

Internet Business Promoter



Invest 1 hour

for your web site success!

Beginner's Guide To SEO



How to:

- ➲ Get and maintain top 10 rankings on Google, Yahoo, MSN and other major search engines.
- ➲ Get more visitors, more customers and more sales.
- ➲ Outperform your competitors.



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Invest 1 hour for your web site success

Thank you for using Internet Business Promoter (IBP). Internet Business Promoter is a multi award winning web site promotion solution that helps you to get high search engine rankings. We're confident that IBP is more powerful than any other web site promotion tool. If you use IBP as described in this manual, you'll get the best results for your web site.

Get more visitors, more customers and more sales!

According to recent statistics, 812 million people used the Internet in 2004 (Source: Nielsen/NetRatings). Web users spend twice as much time online as watching TV (Source: Stanford Institute for the Quantitative Study of Society). Consumers spent US\$199 billion online in 2004 (Source: ComScore).

A survey conducted by market research firm TNS revealed that 75% of all online shoppers said that *company size was not a factor* in having their online shopping needs satisfied. Only 15% said they preferred to shop with large retailers (Source: TNS).

More than 80% of all Internet users find new web sites through search engines (Source: Georgia Tech/GVU Users Survey). That means that about 650 million people use search engines to find web sites.

Search engine users are some of the most qualified and motivated visitors to your web site you will ever have. After all, they have taken the initiative to hunt for online resources on a certain topic. And then they clicked your link to learn more.

IBP helps you to get your web site in front of these potential customers. High search engine rankings result in more web site visitors, more customers and more sales.



Invest one hour for your web site success

We highly recommend that you invest about an hour to read this manual. If you read this manual, you'll learn how to use IBP so that you get high search engine rankings, more customers and more sales with your web site.

- Each chapter of this manual has easy to use checklists so that you can quickly find out if your web site is ready for prime time.



The right strategy for best results

The right strategy is crucial to the success of your search engine optimization activities

It is important that you do the right things in the right order if you want to have high search engine rankings. It is not enough to submit your web site to search engines and to wait for the results. Successful search engine optimization takes some time but the results are worth the effort.

The key to high search engine rankings is to do the right things in the right order:

1. Find the right keywords for your web site.
2. Optimize your web pages for these keywords so that they can get high search engine rankings.
3. Submit your web pages to all important search engines and directories so that web surfers can find you.
4. Get links from other web sites and make sure that these links contain your keywords.
5. Track the results.

IBP helps you with all aspects of successful search engine optimization

IBP offers professional tools that help you with every single aspect of search engine optimization:

- IBP helps you to find the best keywords for your web site.
- IBP helps you to optimize your web pages for top 10 search engine rankings.
- IBP helps you to submit your web site to all important search engines, Internet directories and special interest web sites.
- IBP helps you to increase the link popularity of your web site.
- IBP helps you to track the results.

Successful search engine optimization results in more visitors, more customers and more sales.



You'll get best results if you go from step one to step five in the right order. Start by finding the most relevant keywords for your web site. The best keywords are not always obvious.

What you have to do now

- If you are new to search engine optimization and search engine marketing, start with [An introduction to search engine marketing](#), following, to learn more about the basics.
- If you already know why search engine marketing is important and what it can do for your web site, start with [Step 1: Find the right keywords](#).



An introduction to search engine marketing

Why do you have to optimize your web pages for search engines?

New web sites can be submitted to search engines by filling out an online form. Unfortunately, a submission of your web site to search engines is not enough. Without optimizing your web pages, your web site will be listed in position 7,523 of 634,234,202 result pages.

Only a few web surfers look further than the first or second result page of a search engine

75% of searchers never look further than page one (Source: Georgia Institute of Technology). Most search engines display ten results on the first page; and very few searchers click the links to look at the second page.

Usability expert Jakob Nielsen points out: "Users almost never look beyond the second page of search results." Danny Sullivan, ClickZ Search Engine Marketing Columnist, puts it out this way: "Being listed 11 or beyond means that many people may miss your web site."

You'll only get targeted visitors from search engines if your web site is listed in the top results.

You must tell search engines what your web site is all about

Search engines must be able to find out what your web site is all about. If search engines cannot find out that your web site is about *fishing equipment*, they cannot give your web site high rankings for that keyword.

The process of optimizing your web pages so that search engines can quickly find out what your web site is all about is called search engine optimization (SEO). IBP's Top 10 Optimizer helps you to optimize your web pages so that they can be listed in the top results for your keywords.



Important web page elements

A web page is made up of different web page elements. These elements are placed in the HTML code of your web pages. Depending on how you use these elements, your web pages can have good or bad rankings. IBP helps you to optimize all relevant web page elements so that you get high search engine rankings for your web pages.

A web page is a single page on your web site. A web site is the combination of all web pages that can be found under a domain name. Here are some web page elements that can influence the ranking of your web site on search engines:

Title

The title of a web page is the text within the `<title>...</title>` tags in the HTML code of a web page.

Example: `<title>Your web page title</title>`

The Meta keywords tag

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the `<head>...</head>` tags in the HTML code of your web page. Many search engines don't use this tag anymore.

Example: `<meta name="keywords" content="keyword, another keyword">`

The Meta description tag

The Meta description tag allows you to describe your web page. Some search engines display the text of the Meta description tag in the search results. That means that this tag allows you to influence the appearance of your search results in some search engines.

Example: `<meta name="description" content="This sentence describes the contents of your web site.">`

Body text

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The body text of a web page is very important to search engines.

The first sentence of the body text

The first sentence of the body text is the first sentence after the `<body>` tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Note that the first sentence of the body text is often not the first sentence that is visible on your web page. Depending on your web page design, the first sentence might appear somewhere else on your page.



Search engines consider the first sentence that can be found after the body text as the first sentence, regardless of where it appears on your page.

Example: *<body>Here goes the first sentence. This text is not the first sentence.*

Headlines

H1 headline texts are the texts that are written between the `<h1>...</h1>` tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts.

Example: *<h1>your very big headline text</h1>*

Web pages have many more elements. Each element can influence the search engine ranking of the web page. In addition to the elements that can be found on a web page (*on-page factors*), the ranking of a web page is also influenced by factors outside the web site (*off-page factors or off-site factors*). Details can be found in the next chapter.



How do search engines rank web pages?

Search engines use mathematical formulas to determine the rank of a web page. These mathematical formulas are called *ranking algorithms*.

The individual ranking algorithms are the best kept secrets of the search engine companies (fortunately, IBP can help you to decrypt the search engine algorithms).

Content is the key

When a search engine spider indexes your web pages, it analyzes the HTML code of your web pages. Where on your pages do special keywords appear? Which words are written in bold face? What text do you use in the title? The list goes on and on. There are very many different web page elements that search engines analyze on your web pages. A good combination of these web page elements increases the ranking of your web pages on search engines.

For example, a web page that contains the keyword *Hawaii vacation* in the title is probably relevant to people searching for the term *Hawaii vacation* on search engines.

Some people think that it's enough to repeat a special keyword over and over on a web page to get high rankings for that keyword. That used to work in the early days of search engines. Nowadays, search engines can detect these *keyword stuffing* pages. Search engines don't want to be tricked. If you use dubious optimization techniques¹³ on your pages, it's very likely that search engines won't list your web site.

The key to high search engine rankings is to use the right keywords in the right elements in the right combination on your web pages. Search engines like content rich web sites that offer a lot of information to web surfers.

How to decrypt the ranking algorithms

As mentioned above, search engines don't reveal details about their ranking algorithms. IBP's Top 10 Optimizer can help you to decrypt the ranking algorithm of any search engine.

IBP's Top 10 Optimizer does the following:

1. It analyzes the web pages that currently have a top 10 ranking for your keyword.
2. It compares these web pages with your own web page.
3. It tells you how to change your own web page so that you can get a similar ranking.

Web pages that currently have a top 10 ranking on a search engine have obviously done something right. If you do the same things, your web page can have the same rankings.

IBP's advantage over other web page optimization tools is that IBP's advice is specifically for *your* keyword, *your* web page and the *selected* search engine. IBP's Top 10 Optimizer doesn't give you general advice. It only gives you advice that is tailored to your specific situation.

In addition, IBP's advice is based on the in-depth analysis of the current, up-to-the-minute top 10 results in the selected search engine. That means that IBP's advice is always up-to-date, specific, and accurate. You won't get that level of search engine optimization accuracy with any other tool.



Off-site factors

In addition to optimized content, the ranking of your web pages is also influenced by off-site factors (also called off-page factors). Off-site factors are the number of links that point to a web site, the age of a web site and the number of people that click on a search result.

Only a few search engines consider the age of a web site (although Google is one of them) and even fewer count the number of clicks a search result receives.

The most important off-site factor is the number and the quality of links that point to your web site (link popularity). The more and the better the web sites that point to your web site, the higher your site will rank on search engines. If more than one web page is optimized for the same keyword, the web page with the best incoming links will get the best ranking.

It is difficult to get high search engine rankings for an optimized web site that doesn't have good incoming links. It is also difficult to get high search engine rankings for an unoptimized web site with many incoming links.



Your web site must have both optimized content and incoming links. Fortunately, IBP can help you with both aspects.



What is the difference between search engines and Internet directories?

Before you promote your web site, you should know the difference between search engines and Internet directories. Techniques that help you to improve your ranking on search engines might not work with Internet directories.

What is a search engine?

Search engines use indexing software programs, called robots or spiders. These software programs are programmed to constantly crawl the web in search of new or updated pages.

They will go from URL to URL until they have visited every web site on the Internet. When visiting a web site, a search engine spider will record the full text of every page found (including sub-pages). After that, it will continue to visit all external links. The URL of a web page is the address of a web page, for example "http://www.Axandra.com/ibp".

By following external links that point to your web site, search engines are able to find your site. The search engine spiders will then revisit your site periodically to refresh the recorded information. Search engines rank your web pages based on mathematical formulas.

What is an Internet directory?

Internet directories don't use indexing software programs. If you submit your web site to an Internet directory, your web site will be indexed by real people who decide whether to include your web site or not.

Directories are usually subdivided into categories, and you have to submit your URL under the most appropriate heading. If you don't, it is very likely that your web site won't be listed.



Which search engines are important?

There are submission services that promise to submit your web site to 50,000 search engines. Some web site promotion tools also claim that they can submit your web site to thousands of search engines.

Thousands of search engines?

There aren't thousands of search engines on the Internet. The majority of these 50,000 so called *search engines* are "free for all" (FFA) link pages or special interest web pages.

Submitting your web page to thousands of FFA sites means that you'll end up with thousands of spam email messages.

In addition, you won't receive a single visitor when you submit your web site about office equipment to a directory of poets in Poland.

There's only a handful of search engines that can really bring visitors to your web site. As always, it's quality that matters, not quantity. For this reason, you should concentrate on the important search engines when you submit your web site to search engines.

Which search engines are important?

Currently, there are only three major players: Google, Yahoo and MSN Search. They are responsible most of the search engine traffic that you can get because they also power other search engines, for example the search engine on AOL.com displays Google results.

Then there are search engines that are not as popular but can bring you some additional visitors, for example Ask Jeeves and Teoma.

In addition, there are country specific search engines. If you have a German web site, you should also submit to the popular German search engines, for instance Fireball.de.

What about directories?

Directories are different from search engines because all web site submissions are reviewed by humans. There are several directories where your web site should be listed. The most important directory is The Open Directory Project at www.dmoz.org.

You should also submit to topic specific search engines. If your web site sells garden equipment, you should submit your web site to specific garden directories. Even if they send you only a few visitors, they could improve the link popularity of your web site which helps your ranking in other search engines.

Where can I get a list of all important search engines and directories?

Click the *Supported Search Engines* link in IBP's main window to get a list of all the important search engines and directories. IBP also supports country-specific search engines and special interest directories.



What is unethical search engine optimization?

Some search engine optimization companies and software developers use unethical techniques and tricks to artificially boost the search engine rankings of a web site. This dilutes the quality of search results and calls into question the accuracy of search results.

For this reason, the search engines are continuously trying to counter the spam techniques which webmasters might be using and penalize or ban them.

They continue to reconstruct their algorithms to prevent spammers from flooding the results page with irrelevant or low quality content.

If you use a web site promotion tool that uses these unethical techniques, you'll put your web business at severe risk.

Axandra tools use only ethical SEO methods.

Our products use only ethical search engine optimization methods. They use only techniques that produce lasting results and that don't offend search engines.

Search engines consider the following search engine optimization techniques as SPAM. For that reason, Axandra products DO NOT use or promote them:

- automatically generated doorway pages
- cloaking and false redirects
- keyword stuffing
- hidden text or hidden links
- pages loaded with irrelevant words
- duplicated content on multiple pages
- misspelling of well-known web sites
- unrelated and centralized link farms
- other methods that try to trick search engines

You might get short term results with these techniques but it's very likely that your site will be banned from search engines if you do. You'll put your web business at severe risk if you use one of these methods.

Axandra web site promotion tools use only ethical search engine optimization techniques that produce lasting results.

Ethical search engine optimization is about everyone winning

Ethical search engine optimization leads to a symbiotic relationship:

- Search engines: They win as they are provided with pages that are easy to understand and that contain the quality information that their visitors search for.
- Searchers: They win as they are getting what they ask for from the search engines. They search for "green widgets" and get a page about green widgets.
- Web site owners: They win as they are getting quality visitors who are interested in what their web site has to offer.



IBP helps you to build web sites that are beneficial to web surfers, web site owners and search engines.



Can SEO companies guarantee high rankings?

Some SEO (search engine optimization) companies guarantee that you will get a special search engine position if you let them do the work for you. Actually, this is not possible. No company can guarantee search engine listings.

If a company makes such promises, take a closer look at the small print. The catch is often that the company selects the search terms. You'll be listed for obscure search terms that nobody searches for.

If you have a unique company name or a unique product name, it's relatively easy to get high search engine rankings for that term.

Before paying a company to get high search engine rankings for you, try it yourself with IBP. You'll find out that you can get high search engine rankings for yourself.

The only way to get high search engine rankings and keep them is good web page content any playing by the rules.

Step 1: Find the right keywords

IBP's Keyword Generator

Keywords are the words that web surfers enter in search engines to find web sites. It is important that your web site has good search engine rankings for popular keywords that are related to the theme of your web site. In this manual, we use the term "keywords" for single word keywords and for keyword phrases, for example "hiking boots shop chicago".

The right keywords are important to the success of your SEO activities!

It's pointless to optimize your web pages for keywords that nobody uses in the search engines. In addition, in order to get targeted visitors, the keywords must not be too broad or too general. IBP's Keyword Generator tool helps you to build a list of keywords that people use on search engines to find your web site.

Which keywords are the right keywords for your web site?

Use focused and targeted keyword phrases that are common enough so the web searcher will use them, but selective enough that they don't return millions of matches. Very specific keywords generate highly qualified, targeted traffic that increases your sales. The first step in choosing the right keywords is to make them very specific.

- use keyword phrases that consist of two to four words
- avoid very competitive keywords
- be specific
- only check the keywords that are important to you

For a successful online marketing campaign, you have to target the right keywords. The keywords you use should be relevant for your web site and web surfers should be searching for your keywords. Most people use a two to four word phrase in a search, so phrases are very effective.

Single words cannot be promoted effectively. For example, it is not likely that someone looking for "free software download" is going to type just "software" into the search box.

Avoid the most popular keyword phrases because you'll be competing with millions of other pages for a search engine's attention. It is unrealistic to think that a new web site could rank number one on a popular phrase like "mp3". More established companies who have been on the Internet for several years will have the big advantage of a high link popularity.

Internet users who use four-word searches are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).



If you want to successfully promote your web site on the Internet, you have to choose the right keywords. If you target the wrong keywords, your web site promotion efforts will be in vain.

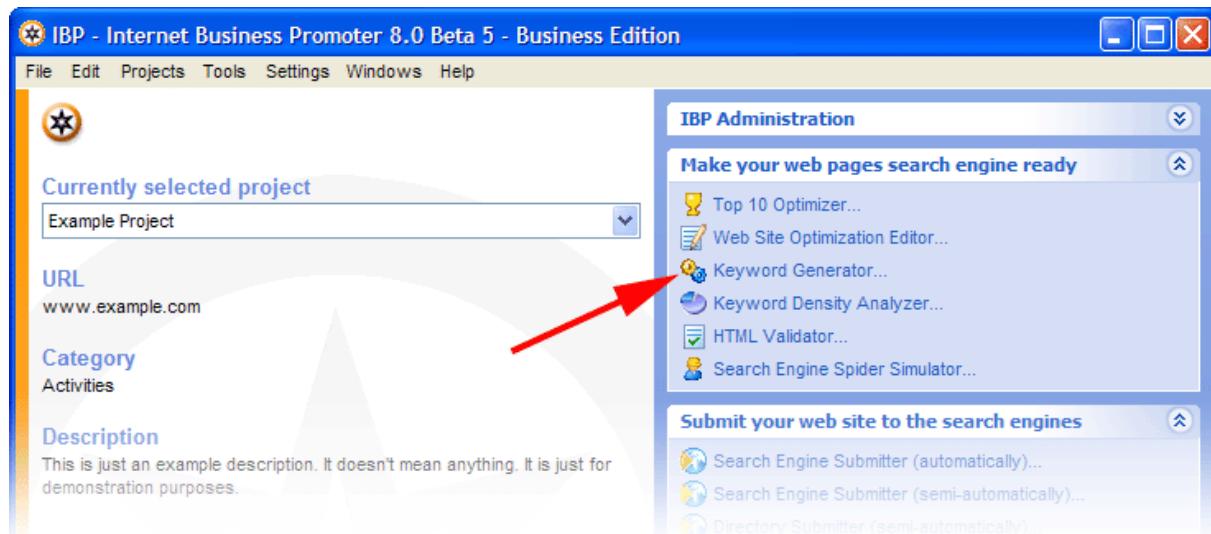
Further information:

[Click here to read our search engine facts article about finding the right keywords for your site.](#)



How to use IBP's Keyword Generator

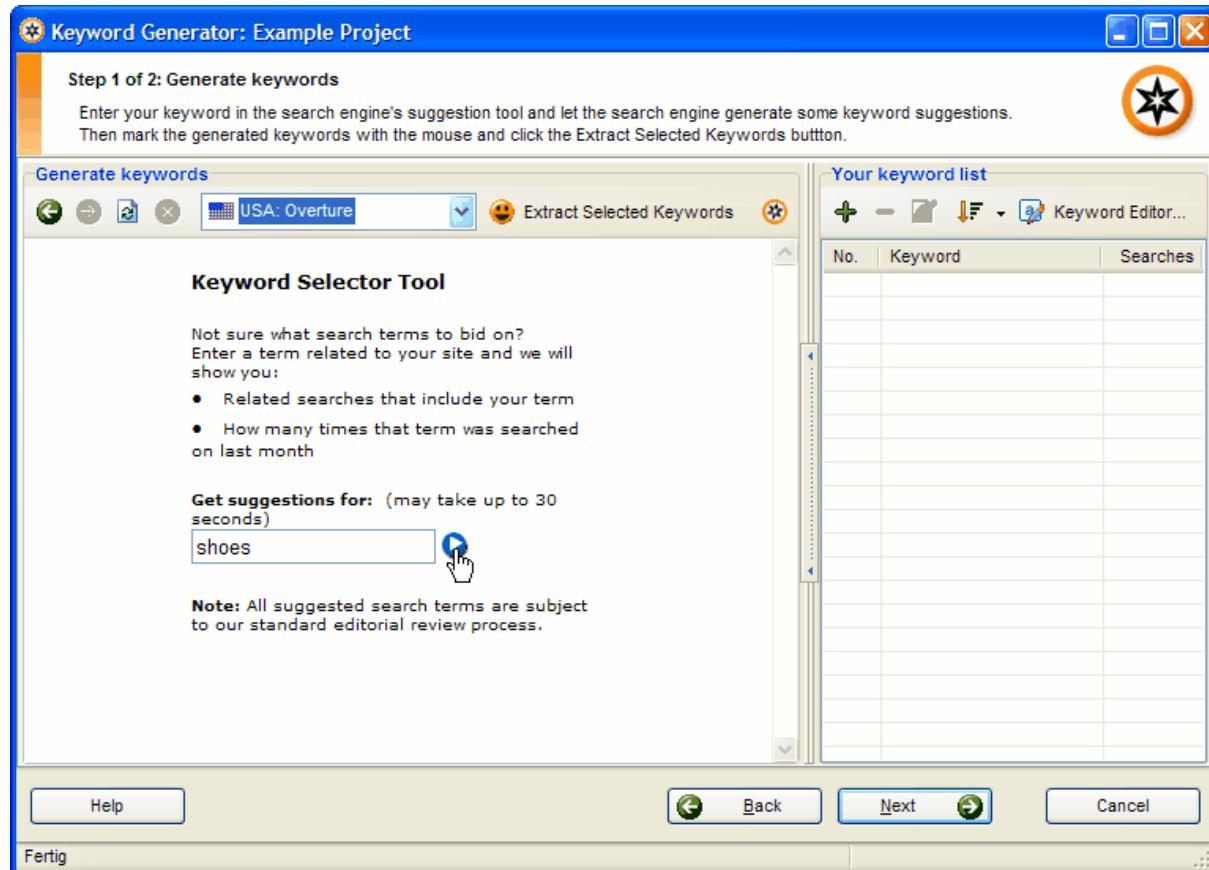
IBP's Keyword Generator is very easy to use. Click the *Keyword Generator* link in IBP's main window to open the Keyword Generator window.



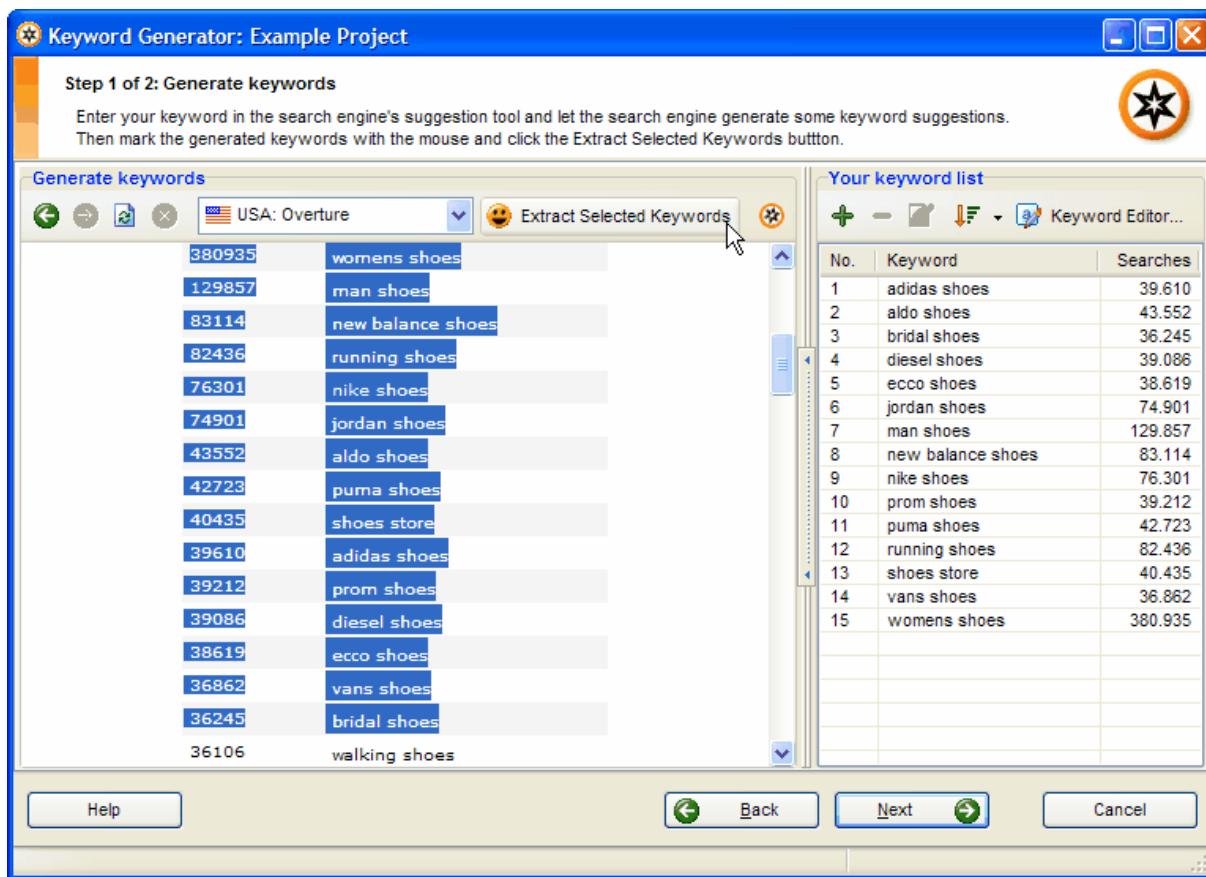
Click the *Next* button in the first window of the Keyword Generator window to proceed.

Step 1:

The Keyword Generator allows you to quickly access the keyword suggestion tools of popular search engines. You can choose a keyword suggestion tool in the popup menu at the top of the window.



Enter a keyword to get suggestions for your web site.



If you find keywords that might be useful for your web site, select them with the mouse. You can select the keywords just like any text you select in a word processor. Then click the *Extract Selected Keywords* button to copy the selected keywords to your keyword list.

IBP will add the selected keywords to the list at the right side of the window. Not all keyword suggestion tools provide the number of searches. For that reason, the "Searches" column might be blank for some keywords.

The buttons above the "Your keyword list" list allow you to add, edit and delete keywords. You can also sort the keyword list. The *Keyword Editor...* button opens the *Keyword Editor* tool in IBP. You only need this tool when working with pay per click (PPC) search engines. This is explained later in this manual. At the moment, you can simply ignore the *Keyword Editor...* button.

The number of searches is only a rough indicator.

[For detailed information on how to choose your keywords, read this article](#) (highly recommended!).

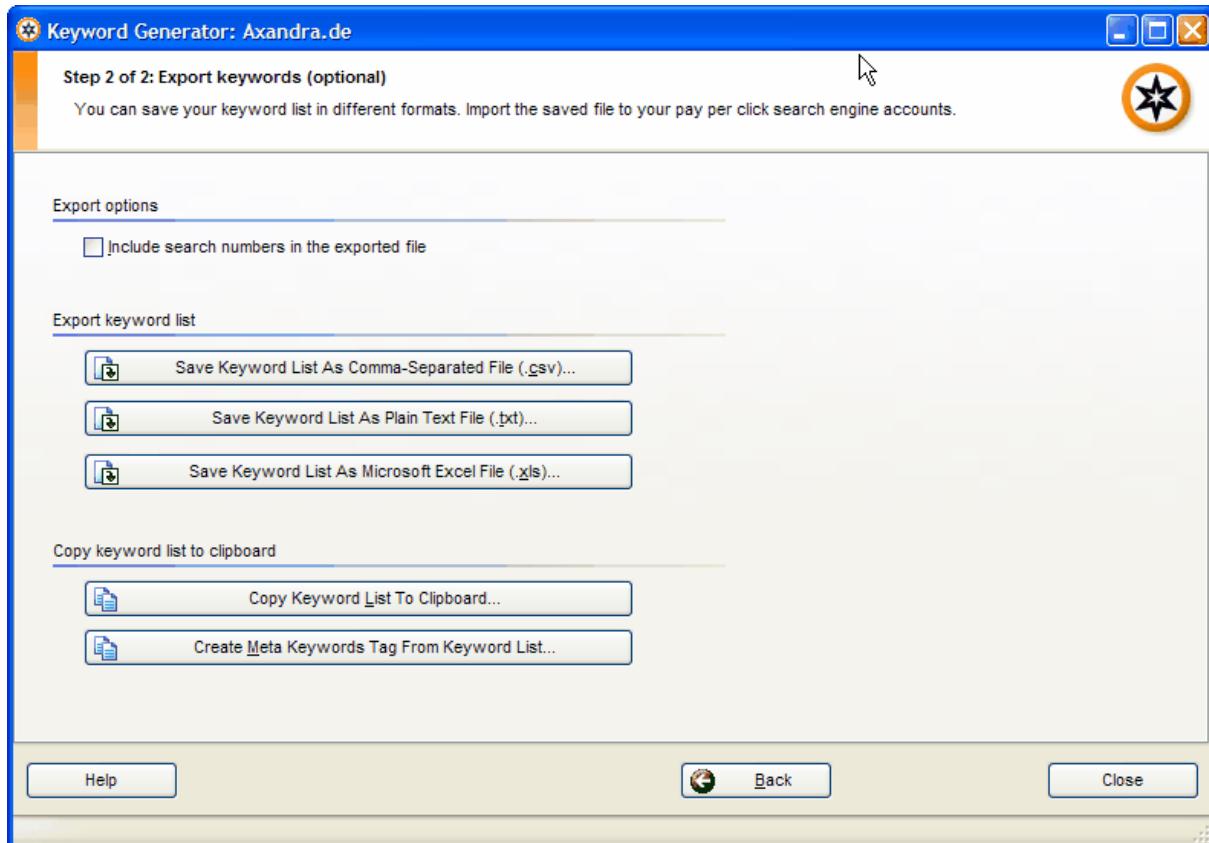


Tip: If you choose the suggestion tool of another search engine and select the same keywords again, the keywords won't be added twice but the number of searches will add again.

When you've found the right keywords for your web site, click the *Next* button to proceed to the next step.

**Step 2:**

The last window allows you to save your keyword list. This allows you to have your keywords ready at hand when you work with your web site.





Checklist

Before proceeding with the next step, make sure that you can check the positive option on all of the following items:

Things you should have done:

1. Have you focused on keywords that consist of two to four words?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2. Have you focused on keywords that will bring you targeted visitors instead of keywords with a high search volume?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. Have you avoided keywords that consist of only one word?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Are your keywords so targeted that it is very likely that they'll attract visitors that are interested in your products?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Do you know which keywords potential customers use to find web sites that are similar to yours?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Things you should know:

1. One word keywords are not very effective because they are not very targeted. In addition, the competition for these keywords is very high and it is very difficult to get good rankings for them.	<input type="checkbox"/> I know that
2. Web surfers might not use the keywords you expect. For example, people searching for "rhinoplasty" might actually enter "nose job" as the keyword. It is important to find the keywords that potential customers really use.	<input type="checkbox"/> I know that
3. Internet users who use four-word searches are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).	<input type="checkbox"/> I know that

Can you answer positively to all questions? Great! You can now proceed with the next search engine optimization step.



Don't cheat yourself. If you want to get the best results for your web site, you really should be able to make the positive choice on all the items before you proceed.

Step 2: Optimize your web pages

How to optimize your web pages

When you have found the right keywords for your web site, you have to optimize your web pages for high search engine rankings. Only optimized web pages can have good search engine rankings.

Optimizing your web pages involves two steps:

- you should optimize your web pages for your important keywords
- you should make sure that the HTML code of your web pages is error free

Optimizing your web pages for your keywords makes sure that your web pages can be found for these keywords. Checking the HTML code of your web pages makes sure that search engines can parse your web pages.



IBP helps you to optimize your web pages and it also helps you to check the HTML code of your web pages. If you prepare your web pages with IBP, you can be sure that they are in the best position for high search engine rankings.



IBP's Top 10 Optimizer

Submitting your web site to search engines is pointless if your web pages aren't optimized for search engines. Most likely, your web site will be listed at position 14,527 or search engines may not even index it at all.

Most search engines display 10 results on the first page, and relatively few searchers click through to look at the second page. According to usability expert Jakob Nielsen, "Users almost never look beyond the second page of search results." Danny Sullivan, ClickZ Search Engine Marketing Columnist, puts it this way:

"Being listed on position 11 or beyond means that many people may miss your web site."

For that reason, optimizing your web pages is a very important step in your web site promotion campaign. IBP offers three tools that help you to optimize the your web pages for high search engine rankings: IBP's Top 10 Optimizer, IBP's Keyword Density Analyzer and IBP's Web Site Optimization Editor.



Before submitting your web pages to search engines, you must make sure that they are optimized for your important keywords and for the special search engines you're targeting.

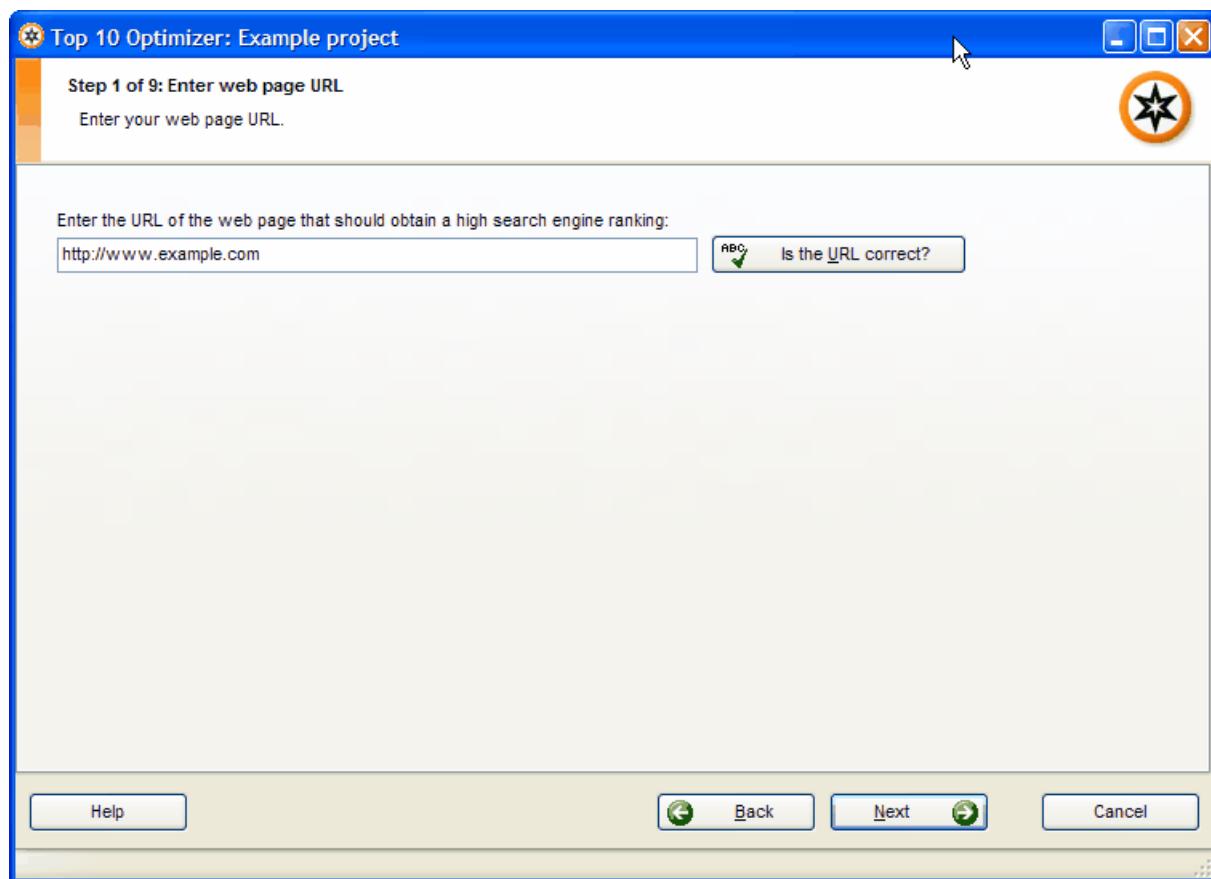
If you optimize your web pages with IBP before submitting, you can be sure that they will get the best possible search engine rankings. Optimize one web page for one or two keywords. If you have many web pages, you should optimize one web page per keyword.

