking.

Show historical ranking.

Show previous ranking position.

Difference Highlight Setting

To quickly locate rank changes in the replied mail, you can set the background color and it will be applied to the field that has changed. The default background color is white.



Web Rank -- Email Settings

For sending email notifications, the SMTP mail protocol is used. The SMTP server must be valid, otherwise the notification cannot be sent.

Name

Set the sender name.

Email Address

Set the sender's email address.

SMTP server

A valid SMTP server.

Port

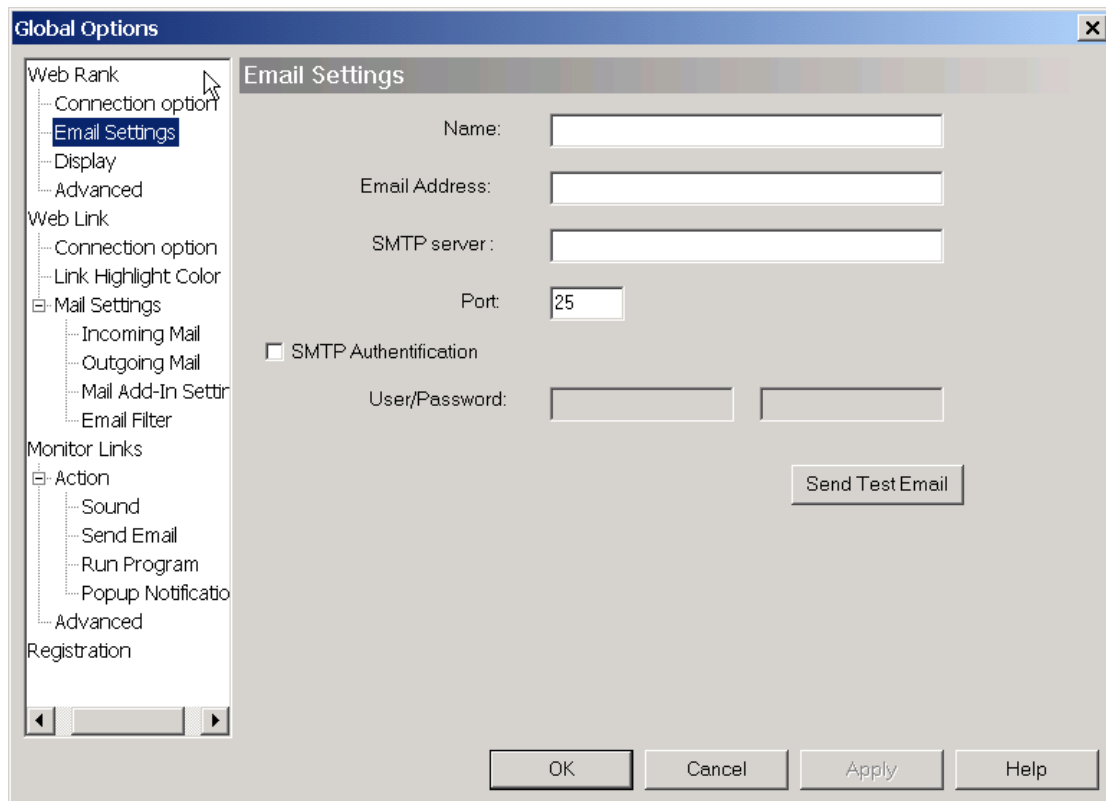
Set a port number. The default value is 25.

SMTP Authentication

If your SMTP server requires authentication when logging on please use this option. The account should match the sender email address.

Send Test Email

Click the button to confirm email settings.



Web Rank -- Advanced

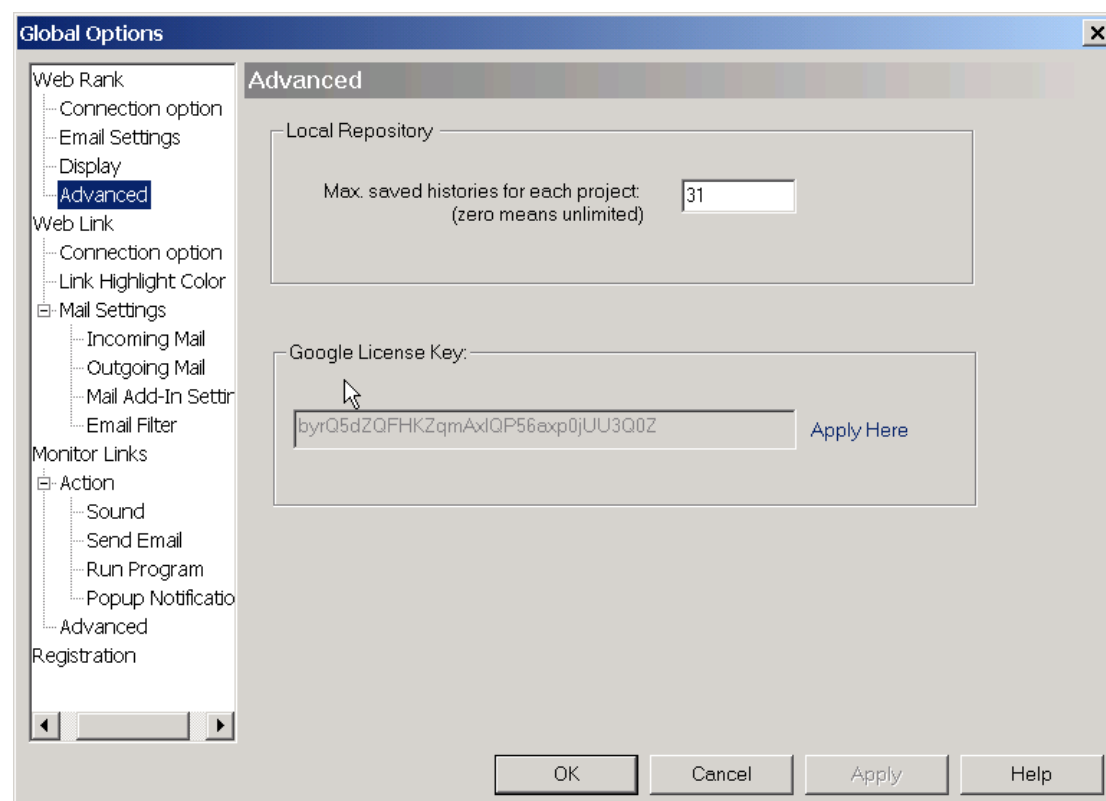
Max. Saved histories for each project: (zero implies unlimited)

