SEO Equalizer

User Guide

Chris Cole's

AUTO
TRAFFIC ROBOTS

SEO EQUALIZER GOLD

By Chris Cole

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Author's Note

Hi There,

It's Chris here. Just a little background on myself… I've worked in various marketing agencies for more than 9 years. However I was forced to retire early at the age of 33 due to some chronic back injuries. Because of that, I lost my day job. You know how big corporate companies are like. Lose your value and out the door you go.

Forced into a corner, I had no other choice but to turn to the internet to try to earn some income. I've tried countless programs, recommended by business magazines or my friends on the internet. Unfortunately a lot of them were hard to implement or just plain scams. You should be familiar with this if you're reading this now. =)

It was a hard route and it was only through trial and error that I finally made it. After mastering the art and science of marketing online, I'm happy to say that I now earn a steady 5 figure income every month. People regularly invite me to speak at seminars and I'm a much sought after speaker too. Life is just good.

Now I would love for you to have this similar opportunity, to actually create massive wealth beyond your wildest dreams. With this program you'll find the secrets to success, all laid out in simple step-by-step instructions. As long as you are willing to learn and commit yourself, you too would be able to enjoy a worry-free and financially abundant lifestyle.

Your journey starts today.

Keeping it real,
Chris Cole

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1 Introduction

This document is a detailed guide for using the "SEO Equalizer". Instructions for each of the tasks are located in the appropriated sections of this guide.

1.1 Installation Procedure

In order to begin installing the "SEO Equalizer" double click the "SEO Equalizer.exe" file. The following screen will be displayed.
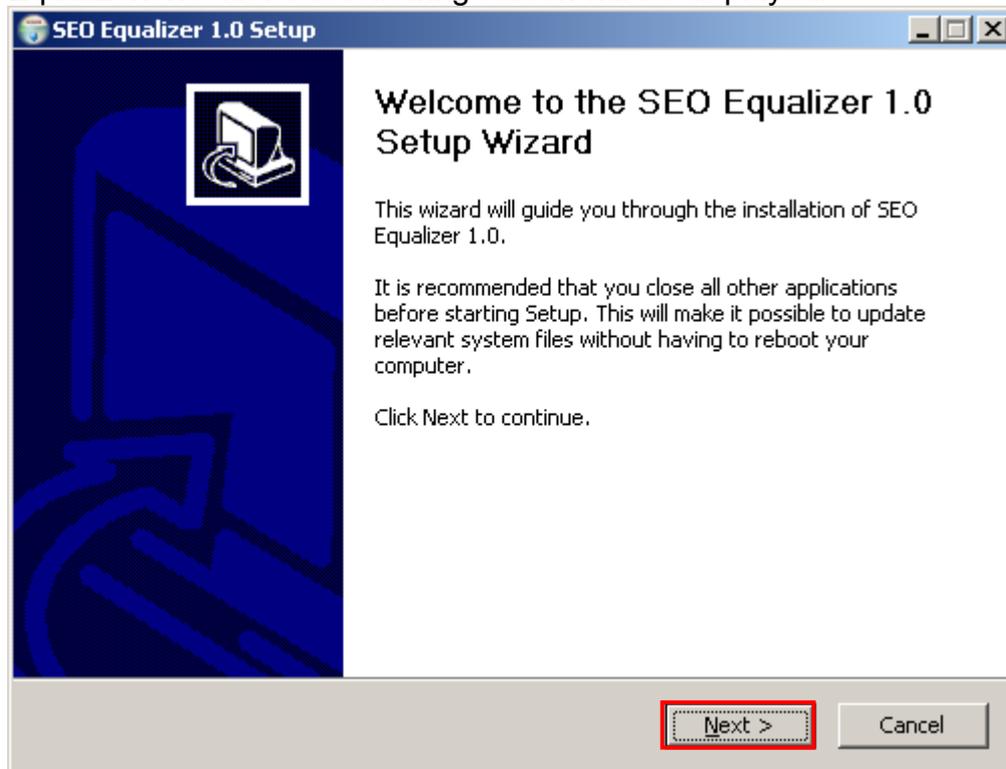
Figure 1: Installation procedure (step 1/4)

In order to continue installing "SEO Equalizer", click on the "Next" button and the "License Agreement" screen will be displayed.
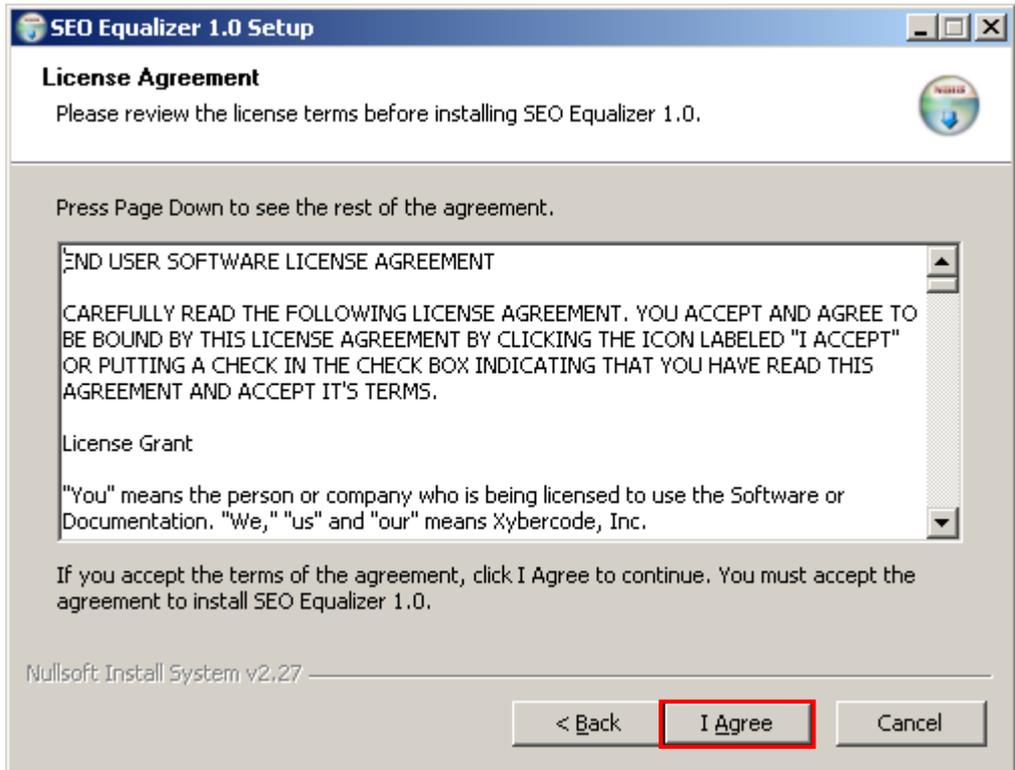
Figure 2: Installation procedure (step 2/4)

Click on the "I agree" button to indicate that you accept the terms of the license agreement and the following screen will be displayed.
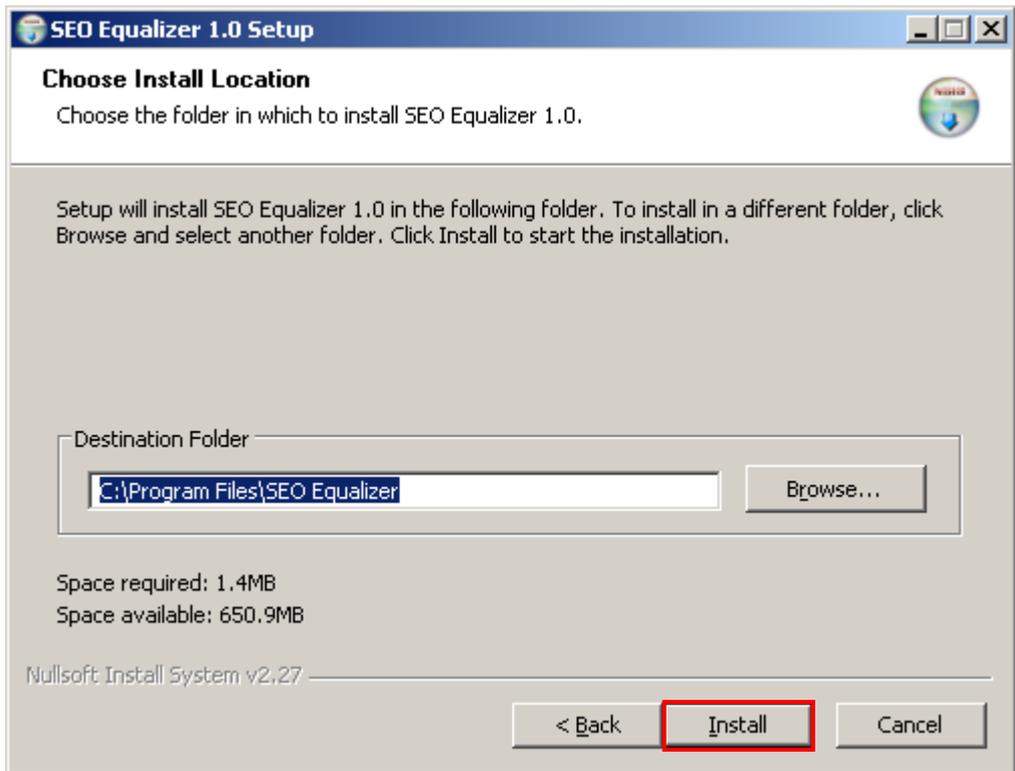
Figure 3: Installation procedure (step 3/4)

You can choose to install the application to the default directory or set the desired folder by clicking the "Browse" button. Once you have defined the destination location, click the "Install" button. The installation will begin and in a few moments the screen with the confirmation that the application has been successfully installed will be displayed.
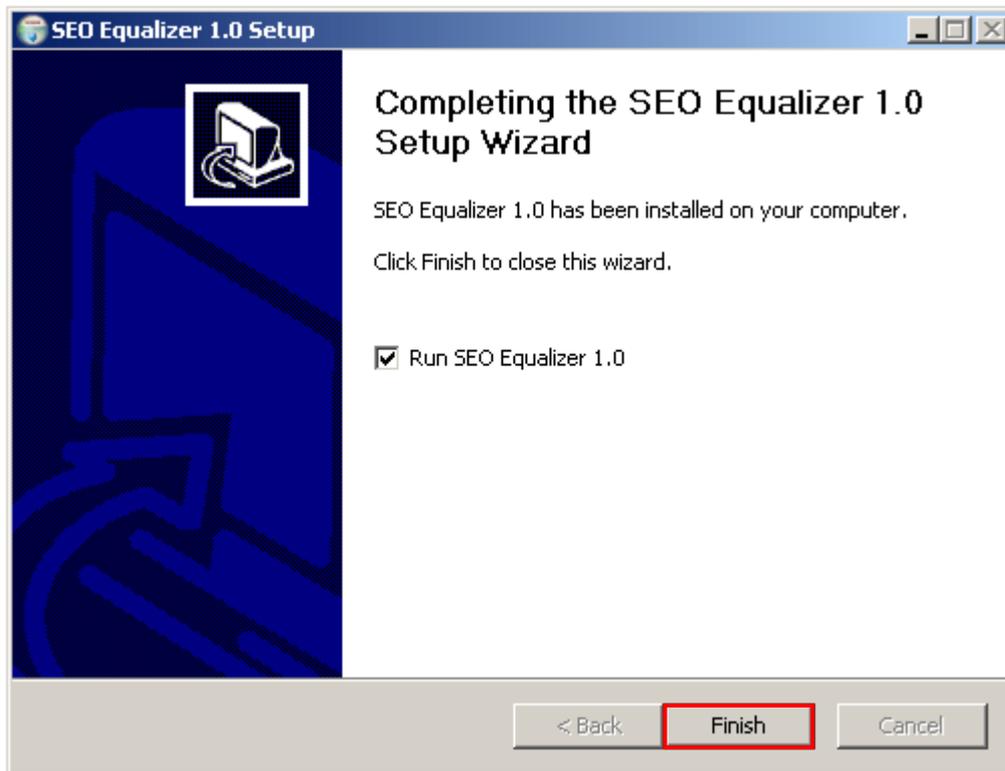
Figure 4: Installation procedure (step 4/4)

Click on the "Finish" button to complete the installation procedure.

2 Starting the application and selecting the project

When you start the SEO Equalizer, the following screen is displayed.
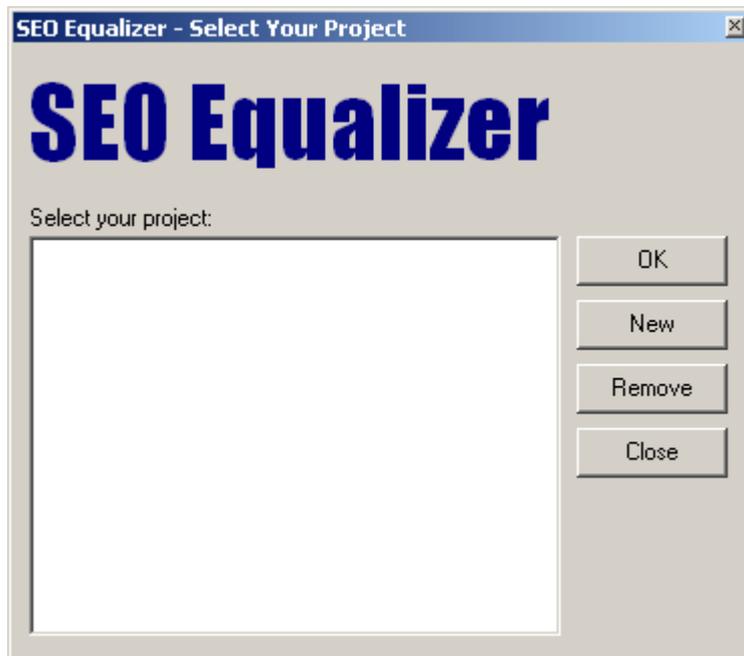
Figure 5: SEO Equalizer startup screen

The following parameters are available inside this screen:
- **Select your project** – this is the list of already created projects you can choose from; in order to open the existing project, select it in the list and click on the "OK" button
- **New** – option for creating a new project (see section 2.1)
- **Remove** – option for removing a project (see section 2.2)
- **Close** – option for closing this screen

2.1 Creating a new project

In order to create a new project, start the "SEO Equalizer" and click on the "New" button within the startup window.
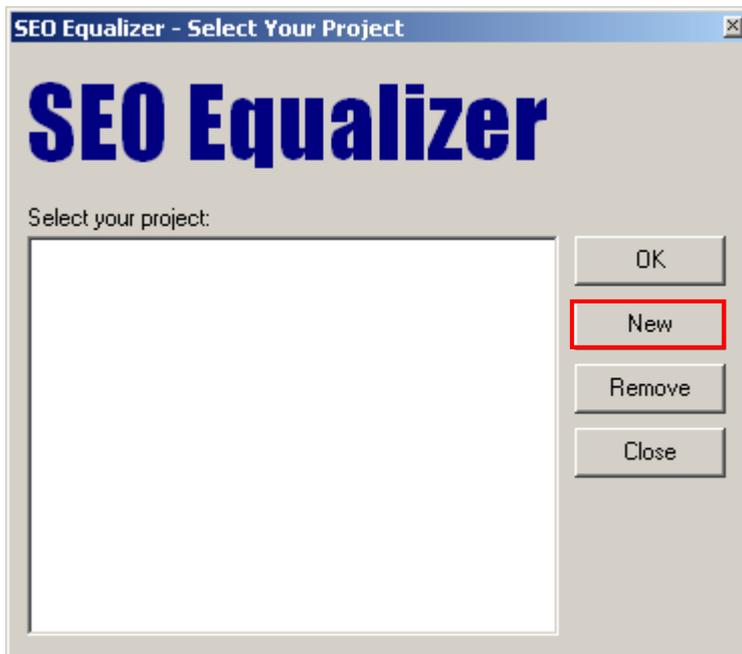
Figure 6: Creating a new project (step 1/2)

The following screen will be displayed.

