



## Web Link 2.1

# **Setup Guide**

2005/7/28

## Introduction

Web Link is top rated link popularity software that helps find potential business partners and build a unique business network. Web Link benefits your business by directing more free traffic to your web site, automatically gathering business contacts, achieving higher link popularity and search engine rankings.

Currently 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 helps you to discover valuable partner web sites that are related to your business and automatically exchanges links with them. Web Link not only helps you, but also your business partners to achieve higher link popularity. Through Web Link's "double-win" solution, you and your partner will start generating more sales in no time at all.

Once you build your own business network, you should protect your network from competitors. Web Link will notify you when the links from your partners are broken and rebuild the connections between you and your partner. Web Link also helps monitor your competitor's back links allowing you and your business to always keep one step ahead.

Before using Web Link 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.

# 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.

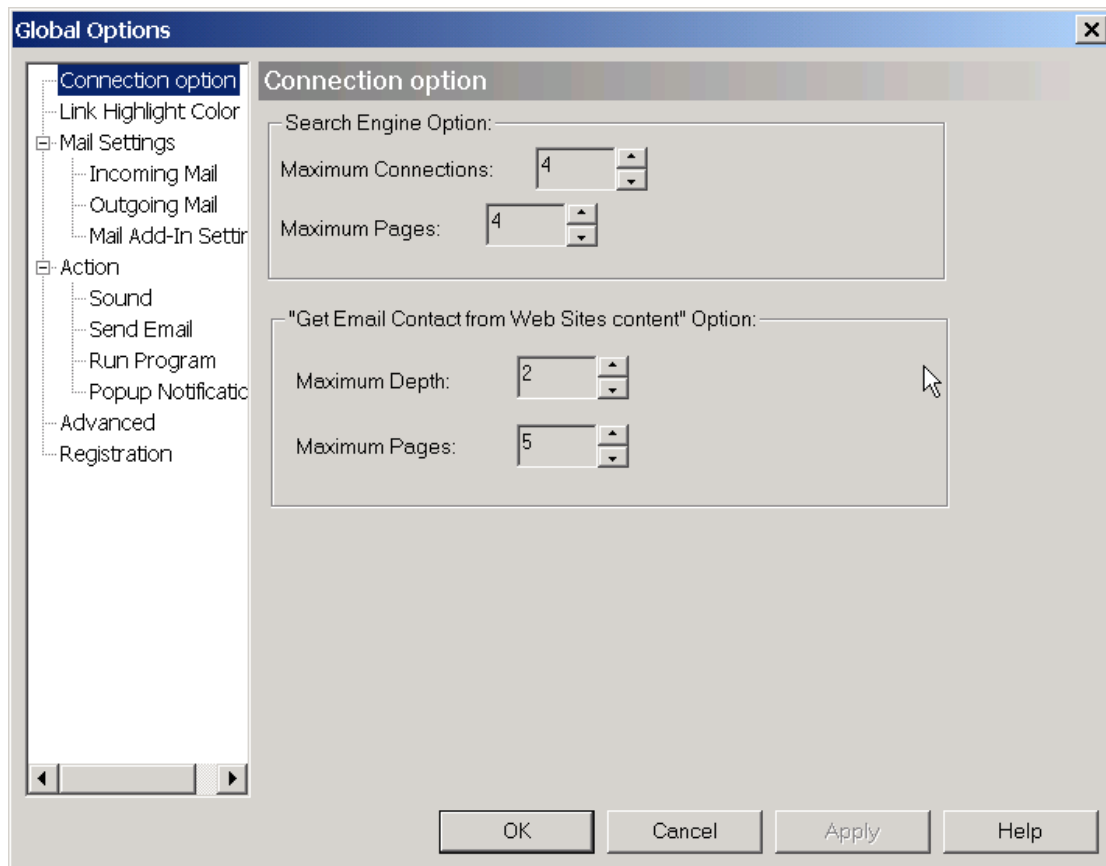
## **Get Email Contact from Web Site Content Setting**

