Proven Methods For
Successful Search Engine Marketing

How to:

- Get and maintain top 10 rankings on Google, Yahoo, Bing and other major search engines.
- Get more visitors, more customers and more sales.
- Outperform your competitors.
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1 Welcome to iBusinessPromoter (IBP)

iBusinessPromoter (IBP) is a proven website promotion tool that will help you to get high search engine rankings, more customers and more sales.

IBP offers everything you need to get top 10 search engine rankings on major search engine such as Google and Bing/Yahoo. We regularly update IBP to make sure that it is fully compatible with Google's latest ranking algorithm.

This manual helps you to work as efficiently as possible with IBP. If you want to get the best results as quickly as possible, we recommend that you read this manual before you start with IBP.

Otherwise, you might waste your time with things that are not necessary for your website or you might do the right things in the wrong order.
2 Our no-worries ranking guarantee

If you use IBP as explained in this manual, you'll benefit from our No Worries Ranking Guarantee:

We guarantee that your website will be listed in the top 10 results in the search engine of your choice for a keyword of your choice within a maximum of 90 days after you get a 100% rating from IBP's Top 10 Optimizer.

If your website is not listed in the top 10 results although IBP's Top 10 Optimizer gave your page at least a 95% score for all ranking factors, you'll get your money back.

Example:

- You decide that you want to have a top 10 ranking on Google.com for the keyword "inexpensive mp3 player".
- Use IBP's Top 10 Optimizer to optimize a web page on your website for that keyword and for Google.com.
- As soon as you have changed your web pages and links according to the suggestions of IBP's Top 10 Optimizer (i.e. IBP's Top 10 Optimizer gives the page a 95% rating (or more) and does not have any additional suggestions) it will take a maximum of 90 days until your website is listed in the top 10 results on Google for "inexpensive mp3 player". If your website cannot be found in the top 10 results then, you'll get your money back.

This guarantee is valid for one full year after your purchase.

Simple rules: IBP's Top 10 Optimizer gives your web page a rating of 95% or higher (using all ranking factors and the current top 10 URLs). You must use the latest IBP version and you must wait at least 90 days to get a top 10 ranking because it takes some time until search engines show the changes.
3 SAFE TIME: your step-by-step SEO plan

You will save a lot of time and money if you do the right things in the right order. To get the best results, do the following things in the following orders:

1. Understand the concept of search engine optimization (SEO)

Read chapter "The basics" to get an idea of how search engine optimization can help you to increase your sales.

It is important that you understand the basic concepts of search engine optimization before you start. For example, a single spam element on your website can destroy all of your other activities. This is important to know.

2. Choose your keywords carefully

Take some time to find the right keywords. This is very important. Many webmasters think that they don’t need to do this because they know for which keywords they want to be ranked.

The most obvious keywords usually aren’t the best keywords for search engine optimization. It is not important that your website is listed for a popular keyword that many people search for. It is important that your website has high rankings for keywords that attract targeted visitors who will buy something on your website.

If you don’t take the time to find the best keywords, you’ll waste a lot of time and money when optimizing your web pages.

3. Optimize your web pages

Optimize your web pages for your keywords. Some webmasters believe that it is enough to submit a website to search engines to get high rankings. Nothing could be further from the truth.

If you want to get high rankings on Google and other search engines, you must optimize your web pages for your keywords. It is absolutely pointless to submit unoptimized web pages.
4. Submit your website

Submit your website to search engines and Internet directories. Submit your website to search engines, Internet directories and other submission sites after optimizing your web pages.

5. Get good backlinks

All major search engines heavily rely on links. If more than one web page has been optimized for a search term, the web page with the best backlinks will get the highest ranking.

You can only get high rankings on Google if your website has both optimized web pages and good backlinks. For that reason, it is very important to get good backlinks to your website.

6. Check your results

When you have done all of the above, you can use IBP's ranking checker to find out how search engines rank your website. Note that it is not important that your website has high rankings for all possible keywords. Your website must have high rankings for the right keywords that lead to sales.

It is not important to get high rankings for a popular keyword if no visitor who finds your website through that keyword will buy something on your site. Search engine optimization is about getting more sales. For that reason, it is important that you focus on targeted keywords that convert to sales.

If you optimize your website by following the order above, you will get the best possible results for your website.
4 The basics

Before you start to optimize your web pages, you should know some things about website promotion and search engine optimization.

In this chapter, you'll learn how search engine optimization will help you to get more customers and more sales. You’ll also learn which things you should avoid.
4.1 Why do high search engine rankings increase your sales?

High search engine rankings are the perfect way to get more website visitors, more customers and more sales. Recent statistics show that having high search engine rankings is the key to the success of your online business:

1. Your customers are on the Internet and they have money

More than 1 billion people use the Internet (Source: Nielsen/NetRatings). Web users spend twice as much time online as watching TV (Source: Stanford Institute for the Quantitative Study of Society). Consumers spend more than $143.2 billion online per year.

These people have money, they want to buy and they could be your customers.

2. Your customers use search engines

Most Internet users find new websites through search engines and millions use search engines every day to find websites.

IBP helps you to make sure that these people will find your website instead of other sites.

3. These people are interested in your goods and services

Search engine users are some of the most qualified and motivated visitors to your website 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 website in front of these potential customers. In other words, IBP helps you to make sure that your website is seen by people who want to buy your goods and services.
4.2 Why do you have to optimize your web pages?

Some people think that it is enough to submit a website to as many search engines as possible to get high rankings. Unfortunately, that is not the case. If you do not optimize your web pages, then you won't get high search engine rankings.

1. Not all websites can have high rankings

There are billions of web pages on the Internet. It's obvious that not all of them can be listed in the top 10 results on search engines. Search engines only list web pages that they find relevant to a special keyword. You must make sure that your website is such a site.

If search engines cannot find out that your website is about *fishing equipment*, they cannot give your website high rankings for that keyword. The process of changing your web pages so that search engines find them relevant is called search engine optimization (SEO).

2. Your website must appear on the first result page

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 website."

