web optimization • site submission • link building

SEO Suite v8

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SEO Suite V8

User Guide Manual

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1   Introduction

Introduction

This part introduces the function and features of SEO Suite software with the summary of main screen interface. It also provides background knowledge on types of search engines and the ways of submission so as to assist you in better use SEO Suite.

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Step-By-Step Guide
Order and Technical Support
Overview
Features
Summary of Main Screen Interface
Understanding Search Engines
Pay Per Click Search Engines

1.1   Overview

Overview

Thank you for using SEO Suite 8.0

SEO Suite is a brand new "All in One Search Engine Optimisation" software that has combined award winning programs like "Dynamic Submission", "Dynamic Web Ranking, and "Link Promoter" under one interface.
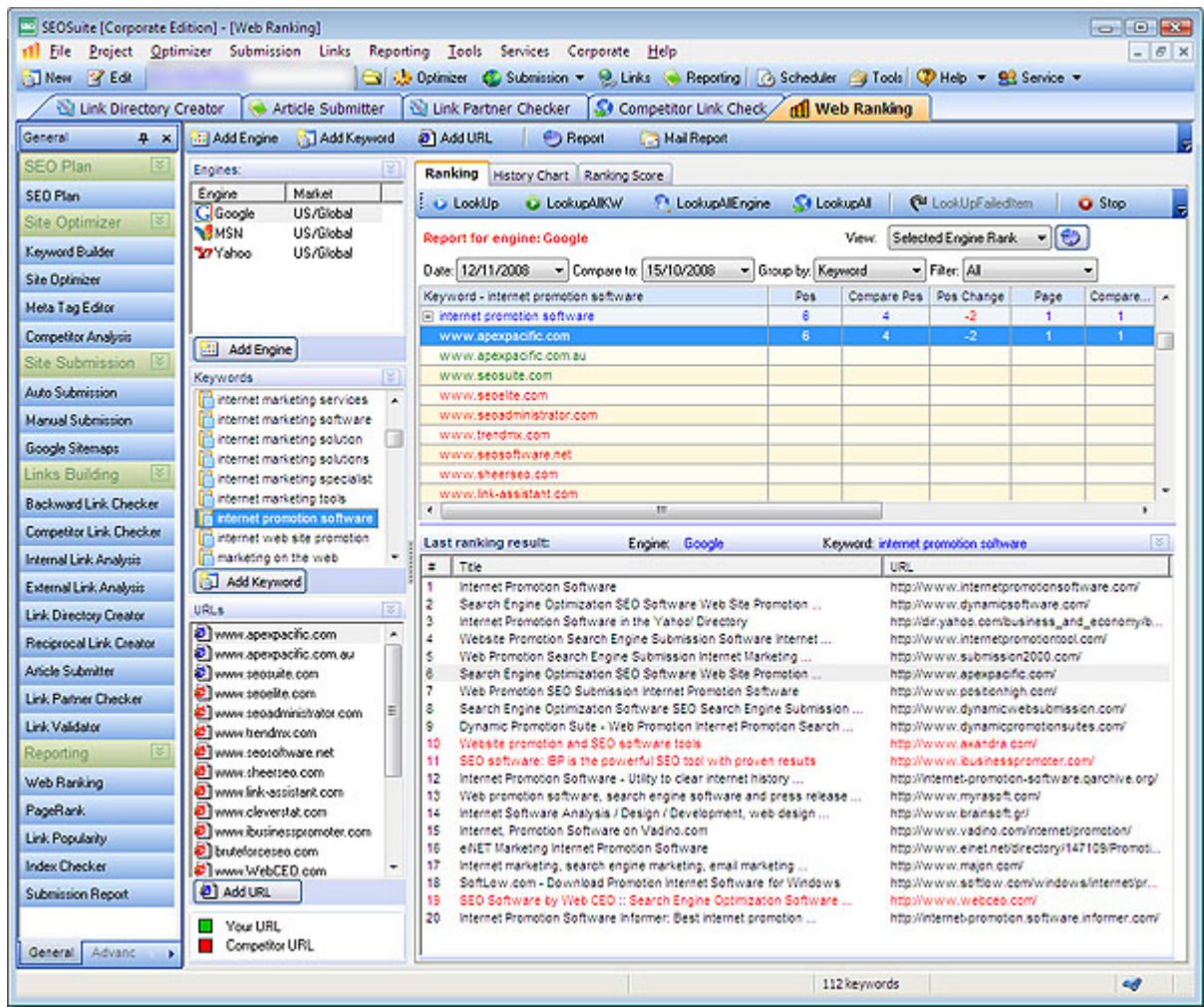
SEO Suite consists of three major programs combined together. With the SEO Suite, you can promote your web site without the need of any other programs.

The SEO Suite software comes with more than 26 different search engine optimisation tools. It allows:

-Submission to more than 1000 search engines around the world. Web site owners and Internet marketers can promote their web sites to the ever-increasing number of Search Engines on the Internet.

-Analyse your web site ranking and see your web site position on ALL major search engines including Google, Yahoo!, MSN (and Bing) etc. SEO Suite saves you many hours of work a week by consistently and comprehensively monitoring your web site's search engine positions while alerting you with problems also. With the SEO Suite, you'll have the reports you need to make improvements, correct problems, check your competitors' web sites, and thereby increasing your web site's traffic without spending a penny in advertising!

-Internet marketers can promote their web site and link pages over the internet. It will help you maintain your reciprocal links, generate new links from search engines, tracks and verifies link partner's web site and creates link pages automatically.

-Modify and add new metatags for your web site and create doorway pages.

-Upload your pages to the remote FTP sites.

We have combined all of our award winning SEO programs under one package, we hope you will find this software both productive and useful. We can guarantee that it will save you 100's of hours of valuable time and turn your "Search Engine Optimisation" pleasure instead of a chore.

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1.2   Features

SEO Suite Features

Site Optimizer

- **Step by step user friendly interface**
The new SEO Suite™ makes it easier than ever before to optimize your website with its simple interface, based around Windows XP. Not only this but the logical, step by step process takes you thoroughly through the steps of optimization, making sure that you can optimize a website quickly and easily.

- **Keyword Library and keyword Builder**
This handy feature allows you to quickly create or modify a keyword library database and use them for your web sites. Keyword Research can be one of the most time consuming and difficult parts of optimization. However just add in a master keyword and click the button and the SEO Suite™ will generate hundreds of relevant keywords and phrases for your business.

- **Built-in Search Engine Optimization Features**
The comprehensive Search Engine Optimization (SEO) features will help you enhance your web site and suggest ways to improve your Web ranking on all major search engines. This can be generated into a simple report which you can use to easily identify key areas that need to be improved for optimization.

- **Meta Tag Generator**
The Built-in meta tag generator will help you create or modify your websites keywords, description tag and web title for your web page with a single click. This is an important part of optimization and is now made so easy. You can also edit multiple HTML files.

- **Faster speed**
The SEO Suite™ is now even faster, allowing you unlimited multiple connections for super-fast submission processing. You can specify the number of connections you want and make it suitable for your internet connection speed.

- **More Reliable**
With our new engine database design and two level category selections, your website will be submitted more accurately. For directory types of engines, the program will look at both the sub-category and the main category and then make sure the best category is chosen.

- **Doorway Page Generator**
The SEO Suite™ software can generate a Doorway Page automatically with the keywords you choose

which can then be uploaded into your website. This doorway page can help you get higher rankings for "Spider" search engines.

- **URL Verification**

This smart search function helps you to verify your URLs to make sure that they are correct and all of your web pages are working correctly.

Site Submission

- **All in One Automatic Search Engine Submission**

SEO Suite™ helps you submit your website automatically to all the major search engines faster then before. With just the click of the button, you can submit all of your websites URL's to search engines all over the world.

- **Manual Search Engine Submission**

The new manual submission features will give you absolute control over the search engine submission process. Some engines like Altavista, DMOZ etc. do not accept auto-submission unless you enter right submission code or choose the correct category. The manual submission features will allow you to do this quickly and easily all within the one program and save you the hassle of having to find these engines yourself.

- **Scheduled Search Engine Submission**

This feature allows you to schedule your Search Engine Submission task to run the submission automatically at a specific time with specific intervals. For example, you can set up the scheduler to submit your web site very 30 days. This is important to continue to notify the search engines of any changes that you have made to your website so that they can update them into their database.

- **Froogle Submitter**

The SEO Suite™ also has the ability to submit and manage your products to Google's Froogle shopping site. Listing your product in Froogle is a free way to extend the reach of your products to millions of new buyers. With Froogle Submitter, you can get your products advertised quickly and easily in 2 minutes.

- **Engine Builder (Enterprise Edition Only)**

A smart "Engine Builder" will allow you to add your own new engines to the software which unlocks the limitation of engines you can submit.

Link Building

- **Link Popularity Check**

Link popularity Checker is one of the best ways to retrieve and independently measure your website's online awareness and overall visibility. It allows you to see the number of incoming links to your website (number of links that point to your web site) and it also plays an important role in ranking your site in search engines like Google.

- **Internal Link Analysis**

The SEO Suite™ has the new advanced feature of an internal link analysis which will analyse your internal linking structure to make sure that it complies with search engine standards. This will help to increase your link reputation.

- **External Link Analysis**

The External Link Analysis feature is great for checking your external links which is important to increase your link reputation.

- **Article Submitter**

Submitting articles about your website is now simple with the click of a button within the SEO Suite™. You will be able to submit your articles to popular eZine websites and use this to get more traffic to your site.

- **Link Directory Creator**

The Link Directory creator allows you to easily create a list of relevant directories where you can submit your website and help to increase your link popularity.

- **Link Popularity Checker**

Checking your websites link popularity can be done easily within the SEO Suite™. Having links coming through to your website is an important part of search engine optimization so it is important to check this regularly. This can be done easily with the SEO Suite™.

- **Link Partner Manager**

The new SEO Suite™ will help you to get links through to your website. An important part of SEO! The Link Partner manager will organise all your link partners web sites in one screen, where you can add a new link partner, edit existing partner details, track to see if your web site has been linked by your link partners.

- **Reciprocal Link Creator**

The Link generator is a great tool to create more potential link partners from search engines based on the keywords that you specify. This allows you to get relevant links to your website and it will send "personalized" reciprocal link invitations to all potential link partners.

- **Link Tracker**

The link tracker will track your link partners web site to verify that your web site URL has been linked by your link partners. This will make sure that your website is definitely placed on their website.

- **Link Page Creator**

This will creates link pages automatically for your reciprocal link partners. It allows you to add your link partners web site to your link pages.

- **Reciprocal Link Invitation**

This will allow you to send "Personalized" reciprocal link invitations to your potential link partners. You can send a single invitation to an individual partner or send it in bulk with a "Personalized" message to all link partners.

Reporting

- **Search Engine Optimization Reports**

The SEO Reports provided by the SEO Suite™ will give you comprehensive details on where your website can be improved so that it will rank higher in the search engine. The report tool will scan your website for the correct location of keywords in Meta tags, Titles as well as Website content. These reports are extremely useful to SEM Companies as they can provide this comprehensive information to their clients.

- **Website Submission Reports**

The website submission report feature is a great way for you to keep track of all the search engines that your website has been submitted to. This can be generated easily within the SEO Suite™ so that you can easily identify the key engines targeted.

- **Keyword Ranking Reports**

Find out exactly where your website is ranking in all the major search engines by using the keyword ranking tool. Not only this, but you can easily generate this into comprehensive reports which you can store. You can monitor your websites position over time.

- **Scheduled Website Ranking reports**

The new SEO Suite™ enables you to schedule ranking reports and this can be run regularly which can then easily be sent to your email or other specified email addresses. This allows you to keep track of exactly where your website is sitting in the search engines.

- **Customized Report (Enterprise Edition Only)**

This feature is excellent for Web Design or Internet marketing companies looking to send out reports to clients. This feature allows you to fully customize the reports with your company name, logo and details. It is useful when you provide submission services for other people.

- **Page Rank Checker**

Your Google Page Rank is a great indication of how high your website is going to rank under particular keywords in the Google search engine. The Page Rank checker is a handy feature which allows you to check this quickly and easily for all the URLs within your website.

- **Enhanced Web Ranking Report Creator**

The newly built in Web Ranking function will check your web site position on all the major search engines and tell you exactly where your website is ranking. This makes monitoring your web position so easy and will save you a lot of time.

- **Network support**

This allows you to share Project data from different computers cross your network. This is mainly designed for SEM or SEO companies who provide SEO services and want to install multiple licenses cross their network.

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See Also:
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Summary of Main Screen Interface
Understanding Search Engines

1.3   Configuration

Configuration:

After installing the program successfully, you will be asked for the **"program configuration "** where you can configure how you are connecting to the internet, mail server address, your user details and more options.

