



Web Link 1.0

User Menu

2005/2/1

Introduction

Link popularity is becoming a more and more important index of your web pages. Higher link popularity means more chance your web sites are exposed to a greater world audience.

Web Link is a link popularity analysis tool for checking, monitoring and analyzing the important back links of your web sites. It can be used to spy on your competitors' web page links, reveal how web pages achieved their high search engine rankings and find super affiliates and link exchange partners.

It provides the following features:

- Locate back links from major search engines.
- Locate back links by directly searching web sites.
- Evaluate the importance of the back links.
- Get Google Link popularity, PageRank and Alexa index of all back links.
- Easy user interface to browse all back links.
- Record all search steps to understand the source of back links.
- Email you when Back Links are broken.
- Uses multiple threads to collect all back links for optimal performance.
- Supports an unlimited amount of result data from Search Engines.
- More than 10 different search engine databases are supported.
- Automatically update all search engines' scripts when search formats change.

Overview

Web Link not only collects the back links to your web sites but also evaluates the importance of these back links. After determining the high value links, Web Link will also help you to monitor these back links and notify you when the links become broken.

Back Links are links from other web sites to your site. They're sometimes also known as incoming links. Links from your site to other sites are forward links, usually described as "links" or hyperlinks.

Before finding links, you first need to create or open a project for a given web site. Users can use projects to manage the search results. Each project will contain the

URL of the Web Site that you want to analyze. The URL could be your company web site or your competitor's web site. Users can use Save Project to save search results.

Web Link operates in two major views. You can switch views between Find Links and Monitor Links by clicking the corresponding item in Work Space.

Find Links View

Find Links View is for finding and managing the back links for your web site. After creating a project for a given web site, you can find back links for the given URL by querying the database of search engines such as Google, MSN and Yahoo. Conversely it is possible to directly analyze the html content of a given web site to find the back links.

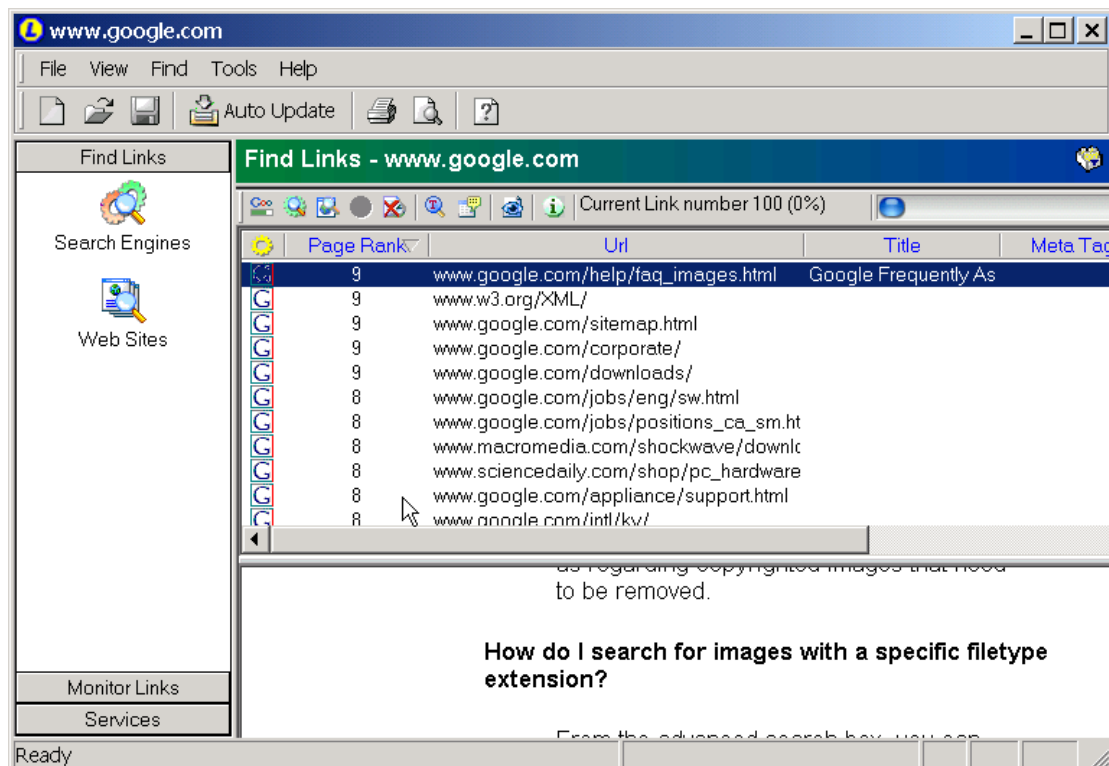


Figure 1 Find Link View

Find Back Links By Search Engines

Using the Find Links view, select **Find Back Links By Search Engines** of the Find menu to locate web pages that contain back links by querying major search engines. Currently Web Link cooperates with more than ten major search engines to get all back links from web pages distributed across the entire globe.