For that reason, search engine optimization is crucial if you want to be successful with your website. IBP makes search engine optimization as easy as possible.
4.3 How do search engines rank web pages?

This section is a bit technical but it will help you to understand how search engines specify the position of a web page in the search results.

Search engines use mathematical formulas to determine the rank of a web page. These mathematical formulas are called ranking algorithms. Although search engines don't reveal the exact algorithms, IBP's Top 10 Optimizer will help you to decrypt these algorithms.

All major search engines use the same principle to rank websites. The exact ranking algorithms differ from search engine to search engine but the principle is the same. We'll use the ranking algorithm of Google as an example.

How does Google rank your web pages?

Google explains the ranking algorithm like this:

"Traditional search engines rely heavily on how often a word appears on a web page. Google uses PageRank™ to examine the entire link structure of the web and determine which pages are most important.

It then conducts hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, Google is able to put the most relevant and reliable results first."

As mentioned in the quote, Google uses PageRank (which is a mathematical formula and not the same as the green bar in the Google toolbar) and hypertext-matching analysis to rank your web pages. What does this mean?

1. You need good links

To get good results for the PageRank factor, you need good links from related pages that point to your site. It's a simple principle: if page a links to page b then it is a recommendation from page a to page b. The more links point to your website, the better your rankings.

The quality of the links is also important. A link that contains the keyword for which you want to have high rankings in the anchor text is better than five links with the text Click here. A link from a website that has a related topic is much better than links from unrelated sites or link lists.
Low quality links also won't work. Google doesn't like automatically created forum profile links, forum spam, comment spam, etc. That type of link can get your website in trouble. It is important that the right backlinks point to your website.

The link builder tool in IBP will help you to get high quality links as easily as possible. Details about IBP's link builder tool can be found later in this manual.

2. You need optimized web page content

While the linking concept is easy to understand, the hypertext-matching analysis factor is a bit more complicated. Google explains hypertext-matching analysis as follows:

"Hypertext-Matching Analysis: Google's search engine also analyzes page content. However, instead of simply scanning for page-based text (which can be manipulated by site publishers through meta-tags), Google's technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word.

Google also analyzes the content of neighboring web pages to ensure the results returned are the most relevant to a user's query."

As Google analyzes the full content of your pages you also have to optimize the full content of your web pages. It is not enough to edit your meta tags. You have to optimize all factors that can influence your search engine rankings.

The problem is that many webmasters don't know which page factors can be important. That's why we developed IBP's Top Optimizer. IBP's Top 10 Optimizer will analyze all important web page factors so that your web pages will be perfectly prepared for Google's hypertext-matching analysis. You can find details about IBP's Top 10 Optimizer later in this manual.

One page is not enough

As mentioned in the explanation of Google's hypertext-matching analysis, Google also analyzes the content of other web pages on your site to ensure that your web page is really relevant.

That means that you must optimize different pages of your website for different but related search terms. The more web pages of your website are optimized for keywords about a special topic, the more likely it is that you'll get high rankings for a special keyword that is related to that topic.

It is not enough to optimize a single web page. The more pages you optimize, the
more likely it is that your pages will get high rankings.
4.4 SAFE TIME: a single spam element can destroy everything

Before you start with your search engine optimization efforts, you must make sure that your web pages are spam free. This is very important.

If your web pages contain a spam element, all other search engine optimization efforts are pointless.

If a search engine has tagged your website as a spam source then you have to remove the spam elements from your web pages before the search engine will take another look at other elements of your site.

Google has become very aggressive when it comes to deleting spam

Google doesn't like spam and your website will be removed from Google's index if you use spammy methods to promote your site. Most search engines consider the following spam:

- automatically created low quality content
- automatically created backlinks (automated blog comments, automated forum accounts, etc.)
- cloaking (the web server returns different pages for search engine spiders and human web surfers)
- doorway pages
- misleading redirections
- hidden text (text has a color that is very similar to the background color, text in very small font sizes, text that has been hidden with CSS tags etc.)

If you use one of these techniques on your web pages, remove them now. You might get short term results with them but it is extremely likely that search engines will ban your site if you continue to use them.
4.5 **Black-hat and white-hat SEO**

Some search engine optimization companies and software tools use unethical techniques and tricks to artificially boost the search engine rankings of a website. This dilutes the quality of search results and calls into question the accuracy of search results. These methods are called black-hat SEO.

**Black-hat SEO is very risky**

Search engines don't like to be cheated. For this reason, they are continuously trying to counter the spam techniques which webmasters might be using and penalize or ban them.

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

You might get short term results with these techniques but it is very likely that your site will be banned from search engines if you use them. You'll put your web business at severe risk if you use black-hat SEO methods.

**IBP uses white-hat SEO methods**

IBP uses only ethical search engine optimization methods. These methods are called white-hat SEO. IBP uses only safe SEO techniques that produce lasting results and that don't offend search engines.

Ethical search engine optimization (white-hat SEO) is about everyone winning. It 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 "inexpensive mp3 players" and get a page about inexpensive mp3 players.

- **Web site owners**: They win as they are getting quality visitors who are interested in what their website has to offer.

IBP helps you to build websites that are beneficial to web surfers, website owners and search engines.
Find the best keywords

Before you can start to optimize your web pages, you have to find the keywords for which you want to be listed.

This is a very important step. The first keywords that you think of might not be the best keywords that lead to the most sales.
5.1 Why keywords are the most important part of SEO

A number 1 listing on Google can be totally pointless if it is for the wrong keywords.

If the wrong people or too few people search for that keyword then your SEO efforts will be in vain. The keywords that you choose are the most important factor that decides whether you succeed or not.

If you target the wrong keywords, you’ll waste a lot of time, energy and money.

BE CAREFUL: Think twice before you start.

Many webmasters think that they already know the best keyword for their websites. If they haven't done some research, they are usually wrong. There are several reasons for that:

- **You know your business much better than anybody else.** You know the special terms that are used in your branch and you know what you should search for when you’re looking for products like yours.

- **Your customers don't know as much as you.** They don't know your terminology and they might use totally different keywords. For example, a recent study found out that many people search for the keyword "nose job". If you optimize your web page for the keyword "rhinoplasty" then these web surfers won't find your site.