Web Rank saves all rank result data to your local disk. Set the number of saved versions for each project. The default value is 31.

Google License Key:

Web Rank provides an option to query Google link popularity. All Google link popularity queries made with the Google search engine make use of the Google API. In order to use Google Web APIs, a user of Web Rank needs to create a Google account (if not already) and enter the key received from Google.

Note: The Google API service is limited to 1,000 queries per day. Once this limit is reached, queries will no longer work and the link popularity information displayed on Web Rank will be replaced by an icon instead of numeric data.



Web Link -- Connection Settings

Maximum Connections

The maximum connections setting controls the number of search operations that can run concurrently. Setting this option to a higher number will make scheduled jobs run faster but will consume more computer resources. For example, if set to 10, there will be 10 search job running at the same time. The default value for this option is 4.

Maximum Pages

The maximum pages setting affects the amount of search result data stored to the database. For example, if set to 10, then for each search engine there will be a maximum of 10 pages of data recorded to the Web Link database. The default maximum pages value is 5.

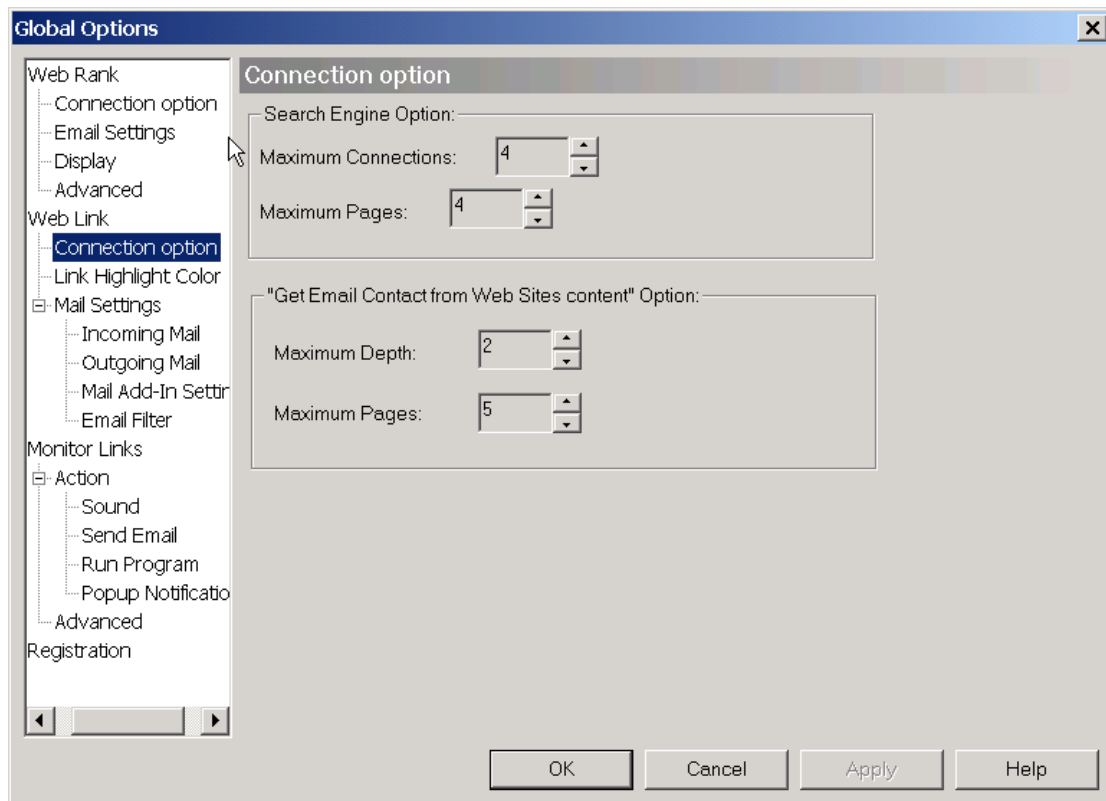
Get Email Contact from Web Site Content Setting

Maximum Depths

The Get Email Contact form Web Site Content will follow the links in the current searched web page. The initial searched web page has the depth value 1. The current searched web page is from initial web page, the depth value of current page should be 2 and so on. The maximum depths will limit the search scope this command. The default value is 2. It means this command will not search the web pages with depth value more than 3.

Maximum Pages

The total web pages the Get Email Contact will search. The default value is 5.

