APEX PACIFIC

Dynamic Submission version 7.0

User's Guide

Dynamic Submission Version 7.0

Table of Contents

1. Introduction

1.1 Overview

Thank you for using Dynamic Submission V7.0.

Dynamic Submission is a leading Multi-Award winning, automatic Web site promotion software program. It was developed to offer Web site owners and Internet marketers the ability to promote their Web sites to the ever-increasing number of Search Engines on the Internet without hassle or complications. Dynamic Submission will help increase site traffic to your Web site by submitting your web site details to +1000 major Search Engines, directories and free-for-all links including all the major Search Engines such as Yahoo, Excite, AltaVista, Lycos, WebCrawler, InfoSeek, AOL Netfind, Northern Light and Open Directory (Dmoz.org) etc. It will make your Web site promotion tasks easier than ever before. You can sit back and relax whilst Dynamic Submission automatically does all the submissions for you.

You can not only use it to promote your own Web site, but also use it to provide a Web promotion service for other people and start your own Internet Marketing business.

As a few Major Search Engines generate 85% of Internet traffic, submitting your Web site to these Major Search Engines is the most effective and cost-effective way of promoting your Web page on the Internet. Surfers actively searching for specific information on their chosen subject submit keywords to Search Engines in order to locate suitable Web sites for visiting. There are hundreds of directories, spiders and links on the Internet today. Most of them are continuously updating their databases both through active 'spidering' throughout the Web and by accepting submissions from Webmasters. In order to maintain a top position for your chosen 'keywords' in a Search Engine, it is essential to regularly submit your Web site details to these Web directories and engines. Dynamic Submission is just what you need for this repetitive but very important task - and it does so fully automatically.

We hope you will find this program both productive and useful. We can guarantee that it will save you 100's of hours of valuable time and turn routine Web site submission into a pleasure instead of a chore.

1.2 Features

The following is a summary of the powerful features of Dynamic Submission V7.0:

1. Unlimited multiple Connections for super-fast submission processing
2. Window Explorer style interface
3. Unlimited URLs
4. Unlimited multiple session files (or web sites)
5. Save your favourite selected engines for easy re-submission
6. Simple to use - merely complete one registration form and push a button - your complete web site details are then automatically submitted to the database of your selected Search Engine facilities.

7. Select any or all of the built-in Search Engines list.
8. Powerful "Filter" facility to select groups of Engines. (E.g. by Directory or country)
9. Automatic On-Line Engine data update feature - your engine data is always fresh and up-to-date!
10. Auto Meta-Tag generator
11. Web page optimizer to help improve your web ranking
12. Save and re-load failed engines for easy re-submission
13. View history of your submission reports
14. Easy top engines selection
15. Export Engine list
16. Printable and easily customized submission reports.
17. Customize your submissions where appropriate.
18. Quick submission - only a few minutes on-line for full site submission.
19. Built-in Web Ranking program
20. URL verification and link population search
21. Include Yahoo and Open Directory dmoz.
22. Doorway page generator * - create your doorway page for higher ranking.
23. Built-in FTP manager* - upload your web files within Dynamic Submission.
24. Engine Data Builder * - allows you to add your own engines
25. Scheduler – plan your auto submission schedule in advance

And much more...

1.3 How to order

By purchasing a Registration key you can unlock the FULL features of Dynamic Submission that allows you to submit to +1000 Search Engines and Directories.

1. Please click on the "Help/Order" menu item from the menu bar of the program.

2. You will be automatically connected to our on-line order page by clicking on the 'Order Now' button from the "Order Dynamic Software" screen. An Order confirmation with registration code will be sent to you via email within 24 hours.

We accept all major credit cards such as Visa, Master Card and American Express. You can also pay by International Money Order and Bank Cashier Check by printing out the order form and sending your payment to the address listed at the bottom of the order form page.

1.4 Registration Keys

Entering your Registration Key
After purchasing you will be sent an email containing your registration key and detailed instructions on how to enter it into Dynamic Submission.

Go to "Help/register" from the menu bar, and then enter your registration name and registration code to activate your program to the full version.

Invalid Registration Key
If you receive a message informing you that your key is invalid, please take the following steps before contacting Technical Support:
1. Check your Serial Number carefully and make sure you provide the correct Serial Number to us when you request your Registration code.
2. Make sure your registration code is entered correctly. The key is case specific and contains no space. Please use "Copy" and "Paste" function to enter your registration key.

Your registration code has been cancelled
This is because we are using an online authentication system to track each registration code every time you use your software. Although our server is active over 99% of the time, occasionally it does go down. If you receive a message informing you that your registration code has been cancelled, please follow the instruction below to re-activate your registration code:
1. Connect to the Internet and Open the "Register" window.
2. You will see the "Active" button near the "Registration No" box.
3. Click on the "Active" button and follow the instruction on the screen.
4. Close the program and re-start.

If this does not work, please contact Apex Pacific or authorized dealer with your Client ID# for help.

1.5 Technical Support Contact
Please check the section 17. Troubleshooting and FAQ before contacting technical support.

We continually provide free technical support for all registered clients. You can receive additional information and technical support in the following ways:

WWW
Look for updated information and easy solutions to common problems on our WWW site, at http://www.dynamicwebcenter.com/

Phone
Call our support Helpline at (AU) +612 9662 3433. Fax: (AU)+612 9662 3422.

Apex Pacific Pty Ltd
Suite 2, Level 1, 6-8 Crewe Place,
Rosebery NSW 2018, Australia

Email: support@apexpacific.com
WWW: http://www.apexpacific.com/index.html

1.6 Summary of Main Screen Interface
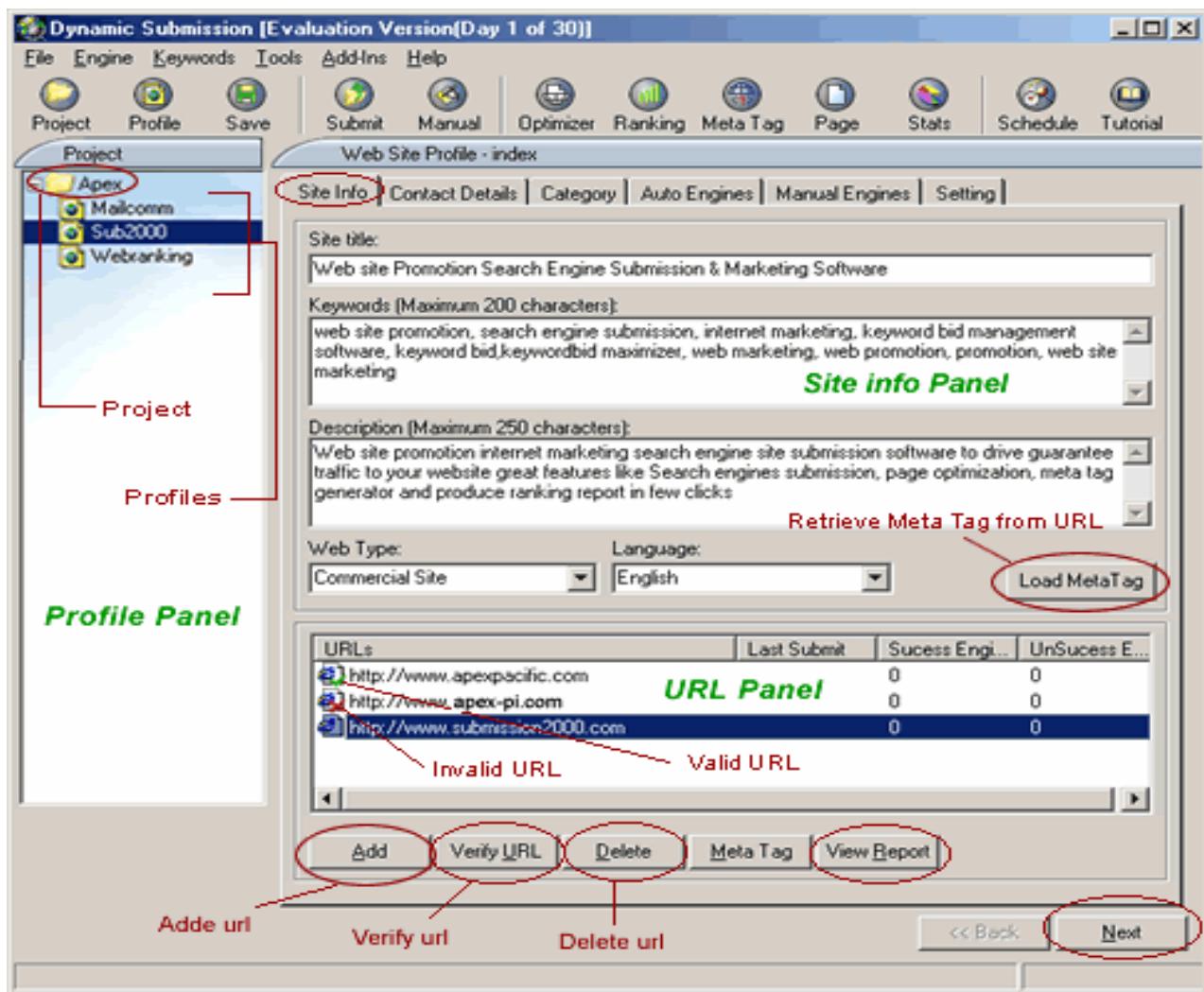
Tool Bar Summary

Project
Enter a new project folder to the project list

Profile
Add a new web site profile to the project

Save
Save the new web project created or the web site details

Submit
Automatically submit your website to all Search Engines

Manual
Manually submit your website to certain Search Engines

Optimizer
Optimise your web page for a higher ranking

Ranking
Check your web site position and generate a web ranking report

Meta Tag
Edit Meta Tag details

Page
Create Doorway Page

Stats
Site Stats service which can help you track the details of your web traffic

Scheduler
Schedule your submission plan for automated submission

Tutorial
Help file on how to use Dynamic Submission V7.0

2. Step-By-Step Guide

Please follow the below steps to install and use Dynamic Submission V7.0.

2.1 Setting up
- Configuration of Internet Connection
- Update Engine Data
- Domain Manager

2.2 Web Profile Details
- Create a new Web Project
- Create a new Web Profile
- Enter Details for Web Site Profile

2.3 Optimize and improve your web site before submitting
- Web Site Optimizer - Helps you enhance your Web site and suggests the ways to improve your Web ranking on all major search engines.
- Meta Tag Editor – Create or modify the keywords, description, and Web title for your Web page with a single click. You can edit multiple HTML files at once.
- Web Page Creator – Generate a Doorway Page automatically with the keywords you choose and it will help you to get a higher ranking for "Spider" engines.
- Keyword Builder – A built-in Keyword Builder will generate a list of suggested keywords based on the keywords you provide for your web promotion.
- FTP Upload Clients - A built-in FTP client allowing you to quickly upload your files to your web server.

2.4 Submit your web sites to all the major Search Engines
- Auto Submission - Automatically submit your web sites to all the major Search Engines just with a single click.

- Manual Submission - Manually submit your web site to free search engines, Pay-Per-Inclusion engines and Pay-Per-Click engines.
- Schedule Submission - Schedule your submission task to submit your web site automatically at specific time with specific intervals.

2.5 Monitor your web promotion results
- Web Ranking – Check your web site position in all the major search engines.
- Site Stats – Track the details of your web site traffic.
- Link Popularity - Provides the best way to retrieve and measure your web site awareness and visibility by checking your web site popularity.

2.6 Other advanced features
- Add In Manager - Add in other Dynamic Software programs to work hand-in-hand with Dynamic Submission to enhance your web promotion.
- Engine Builder - allows you to add search engines that are not currently in the program. This unlocks the limitation of engines you can submit to.

3. Setting-up

3.1 Configuring the Internet Connection
Go to "File" from the menu bar and click "Configuration".

HTTP Server
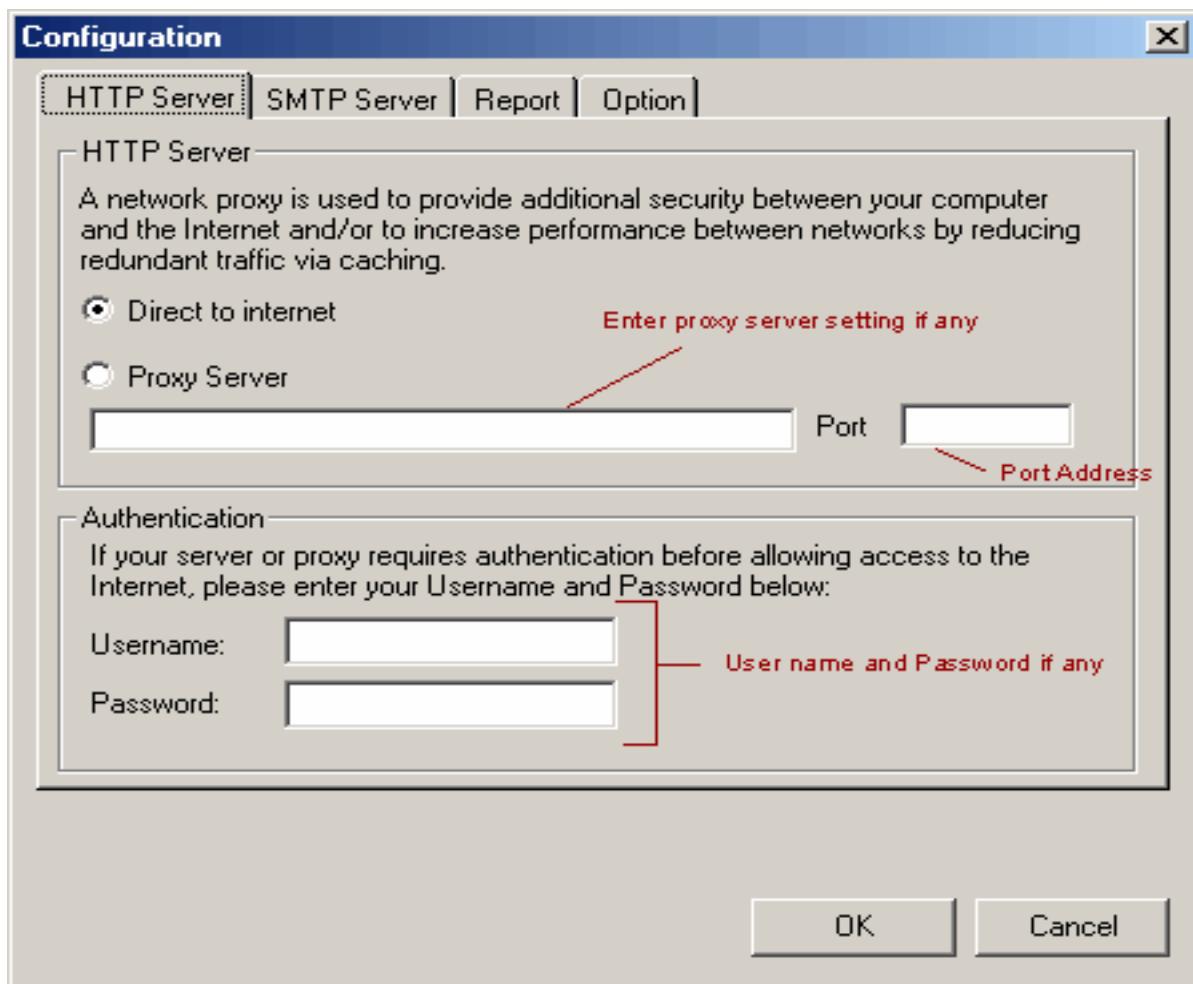
1. Direct to the Internet: If your computer has a direct connection to the Internet, just click "OK" button as the box is checked by default.

2. Proxy Server/Port: If you are connected to the Internet through a Proxy Server, please choose "Proxy Server" and enter your correct Proxy Server and Port number. If you use a proxy server in your Netscape or Internet Explorer browser, you need to enter the same setting here as in your Netscape or Internet Explorer setting.
3. Authentication: If your server or proxy requires authentication before allowing you to access the Internet, please enter your Username and Password.

SMTP Server
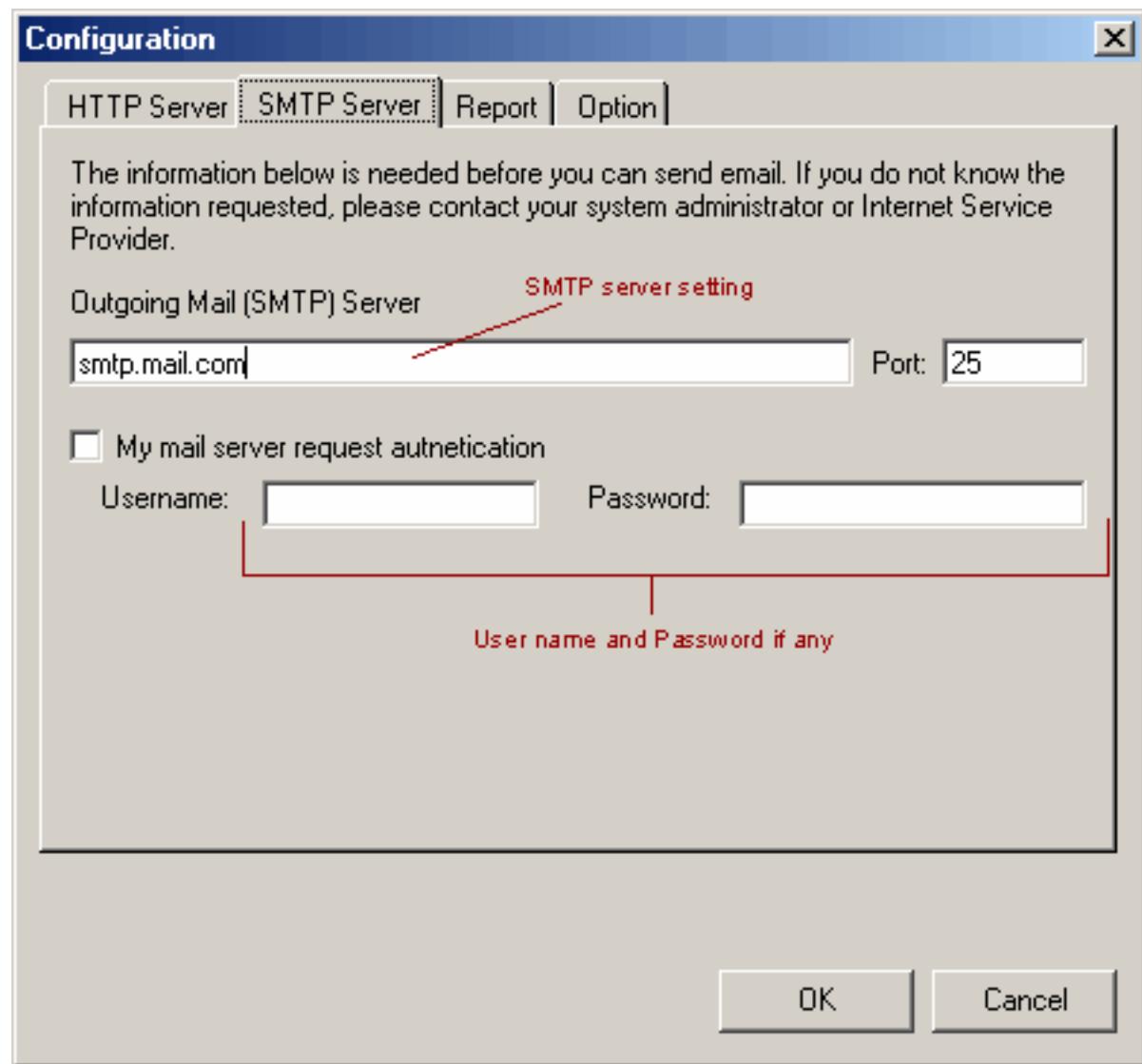
Follow the instruction to enter the Outgoing Mail Server, Port Number and your Username, Password (if there is an authentication needed by your mail server).