Figure 7: Creating a new project (step 2/2)

Enter the name of the project and click on the "OK" button to create it. The screen for setting the project options will be displayed.
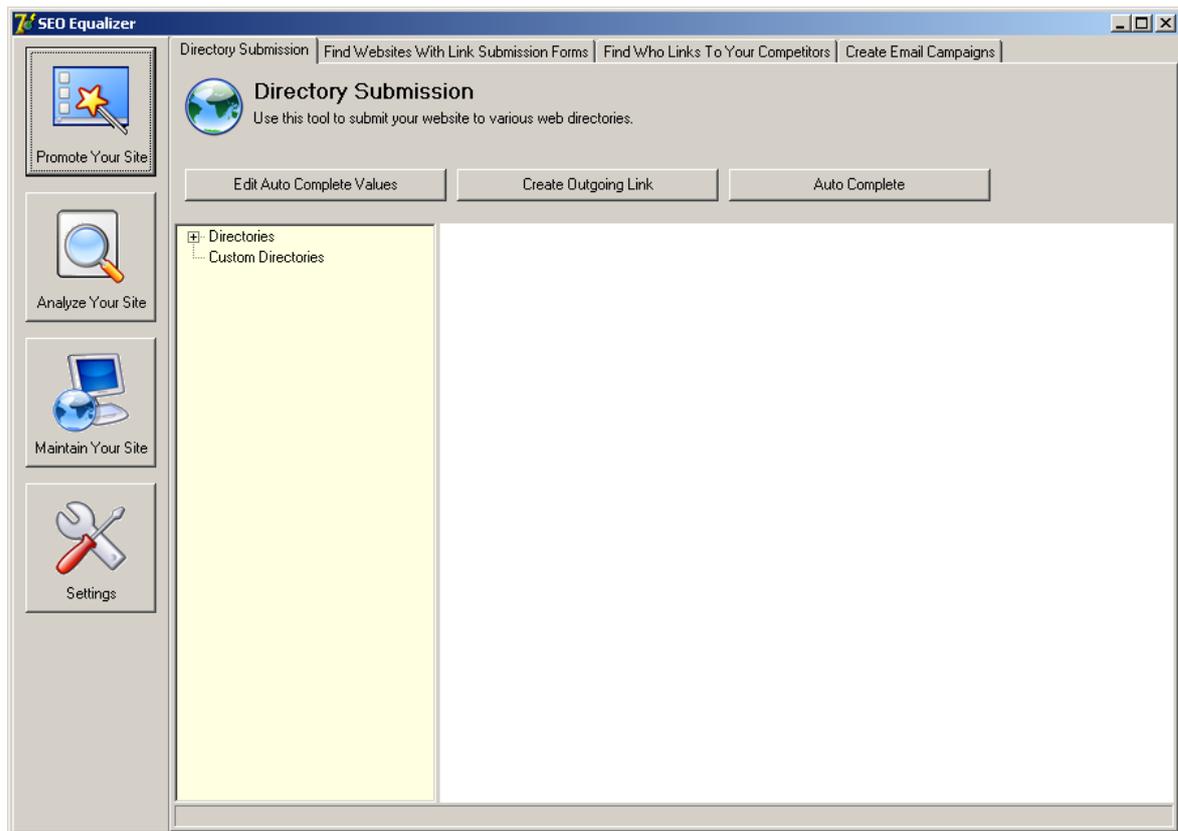
Figure 8: Configuring the new project

2.2 Removing a project

In order to remove a project, start the "SEO Equalizer", select the project you wish to remove and click on the "Remove" button within the startup window.
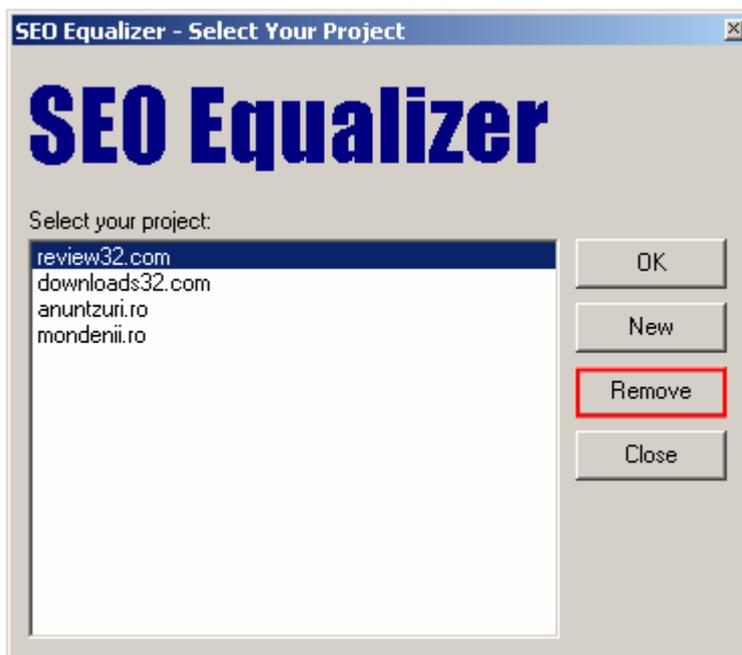
Figure 9: Removing a project

3 SEO Equalizer Interface

This section of the document will give the definition of the "SEO Equalizer" interface. The interface contains is divided into 2 major elements:

- **Primary navigation**
  - **Promote Your Site** – see section 4 for further information
  - **Analyze Your Site** – see section 5 for further information
  - **Maintain Your Site** – see section 6 for further information
  - **Settings** – see section 7 for further information
- **Secondary navigation** – once you choose the desired option from the primary navigation, (**e.g.** Promote Your Site) a secondary navigation for the selected option will be displayed (**e.g.** Directory Submission, Find Websites With Link Submission Forms, etc.)
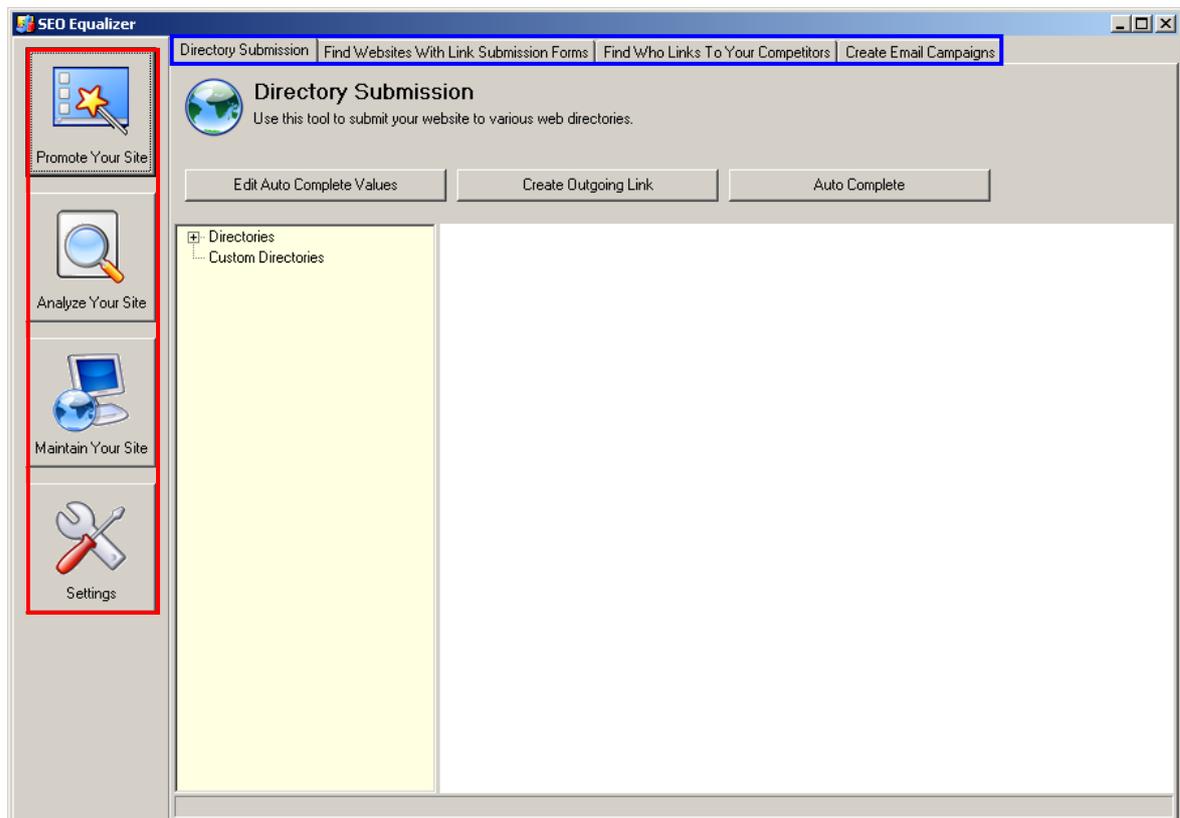
Figure 10: SEO Equalizer Interface

4   Promoting your Website

In order to start promoting your website, choose option "Promote Your Site" from the main menu.
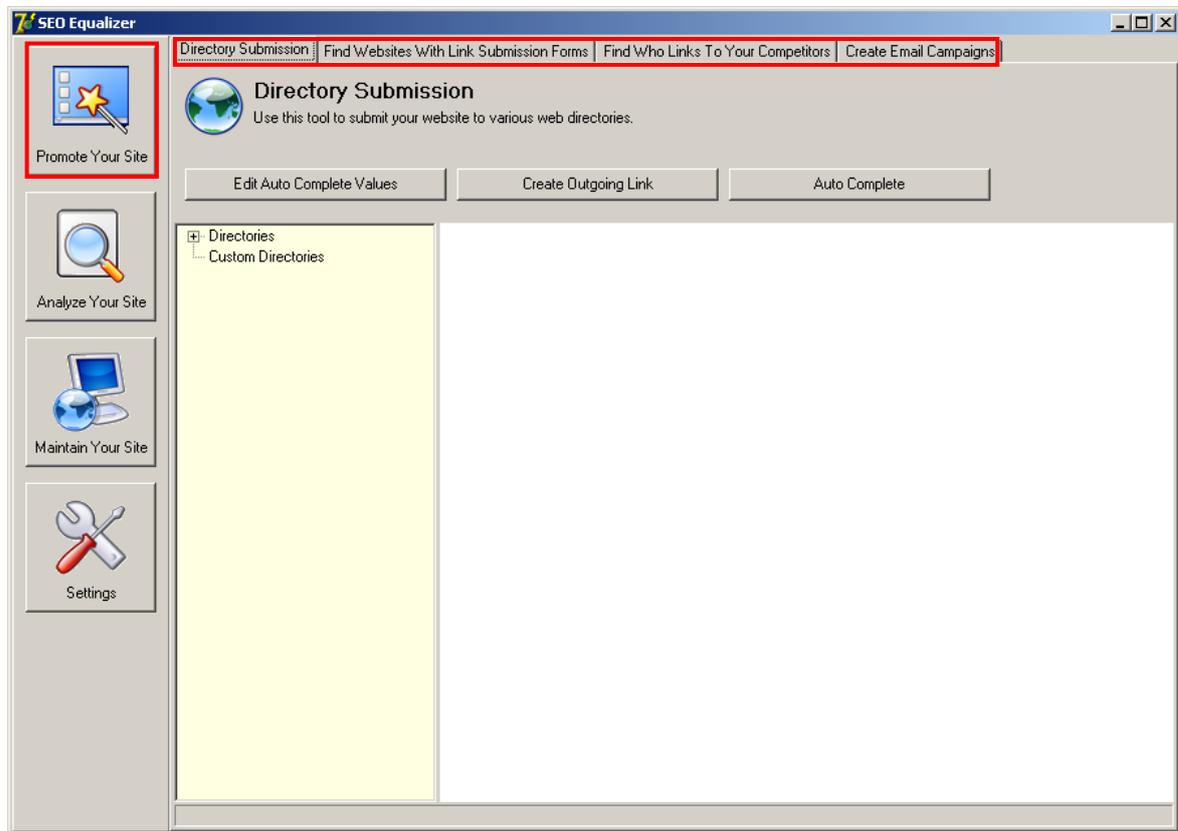
Figure 11: Options for promoting your website

The following options are available for promoting your website:
- **Directory Submission** – see section 4.1
- **Find Websites With Link Submission Forms** - see section 4.2
- **Find Who Links To Your Competitors** - see section 4.3
- **Create Email Campaigns** - see section 4.4

4.1 Submitting Your website to the Directories

The purpose of this tool is to help you submit your website to various web directories. In order to start using this tool, choose option "Promote Your Site" from the main menu and then click on the "Directory Submission" button.
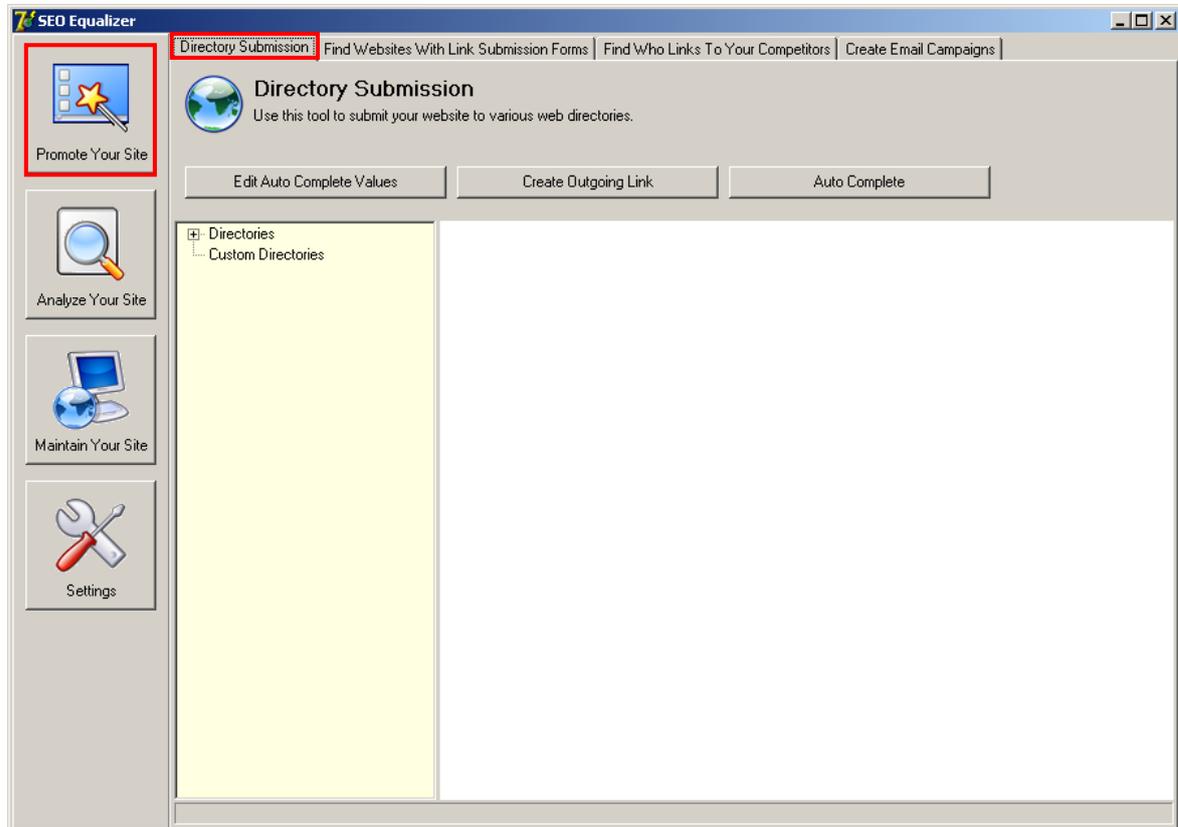
Figure 12: Submitting your website to the directories

The following parameters are available inside this screen:
- **Edit Auto Complete Values** – see section 4.1.1
- **Create Outgoing Link** – see section 4.1.2
- **Auto Complete** – see section 4.1.3

4.1.1 Edit Auto Complete Values

The purpose of this option is to simplify the process of populating the forms so you could do it automatically. In order to start defining the data which will be used for populating the forms, choose "Edit Auto Complete Values".
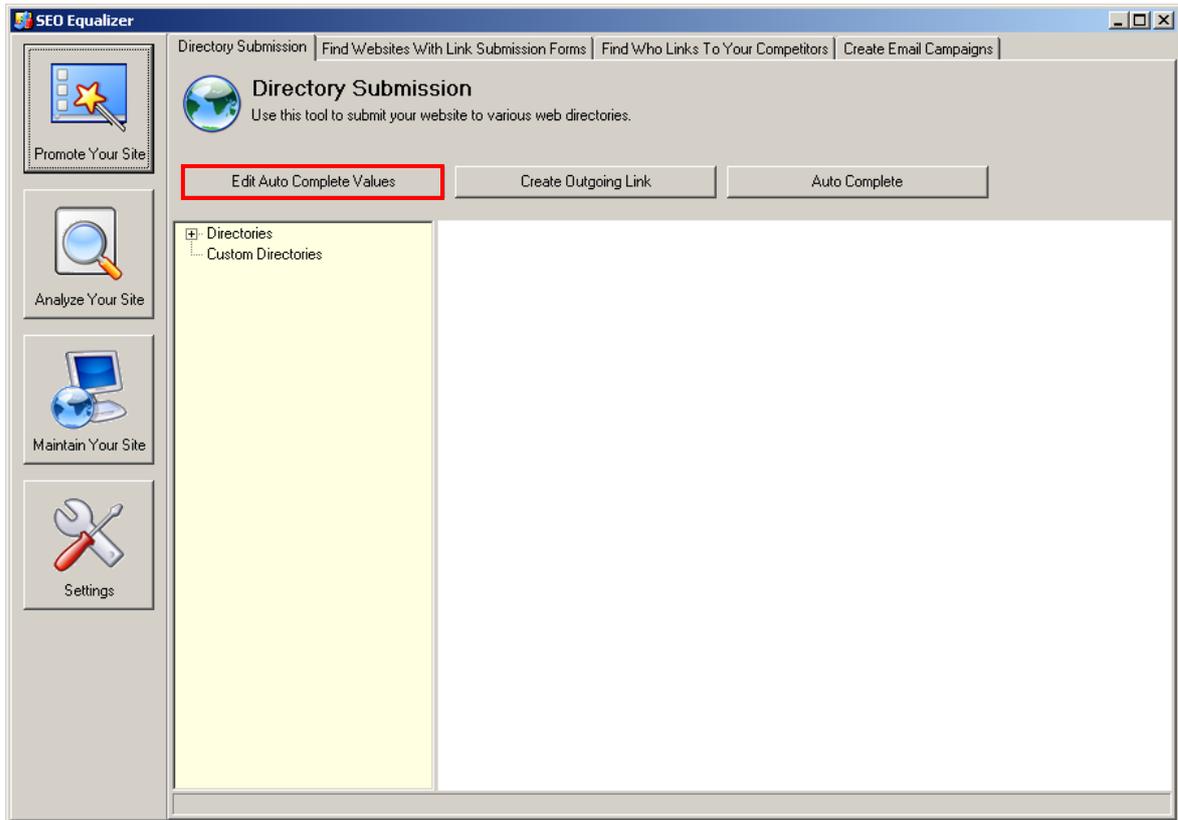
Figure 13: Editing the auto complete values (step 1/2)

