



Welcome to the Next Generation SEO

XGen SEO Help Menu

Version 1.0

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Overview





Welcome to xGen SEO and congratulations! You have reached to the right place to discover the secret of how to generate massive traffic to your web site for FREE, and dominate the TOP 10 positions on Google or any other major Search Engine - almost guaranteed for any keywords of your choice.

We suggest you **read this document in full before starting XGen SEO.**

As a business owner or web marketer, you need to get massive traffic to your web site and convert those visits to sales.

You also know that in order to get more traffic to your web site, your first priority is to get your web site ranked on the first 2 pages of the search results on Google, Yahoo! and Bing.

High Ranking on Google = More Visitors = More Sales = More Money

The Insider's Secret of TOP 10 ranking on Google

Let's take a few moments to quickly review what you need to get to a Top 10 ranking on Google.

Firstly, you need to choose right keywords. The right keywords are the keywords that target the product or service you want to promote. Then you need to put your keyword in the Title of your web site and in the body text of the web page. This process is the key part of the process that is called *On-Page Optimization*.

Secondly, you need to get More Links back to your web site. The more links you get, the higher the ranking you will achieve. This is the *Off-Page optimization*, or *Link Building*.

The fact is, getting the right keywords and the on-page optimization process only represents 5% of the Search Engine Optimization (SEO) process! 95% of the SEO work is - how to get more links to your web site (or Link Building). 'SEO' or 'Search Engine Optimization' is the set of processes that will help you to get your website ranked higher in Search Engines.

1st of the Biggest Mistakes in SEO: too many people spend too much time focusing on On-Page Optimization; they are hoping that if they can choose the right keyword, and calculate the right keyword density in the page body, then they can achieve a top ranking on Google.

However, this is NOT true! All those keyword density and proximity factors do not yield results anymore. Yes, On-Page Optimization is an important step but what we have to remember is that it only represents 5% of the overall result of what your website rankings will be. So how do you make it easy and do exactly what gets your maximum results in On-Page-Optimization? It can be a very simple process. All you need to do is to make sure to put the keywords that you want to promote into the title tag of the page and repeat those keywords again 3 to 5 times in the body of the web page you want to promote

and guess what? You are done for the 95% of the On-Page Optimization! So do what gives you results first.

2nd Biggest mistake in SEO: Most people try to “acquire” links from other web sites. Most link building techniques that are being used include link exchange, analysis of competitor’s links and submitting your web site to 1000’s of directories. Once upon a time this generated results. However, today the fact is: you only get 5% of the results for all the time and effort you are spending!

Getting more quality back-links to your web site is the most challenging and important task in the SEO world today. The reality is.....

- The old Link Building Techniques are no longer working well.
- You will waste your time if you try to “GET” links from other web sites. Link Exchange does not work.
- Getting links from the web sites that link to your competitor, is almost impossible and a waste time.
- Submitting your web site to 1000’s of directories won’t get many results.

So, what can you do about it?

Instead of “GETTING” links from other sites, you need to **BUILD** or **CREATE** links from the **social media sites**.

The Truth is: You need to BUILD links, NOT Acquire Links!

Now we are in the WEB 2.0 or social media age, we need to know what Google and other Search Engines want and like.

According to Google spokesman Matt Cutts, Google loves links from Social media sites because it represents the human involvement. The more often your web site gets mentioned in the social media sites, the more likely it is that your web site will be ranked higher on Google as it represents the popularity of your website.

Thus, in order to get your web site ranked higher on Google, you need to **Build Links** from the Social Media Web Sites!

Step-by-Step Guide of what you need to do to get quality Links in order to achieve the Top Rankings...

Step 1:

Write short articles (300 – 500 words) about the products/ services you want to sell. Make sure to use the important keywords that you want to rank for; in the title and the content of your article.

Step 2:

Create blog accounts on all major blogs sites and post your article/posts to those blogs.

Step 3:

Submit your article to all major article directories, Hubs, Forums and Wikis.

Step 4:

Post links of your article to all major Micro-Blogging & Social Networking sites including Twitter & Facebook.

Step 5:

Create videos about your product and service, and submit them to all major social video sites include YouTube. You should use keywords in the video description and links back to your website.

Step 6:

Gather all the URLs from blogs, articles, Hubs, Wikis and Micro-Blogging sites that you have posted your article to, and Bookmark them to all major Book-marking sites.

Step 7:

Create an RSS feed for all the URLs you have posted from all the social sites that you have submitted your article to and submit them to major RSS Directories.

Step 8:

Ping all of them!

Step 9:

Once above is completed, repeat this for ALL your main keywords and see what happens to your rankings!



If you follow all the steps above, it will almost guarantee you get any keywords you want to rank on the top 10 positions on Google.

You should note that to maintain and enhance your rankings, you will need to perform all the above steps every month.

Now, you will ask “how much time do I need to perform all these steps?” Well it can take 100s of hours if you do this manually! That’s right! To perform the above tasks will take days if not weeks! That is why link building is one of the most time consuming and challenging pieces of work for SEO.

BUT NOT ANY MORE with the revolutionary xGen SEO!!

What is xGenSEO and what does it do?

xGen SEO is a new FULLY automated Next Generation SEO piece of software that allows you to BUILD hundreds and thousands of high quality links from social media sites. You will not only get a massive amount of direct visitors and traffic from the social media sites, but also a ton of links from social media sites that will push your web site to the top 10 ranking on Google.

xGen SEO is FULLY automated SEO software that allows you to create UNLIMITED accounts on social media sites and post UNLIMITED articles to those social media sites with a few button clicks.

It works like your own army of SEO team members and behaves like an automated robot to build high quality links from social media sites 24/7 365 days a year!

So how does xGenSEO work?

Let us see what exactly xGenSEO does to bring you the results that we talked about.

Step 1 – xGen SEO will help you to automatically create hundreds of accounts on 100+ Top Social Media and web 2.0 websites - at a click of a button! This is done, with CAPTCHA resolved automatically! No manual intervention involved whatsoever...

Step 2 – xGenSEO verifies all those hundreds of accounts created automatically! No opening of those 100s of emails and clicking on each one and the accompanying laborious manual verification process.

Step 3 – It helps you create your article or Blog posts. You can get targeted article ideas or blog post ideas using the money keywords quickly. You can then create articles and blog posts using the ideas for clients.

Step 4 – xGen SEO will automatically spin your articles and blog posts into multiple different versions! So it helps in minimising the duplicate content issues.



Step 5 – It submits many versions of your articles to dozens of high PR article directories! Some names include EzineArticles, Article Dashboard, Article Trader, Article Cube, Article Rich, Article Base, ArticleAlley, Amazines

Step 6 – Then it will submit different versions of your article/blog posts to all the top blog sites, Hubs & Wikis! Some names being Word Press, EasyJournal, BlogSpot, Zimbio, LiveJournal, WikiSpaces, Hubpages...

Step 7- It will post inks of your article/blogs to all major Micro Blogging & Social Networking sites such as Twitter, FriendFeed, LindedIn, and Facebook.

Step 8 - xGenSEO then takes all the new postings and bookmarks them to major book-marking sites! Names include Delicious, Digg, Backflip, LinkAgogo, A1-webmarks, Diigo, Mixx, OYAX.

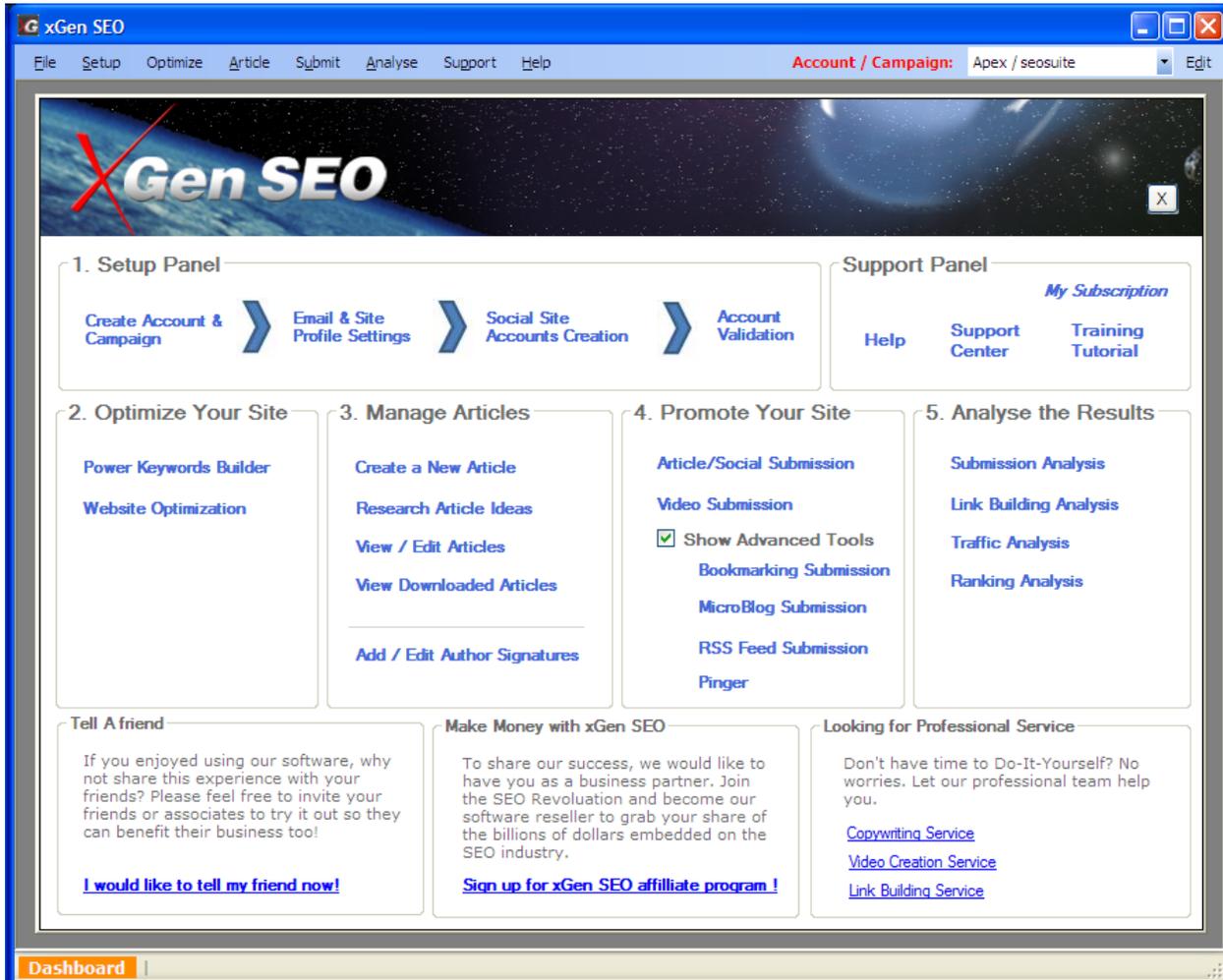
Step 9 - It then gathers all the RSS feeds from the social sites you submitted content to and **submits all those feeds to RSS directories** such as: Blo.gs, Feedbase.net, Feedboy, Feeds4all, Azfeeds...Automtically!