Please fill these information in as much as you can. You can come back to this configuration window by clicking on "**File / Settings**"

Before program starts it will try to download the "**engine data**" file from the internet, so please make sure you are connected to the internet.

After downloading the engine data file succesfully, you will be taken to "Configuration screen where you will be configuring the SEO Suite's internet connection, email settings and connection and options.

Server Configuration:
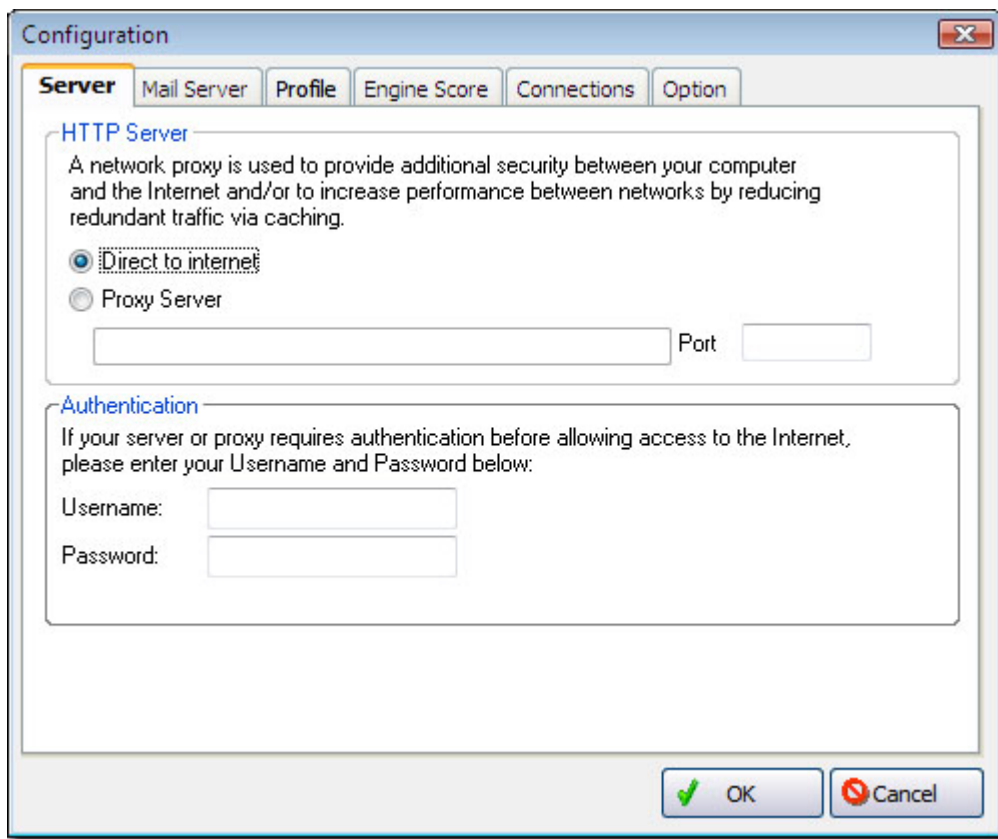
Please enter your proxy server settings if you are connecting to internet through a proxy.

Email Server Configuration:

Next tab, you will be asked to enter the mail server settings.

If you want to mail your reports through the program please enter your outgoing SMTP server address and port number, If your server needs authentication please check the box and enter your account name and password.

Profile Configuration:

Next tab, you will be asked to enter your details like your name and company also your email address where you will be sending the reports from SEO Suite.

Also please enter your companies "Logo" URL where it will be included in your reports thats been created.

Engine Score Configuration:

For Web ranking functions, you can enter "engine score" into the program. This score is given according to the importance of the search engine. Program then looks at the score weights and your inclusion in these search engines and comes up with a ranking for your web site.

By default, program comes with pre set engine scores according to their importance, if you would like to change the score of an engine please double click on the engine score and change it.
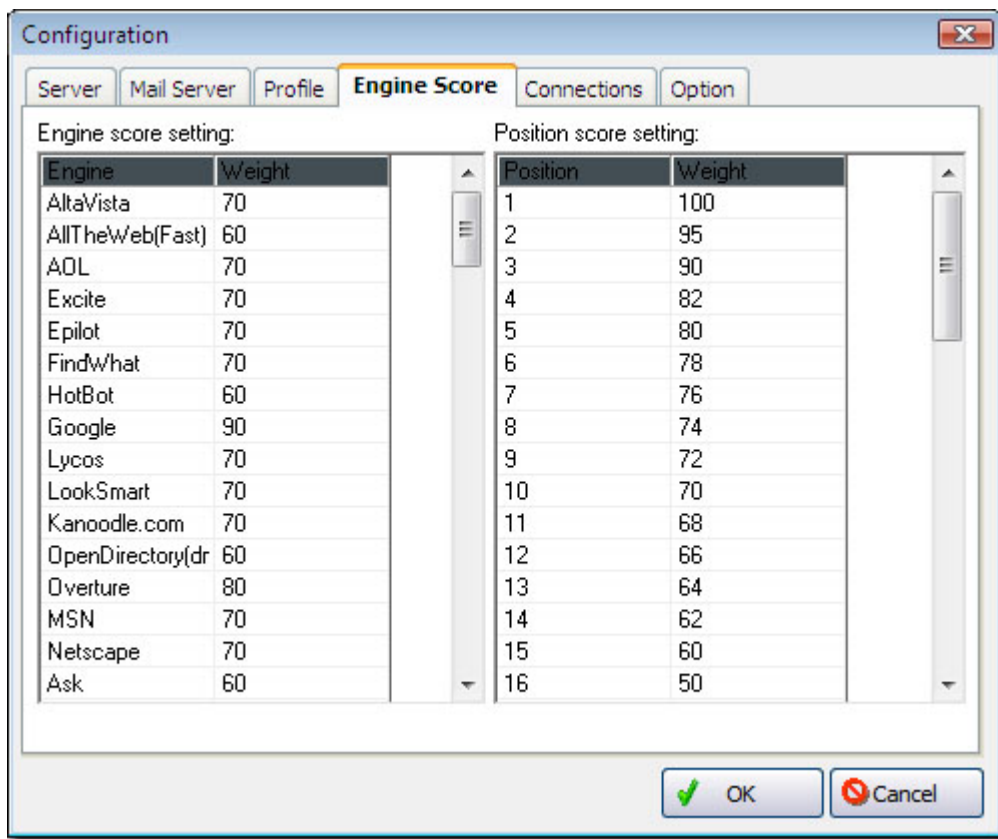
Configuration Options:
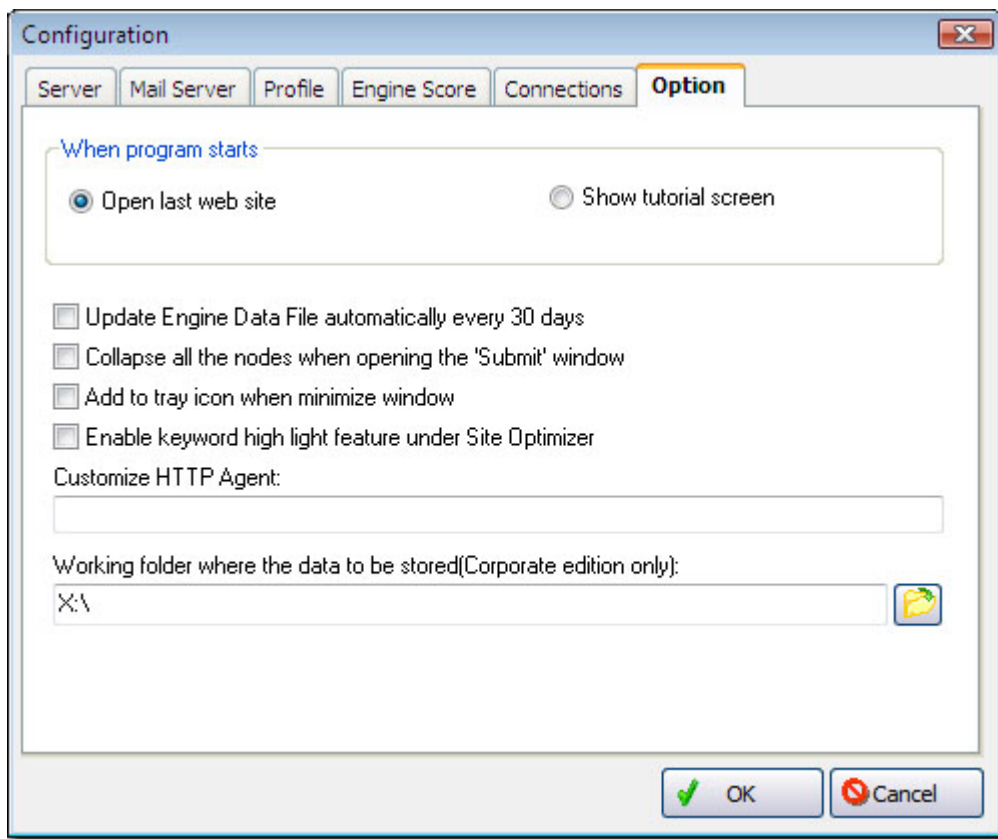
Connection:

You can set the number of connections that the program will make at a time, if you have a fast connection to internet you can make this number higher. Also server timeout where the program will terminate connection if a certain time is passed without getting any response from the server.

You can also specify "Working folder where the data to be stored" which you can change it to any location on your computer or on your companies network.
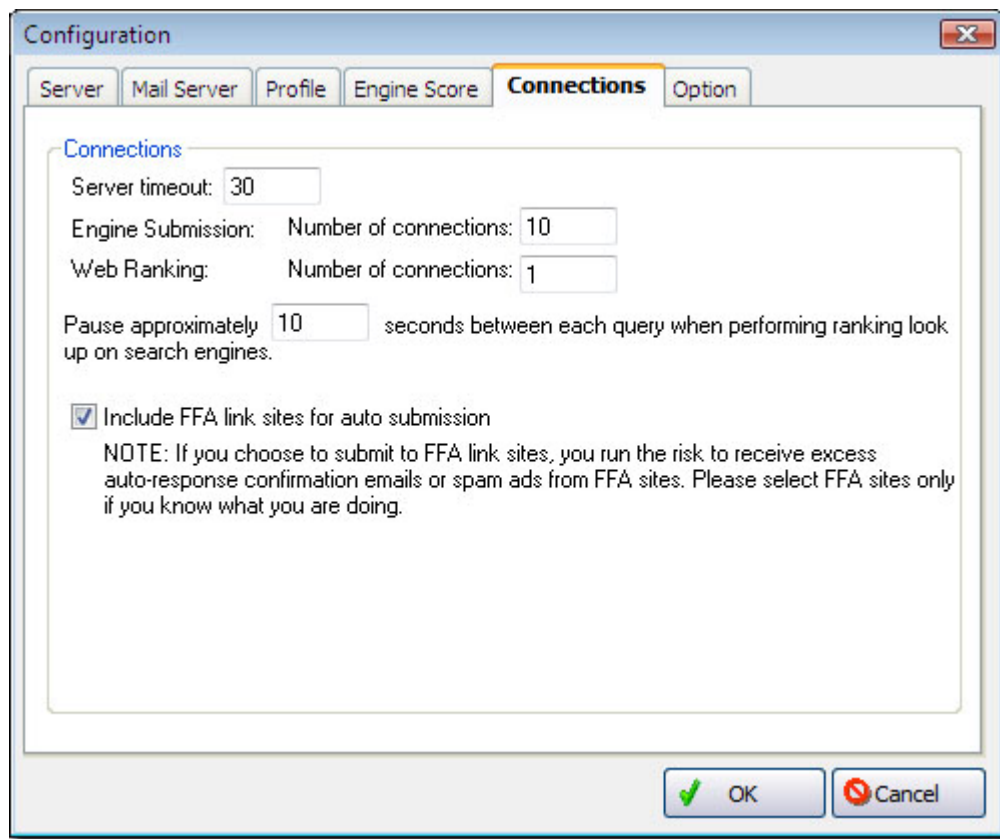
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1.4   Tool Bar Summary of Main Screen Interface