- **Have you considered the intention of the searcher?** Just because a keyword is used very often on search engines it doesn't mean that you'll get many customers. People who find your website through a special keyword might not be interested in purchasing.

It's very important that you take some time to find the best keywords for your website. The time and efforts that you invest in finding the right keywords will pay back in no time.
5.2 Choose the right keyword type to get more conversions

When web surfers want to purchase something online, they go through three research phases. Web surfers usually start with general keywords.

After becoming more educated about a particular product or service, they will use more specific keywords. As soon as the web surfers know what they want, they use specific keywords.
5.2.1 Keywords for browsing

During the first research phase, web surfers use general keywords to find information. For example, a web surfer might be interested in an MP3 player. The keyword that the web surfer might use in search engines could be:

mp3 player

People who use keywords for browsing are usually looking for information only. Keywords for browsing usually have a very high search volume. Getting a top 10 ranking for these general keywords is very difficult and nearly impossible.

It is unlikely that a web surfer who uses such a generic keyword will buy something.
5.2.2 Keywords for comparing

In the second research phase, web surfers narrow their selection because they now know what type of product they want. For example, the web surfer might have found out he is interested in an USB stick MP3 player with 1 GB flash RAM. The keywords of these web surfers are more specific:

- mp3 player 8 GB
- mp3 player usb stick
- mp player under $100
- acme mp3 player
- example copr mp3 player

People who use keywords for comparing are more ready to buy. Comparing keywords are probably the best keywords that you can target for your search engine optimization campaign.

They often have much lower search volume than general keywords but they will lead to more sales and it is much easier to get top 10 rankings for these keywords.
5.2.3 Keywords for buying

During the last research phase, web surfers know what they want to purchase. They are just looking for the website with the best offer. For that reason, these surfers use very specific keywords:

- Acme 3Beat move 8 GB Video MP3 Player
- Acme 3Beat move 8 GB free shipping
- Example Corp. Megaplayer Clip 1 GB

People who use keywords for buying are ready to buy. However, these keywords won’t help you much if you offer competing products.
5.2.4 The best keywords for search engine optimization

Keywords for comparing are usually the keywords that work best for search engine optimization. People who use that keyword type are looking for a solution to their problem and they are ready to buy.

To get best results with your search engine optimization efforts, you should concentrate on that keyword type.

1. Do not use single word keywords

Single words cannot be promoted effectively. For example, it is not likely that someone looking for "free accounting 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 website 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.

People who whose multiple word keywords are in the compare or buying phase. They are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

2. Multiple word keywords make your website more relevant

Search engines analyze all pages of your website and put them in a context. Start with multiple word keywords and then extend your keyword list. If you’re selling MP3 files, you should optimize your web pages for keywords such as "independent bands mp3", "alternative grunge mp3", "80s pop music mp3 download" and similar keywords first.

If your website has many rankings for these keywords, search engines will find out that your website is relevant to the mp3 topic. As soon as search engines consider your website relevant to this topic, it will be much easier to get high rankings for keywords such as "mp3 download" or even "mp3".
5.3 **Keyword research with IBP's keyword tools**

IBP offers many powerful tools that can help you to find very effective keywords for both organic search engine optimization and pay per click marketing.

Use all of them to get as many different keywords if possible. If you use all of IBP's keyword tools, chances are that you'll find good keywords that have been overlooked by your competitors.
5.3.1 Quick overview

IBP's keyword manager is a powerful tool that will help you to find good keywords for both pay per click advertising and organic search engine optimization.

Here's an overview of the keyword manager window:

1. Select the language and the country in the popup menu in the upper left corner of the window.
2. Enter a keyword and click the Search button.
3. View keyword suggestions. Click on a keyword to refine your search.
4. Your collected keywords are displayed on the right side of the list. You can have multiple keyword lists.
5. The Google AdWords ad group focus of the current keyword list shows you how targeted your lists are.
6. Click the "Export to Google AdWords and others" button to create match types, etc.
7. Manage your ad group lists (keyword lists) ad the top of the window.
5.3.2 How to find keywords with IBP's keyword tool

Finding keywords with IBP’s keyword suggestion tool is easy:

1. Start IBP’s keyword manager

Click on the Keywords image in IBP’s main window to open the keyword manager.

Then select the language and the country from which you want to get keyword suggestions in the popup menu:
2. Enter a keyword in the search box

Enter a keyword in the search box at the top of the window and click the Search button:

![Search button](image)

IBP will present a list with keyword suggestions below the search box:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>pizza hut</td>
<td>5,000,000</td>
</tr>
<tr>
<td>hut pizza</td>
<td>5,000,000</td>
</tr>
<tr>
<td>coupon pizza hut</td>
<td>450,000</td>
</tr>
<tr>
<td>coupon for pizza hut</td>
<td>450,000</td>
</tr>
<tr>
<td>pizza hut coupon</td>
<td>450,000</td>
</tr>
<tr>
<td>coupons for pizza hut</td>
<td>301,000</td>
</tr>
<tr>
<td>coupons pizza hut</td>
<td>301,000</td>
</tr>
<tr>
<td>pizza hut coupons</td>
<td>301,000</td>
</tr>
<tr>
<td>dominos pizza</td>
<td>201,000</td>
</tr>
<tr>
<td>coupon codes for pizza hut</td>
<td>165,000</td>
</tr>
<tr>
<td>coupon codes pizza hut</td>
<td>165,000</td>
</tr>
<tr>
<td>pizza hut coupon codes</td>
<td>165,000</td>
</tr>
<tr>
<td>coupon code pizza hut</td>
<td>135,000</td>
</tr>
<tr>
<td>coupon code for pizza hut</td>
<td>135,000</td>
</tr>
<tr>
<td>pizza hut coupon code</td>
<td>135,000</td>
</tr>
<tr>
<td>godfathers pizza</td>
<td>90,500</td>
</tr>
<tr>
<td>pizza hut menu</td>
<td>74,000</td>
</tr>
<tr>
<td>round table pizza</td>
<td>74,000</td>
</tr>
<tr>
<td>pizza hut locations</td>
<td>74,000</td>
</tr>
<tr>
<td>boston pizza</td>
<td>60,500</td>
</tr>
<tr>
<td>pizza hut number</td>
<td>40,500</td>
</tr>
<tr>
<td>domino pizza</td>
<td>33,100</td>
</tr>
<tr>
<td>calories n pizza hut</td>
<td>33,100</td>
</tr>
</tbody>
</table>

The result list shows the keyword suggestions in the left column and the number of estimated monthly local searches for that keyword in the right column.