The following screen will be displayed.
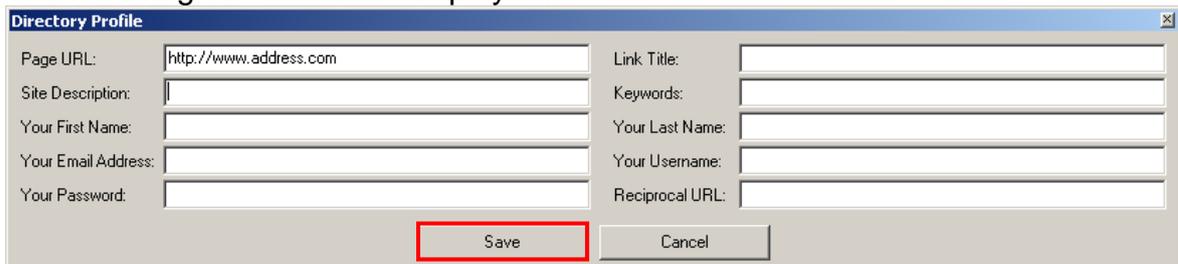
Figure 14: Editing the auto complete values (step 2/2)

Enter the desired values inside the directory profile dialog window and click on the "Save" button to save the changes.

4.1.2 Creating an Outgoing Link

In order to start creating the outgoing link, choose "Create Outgoing Link" option.
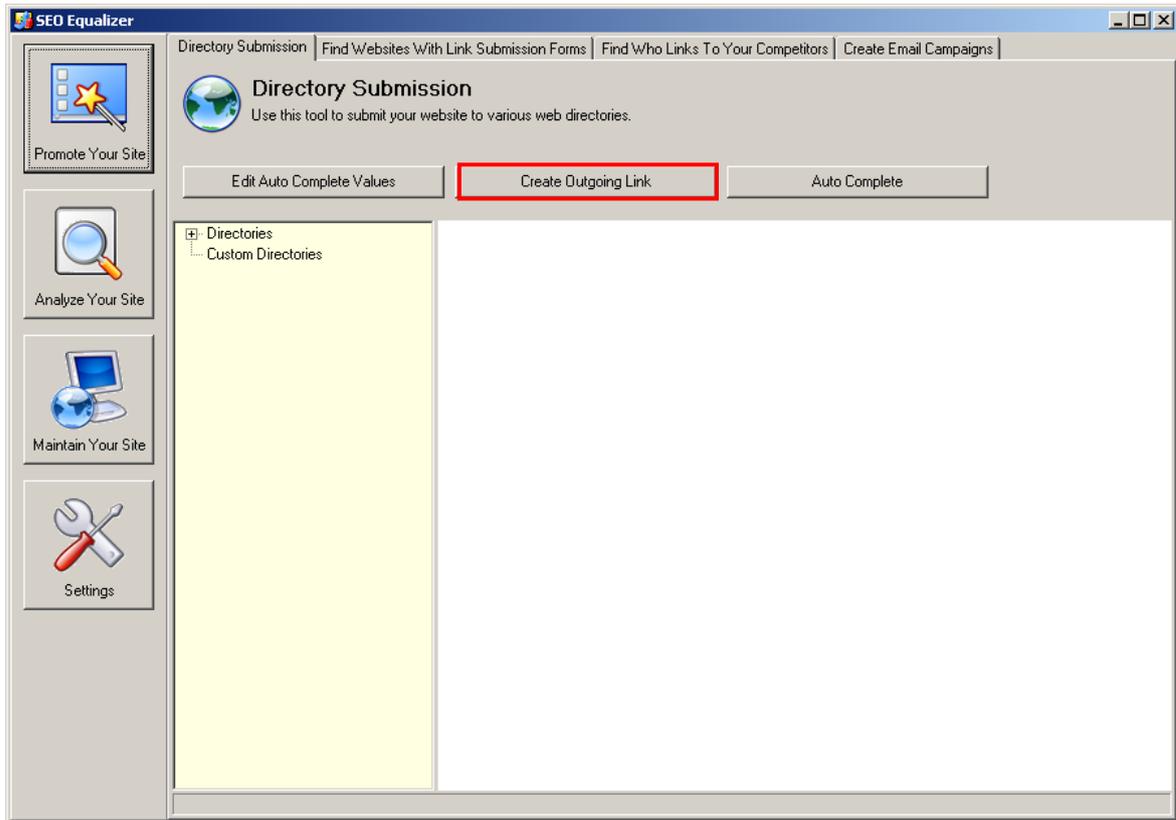
Figure 15: Creating an Outgoing Link (step 1/2)

The following screen will be displayed.
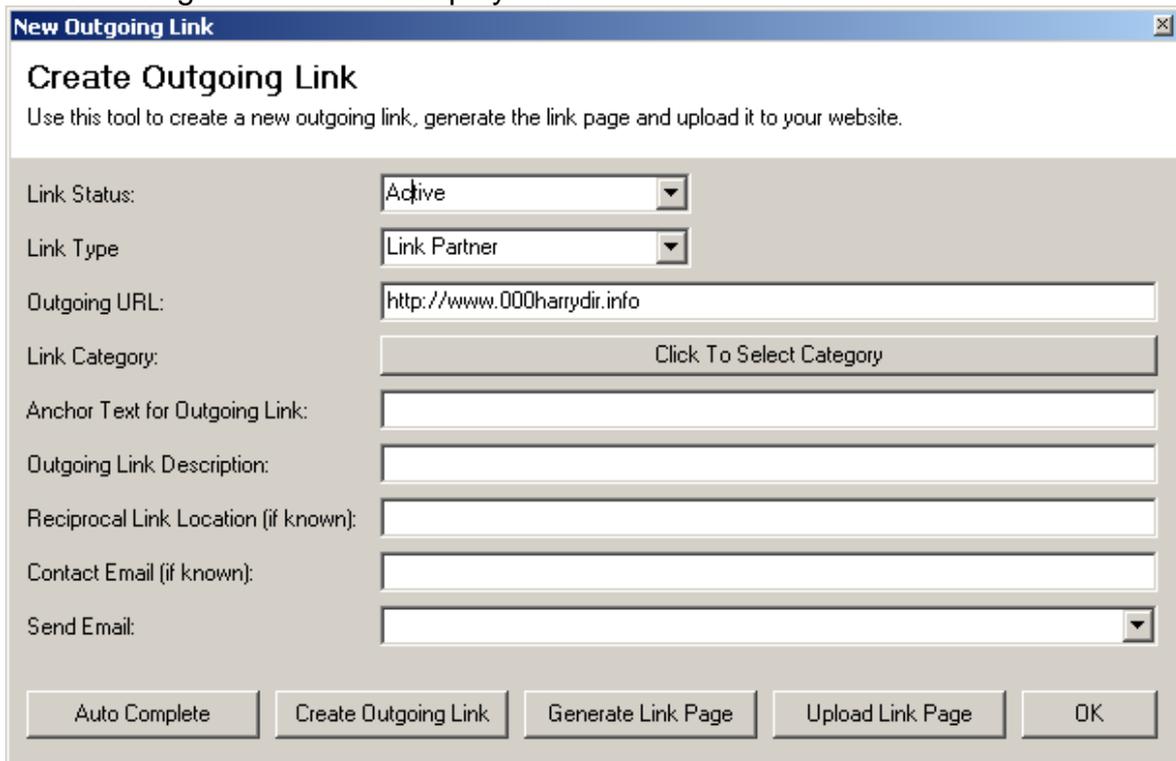
Figure 16: Creating an Outgoing Link (step 2/2)

The following parameters are available inside this screen:
- Link Status
- Link Type
- Outgoing URL
- Link Category
- Anchor Text for Outgoing Link
- Outgoing Link Description
- Reciprocal Link Location (if known)
- Contact Email (if known)
- Send Email
- Auto Complete
- Create Outgoing Link
- Generate Link Page
- Upload Link Page
- OK

4.1.3 Using the Auto Complete option

The Auto Complete option should be used in order to populate the form based on the data provided under "Edit Auto Complete Values" (see section 4.1.1). In order to auto complete a form, choose the desired directory from the menu on the left and click on the "Auto Complete" button.
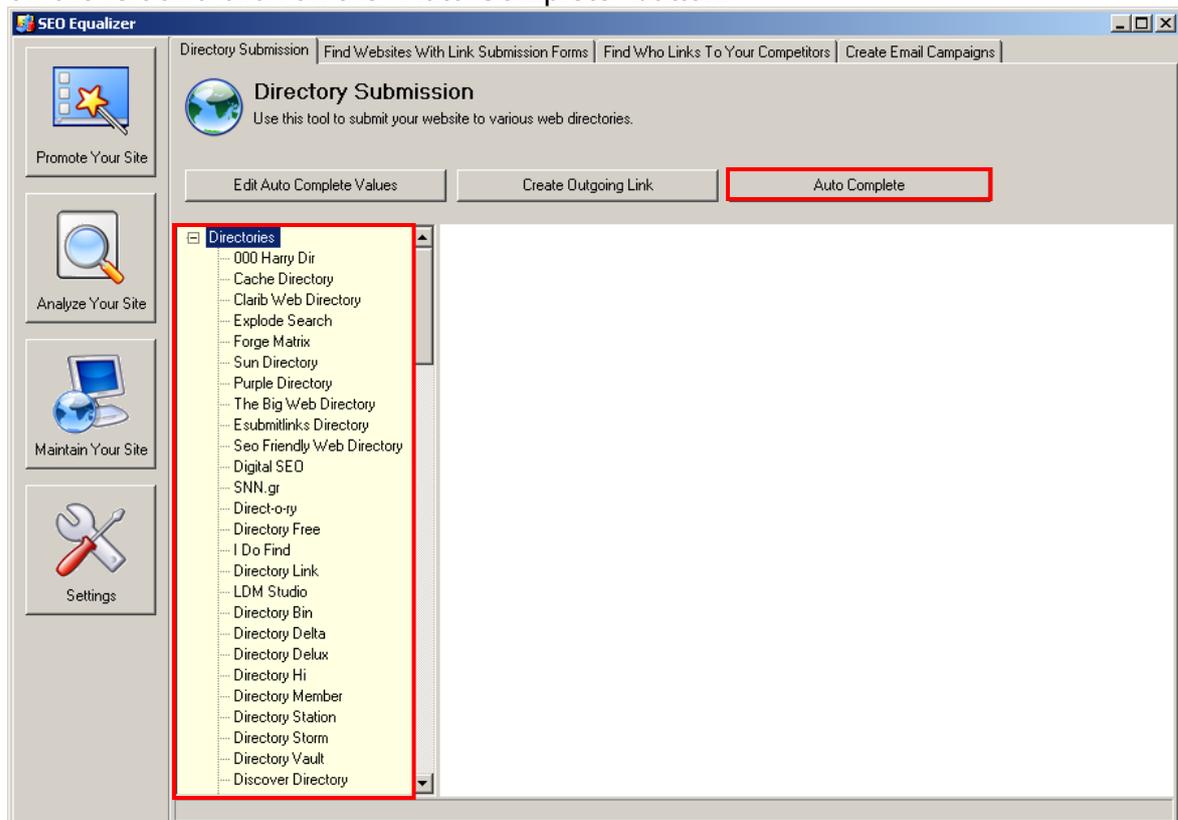
Figure 17: Using the Auto Complete option

The form will be populated with previously defined data.

4.2 Finding Websites With Link Submission Forms

In order to start searching for the websites with link submission forms, choose option "Promote Your Site" from the main menu and then click on the "Find Websites With Link Submission Forms" tab.
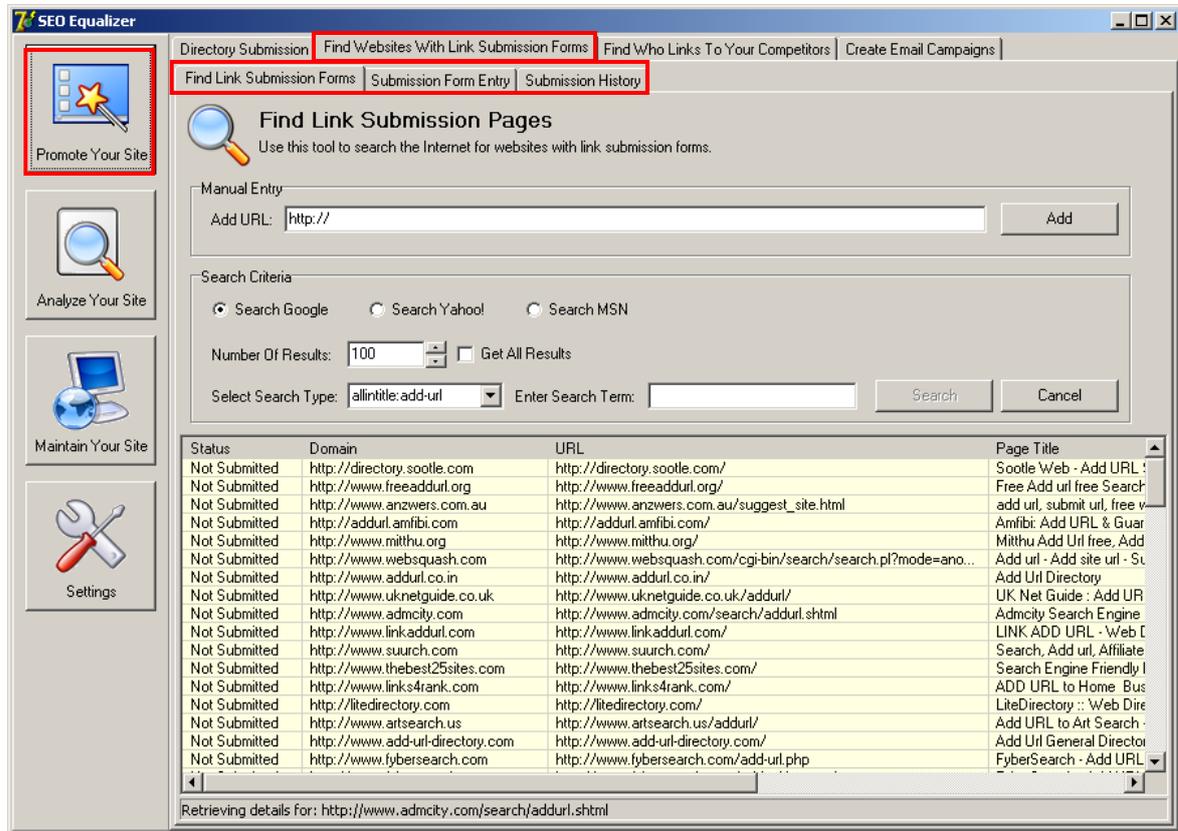
Figure 18: Finding websites with link submission forms

The following parameters are available inside this screen:

- **Find Link Submission Forms** – see section 4.2.1
- **Submission Form Entry** – see section 4.2.2
- **Submission History** – see section 4.2.3