Step 10 – xGenSEO then gathers all the links from the sites you posted content to and Pings them all using pinging sites such as: **Blo.gs, Feedburner, Blogtree, Feedster!**

You can run the above steps many times with a few clicks of a button. This will detonate a massive amount of quality back-links from social media sites onto your business website. Since Google loves the links from social media sites, you will see your ranking jump to the top 10 or 20 positions much quicker than any other method or tools available anywhere in the world! . This process will also generate a huge amount of traffic onto your website. It is traffic building on steroids!

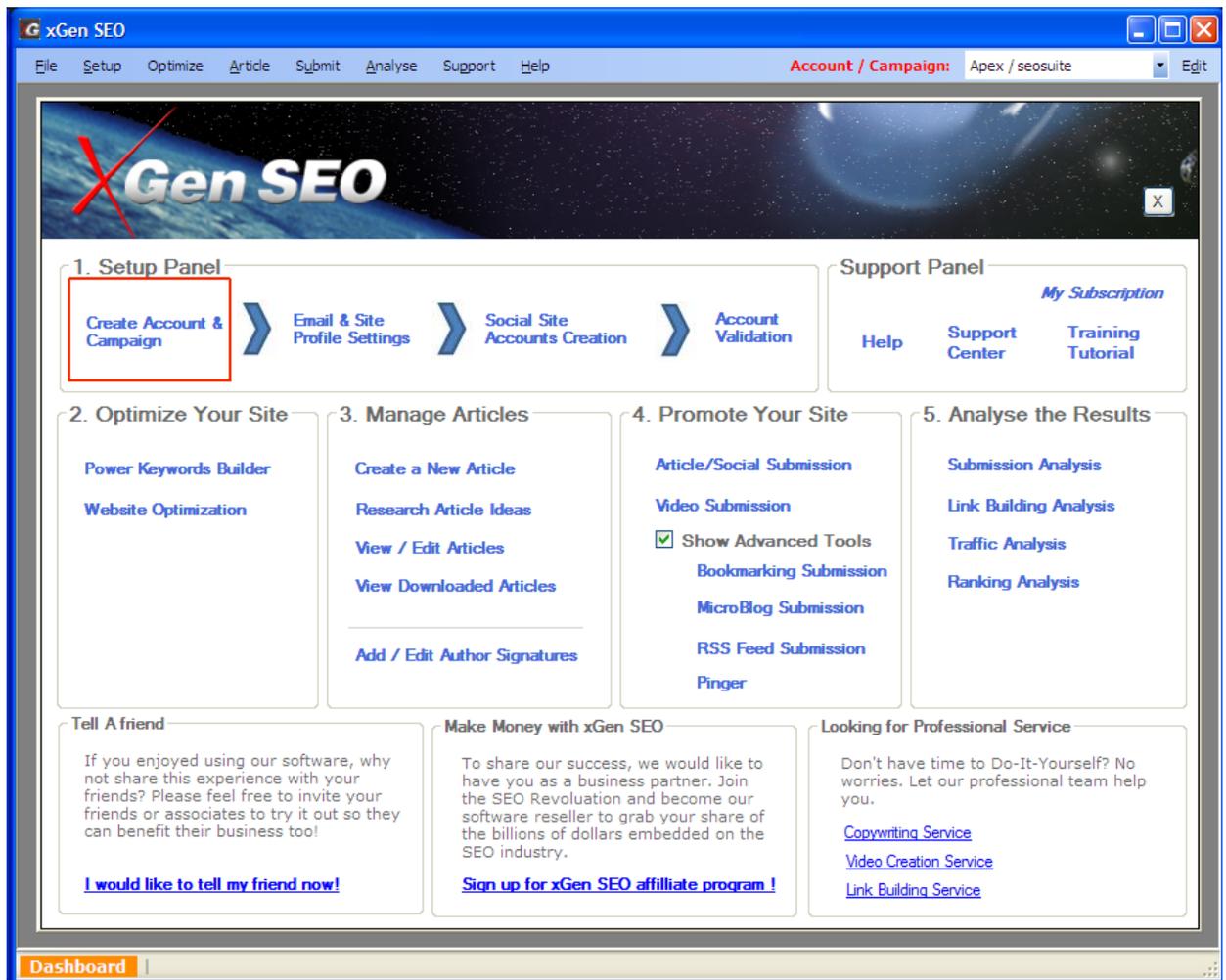
Step By Step on Getting Started with xGen SEO

When you launch the program, will the dashboard appears:



To start your first campaign, please follow the steps below:

1. **Setup a Account and Campaign:** Click the “Create Account and Campaign” link from the dashboard and follow the screenshot prompt to create accounts and campaigns in xGen SEO :



2. **Setup Email Account and Website profile:** After Account and Campaign creation, the program will move to the “Email and Website Profile Setup” step automatically. You can click on this link at any time to change and update your settings.
3. **Create Social Accounts:** After “Email and Website Profile Setup”, the program will move to the “Social Site Account Creation” setup. The program will validate your accounts automatically after the Account Creation process finished. You can click on this link at any time to create or validate your accounts.
4. **Validate Accounts:** Clicking on this link to validate your accounts at any time.

NOTE: some social sites may take more than 30 minutes or even 24 hours to send you the validation emails, so please try to validate your accounts multiple times after the Account Creation finished, this will allow you to get more accounts to be validated and increase your submission successful rate.

5. **Keyword Research and Site Optimization:** Once you have created accounts on social sites, you can perform keyword research and optimize your web site.
6. **Create and Submit Articles and Videos:** Then you can create articles and submit them to all social sites.
7. **Monitoring and Reporting:** Check your site performance with Submission Analysis, Link Analysis, Traffic Analysis and Web Ranking Analysis.

Create account and campaign, set up email account and Social Site Account Creation

1. Account and Campaign creation

To promote your web site with xGen SEO, you need to create at least one account and campaign.

An account can be a company name, client name or a web site name. A campaign can be a product or service offered by the corresponding company or client, or it also can be a specified keyword or page you want to promote.

Account and Campaign Wizard

Step 1

To Promote your website with xGenSEO, you need to create at least one Account and one Campaign. You can create unlimited Accounts and Campaigns.

An account can be a separate company, your client name or division within your Company. A Campaign can be a product or a service offered by the corresponding company.

Account and Campaign Details

Account Name: Apex

Campaign Name: xGenSEO

Help Next Close

You can create multiple campaigns under one account and you can create multiple accounts with xGen SEO.

Account and Campaign structure will help you to manage your web promotion activities easily.

You can consider “Account” as a file box to let you keep your campaigns together, where campaign can be considered as a file within the box, which holds all the information about your web site and social site details.

Account Name: if you want to create a new account, please type a new name in the “Account Name” box. If you want to create a campaign under an existing Account, choose an account from the dropdown list.

Campaign Name: to create a new campaign, type a new name you want to create.

Contact Person Name, Contact Phone and Campaign Description: these fields are optional, they are not be used by the program, but for your own reference only. This information is especially useful for SEO agencies or Consultants to assist in the management of SEO campaigns for their clients.

2. Social Account and Site Profile Setup

Before you can create accounts on social media sites, you need to provide some basic information that will be used for the Social Media sites, such as your name, account name, email address and password.

Account/Campaign: Apex / seosuite

Social Site Profile Settings | Website Profile Settings

Please enter the social site account details below, the program will use this information to create accounts on ALL Social Media sites. In order to increase the success rate of the account creation process, make sure to give a unique 'Account Name'.

Social Site Account Info | Auto Generate

Blog Name: Internet Marketing Blog

First Name: Sanu | Last Name: Pelletier

Account Name: Pelletier263 | Password: igpkob48

Country: UNITED STATES | Post/Zip Code: 20332

Date of Birth: 26/05/1976 | Gender: Male

Email Address: seosumvd@yahoo.com
eg: username2010@yahoo.com

Use Yahoo Email Use your Business / POP3 email

Create Yahoo Email Account

Solve Captcha Automatically

A Valid email address is required to run a campaign in xGenSEO. The Email address is required to create and validate Accounts on the Social Media websites.

xGenSEO can create a NEW Yahoo! email address for you automatically, or you can use your existing Business Email Account. Enter your Details above and click on "Create Yahoo Email Account", the program will create a NEW Yahoo email account for you automatically. If you're using your own information, please click "Configure Email Account" button to set up your email account.

Help | Next | Close

Blog Name: This is the blog name or title you want to use for your blog. Your blog's name will appear on your published blog, on your blog dashboard and in your blog profile.

First Name and Last Name: This is the name you would like to be shown in the Social Media sites. It can be your real name or a nick name.

Account Name: this is the account name for the social sites you want to create. Because there are hundreds of thousands accounts that have already been created in the Social Media sites, please try to use a unique "Account Name". If the "Account Name" you specified has already been used, your account creation fail.