Summary of Main Screen Interface
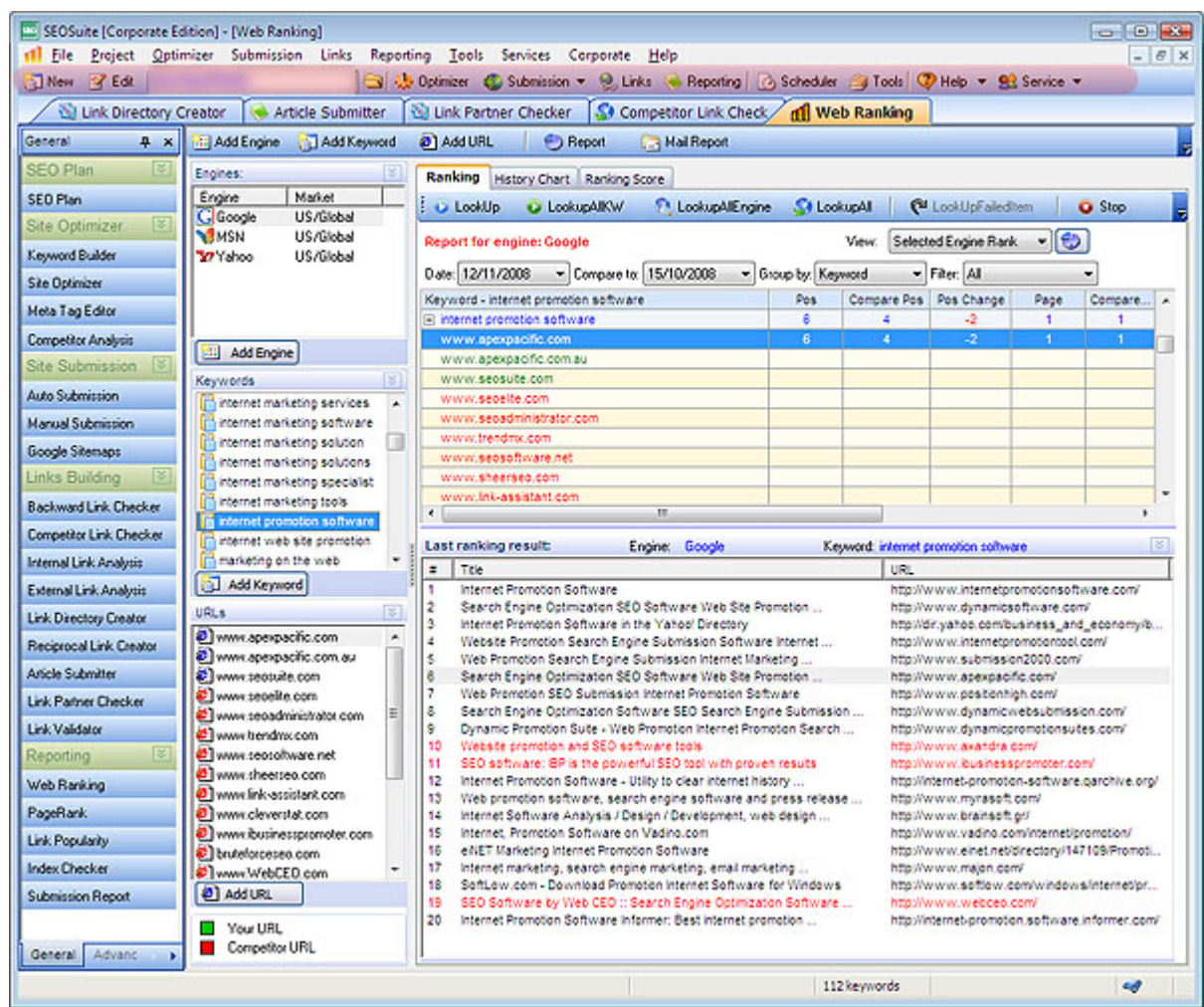
Tool Bar Summary:

New
Add a new Web Site profile and save it under any project you have created available.

Open
Open an existing web profile from existing projects.

Optimizer
Expands all the optimization tools on the left button bar.

Submission
Opens all the Submission tools on the left button bar.

Links
Opens all the Link building related tools on the left button bar.

Reporting
Opens all the Reporting related links on the left button bar.

Scheduler
Opens the scheduler for Submission and Web Ranking functions.

Tools
Opens the Tools section on the left button bar.

Help
Opens all the available help methods.

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See Also:
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2 Step by Step Guide

Step By Step Guide

Before using SEO Suite 8.0 please have a look at some of the related topics, this will help you if you have limited knowledge about the Search Engine Optimization Process.

Understanding Search Engines
Understanding Web Site Profile Structure

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See Also:
Web Promotion Tips

2.1 Setting Up

Setting Up SEO Suite 8.0

Before you start using the program you will need to create a web profile which includes your web site Domain Name and your relevant keywords.

Please enter your web site URL, then enter your master keywords that you will be using with this URL.

You will also need to enter a "Web site profile name" which will be used within the program. After entering a profile name please choose a project or enter a new project name that is associated with the new web profile.

The next window program will search through your web site and will bring all the URL and metatag information. Please choose the web pages you will be working on and enter the remaining keywords for the selected URLs.
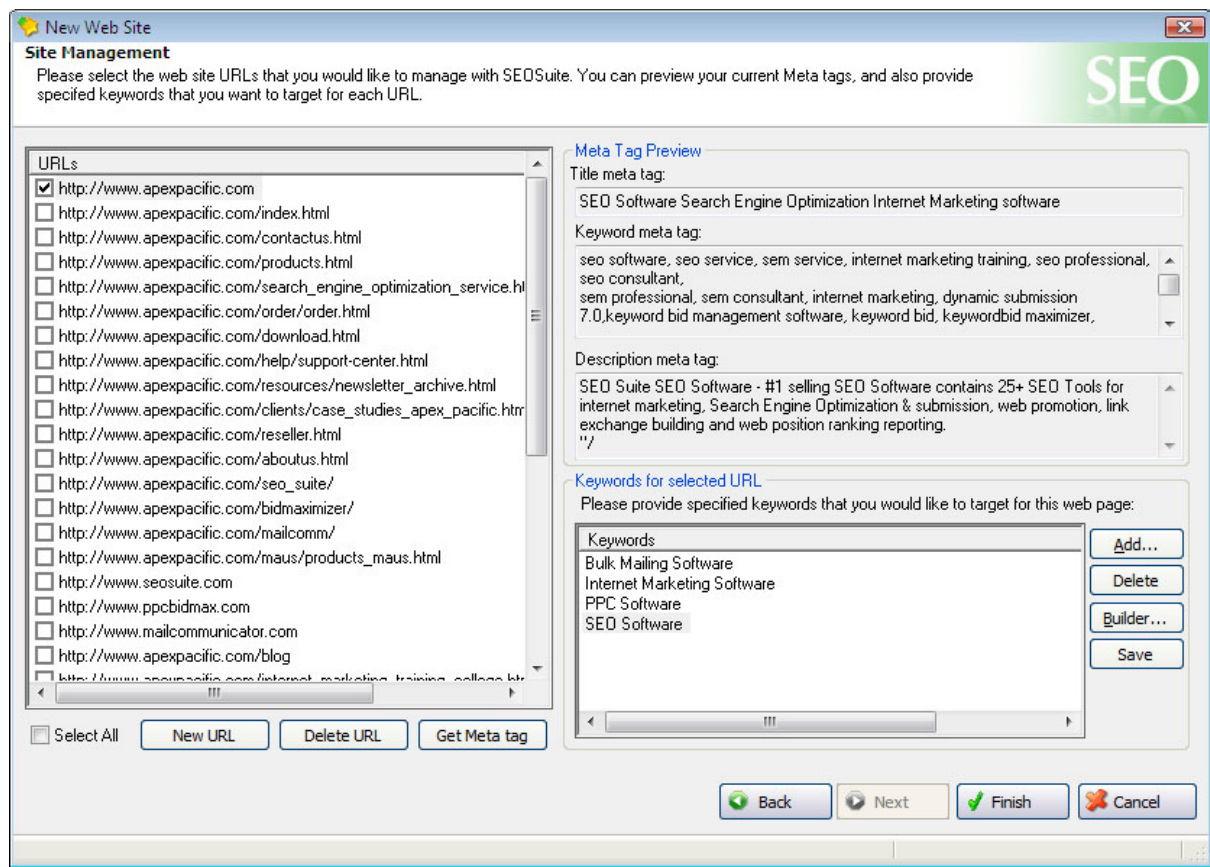
You can choose the "ADD" option as well as "Builder" option to select your keywords.

If you choose "ADD" function then you can enter the keywords manually or import them from a file or you can download the keywords from a specific URL.

"Builder" Option links you to "Keyword Builder" where you can search for relevant keywords and enter it into the keywords panel.

After choosing all the relevant keywords you can click on "Finish" and start using the program.

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Tip:

To create a web profile after you've started using the program please go to "File / New Site" then enter the details of your web site.

2.2   Update Engine Data

Update Engine Data Files

This option instructs the program to connect to our web server and download the latest set of engine data files to your PC. The process normally takes less than one minute.

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

If you have problems to update engine data file, or have 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.

Please visit our Knowledge Base pages or contact us if you are still having problems.

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2.3   Site Optimizer

Site Optimizer

This part consists of the "Page Optimizer" and "Page Creator."

By using these two functions, you can see how optimized your web site is for search engines. You can also create "doorway pages" without any HTML skills.

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Also See:

Page Optimizer
Page Creator

2.3.1   Page Optimizer

Page Optimizer

Web Site Optimizer is a powerful function that allows you to check and analyze your web site, and provides suggestions on **how to improve your web ranking** with an **optimization report**.

It will check the **"keywords", "description" and "title"** meta tags, the first 200 characters of your web page content and keyword density, and will provide you with information on how to improve your web site.
This will help you "**optimize**" your web page and get the best ranking on most major search engines.

After creating the web site profile, SEO Suite will put your URL and your keywords into the Page Optimizer.
To generate the optimization report please choose the URL and click on the "Optimize" button.
The program will check the URL and automatically generate an optimization report.

After you have created the report you can save it as an HTML file for future use.

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See Also:
Web Ranking
Tips on how to improve your web ranking

2.3.2   Page Creator

Page Creator

This function will help you **create a doorway page** easily with out any HTML skills. A doorway page is a web page specifically designed to get high ranking in Search Engines for a specific keyword or keyword phrase. It is a powerful, content rich page packed with your keywords.

To start using this function please enter the name for the doorway page by clicking on "New" , after entering the file name please select a location where you want to save this file by clicking on the folder icon next to "Output Location" field.

Please also read the "Tips" thats been provided when you click on each field.

You can also load all the information from a web site. Please enter the web site URL and click on "Load From Web Site" button, then program will automatically download all the information that is in the web site.

You can switch through the **"Page Details", "HTML"** view and **"Preview"** of the page created.

When you finish the page please click on "Create" to create the page and save it under the output location.

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Tip:

If you checked the box "**Add to FTP manager**" then program will add the file to the FTP manager when you click on "Create."

2.3.3   Keyword Builder

Keyword Builder

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 based on the master keywords you provide. It will save you many hours when you are brainstorming various words, phrases and combinations of words.

1. Select a web profile. Or create your web project and web profile with all the site details.

2. Click on the "**Keyword Builder**" menu item from the left bar or click the "**Optimizer / Keyword Builder**" from the menu bar . You will be led to the "Keyword Builder" screen.

3. Select the "language", "Filter" and a master keyword that relates to your web site from the list or enter a new keyword and click the "Get" button. The software will automatically build a list of all

keywords or keyword phrases relating to the master keywords you have specified. For each keyword, there is a "Count" number. The count information are retrieved from Google, telling you how many users have searched that specific keyword during the past one month. You can then judge how important that keyword is based on the "Count".

4. Please choose the keywords you would like to add to your keywords list and click "Add to List" button. Program will automaticall save all the keywords chosen to your "Keyword list" under the current profile

5. Click "Close" button to exit the "Keyword Builder" screen.

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2.3.3.1   How To Generate Relevant keywords

How To Generate Relevant Keywords

While there are no "secrets" to 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 contents 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 be most likely to 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 suggestion keywords based on the keywords you provide and store them the in the keyword Library. The Library 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.

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2.3.3.2   What Is KEI?

What is KEI?

KEI stand for **K**eyword **E**ffectiveness **I**ndex, invented by Sumantra Roy, which measures how effective a keyword is for your web site.

KEI compare the number of search for a keyword **(popularity)** with the number of search results **(competitiveness)** to identify which keywords are the most effective for your campaign. The higher the KEI value the more popular the keywords are and the less emulation they have. So the better chance they can get into the top position.

The formula of KEI is calculated by: **(popularity ^ 2) / competitiveness** .
i.e. the square of popularity divided by the competitiveness

Consider the following example:

	Popularity	Competitiveness	KEI
web ranking	10,110	44,000,000	2.3233
web ranking solution	9,800	10,600,000	9.0604

As you can see from the above example, keyword "web ranking" is trying get to the top position amongst 44,000,000 web site. While "web ranking solution" only competing with 10,600,000 web site. So "web ranking solution" is getting more chance to be on the top 10 position which is indicated by the higher KEI value.