4.2.1 Find Link Submission Forms

In order to start searching for websites with submission forms, choose option "Find Websites With Link Submission Forms" button and then click on the "Find Link Submission Forms".
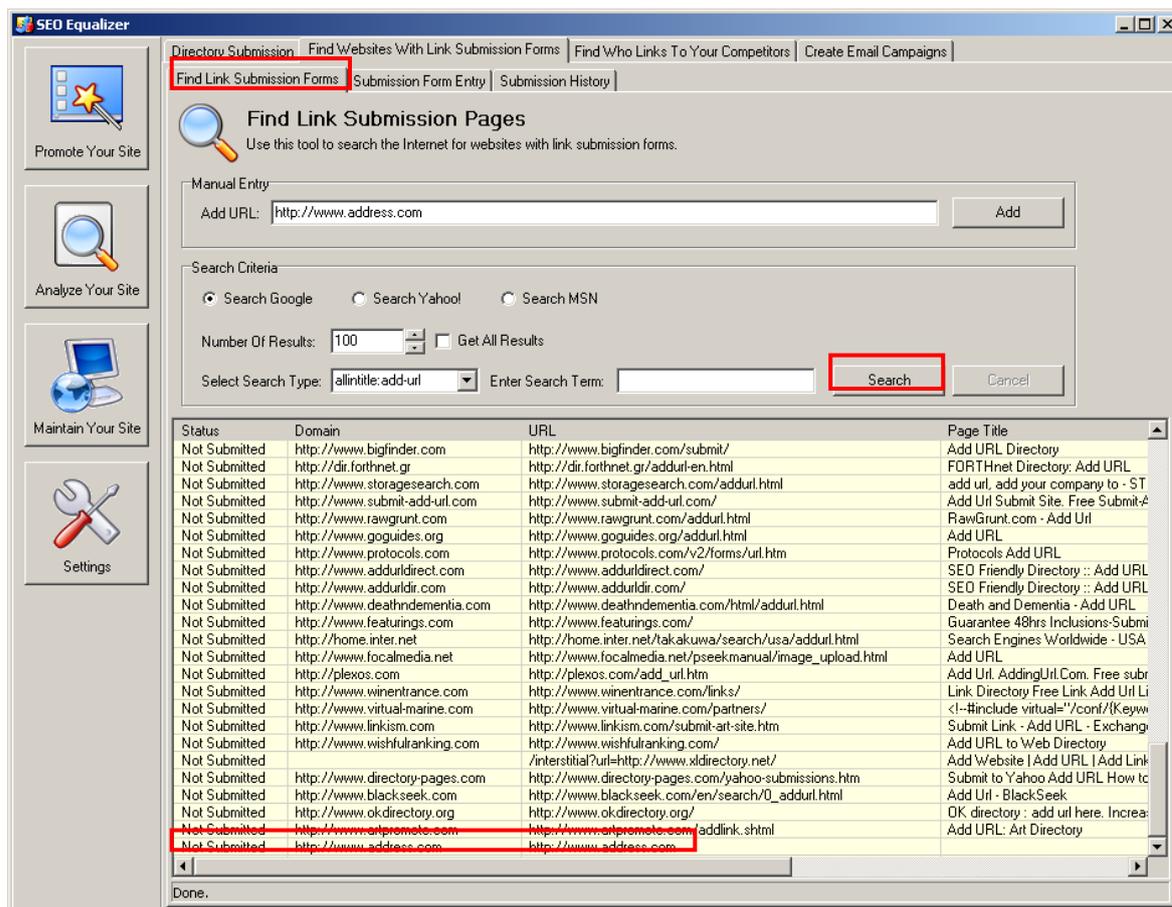
Figure 19: Searching for websites with submission forms

The following parameters are available inside this screen:

- **Manual Entry** – use this option if you wish to manually add the website you wish to submit the form to by entering the URL of that website within the "Add URL" field and clicking on the "Add" button (note that the added website will appear in the list below

- **Search Criteria** – options for defining the search criteria i.e. the search engine which will be used in the search for submission forms (**e.g.** Google)

- **Number of Results** – set the desired number of results you wish to display

- **Get All Results** – select this option if you wish to display all available results

- **Select Search Type** – select the desired type of search from this pull down menu (**e.g.** allintitle:add-url)

- **Enter Search Term** – enter the keyword if you wish the search to be based on a search term

After setting the desired parameters, click on the "Search" button and the results will be displayed in the bottom part of the screen.

4.2.2 Entering link details and submitting it to the form

The purpose of the "Submission Form Entry" option is to allow you to easily enter your link details to the link submission form. Start by clicking on the "Submission Form Entry" button.
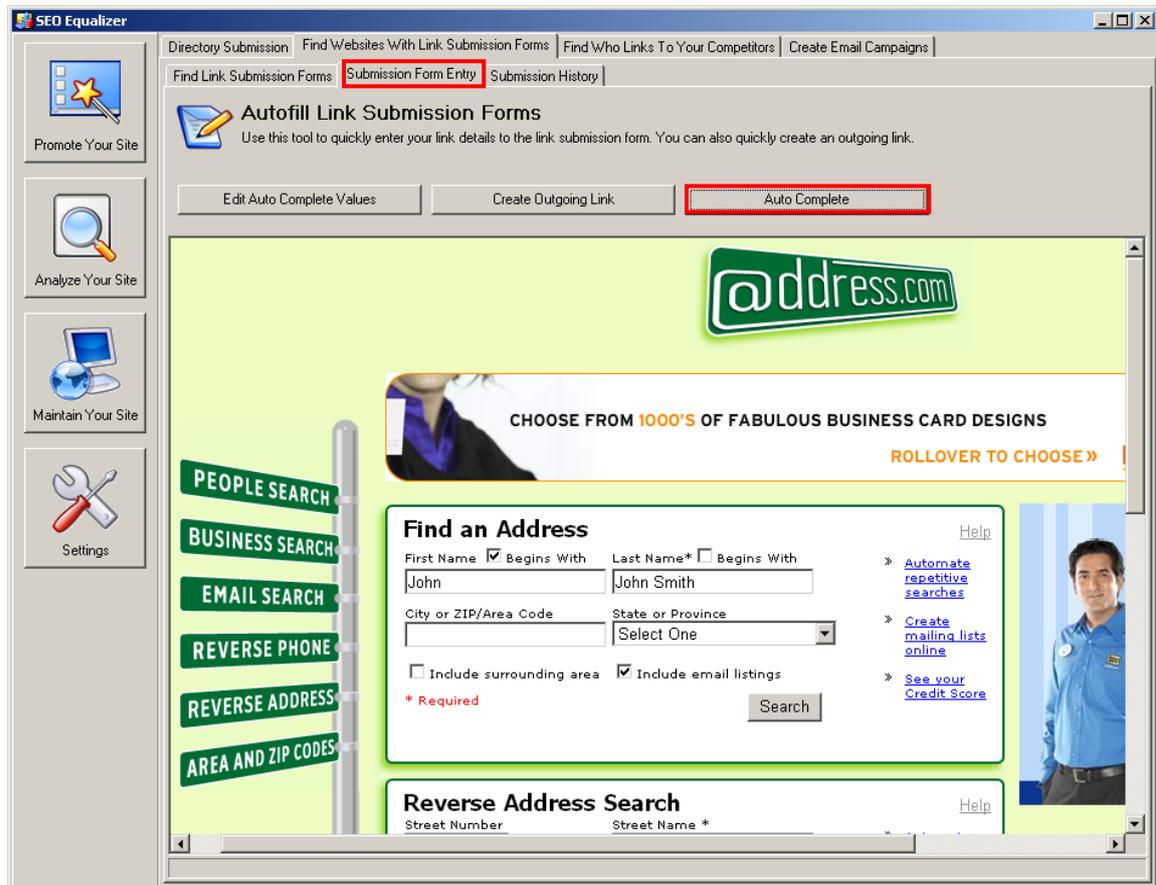
Figure 20: Entering link details and submitting it to the form

Click on the "Auto Complete" button and the form will be filled with the previously defined information (**note**: use the "Edit Auto Complete Values" button to define the information forms will be filled with - see section 4.1.1).

4.2.3 Viewing the Submission History

Use the" Submission History" option in order to quickly and easily determine the locations you have already submitted your website to.
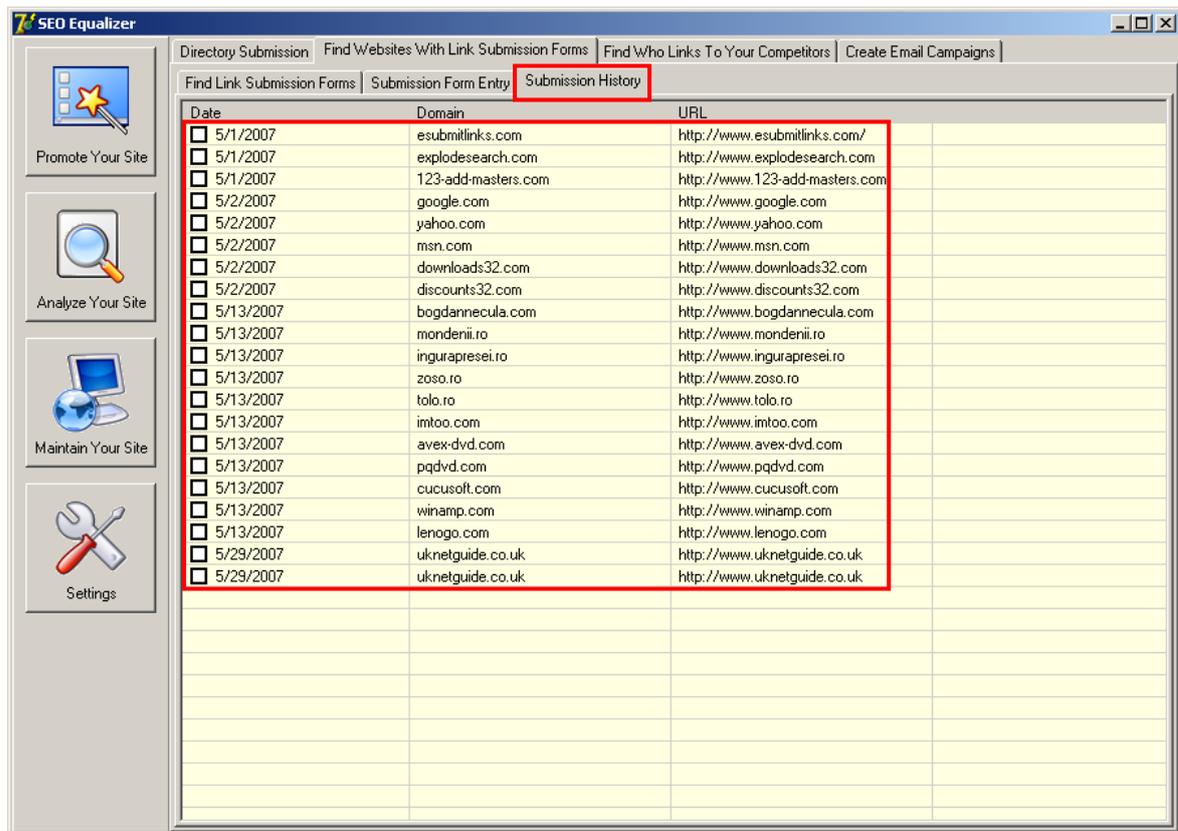
Figure 21: Viewing the Submission History

In order to start viewing the history, click on the "Find Websites With Link Submission Forms" button inside the main menu and then click on the "Submission History" button.

4.3 Finding Links To Your Competitors

In order to start searching for links to your competitors, choose option "Promote Your Site" from the main menu and then click on "Find Links To Your Competitors" tab.
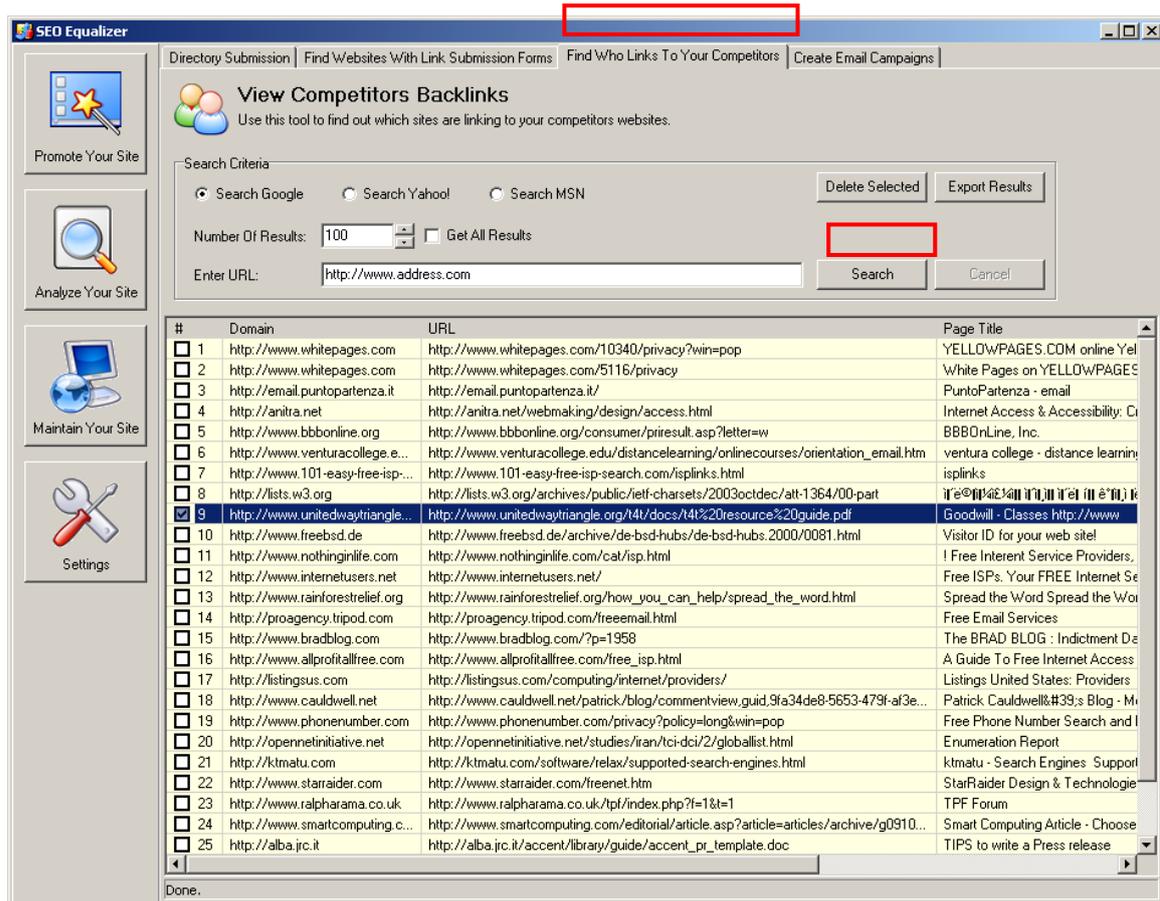
Figure 22: Finding Links To Your Competitors

The following parameters are available inside this screen:

- **Search Criteria** – options for defining the search criteria i.e. the search engine which will be used in order to find the competitors backlinks (**e.g.** Google)
- **Delete Selected** – use this option to delete the desired result in the list after the search has been performed
- **Export Results** – use this option to export the results to a CSV file (comma separated value – readable by Excel)
- **Number of Results** – set the desired number of results you wish to display
- **Get All Results** – select this option if you wish to display all available results
- **Enter URL** – enter the URL of the competitors website and click on the "Search" button

After setting the desired parameters, click on the "Search" button and the results will be displayed in the bottom part of the screen.