Password: Password will be used to create and login to your social sites. Your password should be 8 – 12 characters long and contain letters and numbers.

Auto-Generate: This is a special feature that allows you to generate random account details automatically. This function is essential if you want to create more than one set of account details.

Email Address: A valid email address account is required to run a campaign in xGen SEO. The email address is required to create and validate accounts for Social Media sites. Please try to use a unique “Email Address”. If the “Email Address” you specified has already been used, your account creation fail.

You have an option to create a NEW free Yahoo! email account, use your own existing Yahoo! email account or your own business email account.

Tips and Tricks: creating new Yahoo! email account function is a powerful feature of xGen SEO. It allows you to create UNLIMITED accounts on all social media sites, which gives you an opportunity to propagate your web site to as many social sites as possible.

So, whether you want to use your own existing email account or create a new Yahoo! email account will depend on how you want to use the software. If you only want to create one set of accounts on the social media sites, or you want to create an official account for your company for all those social sites, then you may want to use your own email account.

If you want to create multiple accounts on social media sites, then a free new Yahoo! email account is the best choice.

Create a New Yahoo! Email Account

You need to fill out all the fields in order to create a new Yahoo! email account. You can either enter all the fields yourself manually, or let the program generate all the information for you randomly.

Tips and Tricks: If you want to enter your email account information manually, please ensure you use a unique user name and email address. If the username and email address you choose have been taken, the email account creation will fail. We suggest using a long username and email name (at least 12 characters or more), for example, add numbers to the email address such as your date of birth or other unique numbers.

If your goal is to generate more links to your web site and you don't mind what name or email address to be used for the social media sites, you could use the “Auto-Generate” option. This feature will guarantee that xGen SEO will generate a unique username and email address. When generating usernames and email addresses, it will use your campaign name plus 4 to 8 random characters or numbers.

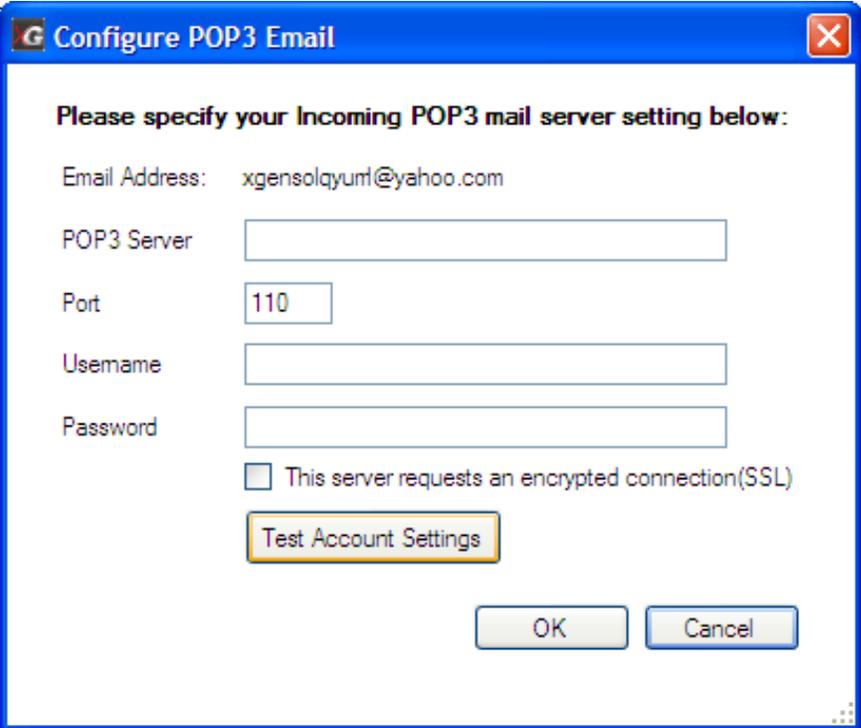
Once you enter all the account information, simply click the “Create Yahoo! Email Account” button and sit back, the program will go to Yahoo! web site and create a new email account for you automatically.

The program can also resolve the Captcha for you automatically if you tick the “Resolving Captcha automatically” option. However, it may take 10 to 20 seconds to resolve a Captcha automatically; it will be quicker to enter the Captcha manually for Yahoo! account creation because you only do this once.

NOTE: The Automated Captcha resolving function is essential for social site creation and the article submission process if you want to run it in auto-pilot mode.

Using your own Email Address Account

Simply enter all the fields required by the program. You need to provide a correct POP Mail Server address and your login details.



Configure POP3 Email

Please specify your Incoming POP3 mail server setting below:

Email Address: xgensolqyum@yahoo.com

POP3 Server:

Port:

Username:

Password:

This server requests an encrypted connection(SSL)

Some POP3 mail requires a secure connection. If your mail server requires SSL secure connection, please make sure to tick the “My Mail server requires SSL connection” check box. Please check with your ISP or web hosting company if you are not sure.

Tips and Tricks: Please ensure you test your email account settings by clicking the “Test Account Settings” button; this will make sure you have configured your email account details correctly.

Website Profile Setup

The website profile window holds all the information about your web site. This information will be used in multiple stages during the social site account creation process or article submission process.

Email and Site Profile Settings

Account/Campaign: **MAUS / MasterPlan**

Social Site Profile Settings: Website Profile Settings

This information will be used to create social profile, bookmarking, RSS and cross linking during the submission process. Please try to enter all the information and make sure to include your Target Keywords in the keyword fields. "The Main Site URL" would normally be your domain. i.e. <http://www.xgenseo.com>

Step 1 Site URL:

Enter the 'Site URL' and click on 'Load Site Info' button to load meta tags from your site

Please enter your web site details or load your site info from meta tags

Title:

Description:

Main Keywords:

Sub Keywords / Phrases	Specified URLs for Sub Keywords
<input type="text" value="business planning"/>	<input type="text" value="http://www.maus.com"/>
<input type="text" value="writing a business plan"/>	<input type="text" value="http://www.maus.com"/>
<input type="text" value="business planning software"/>	<input type="text" value="http://www.maus.com"/>

Step 2 Enter the following information (If known)

Site RSS Feed:

Your Blog URL:

Step 3 Select one category from below. xGenSEO will use this category to run your campaign, wherever possible on social media sites.

Site Category:

Site URL: normally, this will be the main web site you want to promote. For example, <http://www.your-own-website-sample.com>. However, you can enter any web page URL if you like.

Tips and Tricks: You can create multiple campaigns to target different URLs (or pages) within your web site.

Load Site Info

After entering your Site URL, you can click on the 'Load Site Info' button on the right and it will go to your website and automatically get the Title Tags and the keyword details in the fields below if you have them. You can modify them if needed here. The modified information will be used to create the web promotion campaigns.

If you do not have site info on your website, then you should enter it manually into the fields.

Title: title of your web site. Please try to include your important keywords in the title.

Description: a short description about your web site. Please try to include your important keywords in the description.

Keywords: please enter 2 or 3 keywords that you want to promote with this campaign.

Tips and Tricks: you can load Title, Description and Keywords from your web site meta tags automatically by clicking the "Load Site Info" button.

When entering your keywords, please don't enter more than 5 keywords. You cannot target too many keywords from a single page. The program was designed in such a way that you should only target to maximum 5 keywords per site per campaign.

Site RSS Feed: if you have an RSS feed for your web site, please enter it here. This information will be used while submitting the RSS feed to RSS directories.

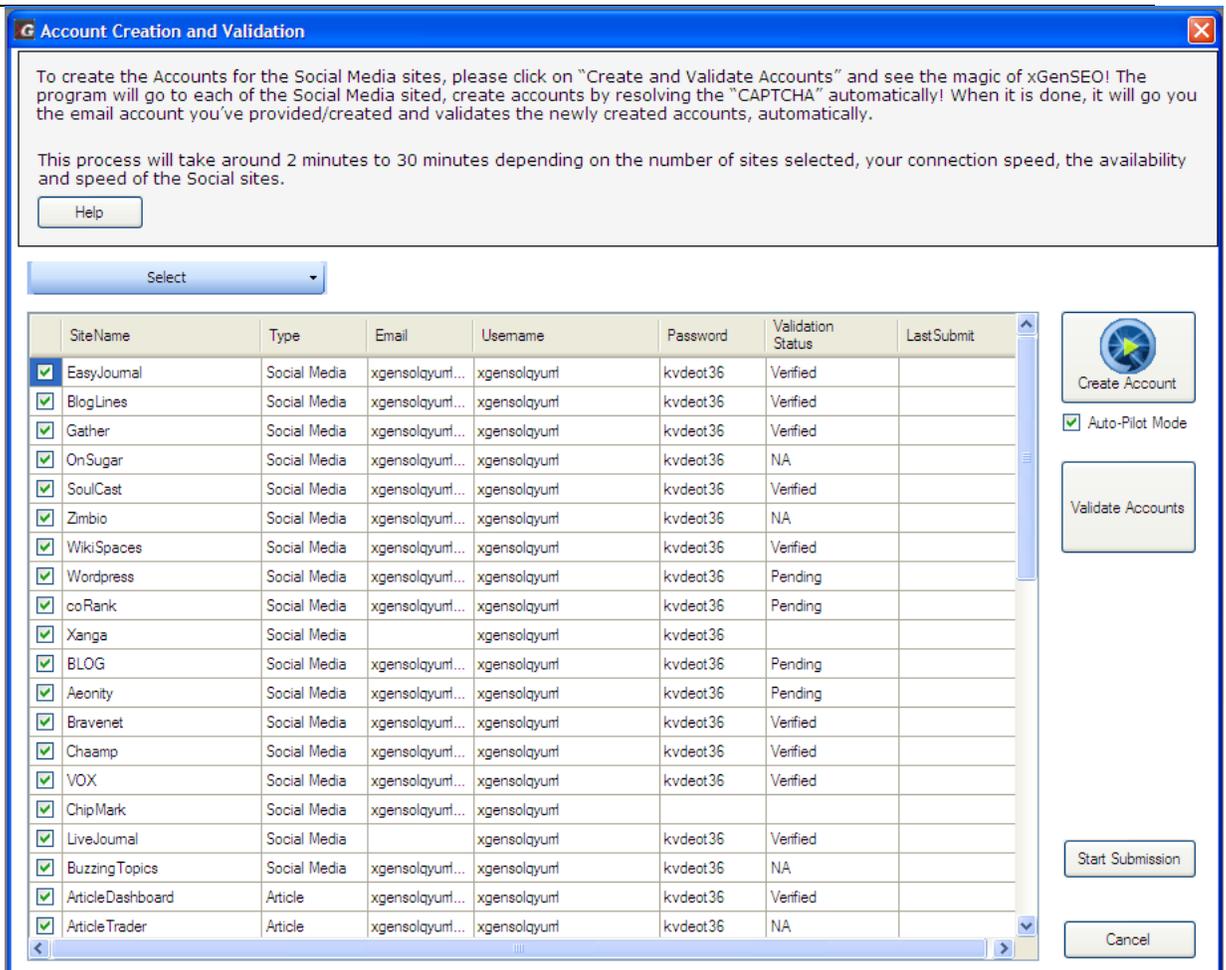
Your Blog URL: if you have a blog, please enter your Blog URL here. This information will be used when bookmarking or pinging your blogs. Leave it blank if you don't have one.