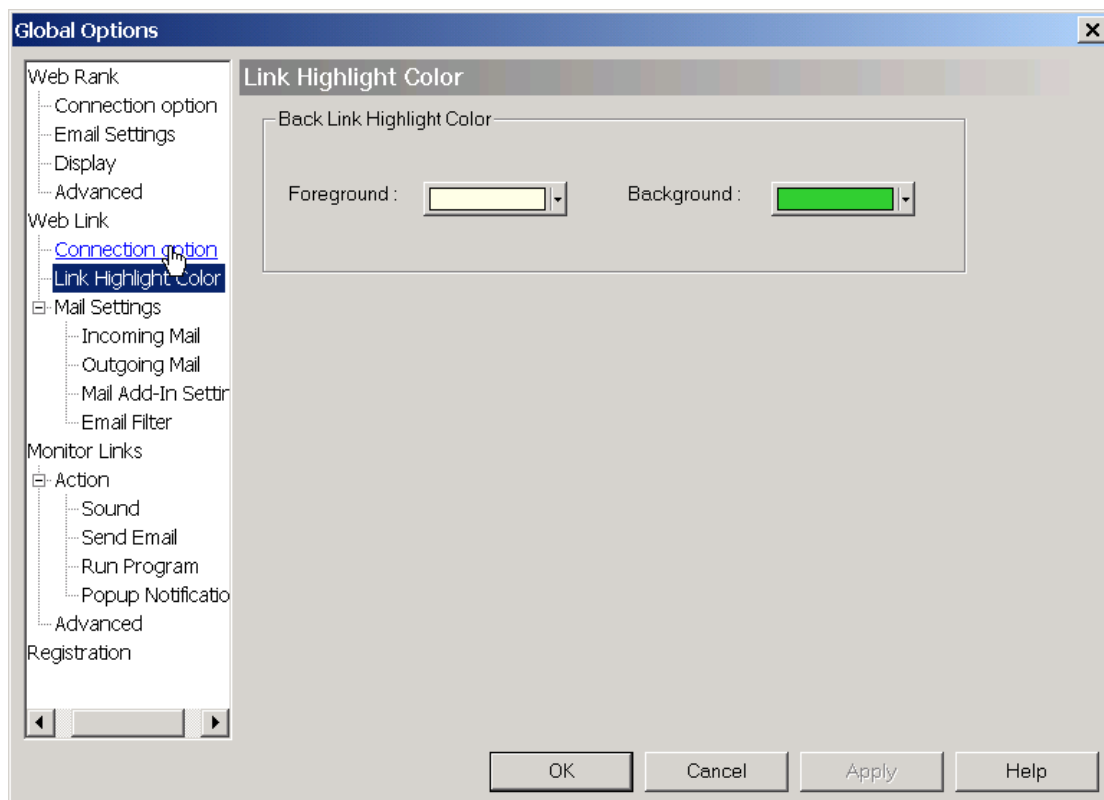


Web Link -- Link Highlight Color

Settings

Set the foreground and background color for the back links.

The setting is applied to Browser window in both Exchange Links View and Monitor Links View. Web Link will automatically mark the back links in the browser by the foreground and background colors given in this setting.



Web Link -- Mail Settings

Before using Web Link for the first time, some options need to be setup. Set mail options for Link Invitation Email sending and retrieval of replies. For sending Link Invitation Email the SMTP mail protocol is used. For reply retrieval there are different methods that can be used. Any combination of the methods can be used at a time.

From the menu: Tools -> Options -> Mail Settings page

Outgoing Mail Settings

Sender Email Address

Before sending a Link Invitation Email to your link partners, you must first set up your email address. When one of you link partner replies to your invitation email, the reply will be sent to this address.

SMTP server

Set a server for sending Link invitation Email. This must point to a valid SMTP server otherwise email cannot be sent.

SMTP port

Set the socket port for the SMTP server. Normally the port should be 25.

Server Needs authentication.

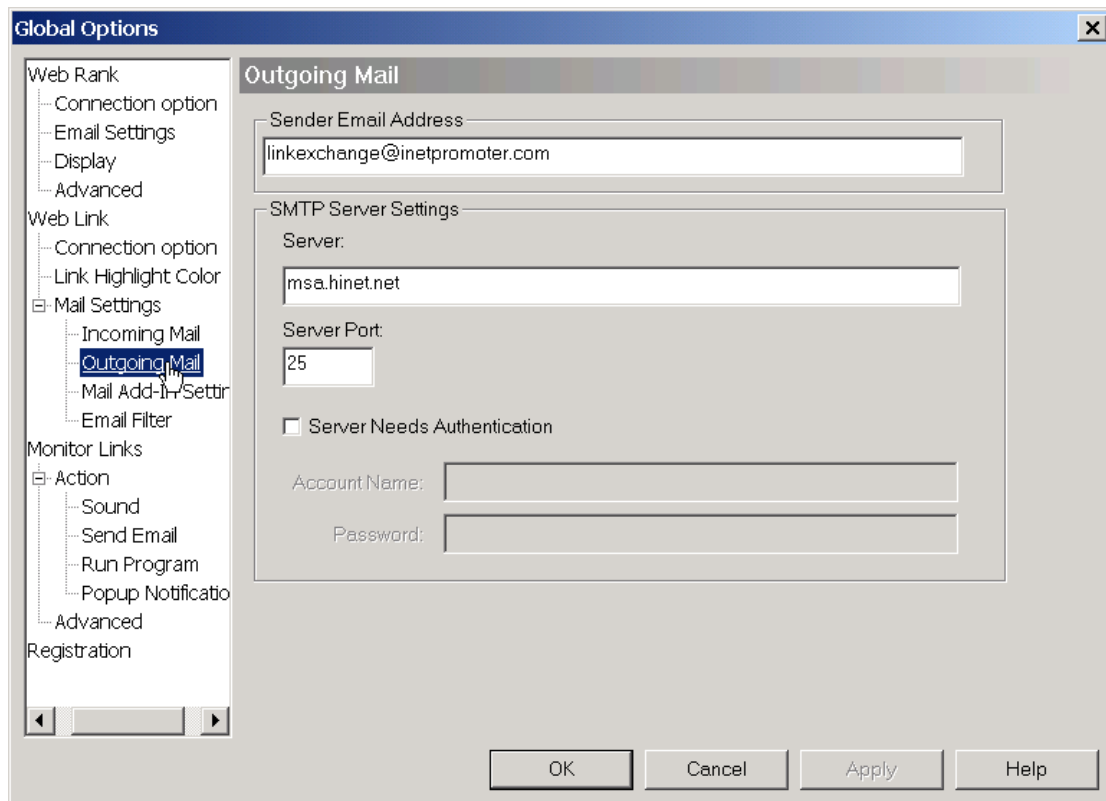
Set if your SMTP server needs authentication.