### **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**

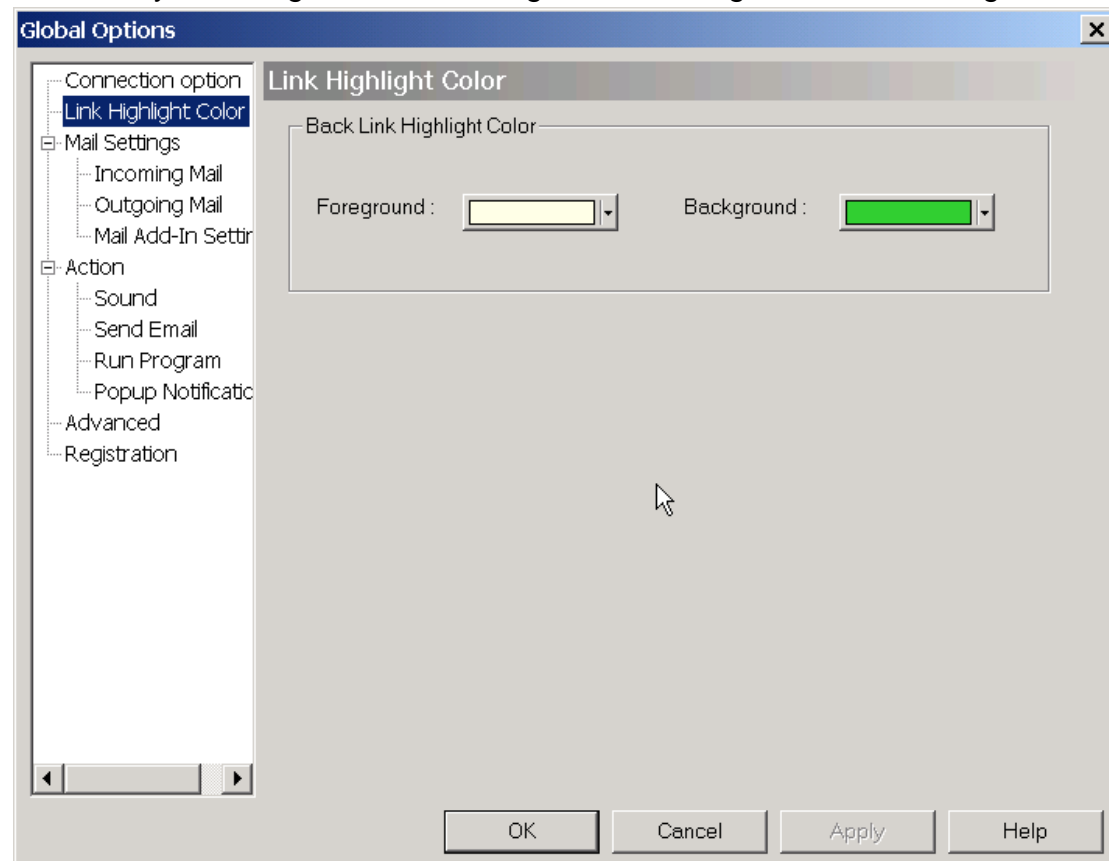
The total web pages the Get Email Contact will search. The default value is 5.



# 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.



# 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.**

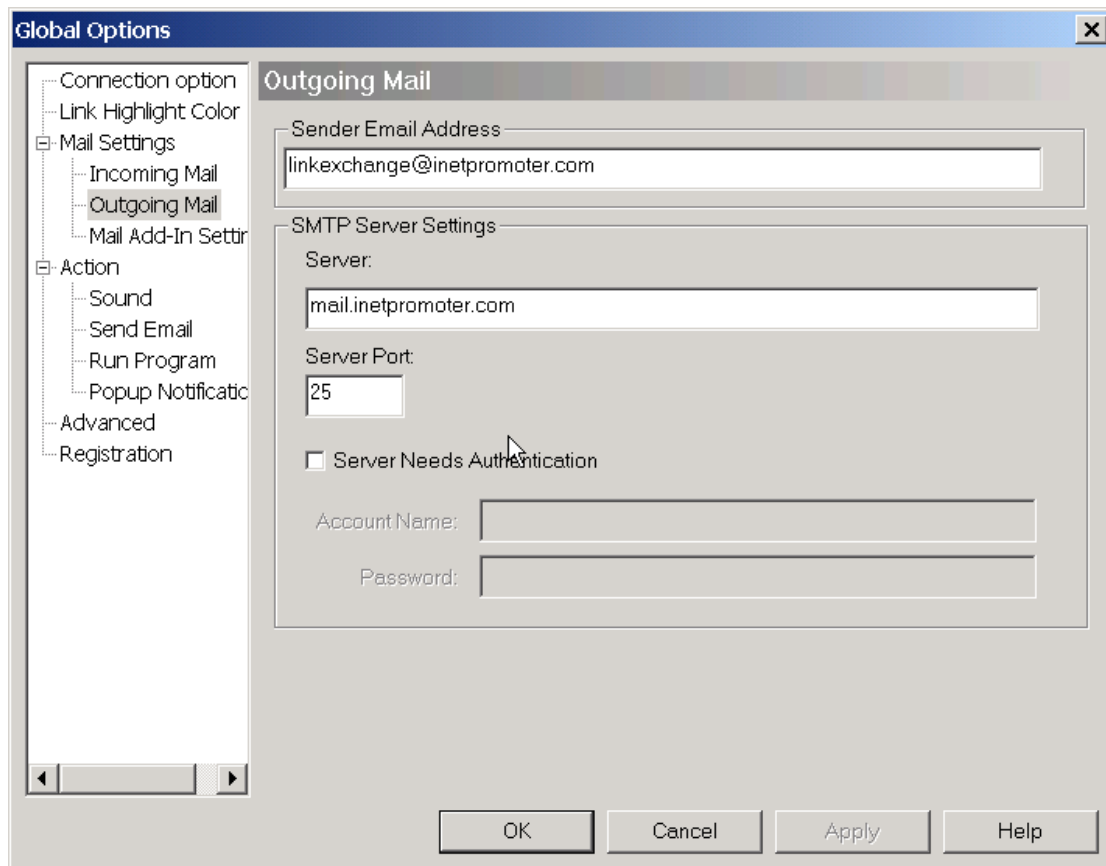
Set if your SMTP server needs authentication.