Report
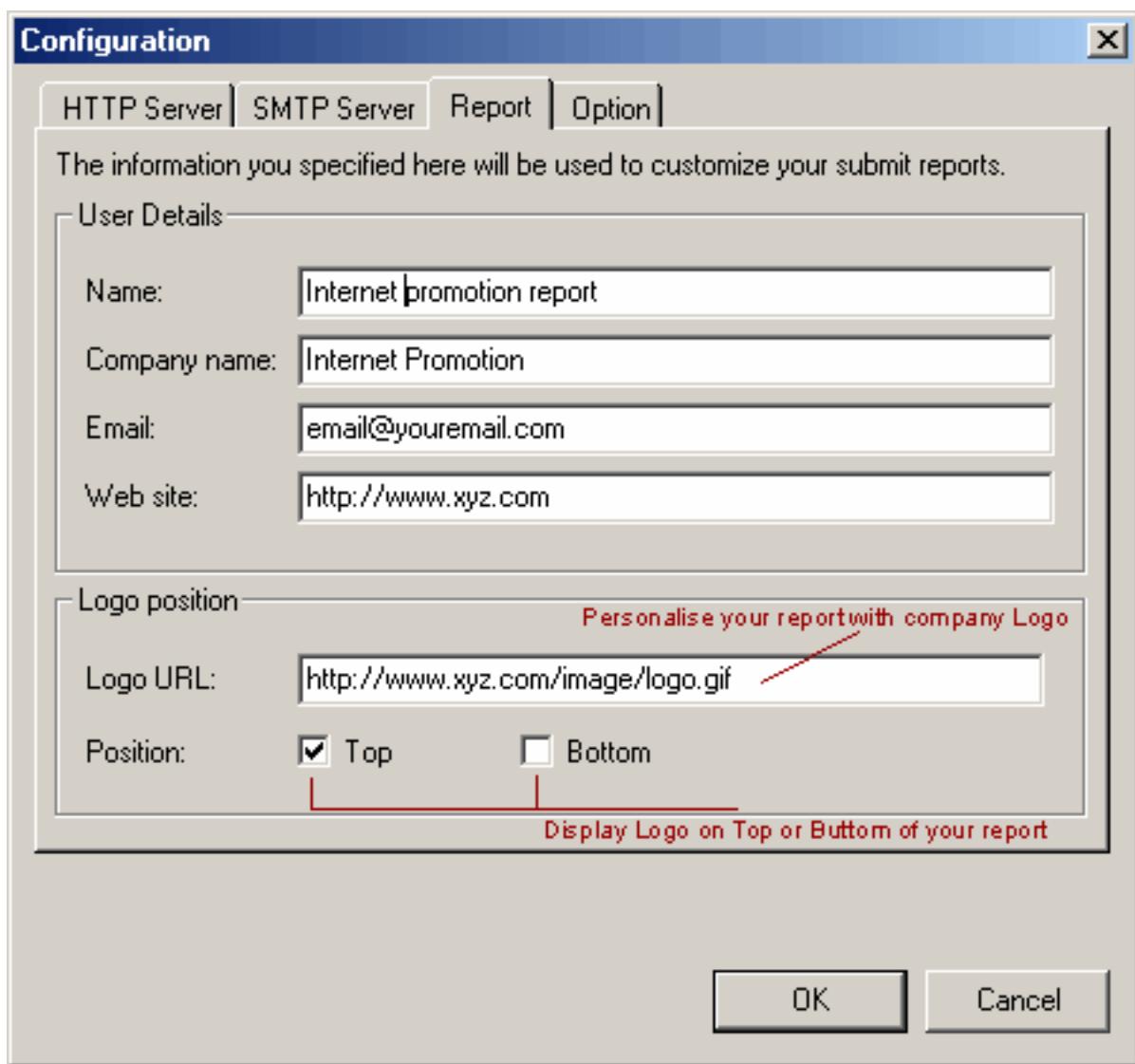
Follow the instructions to fill in all the fields. The program will automatically customize all submission reports with your company information and logo.

Note: This feature is only available in the Enterprise Edition.

Option
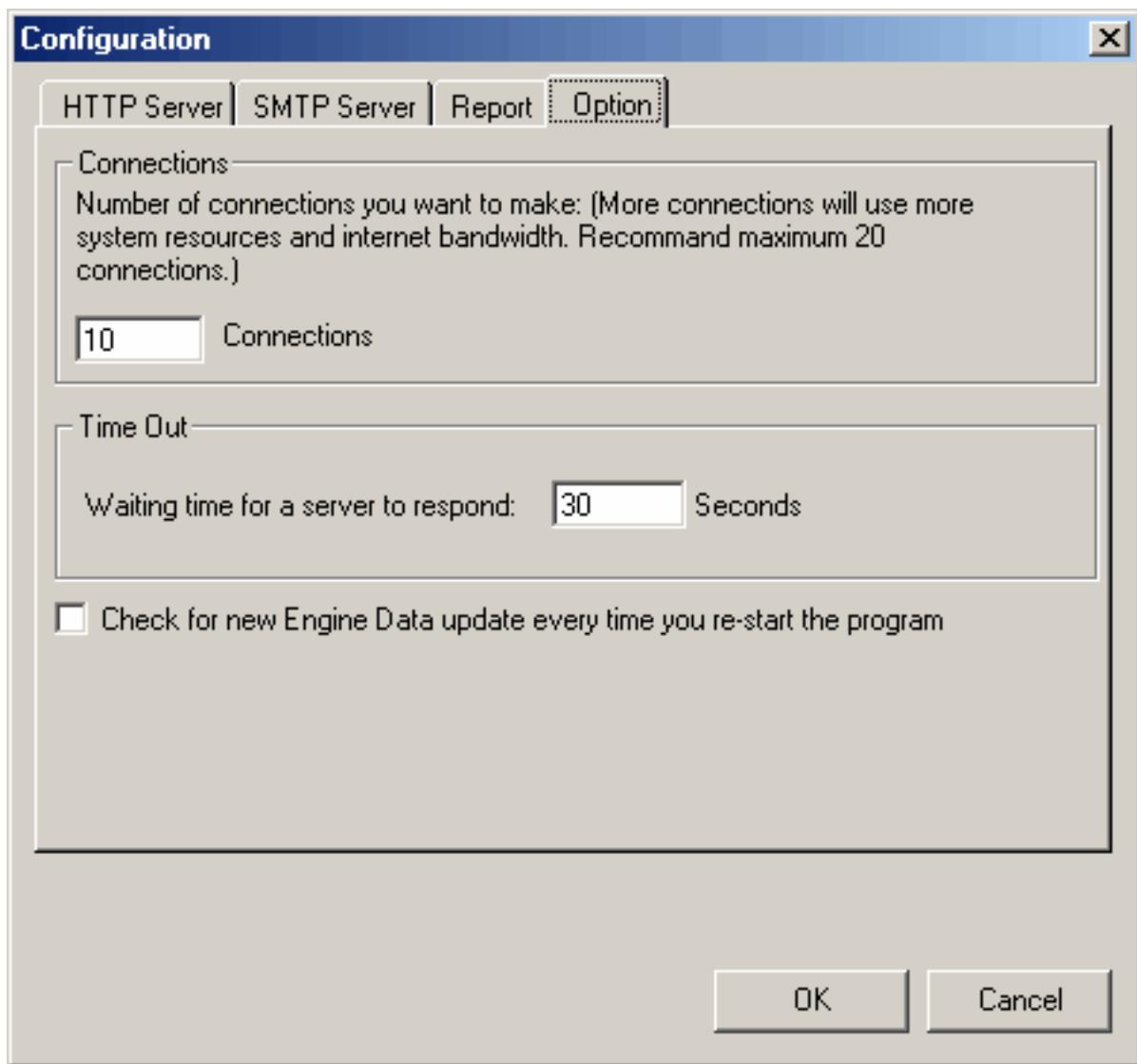
1. Connections: You can specify the number of connections you want the application to make depending on your Internet speed and connection bandwidth. Please note however, that more connections will take up more system resources. We suggest that you keep your connections to less than 25. If you are connected to the internet using a 56K modem or slower, please set your number of connections to 10 or less.
2. Time Out: This setting allows you to adjust the time Dynamic Submission waits for a search engine to respond. The default setting is 30 seconds. Dynamic Submission will skip to the next search engine if there is no response from that search engine's server within the Time Out period, and continue to submit to the next search engine. Please adjust this setting to a higher value (Don't exceed 90 seconds) if your connection is slow.
3. Check the box if you want to update your engine data file every time you restart the program.

Once you finish all the above steps, click the "OK" button and your configuration will be complete.

3.2 Update Engine Data

Go to the "File/Update Engine Data" menu item from the menu bar and then click "Start" to update the engine data file. This will take less than 5 minutes to download the new engine data file.

To make sure you have the very latest set of engine data files, please update the Engine Data file the first time you use Dynamic Submission and do this every two weeks to keep your submission data files up to date.

If you have problems updating the engine data file, or you are having problems connecting to our web server, please check your "Connections" setting in the "Configuration" window and make sure you have entered the correct "Proxy Server" address if you are connected to the Internet through a proxy server, then try again.

3.3 Domain Manager

The Domain Manager provides a list of domains you can use in the Dynamic Submission software for Submission.

For different editions, the total number of domains you can submit to is different. The trial and Standard Edition support up to 5 domains. The Professional Edition supports 10 domains while the Enterprise Edition can submit to unlimited domains.

For both the Standard and Professional Edition, you are allowed to delete up to 3 domains if you make any typing errors. Simply click the "Delete" button if you want to delete the domains and enter your domain name in the "Add domain" field. Please check your URL carefully before adding a domain.

For the Enterprise edition, there is no limitation on the number of domains. So you can feel free to add or delete domains.

4. Create a Web Profile

You need to create your own web profile with all the details of your web site such as URLs, site title, keywords, descriptions, etc for submission to all major Search Engines and other web promotion-marketing target(s). All the web profiles can be stored under the web project that is a web folder for you to better manage your web profiles.

4.1 Create a new Web Project

You need to create a Web Project first before you create a web site. A web project is a Web Folder that contains one or more web sites.

1. Please go to "File/New Project" menu item in the menu bar, or just click the "Project" button from the tool bar.

2. Enter a name for your new web project and click OK. Normally, you can use your company name for your web project name.

3. If you want to delete a project, select the project name and then click "File/Remove Project" menu item from the menu bar.

4.2 Create a new Web Site (Profile)
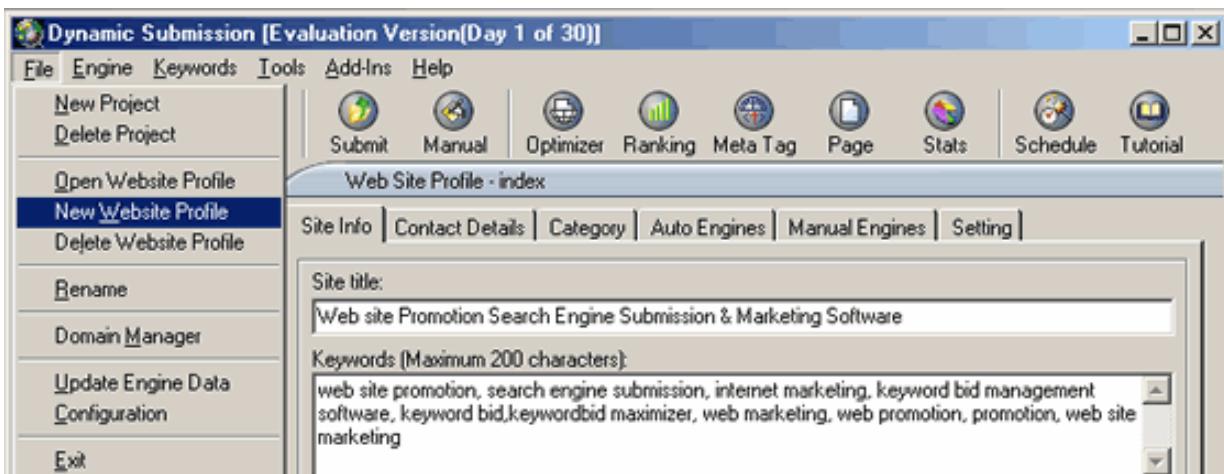
After you have created a Web Project (See section 4.1 on how to create a new Web Project), you can proceed to create a new web site.

1. Please select the Web Project that your new web site belongs to, then click "File/New Website" item from the menu bar, or just click the "Profile" button from the toolbar.

2. Enter the name of your new web site and click OK. A new empty website profile will be created.

3. If you want to delete an existing Website, select the website name and then go to "File" in the menu bar and click "Delete Website".

4.3 Enter Details for Web Site Profile

Click on the Web Site name from the Web Project list to create or edit your web site details. This is where you enter your Web site information for submission to the Search Engines.

Not all engines use all of the data you enter. However, you need to complete all the fields so that Dynamic Submission can submit the appropriate data to the appropriate engines when the need arises.

Remember to click the "Save" button on the tool bar after you finish all the details for your web site profiles, according to the steps below.

4.3.1 Enter Site Information

1. Go to "Site Info" Tab of the Web Site Profile.

2. Click the button of "Load Meta Tag" on the right side of the screen to retrieve the Meta Tag information from the existing URLs you have.

3. Or you can manually enter the details for all the fields.
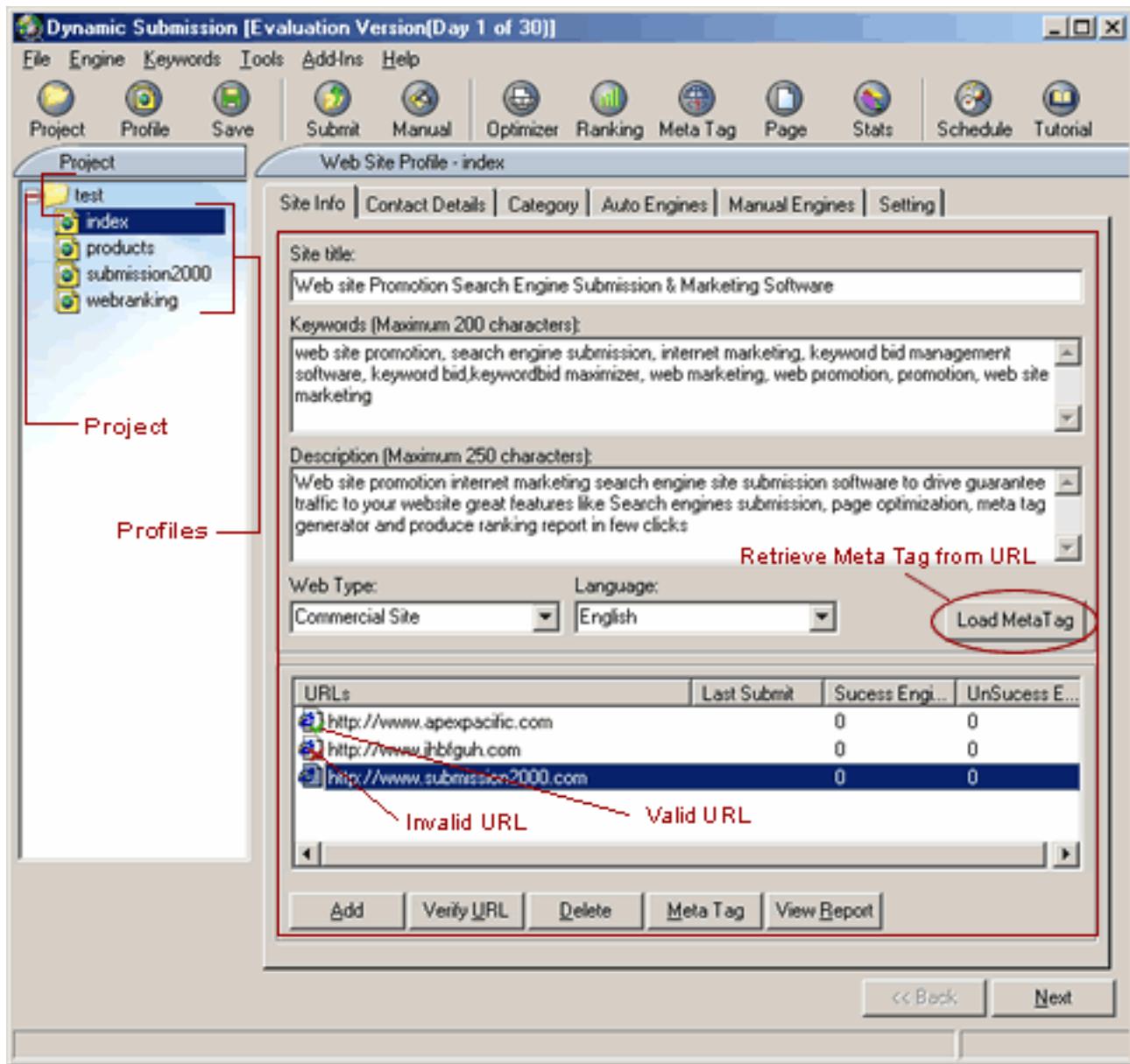
Site Title
Enter a description for the title of your web site.

Tip: This is the descriptive title that will appear in most Search Engine listings, so be careful when choosing the words you enter. Do not use HTML code in this box as many submissions will fail if you do so, and do not use all CAPITALS in the entire text line as these links tend to be removed by some engines. Most of the **major** Search Engines use the <TITLE> tags in your HTML page to determine the site name that will be shown to the person searching the web. It is therefore a good strategy to match the Site Title with the <TITLE> tags on the page you are submitting.

Keywords
Enter up to 200 characters separated by commas (,) that describe your site.

Tip: Keywords are words or short phrases that describe your site, products or your services. Since it is the single largest factor in determining whether a

surfer will find your site, we highly recommend that you consider your keyword choice(s) carefully. Remember that keywords are prioritised, i.e. the first word chosen is weighted heavier than the second, the second more than the third, etc. Repetition does not add to your listing priority, nor does capitalization or repetitive punctuation.

Use the most important words that your potential visitor might use to find your page. Enter each keyword in lowercase. Find additional keywords by searching the Search Engines, checking your competitors' pages, or by finding the Top 10 pages relating to your site subject.

Site Description
Enter a brief description of what your site has to offer the Internet community at large. Please keep your description to less than 250 characters.

Web Type
Select an appropriate web type from the list given.
- Commercial Site - If you site sells any product or service, you are in this category.
- Personal Site – A website normally created for an individual's interest and convenience, but not commercial in nature.
- Adult Only Site – For Adults only
- General – For the remaining categories

Language
Select the language from the list given that your website is written in.

4.3.2 How to Add Site URLs

Once you have filled in or retrieved all the details for "Site Title", "Keywords", "Description" and "Web Type & Language"(see section 4.3.1 Enter Site Information), you need to add Site URLs to your web profile.

4.3.2.1 Tutorial

1. Add URL
When you are still under the "Site Info" tab of web site Profile, click the "Add" button at the bottom and you will see "Add URL" screen with 4 choices.

- Enter a single URL.
Type the actual full URL of your site or web page, such as http://www.yourdomain.com/index.html or http://www.your-isp.com/~yoursite /index.html. Then click the "Add" button to add it to the URL list.

This is probably the most important field because if you make a mistake here, no one will be able to find your site! The URL always starts with http:// and then continues with the full address of your site, one example is http://www.yourwebsite.com/index.html
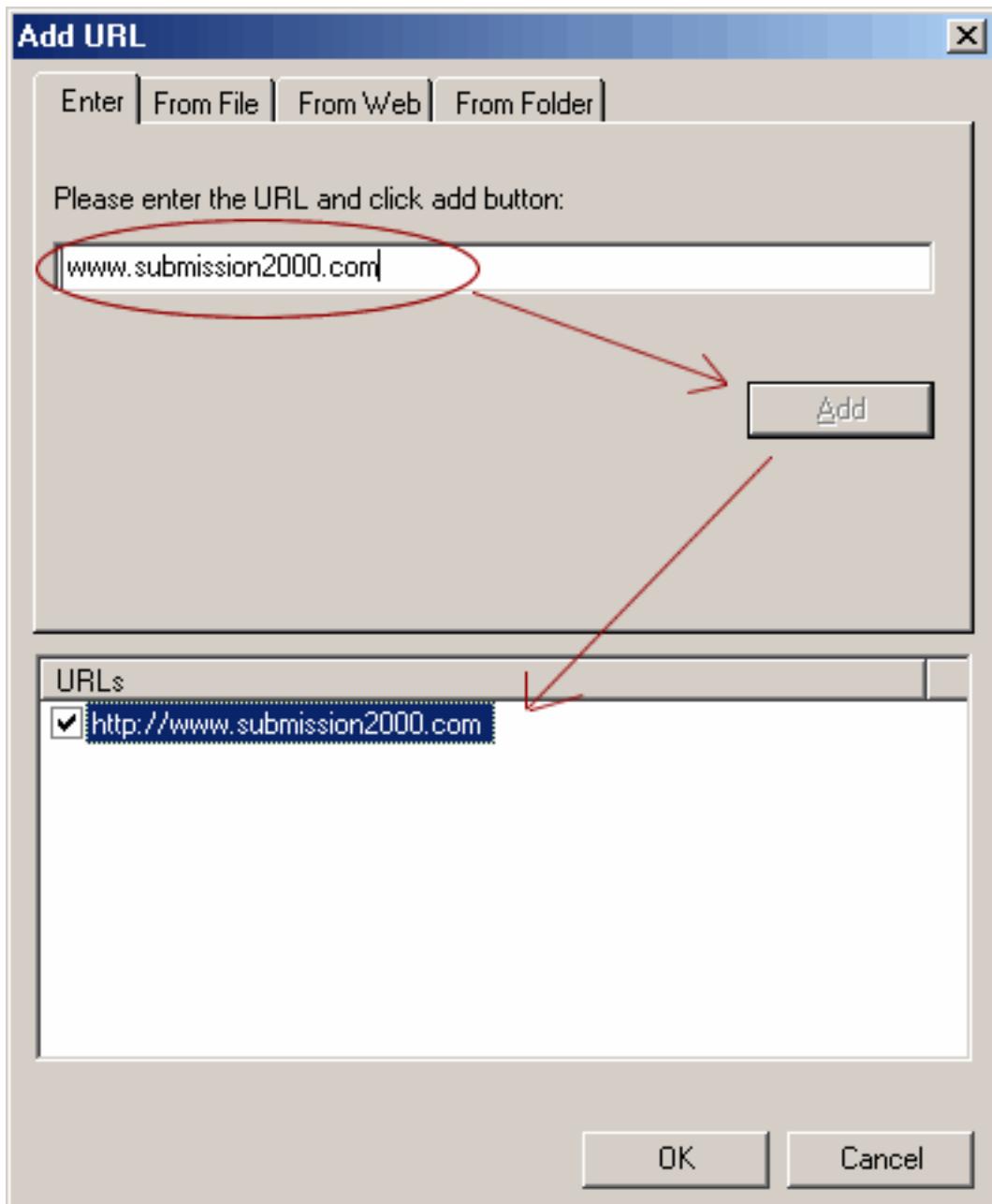
- Load URLs from a file