Tips:
KEI is just an indicator. It helps you to choose keywords but you should never rely on it too much. Choose keywords that are targeted, popular and attractive, then use KEI as the final step.

2.4   Metatag Editor

Meta Tag Editor

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

 1. Select a web profile. Or create your web project, web profile and enter all the site details.

 2. Simply click on "**Meta Tag**" button on the left tool bar or go to "**Optimizer /Meta Tag Creator**" menu item from the menu bar. You will be directed to the "Meta Tag Editor" screen.

Create Meta Tag

·Get Meta Tags from URL
Click the button of "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 icon on the top to go to the upper directory.

Meta Tags Details

·Choose 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 aid them in indexing your website. This is important, the search engines use this information to determine under what queries your website will come up under. See section 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="WebSubmission the 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. Therefore first 200 characters are very important for your web site to get higher rank in search engines.

·Robot
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 Google and Yahoo (Slurp), have their own robots. Others use various databases such as Inktomi. Either way, a robot is always used to gather pages. <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 name

·Charset - Character Setting.
It is optional. Select an appropriate setting from the list.

Edit or update Meta Tag

After you enter or edit the Meta Tag details (title, keyword, description), you can check the box at the bottom to add it to the FTP Upload Manager, then simply click the "Update" button at the bottom to update your Meta Tag.

Please note, this update 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 by using your FTP manager program. With WebSubmission, you can use
FTP Upload Clients to upload.

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

 4. What to do after you create or modify the Meta Tag?

You need to upload the updated Meta tag to your web server by using your FTP manager program. With WebSubmission, you can use the FTP Upload Clients feature to upload your Meta Tag to your web server. For more information, see FTP Upload Clients.

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

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See Also:
What is Meta Tag

Related Topic:
Web Site Optimizer
Web Page Creator
FTP Upload Clients

2.4.1   Meta Tag Tutorial

Meta Tag Tutorial

A quick guide, meta tags for search engine optimization. Improve your site's position and rank by applying these simple principals. There are several meta tags, but the most important for search engine indexing are the description and keywords search engines utilizes different tags. The description tag returns a description of the page in place of the summary the search engine would ordinarily create. The keywords tag provides keywords for the search engine to associate with your page.

Before going further let's clear up one thing, that meta tags are not a magic solution. You may have the best meta tags in the world, but meta tags alone will not significantly raise the ranking of your website if it lacks sufficient content.

Main meta tags:

Title
Keywords
Description
Robots

Chose the 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 the 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.

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

<TITLE>Web promotion software - submit your web sites to 1000+ major search engines.</TITLE>

Meta Description Tag:

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">

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 ">

<meta name="description" content="KeywordBid Maximizer an ultimate pay per click optimizer,bid manager and search engine promotion software help you to manage your keywords and bids online at all major pay-per-click search engines ">

The actual size used is not as important as the message it conveys, but 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 which do not use the meta tags. This summary should be 170-200 characters maximum and be the first visible text on the screen when the page loads. Therefore first 200 characters are very important for your web site to get higher rank in search engines.

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 under what queries your website will come up under.

The basic html format of the meta keyword tag is:

<meta name="keywords" content="keyword1,keyword2,keyword3,keyword4,...">
 OR
<meta name="keywords" content="keyword1 keyword2 keyword3 keyword4 ...">

sample:
<meta name="keywords" content="dog food,dogs,pet food,pets,dry,wet,canned dog food,pet supplies">
(Notice that it includes both words and phrases)

Note that these tags are functionally equal. Inclusion of commas does inflate the basic tag size, so they can be removed if you are hovering around the limit. Including them does have the effect of making the tag that much more readable however. You can exert some influence on search engines by customizing your tags for a specific set of engine queries.

The common abuse of the meta keyword tag was -- and still is -- the repetition of words which is called spamming. Never insert the same word twice in a row in a tag, even if you're using different variations. (Plurals, ALL CAPS, different tenses, etc.) You can use the same word in different phrases, but never use that word more than 3 or 4 times within the tag, even if you're using different variations of it.

How many keywords:

My own experiments suggest that some search engines penalize pages that use only one or two words in the keyword meta-tag, probably in an attempt to sniff out gateway pages. Besides, if you're only using one or two keywords, you're probably missing out on traffic by focusing too narrowly. Listing hundreds of keywords dilutes the keyword density, so you won't score well for any of them. Aim for about twenty keywords.

Keyword weight:

You may wish to use plenty of keywords and key phrases to gain a wide coverage but one or two of them may be much more important than the others. This is where weight or positioning comes into play.

Search engines often take into account how much of the keywords content is given over to a particular word or phrase. In the following example, the weight of the word "dog" is 25% - for obvious reasons.

<Meta name=keywords content="dog food pets chow">

Prominence:

This refers to how close to the beginning of the tag the keyword resides. The closer to the beginning the higher the prominence. In the above example, dog would have a prominence of 100%. So remember to put your most important keywords at the beginning.

Case sensitivity:

Some engines are case sensitive and some are not. To allow for this, many people include each keyword and/or keyphrase in lower, upper and proper case versions within the keywords tag. E.g. keyword, key phrase, KEYWORD, KEY PHRASE, Keyword, Key Phrase. Personally, I believe that most surfers don't bother with upper case characters when searching the web and I prefer to include more keywords than use up the space in this way.

Robots Meta tags:

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 Google and Yahoo (Slurp), have their own robots. Others use various databases such as Inktomi. Either way, a robot is always used to gather pages.

<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, noindex, follow, nofollow, all** and **none** .

 Index = index this page (Default setting --no need for a tag)
 noindex = don't index this page
 follow = follow the links from this page to get more pages
 nofollow = don't follow the links from this page
 all = index this page and follow the links from it
 none = don't index this page and don't follow the links

Previous   Next

Also See:

Meta Tag Editor

2.5   Site Submission

Site Submission

Site Submission function of SEO Suite is implemented on our award winning Dynamic Submission which can submit your web site to 1000+ search engines on the internet.

Please proceed to next topic to find out more about Site submission function.

Previous   Next

Also See

Auto Submission
Manual Submission

2.5.1   Auto Submission

Auto Submission

This is another powerful function of SEO Suite. You can submit your web site to 1000+ search engine automatically using this function.

Please proceed to next topic to find out how you can auto submit:

Enter Site Information
Auto Load Site Info
Contact Details
Select Category
Auto Engines Selection
Submitting Your Web Site

Previous   Next

2.5.1.1   Enter Site Information

Enter Site Information

1. If you want to automatically retrieve the web site details from the Meta Tag(s) of your web site, see Load Site Info section for details. This is a quick way for you to load the web site information.

Note: Site Info you entered here is different from the Meta Tag of your web site. The site info of your web site profile will be used for submission to Directory Engines like Dmoz.org, while the Meta Tag details will be used for Spider search engines, like Google. For details on different types of search engines, you can view from Understanding Search Engines.

Not all engines use all of the data. Different search engines have different requirements. Some request Site Title and Description, some may request Keywords as well. However, you need to complete all the fields so that the SEO Suite can submit the appropriate data to the appropriate engines when the need arises.

2. Or you can manually enter the web site details.

Site Title
Enter a description for the title of your web site.

Tips: This is the descriptive title that will appear in most Search Engine listings, so be careful when choosing words. Do not use HTML code in this box as many submissions will fail if you do so, and do not use all CAPITALS for the entire text line as these links tend to be removed by some engines. Most of the large 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.

Tips: 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 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 lower case. Find additional keywords by searching Search Engines, checking your competitors' pages, or by finding the Top 10 pages relating to your site subject.

Please note that since the keywords are not used by all engines you should always insert an additional <Meta> tag for the keywords within your web page.

Site Description
Enter a brief description of what your site has to offer the Internet community at large. Please keep your description 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 - Website normally created for individual's interest and convenience, but not commercial in nature.

·   Adult Only Site - For Adults only

·   General - For the other categories

Language
Select the language from the list given.

Previous   **Next**

Also See:

Auto Load Site Info
Contact Details
Select Category
Auto Engines Selection
Submitting Your Web Site

2.5.1.2   Auto Load Site Info

Auto Load Site Info

Click the button of "Load Site Info" on the right side of the screen to retrieve the web site details from the Meta Tag of your web site automatically. This allows you to load the web site information quickly.

Note: Site Info you entered here is different from the Meta Tag of your web site. The site info of your web site profile will be used for submission to Directory Engines like Dmoz.org, while the Meta Tag details will be used for Spider search engines, like Google. For details on different types of search engines, you can view from Understanding Search Engines.

Not all engines use all of the data. Different search engines have different requirements. Some request Site Title and Description, some may request Keywords as well. However, you need to complete all the fields so that SEO Suite can submit the appropriate data to the appropriate engines when the need arises.

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Also See:

2.5.1.3   Contact Details

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 "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 Post 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.

<u>Also See:</u>

2.5.1.4   Select Category

Select Category

Directly go to "Category" Tab of the Web Site Profile or click on the "Next" button in the "Contact Details" screen to 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 be submitted to the correct category.

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Also See:

Enter Site Information
Auto Load Site Info
Contact Details
Auto Engines Selection
Submitting Your Web Site

2.5.1.5   Auto Engines Selection

Auto Engines Selection

1. Click on the "Auto Engines" tab of the web site profile or click "Next" button in the "Category" screen 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 to. Make sure a check mark appears in the check box in front of the engine name.

·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 top 10 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, Go Networks, 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. It's only available to Enterprise Edition and the Trial Version.

·Select Engines

It's a quick tool to select specific engines. See below No. 3 on how to select.

3. Click "Engine/Select Engines" menu item from the menu bar or just right click your mouse to choose "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 engine:

        * General Engines - Will select only the true indexing Search Engines from the list. For this type of engines, you don't need to submit your web site details. You just need to enter your web site URL and submit it . These engines will retrieve your web site details from the Meta Tag or the body of your web site. Example is Google, AltaVista, etc.

        * 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 or 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.

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Also See:

Enter Site Information
Auto Load Site Info
Contact Details
Select Category
Submitting Your Web Site

2.5.1.6 Submitting Your Web Site

Tutorial on Auto Submission

1. Select a web profile you want to submit to search engines.

2. Click "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 double submitting hundreds of engines which 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. You can cancel the submit process by clicking on the "Stop" button at any time.

6. After you finish the submission, you can select URLs and click "Report" icon from the tool bar in the 'Submit' screen to view submission report. It will display the "Search Engine Submission Report" with the submission results on your default web browser (eg Microsoft's Internet Explorer or Mozilla's FireFox). You can save or print the report by using the default 'Save/Print' features from your web browser software.

Note: Make sure you have added and selected URLs in your web profile. Otherwise the program won't do any submission without URL.

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Also See:

Enter Site Information
Auto Load Site Info
Contact Details
Select Category
Auto Engines Selection

2.5.2 Manual Submission

Manual Submission

For some web sites it is not possible to submit your web site automatically. You can choose "Manual Submit" Tab and submit your web sites manually to these search engines.

On the left search engine panel, you can choose the search engine to submit the web site and enter your details to manually submit your web site to the selected search engine.

On the left column of the manual submission, you can see the engines on the top half, and "Login" details on the bottom half.

You can fill the login details and the SEO Suite would keep this information for you to retrieve everytime you want to submit to the manual engines.

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Also See:

Auto Submission

2.6 Link Building

Link Building

Link building functions in SEO Suite will help you create and maintain your internal and external links so that you can optimize your web site and get the highest possible rankings on the search engines.

Previous   Next

Also See:

Index Checker
Backward Link Checker
Competitor Link Checker
Internal Link Analysis
External Link Analysis
Link Directory Creator
Reciprocal Link Creator
Article Submitter

2.6.1 Index Checker

Index Checker

Index checker will check which URLs have been indexed by selected search engines.

You can work on URLs thats been indexed by search engines and focus on optimizing it to get a better result or if your page is not indexed then you should submit those pages to the search engine.

You can select the number of links to be returned after the search.

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Also See:

Backward Link Checker
Competitor Link Checker
Internal Link Analysis
External Link Analysis
Link Directory Creator
Reciprocal Link Creator
Article Submitter

2.6.2 Backward Link Checker

Backward Link Checker

This function will return how many web sites are linked to your URL and which web sites they are.

Please tick the URLs that you want to perform backward link checking and clcik on "start" to retrieve information on how many web sites have been linked and which web sites have been linked to your

web site.

If you have quality web sites linked back to your web site it will improve your site's ranking.

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Also See:

Index Checker
Competitor Link Checker
Internal Link Analysis
External Link Analysis
Link Directory Creator
Reciprocal Link Creator
Article Submitter

2.6.3   Competitor Link Checker

Competitor Link Checker

This function will search and show you which web sites are linked to your competitors web site. With the help of this function and information gathered, you can build a link strategy and find out more relevant web sites for your site.