You can do the following in the list:

- If you like a keyword, click the + symbol next to the keyword to add it to your keyword list.
• If you want to add all keywords to your keyword list, click the *Add All keywords* button.

• If you want to get further keyword suggestions, click on a keyword in the list to refine your search.
3. Get further information about each keyword

After adding keywords to the keyword list, you will get further information:

IBP shows you the number of global searches, the number of local searches, the number of search results and the KEI (keyword effectiveness index) for each keyword.

The KEI compares the number of searches for a keyword with the number of search results to pinpoint which keywords are most effective for your campaign.

The formula for KEI is $\text{Searches} \times \text{Searches} / \text{Number of results}$.

Suppose the number of searches for a keyword is 486 per month and Google displays 214,234 results for that keyword. Then the ratio between the popularity and competitiveness for that keyword is $486 \times 486$ divided by 214,234. In this case, the KEI 1.10.

The higher the KEI, the more popular your keywords are, and the less competition they have. That means that you might have a better chance of getting to the top of the search results.
If IBP’s keyword manager does not display the number of searches after clicking the *Get Searches, Results & KEI* button then the monthly search volume for that keyword is too low. IBP will display < 10 if it cannot find enough searches. That means that there are fewer than 10 searches per month for that keyword.

IBP stores the keyword numbers in a cache to make the keyword tool faster. If you want to delete the cache numbers, select *Clear numbers of selected keywords* or *Clear numbers for all keywords* in the Table menu that can be found at the top of the keyword manager window.
5.3.3 How to get keywords from your competitors

If your competitors have many visitors and high search engine rankings then they have probably chosen good keywords. For that reason, it makes sense to analyze the websites of your competitors to find new keywords.

1. Select "Get competitor keywords" in the popup menu below the search box:
2. Enter the URL of a competitor and click the search button:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>york</td>
<td>15</td>
</tr>
<tr>
<td>news</td>
<td>12</td>
</tr>
<tr>
<td>estate</td>
<td>11</td>
</tr>
<tr>
<td>real</td>
<td>11</td>
</tr>
<tr>
<td>real estate</td>
<td>11</td>
</tr>
<tr>
<td>opinion</td>
<td>10</td>
</tr>
<tr>
<td>health</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>review</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>video</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>police</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>city</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>magazine</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>sports</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>syria</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>arts</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>books</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>business</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>dealbook</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>jobs</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>olympic</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>cars</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>classified</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>dodge</td>
<td>&lt; 10</td>
</tr>
<tr>
<td>find</td>
<td>&lt; 10</td>
</tr>
</tbody>
</table>

The result list shows the keyword suggestions in the left column and the frequency of the found keyword on the competitor website right column.

You can do the following in the list:

- If you like a keyword, click the + symbol next to the keyword to add it to your keyword list.
- If you want to add all keywords to your keyword list, click the *Add All keywords* button.
- If you want to get further keyword suggestions, click on a keyword in the list to refine your search.

If the + symbol is not available then the keyword is already in your keyword list.
**Important:** The column header "Searches" is not correct when you scan the websites of your competitors. It shows the frequency of the keyword on the competitor website instead of the number of searches.
5.3.4 How to create long tail keyword combinations

A high number of the overall searches on search engines is for unique keywords that have a very low search volume. For example, not many people might search for "flower shop in southern knoxville" each month. However, if you are a flower shop in southern Knoxville then this single search might bring you a customer.

These long and very targeted keywords are called long tail keywords. IBP helps you to create long tail keywords quickly and easily. You can use these keywords for your AdWords ads. Long tail keywords are usually less expensive than general keywords.

1. Open the keyword editor

Click the Switch To Editor & Optimizer button to open the keyword editor:
2. Select "Expand keywords" in the "Optimize keywords" menu

Select the keywords for which you want to create long tail keyword variations and choose Expand Keywords in the Optimize keywords menu to open the keyword combination tool:

You can enter additional keywords from which you want to create keyword combinations in the edit fields A, B and C.

Click the Insert Supplementary Keywords buttons above edit fields to quickly insert English, German or French supplementary keywords.

3. Create long tail keyword combinations
Click the *Generate Keyword Combinations* button. The results will be displayed in the edit field in the lower part of the window. You can edit the list of generated keywords by clicking in the edit field. Click the *Add Keywords* button to add the new keyword combinations to your main keyword list.
5.3.5 Powerful keyword tools (misspellings, combinations and much more)

IBP's keyword manager offers a variety of tools that help you to work with your keyword list. Click the *Switch To Editor & Optimizer* button to open the keyword editor:

IBP's keyword tools can be found in the *Optimize Keywords* menu:

You can choose the following commands:

- **Search & Replace...**
- **Expand Keywords...**
- **Generate Misspellings**
- **Generate Keywords Without Spaces**
  - Add Text To The Beginning Of The Keywords...
  - Add Text To The End Of The Keywords...
  - Combine Keywords With Each Other
  - Reverse Words
- **Convert To Lowercase**
- **Sort Alphabetically**
- **Strip Double Spaces**
- **Strip Non-Alphanumeric Characters**
- **Strip Numbers**
- **Strip Quotes**
- **Trim Lines**
- **Remove Duplicates**
- **Remove Keywords That Don't Contain The Word...**

The names of the menu items are self-explanatory. The *Reverse Words* command changes the word order. For example "hotel ohio" becomes "ohio hotel". The *Remove Keywords That Don't Contain The Word* command helps you to remove unwanted keywords from the list to get a higher ad group score.