4.4 Creating Email Campaigns

Note: make sure you have setup the email account parameters under
Settings/Email Settings before using this tool (see section 7.4).
The purpose of this tool is to help you manage your email campaigns. In order
to start using this tool, choose option "Promote Your Site" from the main menu
and then click on the "Create Email Campaigns" tab.
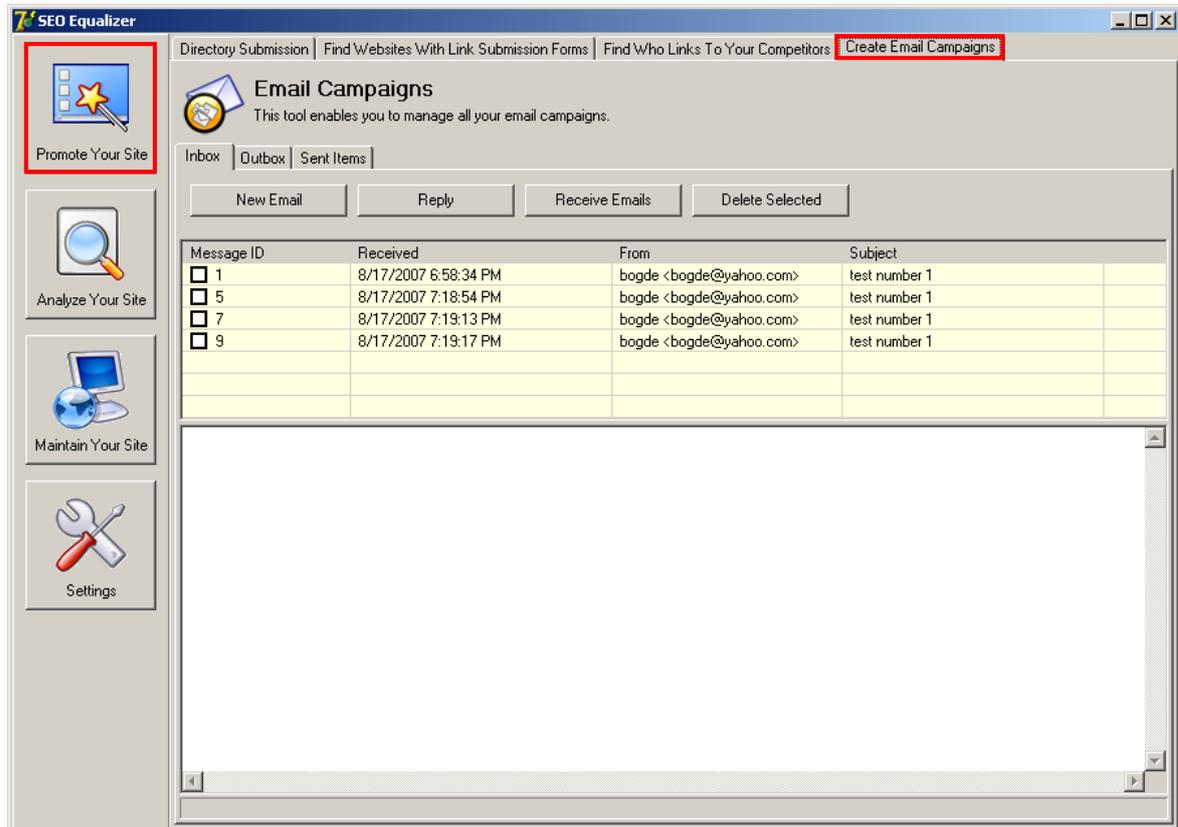
Figure 23: Creating Email Campaigns

This screen contains various options for managing your email campaigns
under the following 3 categories:

- **Inbox**
  - o **New Email** – option for sending a new email message
  - o **Reply** – click on this button to reply to the selected email
  - o **Receive Emails** – use this button to check for new emails
  - o **Delete Selected** - use this button to delete selected emails
- **Outbox**
  - o **Send** – option for sending emails
  - o **Delete Selected** – option for deleting the selected email
- **Sent Items**
  - o **Delete Selected** – option for deleting the selected email

5 Analyzing your site

In order to access the available options for analyzing your website, choose "Analyze Your Site" option from the main menu.
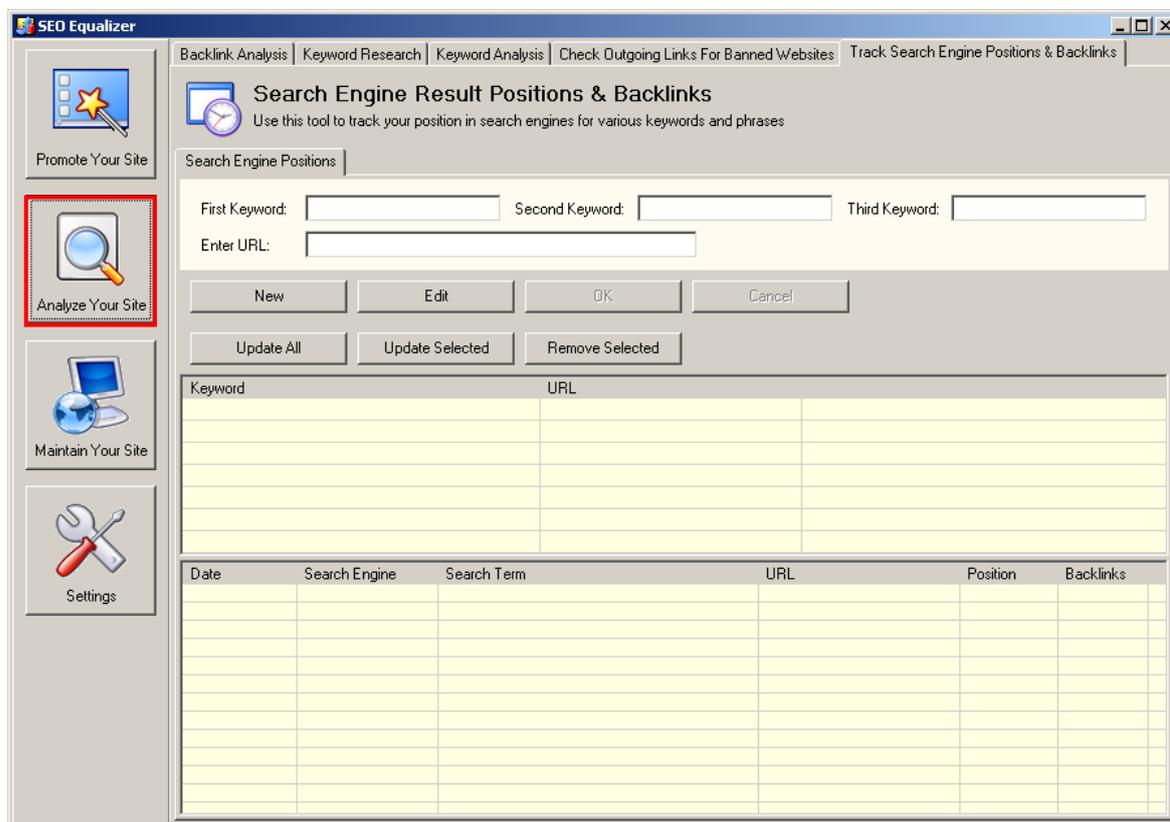
Figure 24: Available options for analyzing a site

The following options are available for website analysis:
- **Backlink Analysis** – see section 5.1
- **Keyword Research** – see section 5.2
- **Keyword Analysis** – see section 5.3
- **Check Outgoing Links For Banned Websites** – see section 5.4
- **Track Search Engine Positions & Backlinks** – see section 5.5

5.1 Performing Backlink Analysis

The backlink analysis tool will help you discover why a particular website has a higher ranking for a particular keyword or phrase. In order to perform a backlink analysis, choose option "Analyze Your Site" from the main menu and then click on the "Backlink Analysis" tab.
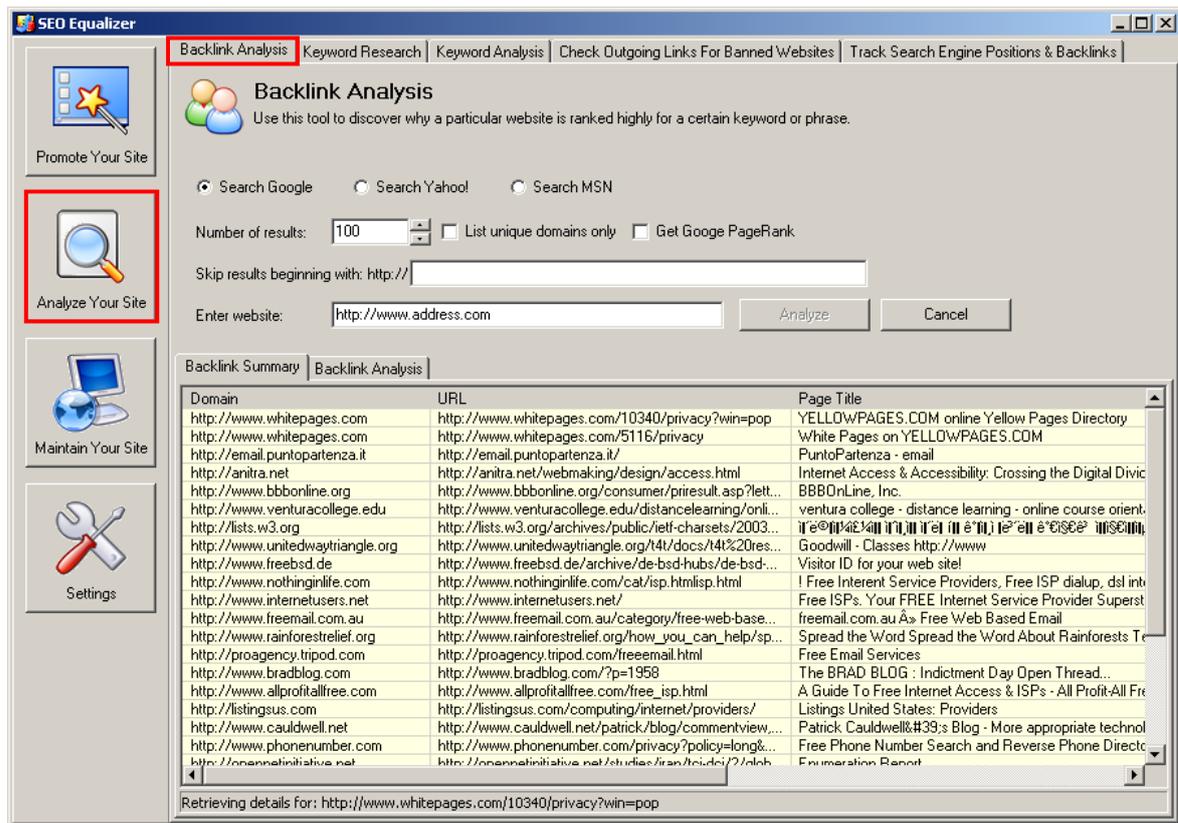
Figure 25: Choosing option "Backlink Analysis"

The following parameters are available within this screen:

- **Search Google/Yahoo/MSN** – choose the search engine the search will be performed on
- **Number of results** – set the desired number of results within this input field
- **List unique domains only** – select this option to display a list of unique domains only
- **Get Google Pagerank** – select this option if you also wish to display the Google PageRank of the specific website
- **Skip results beginning with http://** - enter the part of the URL which should be omitted in the search

After setting these parameters, click on the "Analyze" button to begin the search and the results will be displayed in the bottom part of the screen.

5.2 Performing Keyword Research (Wordtracker)

Keyword research will help you find the number of searches and competing websites for a particular keyword and also find alternative keywords by using Wordtracker.

In order to perform a keyword research, choose option "Analyze Your Site" from the main menu and then click on the "Keyword Research" tab.

Figure 26: Performing Keyword Research

The following parameters are available within this screen:
- **Enter Search Item** – input field for entering the desired search item
- **Context pull down menu** – choose the desired option from this pull down menu
- **Search** – button for starting the search

After setting these parameters, click on the "Search" button and the results will be displayed in the bottom of the screen.
Note: after the search has been completed, you can select the desired results, right click and decide to either delete the checked words or export the selected results to .CSV or HTML format.

5.3 Performing Keyword Analysis

The purpose of the keyword analysis tool is to help you optimize your pages for certain keywords (keyword density).

In order to perform a keyword analysis, choose option "Analyze Your Site" from the main menu and then click on the "Keyword Analysis" tab.

Figure 27: Performing Keyword Analysis

The following parameters are available inside this screen:

- **URL to analyze** – input field for entering the page you wish to analyze
- **Keyword (required)** –input field for entering the keyword(s) analysis will be performed for
- **Analyze** –press this button to start the analysis
- **Save Report** – use this button to save the report

After setting these parameters, click on the "Analyze" button to start the analysis; the results will be displayed in the bottom part of the screen.

5.4 Checking Outgoing Links For Banned Websites

The purpose of this tool is to help you determine if your website is pointing to another website which is banned by Google and can thus negatively affect your website ranking.

In order to perform the check, choose option "Analyze Your Site" from the main menu and then click on the "Checking Outgoing Links For Banned Websites" tab.
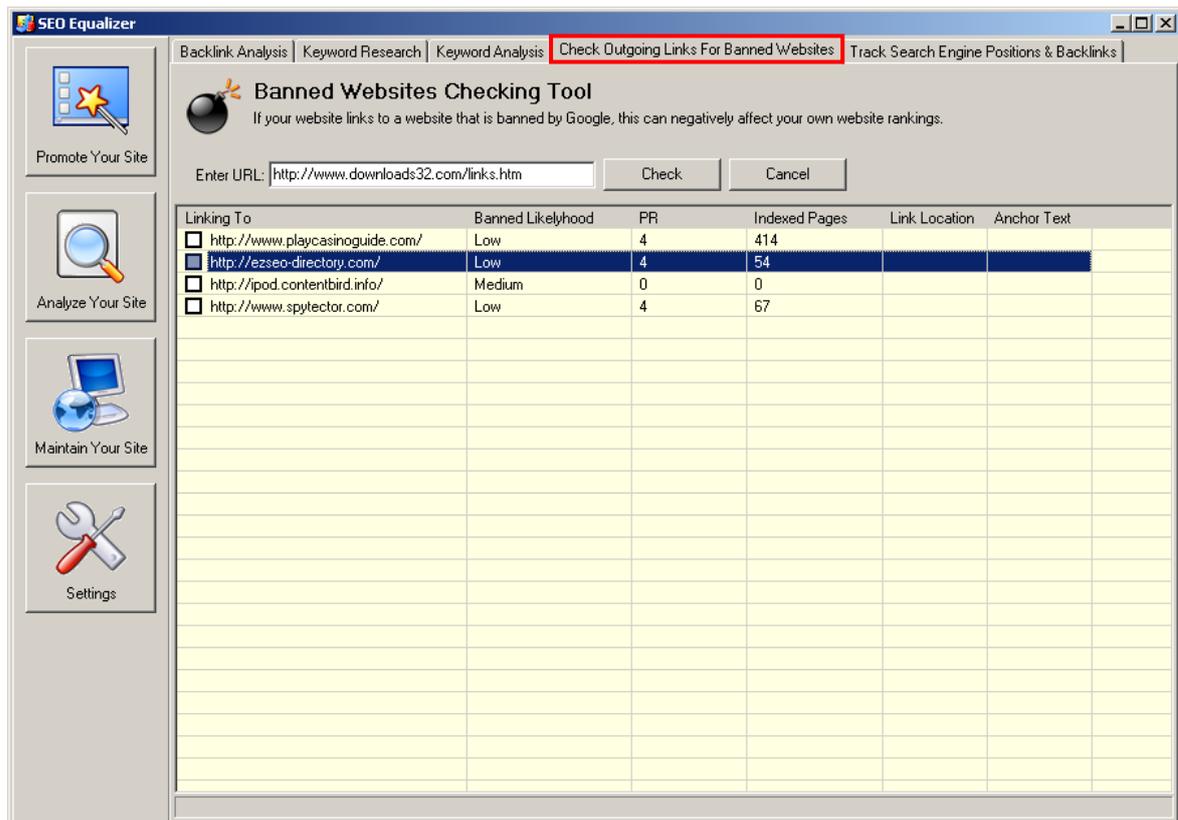
Figure 28: Checking Outgoing Links For Banned Websites

The following parameters are available inside this screen:

- **Enter URL** – field for entering the URL of your website
- **Check** – click on this button to begin the search
- **Cancel** – click on this button to cancel the search

After entering the desired URL, click on the "Check" button and the results will be displayed in the bottom of the screen.

5.5 Tracking Search Engine Positions & Backlinks

The purpose of this tool is to help you track your position in search engines for various keywords and phrases.