Site Category: select a category that matches your product or service. xGen SEO will use this information to run your campaign wherever possible during the social site account creation or article submission process.

3. Social Site Account Creation

This is where you will create social site accounts.

In order to create blogs, submit an article to article directories and bookmarking web sites, you need to create accounts on those social media sites.



Social sites are categorized by different types. By default, all social sites have been selected automatically, so you can create accounts for all social sites.

Please NOTE: social site account creation is a very time consuming work and it takes a lot of time if you do it manually.

To create accounts for the social media sites, please simply click on "Create and Validate Accounts" button and see the magic of xGen SEO! The program will go to each of the social media sites, fill out the required information for you and create the account for you. The program can also resolve the "CAPTCHA" for you. When accounts are created, it will login to the email account you have provided/created and validate the newly created accounts automatically.

The program will perform the above tasks in complete auto-pilot mode. Since this process could take from a few minutes to up-to 60 minutes, you can leave the program running in the background;

NOTE:

1. Please understand the program may not create all accounts successfully in the first run of the accounts creation process. This is because some social sites may be down temporary for maintenance, or the web site may take long time to respond. If you receive a time out failure status, please select the site that failed and click the “Create and Validate Account” button again.
2. For some social sites, the auto-captcha resolving function may not be able to resolve all Captchas. If this happens, you need to re-create the account that failed and enter the captcha manually.
3. For account validation, it may take up to 10 minutes to receive the account validation email from some social media sites, so we suggest running the “Account Validation” process after approximately 10 minutes. To do so, please check the “Social site account validation only” box and click the “Create and Validate Account” button.

Even at a 90% success rate of creating social sites, you can see that xGen SEO will save you a ton of time and effort in creating the social site accounts!

Once you have created accounts on social media sites, you can start submitting articles, book-marking sites, creating RSS feeds and pinging them.

Tips and Tricks 1: you can change the Username, email address and password directly from the list. Click on the “Username”, “Email Address” and “Password” cell, and you can type or modify the username, email address and password directly.

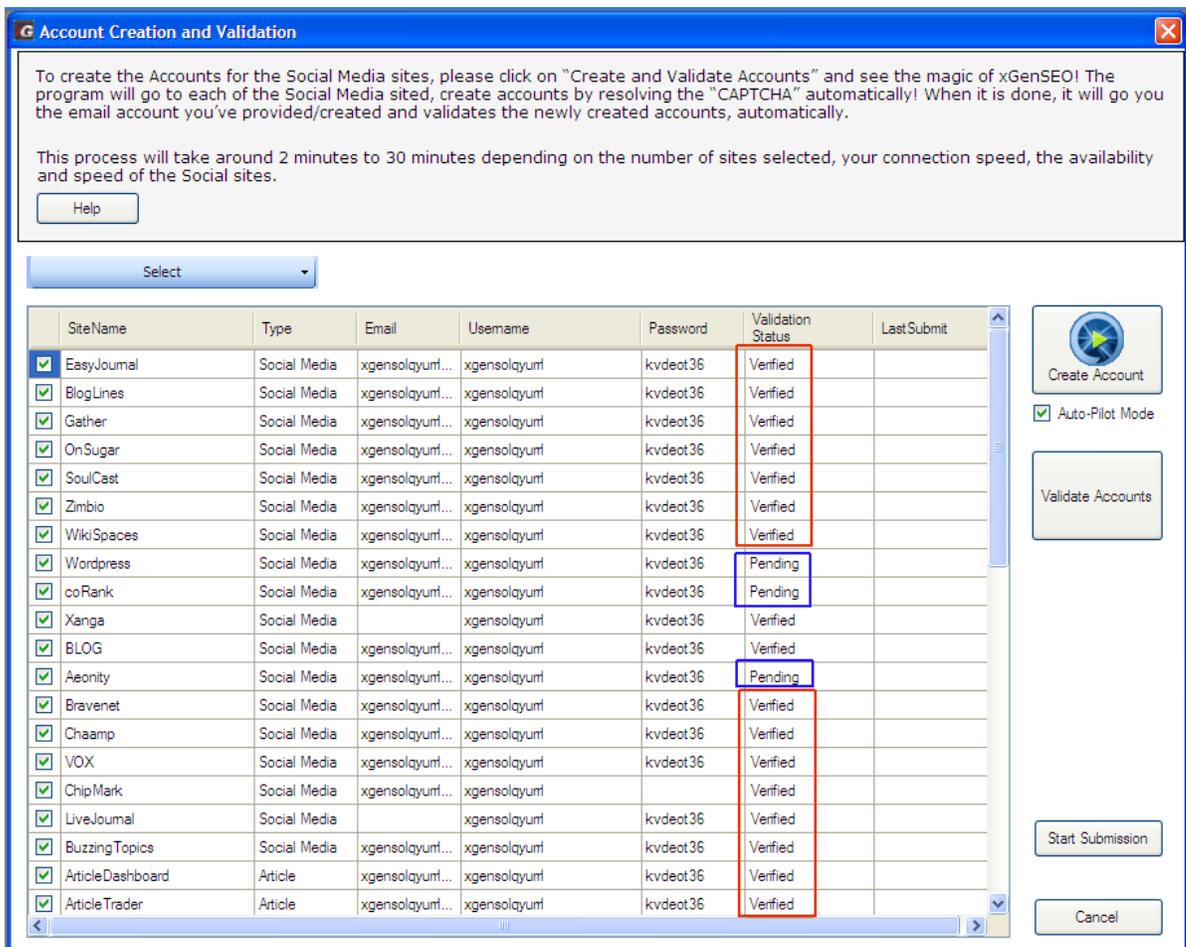
Tips and Tricks 2: if you already have existing accounts on any of the social sites, you can add your own social site accounts to the program by clicking the “Add Social Site” button, and entering your login details. This will enable you to submit your articles to existing accounts.

4. Account Validation

After you create an account on social sites, many social sites will send you an email and request you to click on a link in the email to validate your accounts before you can use it. XGen SEO will validate your social accounts automatically. Just click on the “Account Validation” link at any time to start the account validation process.

NOTE: some social sites may take more than 30 minutes or even 24 hours to send you the validation emails, so please try to validate your accounts multiple times after the Account Creation finished, this will allow you to get more accounts to be validated and increase your submission successful rate.

Once the accounts have been validated successfully, you will see the “Verified” status under the “Social Account Creation” window like this:



Please also note that even the software can validate the social accounts automatically, but it does not mean it can validate all accounts 100%. As you can see from above, there are a few sites still says “Pending” which means that they haven’t been validated yet. Please run the Account Validation process again, if it is still failed, you need to validate the accounts manually.

Article Creation and Article Spin

Once you have created accounts on social media sites, you can start to create articles and submit them.

You may have heard that “keyword is the queen, content is the king”. Article creation is one of the most important tasks for your web site promotion.

There are two ways to create articles:

- **Create a new article from scratch OR**

- **Perform an article research to get some ideas** on what other people have written about the topic you want, and then write your article.

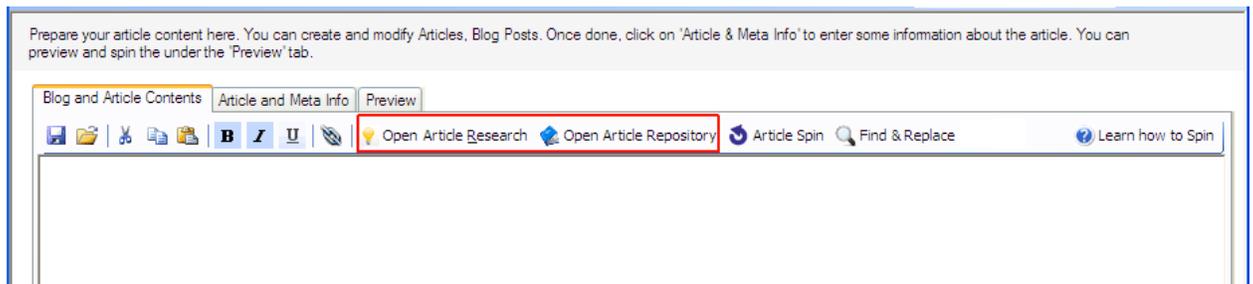
Create New Article

To create a new article, click the “Create New Article” link from the dashboard.

- **Article Content (Spinnable)**

You can write your article in the editor box directly, or load an article from your Article Research Repository, or load an article from your own Article Repository.

“**Open Article Research**” button allows you to load an article from your article research repository, which helps you to create your article easily with ideas in those articles.



“**Open Article Repository**” button allows you to load an existing article so that you can change or modify it to create a new article.