Account Name:

Give your username that has right to access the SMTP server.

Password:

Set the password with the given username to access the SMTP server



Web Link – Mail Setting/Incoming Mail Settings

If **Enable POP3 Access** is selected, Web Link will read the replies directly from the pop3 mail server. Once read, the replies are deleted from the server. It is appropriate if you set up a dedicated mail account just for Web Link use. Warning: If using the POP3 method for Link invitation e-mail's reply retrieval and the Sender Email Address is the same account used for your normal email usage then your email client may download the email replies before Web Link has a chance to retrieve them from the POP3 server. If this happens then unless one of Mail Add-In for reply retrieval are activated then the reply may be lost. See [Mail Add-In Settings](#) for more information.

Host

Set the pop3 server address.

User

Set the user name of the account to be used. Note if this option is used the account should match the sender's email address.

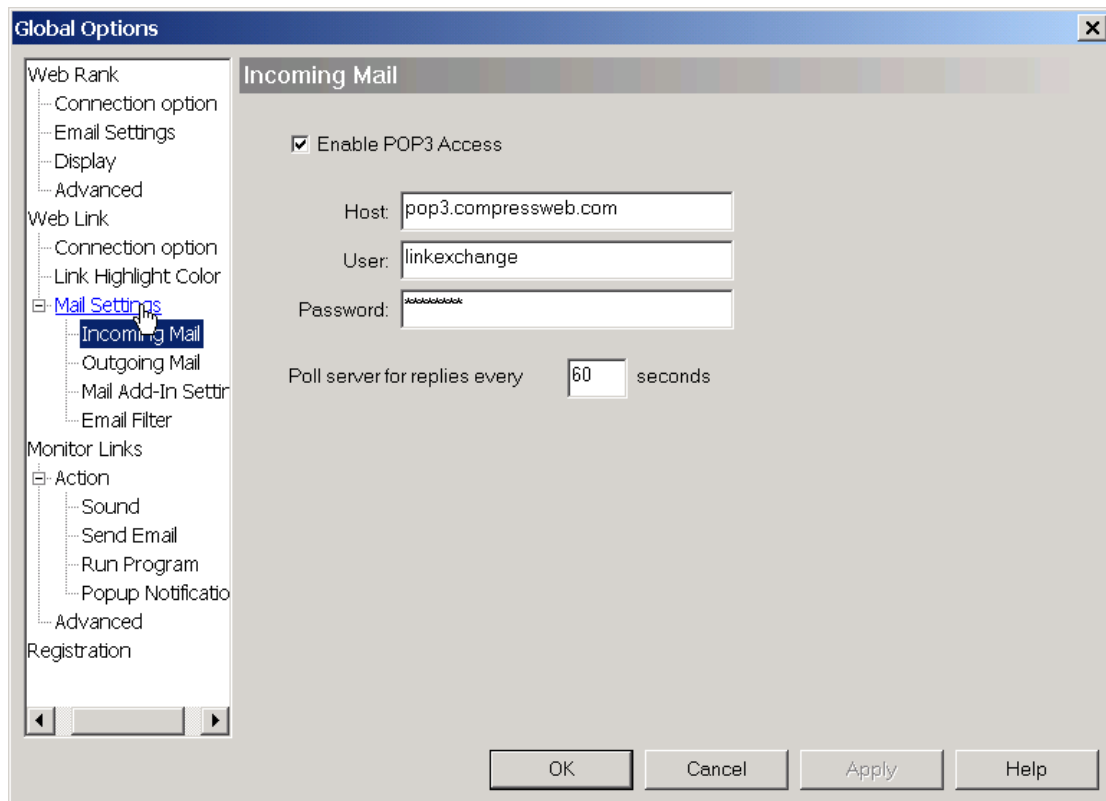
Password

Set password for the user pop3 account.