The keyword editor also enables you to rename keywords, to remove them from the list and to add additional keywords.
5.3.6 What are ad groups and what is the ad group focus score?

IBP's keyword manager groups your keyword lists in so-called ad groups. An ad group represents a keyword list that deals with a special topic.

If your ad group keyword list contains very targeted keywords that are related to a narrow topic and if these keywords match the content of your ad and your landing page, then you will have to pay less for your Google AdWords ads. This will also lead to more sales and conversions. For that reason, you should only use very related keywords in a single ad group.

As most people run multiple ads on Google AdWords, IBP supports multiple ad group keywords list. You should create a unique ad group keyword list for each ad that you're running.

What is Google's Quality Score?

Google AdWords uses the so-called Quality Score to rank your ads. Google's Quality Score is a dynamic variable assigned to each of your keywords. It's calculated using a variety of factors and measures how relevant your keyword is to your ad group and to a user's search query.

The Quality Score influences your ads' position on Google and the Google Network. It also determines your keywords' minimum bids. The higher the Quality Score of your ads, the less you have to pay per click.

The ad group focus score in IBP's keyword manager helps to get a high quality score. The ad group score tells you if the keywords in the ad group are targeted enough so that your ad can get a high quality score:

The higher the ad group focus score in IBP's keyword manager, the more likely it is that your AdWords ads will get a high Quality Score and that you won't have to pay the maximum bid to get listed for your keywords.
Tips for a high ad group score and a high Google Quality Score:

- A single keyword list should focus on a single topic. The fewer keywords you use per ad group, the more targeted you can design your ads. To get good results, keep your ad groups tightly themed.

  For example, if you had an ad group "shoes" that contained keywords such as "brown shoes", "blue shoes", "green shoes", etc. then create new ad groups "brown shoes", "blue shoes" and "green shoes".

- Do not use the same keyword in multiple ad groups. If you use the same keyword in multiple ad groups then you will compete with yourself.

- The Google AdWords ad that is triggered by the keywords of the keyword list should contain the keyword that is the main topic of the keyword list, for example "brown shoes".

- The landing page to which your AdWords ad links should also contain that keyword. If your ad and the landing page contain the keywords for which you advertise then your ads will get a high Quality Score.

How to edit the ad group keyword list

The toolbar in IBP's keyword manager allows you to manager your ad group keywords lists with a few mouse clicks:

![Ad group: My keyword list (100)](image)

The small buttons next to the popup menu allow you to add new keyword lists, to duplicate and rename existing keyword lists and to remove keyword lists.
5.3.7 How to create keywords for Google AdWords

IBP's keyword manager allows you to quickly create keyword lists that you can use for your Google AdWords ads. You should only export a keyword list if it has a high ad group focus score.

Click the Export to Google AdWords & Others button at the bottom of IBP's keyword manager:

![Export to Google AdWords & Others](image)

This will open the following window:

![Copy keywords to clipboard, or save them to a file](image)

The keyword list on the left side of the window shows the keywords of the current ad group keyword list.

Click the Copy All Keywords To Clipboard button to copy the keyword list to the clipboard. This enables you to paste the keyword list in your Google AdWords account.
The options on the right side of the window enable you to specify the format of the exported list:

**Format:**

If you save the keyword list to a file, you can choose if the file should be saved as a plain text file, as a CSV file or as a MS Excel file.

**Options:**

The two checkboxes in the Options section enable you to quickly add phrase match and exact match keywords to your keyword list. Just tick the boxes and IBP’ keyword manager will automatically add the match type options to the list.

**Columns:**

Tick the boxes to specify which information should be included in the exported file. If you want to import your keywords in Google AdWords, you should uncheck all boxes so that only the keywords are exported.
5.4 SAFE TIME: what can happen if you don't do this correctly?

If you target the wrong keywords, you will lose a lot of time and you will lose a lot of sales.

You will invest a lot of time in optimizing your web pages for keywords for which your website cannot get high rankings at this time. Or you will invest a lot of time in optimizing your web pages for keywords that don't convert to sales. In both cases, you won't get much sales.

It is very important that you choose the right keywords that lead to high search engine rankings and sales. Make sure that you choose the correct keyword type.
5.5 **Keyword checklist**

Before proceeding with the next step, make sure that you can check all boxes in the keywords checklist. Click the "Step by Step Instructions" panel in IBP's main window, then click the "Expand All" button in the toolbar and then scroll to the keywords checklist:

It is very important that you can tick all boxes if you want to promote your website on search engines successfully. Tick the boxes so that you can see your progress in the overview.
6 Optimize your web pages

If you do not optimize your web pages, you cannot get high search engine rankings.

By optimizing your web pages, you make sure that search engines can index your web pages and you make sure that they index your web pages for the right keywords.

Read this chapter to learn how to optimize your web pages as efficiently as possible so that you’ll get top 10 search engine rankings for the keywords of your choice.
6.1 Quick overview

The different areas of the top 10 optimizer window:

1. Click the *Create Report* button to create a new report.
2. Click the *Edit Report Contents* button to create a report for a new keyword, a new web page or a new search engine.
3. View the report in the main area.
4. Click the *Report* button to customize the report with your own colors, images, fonts, etc.
6.2 How to optimize your web pages with IBP's Top 10 Optimizer

The Top 10 Optimizer is IBP's most important tool. It tells you what exactly you have to do to get a top 10 ranking for a particular keyword and a particular search engine.

IBP's Top 10 Web Page Optimizer is very easy to use. Click the Optimization image in IBP's main window to start the Top 10 Optimizer:

Click the Create Report button to create a new report.