How to use IBP's Top 10 Optimizer

IBP's Top 10 Optimizer is very easy to use. A step by step assistant guides you through the process. Click the *Top 10 Optimizer* link in IBP's main window to start the Top 10 Optimizer.

Step 1:

Enter the URL of the web page for which you want to obtain high search engine rankings. The *Is the URL correct?* button allows you to check if the URL works or if it contains a typing mistake.

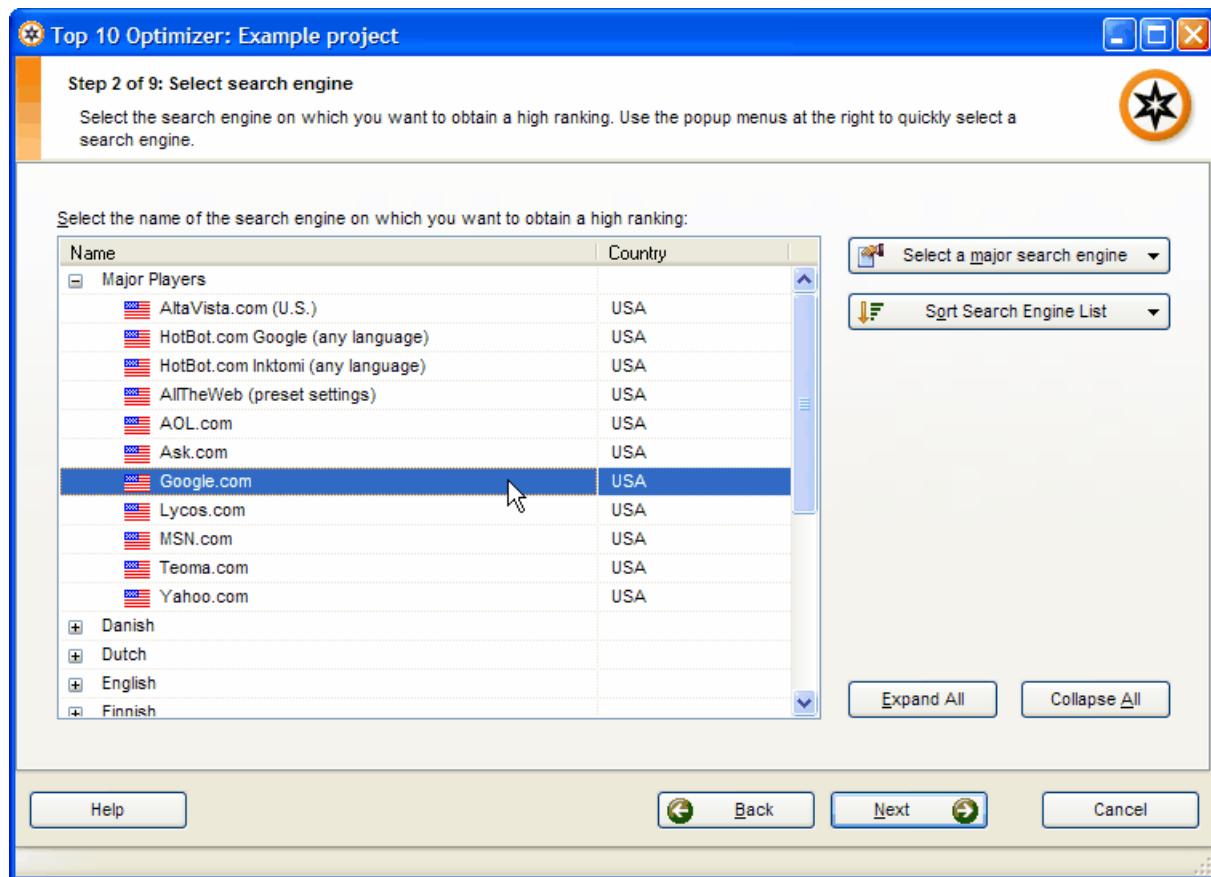


Click the *Next* button to proceed to the next step.

**Step 2:**

Select the search engine on which you want to obtain high rankings. You can select a search engine by clicking on its name.

The search engines are sorted by language. To quickly select a major search engine, use the *Select a major search engine* popup menu. To view all search engines within a language category (for example "English") click the small + button next to the language name.



Click the *Next* button to proceed to the next step.

**Step 3:**

Enter the keyword for which you want to obtain a high ranking on that search engine. It's very important that you choose your keywords wisely. If you haven't done it yet, read the chapter [Find the right keywords](#)¹⁶¹ in this manual.

Enter a single search term (keyword or key phrase) for which you want to obtain a high search engine ranking:

 [How to choose the most profitable keyword](#)



Click the *Next* button to proceed to the next step.

**Step 4:**

IBP will now get the web pages that currently have a top 10 ranking for that search term on the selected search engine. These are the pages that will be analyzed by IBP. If you only want to analyze some of these pages, you can delete one or more URLs from the list.

Compare your web page with these web pages:

1: http://chicago.citysearch.com/section/shopping	
2: http://chicago.citysearch.com/profile/3677539/%3Fcslink%3Dcs_boc_lw_2_2	
3: http://www.fantasycostumes.com/category.cfm%3FCategory%3D200%26CFID%	
4: http://jerz.setonhill.edu/personal/	
5: http://marriott.com/property/fodors.mi%3Fsection%3Dshopping%26city%3DChica	
6: http://store.nordstrom.com/category/tab.asp%3Fcategory%3D2376778~2372808	
7: http://www.chicagotribune.com/shopping/printtoweb/	
8: http://travel.yahoo.com/p-travelguide-2824750-g_bani_shoes_chicago-i	
9: http://www.madisonandfriends.com/	
10: http://www.nbwebexpress.com/default.asp	

Fill list with the top 10 ranked pages for "shoe shop chicago" on Google.com...

 Delete URL
View HTML source code
Open URL in web browser

Click the *Next* button to proceed to the next step.

**Step 5:**

This window allows you to choose additional settings. In general, you should use the preset choices.

Analysis options

Follow frameset link if the frameset contains only one link

If the web page contains a Meta Refresh link, follow the link and analyze the linked web page instead

Only analyze web pages that contain the keyword in the HTML source (recommended)

 [How to change the way the keyword density is measured](#)



Click the *Next* button to proceed to the next step.

**Step 6:**

Select the web page elements you want to analyze in this window. In general, you should analyze all elements.

Check all web page elements that should be analyzed. It's recommended to check all web page elements. If you want, you can also change the order in which the web page elements should appear in the report:

- Document Title
- META Keywords
- META Description
- Body Text
- First Sentence of the Body Text
- Link Popularity
- URL
- H1 Headline Texts
- H2 Headline Texts
- Same Site Link Texts
- Outbound Link Texts
- Inbound Links
- Same Site Link URLs
- Outbound Link URLs
- IMG ALT Attributes
- HTML Comment Tags
- General Advice

[Check All](#) [Uncheck All](#)

Click the *Next* button to proceed to the next step.

**Step 7:**

This window allows you to specify additional report settings. If you are using IBP for the first time, you should not change these settings.

Chapter contents

Include "Their Contents" section

Include "Your Contents" section

Include "Advice" section:

Show complete advice section

Include "Detailed Analysis" section

Contents of the "Link Popularity" chapter (every option below takes some time)

Get link popularity numbers from this search engine:

AltaVista.com (U.S.)

Check if a web site is linked from The Open Directory Project (dmoz.org)

Check if a web site is linked from the Yahoo directory (USA)

Click the *Next* button to proceed to the next step.

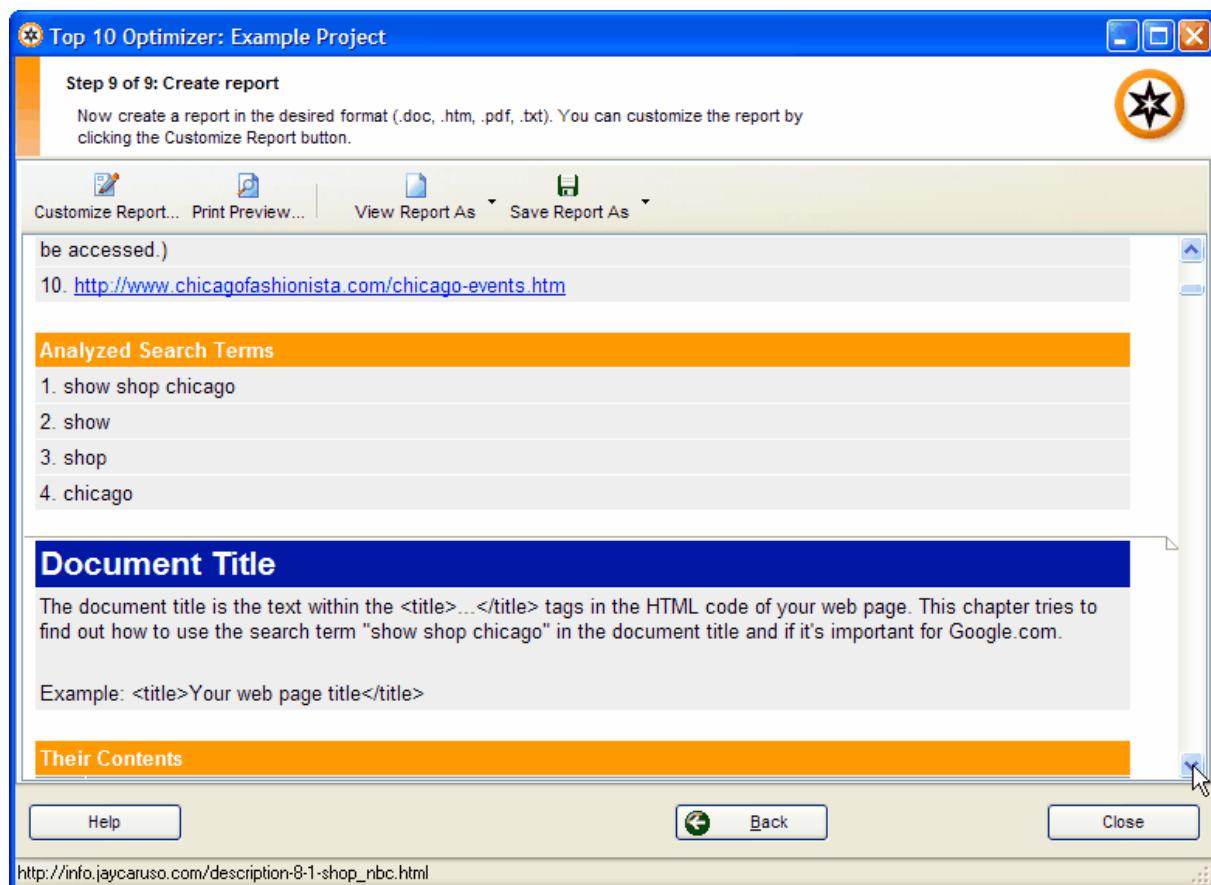
Step 8:

IBP analyzes the top 10 ranked web pages and compares them to your web site. This can take some time because IBP analyzes many aspects that could be important for a high search engine ranking.



Step 9:

The last step is the most important step of IBP's Top 10 Optimizer. It shows the results of the web page analysis. The report tells you in plain English what you have to do to improve the ranking of your web page for the selected search term on the selected search engine.



The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.

Click the *Customize Report...* button to change the layout of the report and to customize the report with your company information. The settings in the Customize Report window can only be changed in the Business edition of IBP.



What you have to do now

Read the report carefully and follow its instructions. If you have to change something on your web page to improve the ranking, IBP will mark this with one (">") or two arrows (">>"), depending on the importance of the advice.

To edit your web page, open it in IBP's Web Site Optimization Editor and follow the advice in the report. If your web page is already well designed for a certain aspect, you'll see an "OK" next to the analyzed web page element.

Upload your changed web page to your host server and create a new report with the Top 10 Optimizer until the report shows "OK" for all analyzed web page elements. Now your web page is fully optimized for a high ranking on the selected search engine for the chosen keyword.



How IBP's Top 10 Optimizer measures

This chapter tells you how the Top 10 Optimizer analyzes the elements of the top 10 ranked web pages and of your web page. You don't have to know it if you just want to use the Top 10 Optimizer. However, if you think that IBP calculates anything wrong, you should read this chapter first. There are different methods to calculate the same thing, so we decided to publish how IBP's Top 10 Optimizer measures in detail.

How IBP's Top 10 Optimizer works

IBP's Top 10 Optimizer uses a proven search engine optimization method that really works. It analyzes the web pages that currently have a high ranking for your important keyword and it compares them to your site. Since these pages have a top 10 ranking, they must have done something right.

Analyzing the HTML code of the top 10 ranked web pages is time-consuming work and many people don't know which parts have to be analyzed and how. That's why we developed IBP's Top 10 Optimizer tool. With IBP, analyzing the top ranked web pages is as easy as 1-2-3.

The Top 10 Optimizer analyzes the top 10 results from a selected search engine. It tells you how the search engine ranks web sites by finding out what the top 10 web pages have in common. Then it compares your web page with the top ranked pages. A detailed report tells you in plain English what you must change on your pages to obtain a top ranking for yourself.

IBP's advice is based on the in-depth analysis of the current, up-to-the-minute top 10 results in the selected search engine. It is specifically for your important keyword and specifically for the selected search engine.

IBP high quality analysis results are always up-to-date, specific, and accurate. You won't get that level of search engine optimization accuracy with any other tool.

User agents and cloaking

If you visit a web page with a web browser, then your web browser will tell the server its name. For example, if the web browser application sends the server the text 'Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)', then the server knows that the web browser is "Microsoft® Internet Explorer®" on a Windows 2000 computer. The identification line is called the "user agent" of the web browser application.

Some webmasters tell their servers to send a different web page if the user doesn't use Microsoft's Internet Explorer. For example, if Google's web crawl application visit their web site, then their server will send a different web page, one with more search terms and specifically optimized for Google. This method is called "cloaking".

The Top 10 Optimizer uses a built-in web browser to visit the search engine web sites and all other web sites. The Top 10 Optimizer knows the user agent names of the search engines and will use them according to the search engine you've selected. For example, if you've selected "Google" as the search engine, then the Top 10 Optimizer will use a typical Google user agent name to visit the web pages.

That way, the Top 10 Optimizer tries to get the same web page from the server as the search engine crawl application, and you will be able to optimize your web page exactly the same way as the top ranked web page.



This also means that the Top 10 Optimizer might return other results than those that you'll get when you manually visit the top 10 ranked web pages. Please remember this before contacting us because you think that the Top 10 Optimizer returns wrong results.

Keyword density

Keyword density tells you how much of a text is keyword. For example, if the keyword is "music" and the text is "music shop", then one out of two words are keyword, so the keyword density is 50% in this example. IBP can also calculate the keyword density based on the number of characters. You can specify this in the *General Settings* window in IBP.

Number of search terms

There are different methods to calculate the number of search terms in a text. For example, everyone agrees that "music shop owner", as well as the URL "www.musicshopowner.com", contain the keywords "music", "shop" and "owner".

However, if the keyword consists of more than word, for example "music shop", then the Top 10 Optimizer demands a space between the words. So in our example, the key phrase "music shop" can be found in the text "music shop owner". However, the key phrase "music shop" cannot be found in the URL "www.musicshopowner.com".

To find key phrases in the URL, the Top 10 Optimizer changes the URLs. For example, if the URL is "http://www.music-shop-owner.com/sales.htm", then the text "music shop owner sales" will be extracted. This means that before counting the number of search terms, the Top 10 Optimizer filters common URL elements such as "http://", "www.", ".com" and ".htm". In addition, the characters "-", ".", "/" and "~" will be regarded as spaces.

Why doesn't the Top 10 Optimizer adjust my web pages automatically?

It's not possible to automatically adjust your web pages. Every web page has its own design and uses its own HTML code.

If web pages were automatically adjusted by a software program, all web sites would look the same sooner or later. Some tools automatically create "optimized" web pages for you. These pages are called "doorway pages" or "advertising pages". They are supposed to look good to search engines but they are ugly and meaningless to human web surfers. Search engines don't like that kind of automatically created pages and they consider this as [spam](#).

For that reason, IBP's Top 10 Optimizer doesn't automatically adjust your pages. You'll get much better results if you follow the advice in IBP's Top 10 Optimizer report and change the pages yourself. IBP's Web Site Optimization Editor can help you to quickly adjust your web pages.



IBP's Keyword Density Analyzer

If you have optimized your web pages with the [Top 10 Optimizer](#)^[24] it's usually not necessary to use the Keyword Density Analyzer. You can proceed directly to the [Web Site Optimization Editor](#)^[42]. However, some web promotion agencies want to offer their customers keyword density reports. That's why we included that feature in IBP.

Keyword density is the relation of a keyword to the other words in a web page element. For example, the web page title

<title>This is just an example for a web page title</title>

has a keyword density of 20% because seven out of 35 characters in this title make the word "example".

The keyword density analyzer of IBP allows you to analyze the keyword density of your web pages. You can also compare the keyword density of certain parts of your web page, and compare the keyword density of one page with a second web page.

Why is the right keyword density important?

Some search engines penalize web sites that use the same keyword over and over on their pages to get a high ranking for that keyword ("keyword stuffing"). This might happen by mistake if you overuse your most important keyword on your pages. To avoid getting banned on search engines, make sure that your web pages have the right keyword density. As mentioned above, this can also be done with the Top 10 Optimizer tool.

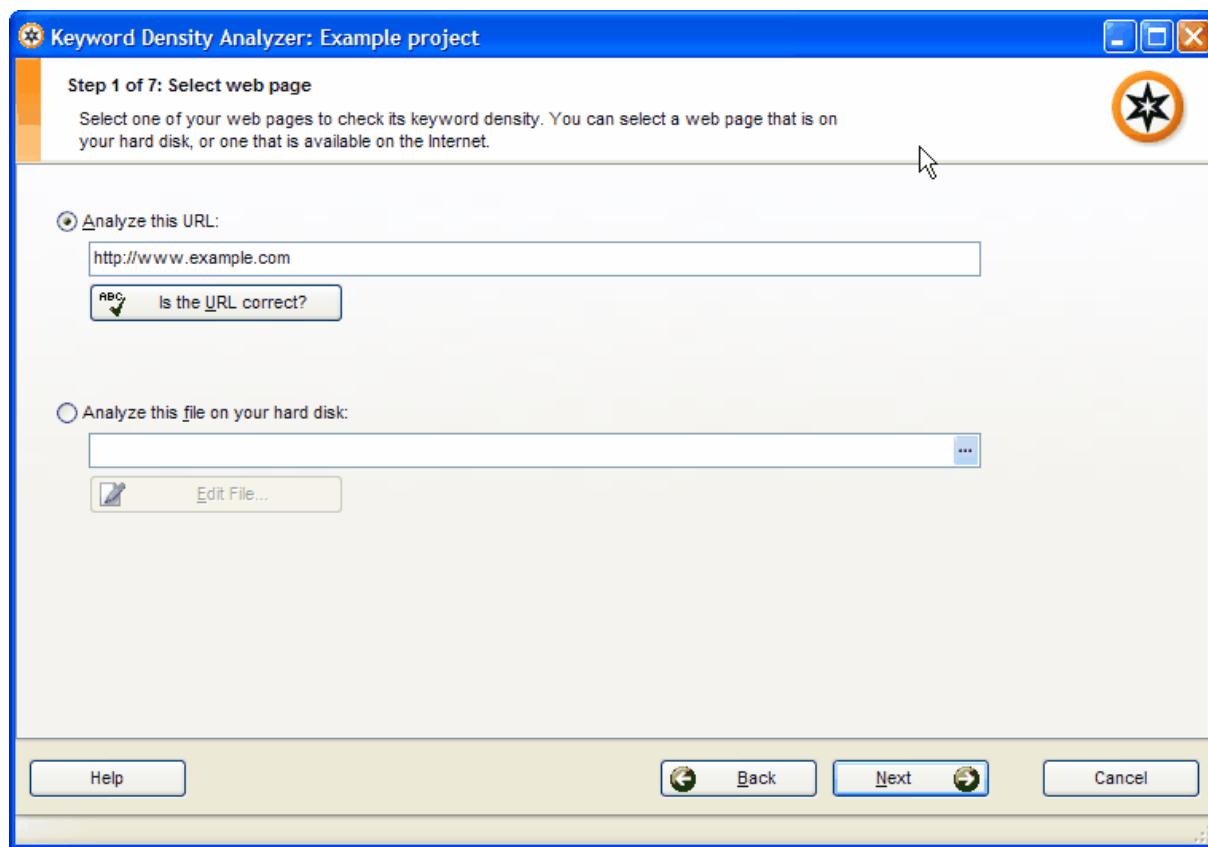
The right keyword density will help you to improve the search engine placement of your site.

How to use IBP's Keyword Density Analyzer

Like all IBP tools, the Keyword Density Analyzer is very easy to use. A step by step "assistant" guides you through the process. Click the "Keyword Density" link in IBP's main window to start the Keyword Density Analyzer.

Step 1:

Enter the URL of the web page you want to analyze. The *Is the URL correct* button allows you to check if the URL works or if it contains a typing mistake.



If you want to analyze the keyword density of a file on your hard disk, use the second edit field. Click the *Next* button to proceed to the next step.

**Step 2:**

If you want, you can compare the keyword density of the analyzed web page with the keyword density of another web page. For example, you could compare your own web page with a competitor web page.

Just enter the URL of the web page with which you want to compare your page in the first edit field or select a local file by clicking the "..." button.

No comparison with a second web page

Compare the first web page with this URL (e.g. the URL of a competitor web page with a high ranking):

Is the URL correct?

Compare the first web page with this file on your hard disk:

Edit File...

Click the *Next* button to proceed to the next step.

**Step 3:**

This step allows you to choose for which keyword the density should be calculated. You can enter your own keywords in the first text box or you can let IBP's Keyword Density Analyzer extract all keywords from the analyzed pages by selecting the second option.

Analyze the keyword density for these words or phrases (enter one per line):

shoes
shoe shop
sneakers
chicago

Add Keywords From META Keywords Tag...

Extract all relevant keywords from the web page automatically

These words should not be considered as keywords (enter one per line):

ab
aber
able
about
above
abril
absolutely

Click the *Next* button to proceed to the next step.

**Step 4:**

This window allows you to choose which web page elements should be analyzed. In general, you should analyze all web page elements.

Which web page parts should be analyzed

<input checked="" type="checkbox"/> Document Title	<input checked="" type="checkbox"/> All Link URLs	<input type="button" value="Check All"/>
<input checked="" type="checkbox"/> Body Text	<input checked="" type="checkbox"/> All Link Texts	<input type="button" value="Uncheck All"/>
<input checked="" type="checkbox"/> Bold Body Text	<input checked="" type="checkbox"/> Same Site Link URLs	
<input checked="" type="checkbox"/> META Keywords	<input checked="" type="checkbox"/> Same Site Link Texts	
<input checked="" type="checkbox"/> META Description	<input checked="" type="checkbox"/> Outbound Link URLs	
<input checked="" type="checkbox"/> H1 Headline Texts	<input checked="" type="checkbox"/> Outbound Link Texts	
<input checked="" type="checkbox"/> H2 Headline Texts	<input checked="" type="checkbox"/> IMG ALT Attributes	
<input checked="" type="checkbox"/> H3 Headline Texts	<input checked="" type="checkbox"/> HTML Comments	
<input checked="" type="checkbox"/> H4 Headline Texts	<input checked="" type="checkbox"/> Web Page Parts Combined	

- Document Title: this is the title of the web page (as specified with the HTML tags `<title>...</title>`)
- Body Text: this is the visible text of the web page
- Bold Body Text: this is the visible text of the web page between `...` tags
- META Keywords: this is the text in the invisible META Keywords tag
- META Description: this is the text in the META Description tag, which is not in the visible text
- H1-H4 Headline Texts: this is the text between the headline tags, for example the `<h1>...</h1>` tags
- All Link URLs, Inbound Link URLs, Outbound Link URLs: these are the link URLs in the `<a>` tags
- All Link Texts, Inbound Link Texts, Outbound Link Texts: these are the link texts between the `<a>...` tags
- IMG ALT Attributes: this is the text in the `` attributes
- HTML Comments: this is the text in the HTML comments `<!-- ... -->`
- Web Page Parts Combined: this includes the document title, all meta tag contents, the body text, all link URLs, `` attributes and the HTML comments

Click the *Next* button to proceed to the next step.

**Step 5:**

This window allows you to choose additional settings. In general, the preset choices will serve you well.

How the keyword density should be determined

Analyze whole words only (recommended)



When analyzing whole words only, the word "swim", for example, will be found in the sentence "I can swim here" but not in the sentence "I went swimming".

Analyze keywords case sensitively (not recommended)

When analyzing keywords case sensitively, the words "test" and "Test" are analyzed as different words.

Keyword arrangement in the report

Sort keywords alphabetically

Sort keywords by keyword density

Click the *Next* button to proceed to the next step.

Step 6:

IBP analyzes the keyword density of the selected web page.



Step 7:

The last step shows you the result of the keyword density analysis. Depending on the results, you might want to edit your web page to change the keyword density.

Document Title

Keyword or key phrase	Number of words	Number of characters
shoe shop chicago	0 of 3 (0,0%)	0 of 16 (0,0%)
shoe shop	0 of 3 (0,0%)	0 of 16 (0,0%)
sneakers	0 of 3 (0,0%)	0 of 16 (0,0%)
shoes	0 of 3 (0,0%)	0 of 16 (0,0%)

Body Text

Keyword or key phrase	Number of words	Number of characters

Buttons at the bottom: Help, Back, Close.

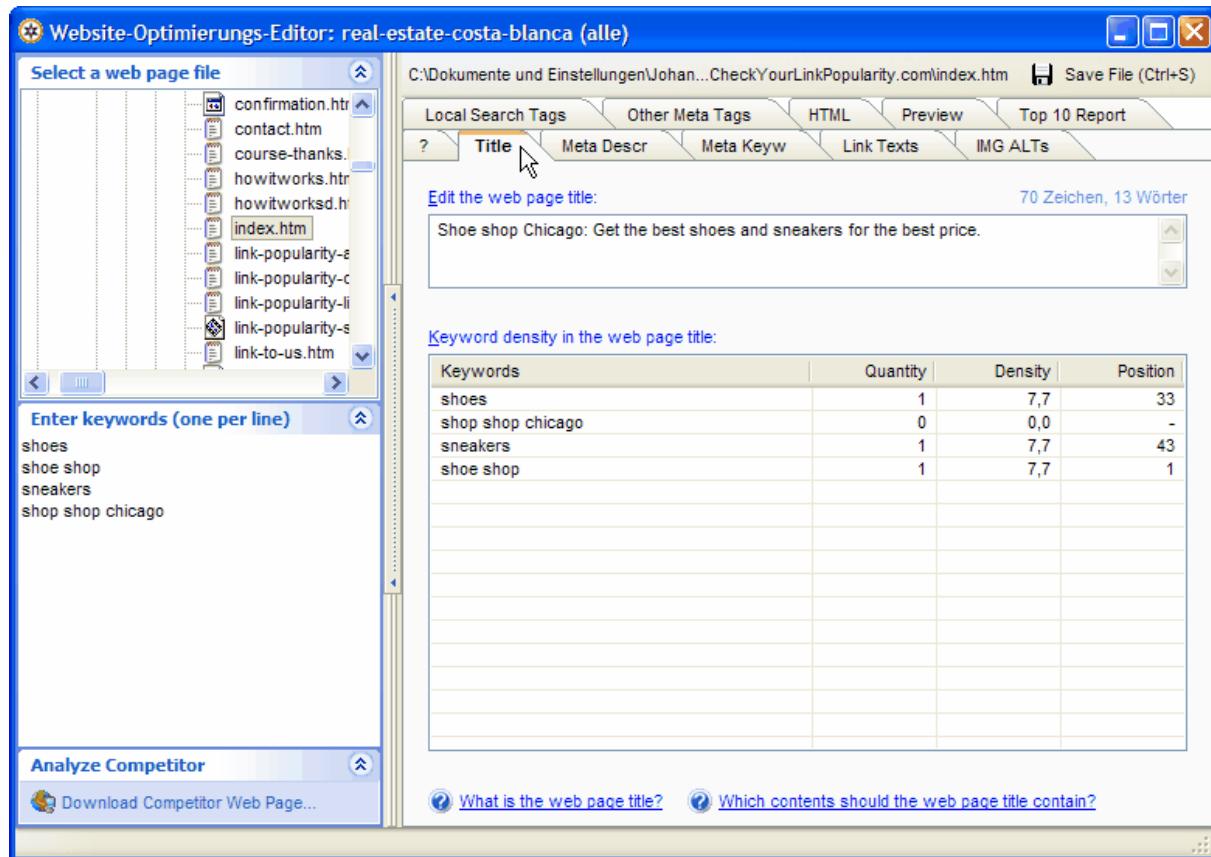
The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.



IBP's Web Site Optimization Editor

IBP's Web Site Optimization Editor helps you to quickly make changes to your web pages so that they are compliant with the advice of IBP's Top 10 Optimizer. Click the *Web Site Optimization Editor* link in IBP's main window to start the editor.



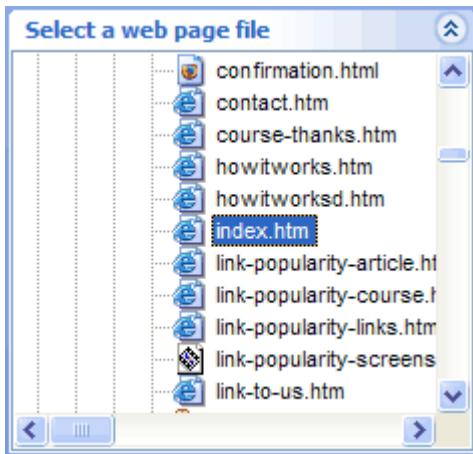
When you ran IBP's Top 10 Optimizer you probably received many suggestions on how to change your web page. IBP's Web Site Optimization Editor helps you to quickly apply these changes to your web pages.



Do the following to edit your web pages:

Step 1: Select your web page in the Select a web page file list.

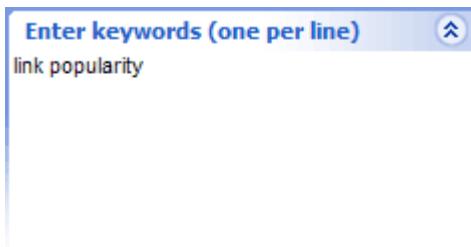
The Select a web page file list is a simple file dialog that allows you to select web pages that are stored on your hard disk. The Web Site Optimization Editor cannot edit files directly from your web site. The files must be on your hard disk.



(If you don't have a copy of the web page you want to edit on your hard disk, select Save As > HTML Source in the File menu of your web browser to save a copy of the page to your hard disk.)

Step 2: Enter the keyword for which you want to optimize your web page in the Enter keywords box.

Enter the keyword for which you want to optimize your web page in the second box on the left side. This should be the same keyword that you used in IBP's Top 10 Optimizer.

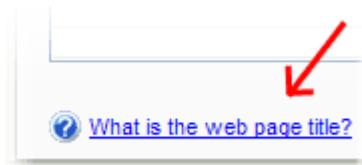


Step 3: Go through the panels and optimize the web page

The panels represent the different elements of the web page. The Title panel shows the content of the <TITLE> </TITLE> tag in the HTML source of the web page, the Description panel shows the content of the META description tag, etc.

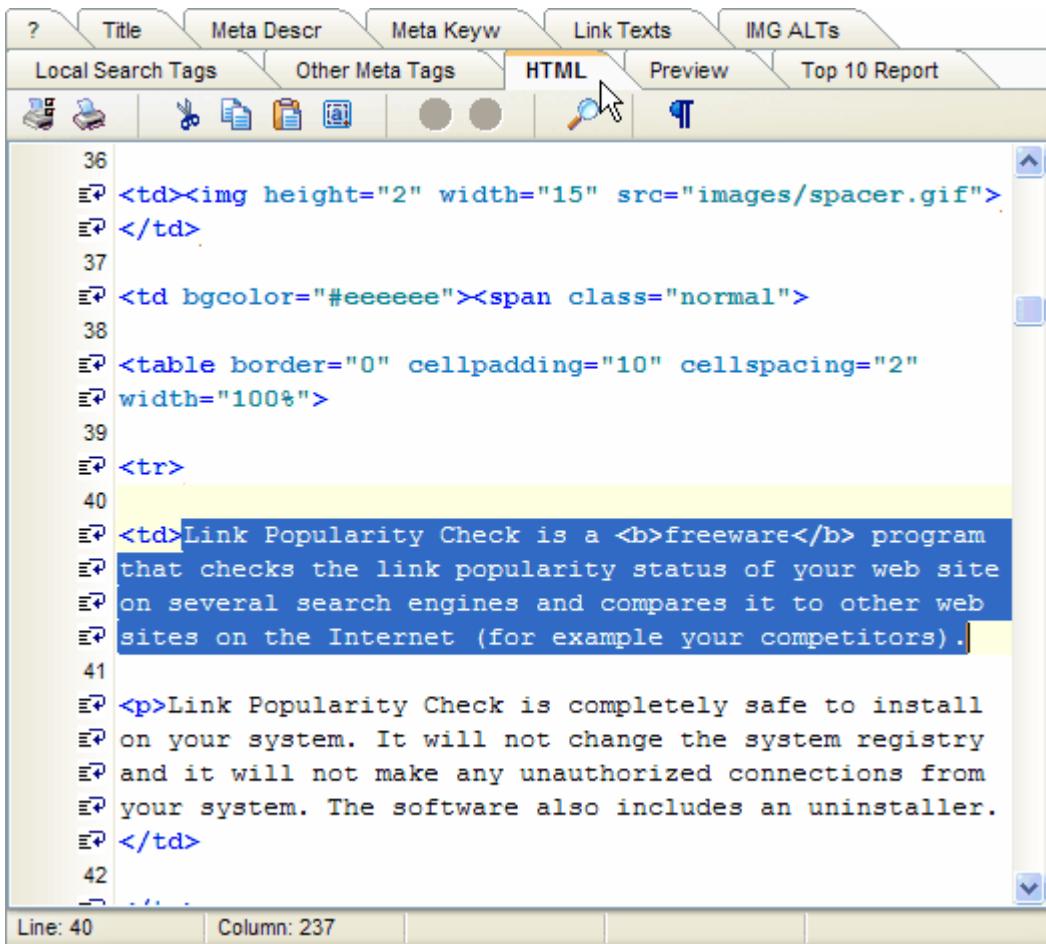
Click the Title panel to edit the title of the web page. Change the title according to the suggestions of IBP's Top 10 Optimizer report. As you type, IBP's Web Site Optimization Editor will automatically update the Keyword Density and other information that is related to the keyword.