Poll server

The frequency to poll pop3 server for questionnaire replies

From the menu: Tools -> Options -> Mail Settings -> Incoming Mail page



Web Link – Mail Setting/Mail Add-In Settings

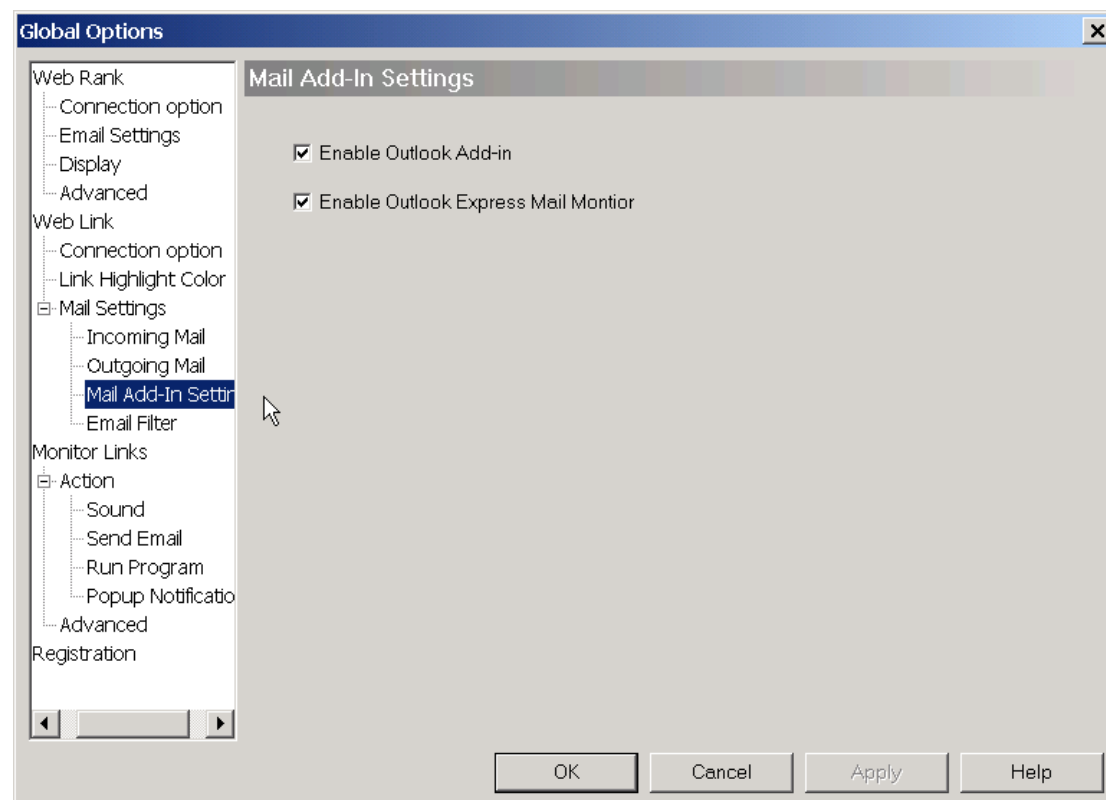
Enable Outlook Add-in

If selected, Outlook mail client will automatically redirect questionnaire replies to Web Link. The replies will then be deleted from Outlook. Note: For this option to work the Web Link add-in for Outlook must be installed. If installed correctly a new tool bar with Web Link button will appear when Outlook is started.

Enable Outlook Express Mail Monitor

If selected, Web Link will periodically poll Outlook Express mailbox for Link invitation e-mail's replies. Outlook Express must be set as the default mail client for Mail Monitor to work.

From the menu: Tools -> Options -> Mail Settings -> Mail Add-In Settings page



Monitor Links -- Action Settings

Action properties describe the notification actions to take as differentials in the monitored area are detected. Such notifications can be sent via audible alerts, email, or short message service (SMS). In addition Web Monitor can invoke a dedicated program to run when an update is found. Set the default actions, if a task's action is "Use default", then these action settings will be applied.