You can choose how many links to be displayed after each search by limiting numbers from a drop down menu.

To enter competitor URL into the program please click on "Project / Project Settings" and go to "Competitor URL" tab and enter your competitors URLs.

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Also See:

Index Checker
Backward Link Checker
Internal Link Analysis
External Link Analysis
Link Directory Creator
Reciprocal Link Creator
Article Submitter

2.6.4   Internal Link Analysis

Internal Link Analysis

This function will check all your internal links from your web site and will display:

-Where the links are reside,
-What "link text" is used to link to which URL

It is very important to use relevant text to link your internal pages to achieve "higher ranking" in search engines and better "link reputation."

You can sort the results by:

Link Text:

Which will show all the link texts and which URL they are pointing to as well as where they reside

URL

Which URLs have been pointed by link texts

Page

Which page all the text links reside

With this function, you can see which text is connected to which link and the location of the text.

Having relevant "text links" to your keywords will help you increase your link reputation and Page Rank.

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<u>**Also See:**</u>

<u>Index Checker</u>
<u>Backward Link Checker</u>
<u>Competitor Link Checker</u>
<u>External Link Analysis</u>
<u>Link Directory Creator</u>
<u>Reciprocal Link Creator</u>
<u>Article Submitter</u>

2.6.5 External Link Analysis

External Link Analysis

This function will check all the external links that are pointing to your web site. You can also see what "link text" has been used to link to your web site. Please make sure relevant "text" has been used for your links on external web sites so that your "Link Reputation" remains high.

You can choose the number of search results to be displayed from the drop down field.

You can sort the results by:

Link Text:
Which will show all the link texts and which URL they are pointing to as well as where they reside

URL
Which URLs have been pointed by link texts

Page
Which page all the text links reside

Having relevant "text links" to your keywords will help you increase your link reputation and Page Rank.

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<u>**Also See:**</u>

<u>Index Checker</u>
<u>Backward Link Checker</u>
<u>Competitor Link Checker</u>

Internal Link Analysis
Link Directory Creator
Reciprocal Link Creator
Article Submitter

2.6.6 Link Directory Creator

Link Directory Creator

This function will help you find specific link directories that are relevant to your web site.

Please choose a keyword from your master keywords and choose the result limit by choosing "number of links" from the drop down menu and click "Get" button.

Program will automatically bring all the link directories that are related to the keyword you have choosen.

By submitting your links to these directories, you can increase your "link popularity".

After retrieving "link directories" you can remove unwanted ones by highlighting them and clicking on "Remove"

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Also See:

Index Checker
Backward Link Checker
Competitor Link Checker
Internal Link Analysis
External Link Analysis
Reciprocal Link Creator
Article Submitter

2.6.7 Reciprocal Link Creator

Reciprocal link Creator

This function will search and find web sites that have similar content as your web site. This function displays web sites that are ready to create reciprocal links with your web site.

To search for the web sites please choose one from your master keywords and choose the number of links to be returned and click on "Get".
If you do not want any of the web sites that has been retrieved, you can remove it by highlighting it and clicking on "Remove"

When you click on any URLs retrieved, you can see the content of the web site on the bottom half of the page.

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Also See:

Index Checker
Backward Link Checker
Competitor Link Checker
Internal Link Analysis

2.6.8 Article Submitter

Article Submitter

Submitting articles to some reputable ezine web sites is a very effective way of increasing your web site traffic and link popularity,
By the help of this function you can submit your articles to some reputable ezines that are already in SEOSuite.

You can also click on the "cell" of the colums "Aricle to submit", "Notes" and enter information to these fields.
Once your article has been published please tick the "Published" and program will automatically put a date under "Date Published" column.

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Also See:

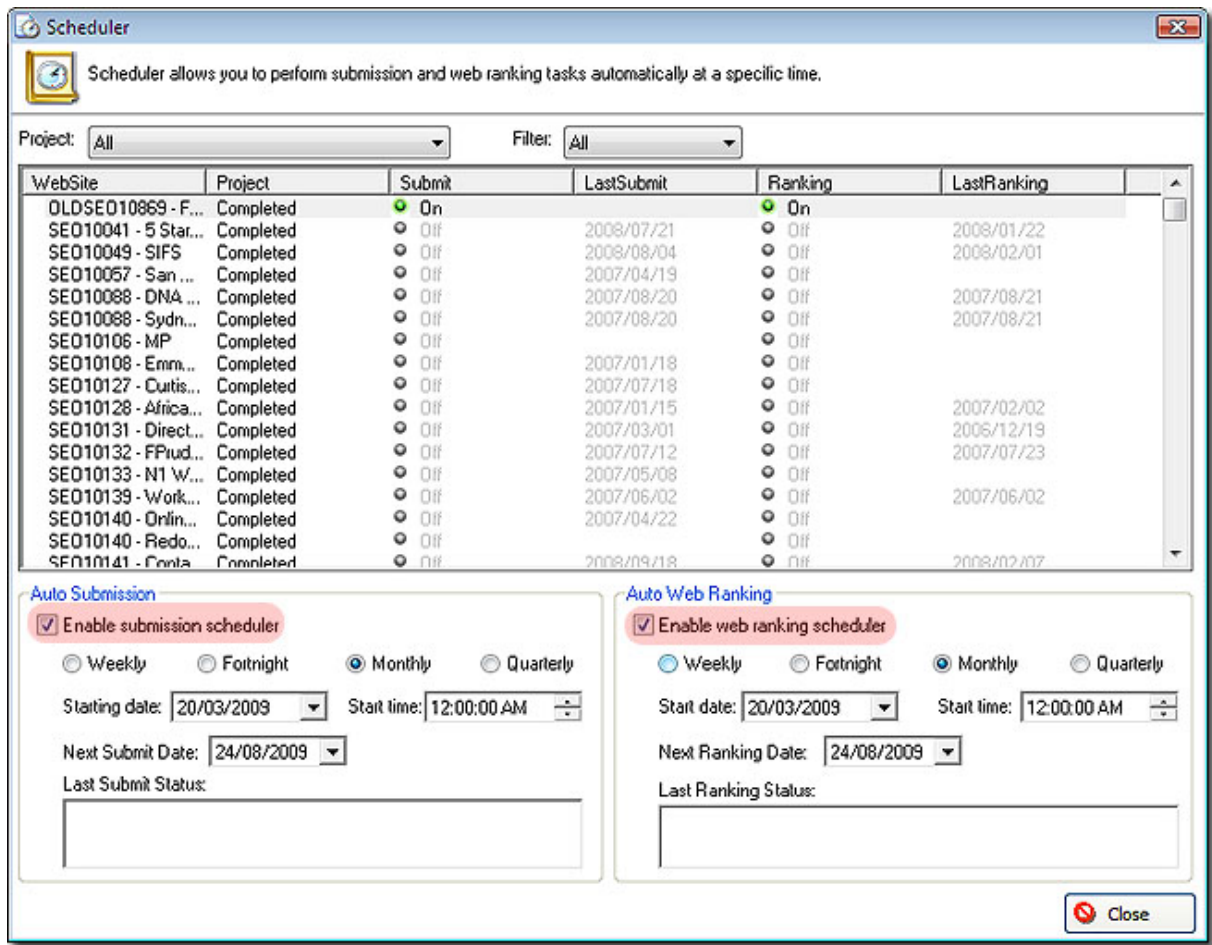## 2.7   Scheduler

Scheduler

You can schedule the submission of your web site and the ranking of your web site through the scheduler function of SEO Suite.

Please click on "Scheduler" to open the scheduler window then please select the web site profile from the web profiles. On the bottom half of the window you can select to enable "Auto Submission" scheduler as well as "Auto Web Ranking" scheduler.

If you enable "Auto Submission" or "Auto Web Ranking" scheduler, then program will enable the buttons for the timer settings of the scheduler. Please select the time period you would like to submit your web site and the starting date and time.

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2.8 Reporting

Reporting

Creating reports with SEO Suite is very easy and effective way of seeing how your web site is performing on search engines.

Reporting in SEOSuite consists of:

Web Ranking
Page Rank
Link Popularity
Submission Report
Site Statistics

2.8.1   Web Ranking

Web Ranking

Web Ranking is a powerful web analysis tool which will help you check your web site position with ALL major search engines such as Google, AltaVista, Yahoo, Lycos, Excite, WebCrawler, MSN etc.
Web Ranking function will save 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 Web Ranking you'll have the reports you need to make improvements, correct problems, check your competitors web site and thereby increase your web site's traffic without spending a penny in advertising!
More importantly, Web Ranking provides you with practical guidance and tips to improve your pages so they'll rank better with the search engines.

Also See

Page Rank
Link Popularity
Submission Report
Site Statistics

2.8.1.1   About Ranking Look Up

About Ranking Look Up

The ranking look up will perform keyword search on selected search engine or all search engines and return the results of your positions and matched URLs. It allows you to monitoring your ranking positions against your competitor, so that you can know what position you are, how well your web sites are ranked on the search engines.

You can perform multiple ranking look up for multiple keywords for multiple domains on all search engines at the same time.

You can do keyword look up in many different ways:

1. Look Up Selected Keywords and Engine
2. Loop Up All Keywords in Selected Engine
3. Look Up Selected Keyword in All Engines
4. Look Up All Keywords in All Engines

2.8.1.2   Look Up Selected Keywords and Engine

Lookup Selected Keywords and Engine

This function allows you to perform ranking "Look Up" for selected keywords only.

Please follow the steps below:

1. When you open Web Ranking function, SEO Suite will automatically load the web site profile you have created in to the function.

2. Select the search engine from the "Engines" window located on the top left position.
3. Select (or Highlight) the keywords you want to look up from the "Keywords" window located on the middle left position. You can choose mutiple keywords to lookup by holding down "Shift" or "CTRL" and selecting the keywords
   4. Click the "**Lookup**" button from the toolbar or click on "**LookUpAllKW**" for look up all keywords or you you can choose the keywords and click on "LookupAllEngine" to lookup selected keywords in all engines.

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Also See:

Loop Up All Keywords in Selected Engine
Look Up Selected Keyword in All Engines
Look Up All Keywords in All Engines

2.8.1.3   Look Up All Keywords in Selected Engine

Look Up All Keywords in Selected Engine

This function allows you to perform ranking Look Up for ALL keywords for a selected engine.

Please follow the steps below:

1. Select the search engine from the "Engines" window located on the top left position.
2. Click the "**LookupAllKW**" button from the toolbar.

Tips:
To select all the keywords in the "Keywords" window, you can simply first select (or highlight) the first keyword and then select (or highlight) the last keywords while holding the "Shift" key.

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Also See:

Look Up Selected Keywords and Engine
Look Up Selected Keyword in All Engines
Look Up All Keywords in All Engines

2.8.1.4   Look Up Selected Keywords in All Engines

Look Up Selected Keywords in All Engines

This function allows you to perform ranking Look Up for Selected keywords for ALL engine.

Please follow the steps below:

1. Select (or Highlight) the keywords from the "keywords" window located on the middle left position.
2. Click the "**LookUpAllEngine**" button.

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Also See:

2.8.1.5   Look Up All Keywords in All Engines

Look Up All Keywords in All Engines

This function allows you to perform ranking Look Up for ALL keywords for ALL engines.

Please follow the steps below:

1. Select (or Highlight) all the the keywords from the "keywords" window located on the left position.
2. Click the "**LookUpAllEngine**" button.

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Also See:

2.8.1.6   Web Ranking Reports

Web Ranking Reports

After a "ranking look up", you may view the results of the look up by pressing the "**Report**" button. There are 8 different reports you can generate. Web Ranking will list the keywords/phrases you entered along with your ranking position in these reports. Report informs you of whether specific URL's or pages on your web site have been listed near the top position. Some search engines only index your home page.

The 8 different reports are:
  URL Summary - Summary of ranking position, grouped by URL.
  Keyword Summary - Summary of ranking position, grouped by Keyword(s).
  Engine Summary - Summary of ranking position, grouped by Search Engines.
  Keyword Summary By Date - Summary of ranking position with date, grouped by Keyword(s).
  Engine Summary By Date - Summary of ranking position with date, grouped by search engines.
  Ranking Details - Display the ranking details of the keyword(s) you use.
  Ranking History - Display a history chart to discover the trend. One keyword per chart. You can specify the date range, displayed in either a bar chart or a line chart. You can select different search engines and different URL for comparsion. Comparsion can be made by URL, Search Engine or Keyword.
  Ranking Score - Display the trend of the score of your rank project, the higher the score the better the ranking is.

You'll also want to keep an eye on your competitors. You can then use this competitive intelligence as a tool to improve your own rankings.