### **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



## 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.

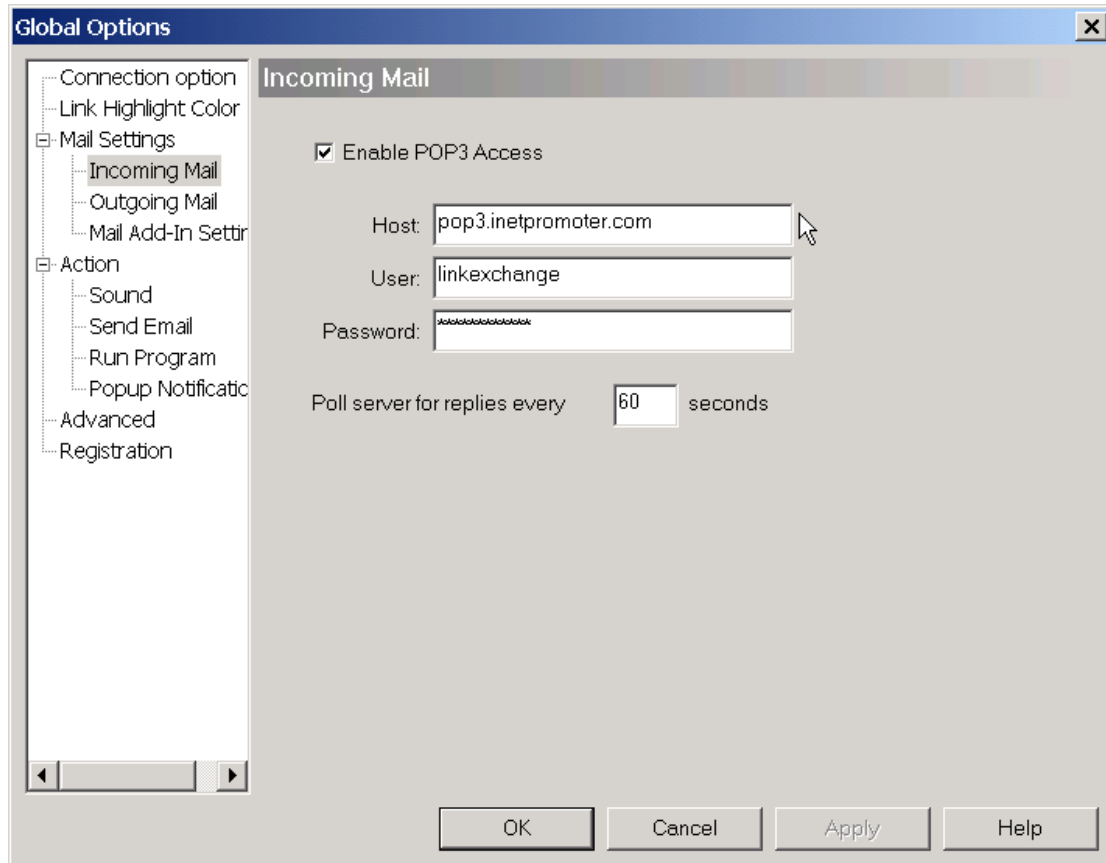
### **Password**

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



## Mail Add-In Settings

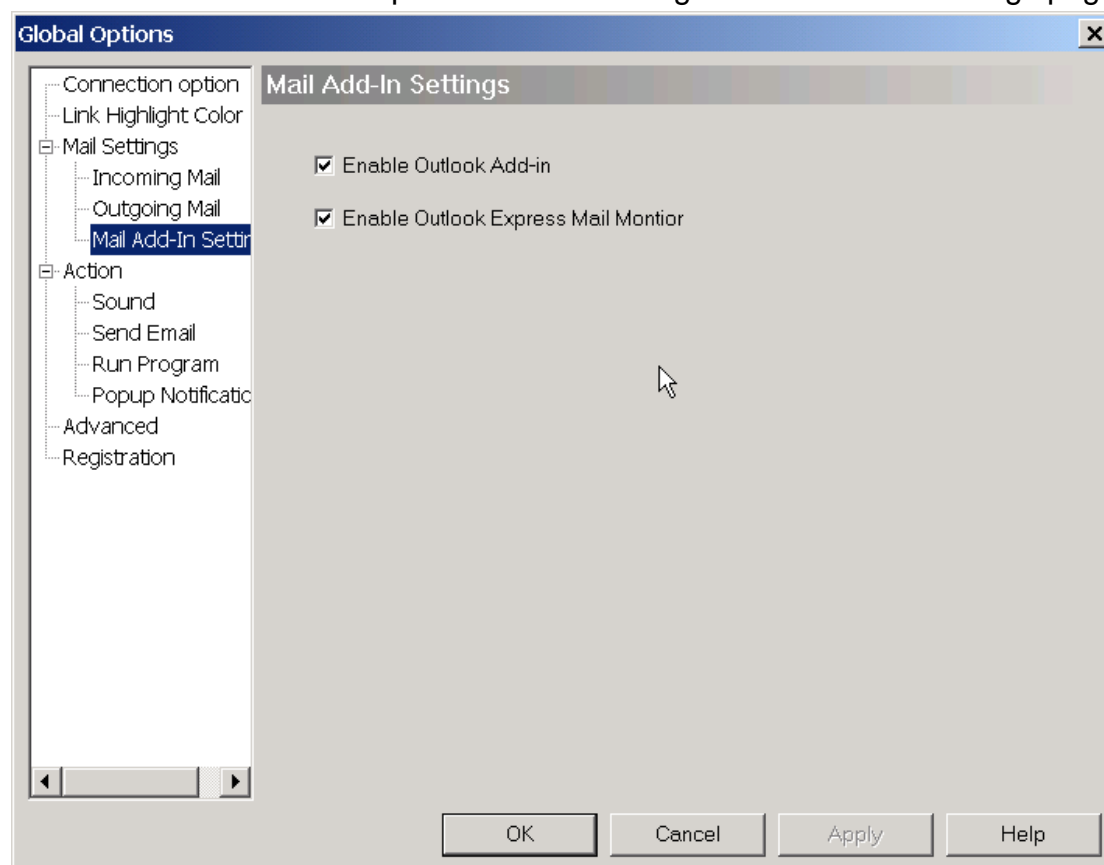
### Enable Outlook Add-in

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



## Email Filter Settings

### Email Filter Edit Field

Each line in the edit field stands for the email address you don't want to send email to.

The command "**Get Email Contact from whois database**" and "**Get Email Contact from web site content**" will automatically skip the email addresses in the Email Filter Edit Field. Put the email address you want to filter out in the left edit box. Wild characters like "\*" and "?" could be used. For example:

\*@abc.com will filter out all email address from abc.com.

An Example of Email Filter Setting:

\*spam\*@\*

\*@\*spam\*

\*@\*yourcompany\*

someone@\*

\*@yourdomain\*

\*@\*...\*

yourname@\*

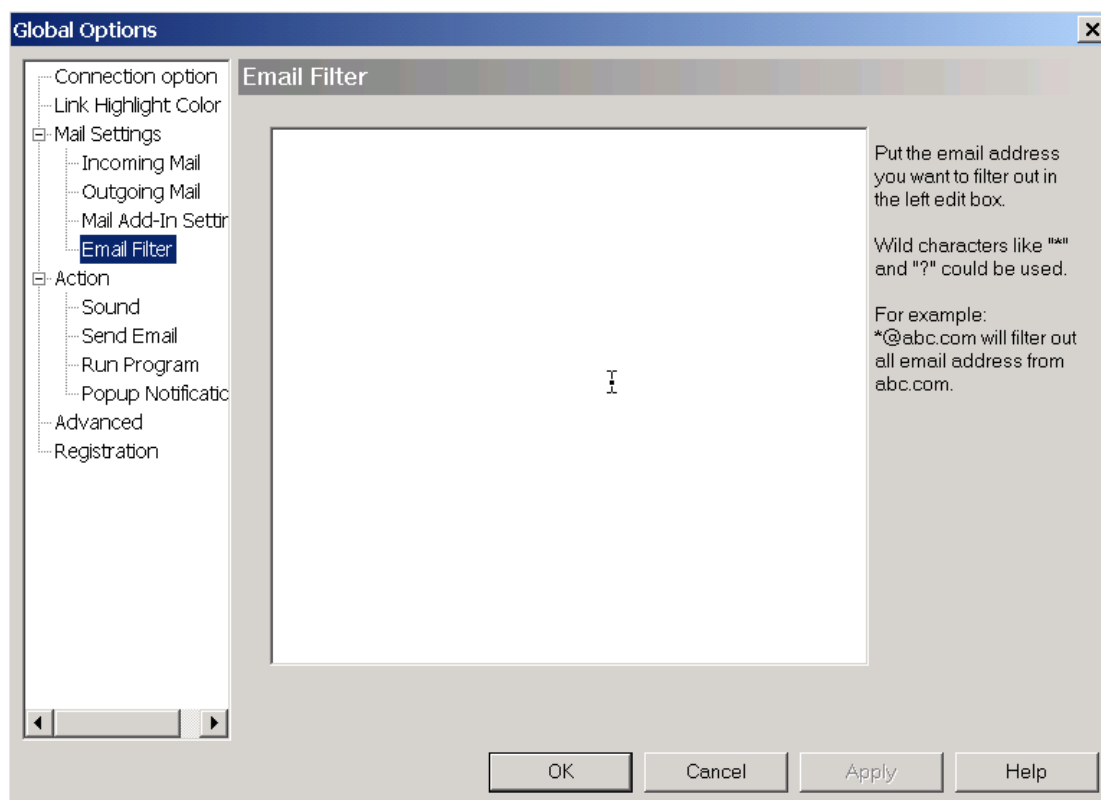
foo@\*

your@\*

name@\*

you@\*

[no-reply@\\*](#)



## 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.

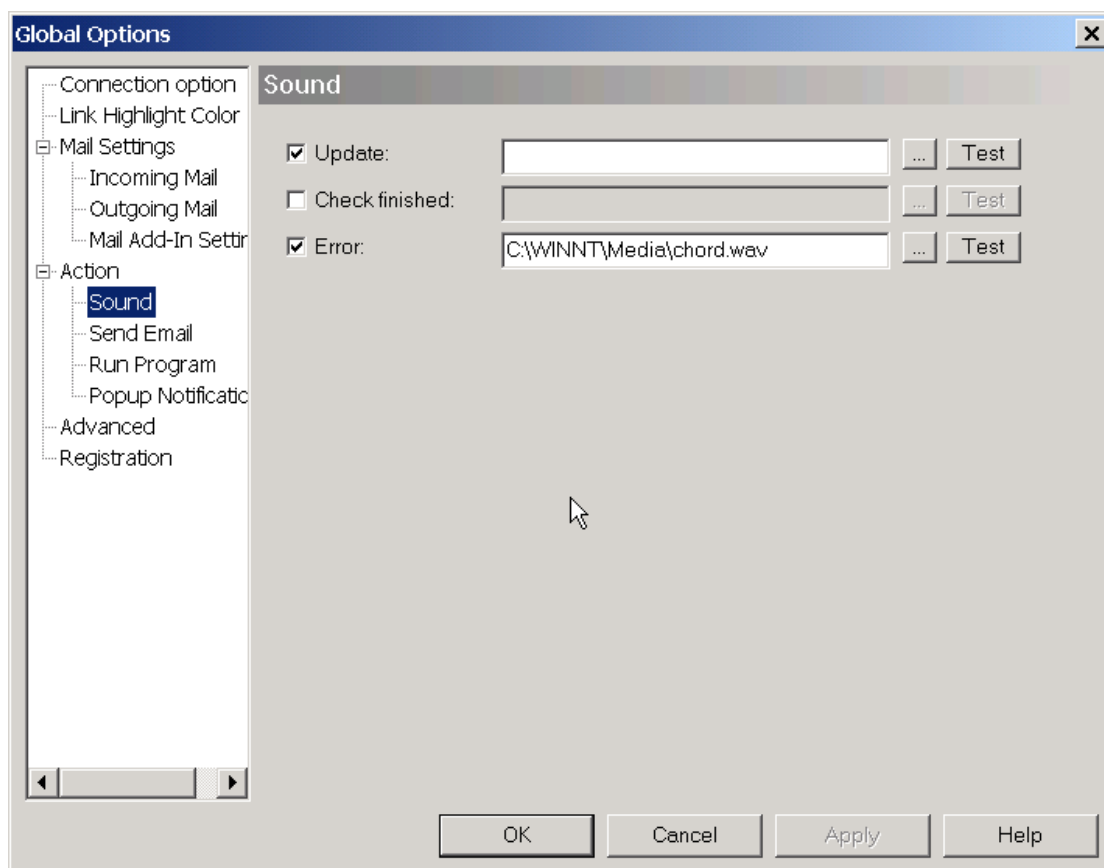
## Sound Setting

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.