The report will be created for the web page, the keyword and the search engine that are displayed on the right side of the window. If you want to change that information, click the Edit Report Contents button.
How to create a new top 10 optimizer report

Do the following to create a new report for a new keyword and a new search engine:

**Step 1:**

Click the *Edit Report Contents* button in the Top 10 Optimizer to enter the information that is needed to create a report. The button opens the following window:

Enter the URL of the web page for which you want to get a high ranking. Then enter the keyword for which you want to get high rankings. The keyword can be a single word or a keyword phrase, for example *mobile phone accessories*. We recommend keyword phrases that consist of 3 or 4 words because these phrases get the most conversions (details can be found in the chapter *Find the best keywords*).
Step 2:

Click *Search Engine* on the left side of the window and select the search engine on which you want to get a top 10 ranking:
Step 3:

Click **Top 10 Pages** to see a list of web pages that currently have a top 10 ranking for the chosen search term on the selected search engine:

IBP will analyze these top ranked pages and it will compare these pages to your web page. As these pages have a top 10 ranking for the chosen search term on the selected search engine, they obviously have exactly the right elements that you need to get a top 10 ranking on the search engine.

IBP will analyze the elements of all top ranked pages and it will compare them with the elements of your web page. Then, IBP will tell you how to alter your web pages and the links to your website so that your own website will be positioned in the top 10 results.

If necessary, click the *Fill list with the top 10 ranked pages* button to repopulate the list with the current top 10 results. If you don't want to include a particular page in the analysis, click the *Delete URL* button next to the URL.
Step 4:

Click on *Options* to specify other options of the report:

We recommend that you use the default settings.

The two sections *Chapters* and *Chapter Contents* allow you to specify which information should be included in the report. In general, you should use the default settings.
Step 5:

Click the OK button to close the window and then click the Create Top 10 Report button. Depending on your settings, it can take some time until IBP has created the report.

Remember that IBP analyzes many elements of the top ranked web pages and many backlinks. The information that you get with a Top 10 Optimizer report is very accurate and it will help you to greatly increase the rankings of your web pages.

If you engage an external search engine optimization company to optimize your web pages they will usually charge you more than $300 for the same information that you get with a single Top 10 Optimizer report.

When the Top 10 Optimizer has finished the analysis it will display the report:

You can save and view the report in different file formats, including HTML and PDF. Click the Report button to view or save the report in another format.
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 Static Web Page Editor and follow the advice in the report. If you don't have a copy of your web page on your local hard disk or if your web pages are created dynamically, use the tools that you normally use to edit your web pages according to the recommendations in the report.

It doesn't matter which tool you use to edit your pages as long as you make the changes that are recommended in the Top 10 Optimizer 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 Web Page 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.

Top 10 Optimizer tips:

- Optimize different pages of your website for different keywords. The more optimized web pages you have, the better.

- Do not optimize a web page for a new search term if it has a high ranking for another search term.

- Do not optimize the content of a web page if it is already in the top 10 results. In that case, try to get more and better backlinks to your website.
6.2.1 How IBP's Top 10 Optimizer works

In contrast to tools from other companies, IBP's Top 10 Optimizer does not give general advice. IBP's Top 10 Optimizer does not use a one-size-fits-all approach.

The advantage of IBP's Top 10 Optimizer over other tools is that IBP's Top 10 Optimizer gives you advice that is specifically for your web page, your keyword and the search engine that you selected.

IBP analyzes the web pages that currently have a top 10 ranking on the selected search engine for the selected keyword and it compares these pages with your own web page.

Since the analyzed pages all have a top 10 ranking, they must have the best settings for a top 10 ranking on Google.com (for example). IBP finds out what the top ranked pages have in common and it tells you in plain English how to change your web page so that you can beat these pages.

**Example:**

Suppose you want to know how to get a top 10 ranking for the search term "outdoor equipment" in Google.com. IBP will tell you how to optimize your website for exactly that search term and Google.com.

IBP's advice is based on in-depth analysis of current, up-to-the-minute top 10 results in Google for that search term and it is specifically for that search term and specifically for Google.com.

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

It is 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 websites 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 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 Static Web Page Editor can help you to quickly adjust your web pages.
6.3 **Edit your web pages with IBP's Static Web Page Editor**

IBP's Static Web Page Editor helps you to quickly make changes to your web pages so that they are compliant with the advice of IBP's Top 10 Web Page Optimizer.

IBP's Static Web Page Editor works only with static pages. If your web pages are created dynamically (PHP, ASP, etc.) then you have to use the tools that you normally use to edit your web pages to adjust your pages according to the recommendations of IBP's Top 10 Optimizer.

You can start the Static Web Page Editor by clicking the "Edit your web page" button in IBP's Top 10 Optimizer or by selecting "Tools > Static Web Page Editor" in IBP’s main window.

Do the following to edit your web pages:

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 Static Web Page Editor cannot edit files directly from your website. The files must be on your hard disk.

If you use a content management system (CMS) to create your web pages (for example Wordpress), use the CMS to adjust your pages according to the recommendations of the Top 10 Optimizer.

(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.)

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 Web Page Optimizer.

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 Web Page Optimizer report. As you type, IBP's Static Web Page 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 Web Page 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. 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.

**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 Static Web Page 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.
6.4 How to get high rankings for local keywords

Local keywords are keywords for which Google shows results that are marked with a PIN. These results often include a map and reviews.

How your website is listed in Google's local results depends on several things. For example, bakeries in Los Angeles are listed differently than Honda dealers in Knoxville. The location of your business, the industry that you're in and the keywords that you are targeting and other things influence your listing in Google Places.

**Ranking element 1: your address**

If you want to get high rankings for keywords that are related to a particular city then your business should be located in that city. If you want to be found for local searches in London then your business must have a physical address in London.

**Ranking element 2: your business category**

You must make sure that your business is listed in the correct category in Google Places. If you sell cars then your website should not be listed in the real estate category. You can specify the correct category when you submit your website to Google Places (see below).

**Ranking element 3: keywords in your business name**

If your business name contains the keywords for which you want to be found then you increase your chance of getting listed in the Google Places results on Google's first result page.

If you have a restaurant, it will help your rankings for the keyword "restaurant" if your business name is "Peter's Restaurant".

**Ranking element 4: citations of your business**

Citations (also called "web references") are mentions of your business name and address on other web pages, even if these web pages do not link to your website.

For example, a yellow pages directory or the local chamber of commerce might list your business without linking to your website. The more citations your business has, the more likely it is that it will be listed for local searches.
Citations have a similar effect on local searches as backlinks have on regular website listings. Try to get your website address listed on as many websites as possible to show Google that your business is real.