Before you start to write an article, you need to know what keyword (topic) you want to target. This is how people can find your article when they are doing research on the internet. Normally, the keyword you are choosing should relate to the product or service you want to provide.

Most of the social sites support HTML format, but some social sites only allow Plaintext form.

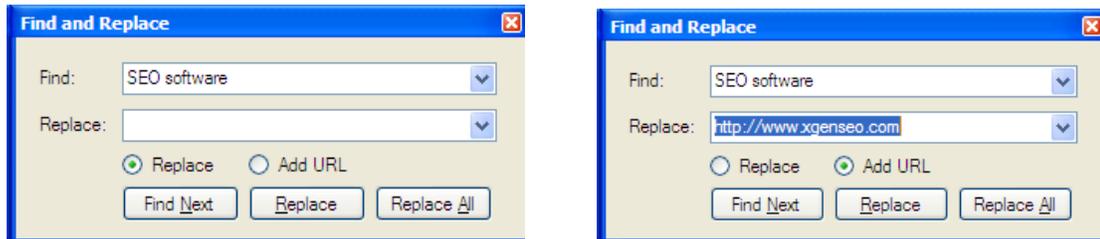
Hyperlink: When use the program as a SEO link building tool, you should always insert a few links in your article to link to the web site you want to promote. You can insert Hyperlinks by clicking the “**Hyperlink**” icon. This is an important step. The whole purpose of creating blogs and submitting articles to social sites is to build more links to your main web site. So, make sure you insert 1 or 2 links that link to your web site. It is critical that you include links. Otherwise the links will not be built for SEO!

When inserting links, please choose the keyword phrase that you want to get to the top 10 position and create a hypertext link for that keyword. For example, if you want to get your keyword “Cheap flight ticket” ranked higher, then you should include “cheap flight ticket” in your article and create a hyperlink for “cheap flight ticket” link back to your web site.

Tips and Tricks: most of the social sites limit the number of hyperlinks you can have in an article, so please do NOT over insert too many links. We suggest that do **no more than 3 links**. If you insert too many links, your article may be rejected.

Spin your article: you should always spin your article to create multiple versions of articles when submitting, **please refer to the “Article Spin” section for more details.**

Find and Replace: this tool allows you to quickly find and replace words or phrases. You can also use it to insert the Hyerlink link with keywords quickly.



There are two options:

- **Replace:** allows you find and replace any words
- **Add URL:** allows you to find the keywords and make it to be a Hyperlink. By Default, the program will load the keywords and URLs from the keyword tags section under the “Email and Web Profile Setting” window.

- Article Info

When submitting your articles, you also need to provide some extra information about your article, such as Article Title, Keywords, Short Description and Author Bio.

Title (Spinnable)

Title is the one of the most important elements for article or blog submission. Your article title should always contain the keywords you want to rank higher on Google. This is how visitors can find your article from the search engines, and it will create relevancy to your web site.

Spin title: in order to create a unique article title for each social media site, you should always spin the article title. This will help to increase your article index rate by Google because Google does not like to index duplicate articles. Article title is the first thing Google will check to see if the article is duplicated or not.

(Please refer to the Article Spin section below for more details about how to spin)

Keywords

Please enter 3 to 5 keywords that relate to your article. Your article title should contain the keywords you enter here.

Keywords you enter here will be used when creating blogs or bookmarking sites. Not all social sites require keywords, but you should always provide the keywords here.

Article Summary (Spinnable)

This is a short summary about the article. Different social sites have different limitations on how many characters you can use. But as a general rule, the xGen SEO limits them to 500 characters; this will make sure all social sites will accept the article.

You can use a hyperlink in the Article Summary. We suggest no more than 2 links in the Article Summary. If you insert too many links, your article will be rejected. Use the same technique we teach in the Article section and create hypertext links on your important keywords.

Author Signature/Bio (Spinnable)

This is a short description about the Author. Normally, you include your name, your company and what you are doing, or a short description about your product or service.

You can also use hyperlinks in this section. This is another important to create links to your web site. Again, try to create links on the keywords you want to target.

Tips and Tricks: in order to achieve better results, you should:

1. Make sure your article title contains the important keywords you want to get to the top 10 position for.
2. Spin your article title to make sure it is unique
3. Create 2 or 3 text links on important keywords in the article body
4. Create 1 or 2 links in the Article summary
5. Create 1 or 2 links in the Author Signature/Bio

Article Preview

Once you finish writing your article, you can preview it to see what it looks like.

If you have used the spin string in your article, you can spin the article to see how the “spinned” article looks. Each time you click the “Spin” button, the program will display a new version of the article according to your spin string.

Once you are happy with the article, you can click the “Submit Article” button to submit it.

Article Spin

Google doesn't like duplicate content. It does not make sense to submit the same article to 100s of places. Google will ignore your article or may ban your article. So, when submitting an article to social media sites, you should ideally create a different article for each site.

Article spin is a powerful xGen SEO feature that allows you to generate multiple unique versions of your articles easily and quickly. The program will spin the article during the submission process, so each social site will use a different version of the article you created.

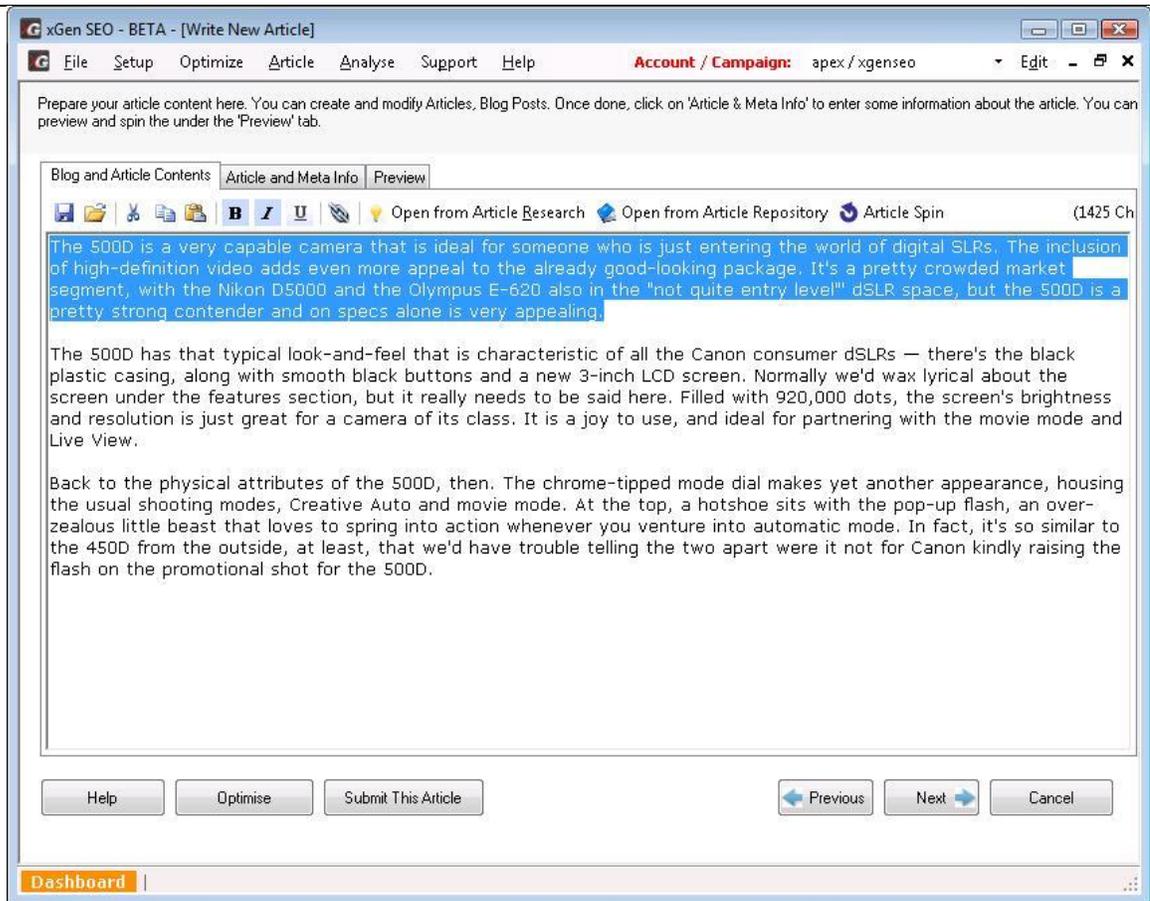
Here is how Article Spin works:

You insert the following pattern anywhere you want to spin your article:

```
{phrase-1|phrase-2|phrases-3|...|Phrases-n}
```

For example, if your original article looks like this:

The 500D is a very capable camera that is ideal for someone who is just entering the world of digital SLRs. The inclusion of high-definition video adds even more appeal to the already good-looking package. It's a pretty crowded market segment, with the Nikon D5000 and the Olympus E-620 also in the "not quite entry level" dSLR space, but the 500D is a pretty strong contender and on specs alone is very appealing.