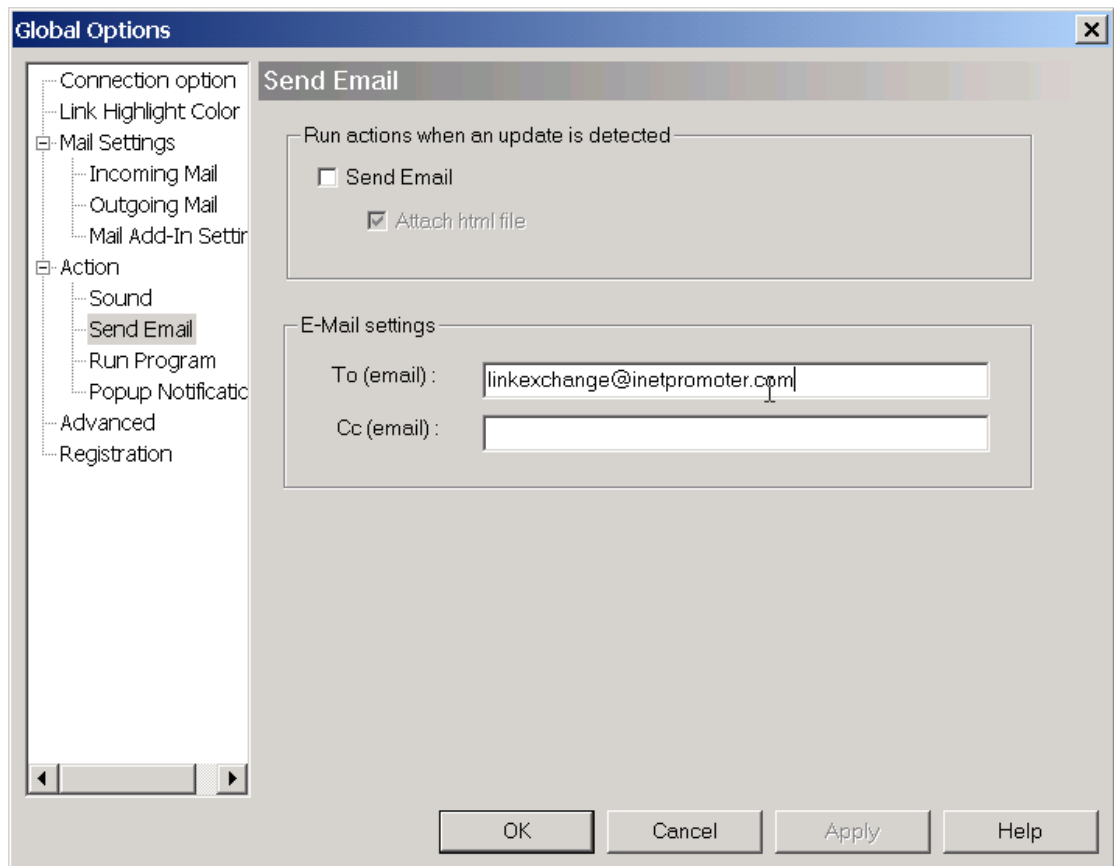
## Email Settings

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.