You can generate keyword reports in HTML,TEXT or EXCEL format. By default, it is in HTML format. The keyword report provides you the following information about your web positions and changes:

- Date of the generated report
- Project name

- Name of the Search Engine
- URLs: Web site URLs you are monitoring
- Keywords: The keywords you are monitoring
- Position (Pos): Your current position indicated by the "Date" field
- Compare Position (Compare Pos): Your position indicated by the "Compare to" date field
- Position Change (Pos Change): The change of the position by using the formula (Pos - Compare Pos)
- Page: Page number of your position has been found indicated by the "Date" field
- Compare Page: Page number of your position has been found indicated by the "Compare to" date field
- Page Change: The change of the page has been found by using the formula (Page - Compare Page)
- Count: Number of searches found for the keyword by the search engine, indicated by the "Date" field
- Compare Count: Number of searches found for the keyword by the search engine, indicated by the "Compare to" date field
- Count Change: The difference in count, using the formula (Count - Compare Count)

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2.8.1.6.1 URL Summary Report

URL Summary Report

This report summarises the ranking position of each keyword, grouped by URL.

To generate URL Summary Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**URL Summary**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Click the "**Refresh**" button.

You can save the report by clicking on the "**SaveAs**" button. Specify the file name and location.
You can also send the report out by email.

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2.8.1.6.2 Keyword Summary Report

Keyword Summary Report

This report summarises the ranking position of each keyword, grouped by Keyword.

To generate Keyword Summary Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**Keyword Summary**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Click the "**Refresh**" button.

You can save the report by clicking on the "**SaveAs**" button. Specify the file name and location.
You can also send the report out by email.

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2.8.1.6.3 Engine Summary Report

Engine Summary Report

This report summarises the ranking position of each keyword, grouped by search engine.

To generate Engine Summary Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**Engine Summary**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Click the "**Refresh**" button.

You can save the report by clicking on the "**SaveAs**" button. Specify the file name and location. You can also send the report out by email.

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2.8.1.6.4 Keyword Summary By Date Comparison Report

Keyword Summary By Date Comparison

This report summarises the current ranking position in comparison with the date position of each keyword, grouped by keyword.

To generate Keyword Summary Date Comparison Report, please follows the steps below:
1. Click on the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click on the "**Keyword Summary By Date**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Select the "**Compare Date**" you would like to compare to.
5. Click on the "**Refresh**" button.

You can save the report by clicking the "**SaveAs**" button. Specify the file name and location. You can also send the report out by email.

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2.8.1.6.5 Engine Summary By Date Comparison Report

Engine Summary By Date Comparison Report

This report summarises the current ranking position compared to the date position of each keyword, grouped by Keyword.

To generate Engine Summary By Date Comparison Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**Engine Summary By Date**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Selecte the "**Compare Date**" you would like to compare to.
5. Click the "**Refresh**" button.

You can save the report by clicking the "**SaveAs**" button. Specify the file name and location. You can also send the report out by email.

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2.8.1.6.6 Ranking Details Report

Ranking Details Report

Ranking Details Report shows you the information of the keyword in each search engine. You can see the position of your web site and the position of competitor's web site.

Clicking on the website will link you through to it.

To generate Ranking Details Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**Ranking Details**" button located on the left.
3. Select the "**Report Date**" you want to view.
4. Click the "**Refresh**" button on top.

You can save the report by clicking the "**SaveAs**" button. Specify the file name and location.
You can also send the report out by email.

   Previous   **Next**

2.8.1.6.7 Ranking History Report

Ranking History Report

Ranking History Report displays information about the history statistics of the selected rank project. This includes the keyword, the date range, the search engine and the URL.

To generate Ranking Details Report, please follows the steps below:
1. Click the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click the "**Ranking History**" button located on the left.

OR

To compare the statistics with your competitors:
3. Click the "**New Chart Report**" button. (Follow from step 2 above)
4. Select the date range that you want to view.
5. Select the chart type, either a bar chart or a line chart from the "**type**" list box.
6. Select the search engine from the "**Select Engine**" list box.
7. Select the URL from the "**Selected URL**" list box.
8. Select the compare type. You can compare to other URLs, Search Engines or Keywords. Then, select them in the "**Compare1**" and "**Compare2**" list box.
9. Click on "**Create Report**".

A new History Report will be created.

You can save the report by clicking the "**SaveAs**" button. Specify a file name and location.
You can also send the report out by email.

   Previous   **Next**

2.8.1.6.8 Ranking Score Report

Ranking Score Report

Ranking Score lets you know how well a particular web site ranks. The higher the score, the higher you are ranked.

To generate Ranking Score Report, please follow the steps below:
1. Click on the "**Report**" button on the toolbar, the "Ranking Report" window will show up.
2. Click on the "**Ranking Score**" button located on the left.
3. Choose a Score Report type. There are 3 categories.
   a. Project history
   b. Engine history
   c. URL
4. Select the "**Date**" you want to view.
5. Choose either a Bar chart or Line chart from the "**Type**" list box.
6. Click on "**Create Report**". It will then show you the information of all the available data.

You can save the report by clicking the "**SaveAs**" button. Specify the file name and location.
You can also send the report out by email.

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2.8.1.6.9 Email the Ranking Report

Email Ranking Report

You can email the report to yourself or to your client.

Before sending email, please make sure you are connected to the internet. If your internet connection requires "Proxy Server", please enter the Proxy Server name and the Proxy Port number correctly.

To email a report, please follows the steps below:
1. After you have generated a report, click the "**Email**" button.
2. The "Send Report" window will show up.
3. Specify the "**Send to**" and "**Subject**" line
4. Choose the date(s) of the report and which type of report you would like to send, by ticking the relevant boxes.
5. Click on the "**Send**" button.

Tips:
You can also open the "Send Report" window by clicking on the "**Report**" button on the menu bar and then selecting "**Mails Reports**" from the drop down menu.

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See Also:
Configuration

2.8.1.6.10 Create ranking reports in other formats

Creating Ranking Reports In Other Formats

For your convenience, Web Ranking provide 3 different report formats for you.

You can generate ranking report in 3 different formats: HTML, Excel or Text. By default, ranking reports are generated in HTML format.

To create report in Excel format, click on the "**Excel**" button in the "Ranking Report" window, followed by the "**Refresh**" button.

To create report in Text format, click on the "**TEXT**" button in the "Ranking Report" window, followed by the "**Refresh**" button.

2.8.1.6.11 Customize ranking reports with your company's details

Customize Ranking Reports With your Company's Details

It allows you to customize your keyword reports with your company name, logo and web site URL embedded into the ranking reports. It is useful if you provide web ranking service for other people.

To customize your keyword reports, simply enter your company details under the "Profile" section of the "Configuration" window. (**File → Configuration → Profile tab**)

Please follow the steps below:
1. Click the "**File**" menu item from the menu bar and choose "**Configuration**".
2. In the "Configuration" window, click on the "**Profile**" tab.
3. Enter all the details on the "Profile" tab and click "**OK**".

See Also:
Troubleshooting and Frequently Asked Questions

2.8.2   Page Rank

Page Rank

This function shows you how your web site is ranked under "Google Page Rank". This is an important indicator about the quality of your search engine optimized web site.

Average of ranking is between 1-5. For good ranking you should aim for page rank between 5 and 10.

Please tick the URLs that you want to check or tick **"select all"** for page rank and click on "**Get**" to get all the page ranks for the URLs selected.

Also See

Web Ranking
Link Popularity
Submission Report

2.8.3   Link Popularity

Link Popularity

This tool lets you know how many inbound links are linked to your site from other web sites. It will return how many web sites are linked back to your web site from different search engines.

By default program will display all the urls that has been selected under "Project Settings / Web Site URL".Please select the URLs you want to scan by ticking next to URL or alternatively tick "select all" and click on "Start" to retrieve results.

If you would like to add additional URLs please click on "New URL" and program will add the new URL

to the list.

After retrieving results from the internet you can click on "Report" to see the link popularity report thats been created. Your report will be shown using your web browser.

Tip:

If you only want to see the URLs thats been selected then click on "Show Selected" button, if you want to show all the URLs then click on "Show All"

More inbound links you have from different sites usually means you have a higher ranking for your web site.

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Also See

Web Ranking
Page Rank
Submission Report

2.8.4   Submission Report

Submission Report

You can see all the submission reports that has been created by the SEO Suite with the help of this function.

On the main window you can see which URLs have been submitted and the date of the submission.

You can save the reports on different locations as HTML file by choosing the report and clicking on "save" button, or if you would like to delete a report simply choose the report and click on "Delete" to delete the report.

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Also See

Web Ranking
Page Rank
Link Popularity

2.9   Tools

Tools

You can acess to the tools by clicking on "Tools" under the left button column of the SEO Suite.

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In SEO Suite, tools consists of

FTP Upload
Google Bulk Upload
Google Site Maps

2.9.1   FTP Upload

FTP Upload Clients

FTP Manager Client is a built-in FTP client which 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 SEO Suite.

Tutorial on FTP Upload Clients
Tool Bar Summary on FTP Upload Clients

Previous

Related Topic:
Page Optimizer
Metatag Editor
Page Creator
Keyword Builder

2.9.1.1   Upload Manager

Upload Manager

If you have uploaded your Meta Tag or Doorway Page early on by checking the box of "Add to FTP Upload Manager" (see Meta Tag Editor and Web Page Creator), the file list will be shown under the "Upload Manager" tab. It's an easy way for you to know which web pages or Meta Tag have been modified so that you don't need to search any more.

Local Folder

If you haven't uploaded your Meta Tag or Doorway Page early on by checking the box of "Add to FTP Upload Manager", you can go to "Local folder" tab to select the file from your local directory.

FTP Site Login and Upload

 1. Connect to remote server.

·Click "Connect" button from the tool bar to go to "FTP Site Login" screen.
·Click "Add" button to enter the name of the page. Click "delete" to remove the name.
·Fill in your server information with Host Name, Port number, and Remote Path.
·Check the box of "Passive Mode" if your site is behind fire wall.
·Enter your user name and password as login details for the server.
·Click "Save" button at the bottom to save all the information entered.
·Click "Connect" button to connect to your FTP server.

 2. Upload files to remote server

·Once you have selected files from either "Upload Manager" or "Local folder", click ">>" button in the middle column to transfer all these files to your remote site (web server) and override the old one.
·Click "Disconnect" button to disconnect from your FTP server once you have finished the transfer or click "Change Dirs" to change remote directory.
·Click "Close" to exit the program.

Previous

See Also:
<u>Tool Bar Summary on FTP Upload Clients</u>

2.9.1.2   Toolbar Summary of FTP Upload Clients

Tool Bar Summary on FTP upload clients

Connect
Make a connection to your FTP server

Disconnect
Disconnect from the FTP sever.

Refresh
Refresh remote directory.

Change Dirs
Change remote directory.

Settings
Opens the settings for thr FTP client

Close
Close FTP upload client.

Previous   <u>Next</u>

See Also:
<u>Tutorial on FTP Upload Clients</u>

2.9.2   Google Bulk Upload

Google Bulk Upload

With this function you can create a file that contains all the information about your products easily and you can log-in to Google Bulk Upload and upload this file without entering any information to Google web interface.

Please enter a name for the file that you will be saving your information and choose a location to save it.

Click on "New" under "Create New Bulk Upload" window and enter the details for your product.
After entering all the relevant details you can click on "OK" to save all the information under the file created.

When you sign into Google Bulk Upload please choose the category or create a new one. On the next page please enter the location of the information file by clickin on "Browse" which can be found under "**Pictures and files Attach up to 15 files. Maximum of 20 megabytes for all attachments. Most pictures and documents are okay.**" which is located on the left of the web page.
Please browse and find the file you have created and upload the file to Google server.

Previous   <u>Next</u>

<u>Also See</u>

2.9.3 Google Site Maps

Google Site Maps

Main purpose of the Google Site Maps is to let Google know which URLs are more important and how often they change so that search engine can index your pages according to the importance and change frequency.

On the main window you can see all the URLs that is active in your web profile.

Please select the "**Change Frequency**" and the "**importance**" from the drop down menu.

Then please save this information on a file by clickin "Save" and choose a file name and a location.

Program then will save the information available on a "XML" file.

Next step is uploading this xml file on to your web site by FTP to your server. Please click on "Upload Sitemaps File" tab and enter the ftp address of your web site and upload the xml file.

After uploading xml file please notify Google Site Maps the exact location by signing in to Google Site Maps.

Previous

Also See

2.9.4 Web Search

Web Search

With this function you can do web search from the search engines listed in the program without opening you web browser.

Please choose the "Search Engine" and "Search Type" then enter your keyword and click on "Go" and you will see the search results from the desired search engine.

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Also See

2.10   Services

Services

Please see the following topics:

2.10.1   Training

Training

Apex Internet Marketing College

Knowledge is the key to success. To advance your internet marketing skills, improve your web site ranking, or start your own SEO service business, the knowledge you gain from the Apex Marketing University can make you more successful.