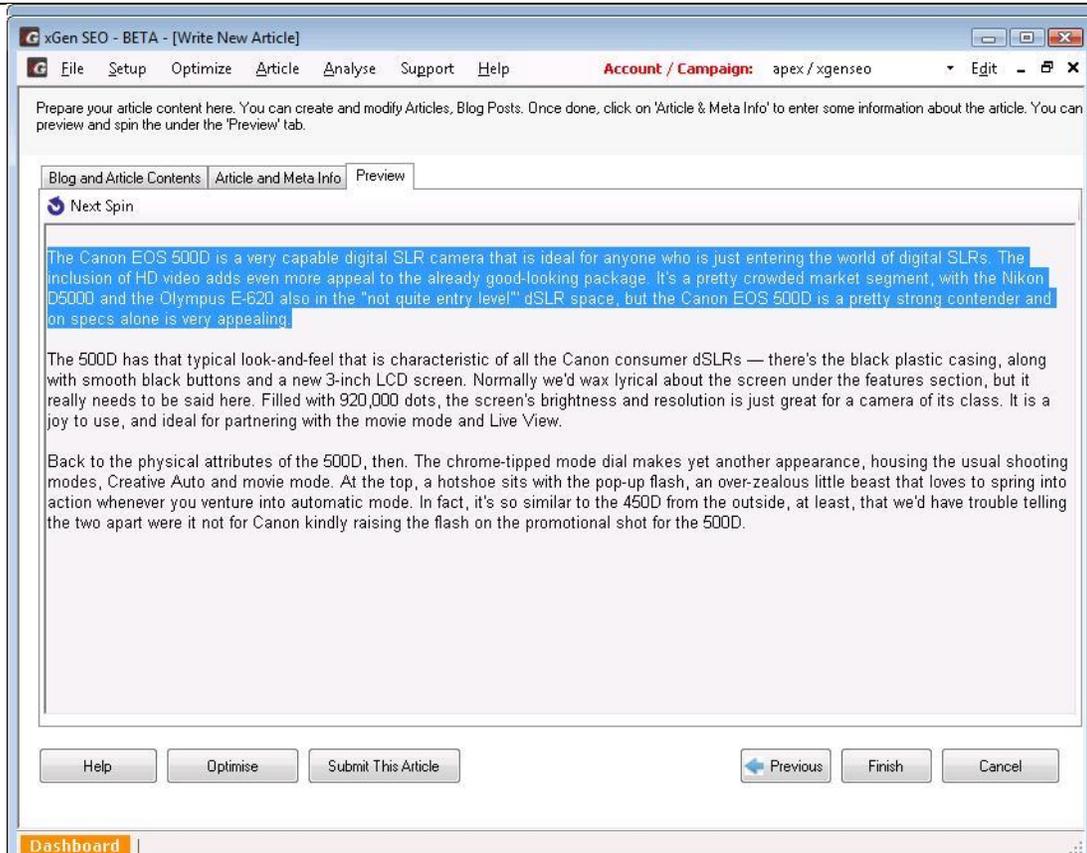


Insert the spin words or phrases separated by “|” and enclose with { } as below:

The {Canon EOS 500D | Canon 500D | EOS 500D} is a very {smart | capable | unique} {camera | digital camera | digital SLR camera} that is ideal for {someone | anyone} who is just entering the world of digital SLRs. The inclusion of {high-definition video | HD video} adds even more appeal to the already good-looking package. It's a pretty crowded market segment, with the Nikon D5000 and the Olympus E-620 also in the "not quite entry level" dSLR space, but the {Canon EOS 500D | Canon 500D | EOS 500D} is a pretty strong contender and on specs alone is very appealing.

Color Coding

The program will automatically highlight the spin words with a different color, so you can easily analyze your spin patterns quickly.



You can use the same method to spin any word, phrase, sentence or paragraph. As you can see, you can quickly generate hundreds of unique versions of your article easily with this powerful Article Spin function.

Research Article Ideas

The Article Research function allows you to quickly perform research to see what other articles have been produced for the keywords of your choice, so that you can get some ideas, which will help you to create your own article quickly and easily

To start research, click the “Research Article Ideas” link from the Dashboard.

Enter the keyword phrase that relates to your market and click the “Perform Research” button. After 1 or 2 minutes, the program will automatically fetch a number of articles from specially selected sources.

Once you get a list of the articles, you can review the article and add them to your Download Article Repository for future reference. When you write your articles, you can load your Downloaded Article from your article editor window.

You can review your downloaded articles at any time by clicking the “View Downloaded Article” link from the Dashboard. From there, you can select the article and open the article editor window to edit them directly.

Submit or Publish Your Articles to Social Sites

This is one of the most exciting moments as now, you want to spread the word through the social media sites across the internet and build 100’s of quality links that link back to your web sites.

To start your submission, click the “**Article/Social Submission**” link from the dashboard then follow the screen wizard.

First, you need to select what article you want to submit, you can select more than 1 article at the same time. However, we recommend submitting one article at a time because some social sites may consider you are spamming if you submit many articles at a time.

Tips and Tricks: you can start your submission directly from the Article Creation window.

After selecting your article, click the “Next” button to go to the “Select Social Sites” window where you can select what social sites you want to submit to.

By default, all the social sites that you have created an account with will be selected automatically. You can change your selection by clicking the “Select” button.

NOTE: You cannot select a social site for which the account has not been created or the account creation had failed.

Normally, you should select all the social sites. This is how you will increase your exposure to the social media sites and generate more links.

Once you select the social media sites that you want to submit to, click the “Submit” button, then sit back and see the magic!

xGen SEO will automatically go to each of the social media sites, login to the account, resolving the CAPTCHA automatically(if required), create account profiles with your web site information, post your content one by one to each of the social sites. If your article contains the spin format, then the program will spin the article and submit a spinned article to each social site.

Here is what the program will do for you during the submission process:

1. Submits your article to all the major blog sites
2. Submits your article to all the major article directories
3. Submits a link of the article to all key Micro-Blogging sites
4. Gathers all the URLs from the blogs and article directories then book-marks them
5. Gathers all the URLs from above and creates RSS feeds
6. Submits all the RSS feeds to the RSS directories
7. Then pings them

Once the submission process finishes, the program will provide you a detailed report. You can also export the report to an HTML file (Professional edition only).

Auto-Pilot Mode and Semi-Auto Mode

There are two submission modes:

- **Auto-Pilot Mode:** by default, the program will run under the auto-pilot mode. Under Auto-Pilot mode, the program will perform all above tasks FULLY automatically. It will also resolve the CAPTCHA for you automatically (in most cases), as you simply leave the program running in the background while you are doing other work.

Normally, account creation and social site submission are very time consuming tasks. If you do it manually, it will take hours to complete! With the Auto-Pilot mode, you simply spend 5 to 10 minutes to set up the program and let it run by itself! You can imagine how much time you are saving with xGen SEO!

NOTE: Please understand that you should not expect a 100% success rate due the complex nature of the social media sites. Sometimes, social media sites are under maintenance, or temporarily down, sometimes xGen SEO may not able to resolve the CAPTCHA or some social media sites take a long time to respond. All these factors could impact the submission success. However this would be expected. As long as you can generate 100s of links via submissions, you should not worry about a small number of failed submissions (if any).

If the auto-submission fails and you still want to submit the article, you can always switch to the Semi-Auto mode and submit it manually (see following section for more details).

- **Semi-Auto Mode:** For sites that the program cannot resolve the CAPTCHA correctly, you need to run the program in Semi-Auto mode to submit to those sites. When running the Semi-Auto mode, instead of performing all the submission tasks automatically, it will go to the social sites and auto-fill all the fields for you automatically, all you need to do is to click the "Submit" button on each social site. This also makes the submission an easy process. xGen SEO saves you a ton of time even while in the Semi-Auto mode by filling up all the fields in social media sites automatically.

You can switch to Semi-Auto Mode at any time.

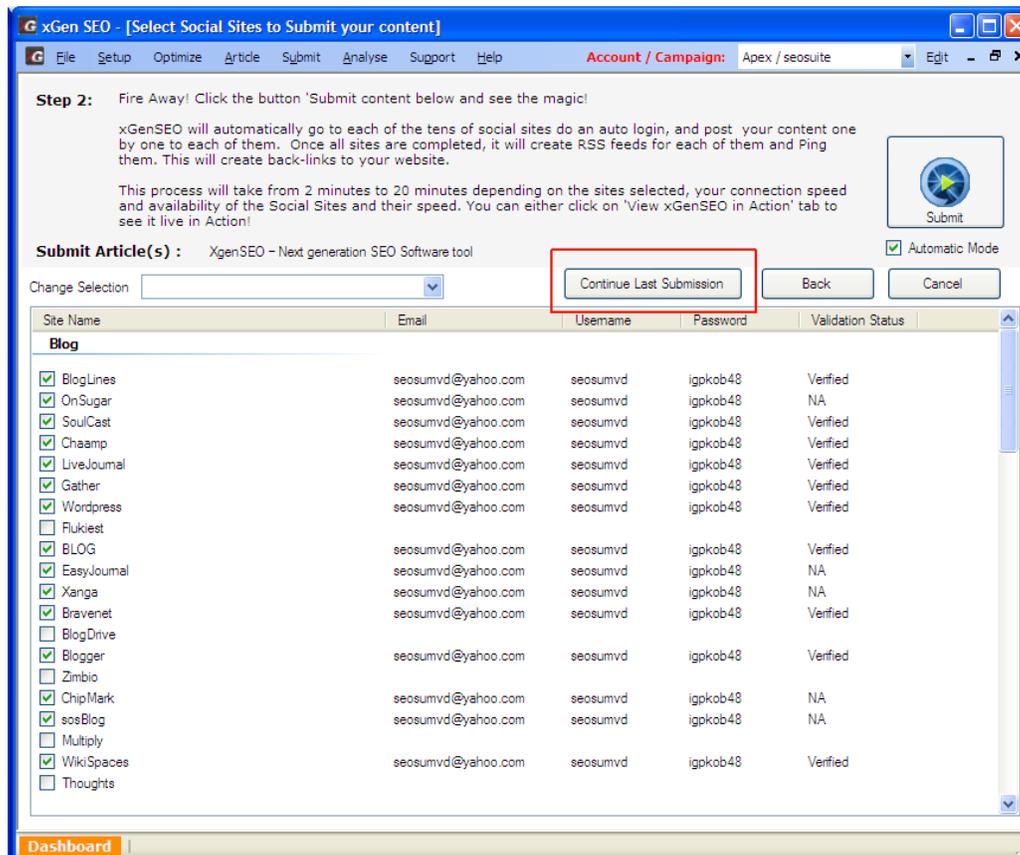
To switch to the Semi-Auto Mode, un-tick the “Auto-Pilot Mode” check box and click the “Submit” button.

Why do I need to use Semi-Auto Mode?