You can also load a list of URLs from a file with one URL per line. For example:

http://www.submission2000.com/

http://www.submission2000.com/about.html

http://www.submission2000.com/products.html

Select a file and click "import" button to add them to the URL list.
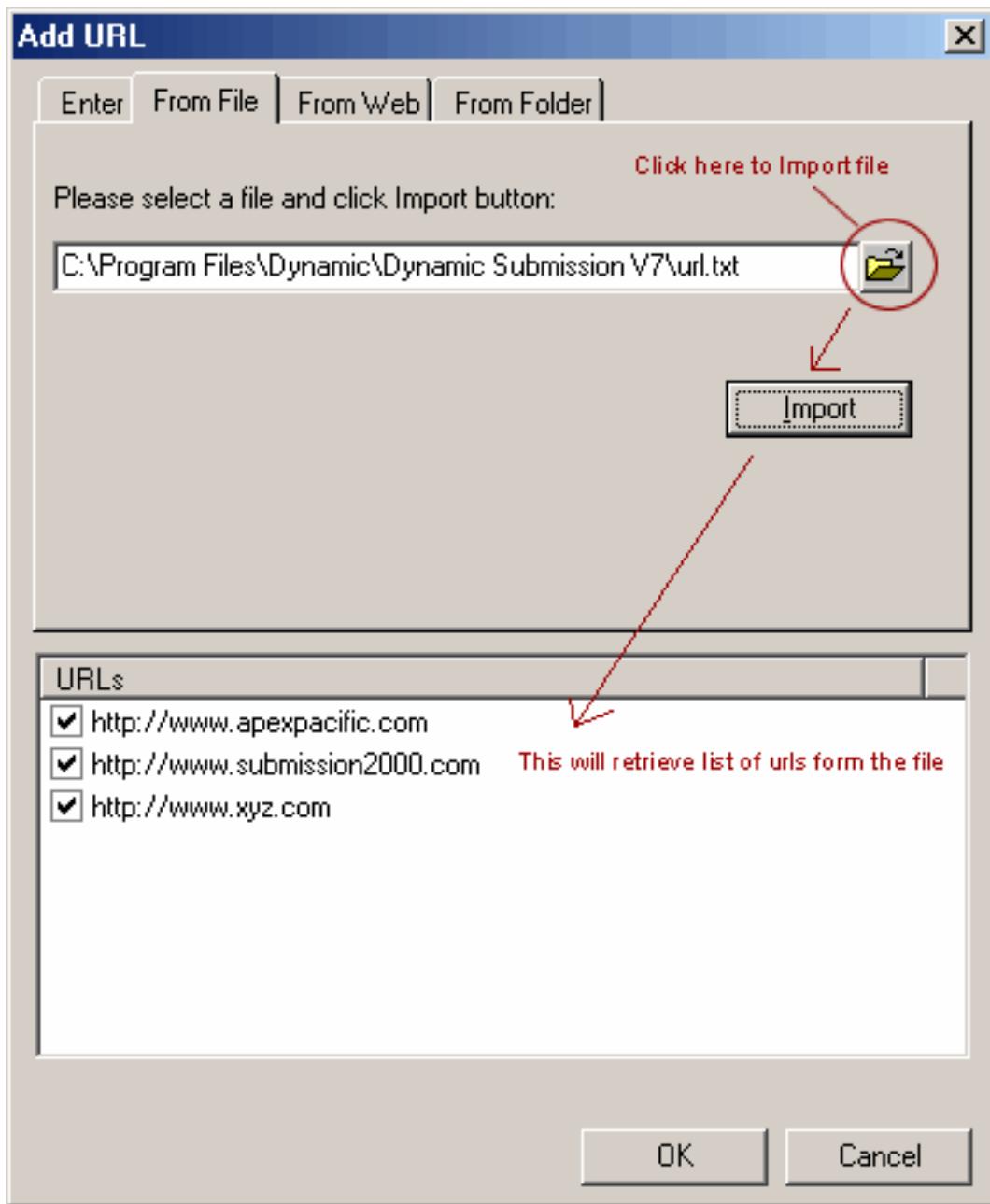
- Retrieve URLs from a web site

It allows you to retrieve all the URLs from a web site and add them to the URL list. Some people call this a "Mirror Page" or "deep promotion". Whatever it is called, it provides you with an easy way to enter your URLs quickly.

Simply enter your web site URL and then click the "Get" button (Check the box if you want to get the same domain URLs only). The program will retrieve all URLs from your web page and generate the full web site URL.

You can also specify some filter keywords to filter out the URLs which you don't want to retrieve from your web page.
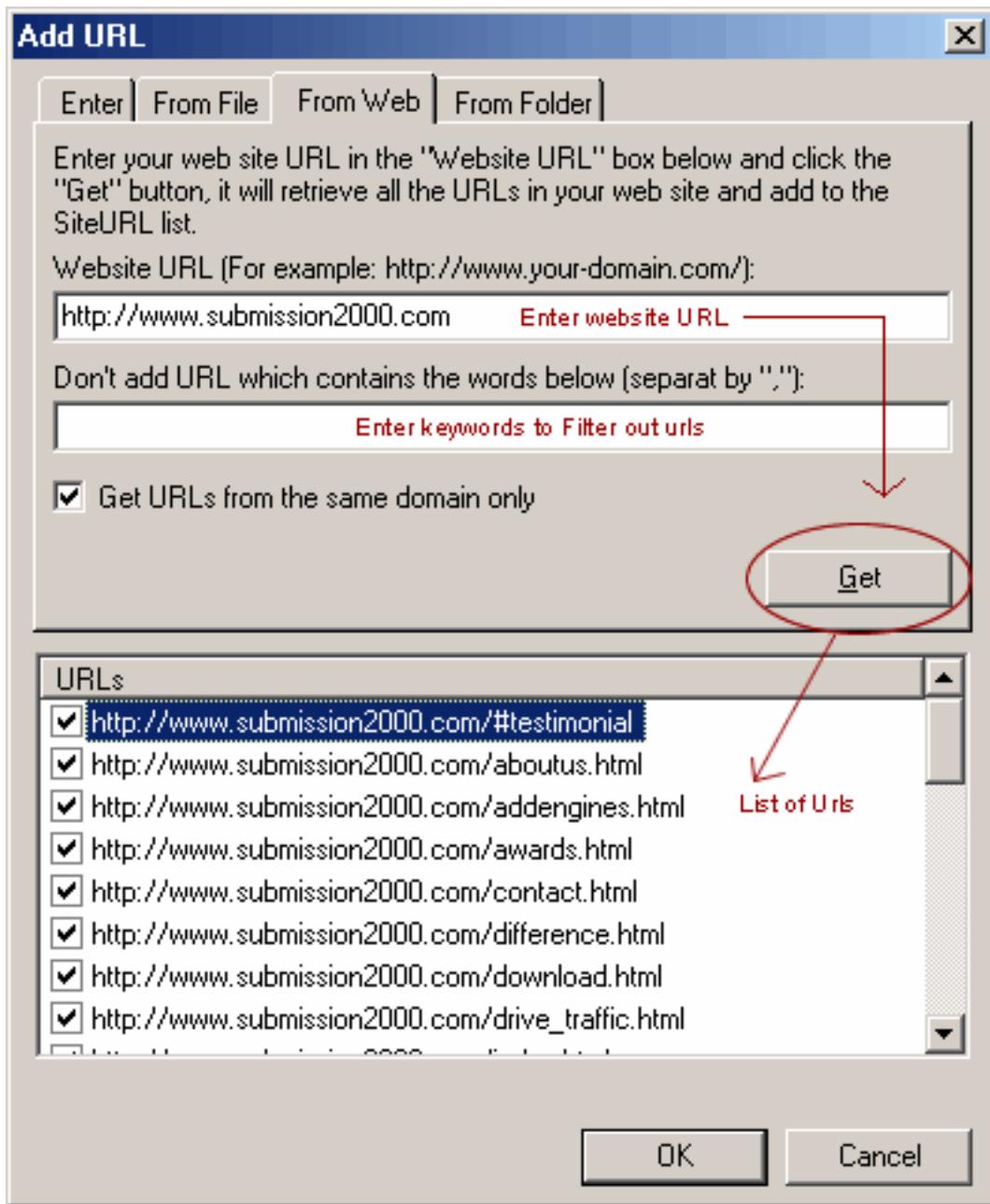
- Create URLs from a local folder

This feature allows you to quickly create the URL list from the local HTML files in a local folder and combine it with your default domain name.

Simply select the local directory where your local HTML files are stored and enter your web site domain name, then click the "Get" button. The program will combine the local HTML file name in your local directory with the domain name you specified and generate a full web site URL.

For example, you have 3 HTML files in your local directory "C:\my web files\" as below:

C:\my web files\index1.html
C:\my web files\index2.html
C:\my web files\index3.html

Then if your domain name is: www.your-domain.com, the program will
generate 3 full web site URLs as below:
http://www.your-domain.com/index1.html
http://www.your-domain.com/index2.html
http://www.your-domain.com/index3.html

If you enter www.your-domain.com/sub-directory/, then the program will
generate the following URLs for you:
http://www.your-domain.com/sub-directory/index1.html
http://www.your-domain.com/sub-directory/index2.html
http://www.your-domain.com/sub-directory/index3.html
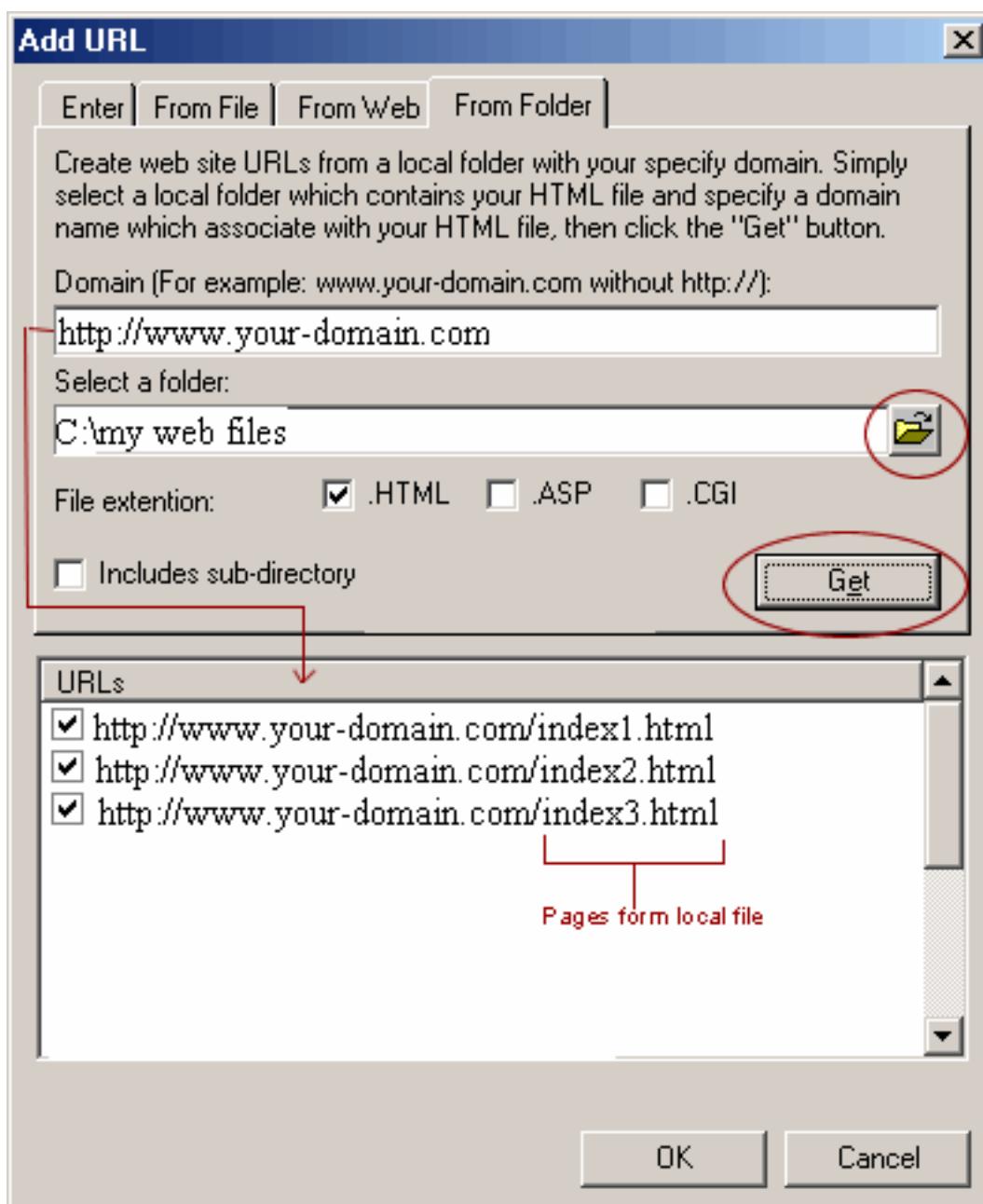
Note: Please make sure you have saved the web site details after your enter
your web site URLs.

2. Verify URL
Once you have added all the URLs, click "Verify URL" button at the bottom to make sure all the URLs entered are valid.

After verifying, green check sign will appear on valid URLs while invalid URLs will be marked with red cross signs.

3. Delete URL
Select a URL from the URL list, then click "Delete' button at the bottom to delete it.

4. Meta Tags
Select the URL from the URL list and click the "Meta Tag" button at the bottom to have a quick view of your Meta Tags within the Site URLs screen.

This will retrieve the "title", "keyword" and "description" from the <Meta> tag section of your HTML file and put it into your "Meta Tag Details".

Note: The Meta Tag details will not be submitted by the program. It will be used and retrieved by the "spider" engines such as "AltaVista, Google and Lycos etc.

To create and edit a Meta Tag, please see section 6. Meta Tag Editor for details.

5. View Report
After you finish your submission, you can go to "Site Info" tab of the Web Site Profile and click the "View Report" button at the bottom. The submission report will be created to show you which engines have been successfully targeted, and which ones have not. Also see section 10.3 View Submission Report on how to re-submit the failed engines.

4.3.2.2 Tool bar Summary

Add
Add your web site URL to the list

Verify URL
Verify selected URL to make sure it's valid

Delete
Remove selected URLs

Meta Tag
A quick view of Meta tag details of the selected URL

View Report
View submission report on results of your submission

4.3.3 Enter Contact Details

After you fill in all the details in "Site Info", simply click "Next" button at the right bottom of the screen to go to the next stage. Or you can click any tab on the Web Site Profile to continue.

After you click the "Next" button, it goes to the "Contact Details" Tab of the Web Site Profile. Enter the details accordingly.
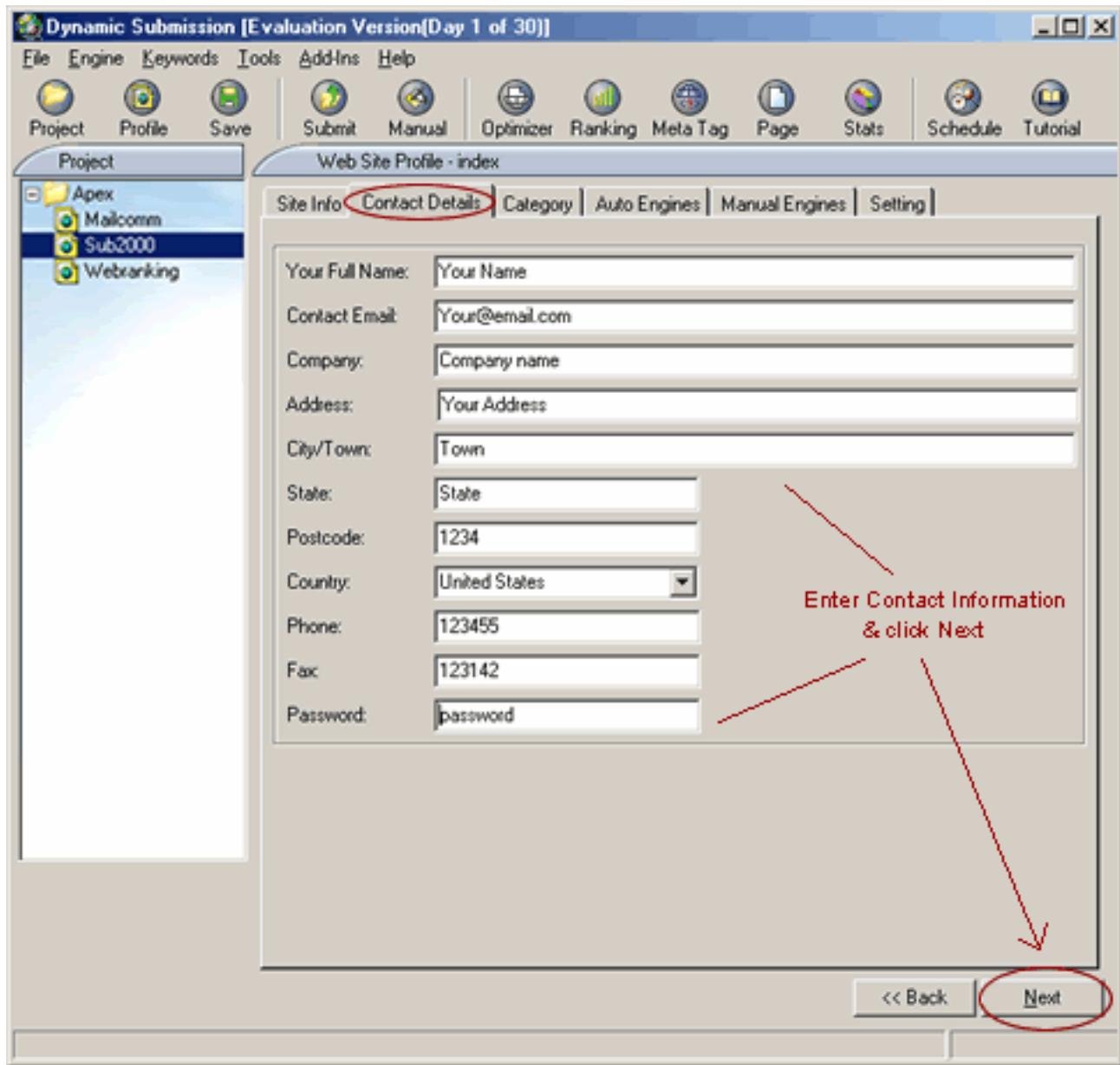
Your Full Name
Enter your own name, or the name of your customer or client. This name will be submitted as the point of contact for the Web site.

Contact Email
This is the email address of the user who makes the submission. Some engines will automatically email a notification message to this address.

Note: Many Search Engines now verify Email addresses by 'pinging' and will not process a registration without a valid Email address associated with it.

Company

Enter your company name, or your full name if it is a personal site.

Address, City/Town, State, Post Code

Enter your address, city name or county, state and postal code where your site or service is based.

Country

Select your country from the list provided. This might be used to determine the engines selected for your site.

Phone/Fax number

Enter your contact phone number and fax number.

Password

This is used by some engines to login to their web site when you want to modify your existing website information. Please write down your password and keep it in a safe place.

4.3.4 Select Category

Click "Next" button or directly go to "Category" Tab of the Web Site Profile and select the most appropriate category of your website.
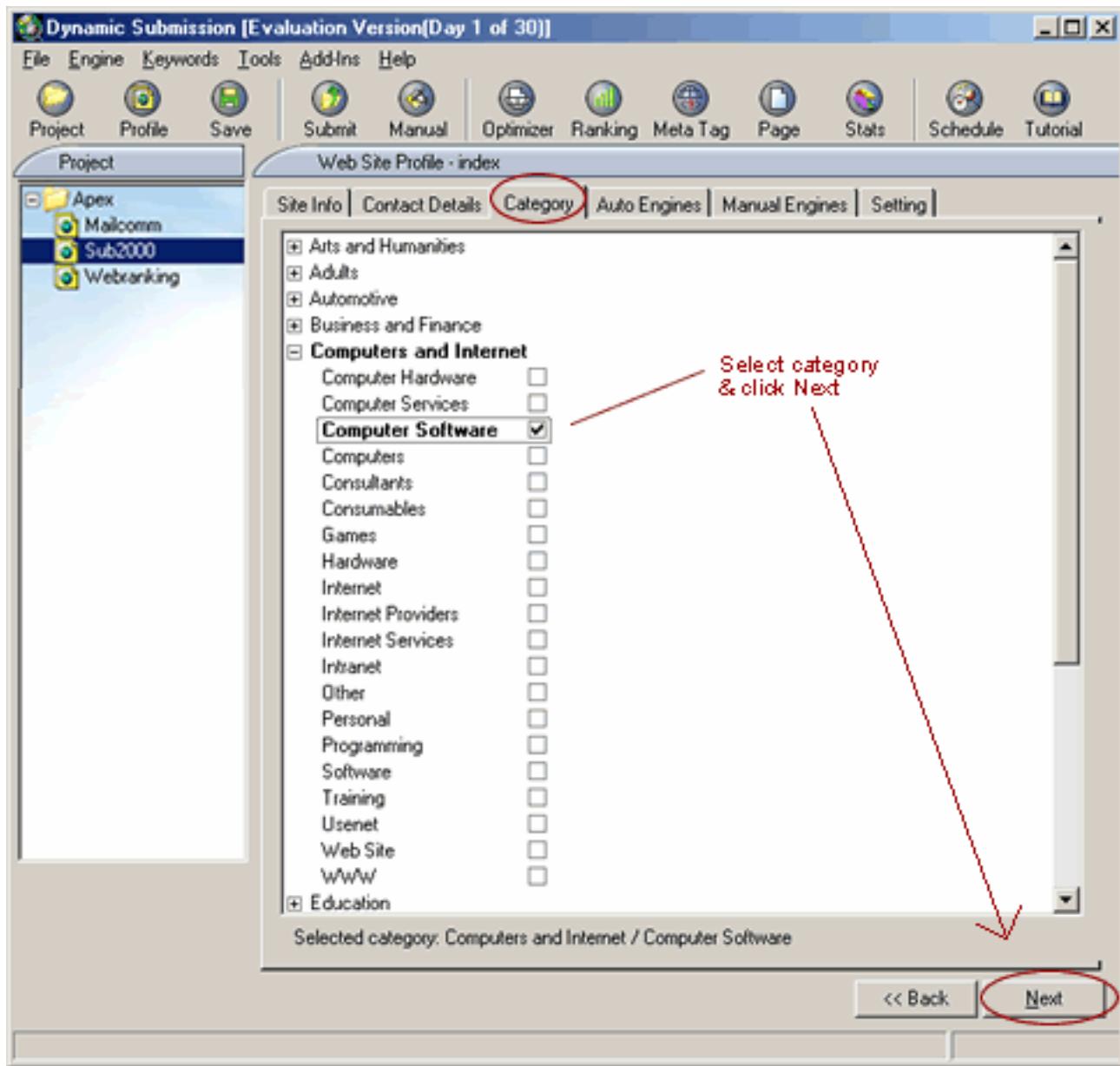
Select a suitable category for your site from the list provided. If you cannot find the category you want to select from the sub-category, use "main category" instead. This will make sure your web site will be submitted to the correct category.