That allows you to quickly change the title according to the suggestions of IBP's Top 10 Optimizer so that your web pages are prepared for top 10 search engine rankings. Click the question mark icons at the bottom of each panel to get further information about the selected web page element.





To edit more complex parts of your web page, click the HTML panel. That will open the plain text HTML editor:



```
36
37
38
39
40
41
42
```

Link Popularity Check is a **freeware** program
that checks the link popularity status of your web site
on several search engines and compares it to other web
sites on the Internet (for example your competitors).

The plain text HTML editor allows you to directly edit the HTML code of your web page. You can edit the body text and other web page elements that way.

Step 4: Save your work and upload the optimized web page to your web server

Click the Save File... button in the upper right corner of this window to save your work.



Then you can upload the optimized web page from your hard disk to your web server. IBP's Web Site Optimization Editor hasn't changed the location of the web page file on your hard disk. You can upload the optimized file with the same tool you normally use to upload your pages.



Click the *Top 10 Report* panel in the Web Site Optimization Editor to view the latest Top 10 Optimizer report that you have created in the currently selected project. That way, you can quickly adjust your web page according to the suggestions in the report.



General optimization tips

In addition to the advice of IBP's Top 10 Optimizer, the following tips and techniques can help you to improve the ranking of your web site:

1. Don't use frames

If at all possible, avoid frames. Many search engines have difficulty with frames and it is very difficult to get high search engine rankings for web sites that use frames.

Google says about frames: *"Reasons your site may not be included: Your page uses frames. Google supports frames to the extent that it can. Frames tend to cause problems with search engines, bookmarks, emailing links and so on, because frames don't fit the conceptual model of the web (every page corresponds to a single URL). If a user's query matches the site as a whole, Google returns the frame set. If a user's query matches an individual page on the site, Google returns that page. That individual page is not displayed in a frame -- because there may be no frame set corresponding to that page."*

Yahoo has a similar statement: *"Yahoo! Slurp follows HREF links. It does not follow SRC links. This means that Yahoo! Slurp does not retrieve or index individual frames referred to by SRC links."*

Don't use frames on your web site if you want to have high search engine rankings!

2. Avoid Flash and other multimedia elements

Most search engines cannot index Flash pages. The normal text content on your web pages matters most to search engines. If you must use Flash on your web site, make sure that you also offer normal text for the search engines.

3. Don't use welcome pages

Some web pages use a "Welcome to our web site" image with a link to the actual site as the index page for the web site. Don't do this. Some search engines might not follow the link on the welcome page. In addition, most web surfers don't like these welcome pages.

4. Avoid dynamically created web pages

Databases and dynamically generated pages are great tools to manage the contents of big web sites. Imagine having to manage the Web site contents of the New York Times without databases. Unfortunately, dynamically generated Web pages can be a nightmare for search engine spiders because the pages don't actually exist until they are requested. A search engine spider is not going to be able to select all necessary variables on the submit page.

Some search engines can index dynamically pages to a point, but even Google states that they have problems with dynamically created pages: *"Reasons your site may not be included in Google: Your pages are dynamically generated. We are able to index dynamically generated pages. However, because our web crawler can easily overwhelm and crash sites serving dynamic content, we limit the amount of dynamic pages we index."*



4. Make sure that you allow search engine robots to index your site

Imagine you're an Internet marketing service company and you keep trying very hard to get top rankings in the search engines for your customer. Even after several weeks, the customer's web site hasn't been listed in any search engine. Then you start to realize that the search engine spiders and robot programs cannot access the web site because your customer blocks them because the robots.txt file is not properly configured. Details about the robots.txt file can be found [here](#).

5. Make sure that search engine spiders can access your web site

Search engine spiders don't have the functionality of full-fledged Web browsers such as Microsoft Internet Explorer, Firefox or Netscape Navigator. In fact, search engine robot programs look at your Web pages like a text browser does. They like text, text, and more text. They ignore information contained in graphic images but they can read text descriptions.

This means that search engine spider programs are not able to use Web browser technology to access your site. If your Web pages require Flash, DHTML, cookies, JavaScript, Java or passwords to access the page, then search engine spiders might not be able to index your Web site.

6. Avoid special characters in your URL

Most search engines have problems indexing web pages when their URLs contain special characters. The following special characters are known to be "search-engine-spider-stoppers":

- * ampersand (&)
- * dollar sign (\$)
- * equals sign (=)
- * percent sign (%)
- * question mark (?)

These characters are often found in dynamically generated Web pages. They signal the search engine crawler program that there could be an infinite loop of possibilities for that page. That's why some search engines ignore web page URLs with the above characters.

7. Choose a reliable and fast hosting service

Your web page should be hosted by a [reliable hosting service](#). Otherwise, it could happen that your web server is down when a search engine spider tries to index it. If your web site fails to respond when the search engine's index software program visits your site, your site will not be indexed. Even worse, if your web site is already indexed and the search engine spider finds that your site is down, you'll possibly be removed from the search engine database. It's essential to host your web site on servers that are very seldom down.

Search engine crawler programs that index Web pages don't have much time. There are approximately 4-6 billion Web pages all over the world and search engines want to index all of them. So if the host server of your Web site has a slow connection to the Internet, you may experience that your Web site will not be indexed by the major search engines at all.

You may also want to limit the size of your homepage to less than 60K. It'd also benefit the still numerous users that connect to the Internet with a slow modem. For even the casual Internet user, the performance of a Web site can make the difference between pleasure and frustration.



The importance of valid HTML code

Many webmasters overlook a very important aspect of web site promotion: the validity of the HTML code.

What is valid HTML code?

Most web pages are written in HTML. As for every language, HTML has its own grammar, vocabulary and syntax, and every document written in HTML is supposed to follow these rules.

Like any language, HTML is constantly changing. As HTML has become a relatively complex language, it's very easy to make mistakes. HTML code that is not following the official rules is called invalid HTML code.

Why is valid HTML code important?

Search engines have to parse the HTML code of your web site to find the relevant content. If your HTML code contains errors, search engines might not be able to find everything on the page.

Search engine crawler programs obey the HTML standard. They can only index your web site if it is compliant with the HTML standard. If there's a mistake in your web page code, they might stop crawling your web site and they might lose what they've collected so far because of the error.

Although most major search engines can deal with minor errors in HTML code, a single missing bracket in your HTML code can be the reason if your web page cannot be found in search engines.

If you don't close some tags properly, or if some important tags are missing, search engines might ignore the complete content of that page.

How can you check the validity of your HTML code?

Select the "HTML validator" in IBP's main window. IBP will connect you to an official HTML validator that will check the code of your web pages. Although not all HTML errors will cause problems for your search engine rankings, some of them can keep web spiders from indexing your web pages.



Valid HTML code makes it easier for search engine spiders to index your site so you should make sure that at least the biggest mistakes in your HTML code are corrected.



Checklist

Before proceeding with the next step, make sure that you can tick "Yes" and "I know that" to all of the following items:

Things you should have done:

1. Does your web site consist of at least six individual web pages? Yes No
2. Does each of these web pages contain at least 200 words of visible text? Yes No
3. Do your web pages contain so much text content that it is easy for web surfers and search engines to find out what your web site is all about? Yes No
4. Are your web pages linked so that search engines and web surfers can find all web pages of your web site through the links on other pages of your site? Yes No
5. Do you have optimized at least four of your web pages for your keywords? Each web page should not be optimized for more than one or two keywords or key phrases. Yes No
6. Have you made sure that the HTML code of your web pages is valid so that search engines don't have difficulty when they try to index your web site? Yes No
7. Have you removed frames wherever possible on your web site? It is very difficult to get high search engine rankings with a web site that uses frames. Yes No
8. Have you made sure that you don't use a welcome page or intro page on your web site? Many search engines won't be able to index your site if you use such a page. Yes No
9. Do you use as few Flash elements as possible? Search engines cannot index them properly. Yes No
10. Have you added some optimized static pages if your web site is dynamically created? Many search engines have difficulty with dynamically created web pages. Yes No
11. Do your web pages look attractive to human web surfers although they are optimized for search engines? Yes No



12. Would you go to your web site instead of a competitor web site if you were a web surfer? Yes No

13. Does your web site have its own domain name and is it hosted on a fast and reliable web server? Yes No

14. Could you tick all yes-boxes in the *Find the right keywords* checklist in the previous chapter? Yes No

Things you should know:

1. When you optimize your web pages for Google, IBP's Top 10 Optimizer will masquerade as Googlebot (Google's web page spider) so that it gets the same pages that Googlebot gets when visiting a web page. I know that

That means that your web server logs might show a visit of the Googlebot although it might not have been there. It was IBP, masquerading as Googlebot. It's the same with Yahoo and MSN Search.

Can you answer "Yes" to all questions and "I know that"? Great! You can now proceed with the next search engine optimization step.



Don't cheat yourself. If you want to get the best results for your web site, you really should be able to make the positive choice on all the items before you proceed.



Step 3: Submit your web site

IBP's Search Engine Submitter

IBP offers powerful search engine submission tools that help you to submit your web site to search engines, special interest sites and Internet directories. In contrast to other search engine submission tools, the IBP submission tool acts like a real person. It goes to the original submission page of a search engine, enters all necessary information, waits a moment and (if possible) clicks the Submit button for you.

A submission with IBP is exactly the same as a manual submission by a real person. The difference is that you'll save a lot of time and work with IBP. Submitting your web site to search engines and Internet directories will bring your web site more visitors and it will increase the link popularity of your web site.



Why IBP's search engine submission tool is different

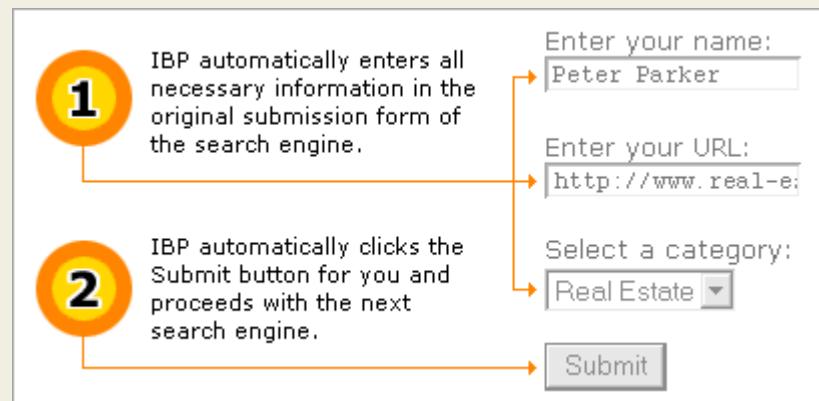
Most search engines don't like submissions from automated submission tools. The reason for that is simple: the creators of most search engine submission tools don't care about the specific rules of the search engines and they just want to list as many engines as possible. In addition, they access the search engine submission result pages directly without going to the actual submission page of the search engine.

The result is that search engines receive a lot of spam from those submission tools. You can be sure that your submission will be ignored if a search engine finds out that you used such a tool to submit your site.

IBP is different. Automatic submissions with IBP are exactly the same as a manual submission by a real person. IBP doesn't access submit result pages directly. IBP submits your web site just like a real person:

1. IBP opens an invisible MS Internet Explorer® web browser window and goes to the search engine submission page.
2. IBP automatically enters all required information in the right edit fields, waits a moment and clicks the Submit button for you.

Those are exactly the same steps a human web surfer would take. The difference is that IBP can visit many search engines at once and saves you having to enter the same data again and again. IBP will do it all for you. You'll save a lot of time while following all search engine rules. Finally, there's a software tool that can automate manual submissions for you.



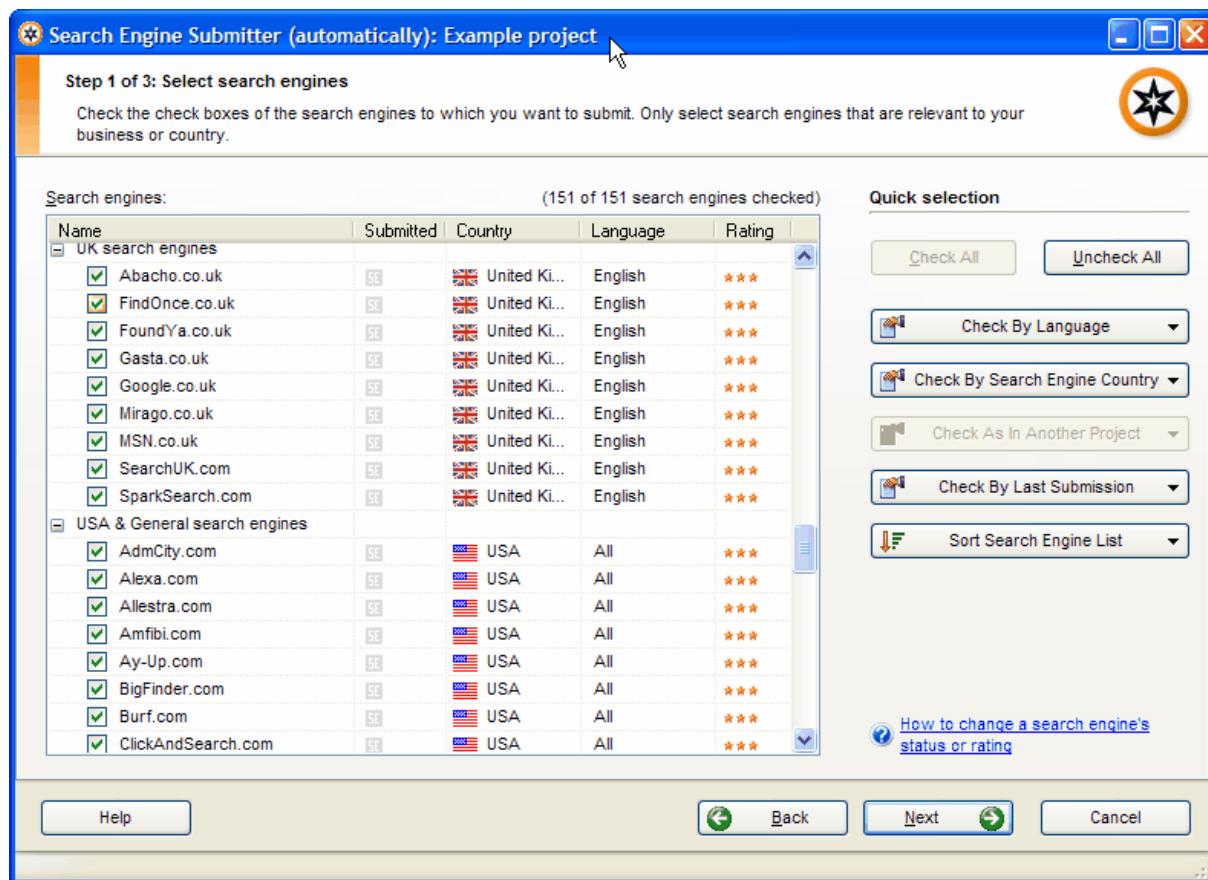


How to use IBP's Search Engine Submitter

IBP's Search Engine Submitter is very easy to use. A step-by-step "assistant" guides you through the submission process.

Step 1:

Select the search engines to which you want to submit your web site URL in step one of the *Search Engine Submitter* window. The *Quick selection* area on the right side of the window allows you to quickly select a group of related search engines. Only select search engines that are relevant to your business or country.

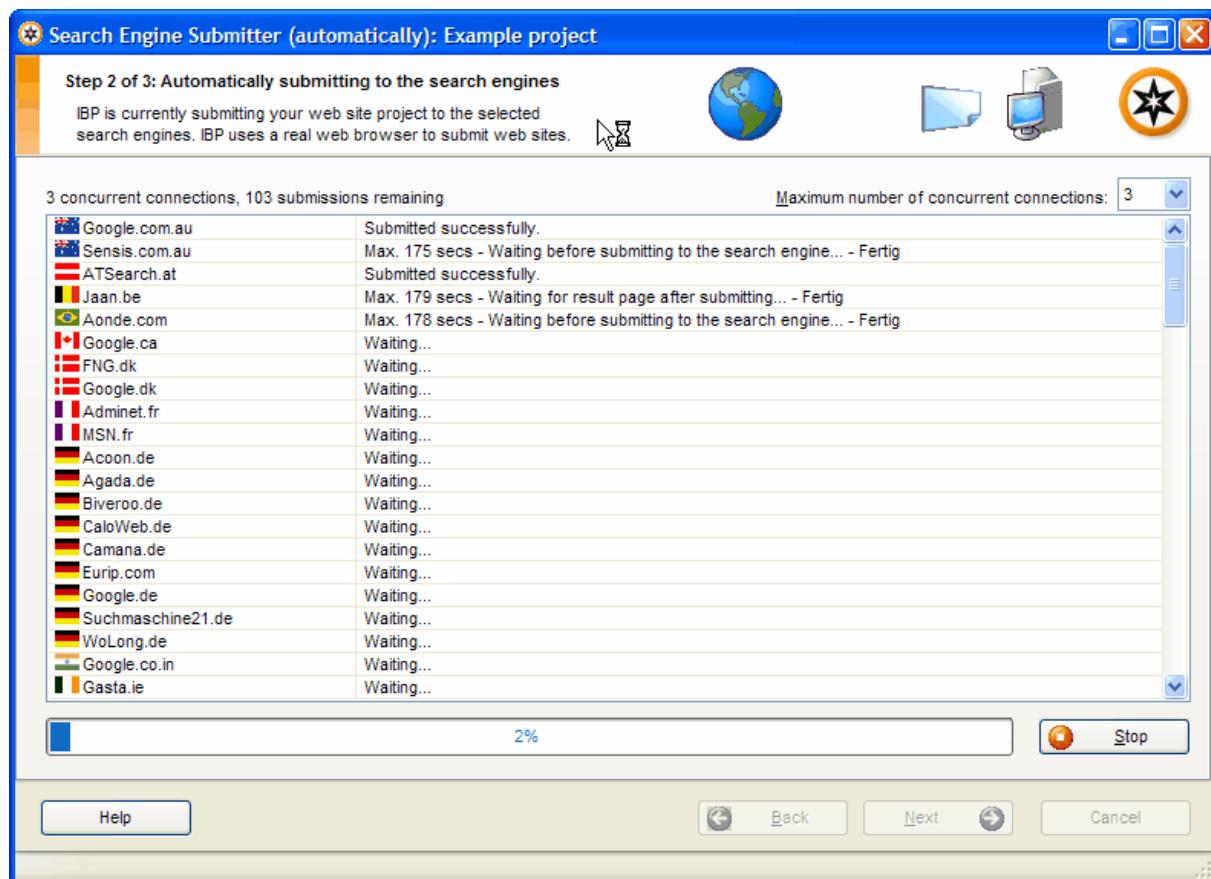


If you've selected search engines that might not accept your submission, IBP will warn you. You can then deselect the conflicting search engines in the window.

**Step 2:**

Now IBP automatically submits your web site to the selected search engines.

The *Maximum number of concurrent connections* menu allows you to specify the number of submissions that will be performed at the same time. The higher the number, the faster the submission process will be. Note that you need a fast Internet connection and a lot of RAM for high numbers. We recommend using no more than eight concurrent connections.

**Step 3:**

That's it. IBP displays the submission results in a list. To create a professional submission report for you or for your clients, click the "Create Submission Report" button in the IBP main window.



The semi-automatic submission tools

Use IBP's semi-automatic submission tool to submit your web site to even more sites

IBP submits your web site to all important search engines and directories. Whenever possible, IBP automatically enters all necessary information in the submission form and clicks the Submit button for you. Some Internet directories and special interest sites offer so many categories and sub-categories that it is impossible for a software program to find out the best category for you.

For these Internet directories and special interest sites, IBP offers a semi-automatic submission feature: IBP automatically enters as much information as possible and you just select the best category and click the Submit button. That way, your web site will be listed in the best possible category and it will attract as many visitors as possible.

Of course, you can also use the semi-automatic submission feature to submit your web site to the usual search engines. This is useful for search engines that require a validation code for the submission.

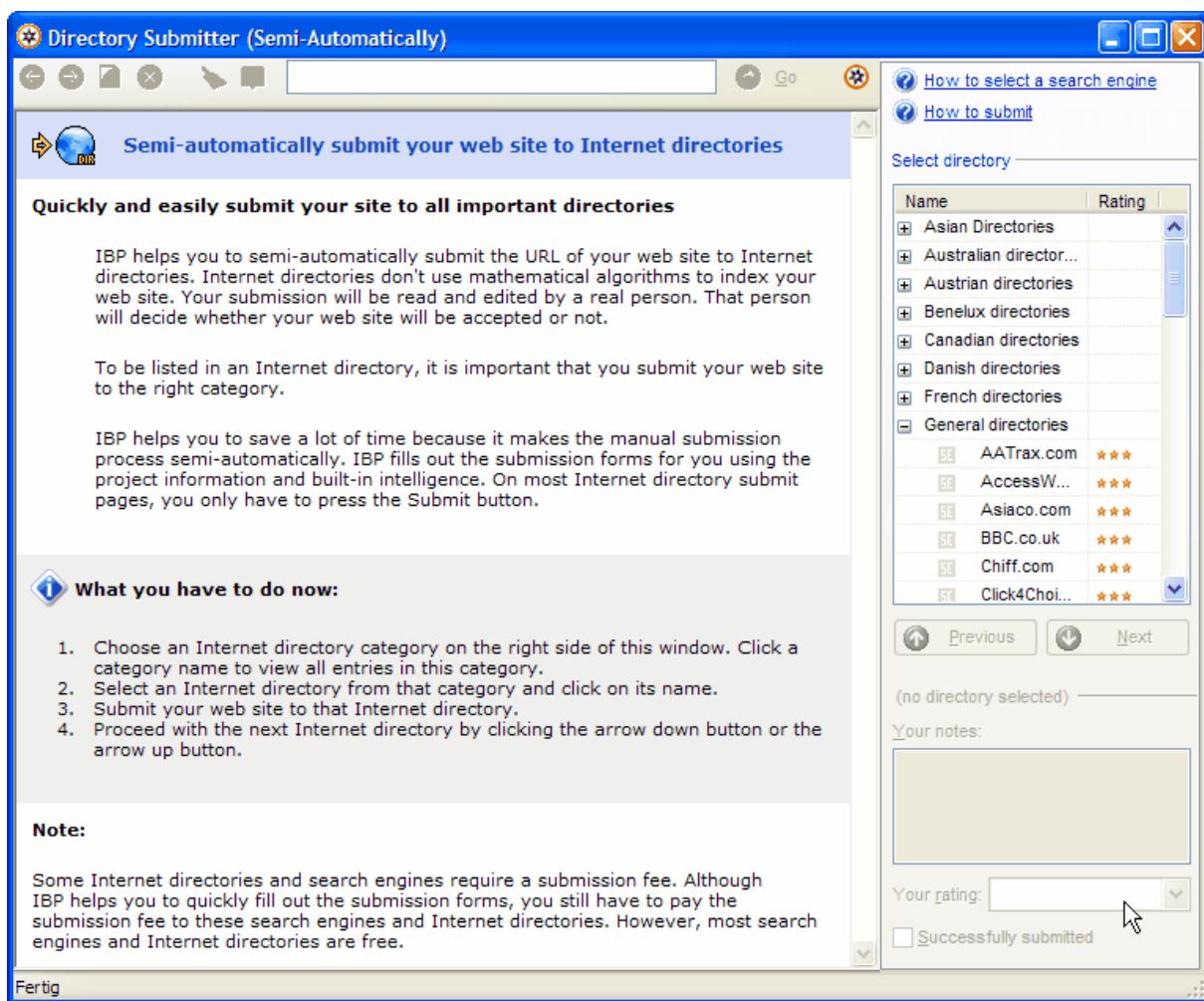


How to use IBP's semi-automatic submission tools

The semi-automatic submission tools are very easy to use. Click on one of the "... Submitter (semi-automatically)" links in IBP's main window, for example, the "Directory Submitter (semi-automatically)" link. The procedure for the semi-automatic submission is the same for search engines, directories and special interest sites.

Step 1:

IBP offers many Internet directory categories. Select a category in the list by clicking on its name to see all Internet directories that are related to that category. Click the name of an Internet directory to start the semi-automatic submission to that Internet directory.





Step 2:

If possible, IBP will automatically bring the submission form of the Internet directory into view and it will automatically enter as much information as possible.

The screenshot shows the 'Directory Submitter (Semi-Automatically)' window. The main left panel contains a form with the following fields and instructions:

- URL:**
 - The full URL to your main home page, including the initial **http://** part.
- Category:** **Business and Economy/Employment and Work/News and Media**
 - If this is not the most appropriate category for your site, please [try again](#).
- Description:**
 - Brief description of your organization or website in plain and simple terms.
 - Maximum 150 characters.
- Contact Name:**
 - Your name, or the person responsible for the site.
- Contact Email:**
 - The email address of the contact person you named above.

Below the form, a note says: "Please check that you have entered your details correctly, and then press the 'Suggest' button." A "Suggest" button is visible. The right panel shows a list of Internet directories with their names and ratings, and buttons for "Previous" and "Next".

Name	Rating
LookSmart...	★★★
Mavicanet...	★★★
NetInsert...	★★★
OneBigDir...	★★★
OpenHere...	★★★
PrimeSite...	★★★
Qango.com	★★★
SearchEu...	★★★
SearchPol...	★★★
SearchSy...	★★★
SeekSites...	★★★
SGTSear...	★★★
SicCode.com	★★★
SightQues...	★★★

Fill in missing information manually or **use the right mouse button** to paste missing information:

After clicking the "Submit" button, proceed with the next Internet directory in the list by clicking the *Previous* or *Next* button on the right side of the window.

That's all there is to it. IBP allows you to submit your web site as quickly and easily as possible to Internet directories. Submitting your web site to Internet directories will bring you targeted traffic and it will increase the link popularity of your web site.

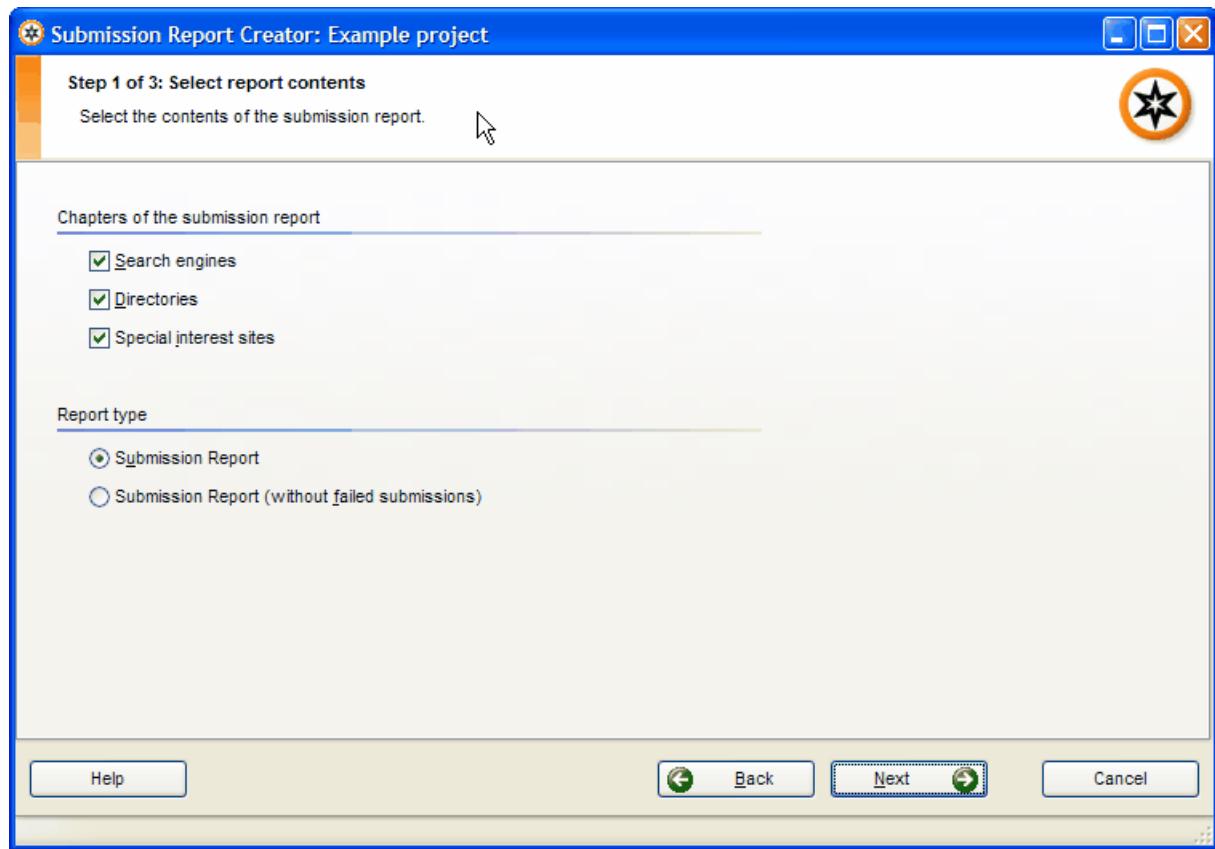


How to create a submission report

The *Submission Report Creator* in IBP is a tool that creates a single report for all IBP submission tools. Click the *Submission Report Creator* link in IBP's main window to start the tool.

Step 1:

Select the submission tools for which you want to create a report.



Click the *Next* button to proceed to the next step.

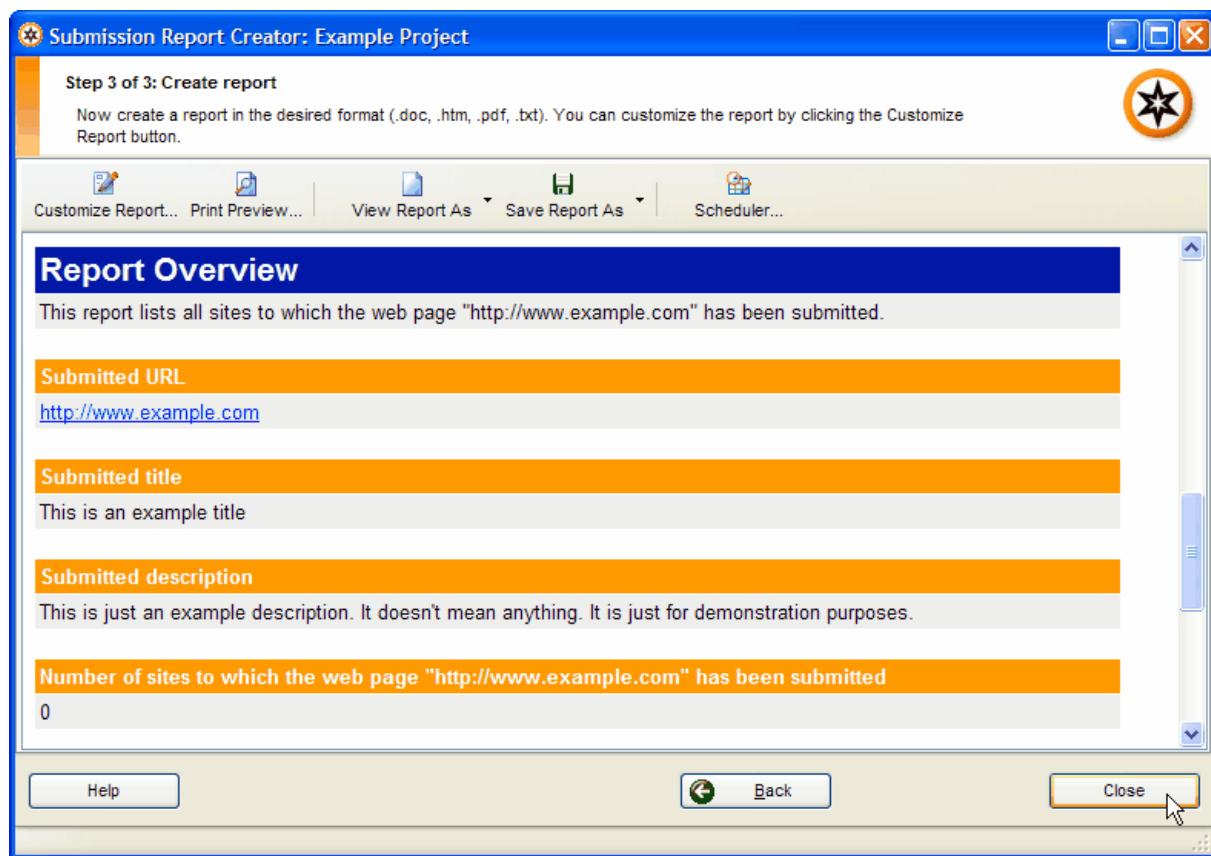
Step 2:

IBP will create the submission report for you.



Step 3:

Save the submission report so that you can send it to your clients.



The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.

Click the "Customize Report..." button to change the layout of the report and to customize the report with your company information. The settings in the Customize Report window can only be changed in the Business edition of IBP.