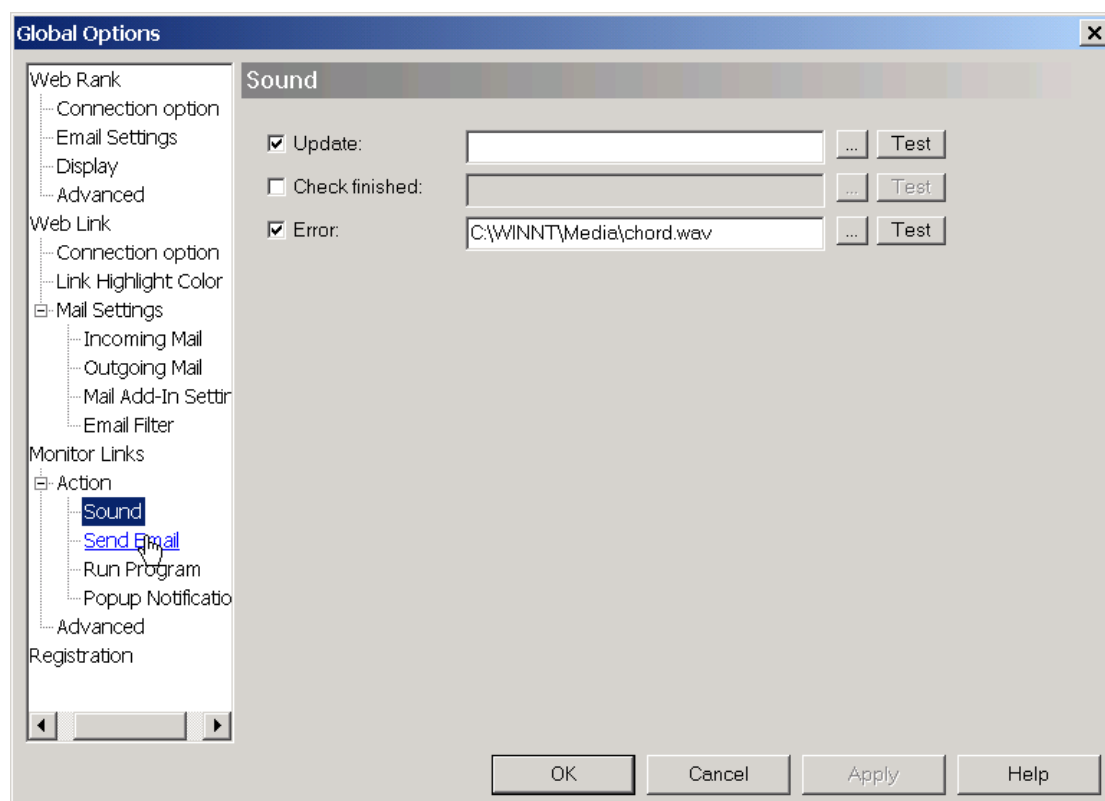
Sound Setting

You can set a sound notification for various conditions. Web Monitor will play a sound file when the condition is met. For example, such as when an update is detected. Use the edit field to point to a wav file to play. If empty then the default sound will be used. Only *.wav sound files are supported. Use the "Test" button to confirm the sound file is the one you want.

Update field: Play sound when change is detected.

Check end field: Play sound when check finished.

Error field: Play sound when check error.



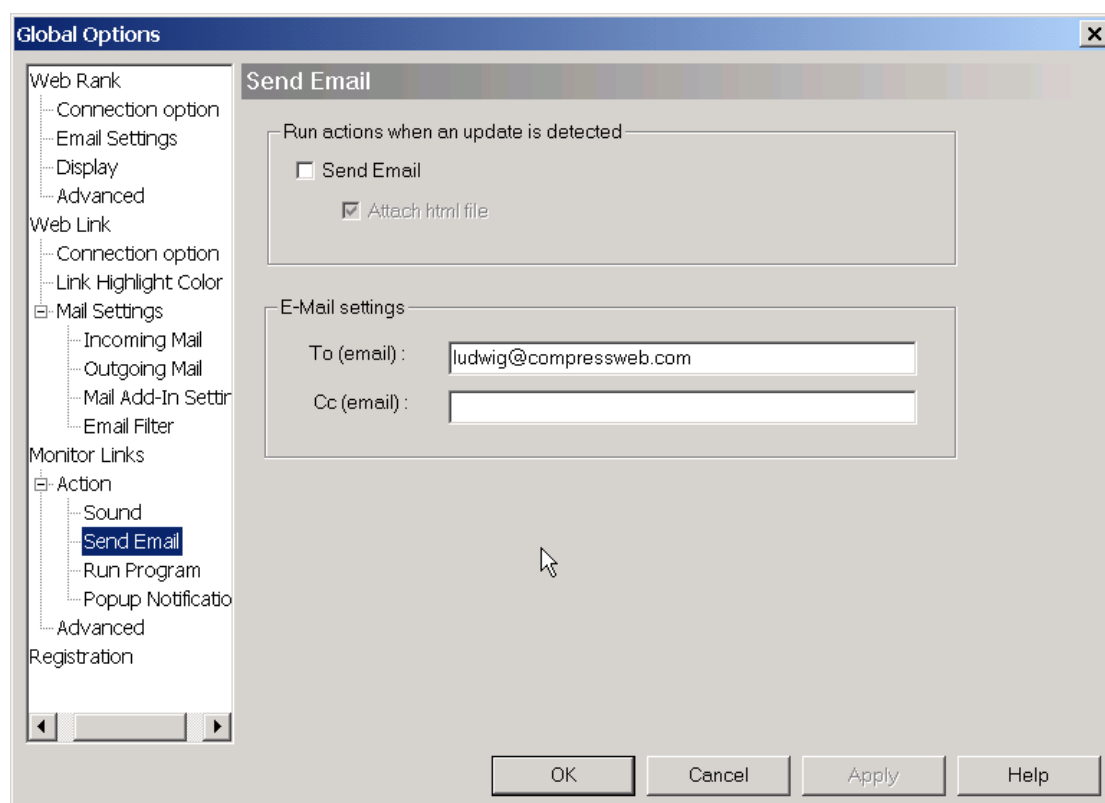
Monitor Links – Action/Send Email

Send an email message when monitored links are updated.

Send Email field: When Web Monitor detects a change, send email to notify someone. (Please make sure the SMTP setting in **Global Option Dialog** is correct)

Attach html file field: Attach the saved html using MIME encoding. Otherwise send plain text email.

To field: The recipient of the email notification.