4.3.5 Auto Engines Selection

1. Click "Next" button or directly go to "Auto Engines" Tab of the Web Site Profile to select the auto engines for submission.

- Individual Selection
  Simply scroll down the Engines list and click on the engine name you want to submit.

- Multiple Selections
  Scroll the engine list and find the engine you want, then hold down the 'shift' or 'ctrl' key and click on the engine names.

2. Click "Engine" menu item from the menu bar or just right click your mouse to choose from the following items:
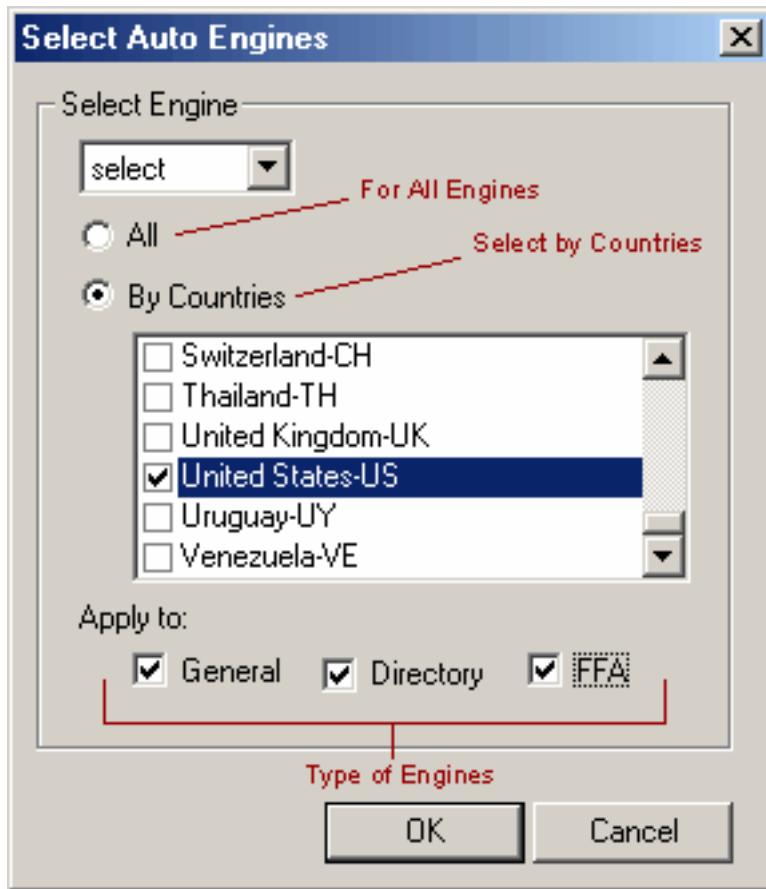
- Save Selected Engine to file
  This feature allows users to save the selected engines into a file for re-submitting in future. For example, if you don't want to submit to all engines every time and just wish to submit to the 10 top engines regularly. Simply save those 10 selected engines into a "Selected Engine" file (with a ".eng" extension by default).

- Load Selected Engine from file
  This will load the previously saved selected engines into the program for re-submitting.

- Load Major Engines
  This feature will make it easy for you to select only the Major Search Engines such as Google, AltaVista, Excite, Yahoo, Lycos, Hotbot etc.

- Export Engine List
  This will create a list of all available engines in HTML file format and you can save or print the engine list using your default web browser "Save/Print" feature.

- Select Engines
  It's a quick tool to select specific engines. See below (# 3) on how to select.

3. Click "Engine/Select Engines" menu item from the menu bar or just right click your mouse to choose the "Select Engine" item, the "Select Auto Engines" screen will be prompted.

This feature allows you to decide exactly where you would like to submit your site. You can easily select engines by using the following selection methods:

- Select All Engines
  Simply check the "All" box to select all available engines.
  Recommended for most submission campaigns.

- Country Selection
  It allows you to select the engines by specific countries and focus your submission market. Check the "By Countries" box and select the country name from the list.

- Engine Type Selection
  This allows you to select the general Search Engines, directories, or free links you are interested in. Check the box if you select that type of engines:

  * General Engines - Will select only the true indexing Search Engines from the list.
  * Directories - Will select only Internet Directories from the list. Directories are not automatically generated but are compiled by editors. A website that is submitted to a directory is subsequently catalogued and linked to one ore more topics. As the directories are set up by experienced editors, they generally produce more targeted results. Example is Yahoo.com .
  * FFA - Will select collections of Free for All pages (FFA) links. FFA are pages in which links to website can be entered together with a short comment. Owners of websites thereby enter the registration themselves, and there is no editing board to review the entries. It is free and becomes immediately effective. Check the box to block auto-response confirmation or spam emails from FFA link sites.

- Unselect
  This option allows you to clear the previous selection or exclude certain Search Engines from submission. Scroll down to click "Unselect", and then check one of the boxes to clear or exclude certain selection based on your need.

4.3.6 Manual Engines Selection

Click "Next" button or directly go to "Manual Engines" Tab to select your targeted Search Engines.

You will have 3 types of engines to select from: Free Engines, Pay Per Inclusion Engines, and Pay Per Click Engines. Check the box to select the engines from the list given. The selected engines will be listed when you do your manual submission later (see section 11. Manual Submission for details).

- Free engines - there is no fee charged for indexing, like AltaVista Free Engines.
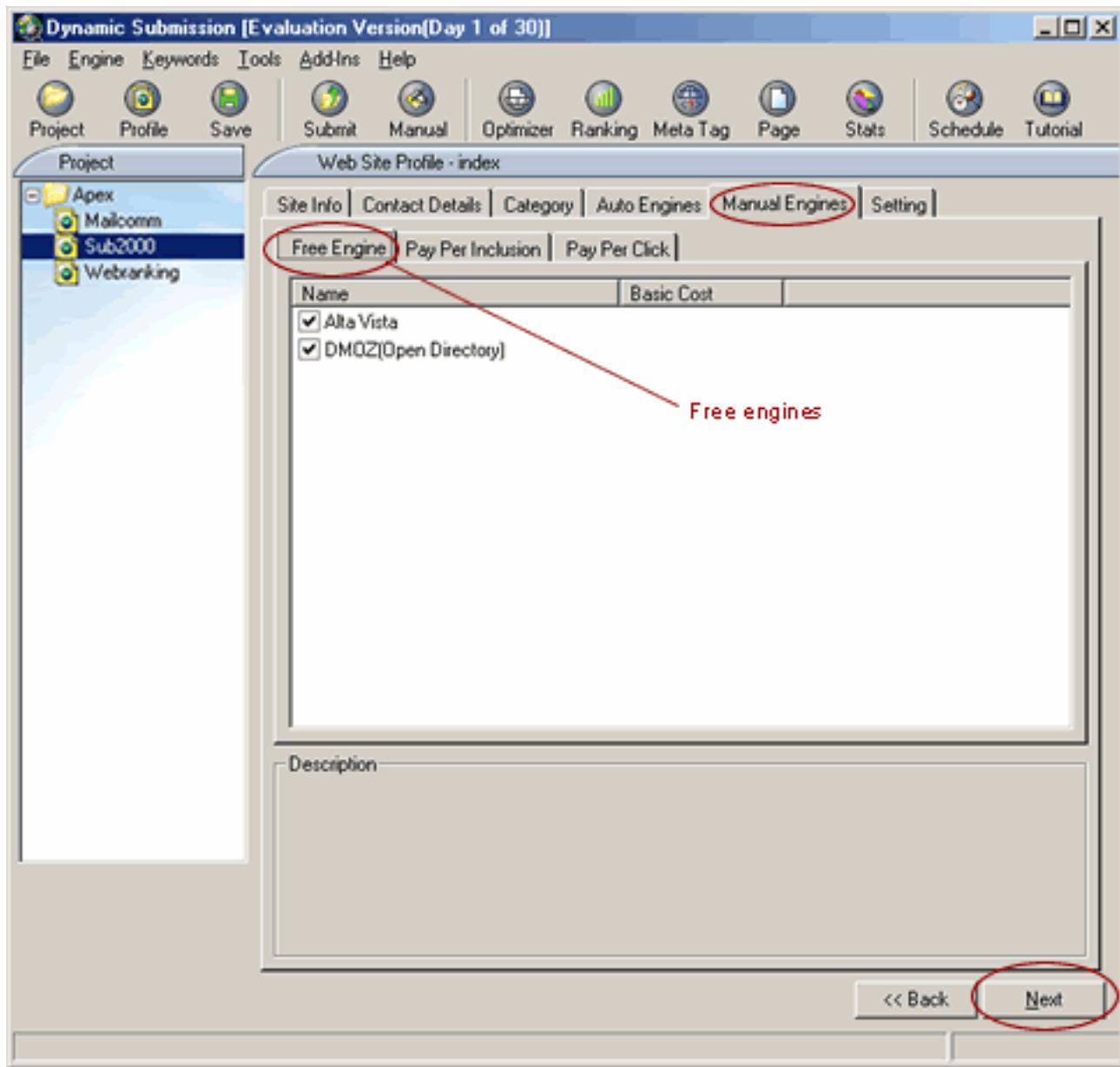
- Pay Per Inclusion engine - advertiser needs to pay a fee to the search engines in order to get their web sites to be listed in the search engines. Yahoo, LookSmart, etc. are these type of search engines.
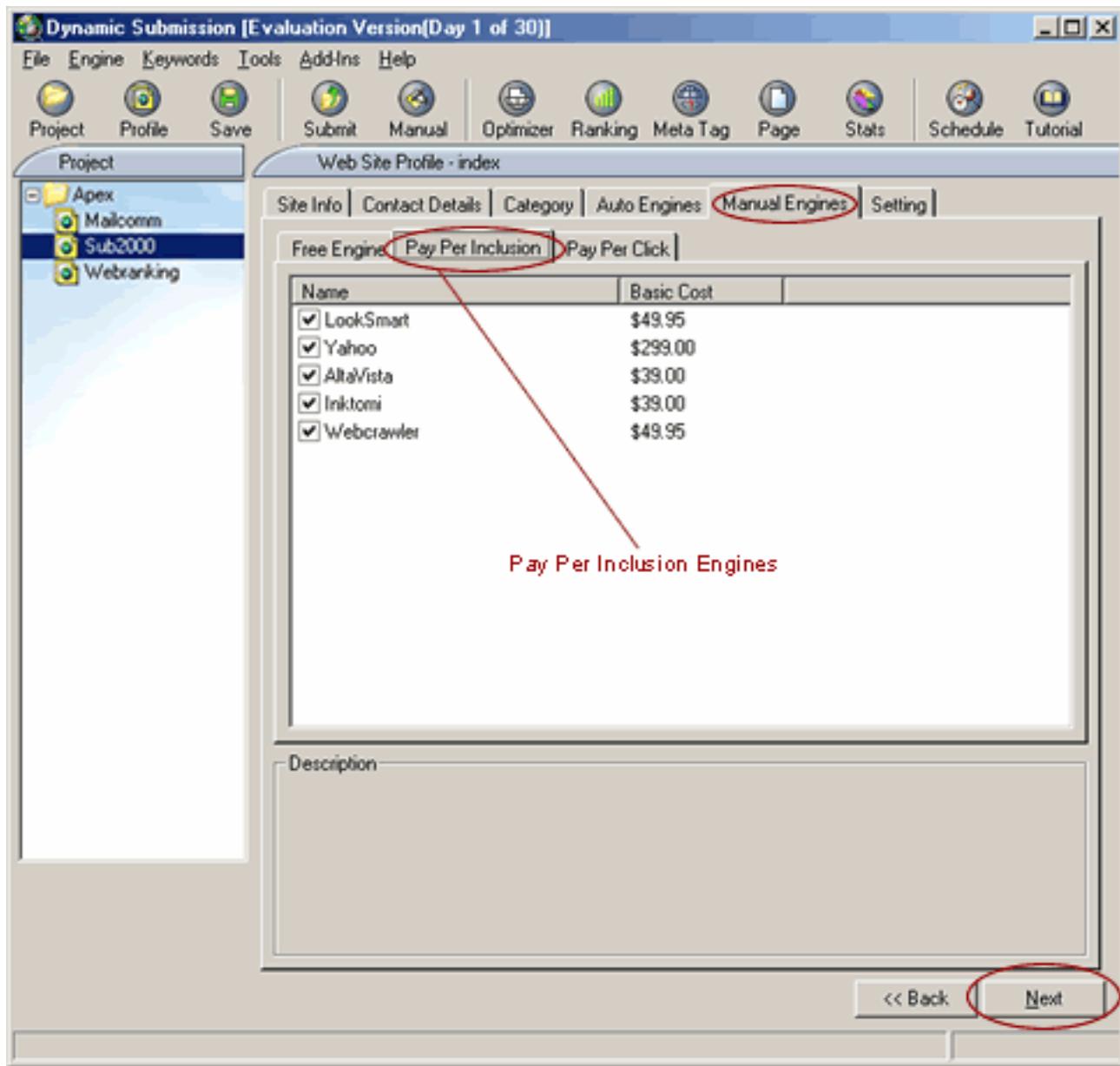
- Pay Per Click search engine (also known as Pay Per Ranking, Pay Per Placement, Pay Per Performance or Pay Per Position) - enables you to list your site at a particular position of the search results according to the keyword bid. Examples are Overture, 7Search, FindWhat, etc.
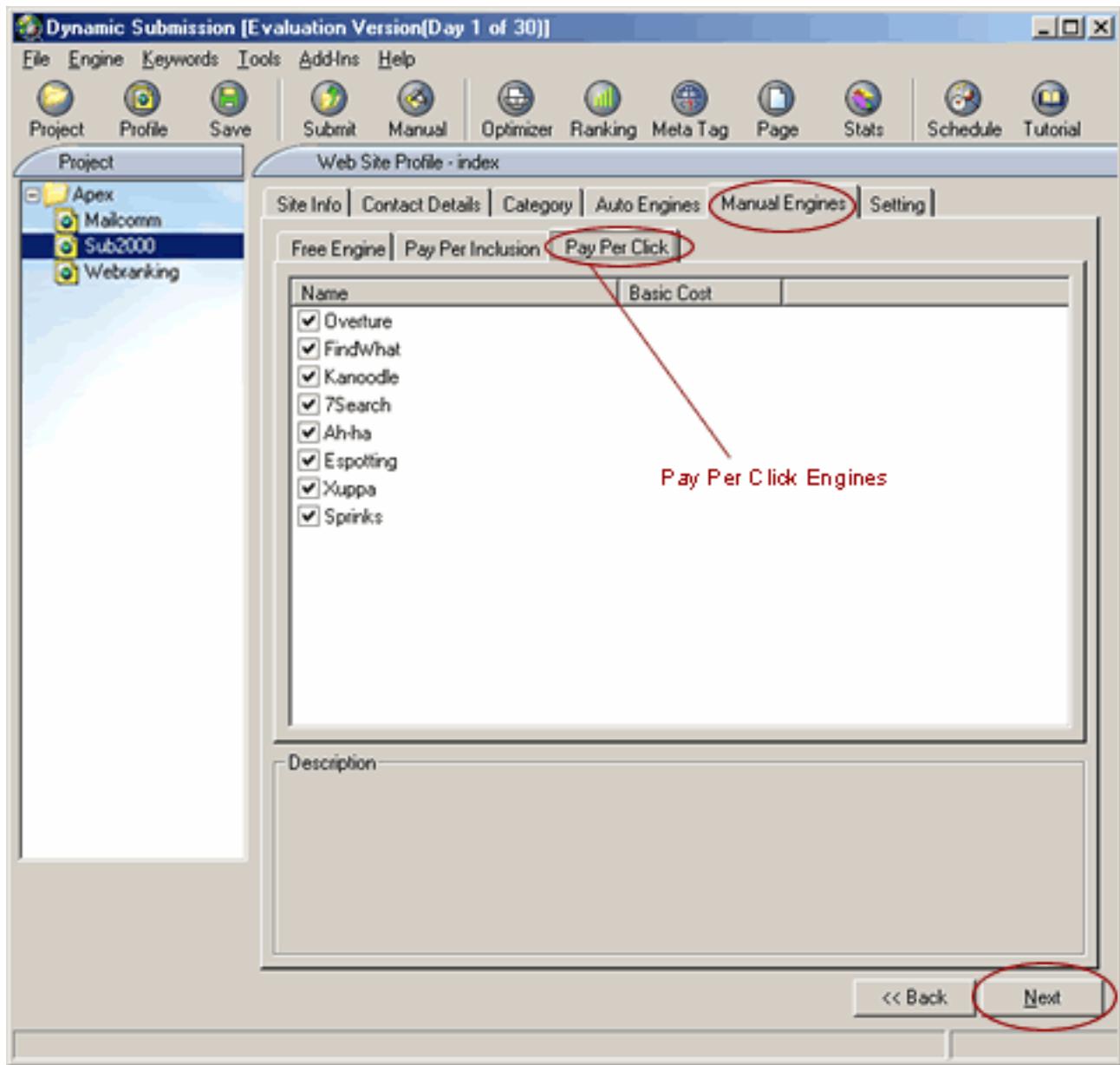
4.3.7 Setting

Click "Next" button or go directly go to the "Setting" Tab of Web Site Profiles. Please note this Report Sending feature is only available in the Professional and Enterprise Edition.
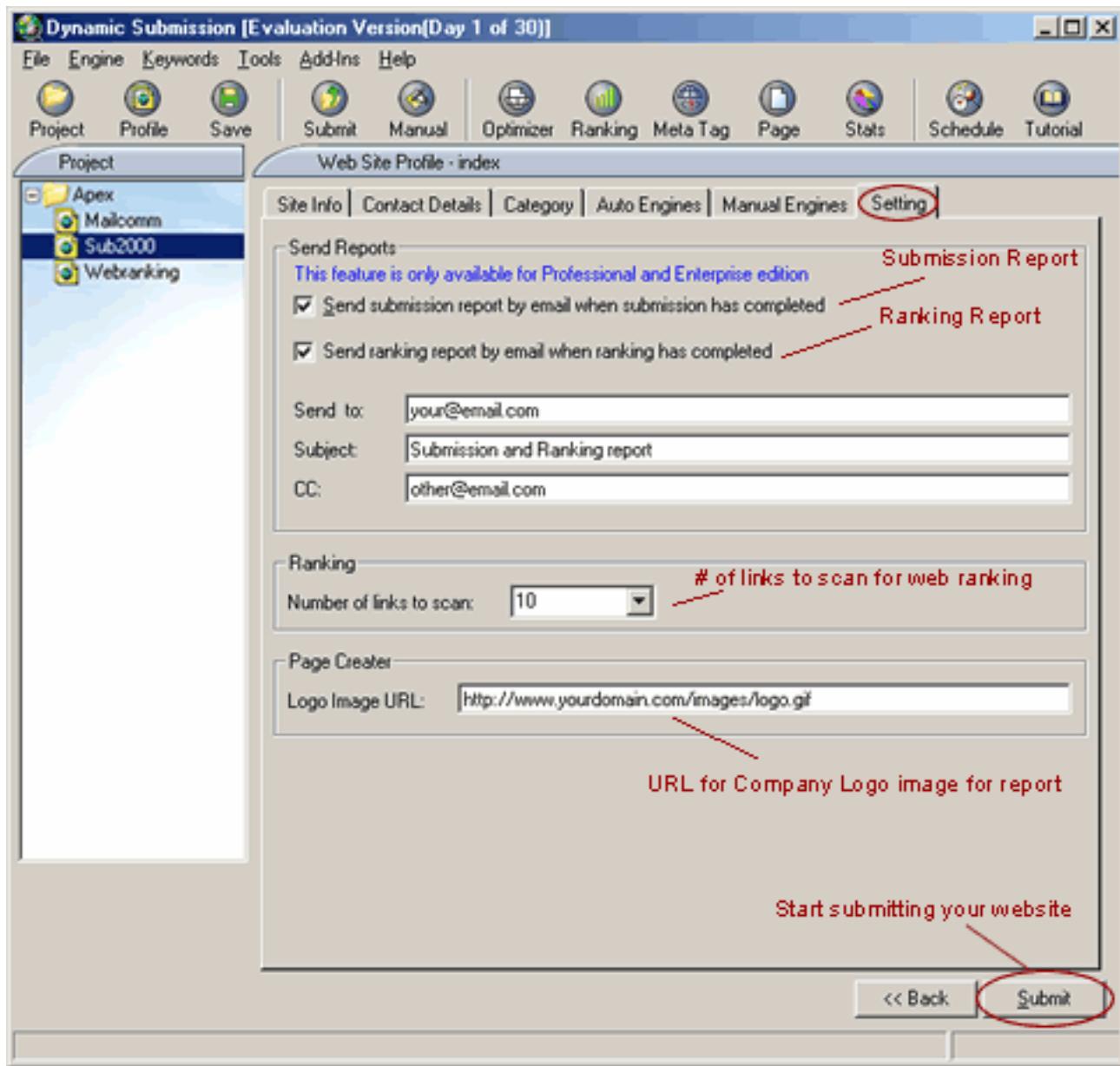
1. Check the box if you want the submission report sent by email when the auto submission is completed, or if you want the ranking report sent by email when ranking is completed.