Tips and tricks

To which sites should you submit your web site?

You should submit your web site to all search engines, Internet directories and special interest sites that are related to your web site. A listing on the Internet directories and search engines can bring your web site very targeted web site traffic.

In addition, the links from the Internet directories will increase the link popularity of your web site. A high link popularity can have a positive effect on your ranking on many search engines.

Do not submit your web site if the Internet directory or special interest site is not related to your site. These directories will not list you and they might consider your submission as a spamming attempt.

Being listed on as many Internet directories and search engines as possible will bring your web site many visitors and new customers. Even if a single search engine might not bring you many visitors, it all adds up and you'll benefit from increased link popularity and higher rankings in other search engines.

How often should you submit your web site?

In general, it is not necessary to re-submit your web site once a search engine has indexed it. Search engine spiders will automatically come to your web site and find new pages. If you have to re-submit your web pages, we recommend to not submit your web site more often than every four weeks.

Only submit your web site to those search engines that are relevant to your business and to your country. Search engines that have nothing to do with your web site topic will not list your web site and they might consider your submission as a spamming attempt.

It is also not necessary to submit more than your index page. Search engines will follow the links on your home page and they will index every page on your site. Just make sure that all pages of your site can be reached through the links on your site. If you don't have a sitemap yet, it might be a good idea to build one. [Further information about site maps can be found here.](#)

Note that search engines take some time to index a web site. Most search engines won't deliver immediate results. Usually, your web site will be indexed within 4-12 weeks.

Do not submit redirections

Your web site should have its own domain name and the domain name should point directly to your web site. If your domain name is only a redirection to the actual domain that hosts your web site, you won't get good results.



Did you miss a particular search engine?

Even more search engines can be found in IBP's semi-automatic submission tool. Not all search engines allow an automatic submission because they require a validation code or an user account. IBP's semi-automatic submission tool allows you to submit to these search engines quickly and easily.

Not all search engines have a submission page. Some popular search engines use the database of another search engine. If you miss a special search engine in IBP's Search Engine Submitter, then the search engine probably doesn't have a submission page. Take a close look at the search engine you missed in the Search Engine Submitter. If the result pages list text like "*Powered by Google*" or "*Results by Yahoo*" then it's likely that the search engine doesn't have its own database. For that reason, it's not possible to submit to that search engine.

A list of all supported search engines can be found by clicking the [Support Search Engines](#)¹⁰⁷ link in IBP's main window.



Checklist

Before proceeding with the next step, make sure that you can tick "Yes" and "I know that" to all of the following items:

Things you should have done:

1. Does your web site have its own domain name? Yes No
2. Is your web site hosted on a fast and reliable web server? Search engines might not index your web site if your server is too slow. Yes No
3. Have you made sure that your web site is not hosted on a free server? Many search engines don't index web sites that are hosted on free hosting services because they often contain spam. Yes No
4. Have you made sure that your web site URL is not just a redirection to another URL? Many search engines won't index redirections. Yes No
5. Have you made sure that your web site URL doesn't contain special characters? Yes No

Things you should know:

1. It is enough to submit only the index page of your web site because search engines will find all other pages of your web site through the links on your site. Do not submit all pages of your web site. I know that
2. The moment a search engine spider visits your web site is not the moment your web site is added to the search engine index. It's only the moment in which the search engine takes a look at your site. I know that
3. It takes some time until search engines show your new pages in the index. Search engine spiders have to visit your web pages, they have to scan the web pages, they have to evaluate your web pages and they have to add your web pages to the index. Most search engines need four to 12 weeks to index new web pages. I know that
4. If your web site is not listed on search engines, do not submit it more often than every four weeks. I know that
5. Only submit your web site to Internet directories and special interest sites that are related to your web site. Anything else might be considered spamming. I know that

Can you answer "Yes" to all questions and "I know that"? Great! You can now proceed with the next search engine optimization step.



Don't cheat yourself. If you want to get the best results for your web site, you really should be able to make the positive choice on all the items before you proceed.



Step 4: Increase the link popularity of your web site

What is link popularity?

Link popularity has become a very important factor for high search engine rankings. Generally speaking, link popularity is the number of other web sites that link to your web site.

The more other web sites link to your web site, the higher your search engine rankings will be. The idea behind this concept is that search engines think that your web site must be important if many other web sites link to your site.

Of course, the number of links alone is not enough to improve your search engine rankings. It is also important that the other web sites are related to your web site. Links from unrelated web sites won't do your own web site much good. If the links to your web site include your important keywords in the link text, the effect on your search engine rankings will be much higher.

If you want to be found for the search term "brown shoes" then it's much better to get links like

brown shoes

than links like

Peter & Wolf Inc..

If the link to your site includes your search term, search engines think that your web site must be relevant for this search term.

High link popularity alone won't bring you high search engine rankings, of course, your web site content must also be optimized for search engines. It doesn't make sense to get many incoming links if your web site doesn't have much content. If search engines find that the links to your web site and the content on your web site match, they will give your web site high search engine rankings for its topic.



Search engines use the following factors to determine the rank of your web site:

- the content of your web site (must be optimized for search engines while being attractive to human web site visitors)
- the number and the quality of links to your web site (the links should be on web sites that are related to your web site and they should contain your important keywords)

A combination of optimized web page content and good link popularity leads to high search engine rankings:

- It is difficult to get high search engine rankings for a web page with optimized content that does not have good link popularity.
- It is difficult to get high search engine rankings for a web page with good link popularity that does not have optimized content.

Fortunately, IBP can help you with both aspects.



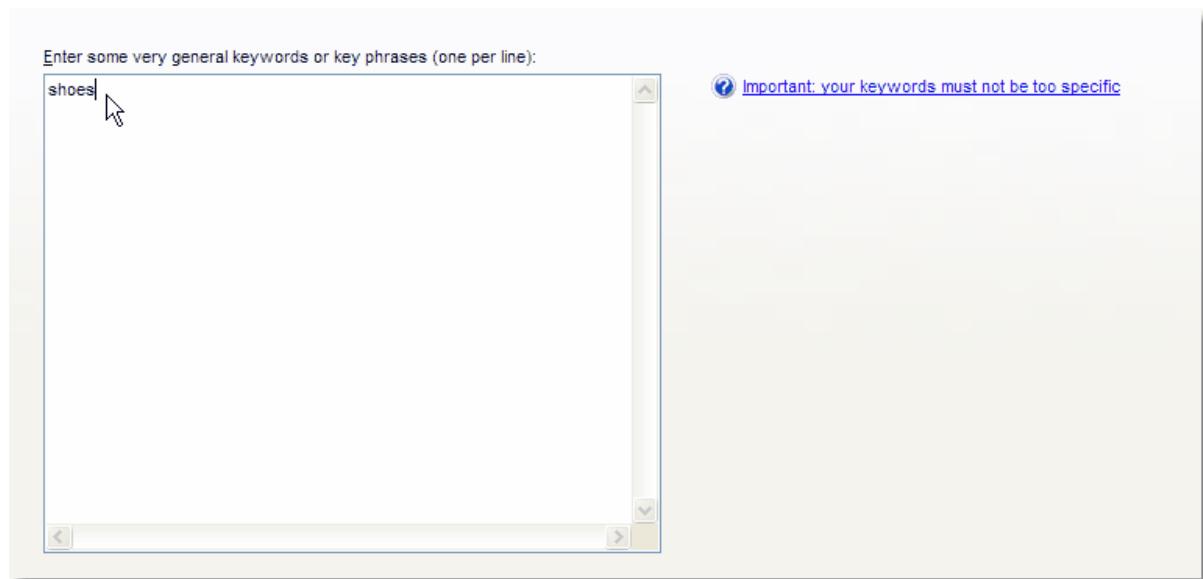
Increase the link popularity of your site with IBP's Link Popularity Improver

IBP's Link Popularity Improver is a great way to relatively quickly improve the link popularity of your site. It is a unique web site promotion tool that is only available in IBP.

Click the *Link Popularity Improver* link in IBP's main window to start the Link Popularity Improver.

Step 1:

Enter a general keyword that is related to your web site. The keyword must not be too specific. If you sell sports shoes, just enter *shoes*.



**Step 2:**

Select the search engines on which IBP should look for web sites that might place a link to your web site.

359 search engines (4 checked):

Name	Country
Major Players	
<input checked="" type="checkbox"/> AltaVista.com (U.S.)	USA
<input type="checkbox"/> HotBot.com Google (any language)	USA
<input type="checkbox"/> HotBot.com Inktomi (any language)	USA
<input type="checkbox"/> AllTheWeb (preset settings)	USA
<input type="checkbox"/> AOL.com	USA
<input type="checkbox"/> Ask.com	USA
<input type="checkbox"/> Google.com	USA
<input checked="" type="checkbox"/> Lycos.com	USA
<input checked="" type="checkbox"/> MSN.com	USA
<input type="checkbox"/> MSN.com BETA	USA
<input type="checkbox"/> Teoma.com	USA
<input checked="" type="checkbox"/> Yahoo.com	USA
+ Danish	
+ Dutch	
+ English	

Quick selection

Check All Uncheck All

Check By Language (recommended) ▾

Check By Search Engine Country ▾

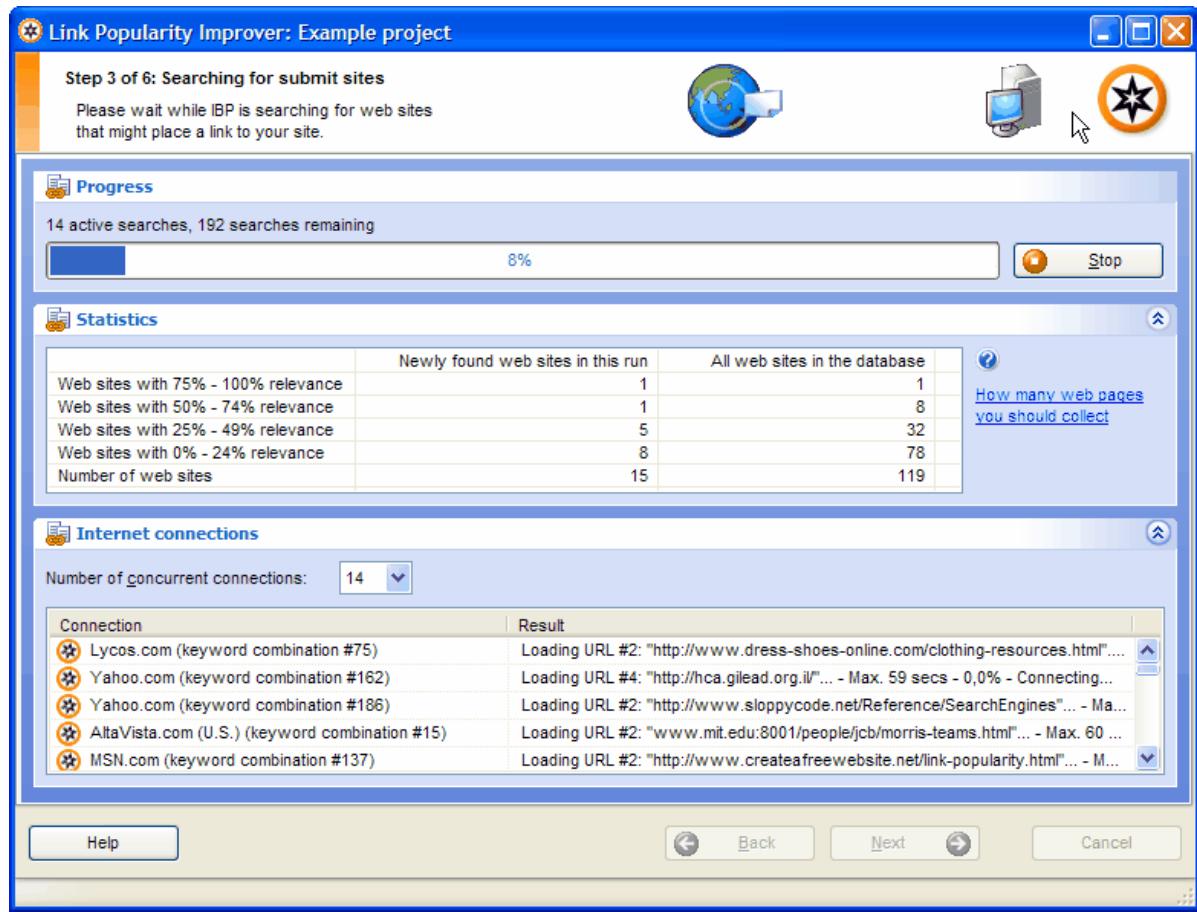
Check As In Another Project ▾

Sort Search Engine List ▾

Expand All Collapse All

**Step 3:**

IBP will now search for web sites that might place a link to your site:



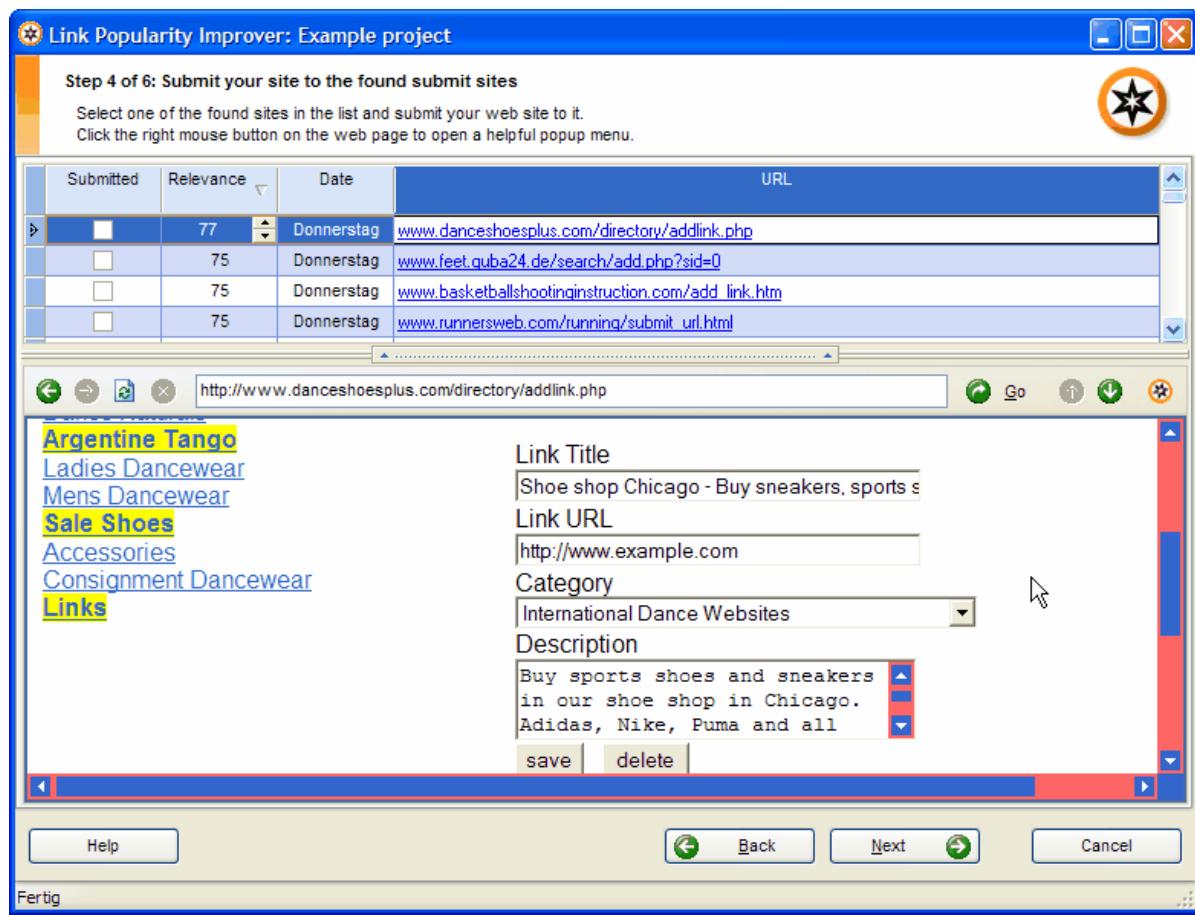
The found web sites will be sorted by relevance. The higher the relevance, the more likely the found web site will place a link to your site. Wait until IBP has found at least 500 web sites. There should be many web sites with a relevance of at least 50% in the database.

Web sites with a relevance lower than 50% often don't put links to other sites. If IBP couldn't find enough good links, try it again with a different keyword. Click the *Stop* button to stop the search process when IBP has found enough web sites.



Step 4:

IBP displays the found web sites in a list that is sorted by relevance:



Select a web site in the list. IBP will open the selected web site in the preview browser below the list. If the found web page contains an *Add your link form*, IBP will fill out the form for you so that you only have to click the *Submit* button of the form. If the found web site contains a link to an *Add your link form*, IBP will highlight the link in yellow.

Submit your web site to the found web sites. The links from these sites will increase the link popularity of your own site. In addition, you might get traffic from these sites.



Step 5:

If you want, you can create a report that contains all web sites to which you submitted your link. This is useful if you use this feature for your clients.

The screenshot shows a software interface for generating a report. It features two date selection calendars for 'List web sites from this date:' and 'List web sites until this date:', both set to April 2005. Below the calendars are two identical sets of date pickers for the same period. To the right, under 'Additional report options:', are several checkboxes: 'Report contents:' with radio buttons for 'All found web sites' (selected), 'Only web sites to which you submitted', and 'Only web sites to which you did not submit'; 'Include submission dates in the report' (checked); and 'Show domain names instead of full URLs' (unchecked). A cursor arrow is visible on the right side of the window.

Select the dates that should be included in your report and specify the other options that should be used for the report. Click the *Next* button to proceed.

Step 6:

The last step allows you to save the report. The window works exactly like all other report windows in IBP.



Tip for even better link popularity:

Many web sites require a reciprocal link (a link back to their site) before accepting your link. You can easily manage your link pages with our other web site promotion tool ARELIS (<http://www.Axandra.com/arelis>).

ARELIS finds potential link partners for you, it helps you to keep track of your link partners, it helps you to manage your link partners and it helps you to quickly build link pages in your web site design with a few mouse clicks.



How to export your link list to ARELIS

If you want to export the link list of IBP's Link Popularity Improver to ARELIS, do the following:

Copy the links to the clipboard

1. Start IBP's Link Popularity Improver.
2. Select *Submit your web site to the previously found directories and link pages* and click the *Next* button.
3. Click with the right mouse button on a link in the link list in IBP's Link Popularity Improver.
4. Select *Copy links to clipboard > All* in the context menu.

You can also select *Copy links to clipboard > Only submitted sites* or *Copy links to clipboard > Only not submitted sites* in the context menu, depending on which links you want to copy.

Import the links to ARELIS

1. Start ARELIS.
2. Select *Import Manager* in the *Project* menu in ARELIS.
3. Choose the *Import manually entered list of URLs* option and click the *Next* button.
4. Paste the links by pressing *Ctrl-V* on your keyboard.

That's all there is to it.

Increase the link popularity of your site with IBP's directory submitter

Internet directories are often overlooked by webmasters because many of them deliver very little traffic. However, Internet directories offer many benefits to webmasters that are interested in getting more visitors.

Of course, one benefit of an Internet directory listing is that you'll get visitors directly from the directory. Another benefit is that a listing in an Internet directory also means that you get a link from a related web page.

A listing in an Internet directory means a permanent text link to your web site. Search engines will find your web site through these links so that your web site is more often indexed. In addition, the more incoming links you have, the better your link popularity number. As you know, links from related pages increase the ranking of your web site on search engines and consequently they also increase the number of visitors you get. Links in Internet directories are usually placed on a page that contains many related links.

Use IBP's semi-automatic submission tools to submit your web site to Internet directories and special interest sites so that you get permanent links from these sites.



Only submit your web site to Internet directories and special interest sites that are related to your site. Directories and sites that are not related to your site will not list you and they might consider your submission as a spamming attempt.

Being listed on as many Internet directories and search engines as possible will bring your web site many visitors and new customers. Even if a single Internet directory might not bring you many visitors, it all adds up and you'll benefit from increased link popularity and higher search engine rankings.



What about Google PageRank?

The Google toolbar will display a little green bar that shows the PageRank of a web site. There are many hints that the PageRank numbers in the toolbar are not updated and that Google uses other (internal) PageRank numbers to calculate the ranking of web sites. The official PageRank number that can be seen in the Google toolbar is more or less a marketing instrument for Google.

The PageRank of a web page shouldn't be the determining factor when choosing link partners. A link partner with a low PageRank that has a similar topic to your site will bring you much better visitors than an unrelated link partner with a high page rank.

If you see a good web site with good content that has a low PageRank you should trade links with that site if that web site is useful for your visitors. One day, that page might have a higher PageRank and it will still link back to you.

Ask yourself: Is the web site related to your site? Would it make sense for web surfers if they linked to you and you linked to them? Could visitors of the other web site be interested in your site? If you find a web site you would want to visit or your visitors would want to visit then link to it and ask for a link back to your site.

Just use common sense: If web sites that are related to your web site link to your web site, then your own web site must be important for that topic. If the links are useful for web site visitors, search engines will eventually find this out. Search engines do nothing but try to put common sense into a mathematical algorithm.



Checklist

Before proceeding with the next step, make sure that you can tick all of the following items:

Things you should know:

1. Good link popularity is important for high search engine rankings.	<input type="checkbox"/> I know that
2. It is difficult to get high search engine rankings for a web page with optimized content that does not have good link popularity.	<input type="checkbox"/> I know that
3. It is difficult to get high search engine rankings for a web page with good link popularity that does not have optimized content.	<input type="checkbox"/> I know that
4. Links from related web sites will increase the ranking of your web site on search engines.	<input type="checkbox"/> I know that
5. Links from FFA (free for all) link pages don't have any effect on your search engine rankings because search engines can detect and discount them.	<input type="checkbox"/> I know that
6. Links from web sites that are related to your site are much better than links from unrelated web sites.	<input type="checkbox"/> I know that
7. It is better if the links to your web site contain the keyword for which you want to have high search engine rankings.	<input type="checkbox"/> I know that

Could you tick all boxes? Great! You can now proceed with the next search engine optimization step.



Don't cheat yourself. If you want to get the best results for your web site, you really should be able to tick all items before you proceed.



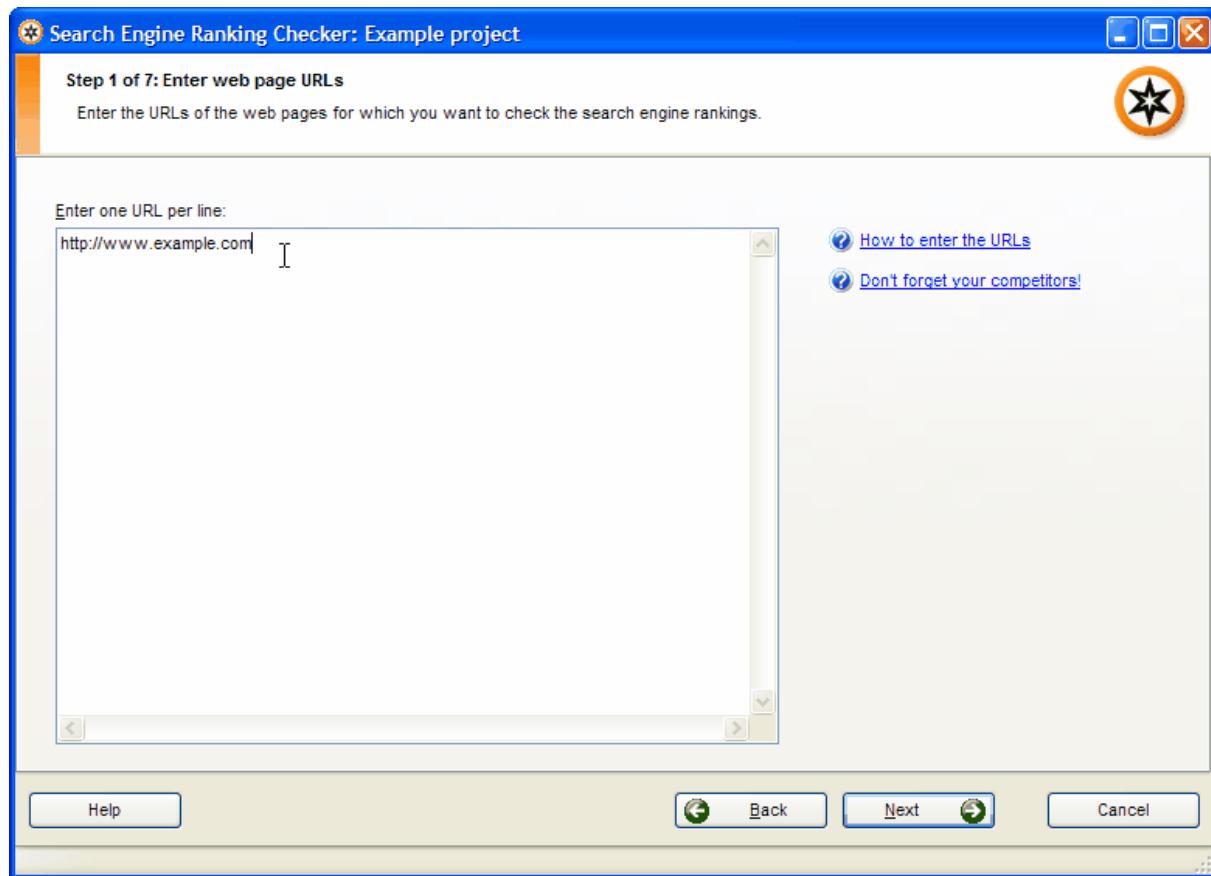
Step 5: Check your search engine rankings

How to use IBP's Ranking Checker

IBP's Ranking Checker is very easy to use. A step by step assistant guides you through the process. Click the *Search Engine Ranking Checker* link in IBP's main window to start the Ranking Checker.

Step 1:

Enter the URLs for which you want to check your search engine rankings.



You don't have to enter the URL of every page of your site. Simply enter the main URL of your site and IBP will find all sub pages when it performs a ranking check. If your domain name is "www.axandra.com", enter "axandra.com" (without the quotation marks) as an URL in the URL list panel.

IBP will then find the following pages:

http://www.Axandra.com
http://www.Axandra.com/arelis/index.htm
http://axandra.com/support.htm

etc.

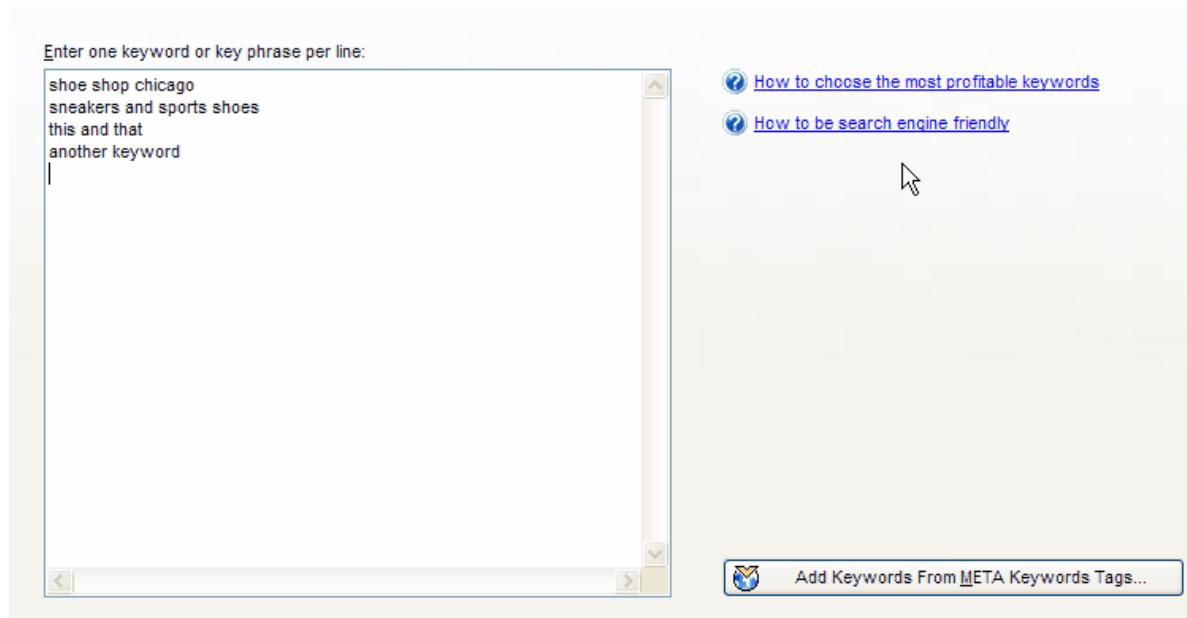


If you want to check the ranking for a specific web page, enter the full URL. For example, if you only want to check the rankings for the page "http://www.your-domain.com/your-offer.htm", then enter the full URL "http://www.your-domain.com/your-offer.htm".

In general, if your web site URL is "http://www.your-domain.com", enter just "your-domain.com" in the URL list. Click the *Next* button to proceed to the next step.

Step 2:

Enter the keywords for which you want to check your ranking. Only enter search terms that are relevant to your business. Follow the advice in the window to find the best keywords for your site.



IBP will enter your keywords on the search engines exactly as you've written them in this list. If you surrounded a key phrase with quotes, then IBP will enter these quote characters as well.

Click the *Next* button to proceed to the next step.

**Step 3:**

Select the search engines on which you want to check the ranking of your web site by ticking the box next to the search engine name. The popup menus at the right side of the window help you to quickly select a set of search engines.

353 search engines (4 checked):

Name	Country
Major Players	
<input checked="" type="checkbox"/> AltaVista.com (U.S.)	USA
<input checked="" type="checkbox"/> HotBot.com Google (any language)	USA
<input type="checkbox"/> HotBot.com Inktomi (any language)	USA
<input type="checkbox"/> AllTheWeb (preset settings)	USA
<input checked="" type="checkbox"/> AOL.com	USA
<input checked="" type="checkbox"/> Ask.com	USA
<input type="checkbox"/> Google.com	USA
<input type="checkbox"/> Lycos.com	USA
<input type="checkbox"/> MSN.com	USA
<input type="checkbox"/> MSN.com BETA	USA
<input type="checkbox"/> Teoma.com	USA
<input type="checkbox"/> Yahoo.com	USA
Denish	
Dutch	
English	
Finnish	

Quick selection

- Check All
- Uncheck All
- Check By Language (recommended) ▾
- Check By Search Engine Country ▾
- Check As On Another Day ▾
- Check As In Another Project ▾
- Sort Search Engine List ▾

Expand All

Collapse All

Click the *Next* button to proceed to the next step.

Step 4:

This window allows you to specify the search depth. In general, it is enough to check the top 20 or the first two result pages.

Search depth

Check results:

Check result pages:

[How to choose the search depth](#)

Estimated time

You've selected 4 search engines.
You've entered 4 keywords.
You've selected about 3 result pages.

This means that there will be about 48 ranking checks in this run (the more ranking checks, the longer it takes).

It will take at least one minute and 9 seconds according to the Emulating Human Behavior settings in the Options window (select "Settings > Options" in the main window to change them).



The *Estimated time* section tells you how long it will take to check your rankings. It can take a lot of time if you enter many keywords and select many search engines because every keyword has to be checked on every selected search engine. So if you have selected 30 search engines and entered 25 keywords, then IBP must perform $30 * 25 = 750$ ranking checks (= getting 750 web pages). If you want to check more than the first search engine result page, then even more ranking checks must be performed.

Click the *Next* button to proceed to the next step.

Step 5:

IBP checks the ranking of your web pages on the selected search engines for your keywords. Depending on how many search engines you selected, this can take some time. IBP will show live results of the ranking check. Click the *Stop* button if you want to stop the ranking check.

The screenshot shows the IBP software interface during a ranking check. At the top, it says "Checking... 0:23" and "13 concurrent connections, 16 ranking checks remaining". To the right is a dropdown menu for "Number of concurrent connections" set to 14. Below this is a progress bar at 0%. On the right, there are "Stop" and "Stop" buttons. The main area is a table with columns: Search Engine, Keyword, URL, Position, and Page. The table lists 16 rows of data, mostly from AltaVista.com and HotBot.com, with various keywords like "another keyword", "shoe shop chicago", and "sneakers and sports shoes". Most URLs are in a "Waiting..." state, while some are "Processing next com...". The "Page" column shows a small icon of a document with a cursor.

Search Engine	Keyword	URL	Position	Page
AltaVista.com (U.S.)	another keyword	(Max. 119 secs - Human behavior emula...)	-	
AltaVista.com (U.S.)	shoe shop chicago	(Max. 118 secs - Waiting for web page.....)	-	
AltaVista.com (U.S.)	sneakers and sports shoes	(Waiting...)	-	
AltaVista.com (U.S.)	this and that	(Max. 116 secs - Human behavior emula...)	-	
HotBot.com Google (any langu...	another keyword	(Max. 119 secs - Processing next com...)	-	
HotBot.com Google (any langu...	shoe shop chicago	(Max. 118 secs - Waiting for web page.....)	-	
HotBot.com Google (any langu...	sneakers and sports shoes	(Max. 115 secs - Waiting for web page.....)	-	
HotBot.com Google (any langu...	this and that	(Waiting...)	-	
AOL.com	another keyword	(Waiting...)	-	
AOL.com	shoe shop chicago	(Max. 117 secs - Human behavior emula...)	-	
AOL.com	sneakers and sports shoes	(Max. 119 secs - Human behavior emula...)	-	
AOL.com	this and that	(Max. 118 secs - Waiting for web page.....)	-	
Ask.com	another keyword	(Max. 116 secs - Human behavior emula...)	-	
Ask.com	shoe shop chicago	(Max. 118 secs - Human behavior emula...)	-	

The "Maximum number of concurrent connections" popup menu lets you choose how many Internet connections IBP can open at the same time. The higher the number, the quicker the ranking check. However, you must have a fast Internet connection and a lot of RAM for a high number of concurrent connections. If your computer becomes unresponsive, lower the maximum number of concurrent connections.

You can sort the ranking check results by clicking on one of the column headers of the list, for example click "URL" to arrange the list alphabetically by URL.



Search Engine Results (URL column)

- *{no results found for this keyword}*

This message means that the search engine returned no results for the keyword.