Search Engine Marketing Courses

Learn from the **pioneer of the Search Engine Marketing** industry about how to promote your website on the major search engines.

Apex Pacific has created a multi-million dollar business using its **unique internet marketing strategy** without spending a cent on advertising!. We know more than most about what it takes to build a successful internet business. For years, Apex Pacific's website has always been **ranked on the top 20 positions** for more than 100+ major keywords in the search engine marketing and optimization industry.

Apex Pacific is currently launching its Internet Marketing University program that teaches complete **"Search Engine Marketing Courses"** on how to get your web site to the top 10 positions on all major search engines. More than great tips and tactics, we give you a total step-by-step program for transforming your business future.

Three Master Secrets of Search Engine Marketing Success

If you are serious about driving more traffic to your website and you want to get your website to the top position on Google, Yahoo and Bing, you cannot afford to miss the strategies taught in this exciting program. **Proven and tested in the real world**, we will show you how to make the search engine marketing mystery as easy as 1, 2, 3.

This Search Engine Marketing course is packed end-to-end with proven, results-driven strategies.

You will discover the "million dollar question – How do I get my web site to the TOP 10 position on Google?"

What you will learn from the course?

- **How to find the right keywords for your web site**

- **How to create an effective and attractive web site title**

- **Where to put your Keywords to get Best Rankings**

- **3 major elements for achieving a high ranking on Google**

- **How many links you need to get to move your PageRank to 5 or higher**

- **15 strategies to build quality links to your web site**
-
- **The Best place to start getting Links**
-
- **What results do you expect from search engine optimization and how long?**
-
- **What critical factors are all Search Engines looking for?**
-
- **5 Steps to get your web site indexed quickly**
-
- **How to get visitors to your web site instantly?**

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2.10.2 SEO Service

SEO Service

This function will show you detailed services that Apex Pacific offers to it's customers.

Additionally you can find our services on the web at:

http://www.apexreach.com/seo-service.html

Please do not hesitate to underline contact us if you have any enquiries regarding to our extensive range of SEO and PPC services.

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2.11   Corporate

Corporate Section

Corporate section of SEO Suite is only available if you purchased the Corporate Version of SEO Suite V8.0

In this section, you can create extensive reporting about your clients.

Please see the links below:

Project Management
Monthly Report
Performance Report
Service Report
Technical Report
Project Schedular
Client Summary Report

Note: This section is not available for Standard or Professional versions, it is only available for Corporate Version of SEO Suite

2.11.1 Project Management

Project Management

Project Management option of SEO Suite, lets SEO consultants / Companies log their daily work into the system as well as create a Management Plan for the specific SEO Account.

You can enter Project details, such as "Project Code", "Start Date", "Expected End Date" etc, as well as contact details and website details.

Under "Project Construction" (bottom third of the page) there are common SEO "activities" that needs to be done for the successful Search Engine Optimization, and when these are completed, you can enter it into the program.

You can also enter "Messages" into the system over the time and check these messages through the "Messages" tab.

By using the Project Management function of SEO Suite, you will be able create and track the progress of your project plan.

Also See:
Monthly Report
Performance Report
Service Report
Technical Report
Project Schedular
Client Summary Report

Note: This section is not available for Standard or Professional versions, it is only available for Corporate Version of SEO Suite

2.11.2 Monthly Report

Monthly Report

Monthly Report function of SEO Suite generates you a report regarding your current project. This report shows you the monthly history data of your project.

SEO consultants and SEO companies can use this report to see how their SEO project is progressing and how successful their campaigning is.

On this report there are the following columns:

Month: Is the month of the reporting month and date
Report Date: Is the date of the creation of the report data
Total Keywords: Is the number of keywords optimized
Total Engines: Is the number of "Search Engines" that keywords are optimized on
Top 30: Is the total number or URLs in the top 10 positions in selected engines
Index: Number of the URLs that has been indexed by the search engines
Back Link: Is the number of links that links back to your URLs
PR: Average Page Rank of the URLs
Score: Average engine score of the project
Comment: Comments entered by the user (you can double click on this field and enter your comments)

If you would like to see this report in HTML format, please click on "HTML Report" botton.

Also See

Project Management
Performance Report
Service Report
Technical Report
Project Schedular
Client Summary Report

Note: This section is not available for Standard or Professional versions, it is only available for Corporate Version of SEO Suite

2.11.3   Performance Report

Performance Report

SEO Suite Performance report provides a quick and easy review of your current SEO services, showing the first month, last month and the current month's results as well as the position changes.

SEO consultants and SEO companies could use this feature as a quick reference to find out how successful their SEO service is.

Also See
Project Management
Monthly Report
Service Report
Technical Report
Project Schedular
Client Summary Report

Note: This section is not available for Standard or Professional versions, it is only available for Corporate Version of SEO Suite

2.11.4 Service Report

Service Report

With the Service Report of the SEO Suite, you can get/create relevant information about your project. This report presents Search Engine Placement and Statistics and expand on how to improve your website for the relevant keywords and other traffic-generating ideas and methods with the purpose of converting more qualified visitors to members and increasing the ranking positions.
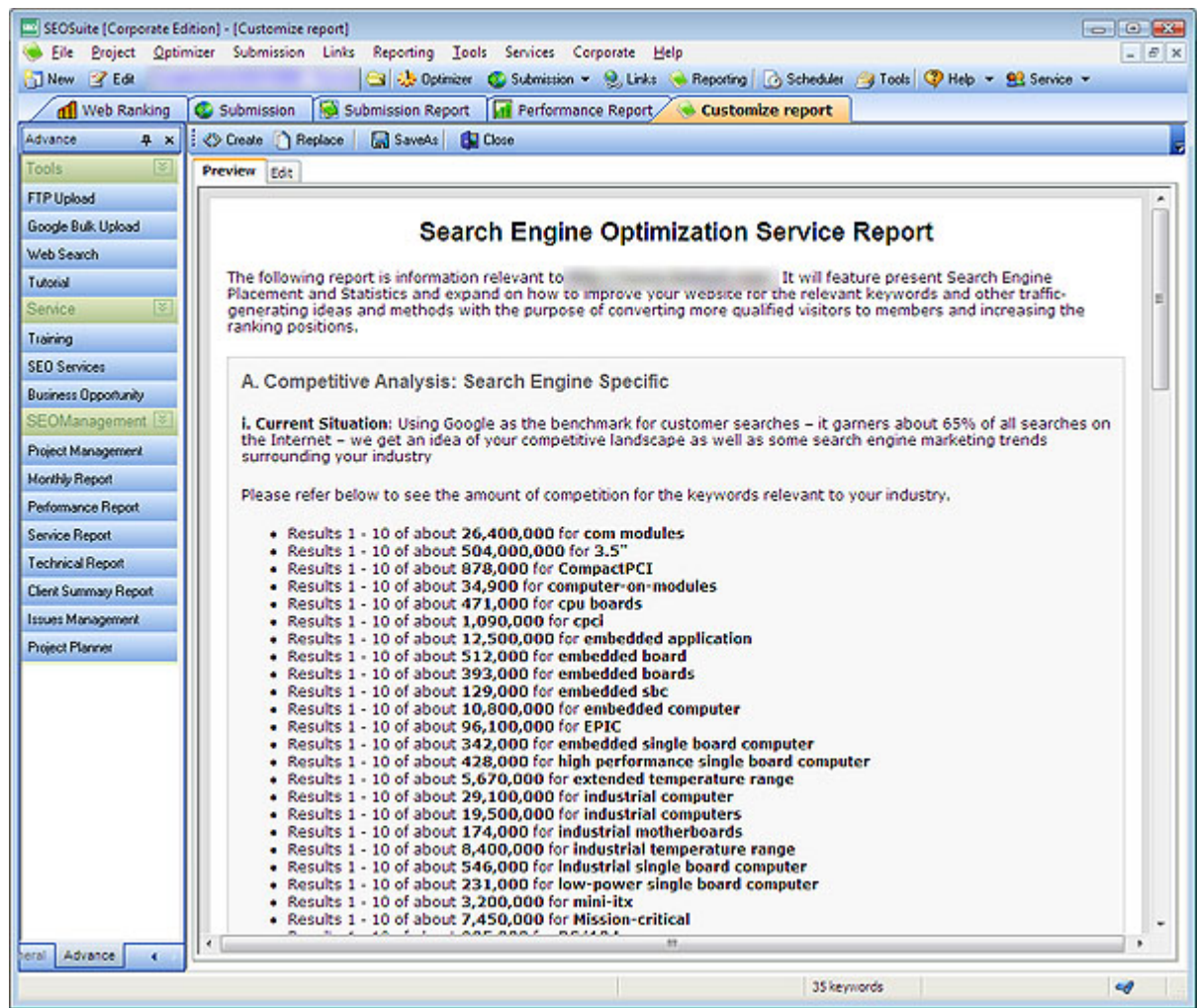
Click the **Create** button to Create Custom Optimization Report then click the **Replace** button in the toolbar to replace text.

Also See
Project Management
Monthly Report
Performance Report
Technical Report
Project Schedular
Client Summary Report

Note: This section is not available for Standard or Professional versions, it is only available for

Corporate Version of SEO Suite

2.11.5 Technical Report

Technical Report

Designed for SEO Companies and Consultants, this report generates step by step guide on "How to Optimize your Site" easily.
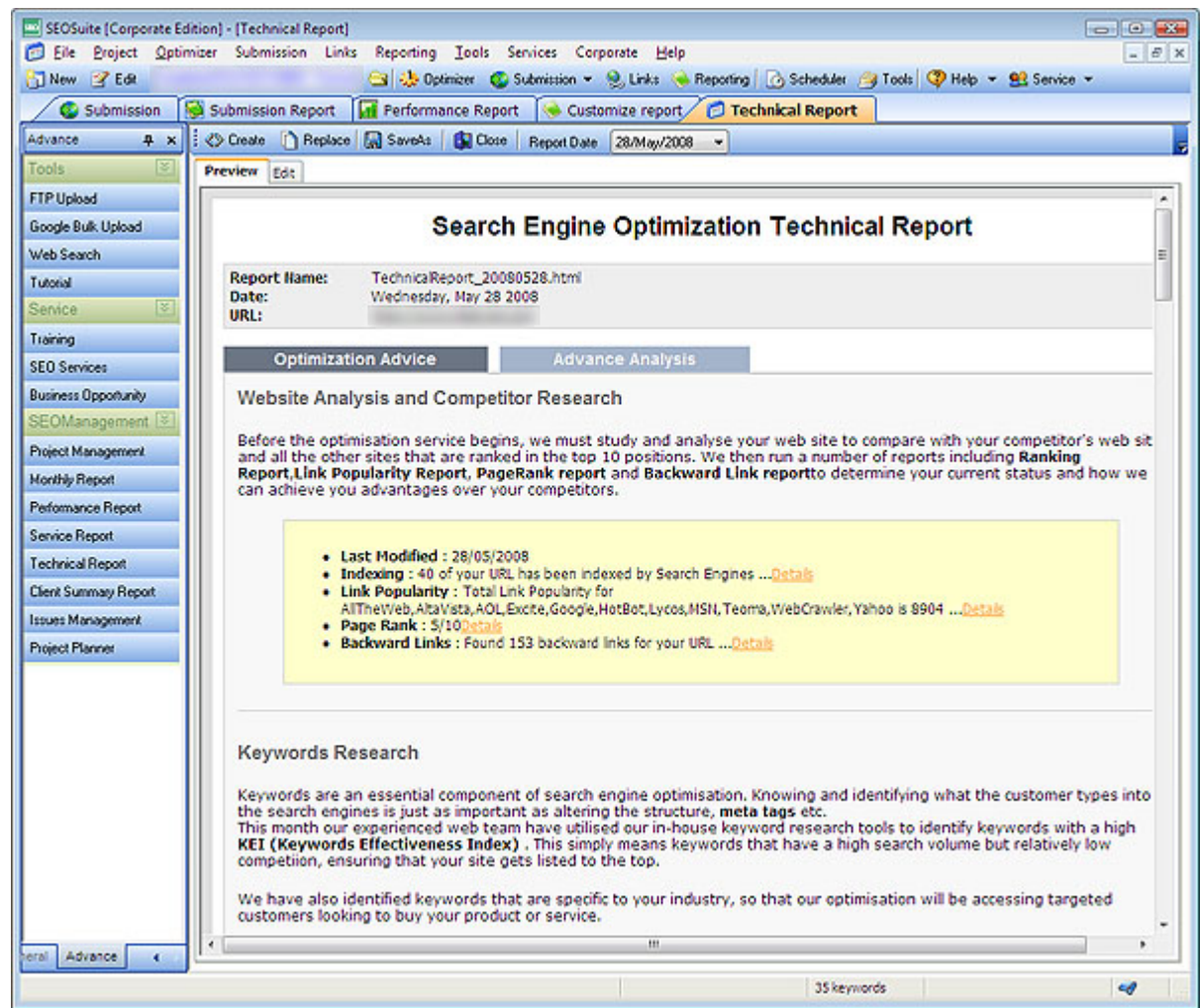
You can create this report for your clients which informs them exactly what to do to achieve a successful Search Engine Optimization.