2. Enter your email address in the "Send To" field.

3. Enter the description of the report (E.g. submission report or ranking report) in the field of "Subject".

4. Enter other email address if you want to send report by cc to others.

5. Pick an appropriate number of matched links to scan from the ranking list, depending on your target. For example, if your target web site position is within the top 10, then select number 10 from the list.

6. Enter the URL location of your company's logo image in the field of "Logo Image Address".

Remember to save all the modifications you have made by clicking the "Save" button on the toolbar.

4.4 What to do next

After you have created a new web profile, you can proceed with the following tools to promote your web site.

4.4.1 Optimize and improve your web site

Before submitting your web site to the search engines, you should optimize and improve your web page so as to achieve a higher ranking in the search engines.

Dynamic Submission provides the following powerful tools for your web promotion. With the web profile you have created, you can take advantage of all the following features to enhance your website ranking:

- Section 5. Web Site Optimizer - Helps you to enhance your Web site and suggests ways to improve your Web ranking on all the major search engines.
- Section 6. Meta Tag Editor – Create or modify the keywords, description, and Web title for your Web page with a single click. You can edit multiple HTML files at once.
- Section 7. Web Page Creator – Generate a Doorway Page automatically with the keywords you choose. This will help you to get higher ranking for the "Spider" type engines.
- Section 8. Keyword Builder – Don't worry if you don't know which keywords should be used for your web site! Our build-it Keyword Builder will generate a list of keyword suggestions based on the keywords you provide for your web promotion.
- Section 9. FTP Upload Clients - A built-in FTP client allows you to quickly upload your files to your web server.

4.4.2 Submit your web site to the search engines

After you have created your web profile and used the tools of Dynamic Submission to optimize your web site, you can proceed to submit your web sites to all the major Search Engines.

- Section 10. Auto Submission - Automatically submit your web sites to all the major Search Engines just with a single click.
- Section 11. Manual Submission - Manually submit your web site to free search engines, Pay-Per-Inclusion engines and Pay-Per-Click engines.
- Section 12.Schedule Submission - Schedule your submission task to submit your web site automatically at a specific time with specific intervals.

4.4.3 Monitor your web promotion results

After you submit your web sites to the search engines, you can use the following tools to monitor your web promotion results by checking and analysing your web site position and traffic.

- Section 13. Web Ranking – Check your web site position in all major search engines.
- Section 14. Site Stats – Track the details of your web site traffic.
- Section 15. Link Popularity - Provides the best way to retrieve and measure your web site awareness and visibility by checking your web site popularity.

4.4.4 Advanced features

Dynamic Submission also provides other advanced features to enhance your web site promotion.

- Section 16. Add In Manager - Add other Dynamic Software to work hand-in-hand with Dynamic Submission in order to enhance your web promotion.
- Section 17. Engine Builder - allows you to add your own new engines to the program and unlock the limitation of engines you can submit to.

5. Web Site Optimizer

This feature will help you enhance your Web site by providing tips and suggestions on how to optimize your web page so as to improve your Web ranking on all major search engines.

Optimizer
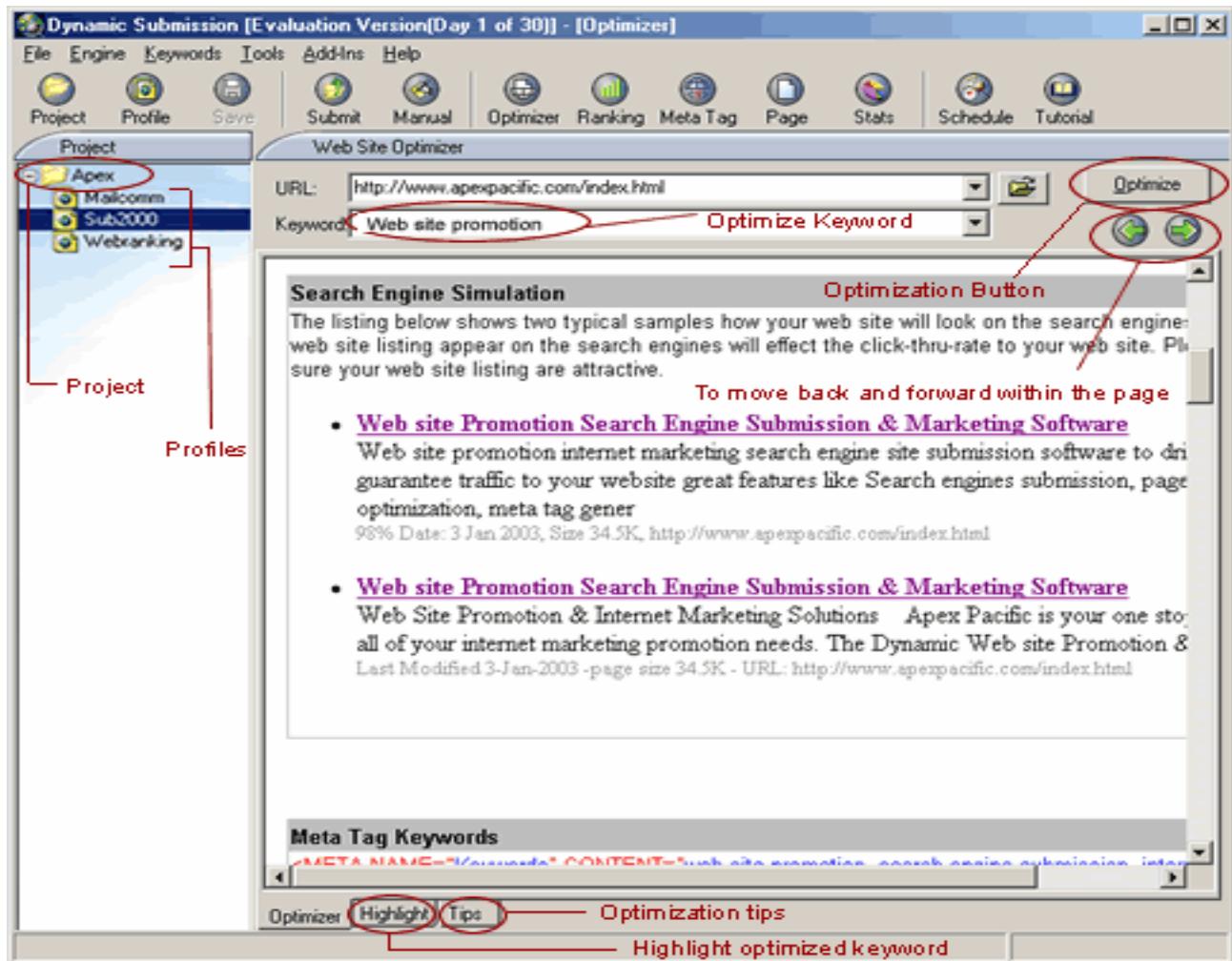
1. Create your web project, web profile and enter all the site details for submission (see section 4. Create a Web Profile for details).

2. Click the "Optimizer" button on the main tool bar to optimise your web submission.

3. Simply select the URL from the URL list and keyword from the keyword list, and then click the "Optimize" icon on the right.

4. Or click the "open" icon and select a full local HTML file name on your PC (such as "c:\webpages\index.html") in the "File Location" box, then click on the "Optimize" button.

5. The Web Site Optimizer Report will show on the screen. The "Optimizer" will check "title", "keywords" and "description" Meta Tag and the first 200 characters of your web page contents, and then provide you with the tips on how to improve it. This will help you "optimize" your web page and get the best ranking on most major Search Engines.

Highlight
You can switch from the "Optimizer" page to "Highlight" page at the bottom to view your web page with highlighted keyword you've selected.

Tips

If you need more information on how to optimise your web submission, click on the "Tips' tab at the bottom and you will be directed to the "Search Engine Tutorial" page (http://www.searchenginetutorial.com) with more tips and suggestions on how to optimise your web site.

6.   Meta Tag Editor
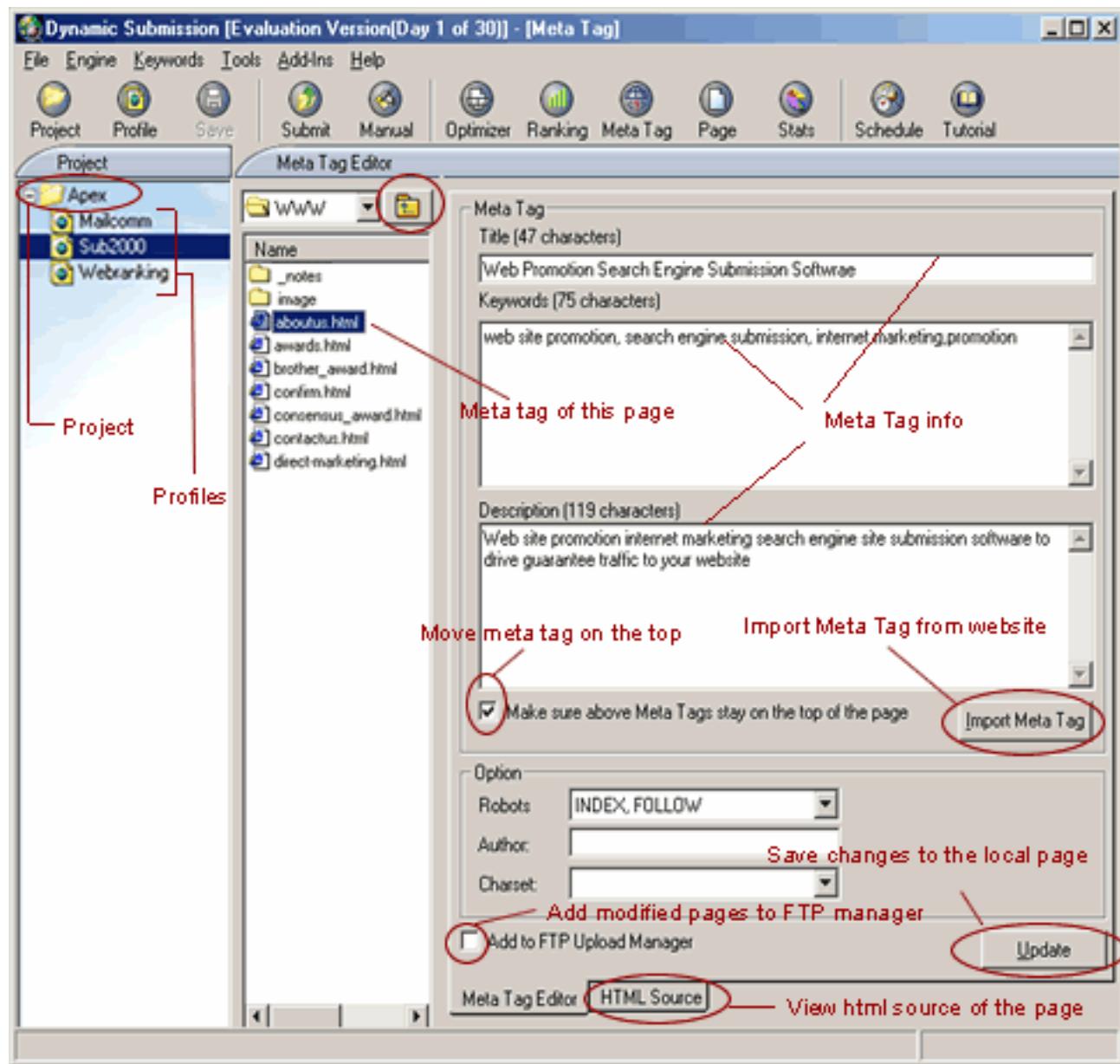
This built-in Meta Tag Editor will help you create or modify your keywords, description, and Web title for your Web page with a single click. You can edit multiple HTML files at once.

1. Create your web project, web profile and enter all the site details for submission use (see section 4. Create a Web Profile for details).

2. Simply click on "Meta Tag" button on the main toolbar or go to "Tools/Meta Tag Creator" menu item from the menu bar. You will be directed to the "Meta Tag Editor" screen.

3. Create Meta Tag

- Get Meta Tags from URL
  Click on the button "Import Meta Tag from Web Site" and select the Web Site URL from the list, the program will retrieve the "title", "keyword" and "description" fields of the "Meta Tag" section from your specified URL automatically.

- Get Meta Tags from a local HTML file
  Select the local folder that contains your local HTML file in the left column and double click on the file to get your Meta Tags. Click the arrow icon to go to the upper directory.

4. Edit or Update Meta Tags

- Chose right TITLE:
Make sure each page of your site has a descriptive title. Because search engines usually give the most weight to the page's title, you should place a descriptive phrase between the <TITLE> tags. For best results, it is advised that you keep it within 200 characters and to-the-point. Also, since search engines return the title as the search results, your HTML title should be both descriptive and attractive.

- Meta Keyword Tag:
The keywords tag is used by the meta capable search engines to help aid them in indexing your website. This is important, the search engines use this information to determine what queries your website will come up under. See section 19.3 Tips on improving your Web Ranking on how to modify the Title, Keyword and Description.

- Description
The meta description tag is used to assist those search engines which are meta capable in summarizing your website. The size of the meta description tag should be under 200 characters. The basic html format of the meta description tag is:
<meta name="description" content="simple webpage description">

Some actual sample tags:
<meta name="description" content="Submission2000 an ultimate web promotion and site submission tool to promote your web site to all major search engines ">

Although the actual size used is not as important as the message it conveys, do not exceed the limit. It must tell the reader what they will find on the website. In addition to these meta tags, you need to build a summary paragraph into your web page which can be used by the Search Engines. This summary should be 170-200 characters maximum and be the first visible text on the screen when the page loads. Engines like Lycos

will use this information for their summary of your web page. Therefore the first 200 characters are very important for your web site in order to get a higher rank in search engines.

- Robots

This is used to pass instructions to the search engines' robots - often referred to as spiders or crawlers. Robots are used to crawl web sites and gather pages for the search engines to evaluate and index. Some engines, such as AltaVista and Excite, have their own robots. Others use various databases such as Inktomi. Either way, a robot is always used to gather a page's information. <Meta name="robots" content="noindex">
The robots meta tag is used to pass instructions to the robots. Many of them accept the instructions, particularly those from the major engines and databases. The content is always one word. The recognized words are:
Index = index this page (Default setting --no need for a tag)
Follow = follow the links from this page to get more pages
Nofollow = don't follow the links from this page

- Author – you can enter your company's or your own name
- Charset – Character Setting. It is optional. Select an appropriate setting from the list.
- Check the box if you want to add it to FTP Upload Manager list to update your web server.
- Click the "Update" button.

Please note, this function only inserts the <Meta> tag into your local HTML file on your PC. It does NOT update your web server automatically. You must upload the modified HTML file to your web server manually using your FTP manager program (see section 9.FTP upload clients) . You can check the box at the bottom to add it FTP Upload Manager.

5. HTML Source
You can switch from "Meta Tag Editor" tab to "HTML Source" tab to view Meta Tag Source Code.

Note: The Meta Tag details will not be submitted by the program. It will be used and retrieved by the "spider" engines such as "AltaVista, Google, Lycos etc.

7.   Web Page Creator

A doorway page is a web page specifically designed to get high ranking in the Search Engines for a specific keyword or keyword phrase. It is a powerful, content rich page packed with your keywords.

7.1 Tutorial

1. Create your web project, web profile and enter all the site details for submission use (see section 4. Create a Web Profile for details).

2. Click "Page" button on the main tool bar or go to "Tools/Page Generator" from the menu bar. Then follow the instruction to fill in all the fields in "Page Creator" screen.
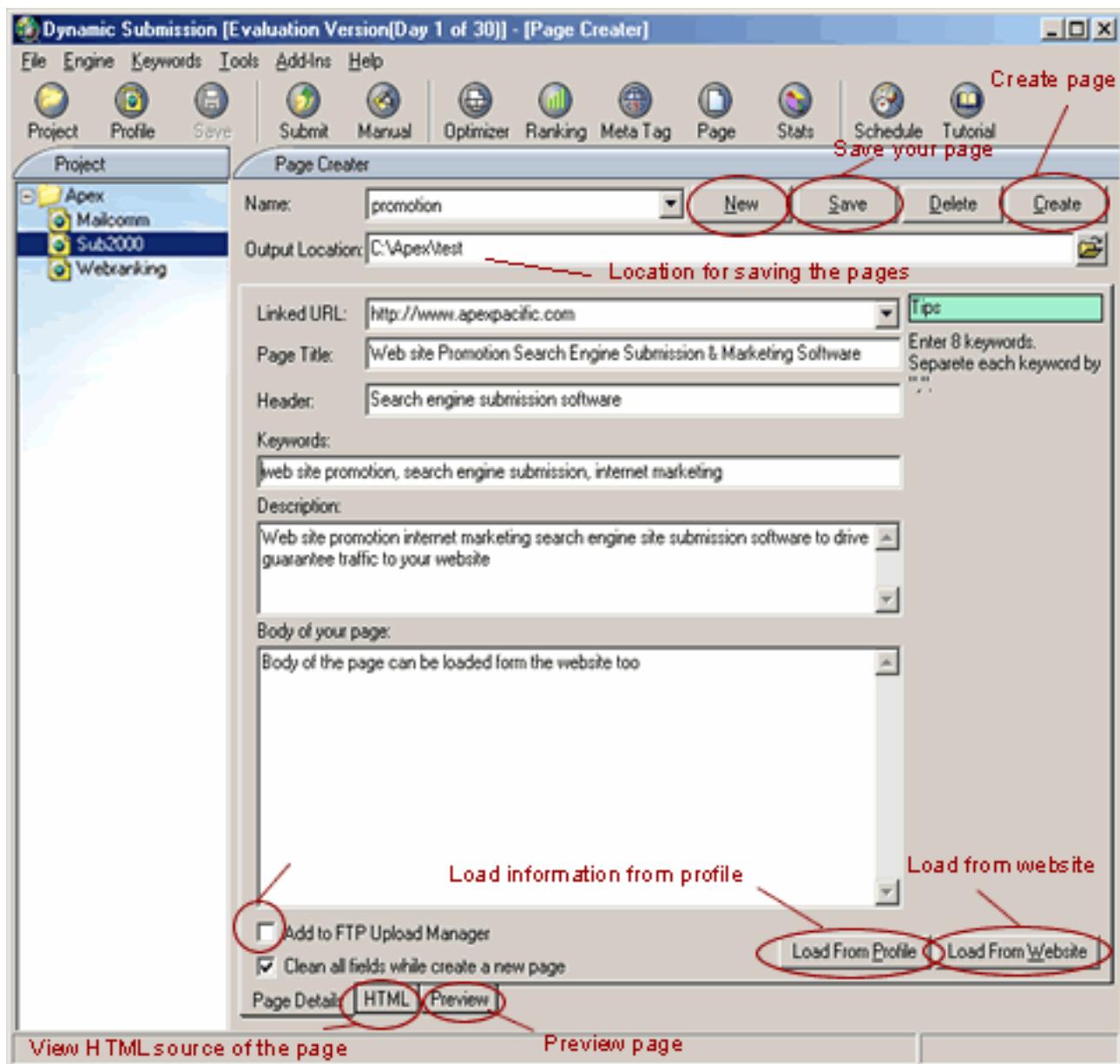
Name
Click the "New" button to enter a new file name of your doorway page with which it will be saved.

Output Location
Click the "Open" icon to select a local folder where you want to save your doorway pages.

Linked URL
Select or enter a URL this page will link to.

Page Title
Write a descriptive TITLE for your page that includes your KEYWORDS. Since Search Engines usually give the most weight to the page's title, you should place a descriptive phrase between the <title> tags.

Header
Enter a header for this page. This is optional.

Load from Profile/Load from website
Click the button "Load from Profile" or "Load from Website" to load title, keyword and description from either profile or your website automatically.

Keywords
Select 8 of the most specific keywords or phrases that best describe your website and separate each keyword or phrase by ",". Keyword Meta Tag helps you specify a set of keywords that a search engine robot should give precedence to when cataloguing the page. This is how people will find your web site.

Description
Write a descriptive sentence about your website packed with your keywords for your DESCRIPTION Meta Tag. The Description Meta Tag lets you specify a short summary about your web site. This tag should clearly describe what one could find at your Web site.

Body of your page
Provides your visitors with a 300-350 word article including your keywords in every couple of sentences.
Search Engines rely mostly on keyword density (frequency relative to the total size of the page) or distribution (how well the keyword is spread throughout the page). Some Search Engines even give precedence to text near the top of a web page, so make sure you place the most important keywords at the top.

HTML/Preview
After you enter all the details of your new web page, you can switch from "Page Details" tab to "HTML" or "Preview" to view HTML source code or HTML format.

7.2 Tool Bar Summary
New
Create a new web page

Save
Save all the changes you've made to a newly created web page

Delete
Delete the selected web page.

Create
Preview the new web page created in HTML

Load from Profile

Load title, keyword and description from existing profile automatically.

Load from Website
Load title, keyword and description from your website automatically

HTML
View page details in HTML source code

Preview
Preview page details in HTML format

8. Keyword Builder

While there are no "secrets" to a high ranking, there are a few simple steps you can take while designing your web pages to encourage relatively favourable rankings -- and it all starts with keywords.

Keywords are words that can be used to describe the content or theme of your web site. Your understanding and proper use of keywords in your web pages is largely responsible for the way in which the major Search Engines will rank your pages.