In order to perform the check, choose option "Analyze Your Site" from the main menu and then click on the "Track Search Engine Positions & Backlinks" tab.
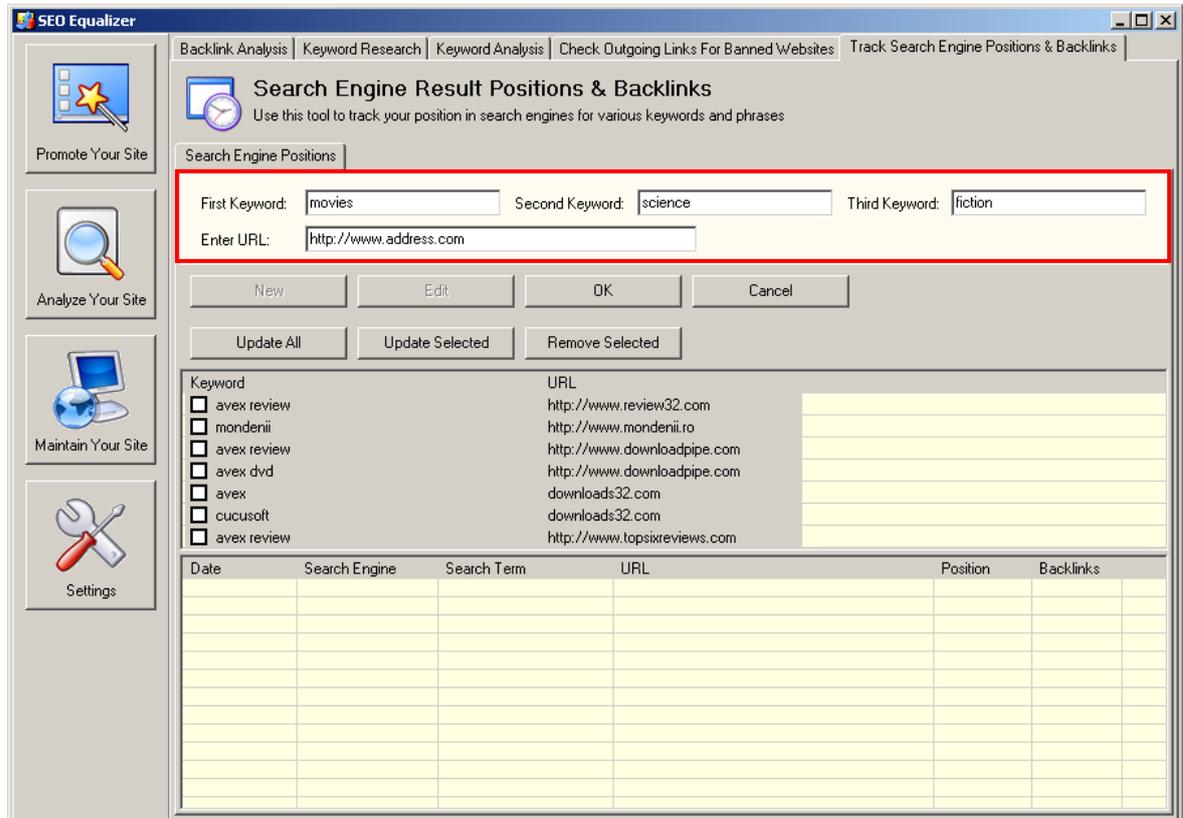
Figure 29: Tracking Search Engine Positions & Backlinks (step 1/2)

In order to start searching for the position and backlinks, click on the "New" button and define the desired URL and up to 3 keywords. Once you define the keywords and the URK, click on the OK button. The keywords will be added to the list.
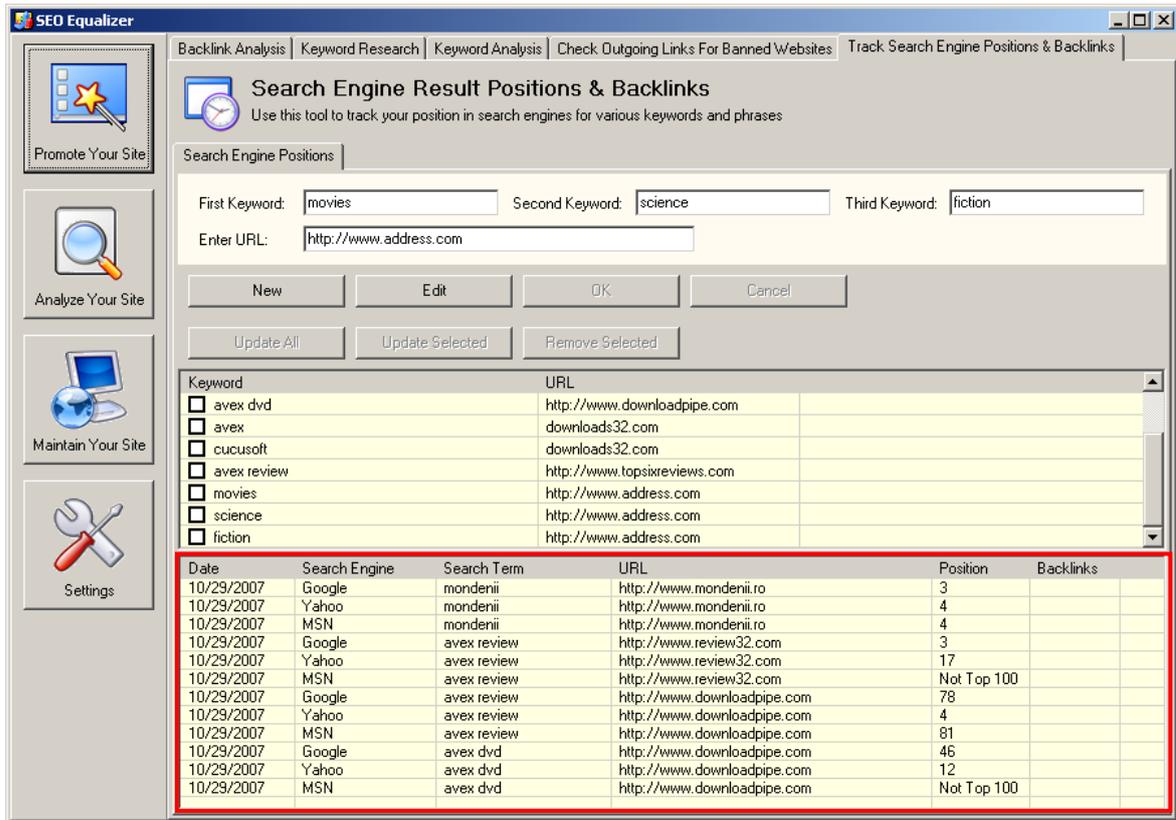
Figure 30: Tracking Search Engine Positions & Backlinks (step 2/2)

Now you can select the keywords you wish to perform the research for (and click on "Update Selected") or click on the "Update All" button to retrieve information about all available keywords. The results will be displayed in the lower part of the screen containing the information about search engine, search term, url and position.

6 Maintaining your website

In order to access the available options for maintaining your website, choose
"Maintain Your site" option from the main menu.
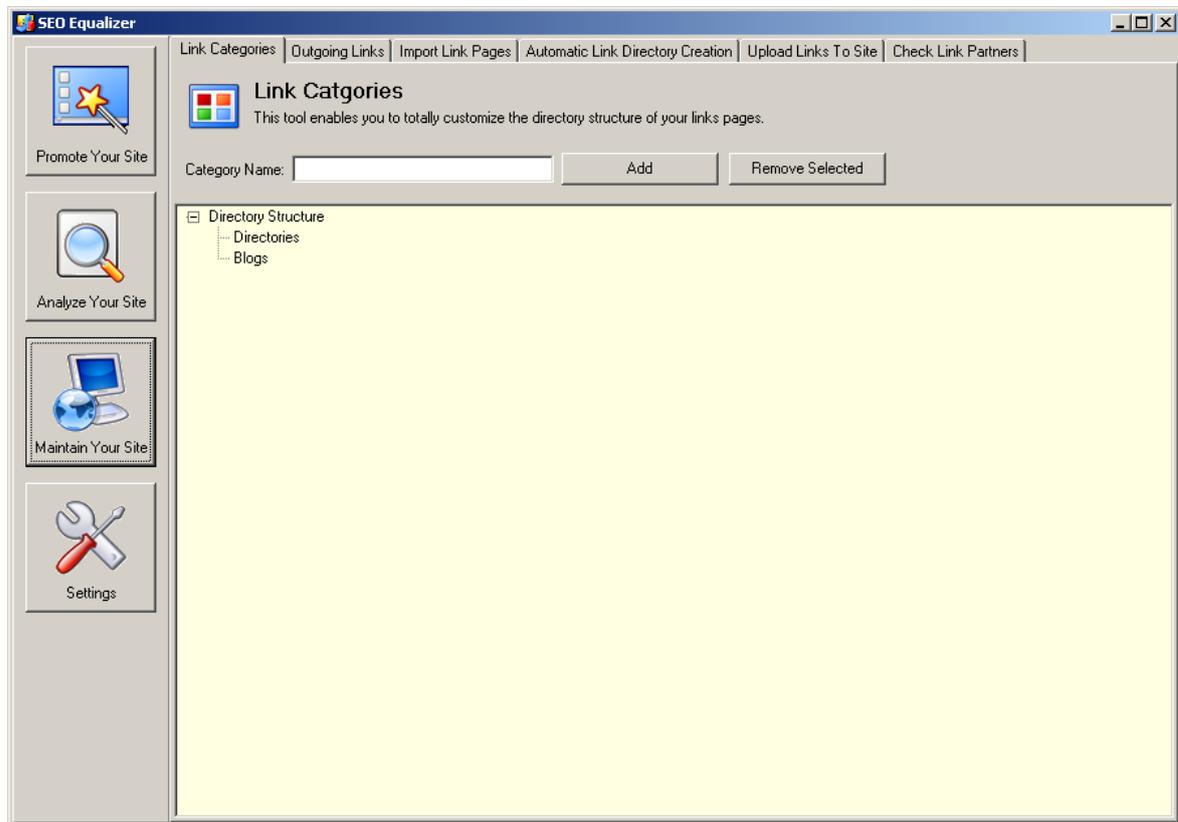
Figure 31: Maintaining your website

The following options are available:

- **Link Categories** – see section 6.1
- **Outgoing Links** – see section 6.2
- **Import Link Pages** – see section 6.3
- **Automatic Link Directory Creation** – see section 6.4
- **Upload Links to Site** – see section 6.5
- **Check Link Partners** – see section 6.6

6.1 Managing Link Categories

The purpose of this tool is to help customize the directory structure of your link
pages. In order to start using this tool, choose option "Maintain Your Site"
from the main menu and then click on the "Link Categories" tab.
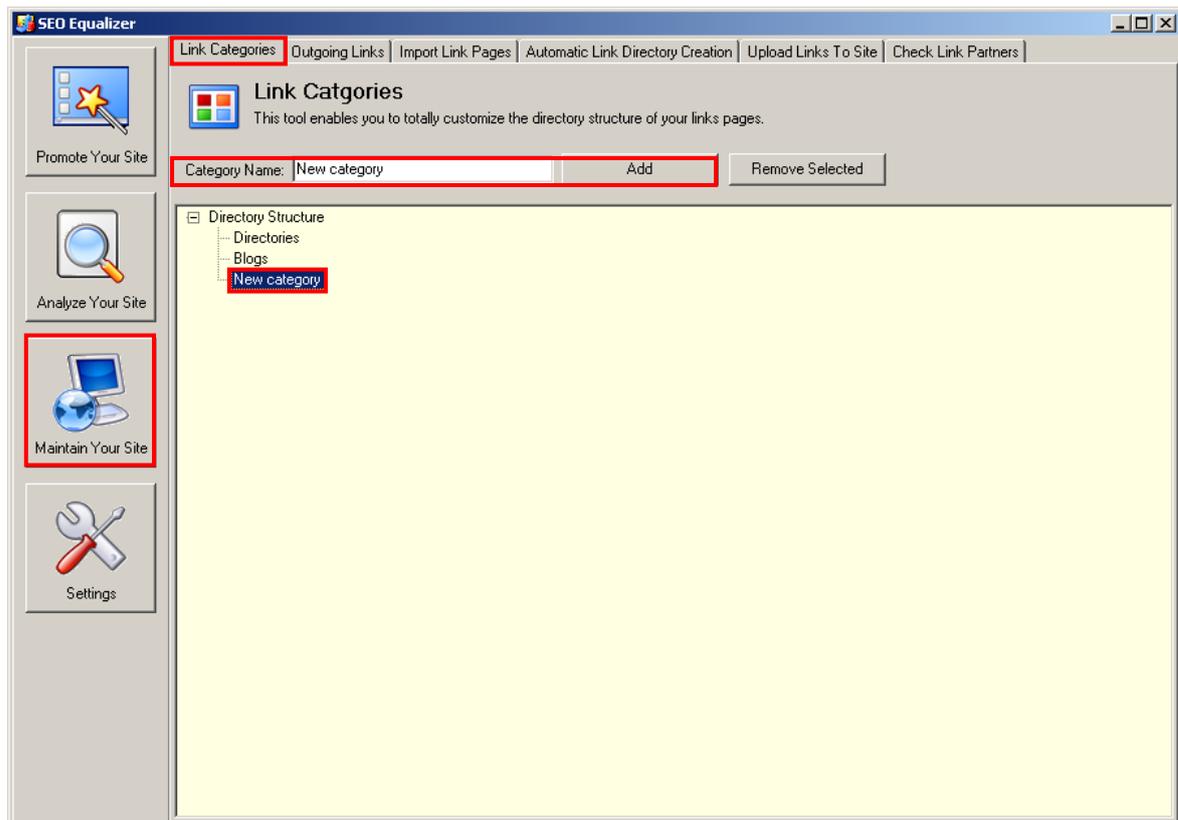
Figure 32: Managing Link Categories

The following parameters are available inside this screen:

- **Category Name** – enter the name of the new category inside this input field
- **Add** – after entering the name of the new category, select the desired destination within the directory structure and click on the "Add" button and it will be added to the list of categories
- **Remove Selected** – if you wish to remove a category, select the desired category and click on the "Remove Selected"

6.2 Managing Outgoing Links

The purpose of this tool is to help you manage information about all of the sites your website is providing a link to. In order to start using this tool, choose option "Maintain Your Site" from the main menu and then click on the "Outgoing Links" tab.
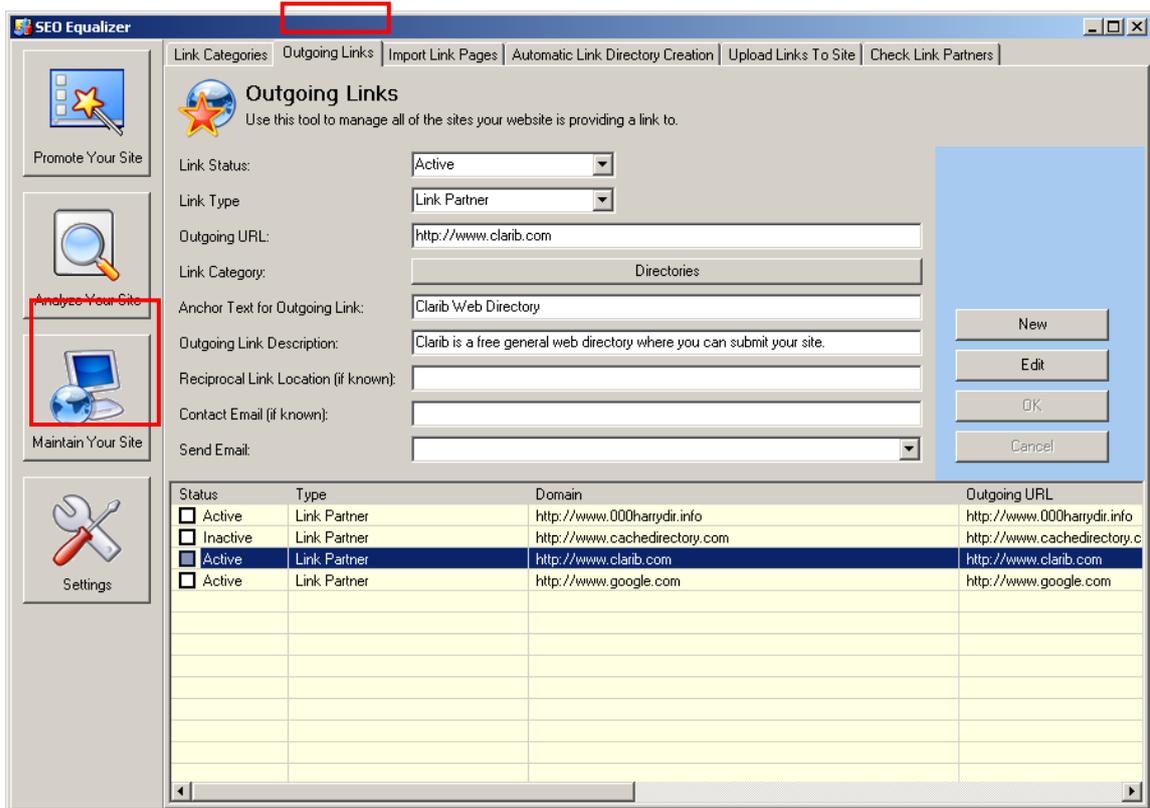
Figure 33: Managing Outgoing Links

The following parameters are available inside this screen:

- **New** – click on this button to start defining a new outgoing link
- **Edit** – select the desired link in the list and click on this button to start editing the information
- **OK** – click on this button to save the modifications
- **Cancel** – click on the cancel button to discard the changes

6.3 Importing Link Pages

The purpose of this tool is to help you import all links found on a desired page. In order to start using this tool, choose option "Maintain Your Site" from the main menu and then click on the "Import Link Pages" tab.


Figure 34: Importing Link Pages

In order to import links, enter the desired URL inside the "Enter URL" field and click on the "Import Links" button.

6.4 Automatic Link Directory Creation

The purpose of this tool is to help you generate your link pages based on the links in the outgoing links table (see section 6.2). In order to start using this tool, choose option "Maintain Your Site" from the main menu and then click on the "Automatic Link Directory Creation" tab.

Figure 35: Automatic Link Directory Creation

In order to generate the link pages, click on the "Generate Link Pages" button and the list will be created.