**Ranking element 5: data consistency**

Your business name, address and phone number has to be consistent across the different websites that list your business. If your business is listed with different information then this could be interpreted as a spamming attempt.

**Ranking element 6: you must have positive reviews**

Google Places is basically a recommendation search engine. They recommend local restaurants, plumbers, hotels, etc. in the search results. If the recommended businesses offer poor products and poor services then people wouldn't continue to use Google Places.

Positive reviews and ratings help Google to gain more confidence in your company. The more positive reviews your company has, the better. Encourage your customers to write a positive review if they are satisfied with your products and services.

**Ranking element 7: proximity to the searched location**

If your business is located near to the searched location then it is more likely that it will be displayed in the search results. If you have a hotel near the Museum of Modern Art then it's likely that Google will show your Google Places listing for search terms such as "hotels near moma".
6.5 SAFE TIME: factors that can sabotage your optimization efforts

Even if your web pages are perfectly optimized, search engines might still not be able to index your web pages.

The reason for that is that some technical elements of your web server can cause problems. Read the following chapters for further information.
6.5.1 Do errors in your HTML code keep search engine spiders away?

Many webmasters overlook a very important aspect of website 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 website 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 website if it is compliant with the HTML standard. If there’s a mistake in your web page code, they might stop crawling your website 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 More Tools > 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.
6.5.2 Check the status code that your server sends to search engines

Some websites cannot get high search engine rankings because the web server on which the web pages are hosted returns a wrong HTTP status code.

If you use the wrong status code, search engines won't index your site

Normally, your web server should return a "200 OK" message when a search engine spider requests your web pages. Unfortunately, some web servers return error messages and other response codes.

That means that search engine spiders might not be able to index your web pages although your web pages look fine in your web browser.

IBP's search engine spider simulator checks the status code of your site

IBP's Search Engine Spider Simulator is very easy to use. Select Tools > Search Engine Spider Simulator in IBP's main window to start the Search Engine Spider Simulator.

You can also select the search engine spider simulator in the Tools menu in IBP’s main window.
Enter the URL of your website in the spider simulator and click the Next button:

![Spider Simulator](image)

In the second step, select the user agent with which IBP should visit the website.
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 website. That allows you to find out if a website returns different pages to Google than to normal web surfers (a technique with name cloaking).

When you click the Next button, IBP will visit the web page and analyze the code. If your web server returns an error message (or an error code), IBP will warn you and it will not analyze your website.

If the status code of your web page is okay, IBP will display the code that search engine spiders can see when they visit your page.

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.

Further information about HTTP status codes can be found here:

6.5.3 13 things that you can do when your website is not listed

First of all, you should make sure that IBP's Top 10 Optimizer can give the web page for which you want to get high rankings a rating of 95% or more.

If you have a 95% rating, make sure that the following factors don't destroy your optimization work:

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 websites that use frames.

Even Google has difficulty with frames. Here's Google's official statement about frames:

"Google supports frames to the extent that it can. Frames can cause problems for search engines because they don't correspond to the conceptual model of the web. In this model, one page displays only one URL. Pages that use frames display several URLs (one for each frame) within a single page."

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 website, make sure that you also offer normal text for the search engines. Text in Flash elements is invisible to search engines. Google can partially index Flash content but it will be very difficult to get high rankings with pure Flash sites.

3. Don't use welcome pages

Some websites use a "Welcome to our website" image with a link to the actual site as the index page for the website. 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. Your index page should not look like www.zombo.com.
4. 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 website fails to respond when the search engine's index software program visits your site, your site will not be indexed.

Even worse, if your website 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 website on servers that are very seldom down.

5. 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. The performance of a Web site can make the difference between pleasure and frustration.

6. 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 website. 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.

Your HTML code could also contain errors that prevent search engines from parsing your web pages. Use the HTML validator in IBP to check the HTML code of your web page.
7. 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 website won't be listed.

Google and other major search engines have extra departments that deal with web spam. They will find the spam elements on your website sooner or later.

It is 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).

8. Don't use redirects

If the web page you submit contains a redirection to another website, most search engines will skip your website completely. Do not submit a web page that redirect to another 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.

9. 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 website 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.

10. Make sure that search engine spiders can access your website

Search engine spiders don’t have the functionality of full-fledged Web browsers such as Microsoft Internet Explorer, Firefox, Chrome or Opera.

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 &lt;IMG ALT&gt; 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.

11. Make sure that your web server returns the correct HTTP status code

Some web servers are not properly configured and they return an error code when someone requests a web page. Although the page is displayed fine your web browser, search engine spiders might receive an error code.

Check your web pages with IBP’s search engine spider simulator to make sure that your website returns a 200 OK code to search engine spiders.

12. 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 website 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.

13. Make sure that your website has enough content

If your website 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 website should have at least six pages and each page should have at least 200 words. And this is only a start. Search engines need text to index web pages.

The more related pages you have on your website, the better.
6.6 SAFE TIME: what can happen if you don't do this correctly?

If you do not optimize your web pages then it is very unlikely that your website will get high rankings on search engines.

Web page optimization is extremely important if you want to have high rankings on Google, Bing and other major search engines.
6.7 **Optimization Checklist**

Before proceeding with the next step, make sure that you can check all boxes in the optimization checklist. Click the "Step by Step Instructions" panel in IBP's main window, then click the "Expand All" button in the toolbar and then scroll to the optimization checklist:

![Optimization Checklist](image)

It is very important that you can tick all boxes if you want to promote your website on search engines successfully. Tick the boxes so that you can see your progress in the overview.
Submit your website

IBP offers powerful tools that help you to submit your website to search engines, Internet directories and special interest sites (vortals/vertical portals).

IBP offers an auto-submitter that will automatically submit your website to all important search engines.

In addition, IBP offers a semi-automatic submitter that helps you to submit your website as quickly as possible to Internet directories, special interest sites and to search engines that require an account or a validation code.
7.1 Why you should submit your website

You don't get high search engine rankings just by submitting your website to search engines. That is very important to know.