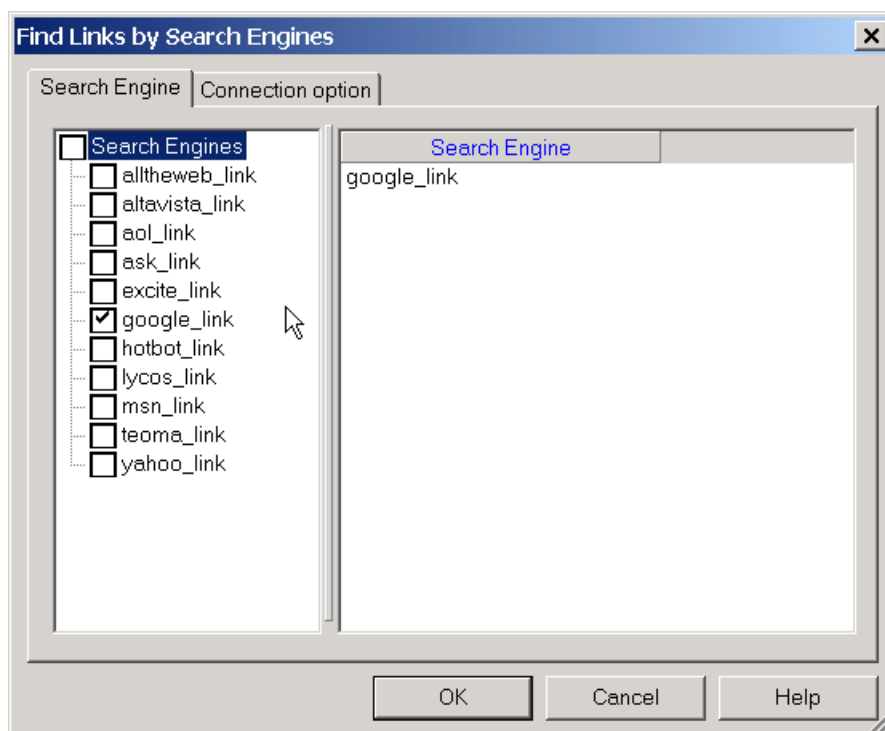


Figure 2 Find Links by Search Engines Dialog.

Find Back Links By Searching Web Sites

Using the Find Links view, select **Find Back Links By Searching Web Sites** from the Find menu to locate web pages that contain the back links to your web site by directly analyzing the content of the web sites. Web sites will be recursively traversed locating all web pages that contain the back links to your site(s).

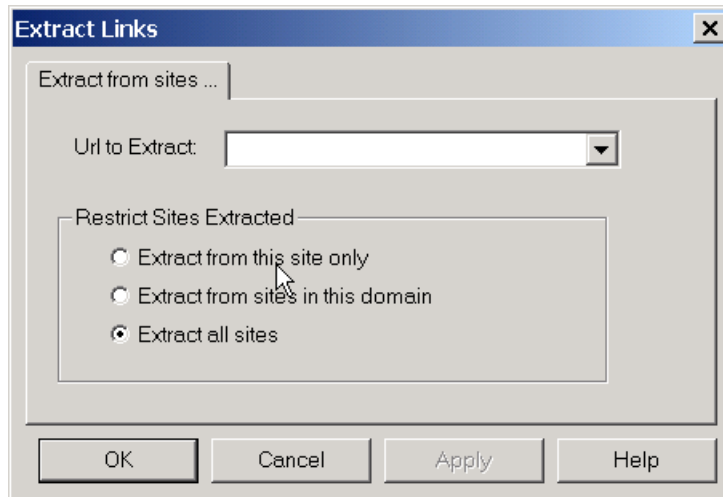


Figure 3 Find Links by directly search Internet.

Manage Back Links

It is quite possible to get thousands of back links for a medium sized web site. Locating the back links is just the first step. Web Link provides the following commands from the find menu to manage those back links.

1. Get Google PR
2. Add your Web Pages
3. Delete Selected Web Pages
4. Delete All Web Pages
5. Web Page Property

Get Google PR

Google PageRank is a score for web pages. Important, high-quality sites receive a higher PageRank. The more back links with a higher page rank means your web sites appear at top positions when your customers search the Web using Google. After locating back links via Web Link, you can use PageRank to know which back link is important.

Web Page Properties

In addition to Google Page Rank, there are two other important indexes that can be used to know the importance of web pages. The first is Link Popularity from Google; the other is the Alexa index.

Alexa index ranks the top 2 million sites on the internet based on data collected by visitors who have the Alexa Toolbar in their browser.