The Semi-Auto mode provides you flexibility and customized control, which allows you to control what you want to do. The most common scenario for using the Semi-Auto Mode is because you want to resubmit the failed submission of articles.

Resume Last Submission

Social site submission is a very complicated process, sometimes the program may stuck or hangs in the middle of the submission process for any reason, to avoid to re-start your submission from the beginning, the “Resume Last Submission” function allows you to resume last submission from where is stops. If the program hangs or stop in the middle of the submission process for any reason, just re-start the program, and you will see the "Resume Last Submission" button under the "Submit Article" window, click this button to resume your last submission.



Video Submission

Video submission is another powerful feature in XGen SEO, it allows you to submit videos to all major social sharing sites include YouTube automatically with one button click. With millions of people watch videos from social sharing sites like YouTube, it helps you to traffic massive traffic from those video sites directly and at the same time to create 100's of quality links that link back to your web sites.

Furthermore, when you submit your video to videos sites such as YouTube, Metacafe and DailyMotion, your video may show up on the first page of the Google search results.

To start your video submission, click the “**Video Submission**” link from the dashboard then follow the steps below:

1. **Select Video File:** you need to select video file you want to submit. Simply click the “Browse” button and locate your video file from your local disk. You can preview your video from the video player.
2. **Enter Video description:** please provide a short description about your video. All fields are spinnable.
 - a. **Video Title:** Title is one of the important elements that to help people to find your videos and also allow Google to display your video on the search results, so please try to use a descriptive title with the keywords you want to promote. Please also try to spin the title with different keywords.
 - b. **Video tags:** please enter 3 to 5 keyword phrases that relate to your video.
 - c. **Video Category:** select the category that your video belongs to.
 - d. **Video Description:** please provide a short description about your video, normally, this is an expansion of your Title tag. Please make sure to include your important keywords and spin them.
3. **Select Video sharing sites:** after you have set up your video details, select the video sites you want to submit to and click the “Start Submit” button. Normally, you would like to select all sites. Before you can submit to the video sites, you need to create accounts on each video sites under the “Social Site Account Creation” window.

After you click the “Start Submit” button, the program will start the video submission process. Because upload videos to video sites may take some time, just leave the program to do the submission for your automatically at the background, and come back after couple hours.

You can view the video submission report under the “**Submission Analysis**” window.

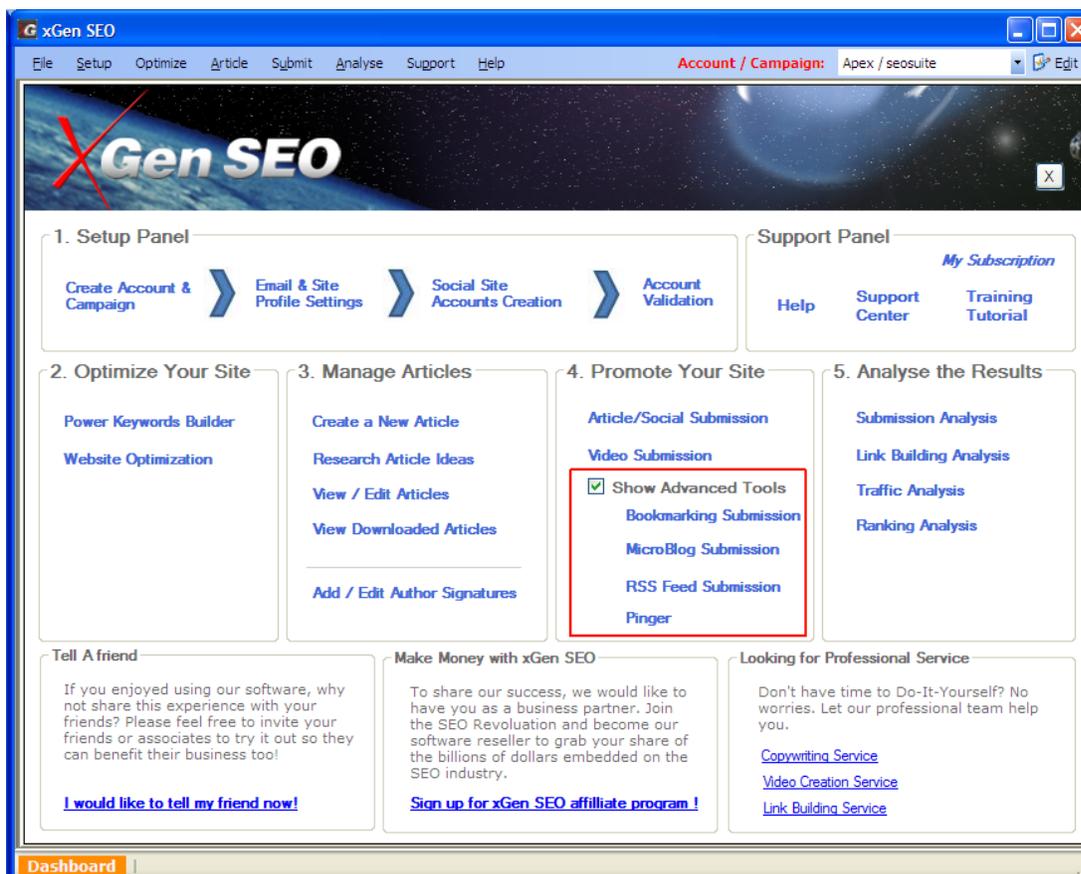
Advanced Submission Tools

When you use the “Article Submission” and “Video Submission” functions above, the program will complete a **FULL submission cycle** automatically, this process includes:

- Submit article to all blogs
- Submit article to all article sites
- Submit all URLs from the blog and article sites to bookmarking sites
- Submit a post to the MicroBlogging sites
- Create RSS feeds and submit to RSS aggregator sites
- Submit to Pinger sites

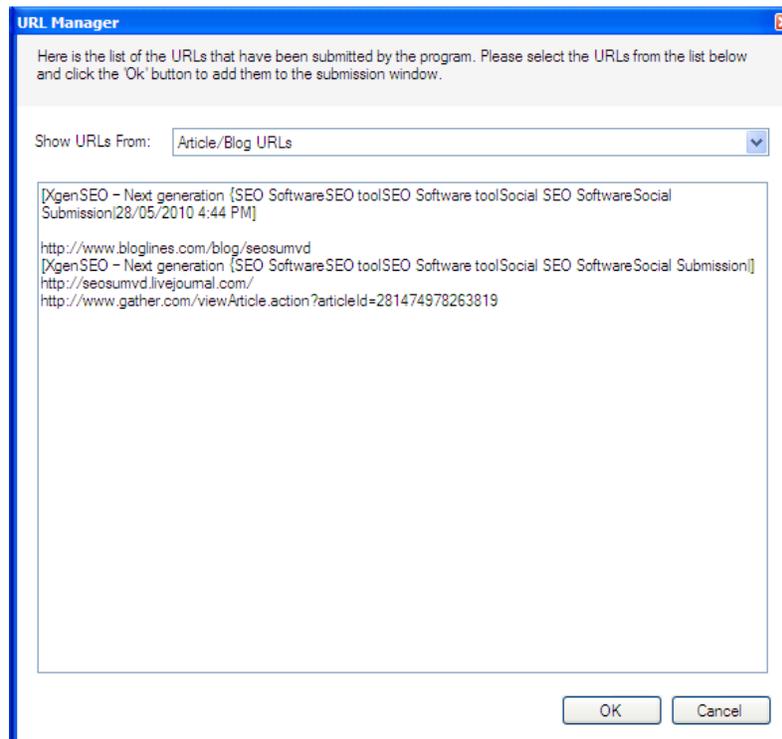
But sometimes, you may want to perform each submission task individually for any specified URLs or web sites. Advanced Submission Tools allow you to perform this individual submission task separately.

To enable **Advanced Submission Tools**, please tick the “Show Advanced Submission Tools” check box from the Dashboard.



URL Manager

URL Manager function which will contains all the URLs have been submitted by the program, so you can use it on separate submission if you like or use it for any other purpose.



Keyword Builder

Keyword Builder is a powerful keyword research tool that allows you to find your niche market or build extensive, relevant keyword lists from one simple interface quickly and easily. You can generate keyword ideas and review traffic estimates for any keyword you are choose.

The Keyword Builder tool connects to the Google database directly and provides you information on how many times a keyword has been searched on Google per month.

To access the Keyword Builder function, please click the “Powerful Keyword Builder” link from the Dashboard.

Select the Language and Country you want to target. Enter a few descriptive words and phrases, and click the “Get Keywords” button.

Site Optimizer

Site Optimizer is a simple but powerful on-page optimization tool to help you optimize your web site and make sure your web site is search engine friendly for a higher ranking.

This is a tool that takes into account what matters the most in On-Page-Optimization. Not small details that are not of much value.

Unlike other site optimization tools that try to analysis 100's of useless elements, accounting for 1% or even less of the elements that make difference in SEO. . It is no good spending so much time to achieve only 10% of the SEO Results.

The xGen SEO site optimization tool only focuses on the main SEO factors, so that you spend 10% of the time but achieve 90% of the on page optimization results.

For on-page optimization, you need to focus on the following elements critical for SEO :

Title: make sure your title tag contains the keywords or phrases you want to target and it does not exceed 67 characters.

Please try to keep your title as short as possible. Normally, you should promote a maximum of 3 keyword phrases per page or title. For best results, please try to promote one keyword phrase per page or title.

Description Meta Tag: make sure your Description Meta tag contains the keywords or phrases you want to target and it does not exceed 150 characters. If possible, try to repeat the important keywords or phrases twice.

Generally, the Description Meta Tag is an extension of the Title.

Page Body: make sure the keywords and phrases that you want to target are included in the page body and repeated 3 to 5 times. Please try to put important keywords and phrases close to the beginning of the page.

Anchor Text Link: use anchor text links for important keywords. For example, we use "[SEO Software](#)" as a Hyperlink to link to our web site. "SEO Software" is the keyword that we want to target and is linked to our web site <http://www.xgenseo.com>.