- *{your pages are not in the top x positions}*

- *{not found on the first x result pages}*

- *{not found on the first result page}*

These messages mean that the search engine returned some results but none of your URLs (as entered in step 1) were in the results.

- *www.your-domain.com*

This message means that the search engine has listed your site with the URL and at the position displayed in the list.

- *<could not get results>*

IBP displays <could not get results> if the following happened:

1. The search engine server didn't reply. Maybe it was temporarily down.
2. The IBP search engine descriptions must be updated. Click the "Keep IBP Up-To-Date" button in the IBP main window.
3. IBP cannot connect to the Internet. If you use firewall software or an anti-virus tool, make sure that these tools allow IBP to remote control MS Internet Explorer.

It's usually enough to run a ranking check once a month. Most search engines don't update their databases more often. Be polite to the search engines. Only query search engines that are important for you, for example don't query Spanish search engines if your web site is in English. Concentrate on your most important keywords.

Click the *Next* button to proceed to the next step.

**Step 6:**

You can choose your ranking report settings in this window. Select the date for which you want to get a ranking report in the calendar on the left. If you want, you can compare the results of two ranking checks in a single report.

The screenshot shows a software interface for ranking reports. At the top, there are two calendar grids. The left grid is for April 2005, with the 29th highlighted in blue. The right grid is for March 2005, with the 28th highlighted in blue. Between the grids is a checkbox labeled 'Compare rankings with the rankings of this day:'. Below the grids, the text 'Today: Montag, 4. April 2005' is displayed. At the bottom of the window, there are several configuration options: a dropdown menu for 'Select which ranking results should be displayed in the report' (set to 'Show all results'), a dropdown menu for 'Choose the order of the ranking results in the report' (set to 'first search engines, then URLs, then keywords'), and a checked checkbox for 'Include up/down pictures in the report when comparing rankings'.

The popup menus at the bottom of the window allow you to specify the arrangement of the report.

Click the *Next* button to proceed to the next step.

Step 7:

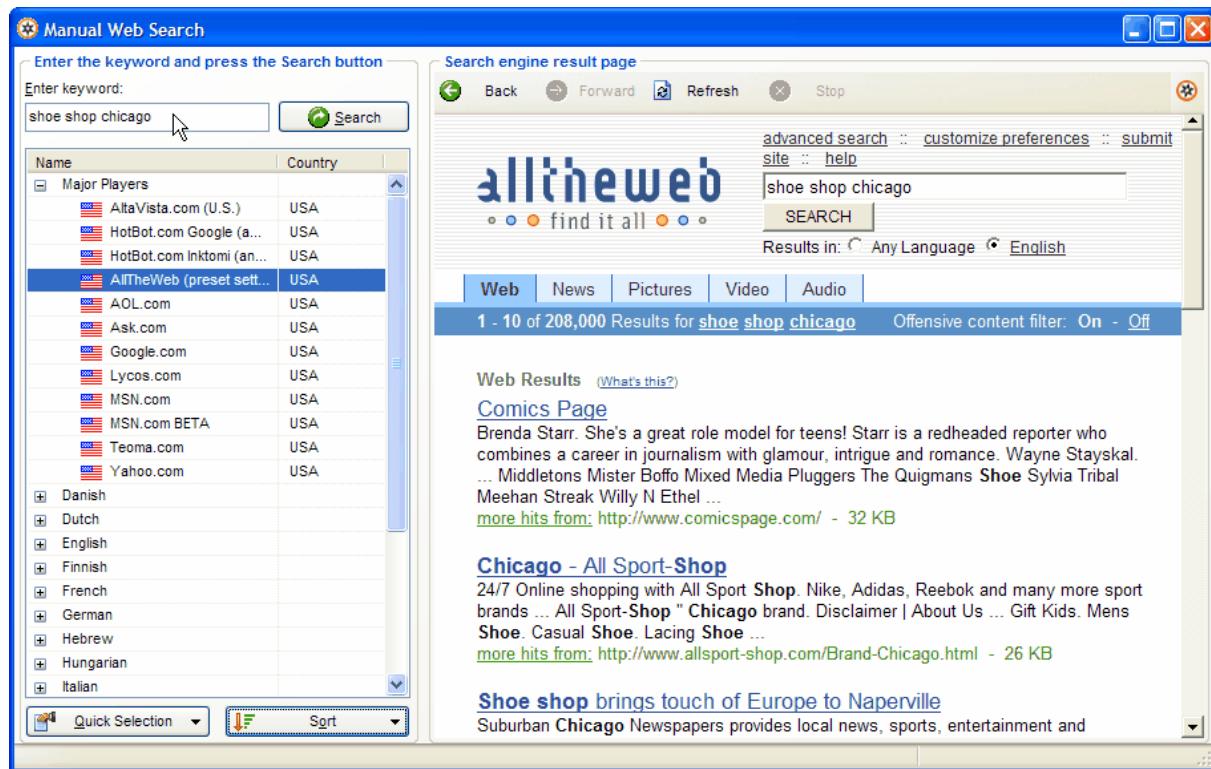
The last step shows you the results of the ranking check. The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.



IBP's Manual Web Search feature

IBP's Manual Web Search feature allows you to quickly check the results for a special keyword on several search engines.



Just enter your search term in the *Enter keyword* box, select a search engine and click the *Search* button. To search for the same search term on another search engine, just click the name of the other search engine in the list.

The Manual Web Search Feature also allows you to verify that IBP uses the correct search forms.



Tips and tricks

IBP is a search engine friendly web site promotion tool that causes as little traffic as possible on search engines. In addition, you can specify several delays in IBP's [General Settings](#)¹⁰⁹ window so that IBP waits several seconds before contacting the same search engine again.

Be friendly to search engines and perform as few searches as possible. If you don't have the time to optimize your web site pages for hundreds of keywords, you don't need to monitor hundreds of keywords. Focus on your most important keywords and optimize your site for these keywords.



Checklist

Before proceeding with the next step, make sure that you can tick "Yes" and "I know that" to all of the following items:

Things you should have done:

1. Have you checked the *Human Emulation* panel in the *General Settings* window in IBP to specify the way IBP accesses search engines? Yes No
2. Have you found the best keywords for which it makes sense to check your rankings? Yes No
3. Could you tick all boxes in the checklists of the previous chapters? Yes No

Things you should know:

1. It doesn't make sense to check web page rankings every day because search engines don't change their result pages that often. I know that
2. It's not a good idea to check your rankings for hundreds of keywords if you haven't optimized your web pages for hundreds of keywords. I know that

Could you tick all Yes boxes? Great! You can now proceed with the next search engine optimization step.

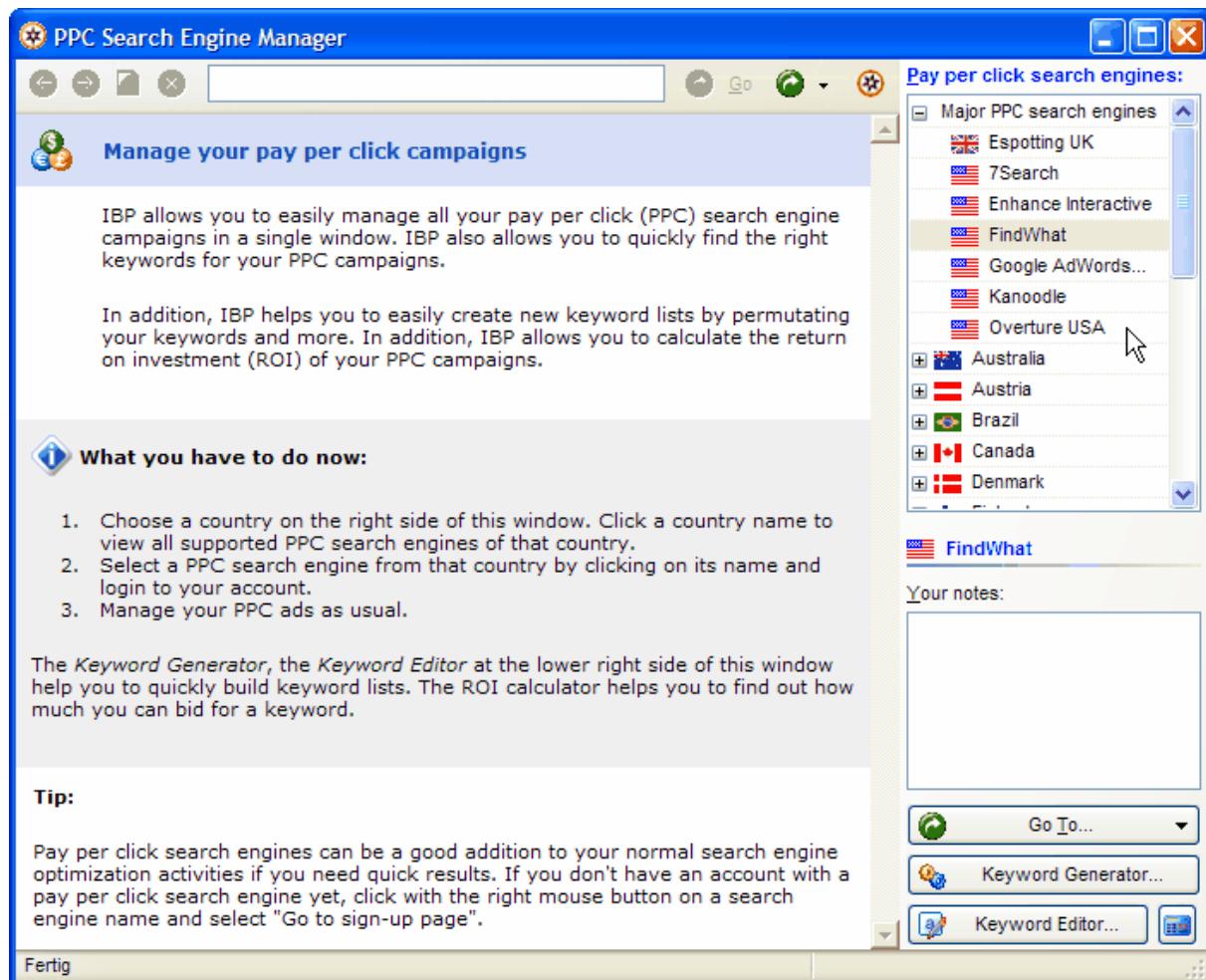


Don't cheat yourself. If you want to get the best results for your web site, you really should be able to make the positive choice on all the items before you proceed.

Manage your pay per click campaigns with IBP

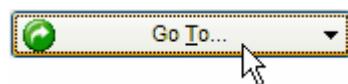
IBP's PPC Search Engine Manager

IBP allows you to easily manage all your pay per click (PPC) search engine campaigns in a single window. Click the *Pay Per Click Search Engine Manager* link in IBP's main window to start the tool.



Select a PPC search engine in the list on the right side of the window and then login to that search engine. IBP will automatically insert your login and username in the login forms if you have the *save passwords* feature enabled in MS Internet Explorer.

If you don't have an account with one of the supported search engines yet, click the *Go To...* button and easily open an account:



The *Keyword Generator...* button allows you to quickly access IBP's Keyword Generator. IBP's [Keyword Generator](#) can help you to quickly build keyword lists for which you can bid on PPC search engines.



The small calculator icon in the lower right corner of the window opens IBP's [ROI calculators](#). Once you have built a keyword list with IBP's Keyword Generator, you can edit this list with IBP's Keyword Editor.



IBP's Keyword Editor

IBP's Keyword Editor helps you to work with your keyword lists. Click the *Keyword Editor* button in the Keyword Generator window. The Keyword Editor will automatically use the keyword list that is displayed in the Keyword Generator. Of course, you can also manually add keywords to the list.



If you haven't worked with pay per click search engines yet, you might wonder what the Keyword Editor is all about. IBP's Keyword Editor has two main purposes:

1. IBP's Keyword Editor creates new keywords for you by generating misspellings and by permutating the keywords in the list.
2. IBP's Keyword Editor generates phrases that are required by some PPC search engines.

IBP's Keyword Editor is an easy and convenient way to create powerful keyword lists for your pay per click campaigns.



How to create new keywords

Select the keywords with which you want to work in the keyword list and click the *Combine Selected Keywords* button. IBP will create new keywords by combining the selected keywords in every possible way:

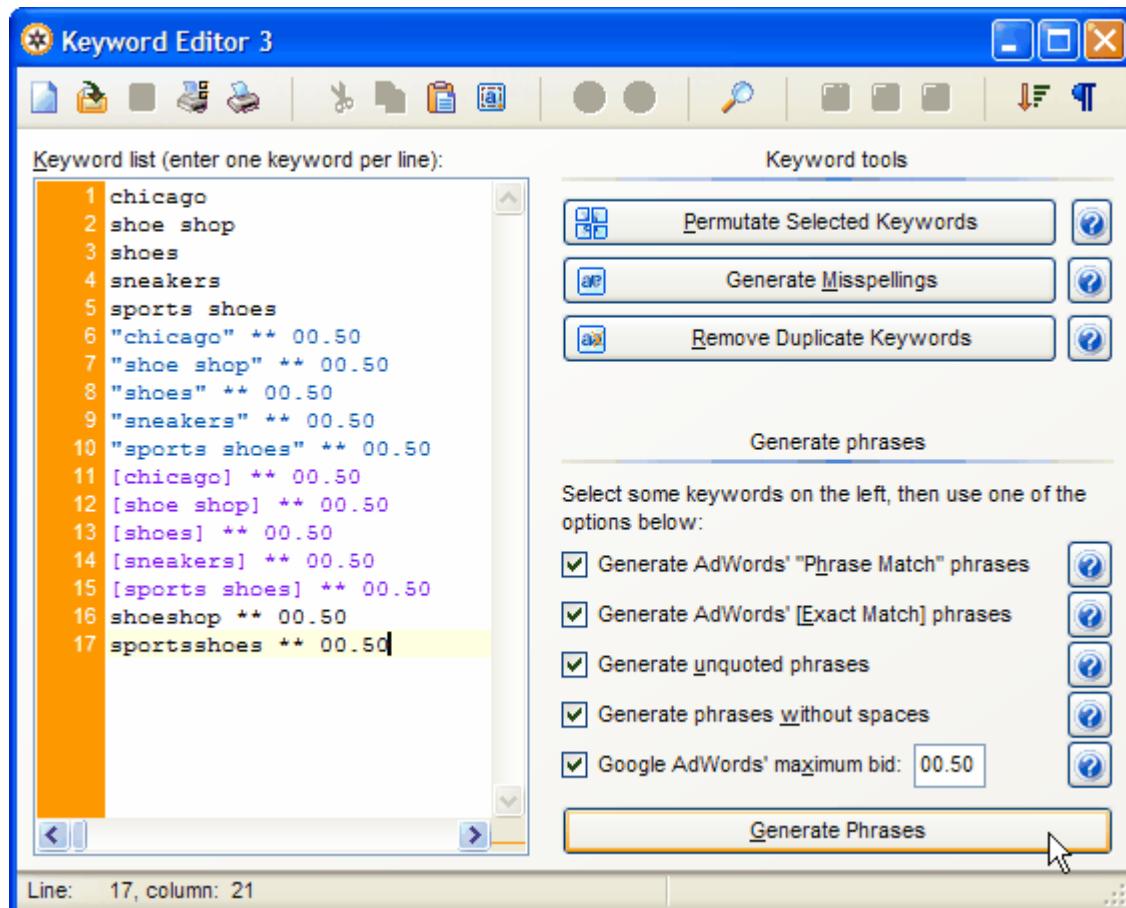


A click on the *Generate Misspellings* button will add common misspellings and typing mistakes to the list. The *Remove Duplicate Keywords* button cleans the list by removing duplicates.



How to generate phrases

The *Generate Phrases* section in the Keyword Editor allows you to quickly create phrases for Google AdWords and other PPC search engines that support these phrases. You can also enter the maximum amount you want to pay per click on Google AdWords:



If you're interested in optimizing your Google AdWords campaign, you might want to take a look at our eBook *Successful Advertising with Google AdWords*. This eBook is available at <http://www.Axandra.com/adwords-optimizer>.



The ROI calculator

IBP offers you four calculators that allow you to quickly find out if a pay per click (PPC) campaign is worth your money. Click the *ROI Calculators* link in IBP's main window to start the calculators:



Enter your campaign data in the edit fields and IBP will automatically return the results. The *cost per conversion* edit field has four post decimal positions to make the results more accurate.

IBP offers the following calculators:

PPC ROI Calculator:

The PPC ROI Calculator calculates the return-on-investment for your pay per click advertising campaigns. In relation to search engine advertising, the term ROI refers to sales generated as the direct result of a PPC search engine marketing campaign.

Maximum CPC Calculator:

This calculator helps you to find out how much you can pay per click so that you still get a positive return. CPC is short for cost-per-click.

CPC (cost per click) is used in advertising where the advertiser agrees to pay a set price each time the ad viewer clicks his advertisement. For example, if the CPC is \$0.30 and the advertiser gets 10 clicks on a day, he'll pay \$3.00 for it. CPC is used by pay per click search engines such as Overture, where you can bid for specific search terms and pay per click.

Impressions Calculator:

The Impressions Calculator helps you to find out if advertising on a web site was worthwhile to you. The number of impressions is the number of times an ad is displayed.

CPM, CTR and CPC converter:

This calculator helps you to calculate the CPM (cost per thousand impressions), the CTR (click through rate) and the CPC (cost per click) of a campaign.

CPM (cost per thousand impressions) is used in advertising where the advertiser agrees to pay a set price for 1000 banner impressions or page views. For example, if a web site offers banner advertising for \$12 CPM, and the advertisement is displayed 5000 times, then the advertiser pays \$60. The abbreviation for "cost per thousand" is CPM because the letter "M" stands for the Roman numeral for 1000.

The click-through rate is an advertising term that determines the success of an advertisement. It usually describes the number of times a link is clicked on a web page compared to the number of times that page is displayed. For example, if a web page gets 2000 visitors and 250 people click on a banner, that banner has a click-through rate of 0.125 (250 / 2000).



Checklist

Make sure that you can tick all of the following items so that you don't pay too much for your PPC campaigns:

Things you should have done:

1. Have you selected keywords that are so targeted that they will bring you visitors that are interested in your products? Yes No
2. Have you calculated the maximum amount you can spend per click so that you still get a positive return on investment (ROI)? Yes No

Things you should know:

1. Most web surfers prefer non-paid search engine results over paid search engine results so pay per click should only be a part of your search engine campaign. I know that
2. Only bid for keywords that are very targeted. You'll pay too much if the keywords are too broad. I know that



If you don't advertise on pay per click search engines yet, go to "<http://www.active-webmasters-directory.com/pay-per-click.htm>" to get a sign-up bonus on many pay per click search engines.



Other useful IBP tools

IBP's Search Engine Spider Simulator

Search engines see your web page with totally different eyes than web surfers. A web site that looks great to the human eye might be totally meaningless to search engines. For example, if your web site is built of pictures that contain the text of your pages, search engines won't find anything they can use on your site.

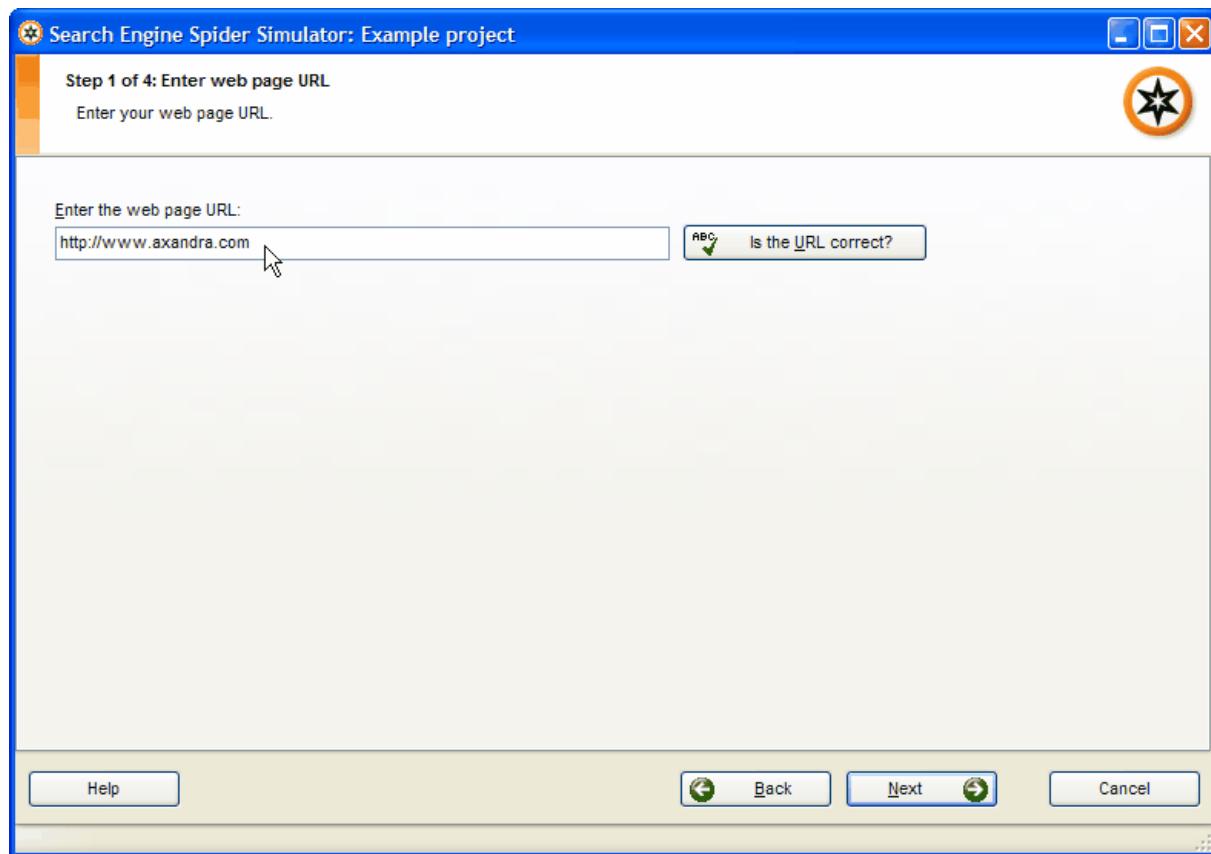
Search engines visit web pages with software programs called search engine spiders (or search engine bots, or search engine crawlers). A search engine spider is a simple software program that parses the HTML code of web pages to determine the content of these web pages.

IBP's Search Engine Spider simulator makes it easy for you to find out how search engines see your web site. Just enter the URL of your web site and IBP will tell you what text and what links a search engine can find on your site. That allows you to quickly find out whether your web site has the information needed by search engines to properly index your web site.

How to use IBP's Search Engine Spider Simulator

IBP's Search Engine Spider Simulator is very easy to use. Click the *Search Engine Spider Simulator* link in the IBP main window to start the *Search Engine Spider Simulator*.

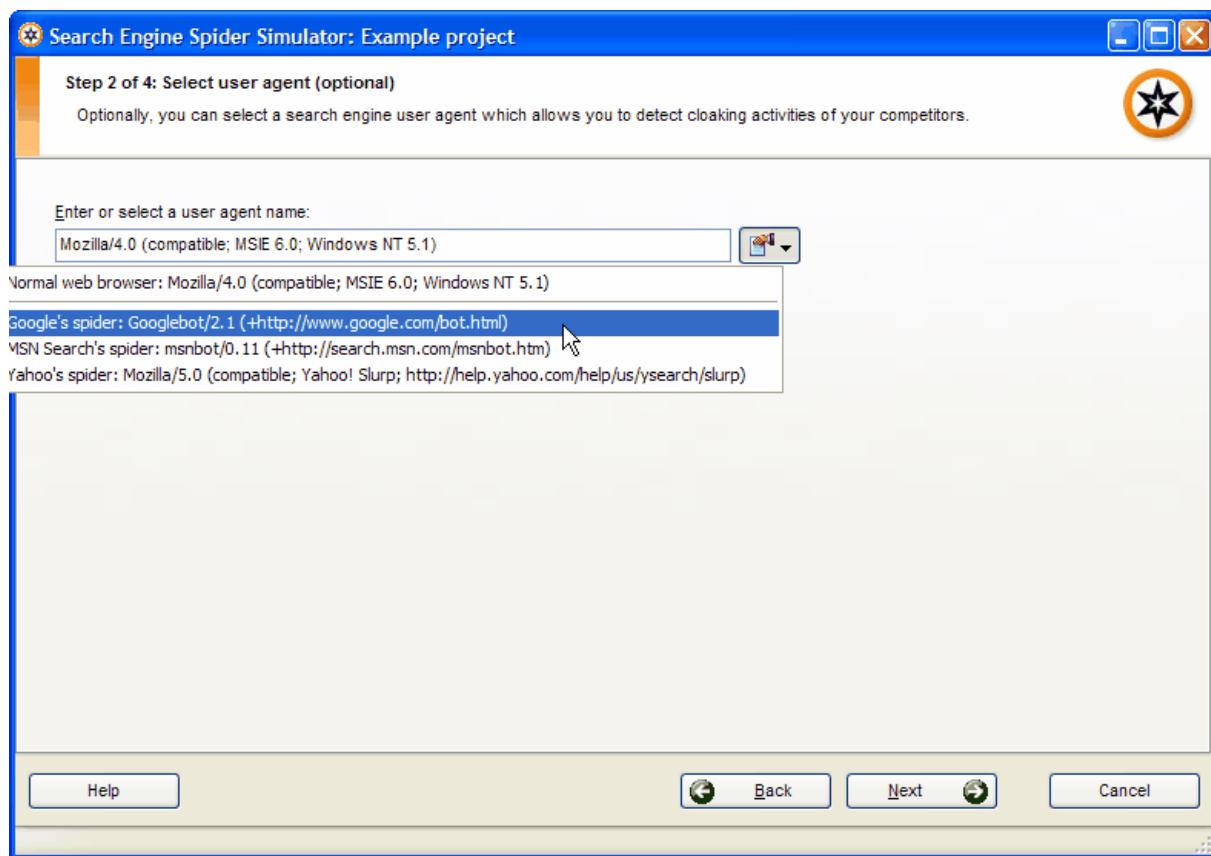
Step 1:



Enter the URL of the web page you want to test in the first step and click the *Next* button to proceed.

**Step 2:**

Select the user agent with which IBP should visit the web site.



The user agent is the name of a web browser or the name of a search engine spider. You can enter any user name you want, or you can select one of the usernames in the popup menu.

If you select Google's spider in the list, IBP's Search Engine Spider Simulator will look like Google's spider to the web site. That allows you to find out if a web site returns different pages to Google than to normal web surfers (a technique with name cloaking).

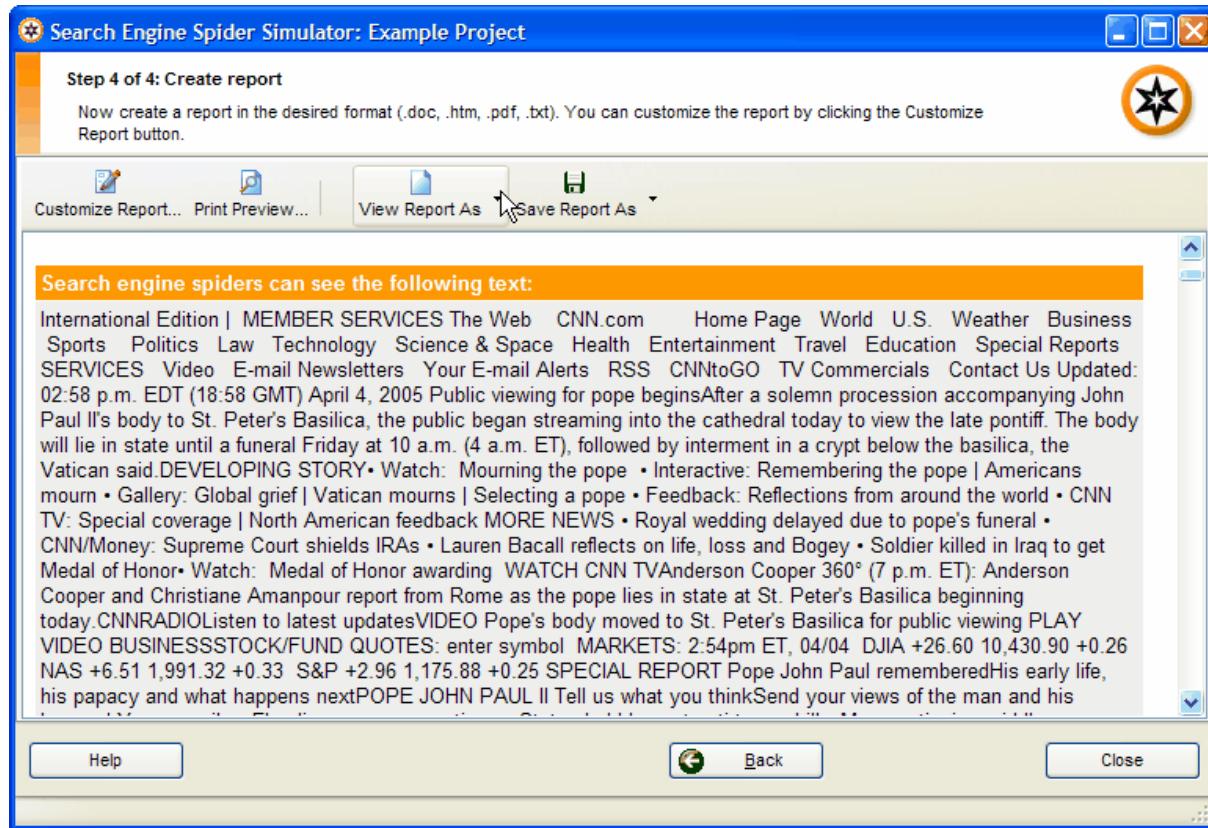
Step 3:

IBP visits the web page and analyzes the code.



Step 4:

In the last step, IBP tells you in an easy-to-understand report what search engine spiders will see when they visit your web site.



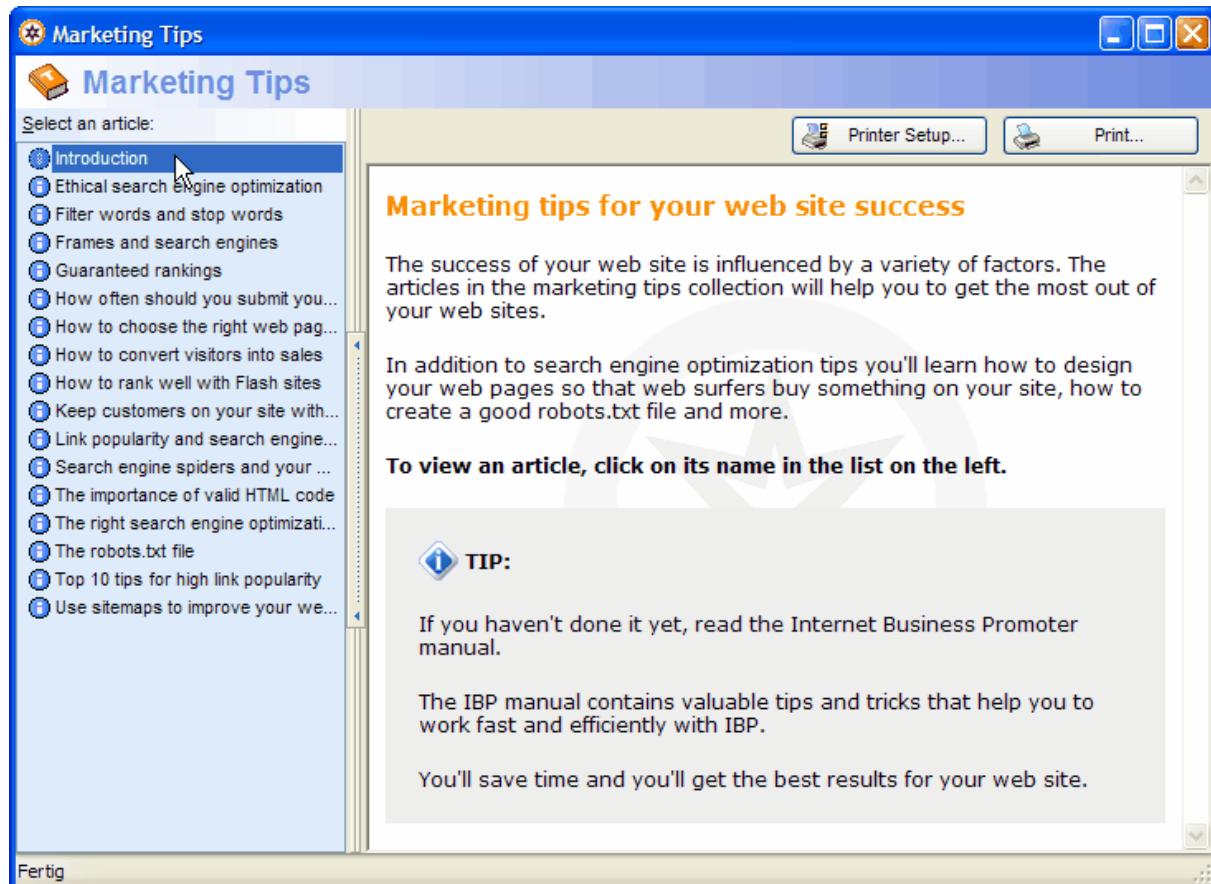
The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.



Improve the effectiveness of your site with IBP's marketing tips

IBP offers you an article library with very useful articles about Internet marketing.



The articles explain how to convert visitors into sales, how to keep customers on your site and more. Just click the *Marketing Tips* link in IBP's main window to open the article library.

How to quickly create a backup of IBP

IBP allows you to quickly create a backup. Just click the *Backup & Restore* link in IBP's main window. That will open the *Backup & Restore* window:



Click the *Backup* button to make a backup of your IBP data. To restore a backup on your computer click the *Restore* button.

Example:

Suppose you have to reformat your hard disk. Do the following:

1. Click the *Backup* button to make a backup of your IBP data.
2. Copy the backup file to a secure medium, for example to a CD-ROM or a ZIP disk.
3. Reformat your hard disk.
4. Install the IBP demo version on your newly formatted computer.
5. Click the *Restore* button and select the backup file.

That's all there is to it. This method also allows you to transfer IBP to another computer. You can install IBP on more than one computer as long as you don't use both copies at the same time.



Working with projects

The Edit Project window

A project in IBP reflects one web site you want to promote. A project contains the URL of the web site you want to promote as well as the description, the contact information, the keywords, etc.