This means that the first step in optimizing your web pages for the Search Engines is to compile a list of keywords or keyword phrases that your potential prospects will most likely use when searching for your site.

In general, it's best to focus on specific keywords or phrases rather than general words like "business" or "Internet". If you're an insurance agent, what kind of insurance agent are you? Rather than selecting the word "insurance" you would want to use something more specific -- perhaps "life insurance" or even "auto insurance." Aside from the fact that there will be less competition for a specific keyword phrase, most searchers normally use two or three word searching phrases anyway.

Once you've come up with a list of at least ten keywords or phrases that describe your site, you can use the Keyword Builder function to generate a list of suggested keywords and store them the in the keyword Library. This is a keyword database for you to access and retrieve all the collections of keywords for your web promotion. It will save you many hours when you are brainstorming various words, phrases and combinations of words.

Please note this powerful feature is available to Professional and Enterprise Edition only.

8.1 Tutorial

1. Create your web project and web profile with all the site details (see section 4. Create a Web Profile for details).

2. Click on the "Keyword" menu item from the menu bar and choose your selection.

3. Keyword Library
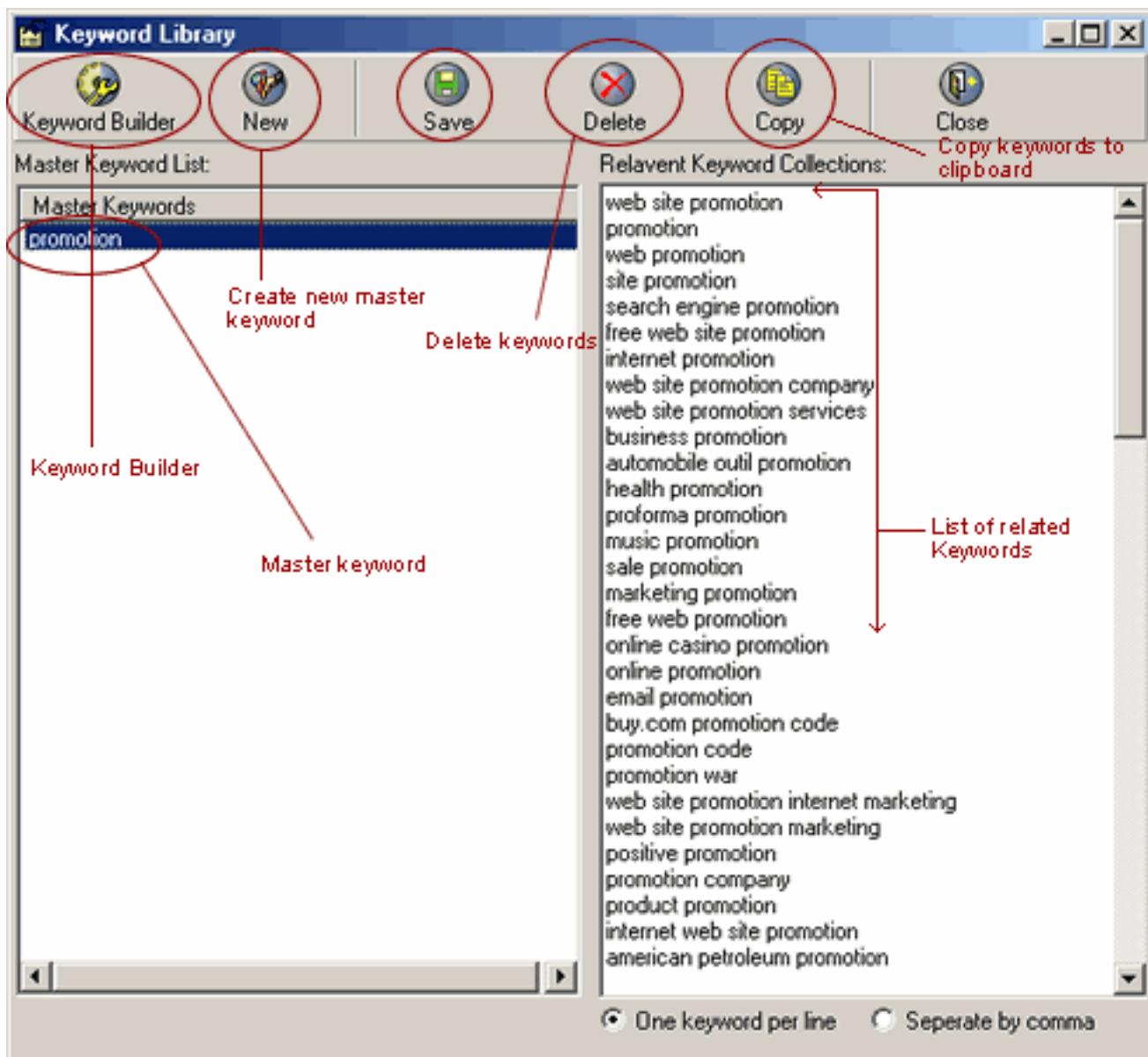
- Click the keyword in the "Master Keyword List" to retrieve all the relevant keyword collections saved early.
- Click the "New" icon to add a new master keyword.
- Click the 'Keyword Builder" to generate a new collection of keywords relating to your web site.

4. Keyword Builder
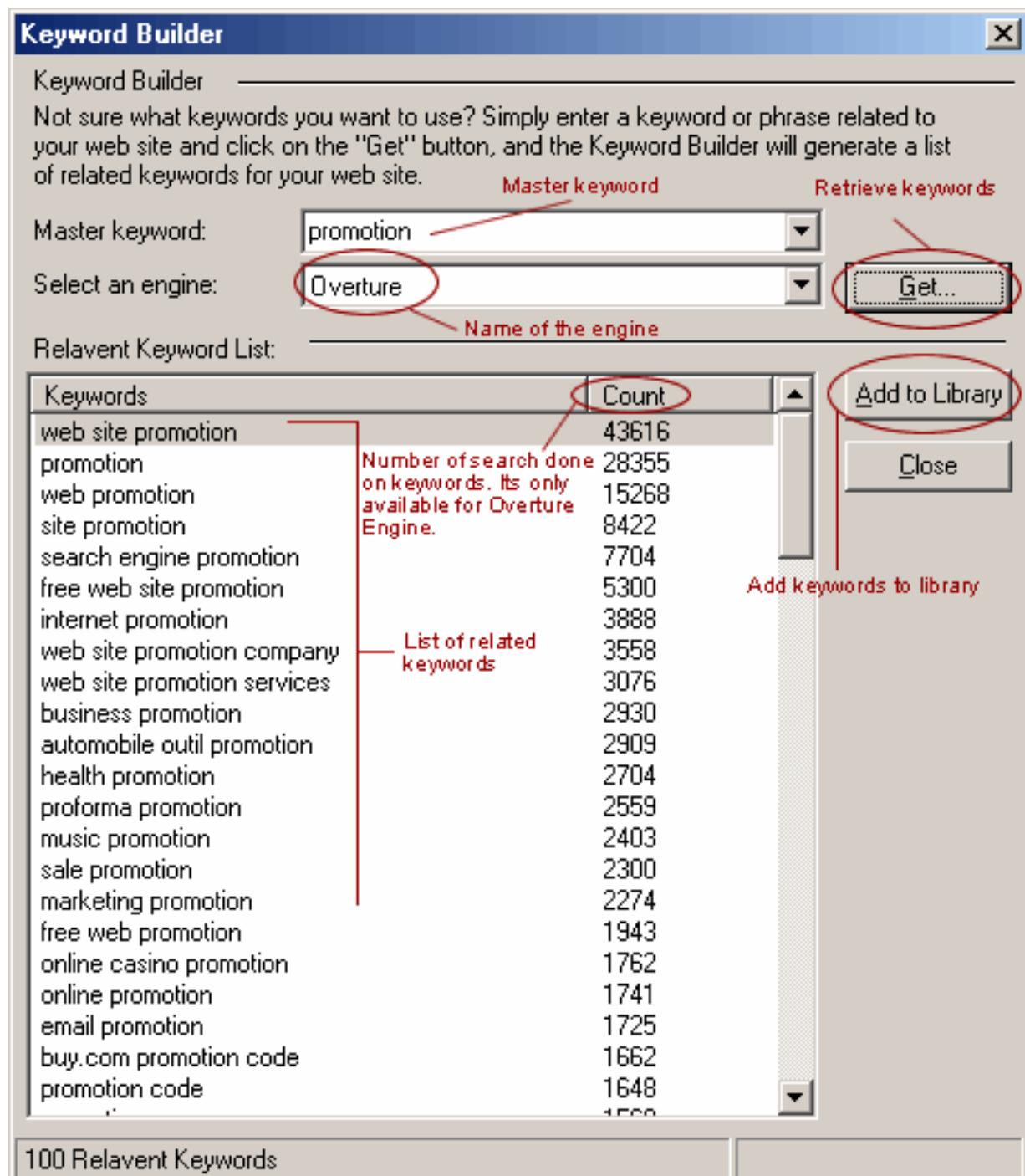
- Click the "Keyword Builder" icon in the "Keyword Library" screen or directly go to "Keywords/Keyword Builder" item from the menu bar.
- Simply enter a master keyword or keyword phrase relating to your web site and press the "Get" button, the software will build a list of ALL keywords or keyword phrases relating to the keywords you specified.
- Click the "Add to library" button to store those keywords in the Keyword Library.
- Click the "Close" to exit the screen.

8.2 Tool bar Summary

Keyword Builder
Linked to the Keyword Builder feature to generate a new collection of
keywords relating to your web site

New
Enter a new master keyword

Save
Save the new keywords entered

Delete
Delete the selected master keyword

Copy
Copy the selected keywords

Close
Exit Keyword library feature

9. FTP Upload Clients

FTP Manager Client is a built-in FTP client that allows you to quickly upload
your files to your web server. You don't need to purchase any additional FTP
software. You can easily upload your HTML files within Dynamic Submission.
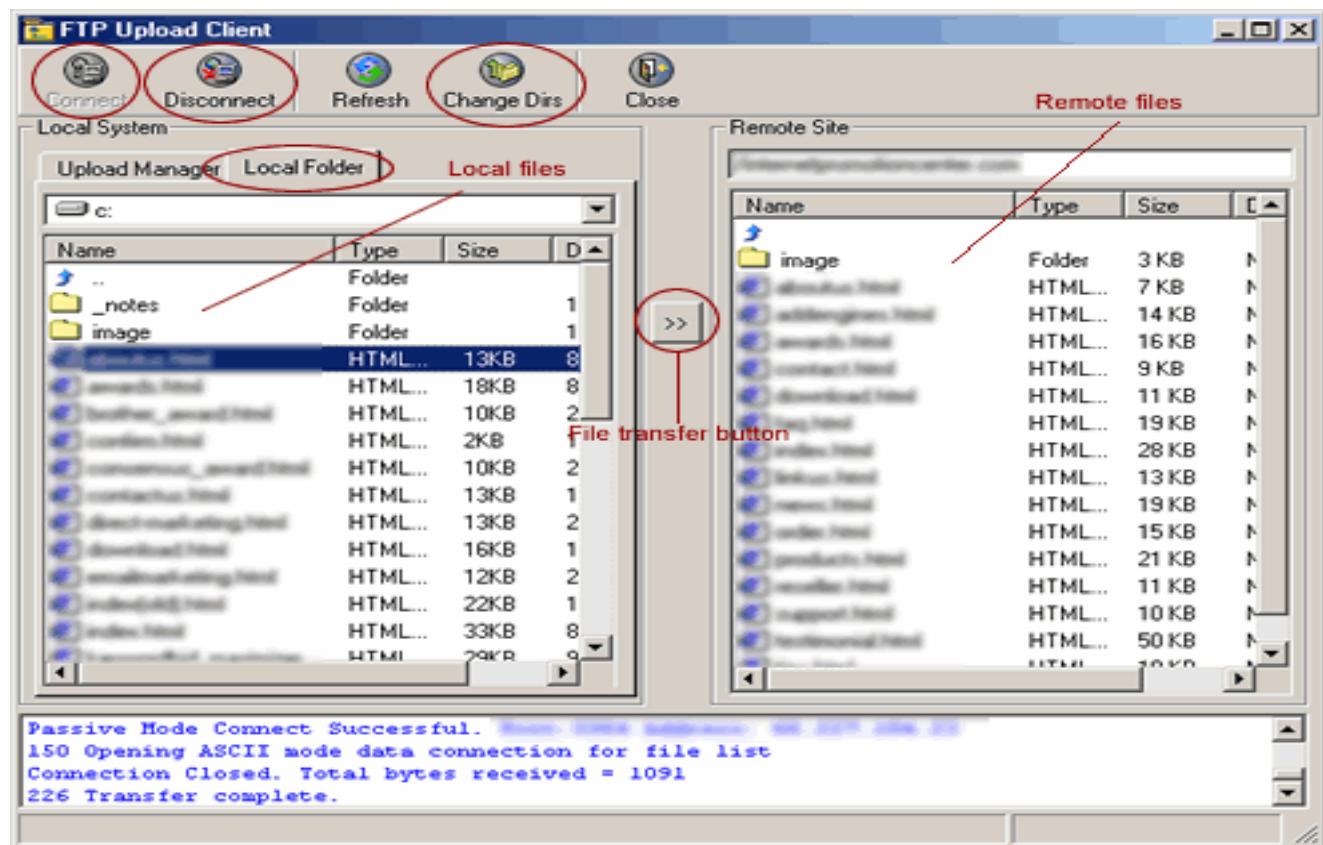
9.1 Tutorial

1. Click "Connect" button from the tool bar to go to "FTP Site Login" screen.
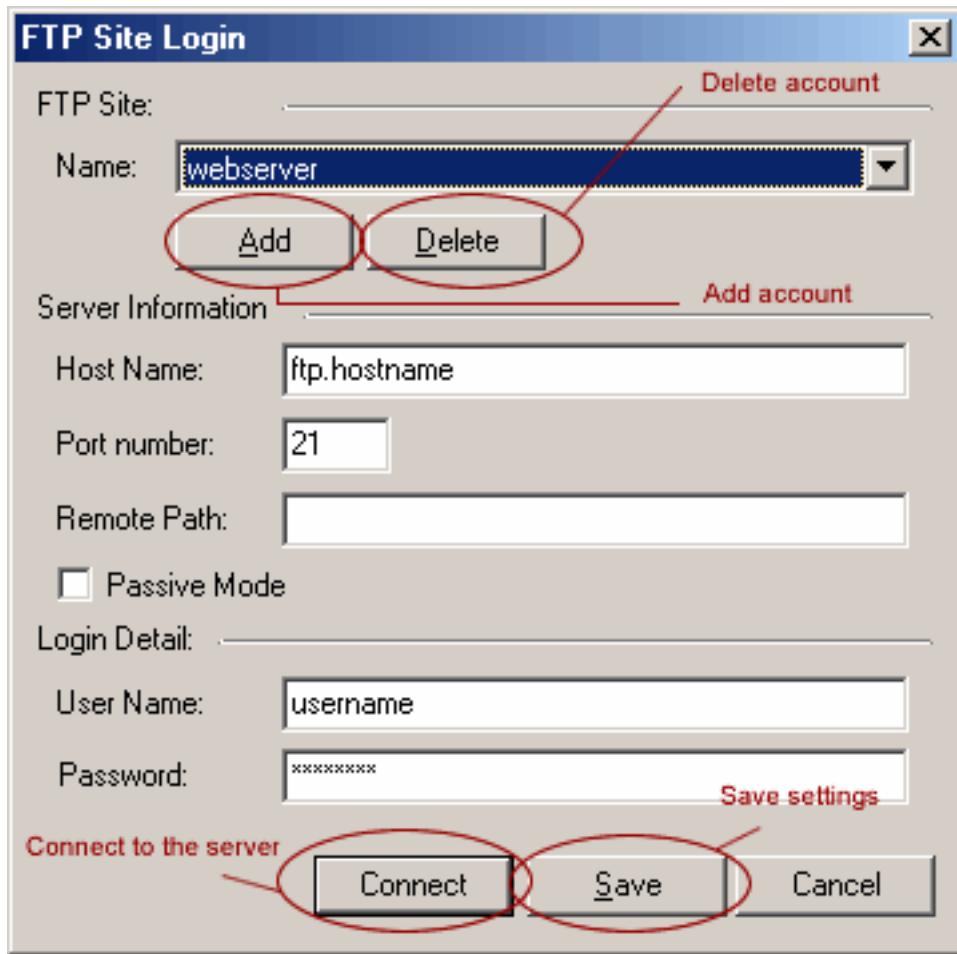
2. Click the "Add" button to enter the name of the page. Click on "delete" to remove the name.
3. Fill in your server information with Host Name, Port number, and Remote Path.
4. Check the box of "Passive Mode" if your site is behind a firewall.
5. Enter your user name and password as login details for the server.
6. Click the "Save" button at the bottom to save all the information entered.
7. Click the "Connect" button to connect to your FTP server.
8. If you have uploaded your Meta Tag or Doorway Page early on by checking the box of "Add to FTP Upload Manager" (see section 6. Meta Tag Editor and section 7. Web Page Creator), the file list will be shown under the "Upload Manager" tab. Otherwise go to "Local folder" tab to select the file from your local directory.
9. Once you have selected the files, click ">>" button in the middle column to transfer all these files to your remote site (web server) and override the old ones.
10. Click the "Disconnect" button to disconnect from your FTP server once you have finished the transfer or click "Change Dirs" to change remote directory.
11. Click "Close" to exit the program.

9.2 Tool Bar Summary

Connect
Make a connection to your FTP server

Disconnect
Disconnect from the FTP sever.

Refresh
Refresh the remote directory.

Change Dirs
Change the remote directory.

Close
Close the FTP upload client.

10. Auto Submission

Once you have created your web profile, you can relax and let Dynamic Submission automatically submit your web sites to all the major Search Engines by just clicking the 'Submit" button.

10.1 Auto Submission Tutorial
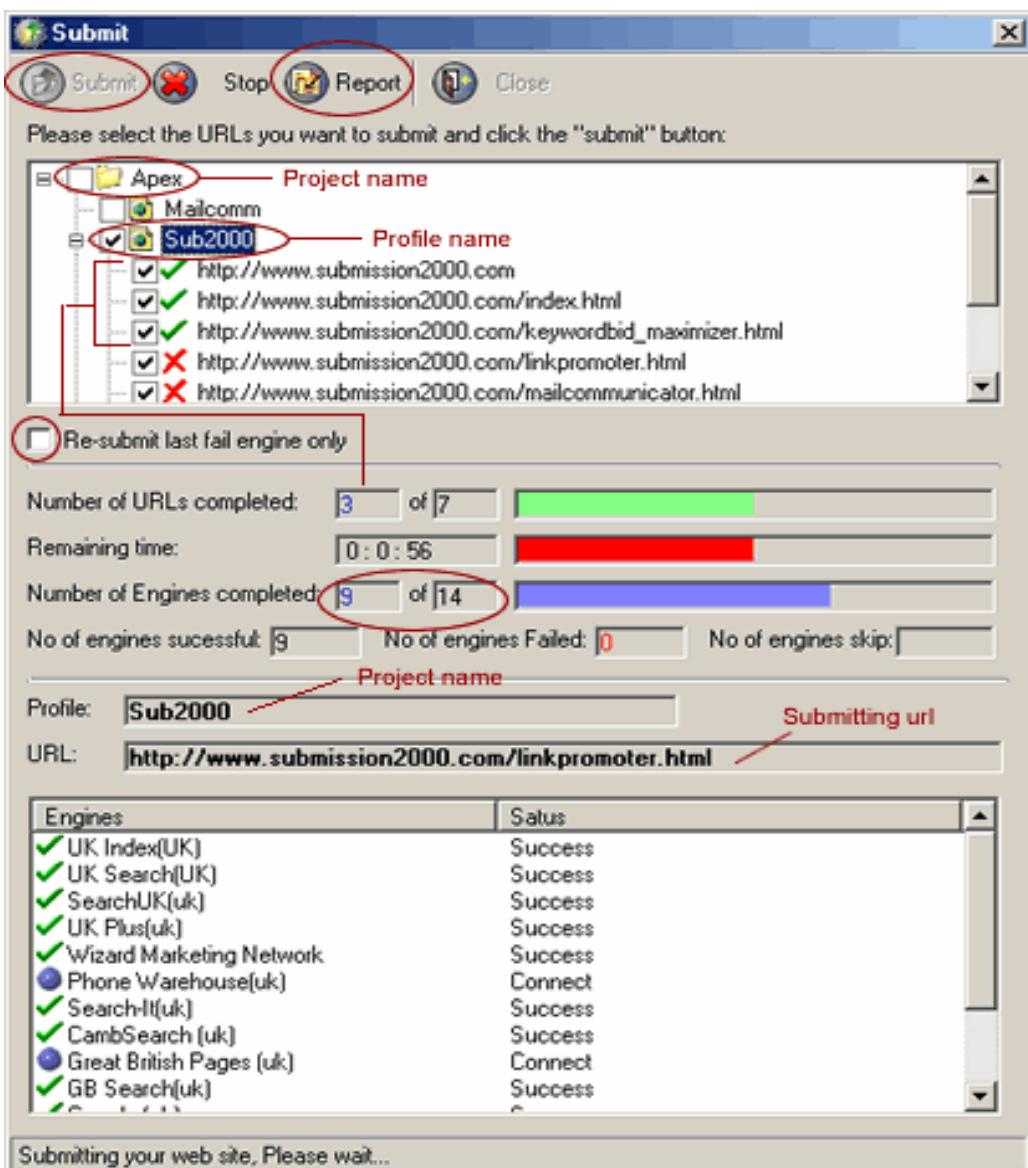
1. Create your web project, web profile and enter all the site details for submission (see section 4. Create a Web Profile).