Also See

Project Management
Monthly Report
Performance Report
Service Report
Project Schedular
Client Summary Report

2.11.6 Project Schedular

Project Schedular

With this tool, you will be able to manage the tasks of your Project Management.

You can enter each task into the program and see the timeline of your project and see if it is feasible to complete your project in timely manner.

See Also
Project Management
Monthly Report
Performance Report
Service Report
Technical Report
Client Summary Report

2.11.7 Client Summary Report

Client Summary Report

Client Summary Report shows you all your Projects and Profiles that you have been managing in SEO Suite and shows you important statistics about all of them.

You can see the quick overview to compare your projects/profiles ranking performance data such as "Top 30 Positions", "Page Rank", "Backward Links" and "Ranking Scores" for the last 3 months.

Also See
Project Management
Monthly Report
Performance Report
Service Report
Technical Report
Project Schedular

3   Web Promotion Tips

Web Promotion Tips

About Web Site Promotion
Search Engine Tips
Tips on Improving your Web Ranking
The Important Role of Doorway (or information) Page
Meta Tag Tutorial

Related Topic:

3.1   Web Site Promotion

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, the content and general focus. Web submission gathers all the information about your site and its category, and then compiles and analyzes 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.

The time between submitting your URL and getting it into the engines database varies and is different from engine to engine. Some of them need 2 or 3 days, some of them need two weeks, and others need 4-5 months !!! There is no magic bullet to avoid this time delay. Most search engines check their database to see if URLs still exist and to see if they have been recently updated. Most engines seem to take 5-8 weeks.

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

Related Topic:

3.2   Search Engine Tips

Search Engine Tips

Many major Search Engines are cracking down and penalizing website owners for violating their terms of submission. Please take the following important factors into account when designing and/or submitting your website:

  1. Make sure using keywords that only apply to your website.

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 websites ranking.

9. Pay attention to the competition around you.

10. If submitting several pages, do not submit on the same day.

Previous   Next

Related Topic:
About Web Site Promotion
Tips on Improving your Web Ranking
The Important Role of Doorway (or information) Page
Understanding Search Engines

3.3   Tips on Improving your Web Ranking

Tips on Improving your Web Ranking

The best way to improve your odds of getting listed--and highly ranked--on any search engine or directory is to use the right words. Please use all the tools we provided within the WebSubmission to optimize your website and move your site to the top position on all major search engines by the keywords you selected.

With directories, those words include choosing the proper category where your site should be listed, and making sure that your pages are interesting enough to catch the editor's eye. Creativity can be the key to getting a good directory listing.

You need to be creative in a different way to attract a search engine's attention. Search engine spiders sort and rank sites using "keywords"--terms that they think describe the content on your site. These keywords can be located in one or more places on your page: the title, the first few paragraphs of text, and inside Meta tags on your pages. Not all search engines look for keywords in all those places, however. And some weight words in different places higher than in other places.

The content of your web page is the key to get your web site to be list on the search engines. If your web site is only designed for "Good Looking" such as contain only the images, flash, javascript etc, but there are no "valuable" contents on the page, your website will be simply ignored by the search engines because the search engines will index websites which contain the "valuable information" not just "good looking" image. For more information, please check our knowledge base page at http://www.apexpacific.com/knowledgebase/.

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 in 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 the site appropriately, and therefore is a good choice:

<TITLE>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 website. Here's an example:

 <META NAME="description" CONTENT="#1 best selling 5 star award winning web promotion and site submission software. Increase your website 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 bytes (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 website. 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 are still not 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 website 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 website indexed is due to a spider not being able to reach the URL for indexing. For example, embed your URL in a imagemap or javascript.

·Make sure your website is up and responding.

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

·First paragraph of the text is 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 index your website. Be patient. Keep track when you request to have your web site indexed and check often. Requesting to be indexed over and over again will not help speed up the process.

·Since about 70-80% information searchers find in the Internet are provided by the major search engines, the best way to attract visitors to website is the high ranking in the main 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 website, 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.

Related Topic:
About Web Site Promotion
Search Engine Tips
The Important Role of Doorway (or information) Page
Understanding Search Engines

3.4   The Important Role of Doorway Page

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. Its NOT just a blank page with a link that redirects to your main page, but a powerful, content rich page packed with your keywords.

People visiting such a page as a result of a search engine query are presented with either a link to enter the main site or they are automatically redirected into the site.

Chances are that you have visited many doorway pages and never even realized it. If the pages are developed properly, they should blend into the main website without the viewer being able to detect the difference.

Doorway pages are not generally considered spam by the search engines when they are used appropriately. However, there is a growing trend by search engine providers to view them with more skepticism. Nevertheless, doorway pages can actually increase the accuracy of the search engine index if they are used responsibly.

Take for example, a company that sells 100 products online. It is impossible for the company to optimize one page to cover all 100 products across all the different search engines. Each engine is different. However, by creating doorway pages the company can create entry points to their site that focus on keyword phrases for their specific products.They may go even one step further, and make a doorway page for each search engine.

Components of a Doorway Page contain all of the elements associated with any other web page. The only difference is that the title, keywords, description, and body content have all been optimized for one specific keyword or keyword phrase. Typically, however, these pages don't contain complex table layouts, extensive javascript, or a lot of images. File sizes should be kept low.

Remember, you are creating this page to specifically rank highly with a search engine for a specific keyword phrase - not to dazzle the viewer with design.

See Also:

How to create a doorway page?

Related Topic:
About Web Site Promotion
Search Engine Tips
Tips on Improving your Web Ranking
Understanding Search Engines

3.5   Understanding Search Engines

Understanding Search Engines

There are many types of search engines. According to the way of submission, we can separate them into Free Submission Search Engines and Manual Submission Search Engines.

1. Free Submission Search Engines - These kind of engines allow for free submission. You can use the Auto Submission tool of SEO Suite software to submit your websites to these engines. Generally speaking, there are 3 types: General Engines, Directories and FFA.

- **General Engines -** also call Spider Engine or Indexing Search Engines. For this type of engines, you don't need to submit your website details. You just need to enter your website URL and submit it . These engines will retrieve your website details from the Meta Tag or the body of your web site automatically. Example is Google, Yahoo (Slurp), etc.

- **Directories -** Internet Directories engines. 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 or more topics. As the directories are set up by experienced editors, they generally produce more targeted results. Example is Yahoo.com .

- **FFA -** 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.

2. Manual Submission Search Engines - Not all the search engines accept Auto Submission. There are three types of search engines for which you need to do manual submission: Free manual submission engines, Pay-Per-Inclusion engines and Pay-Per-Click engines. You can use the Manual Submission tool of Dynamic Submission software to manually submit your website.

- **Free manual submission engines -** For these kind of engines, you can submit you website without payment. However you need to do the submission manually. For example, AltaVista Free Engine requests you to enter a computer generated image code each time when you login, which means you have to submit your website manually. Another example is open directory engines - dmoz.org. You need to browse in the directory and select the right category before you do your submission.

- **Pay Per Inclusion Engine -** advertiser needs to pay a fee to search engines in order to get their websites to be listed in the search engines. Yahoo, LookSmart, etc. are these kind of Engines. 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. However, this doesn't guarantee a particular position in the search results, you still need to optimize your web site manually in order to achieve higher ranking.

- Pay Per Click Search Engine (also known as Pay Per Ranking, Pay Per Placement, Pay Per Performance or Pay Per Position) - It 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 products or services. For each keyword you determine how much you are willing to spend and what position you want. The higher you bid the higher your site will appear in the search results. You can start your bid from 1 cent per click for most of the major PPC engines, some PPC engines have a minimum bid of 5 cents per click. For more information, please click here.

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3.5.1 Pay Per Click Search Engines

Pay Per Click Search Engines

If you want a guaranteed TOP position on all search engines, Pay-Per-Click search engine is what will help you.

- **What is a Pay-Per-Click search engine?**

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 products or services. For each keyword you determine how much you are willing to spend and what position you want. The higher you bid the higher your site will appear in the search results. You can start your bid from 1 cent per click for most of the major PPC engines, some PPC engines have a minimum bid of 5 cents per click.

In Pay Per Click search engine you only pay for the clicks (or click through) to your website. Pay-per-click search engine plays an important role to drive traffic to the website because you only pay for actual clicks if some one click on your listing on the search results. It is risk free and a cheaper alternative to listing with the bigger search engines. Pay per click search engines usually combine paid listings with unpaid listings. Usually unpaid listing are provided by search engines like Google, Inktom or DMOZ. If there is no enough bidders (or listing) for a certain search term, part of the search results will come from those free search engines.

- **Why place keyword bids on "Pay-Per-Click" search engines?**

Recent study has shown that the "Pay-Per-Click" search engines have become the most effective way to get your website to the TOP position of all major search engines. Google.com is the clear leader in this field, and then Yahoo! Search Marketing and MSN AdCenter comes in second . There are also many second-tier PPC Engines such as 7search.com, SearchMiva and others.

Generally, most of these PPC engines are partnered with other free or pay-per-inclusion search engines. If you are bidding keywords in these PPC engines, your listing will also appear in all their partner sites.

- **So what do all these mean to you and how do you use these relationships for your benefit?**

If you are having problems to get your web site to be listed at the top position of the major search engines, placing your keyword bids on those "Pay-Per-Click" search engines is the most cost effective way to drive more target traffic to your web site.

Pay Per Click Bid management Software: there are bid managing tools which helps to manage your bids in all major PPC search engine. One of the tool is KeywordBid Maximizer . It is a very powerful and simple to use bid managing tool. It builds your keyword list, manages your keywords, automatically monitors your keyword bids and URLs.

Please go to http://www.apexpacific.com/bidmaxover.html and http://www.apexpacific.com/bidmax.html for more information.

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4 Order and Technical Support

Order and Technical Support

In this section, you can find the details on how to order SEO Suite and the technical support contact.

How to order
Registration Keys
Technical Support Contact
Other Web Promotion Products from Apex Pacific

4.1 How to Order

How to Order

By purchasing a Registration Key you can unlock the FULL features of the SEO Suite.

 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 Information" screen. Please don't forget to provide your WebSubmission serial number (Series ID) when you place your order. 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.

Related Topic:
Registration Keys
Technical Support Contact
Other Web Promotion Products from Apex Pacific

4.2 Registration Keys

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 WebSubmission.

Go to "Help/register" from the menu bar, and then enter your register name and registration code to register your program to 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 internet connection setting and be sure you are connected to the internet properly.

2. Check your "Register Name" and be sure to enter the Register Name EXACTLY as shown in the "Order Confirmation" email.

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

4. If all above have done correctly and you still have problem, please contact sales@apexpacific.com for further assistance and also attach the "Error.log" file which can be found in the same directory of WebSubmission. by default is C:\Program Files\Dynamic\SEOSuite 8.0\.error.log.

Your registration code has been cancelled
This is because we are using an online authentication system to verify each registration code when you use your software each time. 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 sales@apexpacific.com with your Client ID# for help.

Related Topic:

4.3   Technical Support Contact

Technical Support Contact

Please read through this help file before contacting us for technical support.

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

World Wide Web
Look for updated information and easy solutions to common problems on our WWW site, at http://www.apexpacific.com/faq.html

Phone Support
Call our support Helpline at (AU) +612 9662 3433. (US) 323 319 6318 Fax: (AU)+612 9662 3422.

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

Australia

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

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Related Topic:
How to order
Registration Keys
Other Web Promotion Products from Apex Pacific

4.4   Other web promotion products from Apex Pacific

Other Web Promotion Products from Apex Pacific

Apex Pacific is your one stop shop for all of your internet marketing promotion needs. The Web Promotion Software suite of programs contains all of the most powerful #1 "ALL-IN-ONE" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality Internet Marketing and Web Promotion software.

PPC BidMax One program, one solution - an ultimate Automated **PPC Pay Per Click bid management and optimization software** that helps you manage all your **Google Adwords**, **Yahoo Search Marketing** and **MSN Adcenter** Pay-Per-Click campaigns under one interface !

Mail Communicator The most powerful email marketing tool that sends "personalized" messages to your clients and subscribers. Stay in touch with customers, keep your customers coming back to buy from you again and again.

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Related Topic:
How to order
Registration Keys
Technical Support Contact

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