The *Edit Project* window allows you to edit the basic information of a project. You can open it by clicking on the *Edit Current Project* button in the IBP main window:



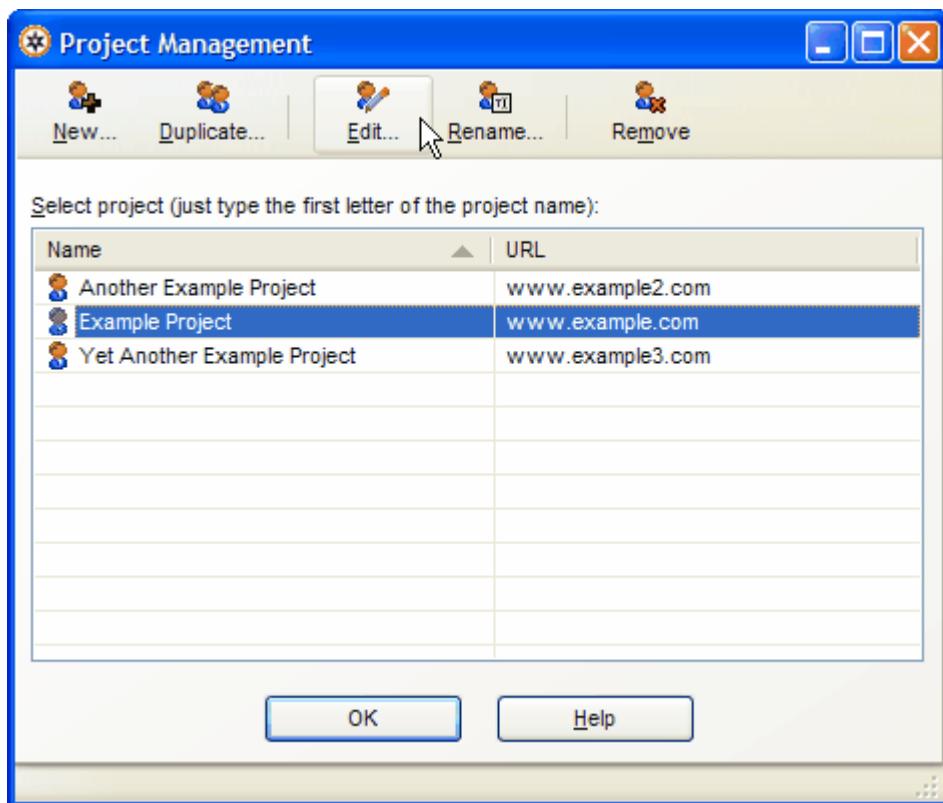
You can edit the name of the project, you can enter the description of the web site, your contact information, etc. You can switch between the different sections in the *Edit Project* window by clicking on the section names on the left side of the window.

The purpose of the different sections is explained in the window itself. Just click the blue links next to the question mark symbols to get further information about a section.

IBP Standard supports up to five independent projects, IBP Business supports an unlimited number of projects. You can overwrite the project information at any time and you can replace old projects with new projects.

The Project Management window

The *Project Management* window allows you to quickly manage your projects. Click the *Manage Projects...* button in IBP's main window to open the window:



Click the *New* button to create a new project. The *Duplicate* button will duplicate the selected project. A click on the *Edit* button will open the [Edit Project](#) window. The *Rename* button allows you to rename a project and the *Remove* button allows you to delete a project.

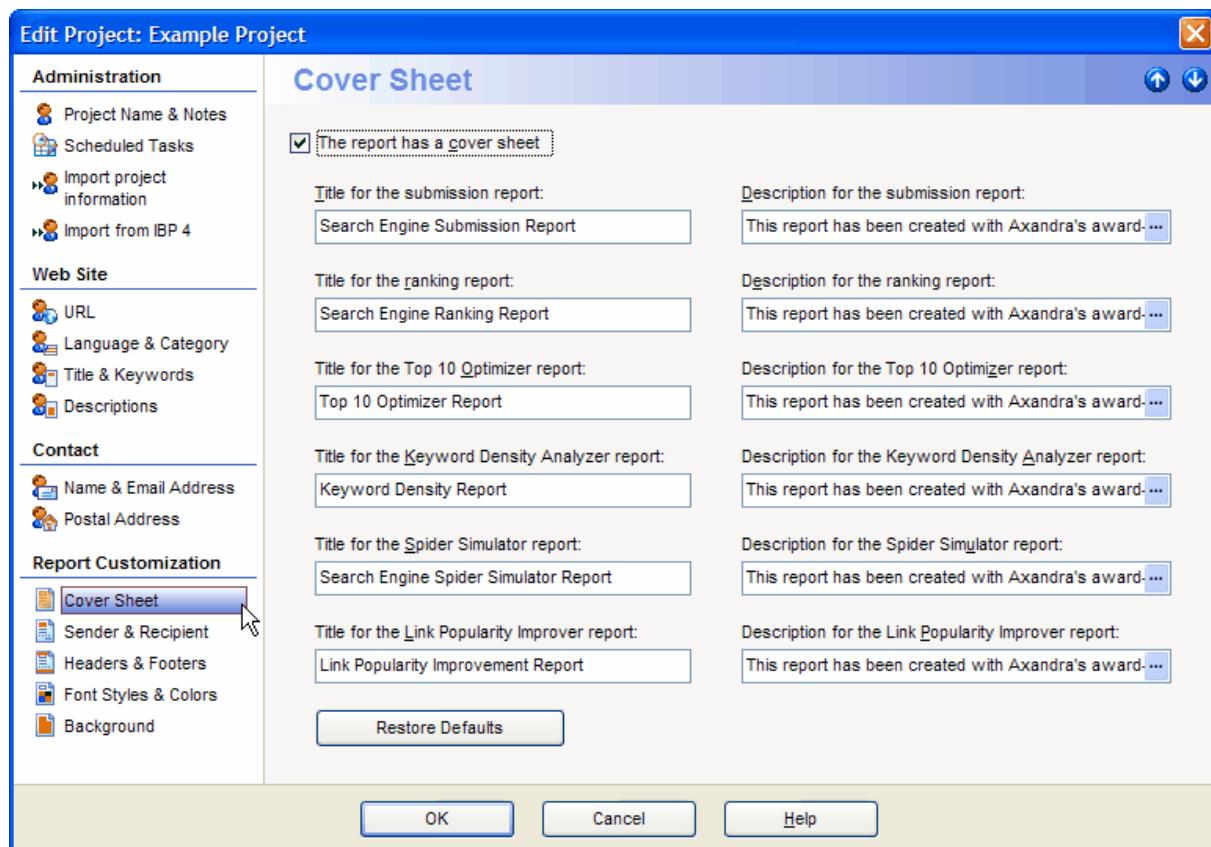
The highlighted project in the list is the currently selected project.



How to customize the reports

If you use IBP Business, you can customize the IBP reports so that they use your own headers and footers, company logo, fonts, etc.

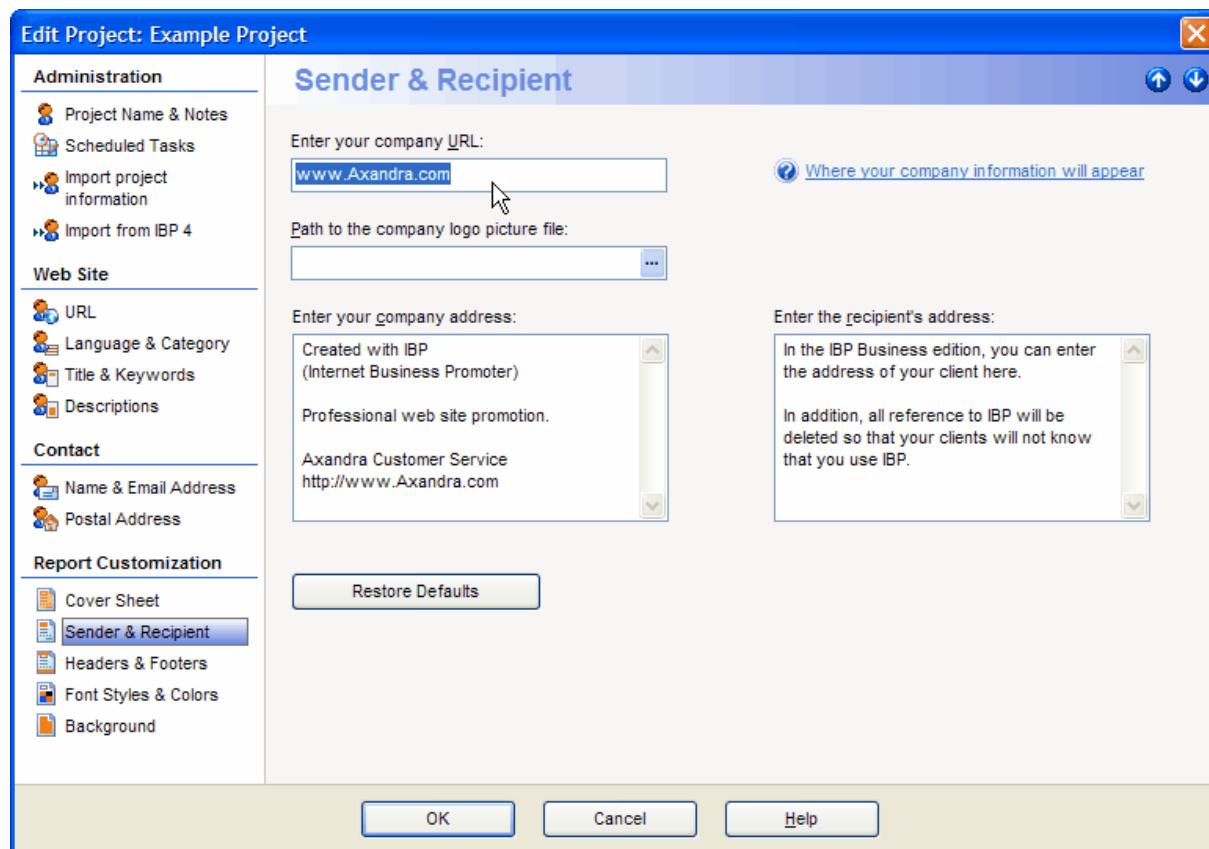
Click the *Edit Current Project* button in the IBP main window. The report settings for the selected project can be found under the *Report Customization* header in the *Edit Project* window:



The *Cover Sheet* section allows you to enter a title for the different reports. In addition, you can enter a short description that will be printed on the report cover sheet. Click the ... button next to the description edit field to open a window in which you can see the full description.

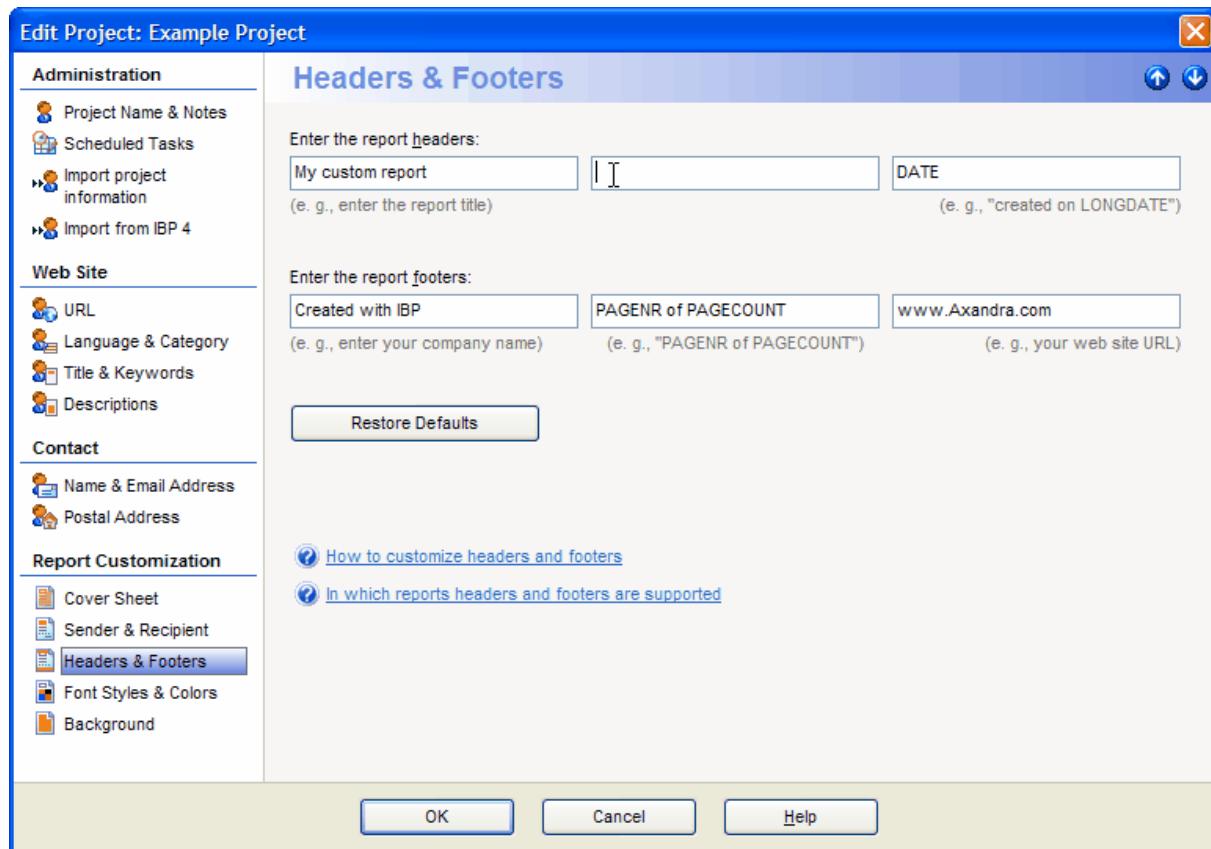


The *Author & Logo* section allows you to enter your own address and the address of your client in IBP. That information will be used on the report cover sheet. In addition, you can specify an image that contains your company logo:





The *Headers & Footers* section allows you to specify custom headers and footers for your reports:



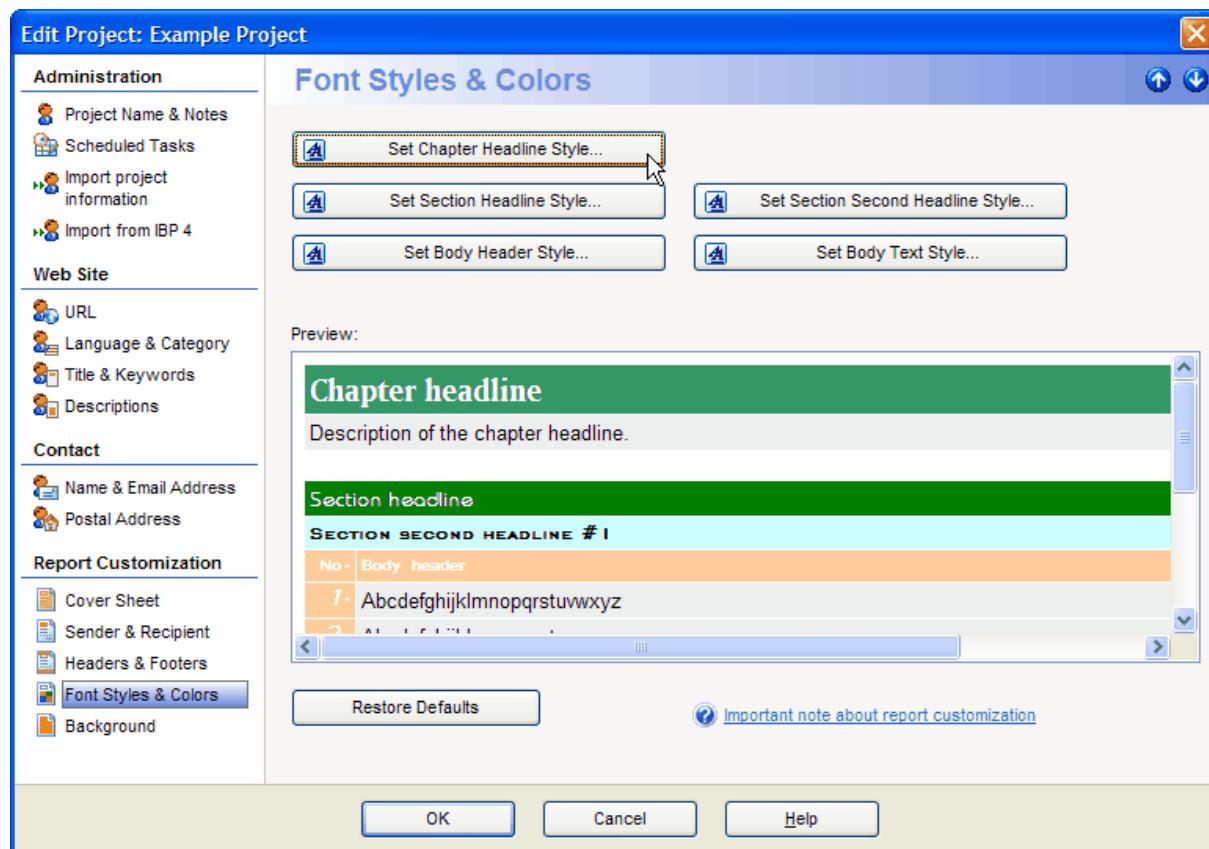
You can use the following variables in the headers and footers:

- LONGDATE
- DATE
- PAGENR
- PAGECOUNT

The *LONGDATE* variable will be replaced with a date like this "23 June 2005" The *DATE* variable will use a shorter format like "2005-06-23". The *PAGENR* variable will be replaced by the page number and the *PAGECOUNT* variable by the total number of pages in the report.

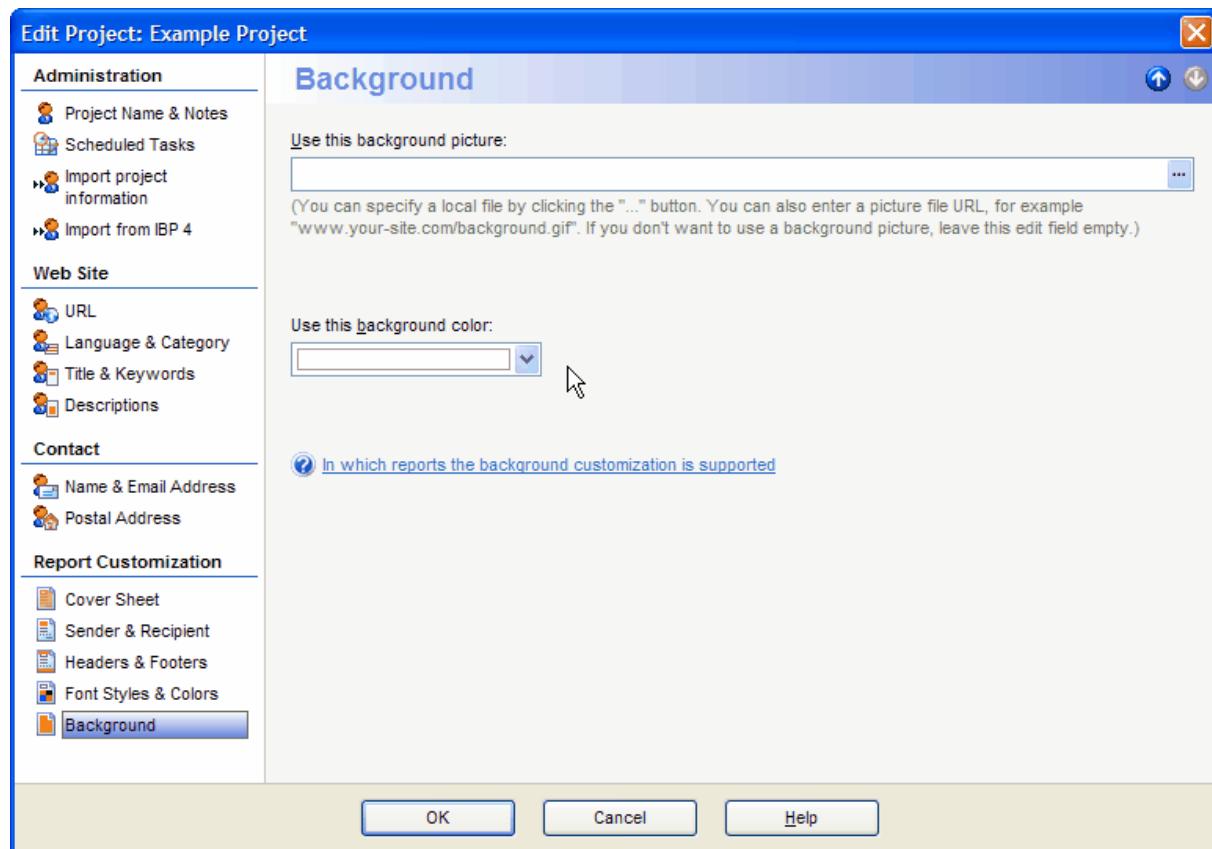


You can also use your own fonts and your own colors in the report:





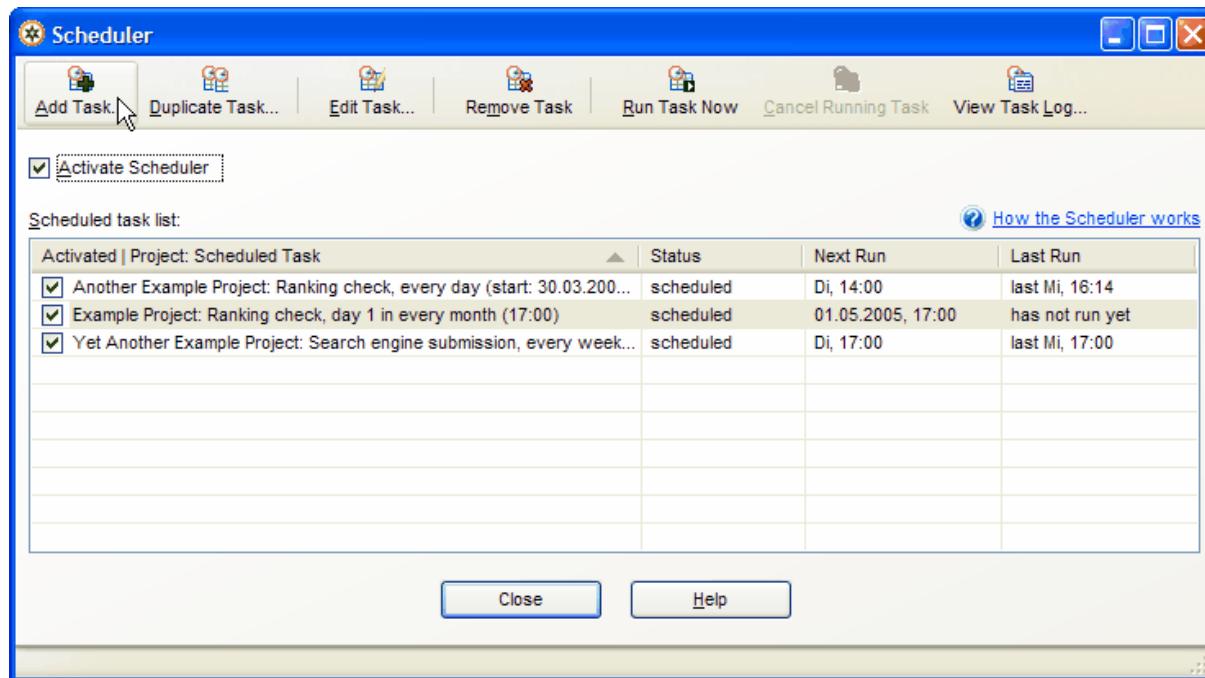
If you want, you can also specify a background color or a background picture that will be used in HTML reports:



How to schedule tasks

Constantly checking the search engine rankings of your web site takes much time and patience. Fortunately, IBP's Scheduler allows you to automate tasks such as checking your rankings and submitting to the search engines. You can make the Scheduler run these tasks after hours, rather than tying up your computer during valuable time in the work day.

Create a new task by clicking the *Add Task* button at the top of the Scheduler window.



Follow the instructions in the Scheduler window to set up a new task. If you have questions about a special feature in the Scheduler, click the blue links next to the question mark icons in the scheduler.

IBP's scheduler is very flexible. Tasks can be executed once, daily, weekly or monthly, for example on every first Friday of each month. You can create an unlimited number of tasks, even for the same project. Note that only one task can be executed at a time.



Checklist

Before using the scheduler, make sure that you can tick "Yes" and "I know that" to all of the following items:

Things you should have done:

1. Could you tick all Yes boxes in the search engine submission checklist in this manual? Yes No
2. Could you tick all Yes boxes in the search engine ranking check checklist in this manual? Yes No

Things you should know:

1. Most search engines don't update their indexes very often. It's usually enough to check your search engine rankings once a month. I know that
2. As long as your web site is not listed on search engines, it's enough to submit it every four weeks. Search engines need some time to index new web pages. I know that



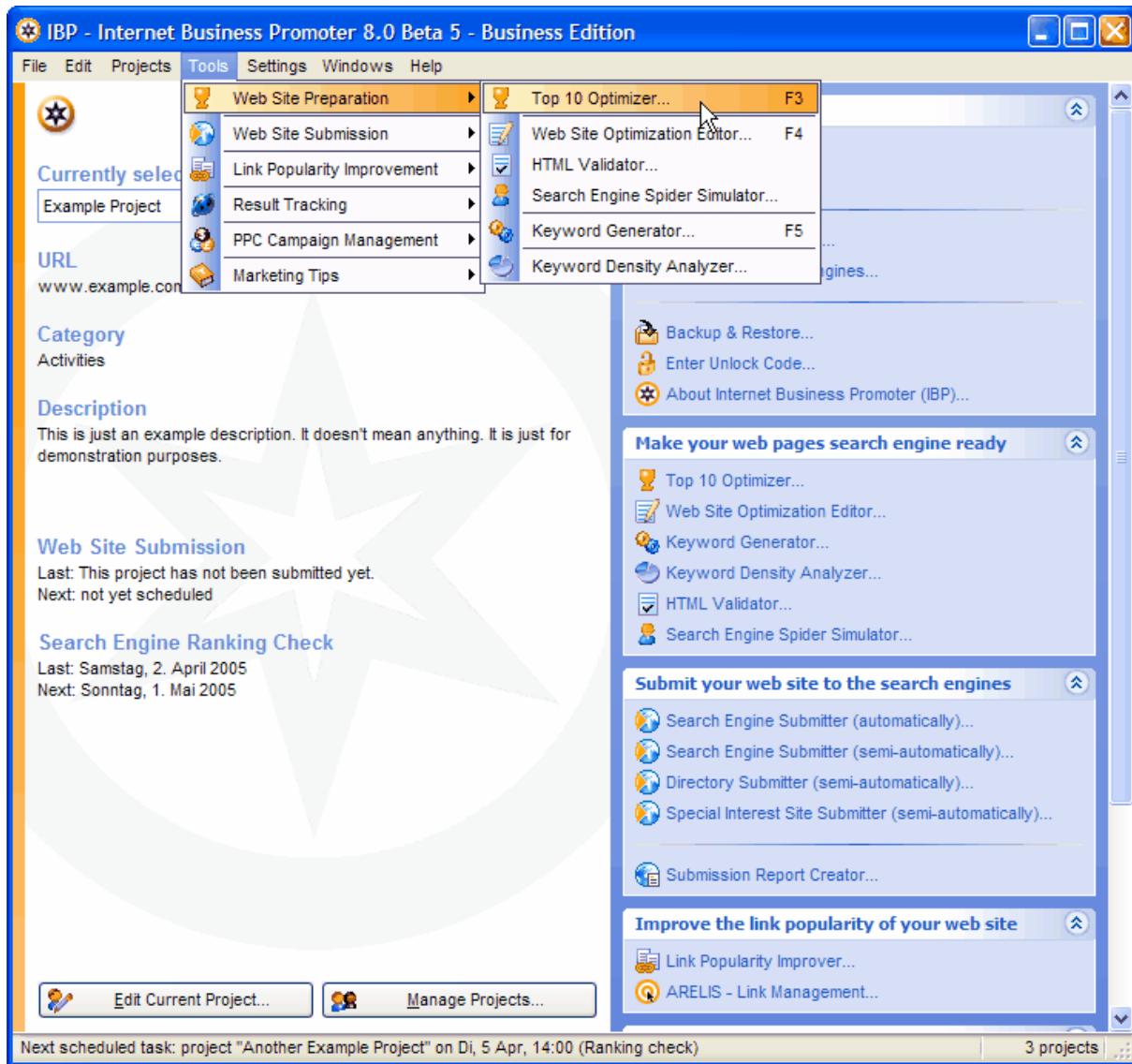
If you manage web sites for clients, use IBP's report customization features (only available in IBP Business). If you customize the reports, your customers won't know that IBP did so much of the work for you.

Other windows

The main window

The IBP main window allows you to access all IBP features quickly and easily.

You can access the IBP tools either through the links on the right side of the window or through the menu bar at the top of the IBP main window:



The left side of the main window displays a short summary of the selected project. To select another project, click the [Manage Projects](#) button or select a new project in the *Currently selected project* popup menu.



The Supported Search Engines window

The Supported Search Engines Window lets you quickly see which search engines are supported by IBP. Click the "Supported Search Engines" button in IBP's main window to open this window.

The Supported Search Engines panel

The "Supported Search Engines" panel shows a report with all supported search engines.

The screenshot shows the "Supported Search Engines: Example Project" window. The main pane displays a list of search engines categorized by region. The UK section includes LSpotting.com, Google.co.uk (pages from the UK), Hotbot.co.uk, Lycos.co.uk (Worldwide), MSN.co.uk, SearchUK.com, Sput.com (without category results), Tiscali.co.uk, Wanadoo.co.uk (All the Web), WotBox.co.uk, and Yahoo.co.uk (Ireland only). The UK section also includes Excite.co.uk, Google.co.uk (the web), Lycos.co.uk (UK & Ireland), Mirago.co.uk, Overture.uk, Seekport.co.uk, Tiscali.co.uk (UK Businesses), UKPlus.co.uk, Wanadoo.co.uk (UK sites only), Yahoo.co.uk (All of the web), and Yahoo.co.uk (UK only). The USA section includes A9.com, AllTheWeb (any language), AllTheWeb (Bulgarian results), AllTheWeb (Chinese simp. results), AllTheWeb (Albanian results), AllTheWeb (Arabic results), AllTheWeb (Catalan results), and AllTheWeb (Croatian results).

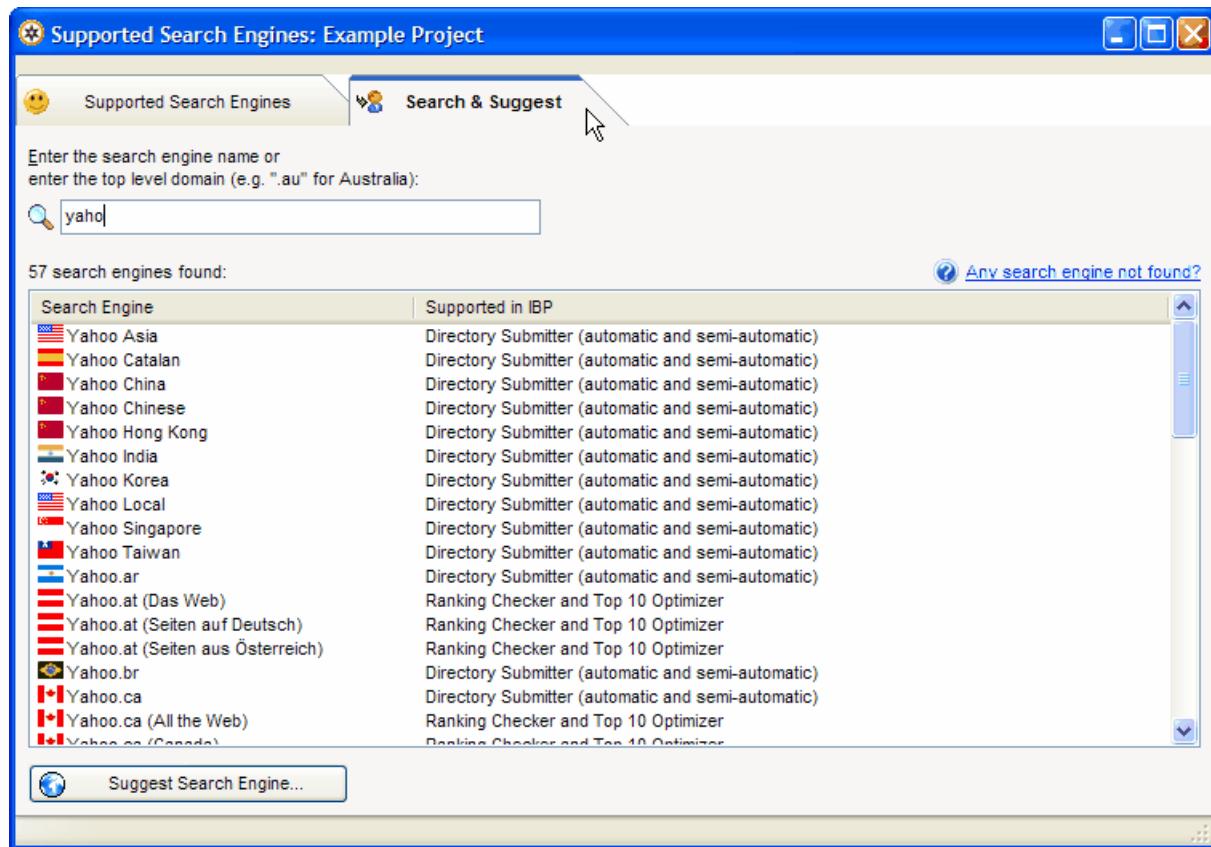
The buttons above the report preview allow you to view the report as a web page (HTML), PDF, text or Microsoft® Word® document (the latter is only available in the IBP Business edition).

If you want to send a report by email to one of your clients, save the report as a web page or as a PDF document. IBP creates very small PDF files so that you can send them quickly to your clients.

Click the "Customize Report..." button to open the Customize Report window. Please note that the settings of the Customize Report window can only be used in the Business edition of IBP.

The Search & Suggest panel

The "Search & Suggest" panel allows you to look for any search engine that is supported by IBP. Enter the name or a part of a search engine name in the edit field and IBP will list all search engines that contain that part in the name. For example, if you want to list all Canadian search engines, enter ".ca" (without the quotation marks).