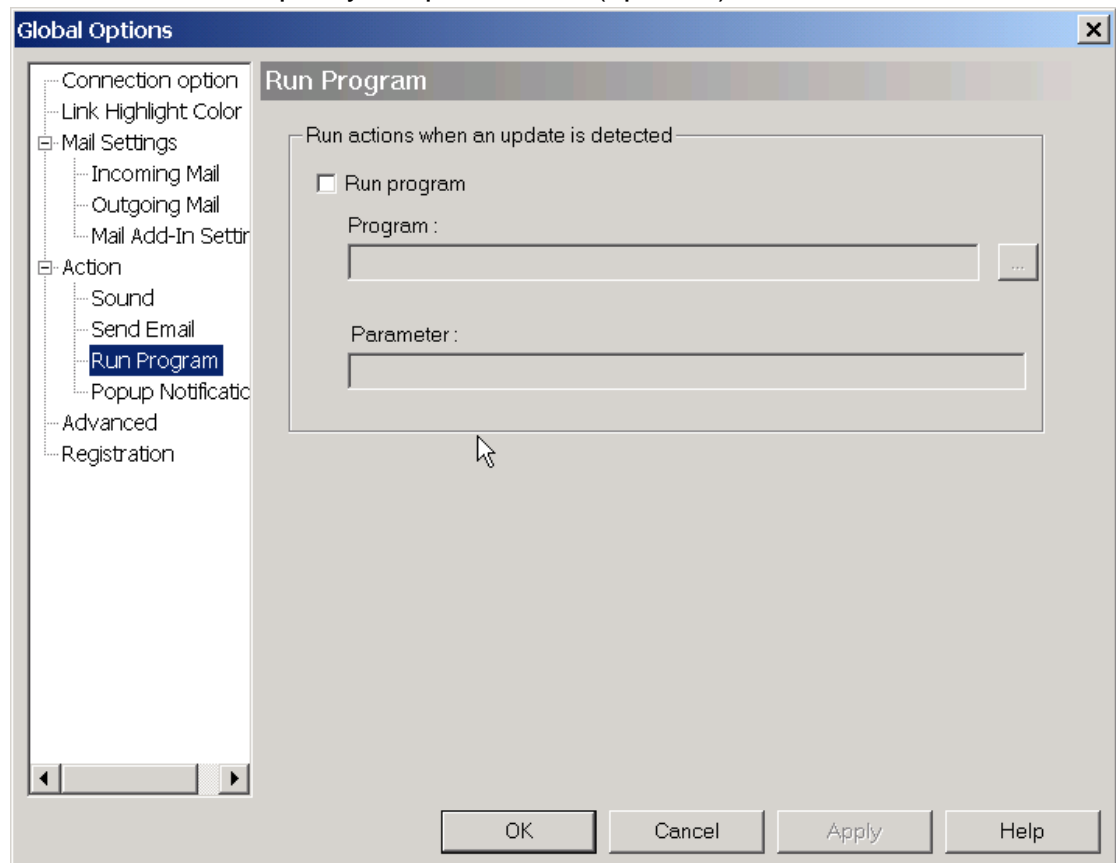


## Run Program Setting

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)



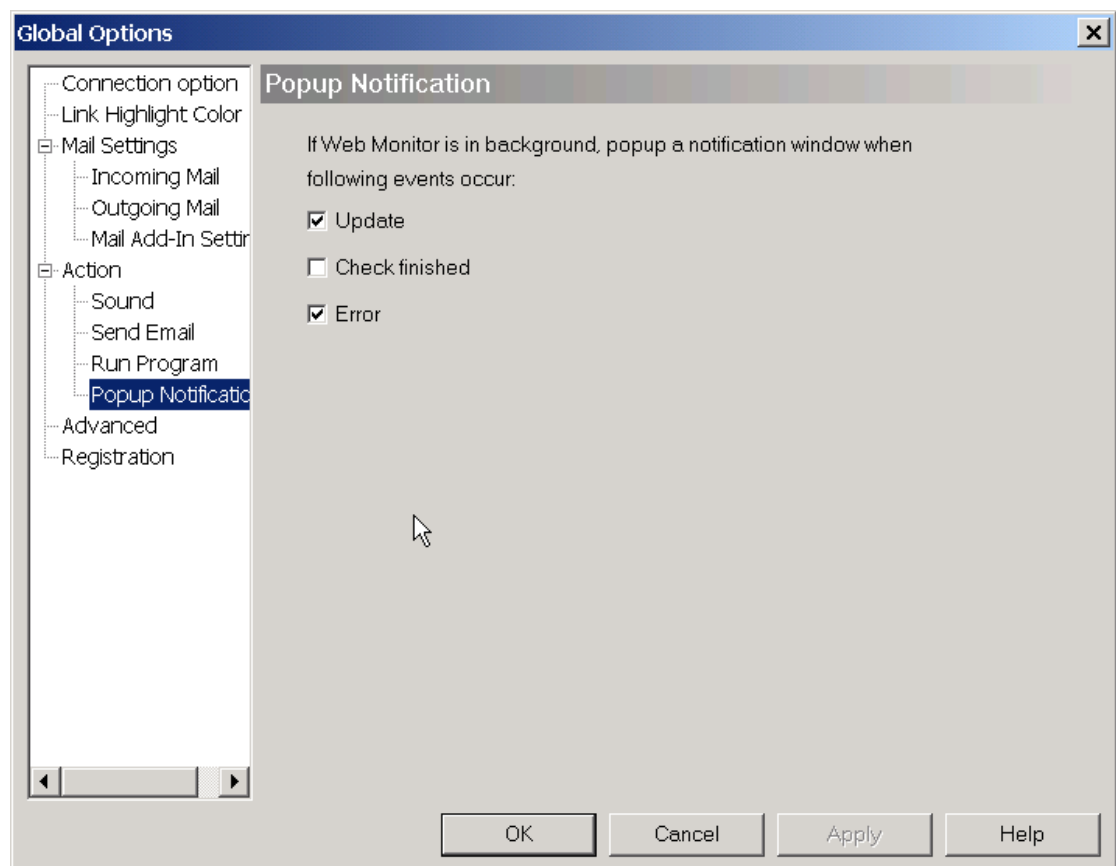
## Popup Notification Settings

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.