2. Click the "submit" button at the bottom or the "submit" icon in the tool bar to submit your website details.

3. Select the URLs you want to submit from the list. To select multiple sessions, please hold down the "Shift" or "Ctrl" key before selecting.

4. Check the box if you want to re-submit the last failed engines only. There are always some unsuccessful submissions when you submit your web sites. Those failed engines will be saved into a file and you can re-load them to the software and submit to those unsuccessful engines ONLY. As a result you don't need to waste your time re-submitting to hundreds of engines that have already been submitted successfully.

5. Once you confirm the URLs, click the "Submit" button and you will be switched to the "Submitting" progress screen and the program will start submitting. Depending on the number of engines, it may take a minute or so for the submission process starts. You can cancel the Submit process by clicking on the "Stop" button at any time.

10.2 Tool Bar Summary

Submit
Submit your URLs to Search Engines

Stop
Stop the submission process

Report
View the submission report

Close
Close the submission application.

10.3 View Submission Report

You will be automatically switched to this screen after the submission process is complete.

The submission report will be created to show you which engines have been successfully targeted, and which ones have not. You can re-submit your site to the 'unsuccessful' engines later, see section 10.1 Auto Submission Tutorial on how to re-submit the failed engines.

To generate the submission report, click the "Report' button in the 'Submit' screen or go back to "Site Info" screen of web profile and click the "View Report" button at the bottom. It will display the "Search Engine Submission Report" with the submission results on your default web browser (eg Netscape). You can save or print the report by using the default 'Save/Print' features in your web browser software.

If you submit multiple web sites, you need to come back to the "Submit" screen and select another web site to generate a report for.

11.   Manual Submission

Not all the Search Engines accept Auto Submissions. There are three types of Search Engines that you will need to do manual submission for: Free Engines, Pay-Per-Inclusion engines and Pay-Per-Click engines.

- For Free engines, there is no fee charged for submission/indexing, like AltaVista Free Engines.
- Pay Per Inclusion engines are those in which an advertiser needs to pay a fee to search engines in order to get their web sites listed in the search

engine(s). Normally your web site will be indexed by the search engines within 24 hours and your listing will be updated frequently. You are also requested to pay a renewal fee for your listing every 6 months or annually. This however doesn't guarantee a particular position in the search results, you still need to optimize your web site manually in order to achieve a higher ranking. Yahoo, LookSmart , etc. are these type of Engines.

- A Pay Per Click (also known as Pay Per Ranking, Pay Per Placement, Pay Per Performance or Pay Per Position) search engine enables you to list your site at a particular position of the search results according to the keyword bid. You list your website by selecting keywords that refer to your product or service. You only pay for the clicks (or click through) to your web site. For each keyword you determine how much you are willing to spend and what position you want. The higher you bid, the higher you will appear in the search results. Examples are Overture, 7Search, FindWhat, etc.

11.1 Tutorial

1. Create your web project, web profile and enter all the site details for submission (see section 4. Create a Web Profile for details).

2. Click "Manual" button on the tool bar to do manual submission for specific Search Engines.
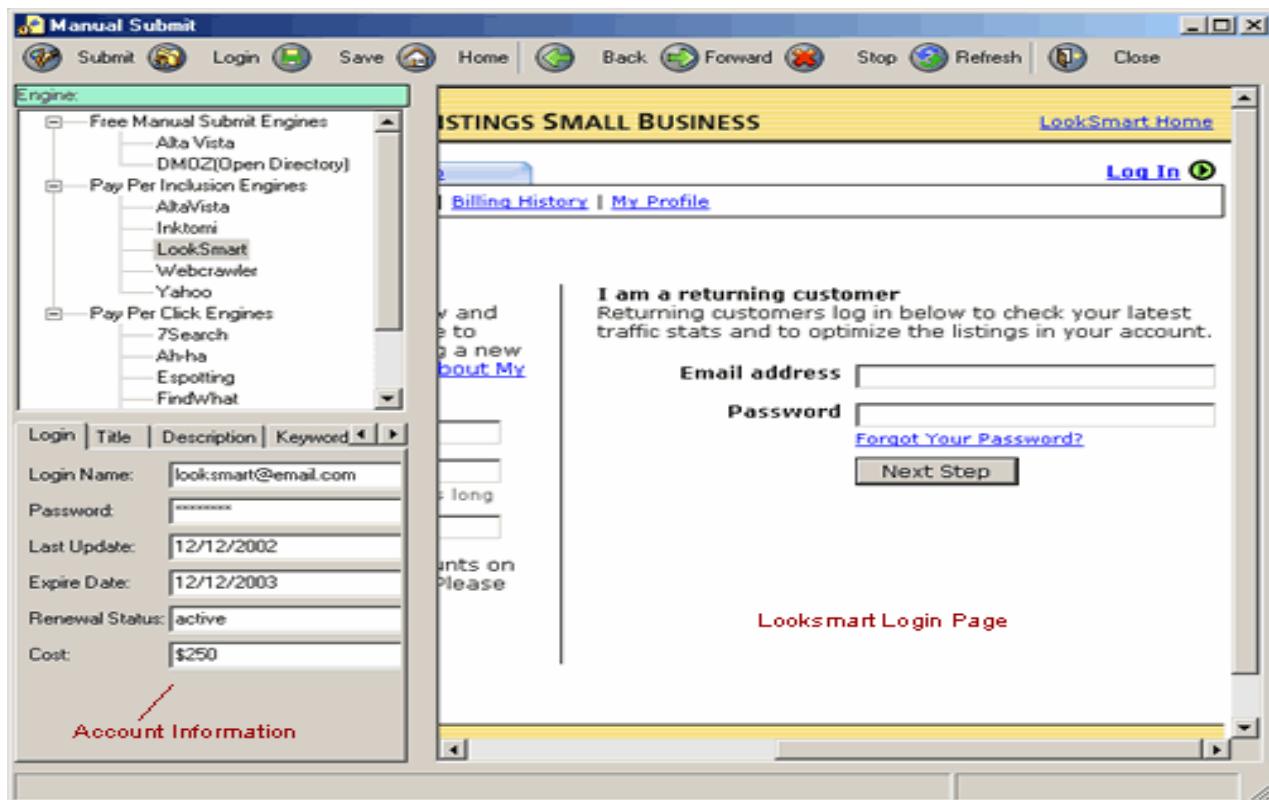
3. If you do not have an account with the Search Engines in the list, simply select the name of the Search Engines and click "Submit" button on the tool bar to go to sign-up page of that search engine to submit your URLs.

4. Once you have successfully signed up with the Search Engines, enter all the login details in the left column and click the "Save' button on the tool bar. Next time when you login to do the manual submission, simply click the name of the search engine, all the login details will show on the screen for your convenience.

5. If you have already signed up for an account with Search Engines, select the name of the search engine and click the "Login" button, you will be directed to the login page of that search engine.

6. Use the buttons in the tool bar to Save, Forward, Back, Stop, Refresh, etc to manage your manual submission process.

7. Once you finish the whole manual submission process, click "Close" button in the tool bar to exit the screen.

11.2 Tool Bar Summary

Submit
Go to sign up page of the selected Manual, Pay-Per Inclusion and/or Pay-Per Click Search Engines to submit your URLs.

Login
Go to login page of the selected Search Engines. (if you have an existing account already)

Save
Save all the login details you've made

Back
Go back to the previous page

Forward
Go forward to the next page

Stop
Stop searching

Refresh
Refresh the web page

Home
Go to home page of the selected Search Engines

Close
Exit the manual submission screen.

12. Schedule Submission

This feature allows you to schedule your submission task to run the submission automatically at a specific time with a specific interval.

12.1 Tutorial

1. Create your web project and web profile with all the site details (see section [4. Create a Web Profile](#) for details).
2. Click the "Schedule" button in the tool bar to go to "scheduler" screen.
3. Click the "New" icon on the "scheduler" screen to create a new task. The "schedule Event" screen will show up.
4. Select the web site profile from the list, with which you want to run the scheduler.
5. Enter the name of your scheduled event in the "name" field at the bottom for identification. (You can enter the company's name if you provide submission service for different companies).
6. Go to "Schedule" tab at the bottom to specify the date you'd like to start the submission.
7. Check the box to select the frequency of submission: monthly, fortnightly, quarterly or even weekly by specifying the day of the week.
8. Click "OK". A new scheduled task will be added to the scheduler list.
9. Click the "Edit" button on the "scheduler" screen to modify the selected task details.
10. To delete a task, select the task from the list and click the "delete' button in the tool bar to remove the scheduled task.
11. Click the "View Log" to view your schedule details.
12. Click the "Run Now" button in the tool bar to execute the selected task.
13. Click the "Close" to exit scheduler screen.

12.2 Tool Bar Summary

New
Add a new scheduled task

Edit
Edit the scheduled task details

Delete
Delete the selected task

Run Now
Run the selected task

View Log
View the scheduler details in log file

Close

Exit scheduler program

13. Web Ranking

WebRanking is a powerful web analysis tool that helps you check your Web site position with ALL major Search Engines such as Google, AltaVista, Yahoo, Lycos, Excite, WebCrawler, etc. WebRanking saves you many hours of work a week by consistently and comprehensively monitoring your Web site's search engine positions while alerting you to problems. With WebRanking you'll have the reports you need to make improvements, correct problems, check your competitor's web site and thereby increase your Web site's traffic without spending a penny in advertising!

Please Note: WebRanking function in Dynamic Submission, is not the same as our Dynamic WebRanking product. Dynamic WebRanking enhances the existing abilities in the Dynamic Submission WebRanking feature.

1. Create your web project, web profile and enter all the site details for submission (see section 4. Create a Web Profile for details).

2. Click the "Ranking" button on the main tool bar or go to "Tools/Web Ranking" menu items from the menu bar".

3. Select the "Keyword" from the list.

4. Select the specific Search Engines in which you want to check your URL's web ranking, or simply check the box to select all engines.

5. Click the "Start" button to begin your searching. WebRanking will perform a search on all the selected Search Engines and show you how it ranks on the screen. Searching will be performed on multiple engines for multiple URLs at the same time. (However, depending on the speed of your connection, it may take some time to retrieve the data for your reports.)

Once the search is complete, the ranking result will show on the screen. Click the "Report" button at the bottom to view the HTML ranking reports in your default Web browser.

14.   Site Stats

Our Site Stats service helps you track the details of your web site traffic including: where your web visitors come from, what they are searching for, which are the most popular pages on your website, etc. For details, you can go to http://www.apexpacific.com/sitestats.html .

14.1 My Account

- Log In

If you have already signed up for the free trial or have subscribed the Site Stats service, simply log in by entering your user name and password under "My Account". Or you can save your user name and password and check the option of "Auto login to my account" to automatically log into your existing account with SiteStats.

- Free Trial

If you haven't signed up, click the "free trial" button to sign up a new account with Site Stats for a two-week free trial first.

You can also click on the "Home" icon to go to Site Stats' home page and get more information regarding the web traffic tracking service.

14.2 Add Tracking Code

Once you have signed up for your account with the SiteStats Service, you need to insert the tracking code to the web page of which you wish to track the traffic.

- Please enter you site tracking code number in the "Site Number" box.

- Browse to your file folder in the left column and select the web page file you want to track from the local directory.
- Then click the "Insert Code' button to insert the code.
- Click the "Remove Code' button to delete code.

15. Link Popularity

As more and more Search Engines rank your web site based on the link population, it becomes important for you to have more web sites linked to your web site so as to achieve a higher position. The Link Popularity feature provides the best way to retrieve and measure your web site awareness and visibility. It checks your web site popularity and tells you how many links have been linked to your web site.

15.1 Tutorial

1. Click the "Tools/Link Popularity" menu item from the menu bar and go to "Link Popularity" screen.
2. Click the "Show All' button from the tool bar to list all the domain names.
3. Select the domain name you want to search from the list.
4. Click the "Verify" button to verify the validity of domains
5. Click the "Start" button to check the link popularity result.
6. Click the "Report" button to generate a report on link popularity of selected domains

15.2 Tool Bar Summary

Start
Start to determine many links linked to selected web site in Search Engines

Verify
Verify the validity of the domain name entered

Stop
Stop calculating the link popularity

Report
View report on link popularity

Show All
View the list of all the domains you have entered in this program

Selected Only
Only list selected domains

Close
Exit the Link Popularity screen

16. Add In Manager

This feature helps you add in other Dynamic Software to work hand-in-hand with Dynamic Submission so as to achieve your web promotion target.
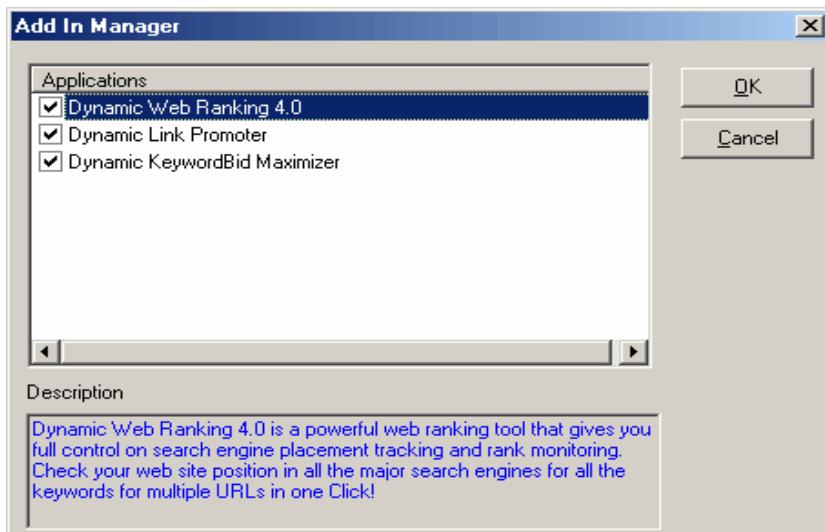
1. Go to "Add-Ins/Add-Ins Manager" from the menu bar, click and the Add-In Manager screen appears.
2. Select the application software you want to add and click "OK".
3. If you haven't downloaded or installed the program you select, just click "Yes" and you will be directed to the info page of that product for further details and downloading.
4. If you have downloaded and installed the program you select, Click "OK" and the program will be added in the list of "Add-Ins Manager". Next time go to "Add-Ins Manger" from the menu bar and select the program, you will be quickly linked to that program.

17. Engine Builder

Note: This feature is available for the Enterprise Edition only.

This unique feature allows you to edit or add your own Search Engines or link sites that are not included in our default engine database file. It unlocks the power of Dynamic Submission and allows you to submit to an unlimited number of Search Engines without any additional charges.

17.1 Tutorial

17.1.1 Engine Source

On this screen, you will enter the engine name, web site URL, and retrieve the submission data form from the engine submit page.

- Engine Name

Enter the name of the engine you want to create.
Please note that once you have saved the engine data, you cannot change the engine name.

- Home URL

The URL of the engine Home page.

- Submit URL

Is the URL of the "Add-A-Site" page where you will enter your submission data with your web browser to submit your web site to a particular engine.

- Get Source Data

Once you entered the information above, click on the ">>" button next to the "Submit URL" box. The Engine Builder will connect to the engine web site and retrieve the submission data form source for you.

A sample of a submission form will look like this:

```
<form method="post" action="http://www.your-engine.com/cgi-bin/addurl.cgi>
<input type="text" name="url" value="">
<input type="text" name="title" value="">

<input type="text" name="email" value="">
<input type="submit" name="submit">
</form>
```

Please note that some times there are more than one "form" in the "Add-A-Site" page, you need to determine which form is the real "Add-A-Site" form and remove the un-used form.

Once you get the data source from the engine web site, click on the "Get Fields" button at the bottom right hand corner. The Engine Builder will merge the form data field into the "Data Fields" screen automatically.

17.1.2 Data Fields

To create an automated submission script in Dynamic Submission, you need to create a "Query String" which is required by the Search Engines. This section is where you define the fields that the submission form requires. You will assign a "Variable" to every appropriate field in the submission form of the engine. The program will replace these Variables during the auto-submission process.

- Action

This is the Form Action. It looks like this:

http://www.engine-domain.com/addurl.cgi

Be careful and make sure that it is the full URL. If you only see a relative URL like "/addurl.cgi", you will need to add the domain name part http://www.engine-domain.com.

- Method

Normally there are only TWO methods: GET or POST. Engine Builder will retrieve this field automatically.

- Request Category

It has two values: Yes or No. This field will tell the program if the search engine requests Categorization or not. If the search engine requests Categorization, please choose "Yes", otherwise, choose "No".

- Variables

There are two types of Variables:

1. Fixed Value:

The engine assigns the fixed value. You don't need to change the Fixed Value. Normally, it is a "hidden" field, for example:

<input type="hidden" name="id" value="38294">

2. Variable:

This is the most important part of creating the "Query String". You need to assign a "Variable" for every data field in the submission form. Once you press the "Get Data Fields" button from the previous screen, the Engine Builder will retrieve all the data fields' name and also assign a "most appropriate" Variable to the field. However, it may not be 100% correct every time. You still need to modify the Variable value for each field if you think it is necessary.

Before the submission request is sent to an engine, all Variables will be replaced with their corresponding values. The following Variables are supported by Dynamic Submission:

The Variables will be enclosed within the "< >" mark:

```
<TITLE>            : title of your web site
<KEYWORDS>         : a list of keywords
<DESCRIPTION>      : a short description of your web site
<URL>                    : the URL of your web site address
<FULLNAME>         : full name of person responsible for the site

<FIRSTNAME>        : first name
<LASTNAME>         : last name
<EMAIL>            : email address
<COMPANY>                : company name of the web site
<ADDRESS>                : address of your company
<CITY>             : city
<POSTCODE>               : postcode or zip code
<STATE>            : state
<STATECODE>        : state code
<COUNTRY>                : country
<COUNTRYCODE>            : two character country code
<PHONE>            : telephone number
<FAX>                    : fax number

<LANGUAGE>         : language of your web site
<PASSWORD>         : password
```

Please note: an engine may have more fields than Dynamic Submission supports. In this case, just leave the unused fields blank, or assign a default fixed value for that field.

Sample:
If the engine submission form looks like this:

```
<form method="post" action="http://www.your-engine.com/cgi-bin/addurl.cgi>
<input type="hidden" name="id" value="38927">

Site URL: <input type="text" name="url" value="">
Site Title: <input type="text" name="title" value="">
Description: <textarea name="description" rows="3" cols="30">
Email: <input type="text" name="email" value="">
<input type="submit" name="submit" value="Add a site">
</form>
```

Then it will be translated by Engine Builder to the data fields shown below:

Field Name	Variable/Value
id	38927
url	<URL>
title	<TITLE>
description	<DESCRIPTION>
email	<EMAIL>

Edit Data Field
To edit a field data, simply highlight the data field, and assign a new variable or value in the "Value" box, then click the "Update" button. You can delete the "unused" field by clicking the "Delete" button.

17.1.3 Category

If an engine requests you to select a particular category to submit to, you need to translate the "Engine Category" to Dynamic Submission's Default Category.

As each search engine, directory and link site has different categories; you need to use the "Category Translation" screen to "MAP" Engine categories to Dynamic Submission's Default Category.

For Example, if an engine has the following categories in its submission form:

```
<select name="category" size="1">
        <option VALUE="Adults">Adults Only</option>
        <option VALUE="Business">Business</option>
        <option VALUE="Computer Hardware">Computer
Hardware</option>
```

```
                <option VALUE="Computer Software">Computer
Software</option>
                <option VALUE="Education">Education</option>
                <option VALUE="Entertainment">Entertainment</option>

<option VALUE="Import_Export">Import/Export</option>
                <option VALUE="Technology">Technology</option>
                <option VALUE="Travel">Travel</option>
                <option VALUE="Miscellaneous">Miscellaneous</option>
</select>
```

You need to choose the most suitable category from the "Default Category" list and assign an appropriate category value from above to the "Engine Category" list.

The category will be translated as shown below:

Default Category	Engine Category
Adults	Adults
Business	Business
Business >> Import & Export	Import_Export
Computer >> Computer Hardware	Computer Hardware
Computer >> Computer Software	Computer Software
Education	Education
Property & Building >> Real Estate	Real_Estate
Entertainment	Entertainment
Technology	Communications
Travel	Travel
Miscellaneous	Miscellaneous

To assign a category, simply click on the "Default Category" from the list, and enter an appropriate category value in the "Engine Category" box, then click the "Update" button.

17.1.4 Settings

In this section, you need to provide more information about the engine.

• Engine Home Country
A two character country code specifying the country of origin of the engine should be entered. For example, if the engine you added is an Australian engine, please enter "au" in this field.

• Specified Country Only
If an engine accepts site submissions from its Home country only, please check this box.

• Engine Type
Types of Search Engines. We define engine types as below:
General Engines
Directory

FFA Links
News/Classified
Online Mall
Hot Sites
Miscellaneous

- Language
Language the search engine accepts.

- Site Level
It is a 1 to 5 value indicating whether the engine is a major engine. 1 is the most important engine.

- Max Title
Max number of characters for the Title field.

- Max Keywords
Max number of characters for the Keywords field.

- Max Description
Max number of characters for the Description field.

- Adult Only Site
If an engine is for Adult Site only, please check this box.

- Allow Adult Sites
If an engine accepts Adult Sites, please check this box. Please leave it uncheck if an engine does NOT accept adult sites.

17.1.5 Save Engine Data

After entering all the information for an engine, you need to save the engine data by clicking the "Save" button from the Toolbar. The program will save the engine data and add it into the Engine list box.

17.1.6 Merge Engine Data

Before you can load your customized engines to Dynamic Submission, you MUST merge the
customized engine data into the default engine database.

To merge your engine data, simply click on the "Merge" button from the toolbar.

Note: You need to merge the engine data each time you re-update engine data file from our web site.