Google Link popularity ("link pop") is a measure of the quantity and quality of other web sites that link to a specific site on the World Wide Web. It is an example of the move by search engines towards off-the-page-criteria to determine quality content. In theory, off-the-page-criteria adds the aspect of impartiality to search engine rankings.

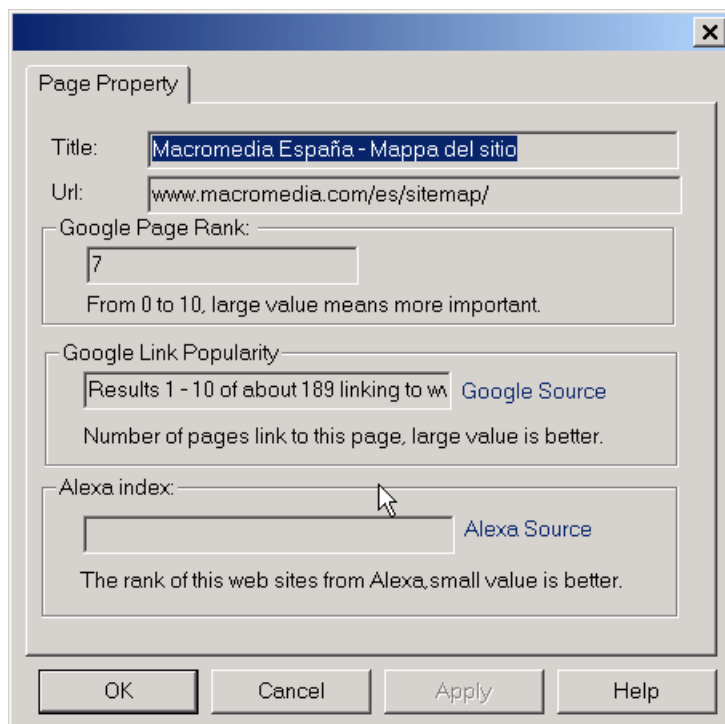


Figure 4 Page Property Dialog

Web Page Content

The link text of back links plays a very important role when determining your search position in search engines. The title and meta tags of the web page that contains back links will also be an important factor of your search position. If the link text of the back link contains meaningful keywords, then this back link is much important than other back links. Web Link provides a way to let you easily browse all the content on a web page. Selecting a link from the back link list at the top of the Find Link View will show the content of the web page in the bottom browser window. Our intelligent browser windows will automatically scroll to first back link in that web page and highlight all back links in red. Also, the Meta tag and title of the web page will be retrieved and saved into the top back links list.

Delete Selected/All Web Pages

After analyzing all back links, you may want to delete the unimportant pages.

Add your Web Pages

Add your Web Pages provide a way to add your favorite web pages not found via

search engines.

Monitor Links View

The Monitor Links View is for monitoring the back links for all projects.

After you get the important links for your web sites, you should check regularly whether any back links have become broken or are no longer visible. Right click on the page in the browser window you're interested in, use Monitor Back Link in Web Pages to add the link into the monitored group name after the project name (URL). Our Monitor will help you check the back links periodically and notify you via email when the back links change. Also, our monitor will save all the change history to the local disk. All changes will be highlighted using different background and foreground colors.

Monitor Links View provides the following commands for managing monitoring tasks.