That's all you need to do for the on-page optimization for your web site. Above SEO elements represent more than 90% of the SEO factors.

Forget about the keyword meta tags, keyword density, image link etc, These elements only represent less than 10% of the SEO factors. You don't need to waste your time and energy on those things that only generate less than 10% of the results.



Your time and energy are needed mainly on link building instead. Write some effective articles and promote them to the social media sites on a daily or regular basis. This is how you can get your web site to rank higher on Google.

Submission Analysis

Submission Analysis allows you to manage your social site submission reports from one place.

You can find all your social site submission reports from here. You can review new or previous submission reports, and export them to a HTML file.

Links Analysis

The Links Analysis tool allows you to quickly check how many back links, link-back to your web site.

It is a simple but powerful tool to help you to analyse your links

Traffic Analysis

The Traffic Analysis tool uses Alexa.com to provide you information on how your web site ranks on the internet. It allows you to quickly know how many visitors, how many links and your internet ranking.

You can also use this tool to conduct competitor analysis to see how well your web site compares to your competitors' web site.

Ranking Analysis

The Ranking Analysis tool allows you to check how your web site ranks on the keyword phrases you are targeting.

The program will load all the keywords you have specified under the "Email and Site Info" section by default. You can add more keywords by clicking the "Add Keywords" button.

Order and Technical Support

How to Order

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



1. Please click on the "My Subscription" link from the dashboard of the program, and then click the "Upgrade" button.

2. Please fill out your contact details, and select your subscription plan and payment info, then click the "Submit" button. Your order will be processed instantly. An order confirmation will also be sent to you via email.

We accept all major credit cards such as Visa, Master Card and American Express. You can also pay by PayPal by clicking the "**Pay by PayPal**" link.

Alternatively, you can purchase the XGen SEO at:

<https://www.apexpacific.com/shoppingcart/products.asp?pdcode=XGN>

Technical Support

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:

Online Frequently Ask Questions

Look for updated information and easy solutions to common problems on our web site at

<http://www.xgenseo.com/xgenseo/faq.html>

Online Support Form

Please fill out an online support form at <http://www.xgenseo.com/xgenseo/support.html>

Phone Support

Call our support Helpline at (US) 323 319 6318 or (AU) +612 9662 3433.

Email Support

Billing or Customer Service: service@apexpacific.com

Sales Enquiries: sales@apexpacific.com

Technical Support: support@apexpacific.com

Strategy Guide – How to use xGen SEO effectively

Now, you have one of the most powerful SEO tools in your hands, the best strategy we would like to suggest is to **use it right now**.

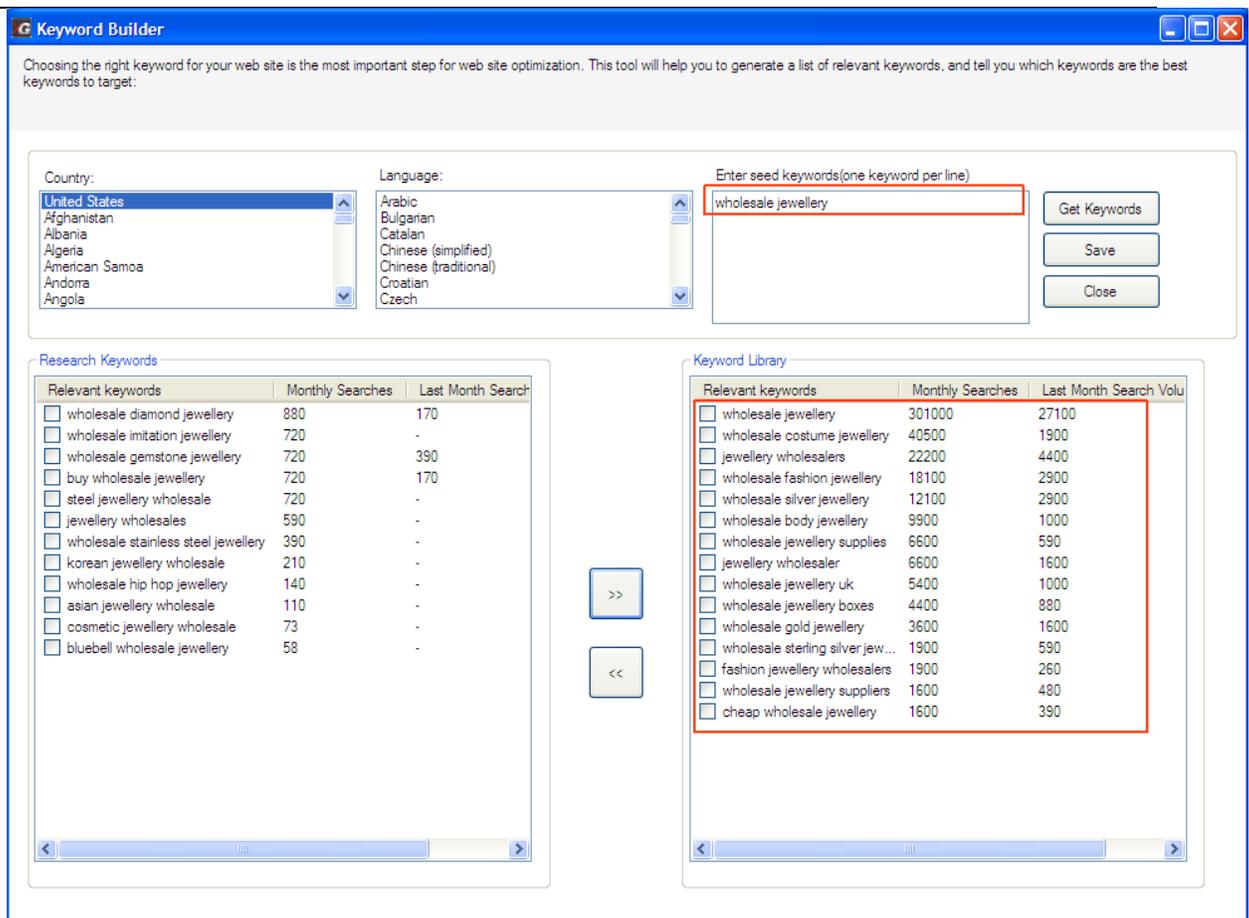
When we designed xGen SEO, our goal was to simplify the SEO process, so that anyone can achieve top 10 rankings for their keywords.

Here is what you need to do:

1. Use Keyword Builder to identify what keywords/phrases you want to target. Generally, you want to target high monthly search volume keywords, because it will bring you more traffic once you achieve top 10 rankings. Choose 2 or 3 keywords you want to promote.

FAQ: is Keyword Effective Density (or KEI) important? We believe that this factor is less than important now, because for average keywords, there are more than 1,000,000 competitors, or a minimum of 100,000 competitive web sites. But there are only 10 web sites ranked on the top 10. Either 1,000, 000 competitors or 100,000 competitors won't make much difference for your chances. So, don't waste your time on the KEI, just select whatever keywords you would like to target.

For example, if you are a Jewellery wholesaler and the main keywords you want to target will be "wholesale jewellery". So simple enter "wholesale jewellery" in Keyword Builder and click "Get Keywords" button. Then you will get a list of the keywords that related to "wholesale jewellery", then you can select the high search volume keywords and add them to the "Keyword Library":



Now, you have about 15 keywords that you want to promote or rank high on Google.

- Then optimize your web page with “Website Optimizer” for the keywords you have chosen from above. Most of the important things you need to pay more attention to is to make sure to put your keywords in the Title tag of the page. Normally, one page should target 2 or 3 keywords/phrases only.

Now, here is the important part, don’t expect you can promote all the keywords in one page, this is impossible.

Use the same example from above, normally, people try to put all keywords in their Title tag like this:

`<title>Wholesale jewellery, wholesale costume jewellery, jewellery wholesalers, wholesale fashion jewellery, wholesale silver jewellery</title>`

They are hoping that all these keywords can be shown on the top 10 positions on Google. However, this is the **NOT** the right way for search engine optimization.

You should take maximum 2 or 3 keywords only and focus on those 2 or 3 keywords per page. We suggest to use 2 keywords only if you want to get better results, so your Title tag will look like this:

```
<title>Wholesale jewellery, jewellery wholesalers</title>
```

3. Write an article around the keywords you want to promote. If you don't know what to write, use the "Research Article Ideas" function to perform an article research to get some ideas from other authors.

Make sure you insert 1 or 2 anchor text links for the keywords you want to promote in the body of the article, 1 anchor text link in the Article Summary and 1 anchor text link for Author Signature. This will help to create back links to your web site.

Spin your article with different versions to increase your Google indexing rate and make sure multiple versions of the article will be indexed by Google.

4. Submit the article to all social media sites. In order to use the software effectively, we suggest you submit articles on a daily or weekly basis. This is how you can generate massive links from the social media sites and boost your web site ranking to the top 10 position quickly.
5. Once your chosen keywords have reached to the top 10 or 20 positions, then choose a different set of keywords, create or use a new page and repeat this process again and again.

For example, you want to promote other keywords from your keyword list, "wholesale fashion jewellery" and "wholesale costume jewellery". Here is what you need to do:

Create a new page and use the "keywords" as the file name, for example:

```
"wholesale_fashion_costume_jewellery.html", and repeat the same process as above.
```

Above is a simple but powerful SEO process. Everyone can follow these simple steps and achieve a top 10 position on Google. Different web sites may get different results depending on the competition level and age of your web site. Some web site may jump to the top 10 positions after 10 or 15 days, some web sites may take a few weeks or months, however, your web site ranking will be improved overtime.

Please don't give up and continue doing it, you will see your web site ranking improve sooner or later.

Thank you for using xGen SEO, we are interested in hearing about your experience with our software. Please take a few minutes to share your feedback and suggestion at <http://www.xgenseo.com/xgenseo/feedback.html>. It will help us further improve our products and ultimately serve you better.



Good luck and SEE YOU AT THE TOP!

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