17.2 Tool Bar Summary

New
Enter the name of new engine you want to add

Save
Save the new engine details you have entered

Delete
Delete the selected engines

Merge
Merge customised engine data file with defaulted engine data file

List
Display export engine list

Export
Export engine data to a file

Import
Import engine data from a file

Help
View help file on Engine Builder feature

Close
Exit the Engine Builder screen

18. Troubleshooting and Frequently Asked Questions

18.1 How many Search Engines will Dynamic Submission post my web site details to?

The demo version of Dynamic Submission will submit to a selection of 10 Search Engines chosen by you, and will remain functional for 30 days. After this period you need to register your software. You will then be able to submit to more than 1000+ Engines, and all program features are then fully enabled.

18.2 Why are there submission failures on the Submission Report?

Because of the ever-changing nature of Search Engines, and network congestion on the Internet, it is not uncommon that you will experience some failures in each submission campaign. If you experience consistent failures on specific Search Engines, however, please contact us at your earliest convenience to resolve this.

Common Reasons for Failures:
· No Internet Connection
· Lost Internet Connection
· Server is busy, down or too slow
· Search Engine is no longer available. Make use of the 'Update Engine Data' option to make sure you have the very latest set of submission data.

18.3 How often do you update engine data files?

The engine data file is updated twice monthly at www.apexpacific.com 's web server and you could use the 'Update Engine Data' option to download the latest set of submission data from our Web Site.

18.4 How long does it take to have my web site indexed?

Each search engine has an online database, but they are overloaded with requests. Some of them take about 1 week to process your site information. Some of them need 1 month, and others even 4-5 months!!! There is no magic bullet to avoid this time delay.

18.5 Are you going to release a version of Dynamic Submission for Mac computers?

Sorry, we have no immediate plans to launch a Mac version of Dynamic Submission. However a Windows emulation program from Microsoft is available to make Dynamic Submission run on a Mac. This software will allow a Mac user to run any 'PC' based application on a Mac terminal. Note: We are not affiliated with Microsoft in any fashion.

18.6 Most Search Engines only allow you to register with them once, don't they? What if I change my Web Page address or start using another provider so that I have two Web Page addresses to promote? Would I then be allowed to register my new Web Page address again?

Dynamic Submission doesn't limit your submission, you can submit the same Web Page as many times as you like. Some Search Engines can give you a failed registration if you submit it twice. If you made a change to your web page title, most Search Engines would consider it to be a new Web Page. It will even work if you keep your Web Page address unchanged.

18.7 There are some Search Engines that actually require you to register with them regularly otherwise your listing is removed. How is it best to deal with these?

Simply submit your site details regularly - once every fortnight.

18.8 How do 'Spider' Search Engines work?

Search Engines work by 'spidering' the Web and indexing all the Web pages it finds under specific headings or 'keywords'. When someone goes to a Search Engine and enters specific 'keywords' every page relevant to those 'keywords' is listed in order of importance. The idea is to ensure that your Web site comes out near the top for critical keywords related to your product or service. The use of Dynamic Submission goes a long way to achieving these goals.

18.9 Why does my position on Search Engines constantly change?

The criteria used by Search Engines for ranking Web sites is based on so many variables that it is almost impossible to precisely predict where your site will be positioned from one day to the next. Such factors include: the number of other pages (sites) using similar 'keywords', constantly changing listing

criteria (algorithms) used by Search Engines and many other factors. This is why it is important to regularly submit your Web site details to every Search Engine and Web directory using a submission program like Dynamic Submission, and then to check its effectiveness with Dynamic Web Ranking. Working hand in hand they will provide the tools to ensure prominent exposure for your Web site on all those important Web resources.

18.10 What happens if I had a type error and accidentally use up all the domains in the express edition?

We assume that you are aware of that the Standard edition of Dynamic Submission is limited to 5 domains, as it is designed for small business and home users. If you would like to know more about the differences in standard, professional and enterprise edition, please visit
http://www.apexpacific.com/features.html

Occasionally people make a mistake and enter a typo in the domain name. This will take up one or even two out of the three maximum domains. Please contact support@apexpacific.com directly regarding this matter.

18.11 How do I avoid receiving excess emails from FFA engines?

FFA provides valuable traffic, although sometimes the excess amount of email is very irritating.
There is a setting in the Dynamic Submission, which is specifically designed to block this type of email. You can go to "web site profiles/auto engines/ FFA" and check the option box: block auto-response confirmation or Spam emails from FFA link sites. This option is put in especially to deal with this situation. Also to maximize the effect, you can use a secondary email address for submission.

18.12 How do I transfer the software, the files and the logs of my first submission to another PC?

Simply install the software on a new PC, and then copy all the files and SUB-directories of the "Dynamic Submission" folder on your original PC to the Same directory of Dynamic Submission folder on your New PC.
For example, by default Dynamic Submission is installed at C:\Program files\dynamic \dynamic submission v7\ directory. Simply copy all the files and sub-directories under this folder to the same directory where you install the Dynamic Submission on the new PC.
You then need to import the project files from "file/import" previous session files on the menu bar to complete the importing of the old website information.

18.13 How do Search Engines deal with Web sites that are no longer there? Do they use any process to remove such sites from their listings?

Search Engines give Server errors or 'File not found'. Some Search Engines check their database to find lost links and delete them.

18.14 The engines won't update automatically. Why is that?

Please make sure you enter the correct "Proxy server" address in the "Configuration" window if you are connected through a proxy server. If you still have problems in updating the engine data file with the software, please download the engine data installation program "ds2eng.exe" from http://www.submission2000.com/update/ds2eng.exe and double-click on the file "ds2eng.exe" to install the engine data to your PC, then re-start your software.

18.15 Will I need to purchase a license in order to do multiple site submissions?

You don't need to purchase a license for multiple site submissions. Many of our clients use Dynamic Submission to provide submission services for their clients. You can submit as many URLs as you wish once you purchase a full version.

18.16 What type of product guarantee do you offer?

1) 30 Days money back guarantee.
2) Unlimited Lifetime FREE technical support

18.17 How many keywords can be entered for each web site?

You can enter up to 200 characters for keywords. However, most engines only accept 10 or 20 keywords or up to 200 characters. How many keywords can be entered depends on the Search Engines but not the software.

18.18 Is Dynamic Submission accepted by all Search Engines? - Many now check for auto-submissions.

Yes. As long as you do NOT use the software to "SPAM" Search Engines, it will be accepted by all engines.

18.19 Can I add new engines that are not included in your engine data file?

Yes, with our new "Engine Builder" feature, you can add your own engines to the engine list. However, this feature is only available in the Enterprise Edition. See section 17. Engine Builder for details.

Or, you can submit your new engine by filling out the new engine form at http://www.apexpacific.com/addengines.html and we will add it for you.

18.20 Why couldn't I enter the Meta Tag into "site URL" when filling in Web Site info?

The Meta Tag section under the website info tab of web site profile is strictly for viewing purposes. It allows users to view the Meta Tags of the selected URL(s). It is not meant to change and modify the Meta Tag of URL or local file. To modify the Meta Tags of the local HTML files, please use the Meta

Tag Editor feature included in the Dynamic Submission. See section [6. Meta Tag Editor](#) for details.

For normal submission purposes, you can safely ignore this Meta Tag section under the website info. You will not be required to fill in anything in this area and nothing will be saved in this area.

18.21 I have entered a proxy server, why do I still have problem with connection?

Check that your Internet service provider or local system uses a proxy server or a direct connection.

If in the case of a direct connection, just go to the "file/configuration" area and make sure you have the correct settings chosen. If a proxy server is required, please go to the "file/configuration" and make sure you have the correct proxy server settings chosen.

It is not uncommon in a local area network or internal network, that a computer name is used a for proxy server name, such as CYCLONE, PROXY, etc. These are not valid Internet addresses, if you are having trouble, use the IP address of the proxy server and it should work fine. For example such as 192.168.0.1.

Check with your system administrator or Internet Service Provider for detailed information regarding your proxy server.

If problems persist, please contact our technical support via email by attaching the error.log file located in the Dynamic Submission's program directory.

18.22 Why aren't my web sites indexed by the Search Engines?
(We have been using your product for around 5 weeks now, submitting about every week or so, however, we're not showing up anywhere on any of the major Search Engines. What am I doing wrong?)

- Your web site URLs are embedded in JavaScript.

This is the most common reason why your web sites are not indexed by the Search Engines. If your web site URLs are embedded in JavaScript, most of the Search Engines will not recognize and index these pages. If you're serious about getting your web sites to be indexed by the Search Engines and get a good position on the MAJOR Search Engines such as AltaVista, Lycos, Yahoo and many others, please consider changing your web site style, either by putting your links in simple html format or making alternative links at the bottom of your page just for the Search Engines.

- There is no or little content on your web pages

If your web site was designed for a "Nice looking" which means that it contains only the Image, Flash, Java, Image map etc, and there is no actual text information (or just a little text) on your web pages, your web pages will be ignored by the Search Engines because Search Engines will index web sites that contain valuable information. Please put any real useful information in text format on your web pages.

- Your Pages are not Cross-Linked.

Not all search engine spiders visit your website from your main index page (index.html). If you have not linked each of your pages with all your other pages, you stand the risk of having engines indexing only one or two of your pages. Just add text links at the bottom of your pages to all your other pages.

- Your web site is a Frame style

Most major Search Engines do not support the Frame style of a web sites. If you wish your web sites to be indexed by the Search Engines and get good results, please consider changing your web sites to a non-frame style.

- Using the correct Html Tags

```
<HTML>
<HEAD>
<TITLE></TITLE>
<META name="description" content="put a short description here">
<META name="keywords" content="put your keywords here">
</HEAD>
<BODY BGCOLOR=FFFFFF>

Put your contents here ....

</BODY>
</HTML>
```

Some Search Engines such as AltaVista and Google completely ignore websites that have invalid html tag sequences. Also, please make sure you use the close tags correctly. For e.g. requires that you have , <table> requires a </table>. Your browser may display it correctly, but if you want the page to be indexed, check your codes and put them in order.

- Do not use any Virtual Domain Redirection Service

If you are using an Internet Redirection Service to make it easy for people to remember your website address, please do not use the Redirection web site address for your submission, use your real web site URL to submit to the Search Engines.

- Using normal .html (or .htm) file format

If the contents of your web pages are generated at real time by using a script such as .cgi, .asp etc rather than a normal .html (or .htm) file, you are taking the risk that your web sites may be ignored by the Search Engines, because Search Engines want to index the web pages where they know the information is from.

- Meta Refresh and Meta Robots Tags

Check your codes for the following tags between the <head> and </head>.

```
<meta http-equiv="Refresh" content="0; URL=http://www.other-
domain.com/directory/filename.html">
```

This tag redirects your page to another web site. If you have this tag in your code, the robots will usually completely ignore your website altogether.

```
<meta name="ROBOTS" content="NOINDEX, NOFOLLOW">
```

This tag specifically directs robots to ignore that web page. If you have it in your code, remove it immediately. You can use it on pages you do not want Search Engines to index.

- Are You Using Free Website Hosting?

Many free website hosts use various methods of enforcing their advertising banners on your website. This sometimes causes wrong and/or incomplete indexing of your website. If you have repeatedly had trouble with getting your free website indexed, switch to a web hosting provider that charges a fee.

Please also check the related information on
"How long does it take to have my web site indexed?" and section 19.3 "Tips on how to improve your web ranking".

18.23 What is Doorway Page?

A Doorway page is also called entrance or gateway page. Generally what it means is a web page that is specifically designed to rank better in the search engine.
Normal web pages usually have a very broad target and are not themed around particular keywords or phrases. This causes your average web pages to become unfocused and not optimized properly. Doorway pages are optimized for a single keyword or phrase, so it will achieve a better ranking in the search engines. Also see section 19.4 the Important Role of Doorway Page.

18.24 Can I install Dynamic Submission on different PCs?

You can only install the program in one PC at one time. You can purchase a back up key to install on a second PC, however you are not able to run the program simultaneously on both PCs as our online authentication system will automatically detect it and cancel the registration code.
If you need to run the program concurrently on different PCs, you have to purchase more licenses for Dynamic Submission. Discounts will be granted for further purchasing. The percentage of discount depends on the number of licenses purchased. You can contact our sales staff at sales@apexpacific.com for details.

18.25 When I tried to register I got an error message stating that my registration code is invalid, what's wrong?

If you receive a message informing you that your registration code is either invalid, or cannot be verified, please take the following steps before contacting our technical support section.

1. Check your Registration name is entered correctly and exactly as we provided.

2. Make sure your registration code is entered correctly and exactly as we provided. The key is case specific and contains no space. Please use "Copy" and "Paste" function to enter your registration key.

You can also see section 1.4 Registration Keys for further information.

18.26 What shall I do if my registration code is cancelled?

Go to the "help/register" on the menu bar inside the program, and you should notice a button called "active" next to the registration code field. Simply click it while you are connected to the Internet, this should get you re-registered again.

If this fails to solve the problem you have, please send us the error.log file which is located in Dynamic Submission 's program directory.

19. Web Promotion Tips

19.1 About Web Site Promotion

Most Search Engines have their own specific categories and classifications. You must select an appropriate category that most closely fits your website, its content and general focus. Dynamic Submission gathers all the information about your site and its category, and then compiles an analysis of all categories across all supported Search Engines, creating a special script for each engine with the correct information required for a successful submission. From time to time Search Engines change their database structure and add or remove categories from their database. Some Search Engines may no longer be available, whilst new engines are appearing daily. To make sure you have up-to-date and correct engine data we update the engine data files on our server twice a month. You can therefore easily update your engine data file when you are online. We recommend that you do this every two weeks.

When your submission is complete, it will display a printable final report screen in both HTML or ASCII Text file format, showing which engines have accepted your submission, and which have not. With such information on hand you can re-submit your site to the 'unsuccessful' engines next time, making sure your site always has the best exposure available without sacrificing your valuable on-line time.

You will receive notification messages from some engines if your submission has been successfully accepted. Not all of them do this.

19.2 Search Engine Tips

Many major Search Engines are cracking down and penalizing Web site owners for violating their terms of submission. Please take the following

important factors into account when designing and/or submitting your Web site:

1. Make sure using keywords that only apply to your Web site.
2. Do not repeat the same keyword consecutively on your page.
3. Limit the number of doorway pages.
4. Avoid having your pages listed under the same keywords.
5. Do not submit all your pages at once.
6. If using repeated keywords, limit them to 3-5 times.
7. Use longer titles with important keywords.
8. Frequently check your Web sites ranking.
9. Pay attention to the competition around you.
10. If submitting several pages, do not submit on the same day.

19.3 Tips on improving your Web Ranking

Choose a right Title
First of all, make sure each page of your site has a descriptive title. Because Search Engines usually give the most weight to the page title, you should place a descriptive phrase between the <title> tags. For best results, however, keep it under 200 characters and to the point. Also, your HTML title should be both descriptive and attractive since Search Engines return the title as the search results.

For example, the following title describes well the site, and therefore is a good choice:

<TITLE>Dynamic Web promotion software - submits your web sites to 1000+ major Search Engines.</TITLE>

<META> Tags
You can control how Search Engines catalogue your site with <META> tags. Not all Search Engines make use of these tags, but using them will definitely improve your position in those that do. All <META> tags should be placed within the <HEAD>...</HEAD> portion of the document.

Description Meta Tags
The <META> description tag lets you specify a short summary about your web site. This tag should clearly describe what one could find at your Web site. Here's an example:

<META NAME="description" CONTENT="#1 best selling 5 star award winning web promotion and site submission software. Increase your web site traffic by submitting your sites to 1000+ Search Engines.">

Some Search Engines limit the description to 200 characters. To be on the safe side, make sure your description does not exceed 200 characters. If you do not use <META> tags to describe your site, the Web page description will be derived from the first 200 characters in the HTML <BODY>...</BODY> portion. Also note that there should be only one <META> descriptive tag per page.

Keywords Meta Tag
The <META> keywords tag lets you specify a set of keywords that a search robot will give precedence to when cataloguing the page or how people can find your web site. Here's an example:

<META NAME="keywords" CONTENT="web promotion, site submission, web advertising, increase traffic, promotion software, web site promotion">

The keywords can include up to 1000 characters of text. Be sure that the keywords you choose are relevant to the contents of your page. Note that the keywords are used in the indexing process but will not be displayed on your Web page or on a search response page. Try to incorporate singular and plural cases of words, as well as active and passive verbs. Also make sure your keyword list includes both general and specific words related to your site. You rarely want to target a single keyword, because, with the billions of words indexed on the Web now, one word simply won't cut it. Always use phrases, not plain words, in your list.

Frame
Sites using frames should definitely make use of <META> tags. The main HTML file contains the <FRAMESET> tags, but fails to provide robots with any real useful information about the Web site. Therefore, you should utilize the <META> description tag to provide a description summarizing the site's contents. If JavaScript (or any other scripting language) makes up the first several hundred characters on your page, you should use the <META> description tag so your site comes up with a meaningful description in search results.

Web Site Contents
Search Engines rely mostly on word density (frequency relative to the total size of the page) or distribution (how well the word is spread throughout the page). Some Search Engines even give precedence to text near the top of a Web page, so make sure you place the most important stuff at the top. Furthermore, Search Engines that do not support <META> tags use the first 200 (or 250) characters for the site's description, so the first paragraph should describe/sell your service.

Use <Hn>...</Hn> for headers, rather than the <FONT>...</FONT> tag definition. Some Search Engines consider header text particularly important.

Image Description
If your site mainly consists of images, you should use the ALT attribute to describe each image. Most Search Engines index the ALT attribute in the <IMG> tag. The following HTML definition shows how to use this attribute:

<IMG SRC="image.gif" HEIGHT="486" WIDTH="60" ALT="Web Site Promotion">

SPAM
The overuse and repetition of keywords may result in a lower relevancy score and possible omission from some Search Engines. Most Search Engines count only the first few occurrences of a keyword or phrase, and some even

penalize you for repeating words to improve your site's ranking. Infoseek and Lycos are two Search Engines that penalize sites that are suspected of repeating keywords, and AltaVista will disallow URL submissions from those who spam the index. Some Search Engines penalize your site if a keyword is repeated more than three times.

Don't try to fool a search engine by using the phrase "web promote" three times, and the phrase "web promotion" another three times. Search Engines are smarter than that, but they still aren't smart enough to associate "promote" with "promotion."

General Rules:

· Most of the engines have chosen not to keep up and cannot spider frame sites. Make NOFRAME sections in web pages.

· Always make sure your web site is completely finished, spell checked, online and working properly before attempting to get indexed.

· One of the most common problems people encounter in getting their web site indexed is due to a spider not being able to reach the URL for indexing.

· Make sure your web site is up and responding.

· AltaVista and some other Search Engines will index all words in your document (except for comments), and will use the first few words (e.g. 250 characters) as a short abstract to serve back. It is possible for you to control how your page is indexed by using META tags to specify additional keywords for indexing, and a short abstract.

· First paragraphs of the text are the most important for Search Engines. Brainstorm with friends and colleagues, etc. and put the most important keywords into a carefully crafted paragraph at the start of your HTML document.

· Make sure that the HTML code is using the proper tags in the proper places (called validating your HTML). Most Search Engines do not tolerate invalid HTML code, that is, if your code contains invalid HTML tags most Search Engines will not index your web page or worse yet, not index you correctly.

· Most Search Engines can take up to 3 to 4 weeks before getting around to indexing your web site. Be patient. Keep track of when you asked to have your web site indexed and check often. Requesting to be indexed over and over again will not help speed up the process.

· AltaVista uses a case sensitive algorithm. What this means is that typing in "PROMOTION" will give you a different result from "Promotion".

· Excite does not take advantage of Meta tags, they do however look at the words in the Title of your document. Excite may take as long as 4 weeks to index your web site, so be patient and check often.

· Because 70-85% of the information searchers find in the Internet is via Search Engines, the main way to attract visitors to a web site is to rank high in the major Search Engines. Before submitting your site to the Search Engines and directories, spend some time reading about how to write your title, Meta tags and the first few paragraphs of each page to obtain better ranking. After submitting your web site, you should periodically review your ranking in the search engine listings by the key phrases.

· To improve or maintain the position of your web site in the main Search Engines, you may need to rewrite pages, add new content and additional web pages, change your description and keywords, etc. If you need to learn HTML to do this, do it because the reward is worth the effort.

19.4 The Important role of Doorway (or information) Page

A doorway page is a web page specifically designed to rank high in the Search Engines for a specific keyword or keyword phrase. It's NOT just a blank page with a link that redirects to your main page, but a powerful, content rich page packed with your keywords.

If you have web pages with specific subject areas, products, services or even localities then specific doorway pages can be created for each one, concentrating on the keyword content and meta tags specific to those pages. In this way, a travel site, for example, could create doorway pages for each of its destinations. A page specifically dedicated to search engine content for Los Angles, for example, will have a better chance in the search engine rankings than a page that tries to cover all bases - and be readable! Search Engines generally give priority to URLs that contain keywords. It is therefore worthwhile considering the registration of keyword-rich domain names for your doorway pages. Using the above example, a doorway page for Los Angles could have the name www.los-angles-travel-tourism-tourist.com, remembering that these URLs are for Search Engines only and that customer information is still only found on your central site. Customers can enter at these doorway domain pages from Search Engines and then click-on to the central domain. Once the customer has arrived from the search engine the doorway page/URL has done its job.

When you're ready to submit your pages to the Search Engines, submit to the search engines. If you've created several pages you'd like to submit, you may want to create an additional page that contains links to each of your doorway pages. That way, you can submit just your
link page and let the Search Engines crawl the rest of your links.

Creating doorway pages is a powerful way to increase your website traffic, but don't stop at just one. Imagine how much traffic you'd receive with 100 keyword packed, doorway pages all pointing to your website.