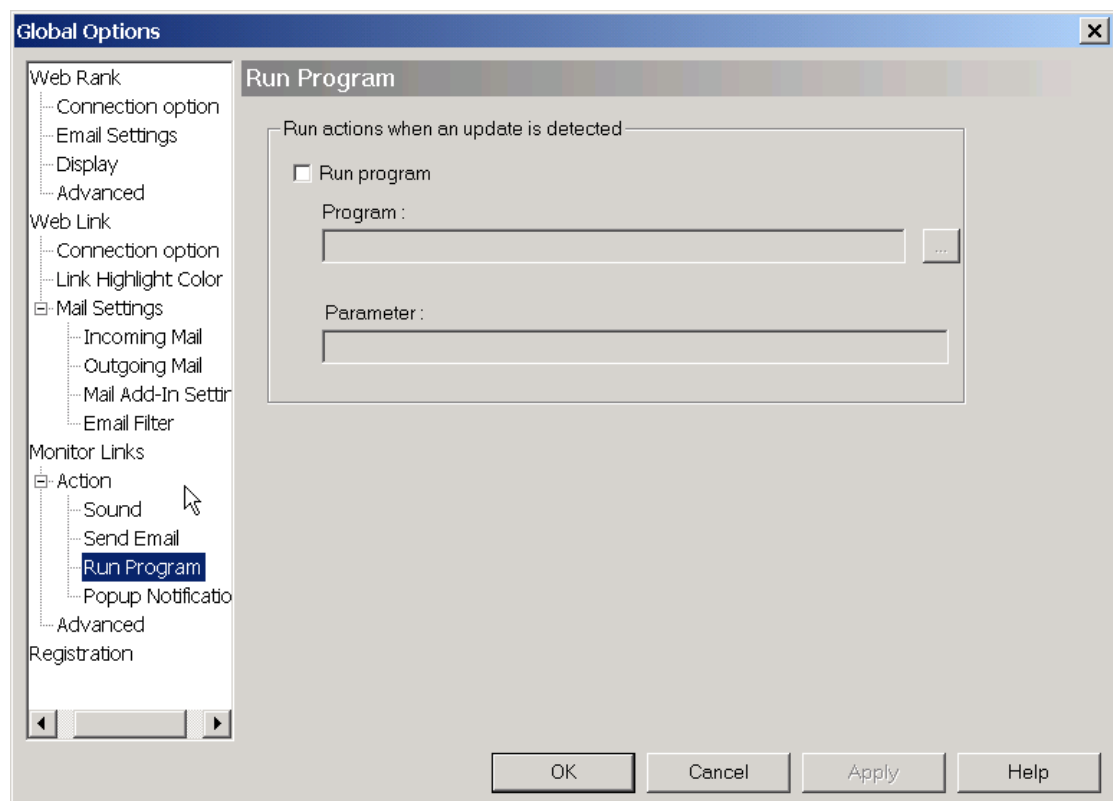


Monitor Links – Action/Run Program Setting

Run a program when monitored back links are updated. The program to run can be selected through the browse button next to the program edit field. If parameters are required, put them in the parameter field.

Program field: Specify the program's executable file.

Parameter field: Specify the parameters (optional)



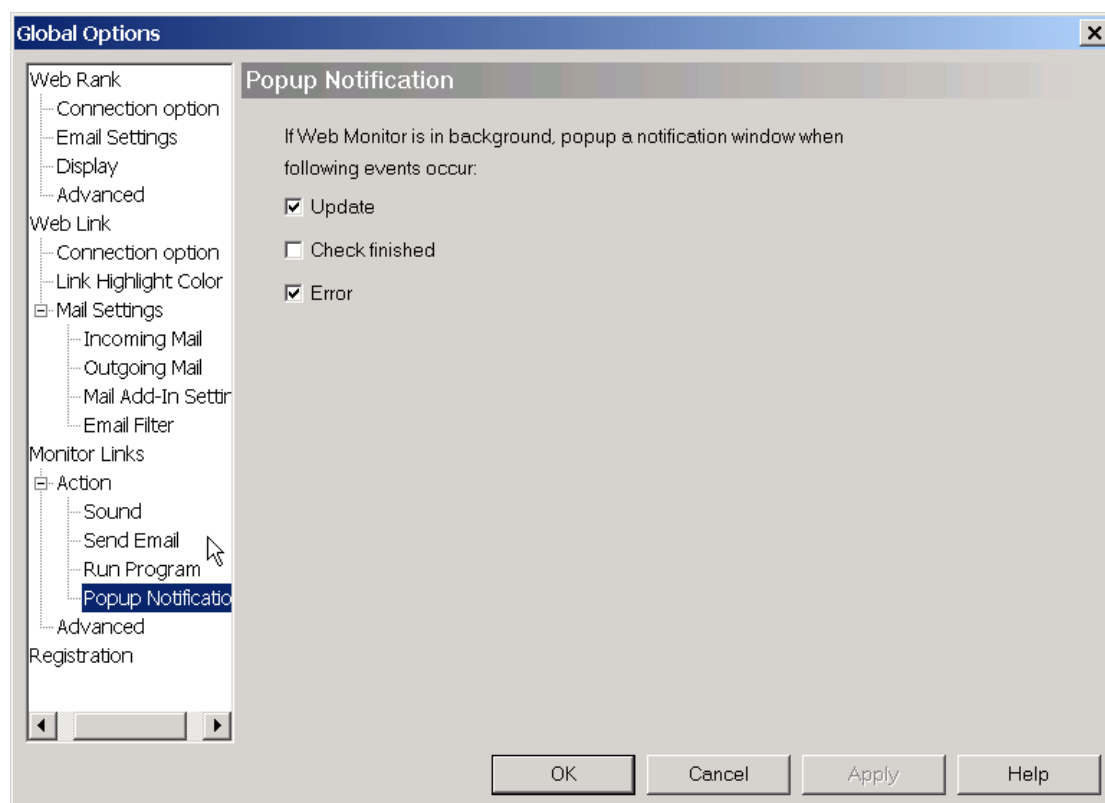
Monitor Links-- Action/Popup Notification Settings

Pop up a message window at the bottom of screen, when certain conditions occur.

Update field: Pop up message window when a change is detected.