6.5 Uploading Links to the Site

The purpose of this tool is to enable automatic upload of the link files to your website. In order to start using this tool, choose option "Maintain Your Site" from the main menu and then click on the "Upload Links To Site" tab.
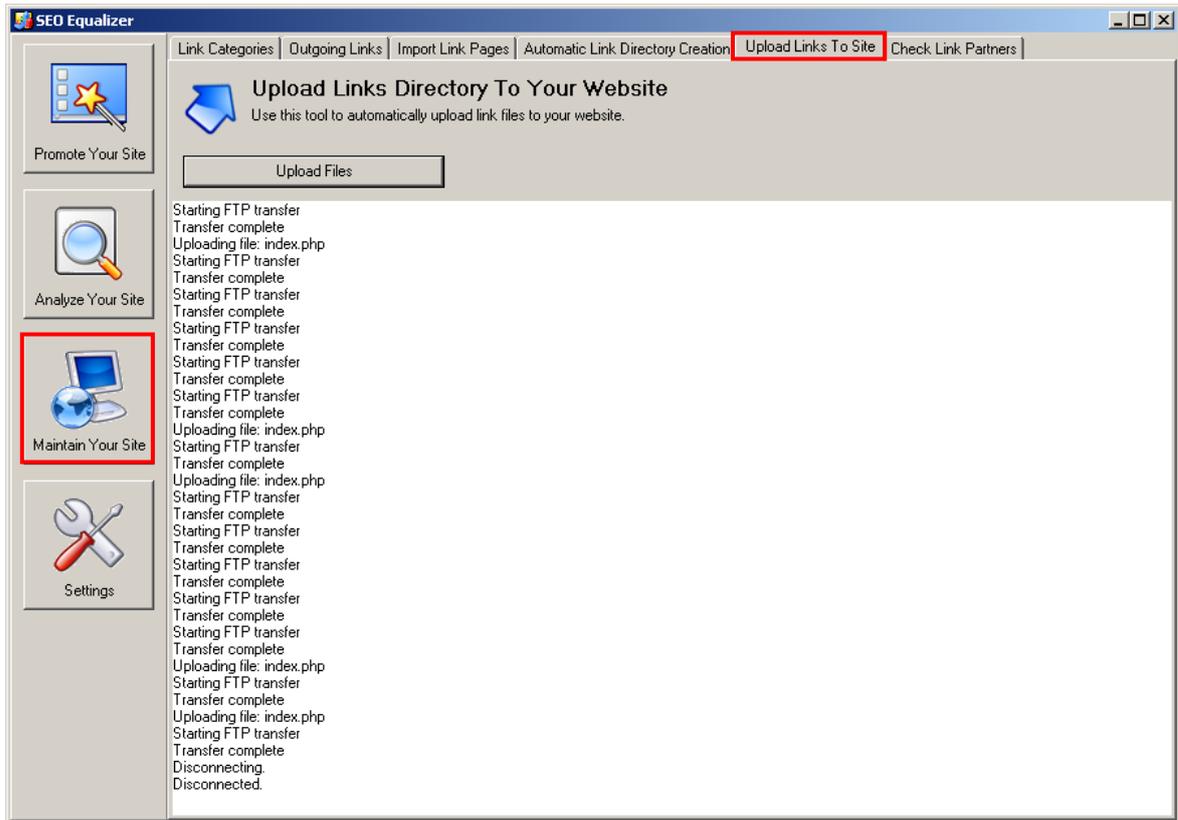
Figure 36: Uploading links to the site

In order to upload the links to your site, click on the"Upload Files" button.

6.6 Checking Link Partners

The purpose of this tool is to help you check if your link partners still have reciprocal links to your website. In order to start using this tool, choose option "Maintain Your Site" from the main menu and then click on the "Check Link Partners" tab.
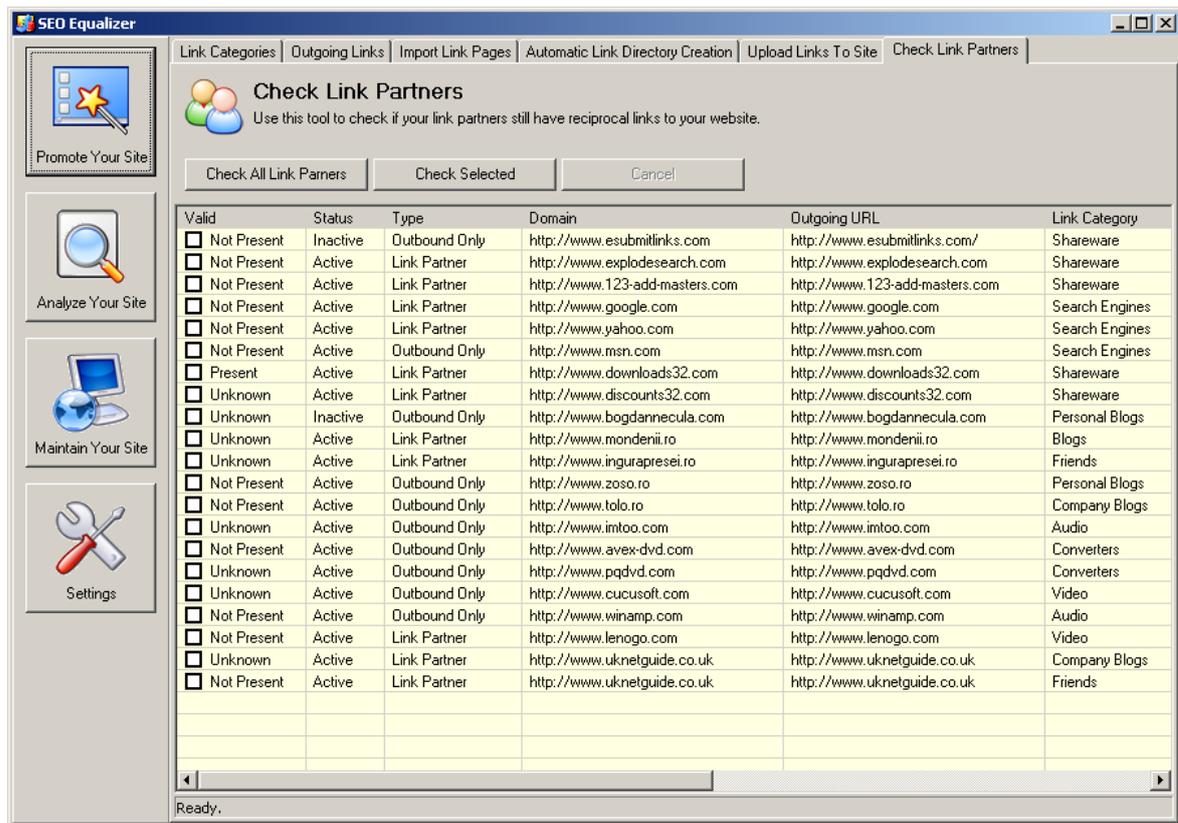
Figure 37: Checking link partners

The following parameters are available inside this screen:
- **Check All Link Partners** – click on this button if you wish to check all available link partners
- **Check Selected** – use this button to check only the link partners you have selected

7 Managing the Settings

In order to start managing various application settings, choose option "Settings" from the main screen.
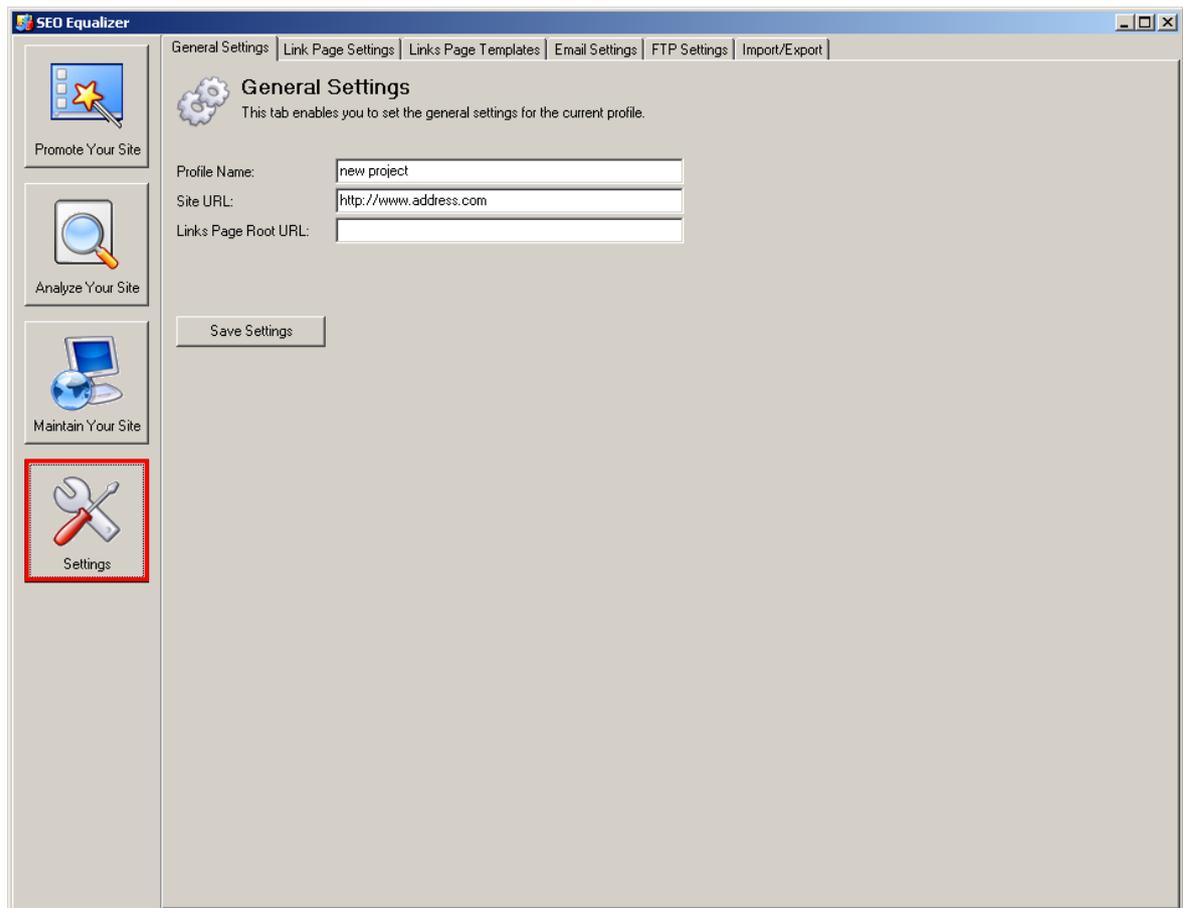
Figure 38: Managing the settings

The following parameters are available inside this screen:

- **General Settings** – see section 7.1
- **Link Page Settings** – see section 7.2
- **Link Page Templates** – see section 7.3
- **Email Settings** – see section 7.4
- **FTP Settings** – see section 7.5
- **Import/Export** – see section 7.6

7.1 Managing the General Settings

In order to start managing the "General Settings", choose option "General Settings" from the main menu.
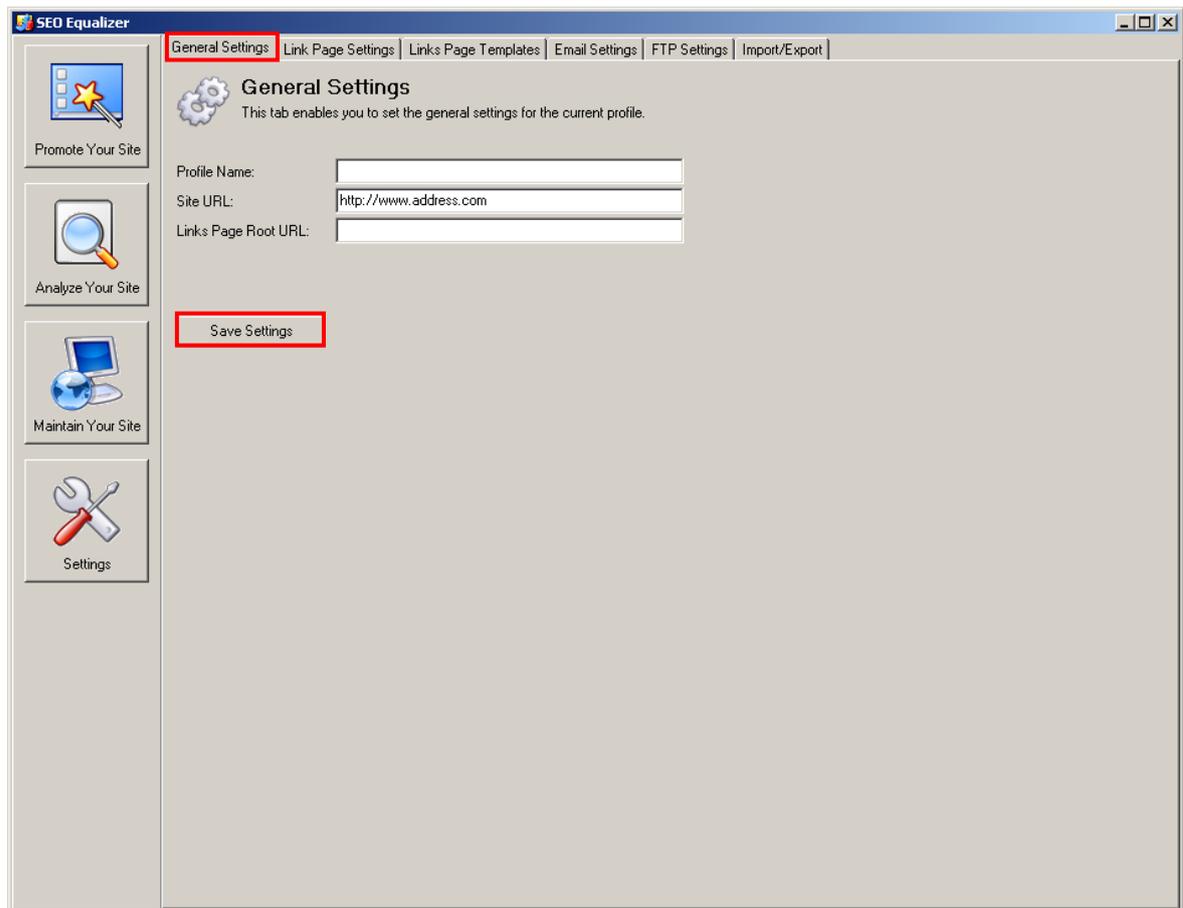
Figure 39: Managing the General Settings

The following parameters are available inside this screen:

- **Profile Name** – input field for entering the name of your profile
- **Site URL** – input field for entering the URL of your website
- **Links Page Root URL** – this is the main URL of your links page (**e.g**: http://www.yourdomain.com/links.html)

7.2 Managing Links Page Settings

In order to start managing the link page templates, choose option "Links Page Templates" from the "Settings" menu.
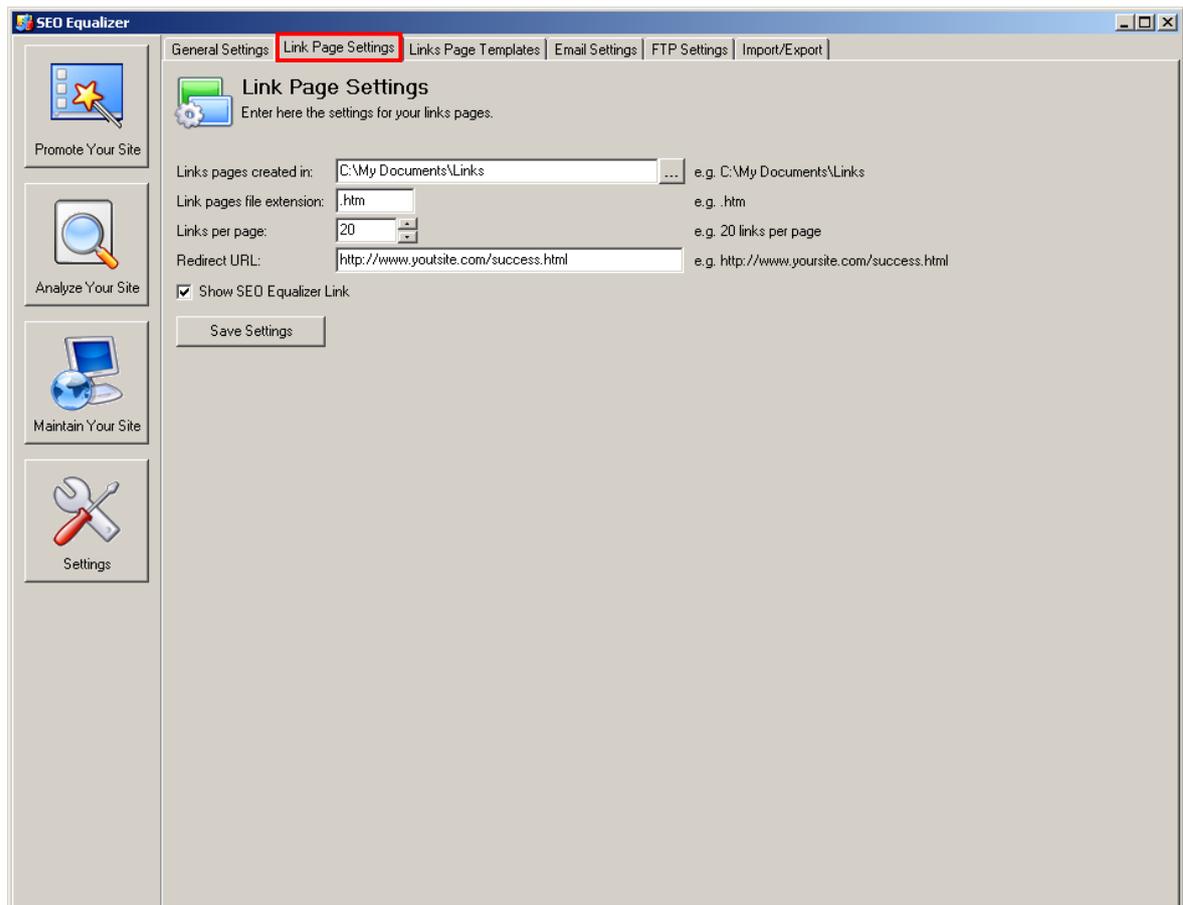
Figure 40: Managing Links Page Settings