If you know of a search engine that is not in the list, click the "Suggest Search Engine..." button and IBP will connect you to a web page on which you can suggest the missing search engine.



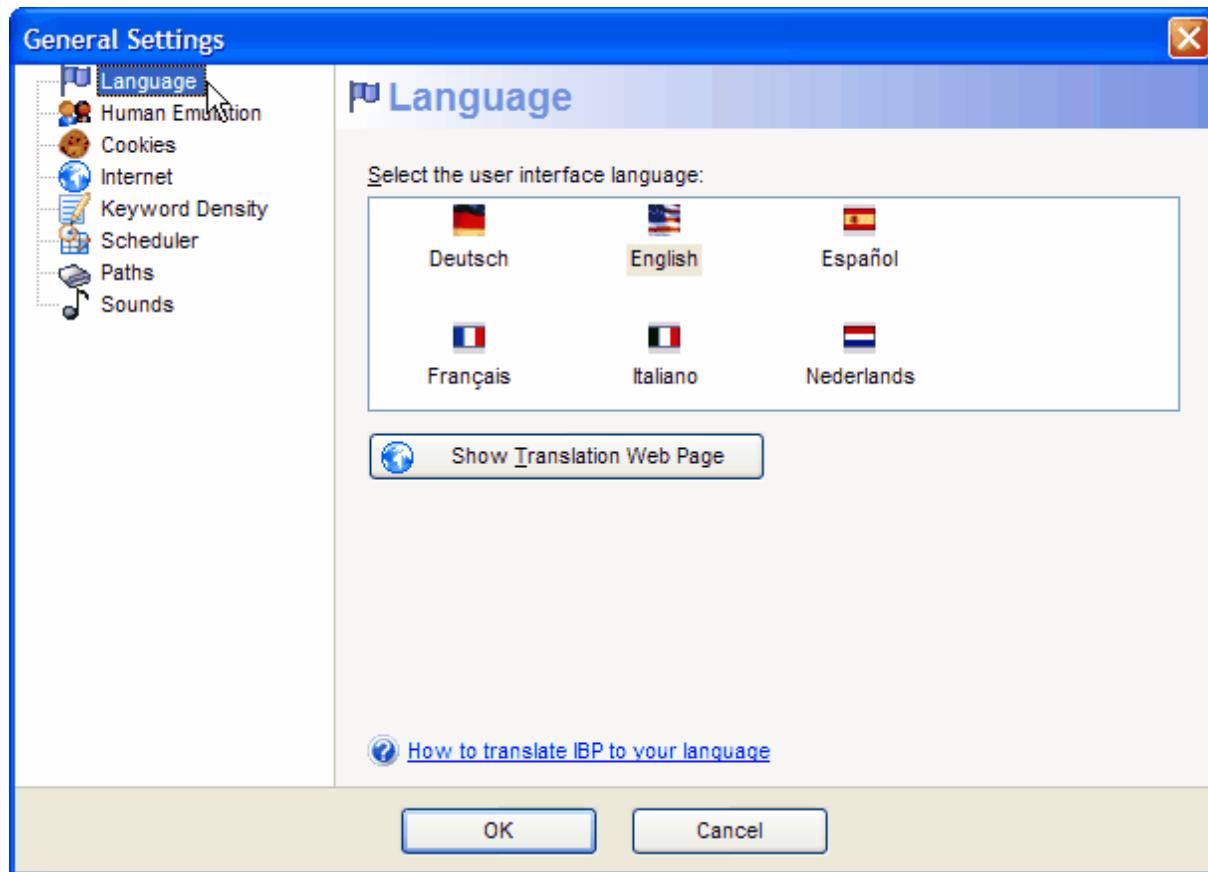
Not all search engines have a submission page. Some popular search engines use the database of another search engine. If you don't find a particular search engine in IBP's Search Engine Submitter, then the search engine probably doesn't have a submission page.

The next time you use that search engine, take a close look at the results. If the result pages list text like "Powered by Google" or "Results by Yahoo", then it's likely that the search engine doesn't have its own database. For that reason, it's not possible to submit to that search engine.



The General Settings window

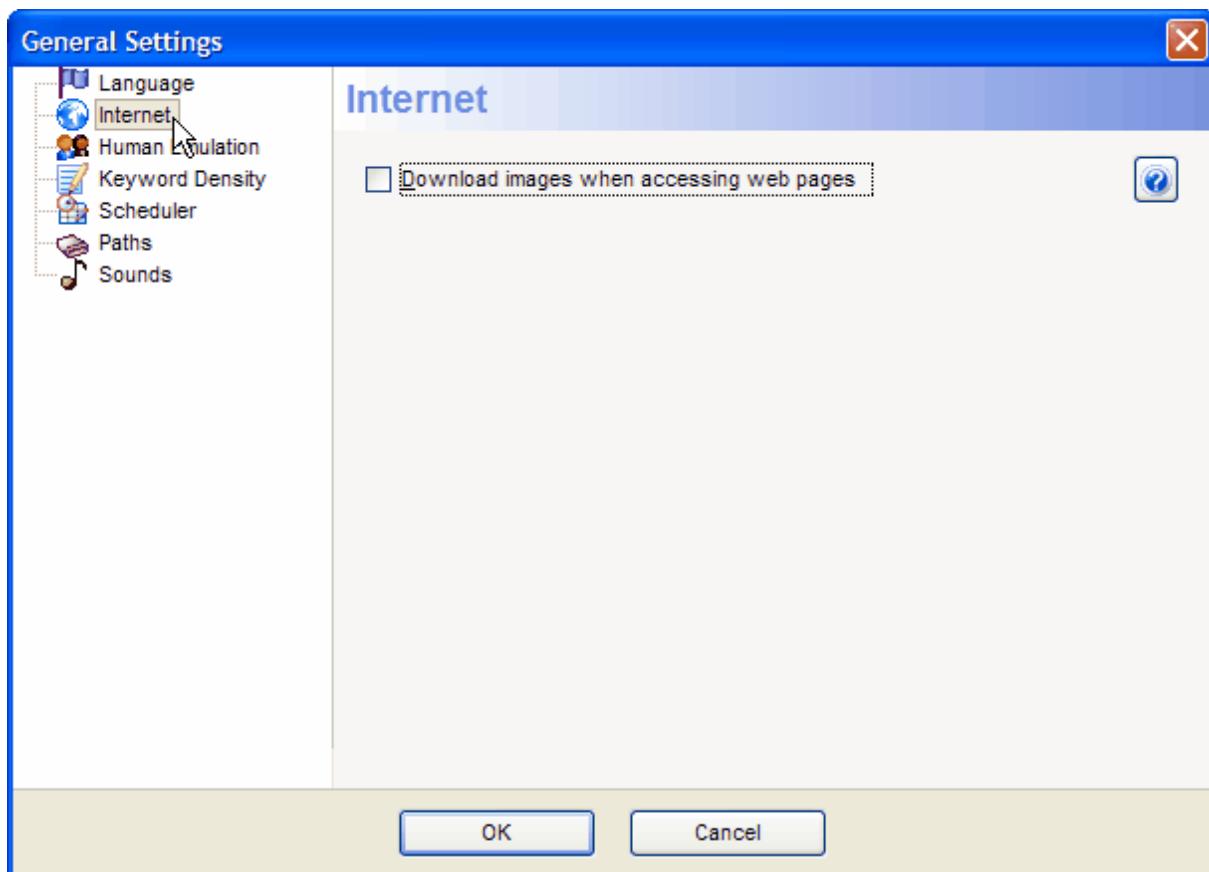
The *General Settings* window allows you to edit the global settings of Internet Business Promoter. Click the *General Settings* link in IBP's main window:



The left side of the General Settings window allows you to choose a section in the settings window. The *Language* section allows you to select the user interface language of IBP.



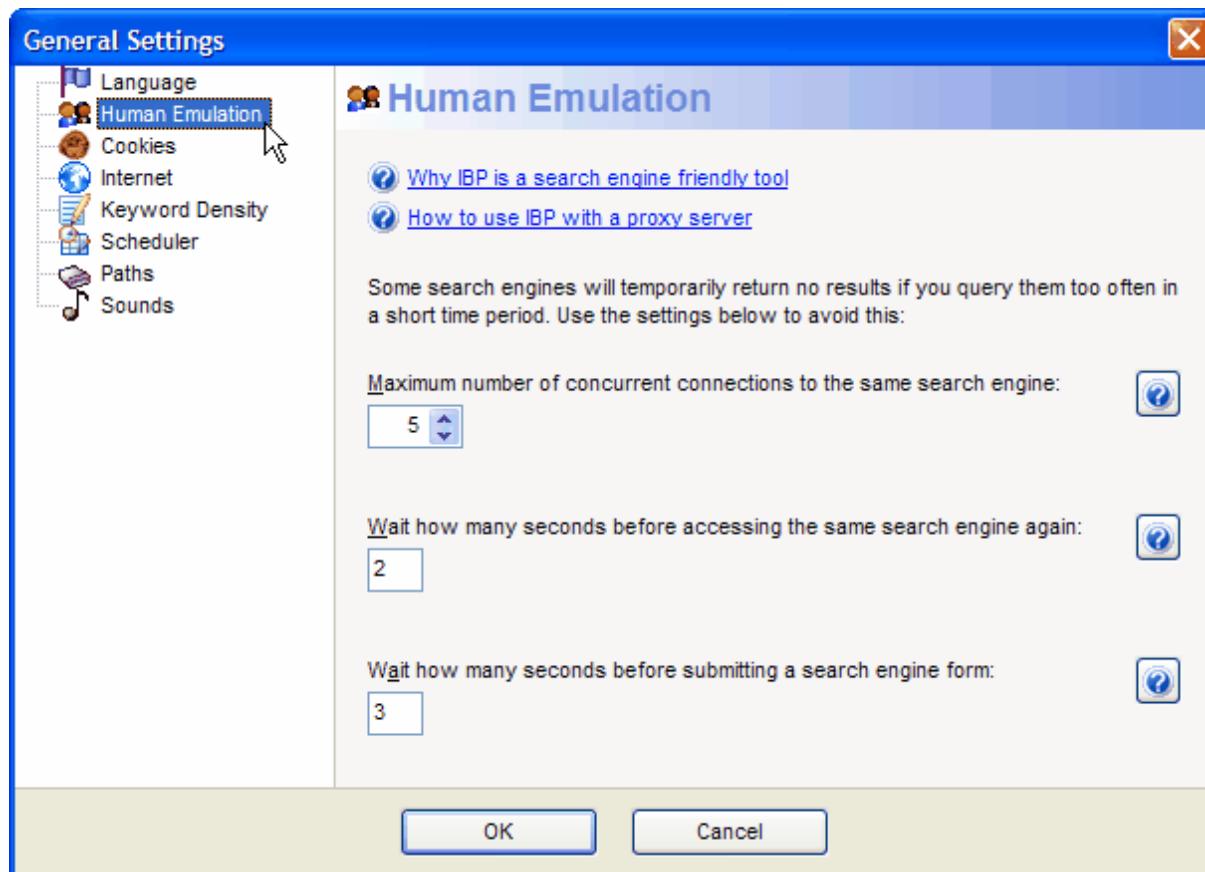
Click *Internet* in the list to switch to the *Internet* section:



Click the question mark symbol in the *General Settings* window to get further information about the settings.



The *Human Emulation* settings are very important in IBP. They allow you to specify the behavior of IBP when it accesses search engines.



IBP is a search engine friendly web site promotion tool. It tries to minimize its access search engines to cause as little traffic as possible.

IBP uses MS Internet Explorer to access search engines. That ensures that search engines think that they are accessed by a human person with a normal web browser. That way, you get the most accurate results with IBP.

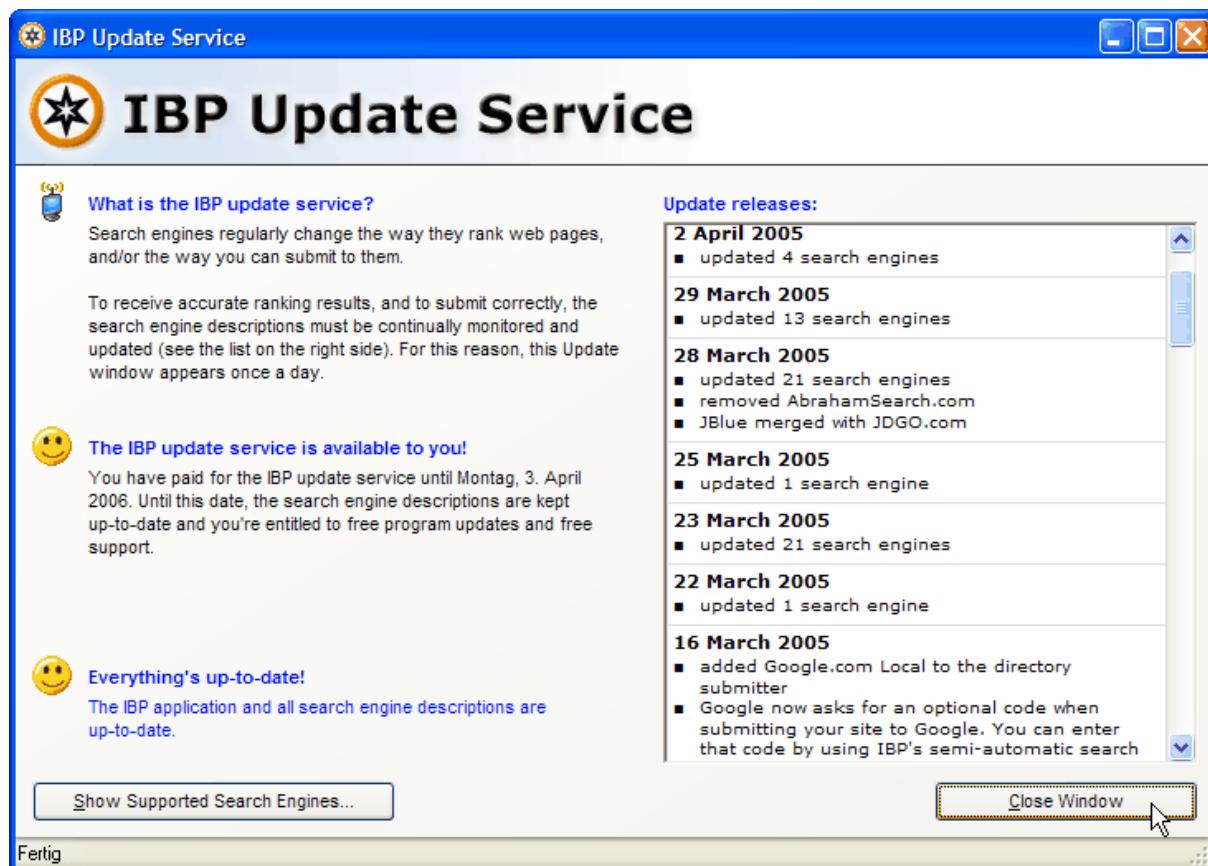
The MS Internet Explorer windows that are used by IBP are opened outside the visible screen area so that they don't disturb your normal work flow.

An additional security measure is the *Cookies* section. IBP can automatically delete search engine cookies if you select that option. This prevents search engines from changing the ranking results based on your cookies and it also prevents them from identifying you by their cookies.

Click *Keyword Density*, *Scheduler*, *Paths* and *Sounds* in the *General Settings* window to change the settings in these areas.

The Keep IBP Up-to-Date window

Once a day, IBP checks if your application and the search engine descriptions are up-to-date. Click the "Keep IBP Up-To-Date" button to open the IBP Update Service window yourself.



Search engine descriptions tell IBP how to access the search engines, for example how to search for a keyword or how to submit your web site to it. Search engines change their result pages and submission pages frequently. For this reason, the search engine descriptions of IBP have to be updated frequently. Unfortunately, we have to charge a fee for it because it is a lot of work to keep them up-to-date and it requires permanent search engine monitoring.

Of course, you don't have to purchase a search engine description renewal. However, some of the ranking checks or submissions might fail then due to out-dated search engine descriptions.



Tips for web agencies and search engine optimization services

Manage your clients with IBP

IBP is the perfect tool for web promotion agencies and other people who promote web sites for clients.

IBP allows you to manage projects that contain all information that is necessary to create a report for a client. For example, a project contains the URL of your client and all associated search terms and search engines for IBP's Search Engine Ranking Checker. You can always overwrite the information in a project and you can delete a project and replace it with a new one if your clients change.

IBP's project management lets you easily add, edit or remove client data. IBP Business supports an unlimited number of projects/clients.



Customize the reports for your clients

IBP allows you to customize the reports so that they match your corporate design.

- Use your company logo.
- Use your own headers and footers.
- Use your own fonts.
- Use your own colors.
- Use your own texts.



Your clients won't even suspect that IBP did most of the work for you.

IBP's Search Engine Ranking Checker even allows you to show only positive results in the list so that your clients only see the keywords with a good ranking on the search engines.

You can use customized report settings for every project. That means that you can use different settings for every client if you want. Details on how to customize the reports can be found in [How to customize the reports](#).



Easily send and sell the reports to your clients

IBP can create PDF and HTML reports that you can give to your clients. For example, save a search engine ranking report as a PDF file and send it to your clients by email. In addition, IBP creates very small PDF files so that you can send them quickly and so that your users won't have problems receiving them.

The HTML reports have been extensively tested with MS Internet Explorer® and Gecko-based browsers (Firefox, Netscape®, Mozilla).

IBP can create a report of all supported search engines for your clients.

A high quality PDF report with your company name, your company logo and your company URL in the header/footer will enhance the professional image of your company. If you manage web sites for clients, IBP is the perfect tool for you. If you haven't done it yet, [order IBP Business now](#). We're confident that you won't find any other tool than IBP that offers the same features and quality.



How to translate IBP and the reports to your own language

IBP allows you to translate the reports and the complete IBP application to your own language. That allows you to offer search engine optimization services in any language and in any country.

Go to <http://www.axandra.com/web-promotion-tool/translation.htm> for detailed instructions.



How to convert visitors into sales

Even if you have obtained high search engine rankings for your web site under your important keywords, and even if you have hundreds of visitors per day, web surfers still might not purchase anything on your web site.

Why do visitors sometimes not convert into sales? We'll give you several ways that can increase the number of surfers that will become buyers on your web site.



Step 1: Accelerate your web pages

Web surfers hate to wait for slow loading web pages. If your web pages don't load fast enough, many web surfers will go away without taking a look at them.

No matter how great your product is: if your web site is not fast enough, web surfers won't see it. Fast loading web pages are crucial if you want to sell something on the Internet.

There are several things you can do to speed up your site. Of course, you should make sure that your web host provides fast and reliable servers. In addition to hosting your web site on a fast server, you can do the following to improve the loading time of your web pages:

- **Reduce the number of graphics**

A large number of graphics on your web pages can considerably slow down your page. For each graphic on your web page, the web browser has to make another connection to your server.

If you cannot reduce the number of graphics on your web page, then try to combine several graphics to a single bigger one. Use the same graphics on your other web pages so that web browsers can load the graphics from the browser cache.

- **Specify the dimensions of your graphics**

Always make sure to include the height and width dimensions of your graphics in your HTML code. This means that every IMG tag should have the WIDTH and HEIGHT attributes specified.

If web browsers don't have to figure out the dimensions of your graphics, they can already display placeholders and start displaying the text of your web page before loading the graphics from the server.

- **Make the top of your page interesting**

If a web page takes a long time to load, make sure that the top of the page contains something interesting because visitors will see that part first.

- **Divide your tables**

Web pages that use a single large layout table take a long time to render in web browsers. Break up huge tables into several smaller ones.

- **Specify the dimensions of your tables**

If you specify the WIDTH and HEIGHT attributes for your tables, then web browsers don't have to load the complete table code to calculate the dimensions of the table.

- **Double check cell widths**

Take a moment to check the individual widths of each table cell. If the total is more than the specified table width, then web browsers will have problems displaying your table.

It's important to know the download times of your web pages. In general, your home page should load in 20 seconds on a dial-up connection and the top of your page should be displayed within 5-8 seconds.



Fast loading web pages are the most basic factor of a successful web site. If your web pages are displayed and rendered as quickly as possible, people will have more time to read the actual content of your web pages and eventually they'll buy something on your page.

Now that people can see your web page content, it's important to keep them on your site.



Step 2: Create trust

It's very important that your web site visitors have trust and confidence in your company. Your customers must trust you. They won't buy from you if they don't.

- **Make sure that your web pages have a professional design**

Your web pages have to look perfect. If necessary, hire a professional web designer. Don't use blinking text, funny animations or flashy banners on your page. Make sure that all links on your web site are intact.

Don't use automatically created web pages. Some software programs allow you to automatically create pages that are "optimized" for a special keyword. These doorway pages don't work anymore on search engines (its simply spamming).

In addition, human web surfers are turned away by that kind of pages. While doorway pages might look attractive to software programs, web surfers usually hate them.

Automatically created doorway pages usually look ugly to human web surfers. Often, they consist of nothing more than a list of buzz-words. You won't get good results with this method because human web surfers will quickly close such a web page.

- **Tell your web site visitors who you are**

Make sure that customers know that a real person is sitting behind this web page. Include your full contact information on your web site and make it easy to find.

If your visitors don't know from whom they will purchase and how to contact you, they won't buy anything. Show your privacy policy.

- **Offer free trials and show your refund policy**

The most common way that companies use to establish trustworthiness is to offer a free trial and a money back guarantee. If your customers know what they'll get, they'll be more likely to purchase.

- **Use testimonials**

Its far better if other people say nice things about you than you saying nice things about yourself. Testimonials from satisfied customers will show how your business can do a better job than your competitor when it comes to customer satisfaction.



On the World Wide Web, you cannot speak face to face with your customer so you have to establish credibility in other ways.



Step 3: Use powerful sales copy

It's important that your web pages are interesting to your visitors. Every visitor wants to get a prompt answer to the question "what's in it for me?". In the first paragraph of your web page, you should tell your visitors the following:

- what you do
- why people should stay on your site
- what's in it for your visitors

If you don't answer these questions quickly enough, people will go away.

People aren't necessarily interested in your product or in your company. You must convince your web site visitors with good sales copy.

Before starting to write sales copy, make sure that you know your product and that you're passionate about it. You have to fully believe in your product. If you don't, you shouldn't sell it.

You cannot write convincing sales copy if you don't stand behind your product. You must be sure that you're doing your customers a favor by offering them your product.

- **What's in it for your customers?**

Your customers want benefits. What can your product do for them? What can it do for them now? The benefits of your product should be the first words on your site. Make them bold and make them big. If your visitors don't know what's in it for them after the first few seconds, they'll leave your site.

People don't read everything on your page. They scan it for interesting information. Grab their attention with benefits.

- **Don't mix up features and benefits**

You must differentiate between features and benefits. Features are the attributes of your product, benefits are what your product promises. For example, if you sell a solar-powered clock, then the feature is "uses new 38/12 solar cells". The benefit to the buyer is "you save money because you don't have to buy batteries anymore".

Don't bore your potential customers with technical details. Tell them what your product will do for them, how they will feel when they try your product. Maybe your product or service will make them more money, maybe it will save them time. Tell them and don't be shy.

- **Killer headlines will grab your visitors attention**

Nobody will read your entire page. Make it easier for your customers by dividing your page into paragraphs where each paragraph has a headline. Your headlines should make clear what to expect in the next sentences and they should grab your visitors' attention.

Use words like "free, proven, benefit, first, discover, complete, exclusive" and avoid words like "should, could" and "but". Make sure that you use "you" more than "I" or "we". Remember: Your customers don't really care about you and your business. They only want to know what's in for them.

- **End your sales copy by telling the reader what to do**

At the end of your copy text, you must tell your visitors what to do next, for example "Click here to order now for immediate delivery".



Use these tips to write as persuasively as you can, but remember not to deceive your customers in any way. You'd risk poor word of mouth, legal action, no repeat business and refund requests.

When people have finally decided to purchase your product, you must make sure that your order page doesn't drive them away.



Step 4: Optimize your order pages

Statistics show that more than 60 percent of online shoppers abort the ordering process. If your order page isn't easy to use, all other web site promotion efforts will be in vain.

Here are the most important points for a successful order page:

- Link from the home page and from all product and service pages to the order page.
- Give the links on your order page names that your customers can easily recognize: "Order", "Buy", "Store", "Checkout", etc.
- Don't hide the price for your products or services. People won't buy if they don't know what they have to pay.
- Tell your visitors about shipping costs and state taxes.
- Tell your visitors the final price before they have to enter the credit card number.
- Tell your visitors who you are and tell them your complete company address.
- Offer an unconditional money-back guarantee if at all possible.
- Tell your visitors upfront about your refund policy.
- Make sure that your order pages are secure. Use at least 40 bit encryption so that your customers can safely enter their contact and purchase information.
- Make sure that your order pages are easy to understand. Test them with your friends or relatives that don't connect to the Internet very often.
- Regularly test your order pages to make sure that they work.
- Make sure that you'll be notified if your server goes down.
- Make sure that your order page displays a meaningful message if the customer forgets to enter the street name or any other required field.
- Make sure that your order pages work with international customers. German customers don't know what to enter in the "State" field and usually leave it empty. Some countries don't even have postal numbers. Your order pages should work for these customers.

If your order pages are easy to use and secure, they won't hinder or deter customers from completing their purchase.



It's very important that your order pages are a secure place to shop for your customers. Use as much encryption as you can and use the additional security services that are offered by some credit card companies.

Our own Axandra order pages use 128 bit encryption and they also use the Verified by Visa and MasterCard SecureCode service. Verified by Visa and MasterCard SecureCode are new services by Visa and MasterCard that use personal passwords or identity information to help prevent unauthorized use of credit cards.



Troubleshooting

What can you do if your web site is not ranked?

If your web site is not ranked on search engines, take a look at the following tips and techniques.

Search engines need some time to pick up new web pages. They have to visit your web site, they have to scan your web pages and they have to reflect the changes in their indexes. Most search engines need four to 12 weeks to index new web pages.



The following list includes the most common reasons for bad search engine rankings. We highly recommend that you read this list to make sure that you have eliminated all factors that might be preventing good search engine rankings for your site.

Make sure that you could tick all "Yes" boxes in the checklists in this manual.

Make sure that your web site has enough content

If your web site consists of only one or two optimized pages it will be difficult to get good search engine rankings. Search engines try to find web pages that offer valuable content to web surfers. Your web site should have at least six pages and each page should have at least 200 words. Search engines need text to index web pages.

Make sure that you have enough good incoming links

If you haven't read it yet, take a look at the section on "[What is link popularity](#)". Optimized web pages without good link popularity cannot get good rankings and vice versa.

Don't use frames

If at all possible, avoid frames. Many search engines have difficulty with frames and it is very difficult to get high search engine rankings for web sites that use frames.

Avoid Flash and other multimedia elements

Most search engines cannot index Flash pages. The normal text content on your web pages matters most to search engines. If you must use Flash on your web site, make sure that you also offer normal text for the search engines. Text in Flash elements is invisible to search engines.

Don't use welcome pages

Some web sites use a "Welcome to our web site" image with a link to the actual site as the index page for the web site. Don't do this. Some search engines might not follow the link on the welcome page and your index page won't contain any useful content for search engines. In addition, most web surfers don't like these welcome pages.



Choose a reliable hosting service

Your web page should be hosted by a [reliable hosting service](#). Otherwise, it could happen that your web server is down when a search engine spider tries to index it. If your web site fails to respond when the search engine's index software program visits your site, your site will not be indexed. Even worse, if your web site is already indexed and the search engine spider finds that your site is down, you could be removed from the search engine database. It's essential to host your web site on servers that are very seldom down.

Choose a fast hosting service

Search engine crawler programs that index Web pages don't have much time. There are approximately 4-6 billion Web pages all over the world and search engines want to index all of them. So if the host server of your Web site has a slow connection to the Internet, you may experience that your Web site will not be indexed by the major search engines at all.

You may also want to limit the size of your homepage to less than 60K. It will also benefit the still numerous users that connect to the Internet with a slow modem. For even the casual Internet user, the performance of a Web site can make the difference between pleasure and frustration.

Take a look at the HTML code of your web pages

Select "View source" in your web browser to take a look at the source code of your web site. Some web pages contain so much JavaScript code and other HTML commands that the actual content is hard to find. If you cannot immediately see the content of your web page when you view the source code, then it's likely that there is so much additional code in your web pages that search engines stop indexing the page before they come to the actual content. Use external JavaScript code and external CSS code to make your pages as short as possible.

Don't even think of tricking the search engines

Don't use text in the color of your web page background and don't stuff obscure HTML tags with your keywords. Search engines don't like to be tricked. If you try to trick search engines, it's likely that your web site won't be listed. It's better to design your web pages so that they are beneficial for all: web surfers (who find what they're looking for), search engines (which get better results) and you (who gets the customers).

Don't use redirections

If the web page you submit contains a redirection to another web site, most search engines will skip your web site completely. Do not submit a redirection web page. Many webmasters tried to cheat search engines with redirection pages in the past. The search engines companies discovered that and they decided to totally skip web pages with redirections. Submit the actual web page that contains the content of your site.

Avoid dynamically created web pages

Databases and dynamically generated web pages are great tools to manage the contents of big web sites. Imagine you'd have to manage the web site contents of the New York Times without databases. Unfortunately, dynamically generated web pages can be difficult for search engine spiders because the pages don't actually exist until they are requested. A search engine spider is not going to be able to select all necessary variables on the submit page.



Some search engines can index dynamically pages to a point, but even Google states that they have problems with dynamically created pages: "*Reasons your site may not be included in Google: Your pages are dynamically generated. We are able to index dynamically generated pages. However, because our web crawler can easily overwhelm and crash sites serving dynamic content, we limit the amount of dynamic pages we index.*"

Make sure that you allow search engine robots to index your site

Imagine you're an Internet marketing service company and you keep trying very hard to get top rankings in the search engines for your customer. Even after several weeks, the customer's web site hasn't been listed in any search engine. Then you see that your customer blocked the search engine spiders by not properly configuring the robots.txt file. Details about the robots.txt file can be found [here](#).

Make sure that search engine spiders can access your web site

Search engine spiders don't have the functionality of full-fledged Web browsers such as Microsoft Internet Explorer, Firefox or Netscape Navigator. In fact, search engine robot programs look at your Web pages like a text browser does. They like text, text, and more text. They ignore information contained in graphic images but they can read text descriptions.

This means that search engine spider programs are not able to use Web browser technology to access your site. If your Web pages require Flash, DHTML, cookies, JavaScript, Java or passwords to access the page, then search engine spiders might not be able to index your Web site.

Make sure that search engines can resolve your DNS name

A mistake that novice users often make is to register a domain name (for example, www.mygreat-site.com), and immediately submit the web site URL to the search engines. Then they wonder why the search engines didn't index their site. It could be that they tried, but the domain name was not available yet.

It takes approximately 2-4 days until a domain name becomes active. All Internet access providers must update their records (DNS tables) to reflect new site locations. The process of updating DNS tables is called propagation. Search engines must also update their DNS tables and until then, the new domain name www.my-great-site.com doesn't work. So when you register a new domain name, you must wait about 48-72 hours before submitting the domain name to the search engines.

Avoid special characters in your URL

Most search engines have problems indexing web pages when their URLs contain special characters. The following special characters are known to be "search-engine-spider-stoppers":

- * ampersand (&)
- * dollar sign (\$)
- * equals sign (=)
- * percent sign (%)
- * question mark (?)

These characters are often found in dynamically generated Web pages. They signal the search engine crawler program that there could be an infinite loop of possibilities for that page. That's why some search engines ignore web page URLs with the above characters.



If you have difficulties getting high rankings on Google, [the next section is for you](#)¹²⁹.



Important for high rankings on Google

Many web site owners wonder why their web sites rank well in Yahoo and MSN but not in Google. Why is this so and what can you do about that?

Of course, you should use IBP's Top 10 Optimizer to optimize the content of your web site for Google. If the content of your web pages isn't optimized, you cannot have good rankings on Google.

In addition, it is very important to get many incoming links to your web site. Google heavily relies on incoming links. If more than one web page is optimized for the same keyword, the web page with the best incoming links will get the best ranking on Google. Make sure that the links to your web site contain your keywords.

As mentioned before in this manual, it is difficult to get high search engine rankings with an optimized web site that doesn't have good incoming links. It's also difficult to get good rankings for an unoptimized web page with many incoming links. Optimized content and incoming links complement each other. It is important that your web site has both.

Google's sandbox and your web site

In general, brand-new web sites with new domain names need about six to eight months to get top rankings on Google.

The usual process is that Google indexes the new web site, lists it for some less important queries and then the web pages drop from the search engine result pages for several months. Although other search engines list the site properly, Google doesn't list the web site, sometimes not even for the company name.

If you have a brand-new web site, don't worry about this. You are not necessarily doing anything wrong. Google delays the inclusion of new web sites. This phenomenon is called the *Google sandbox*.

Why does Google delay the inclusion of brand-new web sites?

It seems that Google delays the inclusion of brand-new web sites to encourage webmasters to build content instead of building mini-networks.

Many webmasters try to artificially inflate the link popularity of their web site by creating a network of small web sites with different URLs that all link to each other. Many of these web sites have no purpose other than linking to the main web site.

By delaying the ranking of new web sites, this mini-network strategy doesn't offer a quick jump to the top anymore. The delay might encourage webmasters to focus on the content of their main web site instead of building useless mini sites.

What does this mean to you?

If you have a new web site, expect that your web site will be listed within six to eight months in Google. Add content to your web site, get good incoming links and make sure that your web pages are optimized for Google.

As soon as you have a domain name, create a temporary page and link to it from another web site to make Google aware of your web site. The six to eight months delay starts with Google's first contact with your web site. The sooner Google knows your web site, the sooner you'll be listed.

Yahoo and MSN don't have such a delay so don't focus on Google alone but also optimize your web pages for these search engines.



Google delays the inclusion of brand new web sites. Optimize your web pages, get good incoming links and start your web site promotion activities as soon as possible. Google will give your new site the rankings it deserves. Just give it time.