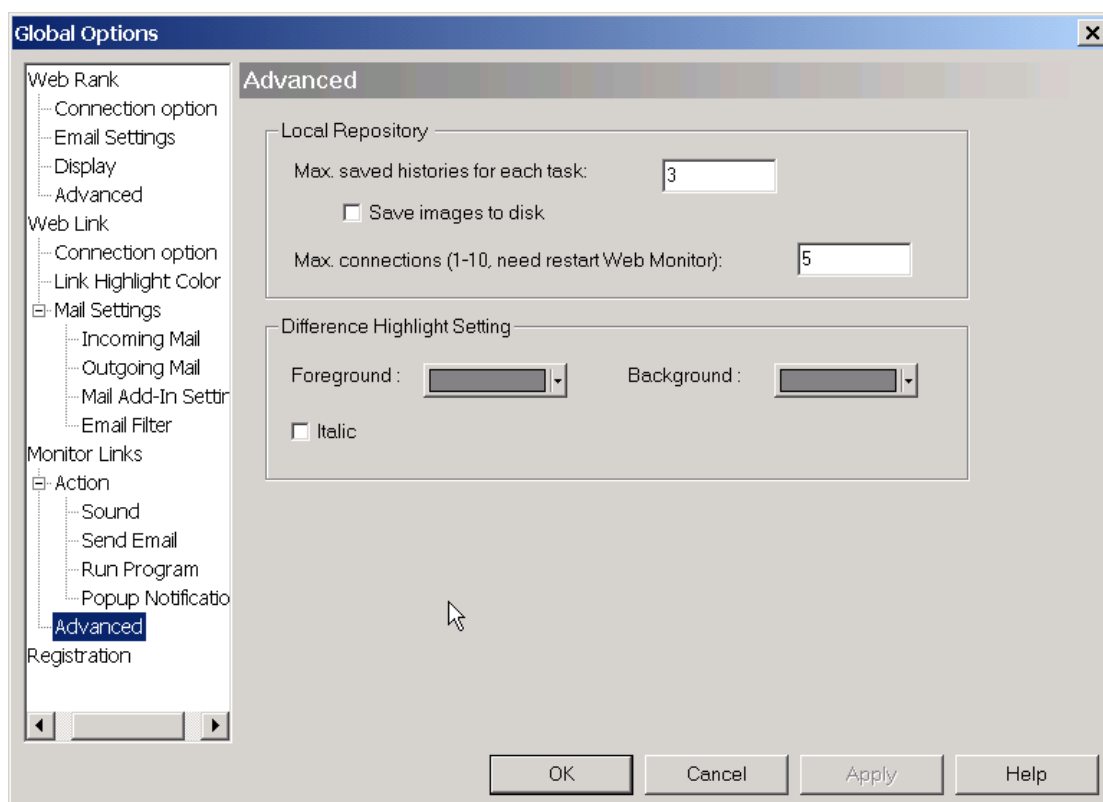
Check finished field: Pop up message window when task finishes.

Error field: Pop up message window when there is an error checking for updates.



Monitor Links -- Advanced Settings

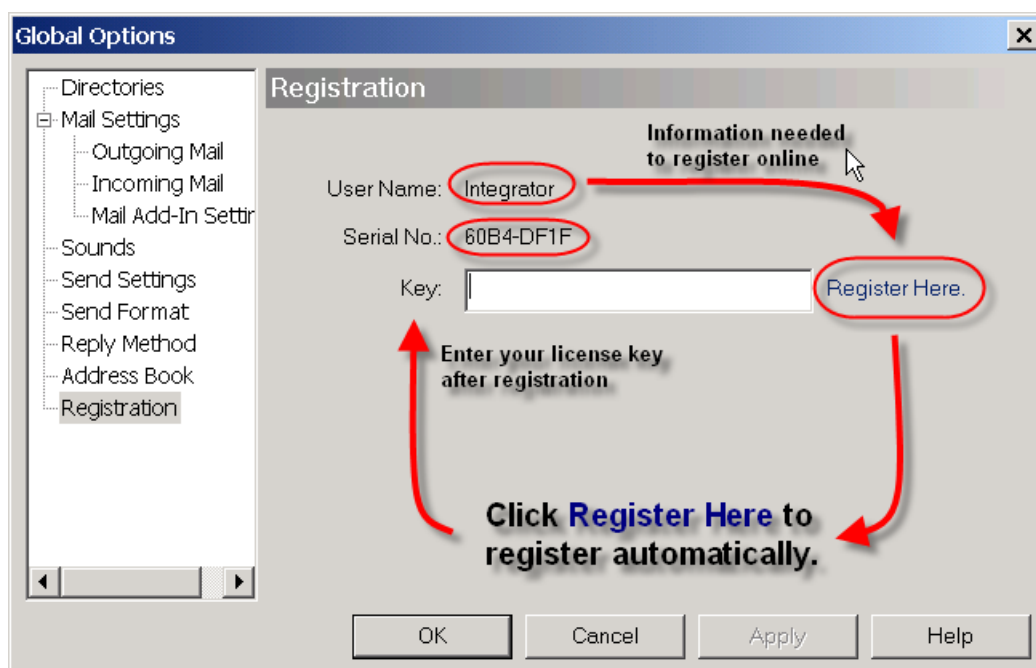
- **Max saved histories for each task:** Specify how much historical data (saved html versions) would you like to keep saved to disk.
- **Save images to disk:** If the html contains images, save them also.
- **Difference Highlight Setting:** Web Link can highlight the back links changes in the saved html files; use this option to set the change highlight color.



Registration

Registration:

- **User Name:** your name.
- **Serial No:** your disk serial number.
- **Key:** your registration key.
- **Register Here:** Clicking this link will redirect to our online registration site.



If you would like to register manually, please follow the instructions below: First, you need to provide your user name and disk serial number as it appears on the registration tab. Once registered, we will send you a registration code, which should be entered in the Key text field on the Registration page. All features will be enabled for the Standard/Professional/Enterprise versions after entering a valid registration key.