The following parameters are available inside this screen:

- **Links pages created in** – enter the desired location for the links pages
- **Link pages file extension** – set the desired extension for the link pages (**e.g.** htm or html)
- **Links per page** – use this pull down to set the desired number of links per page
- **Redirect URL** – enter the desired URL if you wish to enable redirection
- **Show SEO Equalizer** – select this checkbox in case you wish to display the SEO Equalizer link

7.3 Managing Links Page Templates

In order to start managing the link page templates, choose option "Links Page Templates" from the "Settings" menu.
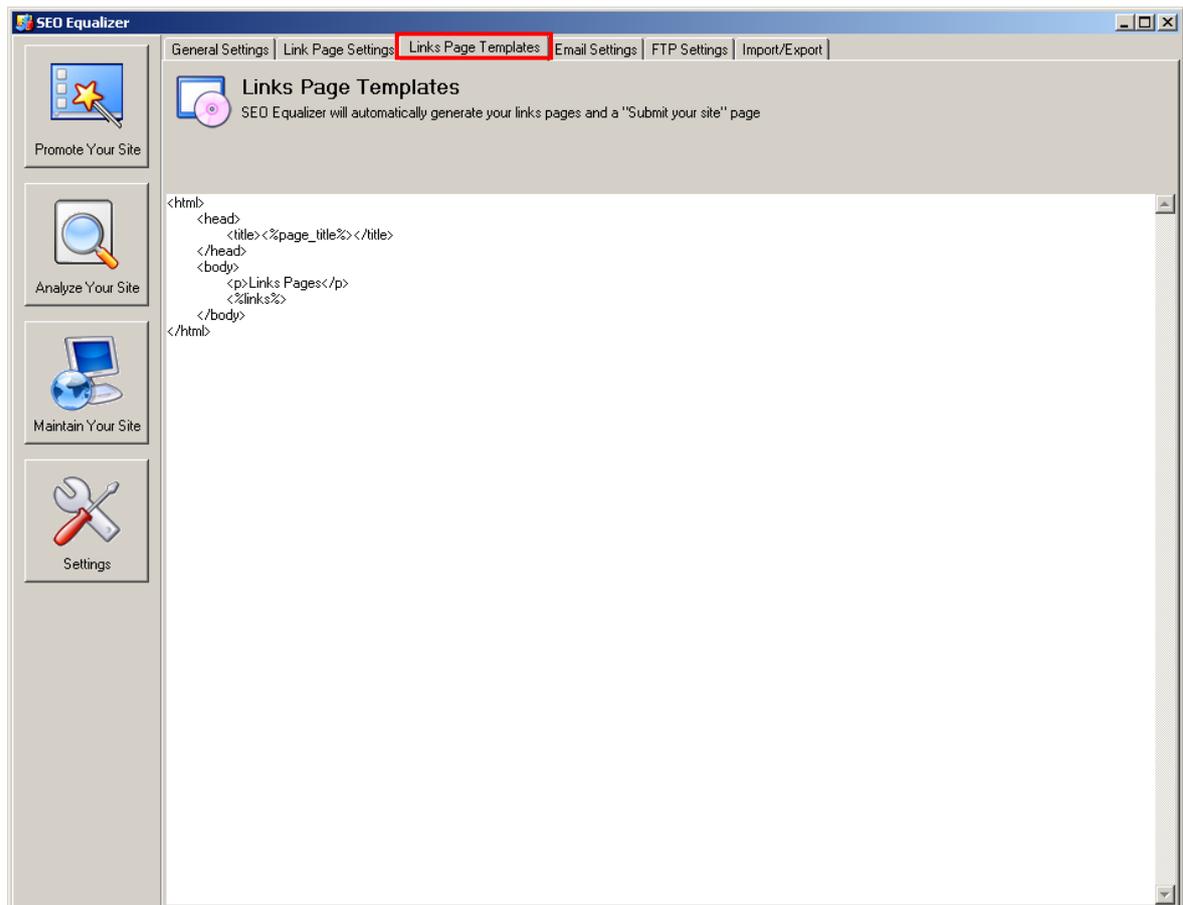
Figure 41: Managing Links Page Templates

The following are the available tokens:

- **<%page_title%>** - use this token to display the page title
- **<%links%>** - use this token to display the list of lilnks

7.4 Managing Email Settings

In order to start managing the email account settings, choose option "Email Settings" from the "Settings" menu.
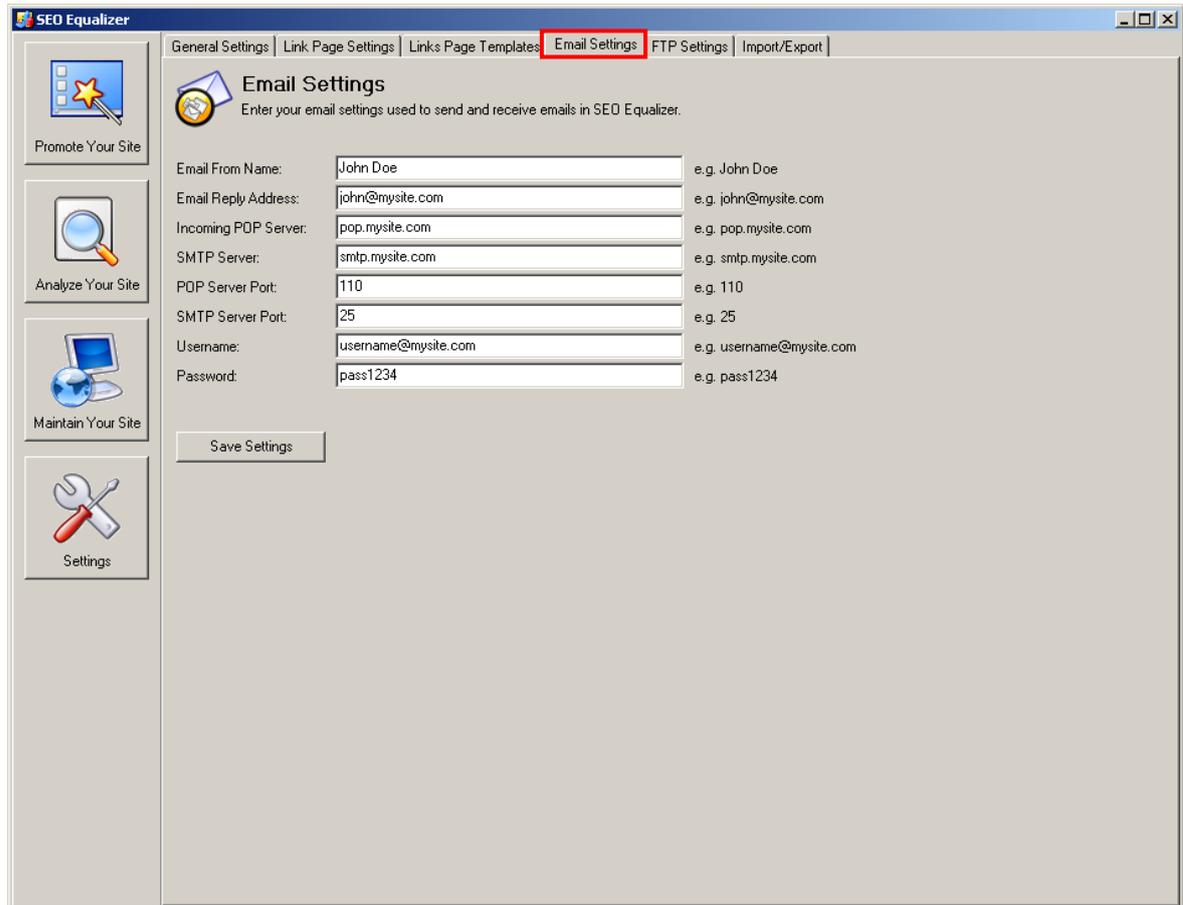
Figure 42: Managing Email Settings

The following parameters are available inside this screen:

- **Email From Name** – enter your name i.e. the name of the person the emails will come from
- **Email Reply Address** – enter the reply to email address
- **Incoming POP Server** – enter the name of the pop server (**e.g.** pop.mysite.com)
- **SMTP Server** – enter the name of the SMTP server (**e.g.** smtp.mysite.com)
- **POP Server Port** – enter the POP sever port (**e.g.** 110)
- **SMTP Server Port** – enter the SMTP server port (**e.g.** 25)
- **Username** – enter the email account username
- **Password** – enter the email account password

After setting the desired parameters, click on the "Save Settings" in order to save the changes

7.5 Managing FTP Settings

In order to start managing FTP settings, choose option "FTP Settings" from the "Settings" menu.
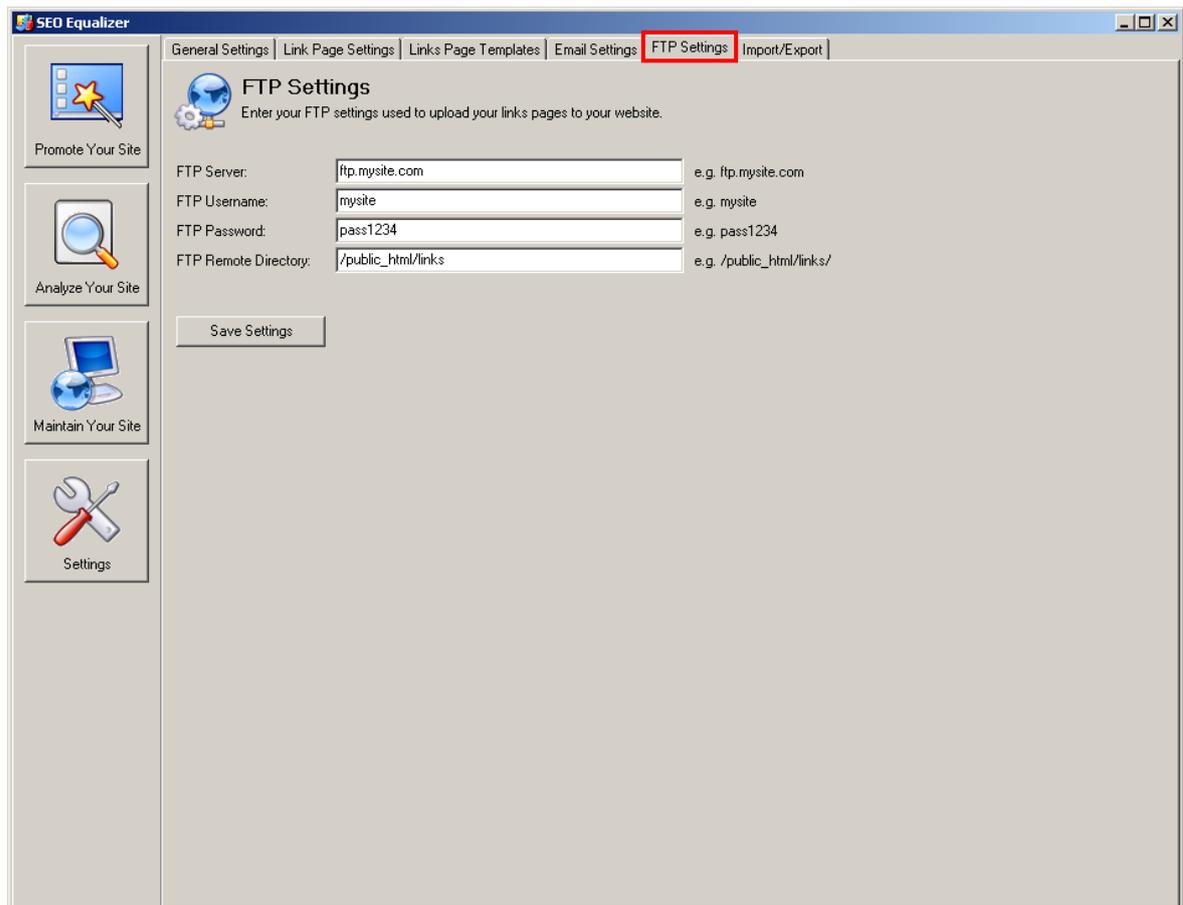
Figure 43: Managing FTP Settings

The following parameters are available inside this screen:

- **FTP Server** – enter the address of your FTP server (**e.g**. ftp.mysite.com)
- **FTP Username** – enter your FTP account username
- **FTP Password** – enter your FTP account password
- **FTP Remote Directory** – enter the location of the desired FTP account directory

After setting the desired parameters, click on the "Save Settings" in order to save the changes

7.6 Managing Import/Export

The import/export section of the SEO Equalizer is used so you can migrate your settings between several computers if necessary. It is also useful as a sort of backup for your preferences in the application.
In order to start exporting or importing the profiles, click on the "Import/Export" tab within the main toolbar.
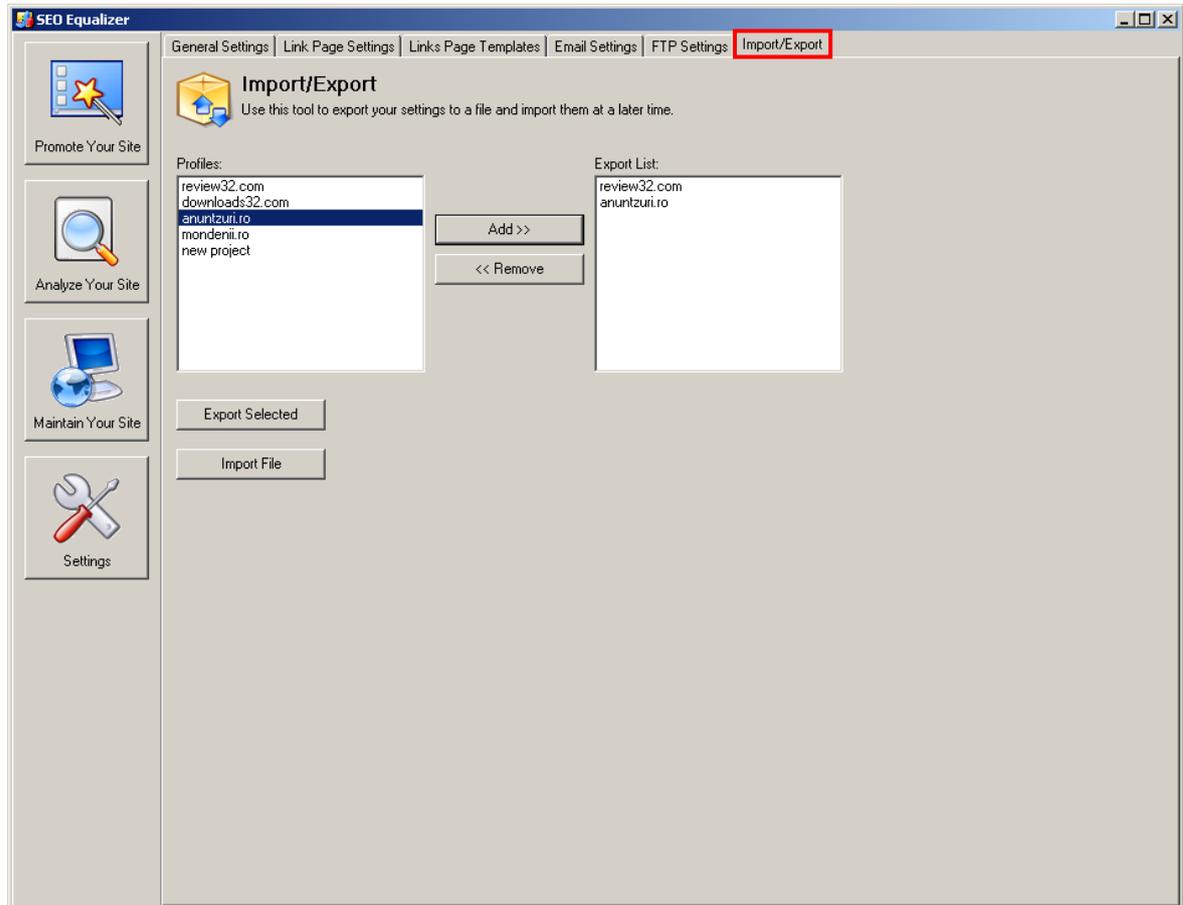
Figure 44: Managing Import/Export

The following parameters are available inside this screen:

- **Profiles** – this part of the screen contains the available profiles you can decide to add to the list of profiles you wish to export; select the desired profile and click on the "Add" button in order to add it to the export list (**note:** use the "Remove" button to remove the profile from the list)
- **Export List** – this part of the screen contains the list of profiles which will be exported
- **Export Selected** – use this button to export the list once you have created it by using the "Add" button
- **Import File** – use this button to import a previously created profile

Yours truly,

Chris Cole

Chris Cole