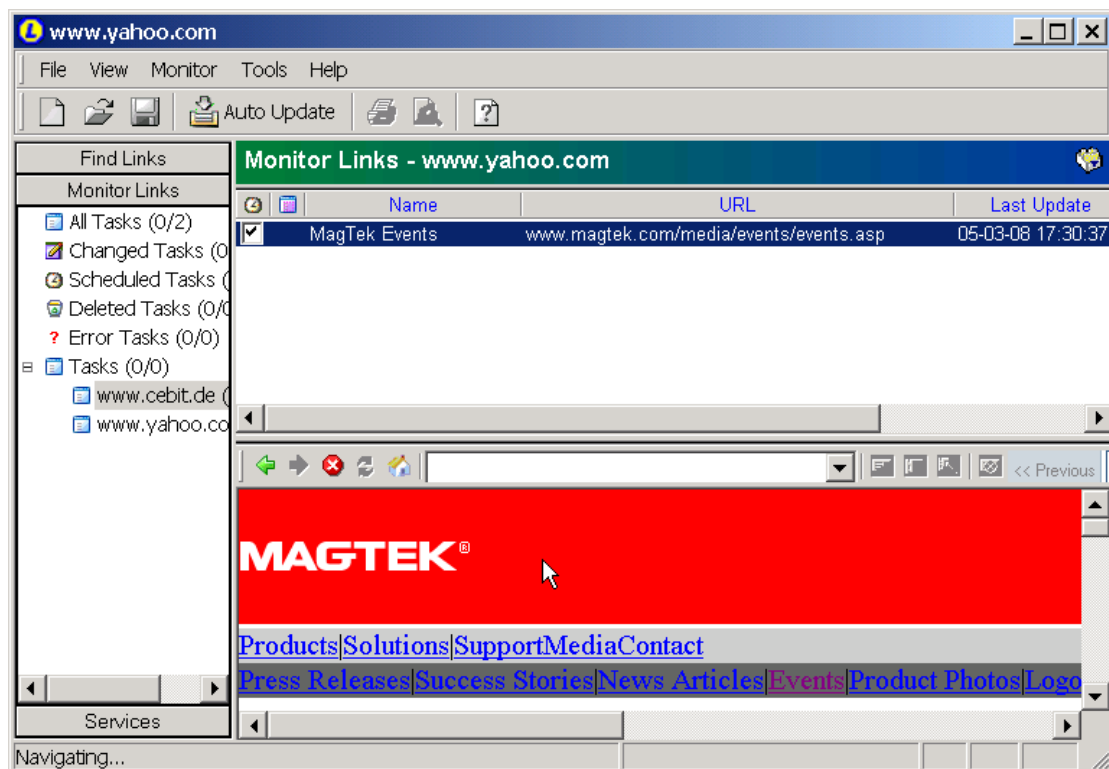


Figure 5 Monitor Link View.

Management Commands

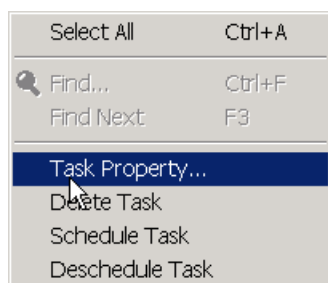


Figure 6 Monitor Link Menu.

Select All

Select all tasks.

Find

Find text in the browser window.

Find Next

Find next text in the browser window.

Delete Task

Delete selected Tasks.

Schedule Task

Schedule selected Tasks.

Unschedule Task

Unschedule selected Tasks.

Tutorial

Find Back Links with Google

1. Go to File/New Project to invoke the New Project Dialog.
2. Use the URL field in New Project Dialog to enter the address of the web site for which you want to find the back links to.
3. Select Google From the Search Engine Page.
4. Press OK, Web Link will then begin to find back links.

Find Back Links by Searching Web Sites

After locating many back links, select one back link that is interesting.

Invoke Dialog from Find Back Links by searching web sites.

Select the option for web pages.

Start to search.

Get Google Page Rank

Go to Find/Get Google PR.

Start to Get Google Page Rank for each web pages.

Manage your back links

After locating the back links for a given web site, you could add/delete the back links according to Page Rank or Alexa index. Deleting some lowly ranked will help you focus on the High Page Rank score.

Get Alexa index and Link Popularity of Back Links.

Go to Find/Web Page Property, A Property Dialog will show you the Alexa index and Link Popularity of the back link web page.

Schedule Back Links to Monitor

Important back links need to check their existence periodically. Go to Find/Monitor Back Link in Web Page to schedule the selected back link web page to monitor.

Command Reference

File menu

New Project	Create a new project.
Open Project	Open an existing project.
Save Project	Save the opened project with its current file name.
Print	Print the view in the main window
Print Preview	Display the view as it would appear when printed
Print Setup	Select a printer and a printer connection
Auto Update	Auto update the search engines' script when search format change.
Exit	Exit Web Link.

View menu

Toolbars	Manage the toolbar. See Toolbar command for more information.
Views	Switch view between Find Links and Monitor Links
Workspace	Show or hide the work space
Status Bar	Show or hide the status bar

Find menu

Only displays in Find Links View

Find Back Links by Search Engines	Find web pages that contains back links by querying the major search engines like Google, Yahoo, MSN, AltaVista and more
Find Back Links by Searching Web Sites	Find web pages that contains back links by directly analyzing the content of given web sites.
Stop Finding	Stop finding web pages that contain back links.
Get Google PR	Get the Google Page Rank for back links
Add Your Web Pages	Add your own web page that contain back link.
Delete Selected Web	Delete Selected web pages that contain back links

Pages

Delete All Web Pages	Delete all web pages that contain back links
Web Page Property	Show the property of back links includes Google link popularity and Alexa index.
Find Text in this Web Page	Find text in this web page.
Monitor Back Links in Web Page	Add this Web Page to Monitor.

Monitor menu

Only displays in Monitor Links View

Select All	Select all tasks
Find	Find text in the browser window
Find Next	Find next text in the browser window
Task Property	Task Property
Delete Task	Delete Task
Schedule Task	Schedule Task
Unschedule Task	Unschedule Task

Tools menu

Internet Explorer Options	Set Internet Explorer options
Web Link Options	Configure global options

Help menu

Help Topics	Offer you an index to topics on which you can get help
Online Help	Get more information in our website
Online Support	Send an email to the product supporter
About	Display the version number of this application