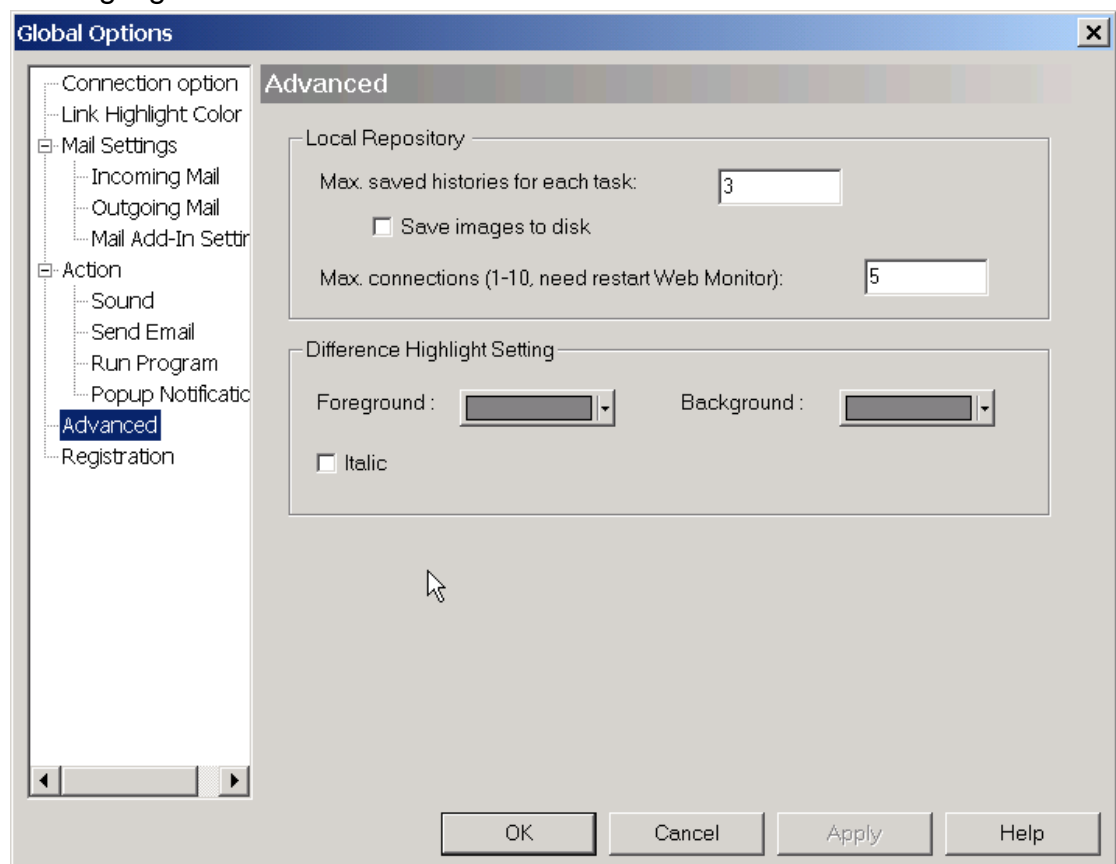
**Check finished field:** Pop up message window when task finishes.

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



# Advanced Settings

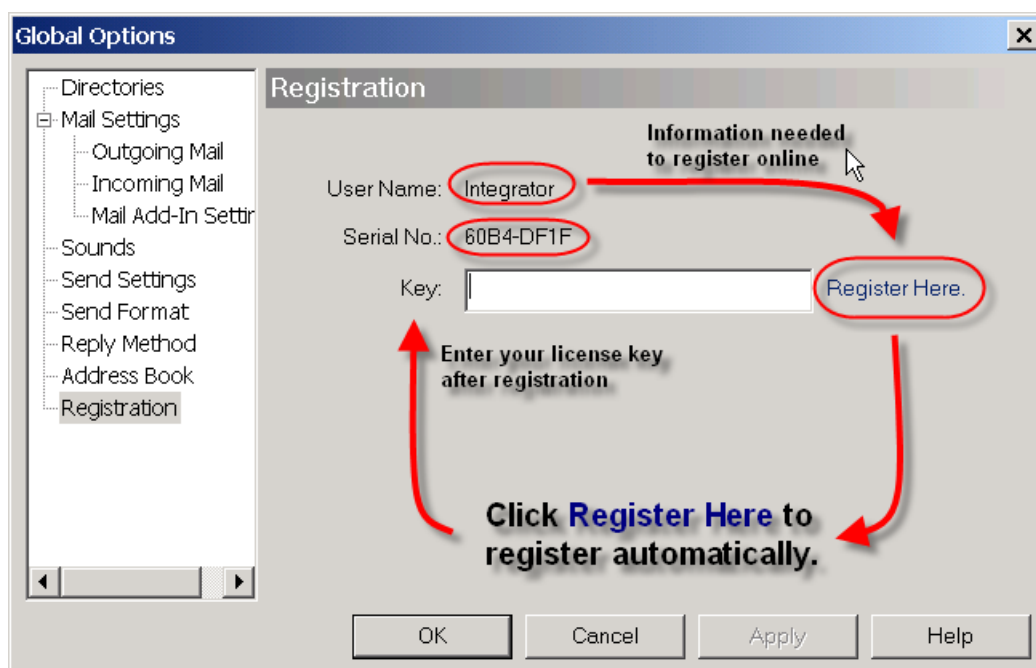
- **Max saved histories for each task:** Specify how much historical data (saved html versions) would you like to keep saved to disk.
- **Save images to disk:** If the html contains images, save them also.
- **Difference Highlight Setting:** Web Link can highlight the back links changes in the saved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