Tip: Further information about Google and the way it ranks web sites can also be found in our newsletter archive at "<http://www.Axandra.com/news/newsletter154.htm#facts>"



How to get support

If you encounter a problem with Internet Business Promoter, do the following to find a solution:

1. If you're reading this manual as a PDF file on your computer, **press Ctrl-F on your keyboard**. That allows you to search the manual for special terms.
2. If you're reading a printed version of this manual, take a look at the **keyword index at the end of the manual**. The keyword index allows you to quickly find the pages that could offer a solution to your problem.
3. If you cannot find the answer in this manual, **visit our support desk** at "<http://www.Axandra.com/support.htm>". Our support pages offer the answers to many questions about our products.

If you're unsure about the meaning of a special term that is used in this manual, take a look at the keyword index at the end of the manual. Many search engine related terms are explained in the online glossary at "<http://www.sempo.org/glossary.php>".



Contact information

Axandra - Voget Selbach Enterprises GmbH
Mosaik Str. 16
D-56235 Ransbach-Baumbach
Germany

WWW: <http://www.Axandra.com>
Order: <http://www.Axandra.com/ibp-store.htm>
E-Mail: support@Axandra.com
Support: <http://www.Axandra.com/support.htm>

Registered at Amtsgericht Montabaur, six HRB 6339
Executive directors: Andre Voget, Johannes Selbach



Our company is based in Germany, and our software programs are used all over the world. As it might be day in your country and deep night here in Germany, we don't offer support by phone. You will always get a reply to your email message within 24 hours.

We understand that many people are more comfortable with phone support, but it's a simple resource problem - we're a quite small operation and telephone technical support is simply too staff-intensive and time-intensive to be practical. We apologize if this causes any inconvenience.

However, you'll always get a prompt response to your emails (within 24 hours). Often, you'll find your question is already answered in [our online support area](#).



System requirements

The system requirements for IBP are:

- Pentium® or compatible processor with at least 100 MHz (500 MHz or more recommended)
- Windows® 98/Me/2000/XP
- 24 MB free RAM
- Internet connection
- MS Internet Explorer® 6.x or later (need not be the default browser)

IBP does not run on Windows 95 and it does not run on Windows NT 3.x/4.x.

Although IBP is not officially supported for Apple® Macintosh® computers and Linux, we've seen people running IBP on those operating systems using emulation software.

IBP controls MS Internet Explorer to connect to the Internet. Some anti-virus tools or firewall software programs don't allow that. If you use such a tool, adjust the settings in the tool so that IBP is allowed to remote control MS Internet Explorer.



Ordering information

Detailed pricing information is available at <http://www.Axandra.com/ibp/pricing.htm>.
You can download the free demo version of IBP at <http://www.Axandra.com/ibp/download.htm>.

If you order Internet Business Promoter at <http://www.Axandra.com/ibp-store.htm>, you'll get your unlock code within minutes after ordering. You can choose several payment options on our order page.



Version history

IBP is always up-to-date: IBP always keeps itself up-to-date by installing the latest search engine descriptions within the program. This means that IBP always reflects the latest search engine algorithm changes.

This page lists only program updates, not the search engine description updates. To view the list of search engine description updates, click the "Keep IBP Up-To-Date" button in IBP's main window.

Version 8.1 (9 August 2005)

- 22st update.
- New: To get more accurate search engine ranking results, and to prevent search engines from identifying you, IBP can now delete search engine cookies. This feature is optional and can be turned on in the "General Settings" window.
- New: The ranking report now tells you how many listings you have on the first search engine result page, the second page and the third page. The listings are displayed individually for your URLs, keywords and search engines.
- New: The Web Site Optimization Editor now displays the last Top 10 Optimizer report. This allows you to quickly adjust your web page to the suggestions of the Top 10 Optimizer.
- New: You can now copy the links of the Link Popularity Improver to the clipboard. This allows you to import these links into ARELIS.
- Improved: The Link Popularity Improver now finds much better results and is faster.
- Improved: If you select Dutch, French, German, Italian or Spanish in the "Edit Project" window, then the Link Popularity Improver will now find link pages and directories in that language.
- Improved: The translation system has been changed so that the texts you translated in the past can also be used in newer IBP versions. Visit <http://www.Axandra.com/ibp/translation.htm> for details.
- Improved: Due to popular requests, the Search Engine Ranking Checker report now includes a summarized list of the checked URLs.
- Improved: Starting the Link Popularity Improver is now much faster if you collected a lot of web sites.
- Improved the processing speed of the Top 10 Optimizer, of the Web Site Optimization Editor and of the Search Engine Spider Simulator.
- Fixed a program crash when printing a report from the print preview window to a network printer.
- Fixed: When switching applications and returning to IBP, the input expecting IBP window could be under another IBP window.
- Fixed: The ranking report could display URLs, keywords or search engines in the overview chapter that were not listed in the report.
- Fixed: The Top 10 Optimizer and the Search Engine Spider Simulator did not set the user agent correctly in all cases.
- Fixed: The Top 10 Optimizer calculated sometimes slightly wrong keyword density values for the body text.
- Fixed: The Top 10 Optimizer could mistakenly report a double Meta tag.
- Fixed problems when checking rankings on some search engines when the keyword contained spaces, umlauts or quotes.
- Fixed: When using the Link Popularity Improver, Internet Explorer's File Download dialogs could pop up.
- Fixed: If you analyzed a web page with much text in the Search Engine Spider Simulator, the text was cut off in the PDF report.
- Fixed: The Search Engine Spider Simulator could stop with a "Range Check error".
- Fixed problems when loading certain web pages.
- Fixed error message when aborting the initialization of the Link Popularity Improver.



- Fixed "invalid input value" message when entering the Google AdWords maximum bid value.
- Fixed: In the German version of the Link Popularity Improver, you could not delete all web sites from the list.
- Fixed: When minimizing the main window on Windows 98, the systray icon disappeared.
- Fixed: On a few computers, IBP could crash as soon as you clicked the menu bar.
- Fixed possible "integer overflow" errors.
- Fixed several other minor bugs.

Version 8.0.1 (4 May 2005)

- 21st update.
- Improved: In the Search Engine Ranking Checker and in the Pay Per Click Manager, added better support for search engines that require JavaScript.
- Fixed: In the Top 10 Optimizer, when determining the position of a search term, the Keyword Density settings in the General Settings window were not taken into account.
- Fixed: In the Top 10 Optimizer, the end of the first sentence of the body text was not recognized in some rare cases.
- Fixed some problems in the Web Site Optimization Editor, in the Search Engine Ranking Checker and in the Keyword Density Analyzer.

Version 8.0 (20 April 2005)

Thanks to all beta testers, including Vamsi Gangavalli, Peter, Mike, Philippe, David and Greg.

General new features and improvements

- **Version 8: twice as powerful as IBP 4!**
- New: IBP 8 has a complete new user interface to support powerful features.
- New: The new task panes in IBP's main window become your "command center", putting relevant features just a click away and making it easy to locate tools and use them.
- New: There is now an extensive, printable help manual in PDF format.
- Improved: IBP now works flawlessly if you don't have administration rights on your computer.
- Improved: All IBP tools (Top 10 Optimizer, Search Engine Ranking Checker, Web Site Optimization Editor, Keyword Density Analyzer, etc.) now recognize web pages that are encoded in ISO-8859-1 or UTF-8. Other encodings, such as ISO-8859-2, ISO-8859-3, etc., are supported when the operating system's language natively supports it.
- Added many minor improvements, too numerous to mention, and fixed several minor bugs.

New tool: Link Popularity Improver

- The unique "Link Popularity Improver" automatically finds directories and link pages to which you can submit your web page. It improves the link popularity of your web pages so that it is much more likely that your web pages will improve their search engine rankings.
- The found directories and link pages are relevant to your keywords.
- The Link Popularity Improver fills out the submission forms of the "Add URL" pages of the directories and link pages as much as possible. Often, you only have to click the Submit button.
- The Link Popularity Improver highlights important links of the found web pages, for example "Add URL" links.
- You can create a fully customizable report for you or for your clients, as a web page, as a PDF document, in plain text, or as a MS Word document. Show your clients how hard you worked to improve the link popularity of their web pages.
- You can export the URLs of all found directories and link pages.



New tool: Web Site Optimization Editor

- The Web Site Optimization Editor (WSOE) prepares your web pages to make them search-engine-ready.
- The WSOE lets you edit the web page title, all important Meta tags, IMG ALT attributes and even the link texts.
- The WSOE supports the Meta Googlebot and the Meta MSNbot tag.
- The WSOE offers a fast, full-fledged text HTML editor with Search&Replace, syntax-highlighting, auto-indenting, line numbers, showing of invisible characters and undo/redo capabilities.
- While editing the title, the Meta tags, the IMG ALT attributes or the link texts, you can see the changes in the keyword density of all your keywords in real-time.
- All changes of the title, the Meta tags, the IMG ALT attributes and the link texts are instantly reflected in the HTML source code, and vice versa.
- The WSOE offers basic file-editing operations, such as copying files, renaming files, etc.
- The WSOE alters the HTML source of your web pages as little as possible, preserving your HTML source code style.
- You can quickly switch between different web pages of your web site.
- You can quickly compare a competitor web page with your web pages.
- As a unique feature, the Web Site Optimization Editor allows you to add geographical Meta tags to your web pages making your pages ready for the Local Search feature of future search engines.
- If your web pages use XHTML, the WSOE automatically generates XHTML-compatible code.

New tool: Scheduler

- IBP's Scheduler allows you to automate tasks such as checking search engine rankings and submitting to the search engines. You can make the Scheduler run these tasks after hours, saving you valuable time without being in front of your computer.
- The Scheduler is very flexible. Tasks can be executed once, daily, weekly or monthly. You can create complex schedules, for example "every first Friday of each month" or "on the 15th of every month, except for June and July".
- You can create an unlimited number of tasks - even for the same project.
- The Scheduler window lists all scheduled tasks. You can sort the list by name, by status (running, scheduled, past-due), by "last run" and by "next run".
- You can immediately run a scheduled task if you want.
- You can always cancel the currently running task.
- You can temporarily switch off all scheduled tasks.
- Every task has its own log text so that you can see when a task has run, how long it has run and if the task has run successfully.
- The "Sneak a Peek" feature allows you to watch how the tool window is automated - live in miniature format (optionally).
- You can make IBP start when Windows starts. The IBP window can be optionally minimized to the Systray.

New tool: Keyword Editor

- The "Keyword Editor" is a specialized text editor for keyword lists.
- It can generate hundreds of new keyword combinations from your existing keywords, and it can add common misspellings of your keywords. Frequently, these new targeted phrases haven't been bid on by your competitors so they are still available for the minimum bid price. That way, IBP helps you to get targeted web site traffic for the lowest possible price.
- The Keyword Editor has special support for Google AdWords' keyword options, such as Phrase Match or Exact Match. You can quickly convert selected keywords to Phrase Match keywords, to Exact Match keywords, or to negative keywords.



- The Keyword Editor is a full-fledged text editor that supports Undo/Redo, Search&Replace, regular expressions, line numbers, and the display of invisible characters.
- You can have as many Keyword Editor windows open as there is memory available so that you can edit multiple keyword lists at once, or copy keywords from one list to another.
- With the click on a button, the Keyword Editor can remove all duplicate keywords.
- You can quickly unquote selected keywords.
- You can import keywords from a file, you can save the keyword list to disk, you can sort the keyword list and you can print it.

Many more new tools

- **New tool:** The "PPC Search Engine Manager" lets you easily manage your pay per click (PPC) accounts, supporting more than 70 PPC search engines in 23 countries. It also provides assistant tools that lets you edit your keyword list, generate new keywords and perform ROI calculations.
- **New tool:** The "Manual Web Search" tool lets you test all supported search engines in IBP. In addition, you can use it to quickly search for the same query in multiple search engines.
- **New tool:** The "ROI Calculator" window provides several calculators and converters that help you to calculate the effectiveness of your pay per click and banner campaigns.
- New: The Marketing Tips window provides valuable articles that help you to obtain higher search engine rankings.
- New: There's now a "Backup & Restore" feature that lets you easily make a backup of your IBP data. This feature also allows you to easily transfer your IBP files from one computer to another.
- New: If you have installed ARELIS, you can launch it now directly from IBP.
- New: IBP can now play sounds when a report is ready. IBP comes with several sounds to choose from, but of course, you can choose any sound you want.

New features and improvements in the project management feature

- New: You can now work on multiple projects at once! For example, you can check the rankings for one project or client, generate keywords for a second project/client and submit the web site of a third project or client.
- New: You can also work with multiple tool windows for the same project at once. For example, you can have the Top 10 Optimizer window open and directly apply the tips in the Website Optimization Editor. In addition, you can open multiple windows of the same tool, for example you can open 4-5 Keyword Editor windows at once to edit multiple keyword lists. There is now a "Windows" menu in the main window that helps you to keep track of all open windows.
- New: IBP 8 sports a new project management window. You can now manage your projects and clients in one simple window.
- New: There is now one project for all IBP tools so that you can quickly add, duplicate, edit, rename and remove projects in one place.
- New: Now you can easily take over settings from one project to another, for example contact information or report settings.
- New: You don't have to select a project in every IBP tool anymore. This means that every IBP tool has one step less to follow - they are now easier to use and save you more time.
- Improved: You can now restore all report settings to their default settings.

New features and improvements in the Top 10 Optimizer

- New: You can now choose which web page elements should be analyzed by the Top 10 Optimizer.
- New: You can now select which sections should be included in the Top 10 Optimizer report. You can choose between the sections "Their Contents", "Your Contents", "Advice" and "Detailed Analysis". Optionally, you can choose to include only the improvement suggestions.
- New: You can now choose the order of the web page elements in the Top 10 Optimizer report.



- New: You can now customize the Top 10 Optimizer reports in greater detail. In addition to the report title, the report description, headers and footers, you can now set your own fonts, font size, font styles, foreground color and the background color for the chapter headline, the section headline, the body header and the body text.
- Improved: The tips in the Top 10 Optimizer report have been improved.
- Improved: You can now choose the search engine source for the link popularity numbers in the Top 10 Optimizer report.
- Improved: The HTML source viewer has been improved very much. It now supports line numbers and syntax coloring.
- Improved: Since search engines need text to index your web site, the Top 10 Optimizer now warns you if the analyzed web page doesn't contain enough words.
- Improved: If the Top 10 Optimizer discovers two <title> tags in your web page, it now tells you the text of the two title tags.
- Fixed: If a web page redirected to the same web page URL, then the Top 10 Optimizer did not finish.
- Fixed: When creating a Top 10 Optimizer report, IBP could crash under certain circumstances.

New features and improvements in the Search Engine Ranking Checker

- New: You can now customize the Search Engine Ranking Checker reports in greater detail. In addition to the report title, the report description, headers and footers, you can now set your own font name, font size, font styles, foreground color and the background color for the chapter headline, the section headline, the body header and the body text.
- Improved: In previous IBP versions, if you had multiple listings for the same keyword on a search engine, IBP only displayed the best ranking in the report. Now it will display all listings.
- Improved: IBP is now much more intelligent when deciding which search engine/keyword combination it should check next. It tries to relieve search engine servers as much as possible, and it optimizes the ranking process so that it takes as little time as possible.
- Improved: You can now check for URLs with the https protocol in the Search Engine Ranking Checker.
- Improved: You can now easily select the report date from a month calendar.
- Fixed some problems.

New features and improvements in the submission tools

- New: The semi-automatic submission tools are now much easier to use. You don't have to follow any steps anymore. Everything you need is in one window now.
- New: You can now customize the submission reports in greater detail. In addition to the report title, the report description, headers and footers, you can now set your own font name, font size, font styles, foreground color and the background color for the chapter headline, the section headline, the body header and the body text.
- Improved: In the semi-automatic submission tools, you can now write personal notes for each search engine that go over multiple lines.
- Fixed: When you submitted twice in the "Search Engine Submitter (automatically)" window without closing the window between the two submissions, then the submission list was not cleared before the second submission.
- Fixed: When you duplicated a web site project, the duplicated project remembered the submissions of the first project.
- Fixed: The semi-automatic submission to AllesKlar.de was not possible.

New features and improvements in the Keyword Generator

- New: You can now specify the keyword list width with the mouse.
- New: You can quickly access the Keyword Editor tool to edit the keyword list.
- Improved: Often used commands are now available in a toolbar.



New features and improvements in the Search Engine Spider Simulator

- New: The Search Engine Spider Simulator report now displays the HTML source of the analyzed web page so that you can see which HTML source the search engine spiders see.
- New: The Search Engine Spider Simulator now supports different user agents so that you can emulate any search engine spider.
- New: The Search Engine Spider Simulator report now recognizes image map links.
- New: You can now customize the Search Engine Spider Simulator reports in greater detail. In addition to the report title, the report description, headers and footers, you can now set your own font name, font size, font styles, foreground color and the background color for the chapter headline, the section headline, the body header and the body text.

New features and improvements in the Keyword Density Analyzer

- New: You can now customize the Keyword Density Analyzer reports in greater detail. In addition to the report title, the report description, headers and footers, you can now set your own font name, font size, font styles, foreground color and the background color for the chapter headline, the section headline, the body header and the body text.
- New: You can now quickly edit the keyword density of the analyzed web pages. Just click the "Edit Web Page" button to open the Web Site Optimization Editor with the web page.

New features and improvements in the Supported Search Engines window

- New: The "Supported Search Engines" window now lists the search engines that are supported by the new PPC Search Engine Manager.
- Improved: You can now sort the search engine list by clicking the list column header.

Version 4.1.5 (21 July 2004)

- New: The new option "Maximum number of concurrent connections to the same search engine" allows IBP to even better emulate human search engine behavior. In addition, you can use this option to accelerate or slow down the ranking check.
- Improved: The Top 10 Optimizer now warns you if you try to enter more than one search term at once.
- Improved: You can now keep the Feedback/Bug report window in the background.
- Fixed: The Search Engine Spider Simulator now ignores "javascript:" links.
- Fixed some minor bugs.

Version 4.1 (6 July 2004)

- New: You can now select to show only listings in the Ranking report. This means that only those search engine results are included where the given web sites are listed in the search engines. This is ideal for reports that you give to your clients.
- New: In the Top 10 Optimizer, there is a new option that lets IBP only analyze the web pages that have the keyword in the HTML source. This filters out web pages that use cloaking or that have been changed after they received the high search engine. This gives you more accurate advice in the Top 10 Optimizer report.
- New: In the manual submission windows, you can now use the command "Open URL In Web Browser Application" in the context menu that you can open with the right mouse button.
- Improved: In the Options window, there are no limits anymore to the number of seconds you can specify that IBP should wait before contacting the same search engine again.
- Improved: The Top 10 Optimizer now downloads the necessary web pages faster.
- Improved: The Top 10 Optimizer report now lists the analyzed words of same site link URLs and



outbound link URLs.

- Improved: The tips in the Top 10 Optimizer report have been improved for special cases.
- Improved: In the Ranking Check window, you can now click the search engine list with the right mouse button to open a context menu that lets you check or uncheck all search engines of the current category.
- Fixed: In the Keyword Density Analyzer window, the Customize Report feature did not work.
- Fixed: The Top 10 Optimizer could abort with the message "Integer Overflow Error" or "Access Violation Error" when the own web site was not accessible.
- Fixed: In the Search Engine Ranking window, the option "Wait how many seconds before accessing the same search engine again" was not correctly considered.
- Fixed: In the Update window, IBP could get in an endless loop if there was no Internet connection ready.
- Fixed: If you switched off the cover sheet in the Business edition, the PDF report could include an empty page.
- Fixed: Under certain circumstances, the cover sheet was not on a single page in the Standard edition.
- Fixed: In the German version, the Top 10 Optimizer could erroneously advise to use at most 0 words in a web page element.
- Fixed problems with some Brasilian domain names.
- Fixes several other minor bugs.

Version 4.0.3 (11 May 2004)

- Improved: When you change the cover sheet in the Customize Report window, the changes are now applied immediately.
- Improved: If you make the Keyword Generator window wider, the keyword list becomes wider as well.
- Fixed: The Keyword Generator mistakenly extracted the bid column of the keyword suggestion on 7Search.
- Fixed: The Keyword Generator could remove spaces in key phrases.
- Fixed some other minor bugs.

Version 4.0.2 (7 May 2004)

- Fixed: In the Ranking Checker window, you couldn't select reports from the last year.
- Fixed: In the Ranking Checker window, the context menu did not work for the web page field and the keywords field.
- Fixed: Under certain circumstances, IBP could report an "invalid floating point operation" while accessing the Internet.
- Fixed some other minor bugs.

Version 4.0.1 (3 May 2004)

- New: Added the button "Get keywords from META Keywords tags" to the Ranking Checker window.
- Fixed: The File > Edit menu command did not work.
- Fixed: Some icons weren't displayed correctly under Windows 98.
- Fixed some other minor bugs.

Version 4.0 (1 May 2004)



General new features and improvements

- New tool: The Keyword Generator tool suggest new keywords for you, using the popular suggestion tools from 7Search®, Google®, Overture® and Espotting®. You can export the generated keywords in several formats (Microsoft Excel®, comma-separated, plain text) and use them to optimize your web pages or as a starting point for your pay per click search engine activities.
- New tool: The Search Engine Spider Simulator tool shows you how your web site looks like in the eyes of a search engine spider/crawler program.
- New: You can now customize the report headers and footers for all IBP reports in greater detail. Not only can you specify the texts for the left side and for the right side, but now you can specify the text for the middle of the header or footer. In addition, you can now use two additional variables, "PAGENR" and "PAGECOUNT", to design your footer (for example, "page PAGENR of PAGECOUNT" becomes "page three of 17").
- New: The new "Supported Search Engines" window now tells you the currently supported search engines for checking rankings, optimizing web pages and submitting web sites. You can print the supported search engines report, or save it in several formats to hand it out to your clients.
- New: The new Webmaster Resources window gives you a lot of optimization and submission tips, as well as recommendations for other webmaster tools.
- New: IBP is now also available in German.
- Improved: The main window has been re-designed to make it even easier to use.
- Improved: Now you may use five projects in the Standard edition.
- Improved: The HTML reports now use Cascading Style Sheets (CSS) and they are compatible to the HTML 4.01 Transitional standard (including the DOCTYPE tag).
- Improved: If you're a web agency with a lot of customers, then it's now easier for you to select the client's project because IBP four now uses scrollable lists for the project names instead of popup menus. You can also quickly select a project name by selecting the project list and typing in the first few letters of the project name.
- Improved: The new "Help & Support" window gives you all support possibilities in one place.
- Improved: The Search Engine Update window is now easier to comprehend.
- Improved: IBP is now more robust if the download of the search engine update fails.
- Added many, many minor improvements and fixed several other minor bugs.

New features and improvements to the Top 10 Optimizer

- New: The Top 10 Optimizer now allows you to check the top 10 ranked web pages for any search term on any search engine. Now you can also analyze the top five pages, or the top three pages, or any top ranked web pages you want.
- New: You can now exclude web pages from the analysis.
- New: The report is now immediately displayed in the window.
- New: You can now analyze the keyword density for whole words only (optional) and you can analyze the keyword density case-sensitively (optional).
- New: When analyzing the keyword density, words with hyphen are now also analyzed as compound words, e.g. the word "family-tree" is now analyzed for "family", "tree" and "family-tree".
- New: You can now view the HTML source of the top ranked web page before analyzing. This allows you to decide which web pages should be excluded from the analysis because they use cloacking and falsify the results.
- New: IBP can now automatically follow META Refresh links if you want. This gives you better results because the actual web page will be examined.
- Improved: The report has been very much improved. It now shows results for keyword density, the number of keywords, keyword prominence, etc. in a clear tabular format. In addition, it now gives you more specific advice.
- Improved: Analyzing your web page for a top ranking is now much easier because the optimizer window now guides you step-by-step.
- Improved: The search engine list is now sorted by language so that you can easily find any search



engine in the Top 10 Optimizer.

- Improved: The tool now checks if each keyword of the META Keywords tag is mentioned in the body text.
- Fixed: If the search term was quoted, analyzing the top ranked web pages could fail.
- Fixed: External CSS files that were referenced by the @import command were not recognized.

New features and improvements to the Search Engine Ranking Checker

- New: The report is now immediately displayed in the window.
- New: You can now use several new report options that influence the contents and the structure of the ranking report. For example, you can now create a ranking report that contains only the ranking changes so that your report is smaller.
- New: You can now save the ranking results as comma-separated, or tab-delimited or as a Microsoft Excel file. This allows you to import the ranking results in other applications.
- New: You can now check the search engines as you have checked them on another day. This allows you to easily compare the rankings of two days.
- New: There's now a random delay before IBP clicks the Search button on a search engine so that IBP behaves like human surfers do. You can fine-tune the delay in the Options window.
- Improved: Checking your rankings is now even easier because you'll be guided step-by-step.
- Improved: The search engine list is now sorted by language so that you can easily find any search engine in the Ranking Checker.
- Improved: Due to popular demand, the ranking reports now include only the currently selected search engines and the currently entered keywords.
- Improved: IBP now automatically detects if the ranking database files are corrupted and repairs them automatically.
- Improved: If you're checking rankings until the next day, then IBP now creates a report only for the start date.
- Fixed: Checking the ranking for keywords in quotes caused some problems.

New features and improvements to the Search Engine Submitter

- New: You can now get the description for a web site from its META Description tag.
- New: The submission report is now immediately displayed in the Create Submission Report window.
- New: When submitting manually to search engines, directories or special interest sites, you can now insert your keywords in the submission form with the context menu.
- New: There's now a random delay before IBP clicks the Submit button on a search engine submission page so that IBP behaves like human surfers do. You can fine-tune the delay in the Options window.
- Improved: The Create Submission Report window now guides you step-by-step through the options.
- Improved: The submission report now displays correctly in the web browsers Mozilla, FireBird and FireFox.
- Improved: After having submitted, you can now click the Back button to submit to other or failed search engines.
- Improved: Before submitting to the search engines, your project information will now be saved in case of a browser error. In addition, while submitting to the search engines, your submission state will be periodically saved.
- Fixed: Normally, IBP blocks popup windows when submitting to the search engines. However, the search engine Jayde.com uses a popup window to let you specify the category so IBP now allows Jayde to open the popup window for this purpose.

New features and improvements to the Keyword Density Analyzer

- New: You can now specify the keywords for which the keyword density should be calculated. This



means that not all keywords have to be calculated anymore.

- New: You can now analyze the keyword density for whole words only (optional) and you can analyze the keyword density case-sensitively (optional).
- New: When analyzing the keyword density, words with hyphen are now also analyzed as compound words, e.g. the word "family-tree" is now analyzed for "family", "tree" and "family-tree".
- New: You can now analyze H1 headlines, as well as H2 headlines, H3 headlines and H4 headlines.
- New: The report is now immediately displayed in the window.
- Improved: The Keyword Density Analyzer window now guides you step-by-step through the options.
- Improved: When a local file is open in another application, you'll now get an error message.
- Fixed: The Keyword Density Analyzer could not analyze words that contained numbers.

Version 3.0.3 (13 October 2003)

- Improved: If you have "Large Fonts" enabled in Windows, IBP will now work much better for you.
- Improved: When submitting or checking ranking, you can now see the remaining time for individual search engines.
- Fixed: The submission could crash under certain circumstances.
- Added minor improvements and minor bug fixes.

Version 3.0.2 (9 October 2003)

- Fixed: The Ranking Check window doesn't try to come to the foreground anymore.
- Fixed: When checking rankings, "Invalid variant types" messages could pop up.
- Fixed: The Top 10 Optimizer tool could report the wrong link popularity number.
- Fixed: The ranking script wasn't updated in certain rare circumstances.
- Added some minor improvements and fixed some other minor bugs.

Version 3.0.1 (8 October 2003)

- Fixed: On some computers, the submit feature could open dozens of Internet Explorer windows at once.
- Fixed some other minor bugs.

Version 3.0 (8 October 2003)

- New: You can now submit your web site to search engines - automatically and semi-automatically.
- New: IBP's automatic submission feature submits your web site URL exactly like a human person. Unlike other submission tools and services, IBP does not call submission scripts directly. IBP uses an invisible copy of MS Internet Explorer® to open the search engine submission page. Then it fills in the submission form, waits a little and then IBP clicks the Submit button. That's a huge advantage for you because search engines will treat your submissions with IBP like submissions from real human people. Submitting your web site URL with IBP is exactly the same as submitting your web site URL manually.
- New: If you do want to submit your web site manually to the search engines (or to search engines whose submission process cannot be automated), IBP will help you tremendously. It tries to fill out submission forms automatically with the right texts, chooses the right category, etc. In most cases, you only have to click the Submit button!
- New: You can now submit your web site to directories.



- New: You can now submit your web site to special interest sites, for example webmaster resource sites. This also improves the link popularity of your web site.
- New: You can create submission reports for you or for your clients - in Acrobat Reader (.pdf), Microsoft Word (.doc), web page (.htm) or plain text (.txt) format. The reports can be customized with your company information, including the headers, footers, background picture, background color and much more.
- New: In the Customize Report window, you can now easily copy the report information from another project so that you don't have to enter any information twice.
- New: You can now enter your company name and your company URL which will be inserted in the document summary section of PDF, HTML and Word documents.
- Improved: The Standard edition now allows two projects instead of only one.
- Improved: If you check the ranking for many keywords and/or on many search engines, then you'll notice that IBP is much faster and much more responsive than before.
- Improved: The database files for the ranking checks are now much smaller, for example if you check 10 keywords on 40 search engines, then the database files are now 40 KB instead of seven MB!
- Improved: The file size of the PDF reports is now much smaller (about 30 KB instead of 900 KB).
- Improved: Downloading an updated ranking script is now faster.
- Improved: The Search Engine Update window and the Enter Unlock Code windows have been improved.
- Improved: When previewing a report, you can now jump to a specific page.
- Improved the help file considerably.
- Fixed a bug where IBP could crash under certain circumstances when creating a report.
- Improved many other things and fixed several minor bugs.

Version 2.3 (16 June 2003)

- New: IBP now has more the look and feel of the Windows XP interface.
- Improved: You don't have to enter any proxy information anymore, IBP now finds it by itself.
- Improved: Simplified the First Start assistant window and the Options window.
- Fixed: The Ranking Check reports now don't cut long keywords and long URLs.
- Fixed: Long keywords in the Keyword Density Analyzer report will not be cut anymore.
- Fixed: When checking search engine rankings, some results could be missing under rare circumstances.
- Fixed: If "Large Fonts" was activated, some windows wouldn't be displayed correctly.
- Fixed: IBP could take into account some JavaScript code when analyzing the first sentence of the body text in the top 10 ranking report.
- Fixed: Removed several memory leaks.
- Fixed other minor bugs.

Version 2.2 (25 April 2003)

- New: You can now check the search engine rankings for up to 500 results (or up to 50 result pages).
- Improved: There are now better error messages when the Internet connection settings are not correct.
- Fixed some bugs when checking rankings.

Version 2.1 (8 April 2003)

- New: You can now save the ranking check results in three additional formats (.csv, .tab and .txt



files) that can be easily imported in other applications or printed without using many pages.

- New: All web site addresses in the HTML and PDF reports are now real web links.
- New: You can now easily backup the IBP directory by selecting the "Tools > Backup IBP" menu command.
- New for Professional and Business editions: You can now export all reports as Microsoft® Word® documents.
- New for Professional and Business editions: You can now customize all reports in greater detail. You can now set the report title, the left header, the right header, the left footer, the right footer, the background color, the background picture and you can choose whether page numbers should be displayed or not.
- Improved: Optimizing your web pages for top 10 rankings and checking search engine rankings are now much faster (because you can turn off loading images when accessing web pages in the Options window).
- Fixed: In the Professional and Business editions, viewing reports didn't work if the report description field was empty.
- Fixed: The ranking check could return wrong results for some two-word domain extensions, for example ".co.uk".
- Fixed: The Keyword Density Analyzer didn't analyze user-added words if the word wasn't mentioned in the analyzed web page part.
- Fixed: If "Large Fonts" was activated, some windows wouldn't be displayed correctly.
- Fixed other minor bugs.

Version 2.0 (19 February 2003)

- New: The Top 10 Optimizer tells you in plain English how you must change your web page to be able to achieve a top 10 ranking for a keyword you choose on a search engine you choose. It does that by telling you what the top 10 ranked web pages have in common and where there are differences to your web page.

The Top 10 Optimizer:

- it's the most comprehensive web page optimizer currently available
- you can check your web page as often as you want
- you can check as many web pages as you want (one after another)
- you can choose any keyword or key phrase you want
- you can select between more than 200 search engines, including the major search engines
- checks more than 77 web page elements
- tells you in plain English what you must change
- creates reports that can be printed (with print preview), that can be viewed and saved as PDF documents, and that can be viewed and saved as web pages and plain text files
- creates personalized reports for your clients, with your company name, your company URL, your company colors and even your company logo picture.

Version 1.6 (23 December 2002)

- Improved: The ranking check is now much faster.
- Fixed a crash when checking ranking on certain computers.
- Fixed some minor bugs.

Version 1.5 (5 December 2002)

- New: The Keyword Density Analyzer allows you to analyze the keyword density of your web page.



The Keyword Density Analyzer:

- checks an online web page or a local web page on your hard disk
- compares your web page with any other web page (for example, your competitor web page or any other web page that ranks better in the search engines)
- allows you to make quick changes to your local web pages
- lets you analyze 14 different parts of your web pages, for example the document title, the body text, the complete web page, the link texts, etc.
- automatically recognizes the keywords, even key phrases with two, three or four words.
- analyzes the keyword density case-sensitive (optional)
- includes more than 1,500 common words in English, Spanish, German and French that shouldn't be considered as keywords (optional).
- creates reports that can be printed (with print preview), that can be viewed and saved as PDF documents, that can be viewed and saved as web pages and plain text files
- creates personalized reports for your clients, with your company name, your company URL, your company colors and even your company logo picture.

Version 1.1 (19 November 2002)

- Improved: IBP will now check your search engine ranking faster and it will create reports much faster.
- Improved: The database files will be much smaller now (you save about two MB per project).
- Improved: Changed the help file from the old WinHelp format to the HTML Help format.
- Improved: Added several minor improvements.
- Fixed: In the Ranking window, if you switched to the panels "Step 3" or "Step 4", the application could crash on some Windows XP computers (Thank you, Mark!).
- Fixed some crashing bugs when checking ranking.
- Fixed some minor issues.

Version 1.0.2 (22 October 2002)

- Improved: Search engine script updates are now smaller and faster to download.
- Fixed some crashing bugs when checking ranking.

Version 1.0.1 (17 October 2002)

- Added minor improvements and bug fixes.

Version 1.0 (15 October 2002)

- First release.



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