1. You invite search engines to visit your website

When you submit your website URL to a search engine, you basically ask the search engine spiders to visit your website and to evaluate it. If the search engine spiders cannot find anything useful on your site, they won't list your website.

It doesn't make sense to submit your website to search engines if you haven't optimized it before.

2. You get links from related websites

By submitting your website to Internet directories, you can get backlinks from related web pages.

Usually, the category pages on Internet directories are considered related web pages if your website fits in the selected category. For example, if you sell shoes then you have a link from a related web page if your website is listed in the “Shoes” category on an Internet directory.

backlinks can greatly increase the search engine rankings of a website if the links contain the right keywords and if the links come from related web pages. For that reason, links from Internet directories can have a very positive effect on the search engine rankings of your website.

Web page optimization and link building are much more important than search engine submission. However, search engine submission still helps you to inform search engines and Internet directories about your website.
7.2 Quick overview

The different areas of the submission window:

1. Select the search engines to which IBP should automatically submit your website.
2. Start the auto-submitter.
3. Start the semi-automatic submitter to submit your websites to even more search engines and other submission sites.
4. Create a submission report.
5. Edit the information that IBP will use for the submission.

Google can be found in the semi-automatic submitter because Google requires you to login to a Google account before submitting a site.
7.3 **IBP's auto-submitter**

Click the *Submission* image in IBP's main window to open the submission manager.

Select the search engines to which you want to submit your website in the list at the bottom of the window by ticking the checkbox next to the search engine name.
You can also click the *Tools* button to quickly select a set of search engines:

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<th>Expand All</th>
<th>Collapse All</th>
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<td><strong>Check All</strong></td>
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<td>Check By Country</td>
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<td>Check By Language</td>
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<td>Check By Last Submission</td>
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<tr>
<td>Check As In Another Project</td>
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<td>Uncheck All</td>
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<td>Uncheck Conflicting Search Engines</td>
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<td>Uncheck By Country</td>
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<td>Uncheck By Language</td>
<td></td>
</tr>
<tr>
<td>Uncheck By Name</td>
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</tr>
</tbody>
</table>

Set All Search Engines To “Submitted”
Set All Search Engines To “Not Submitted”

Then click the *Start Automatic Submission* button in the toolbar to start the submission. That's all there is to it.
7.4 **IBP's semi-automatic submitter**

IBP's semi-automatic submitter is a powerful tool that helps you to submit your website as quickly as possible to the following resources:

- search engines that require an account or a validation code (for example Bing.com)
- Internet directories
- high quality submission sites that will link to your site.
- your own directory lists

IBP makes the submission process as easy as possible: IBP automatically enters as much information as possible in the submission form. You just select the best category and click the Submit button.

By being listed in the best possible category and it will attract as many visitors as possible and you will get a link from a related web page. As most submission sites offer many categories, this process cannot be fully automated if you want to get high quality results. IBP makes it as easy as possible.
7.4.1 Semi-automatically submit to search engines

Click the *Semi Automatic* image in IBP's submission manager to open the semi-automatic submitter:

![Semi-automatic submitter interface](image)

Click on a search engines category to open the corresponding section. For example, to view all Australian search engines that are supported by IBP's semi-automatic submitter, click on *Search Engines > Australian Search Engines*.

Click on the name of search engine in the list. IBP will go to the submission page and fill out the form for you.

Add missing information (for example a validation code, if needed) and click the *Submit* button. That's all there is to it. Then proceed with the next search engine in the list.
If you miss a particular search engine in IBP, just go to http://www.axandra.com/suggest-search-engine and send us the URL of the search engine that you want to see in IBP.
7.4.2 Semi-automatically submit to submission sites

A semi-automatic submission to Internet directories works exactly like a semi-automatic submission to search engines.

Just select the corresponding Internet directory in the list at the right side of the submission window and proceed as explained in the chapter Semi-automatically submit to search engines.

The websites that are listed in the submission sites are websites whose links have a high influence on the search engine rankings of your site.
7.4.3 How to create content

This tutorial will help you to create content for the different submission sites. You can turn one piece of content into several different content types.

Step 1: Write a short article

You need content that you can submit to other websites. Start with a well written article that contains 300-500 words. Focus on a single topic and target a specific keyword in the article.

Start by submitting that article to article directories. Here are some tips for writing good articles:

- Make the article headline as catchy as possible. Articles that contain "How to" or numbers ("10 things that...") usually work well.
- Start with a short introduction. Explain the problem that you will discuss in your article.
- Discuss several solutions to the problem in the body of the article. Keep the paragraphs short. If possible, use bullets and sub-headings.
- End your article with a brief summary and with a call to action.

Step 2: Convert the article into a press release

If your article focuses on a single topic, it is relatively easy to rework it as a press release. Press releases have a specific format. If you want to get maximum distribution, your press release should have the correct format. When you have a press release, submit your press release to press release sites.

Step 3: Convert the article into a step-by-step tutorial

As explained in step 1, your article should offer a solution to a problem. If your article isn't already a "How to" article, rewrite it so that you can submit it to tutorial sites.

Step 4: Convert the article into Powerpoint presentation

It's not difficult to convert a how-to article into a Powerpoint presentation. Describe the problem on the first presentation slide and different solutions on the following slides. If you don't have Powerpoint, use the presentation tool in LibreOffice (see step 7). Submit the presentation to slides and presentation sites.
Step 5: Convert the Powerpoint presentation into a video

Use a screen recording tool and record the screen as you talk and click through your presentation. Submit the recorded video to video directories.

Step 6: Convert the article into a video

Another way to create a video is to record yourself reading the article aloud (of course, it should look like you’re speaking freely). You can record the video with any web cam or any digital camera. Submit the recorded video to video directories.

Step 7: Convert the article into a PDF file

The free LibreOffice office software suite enables you to save any file quickly as a PDF file (File > Export as > PDF). If your PDF file has enough pages, you can submit it to eBook sites.

Step 8: Convert the article into a podcast

Converting your article into a podcast is easy. Just read your article aloud and record your voice with an audio tool. Then submit the file to podcast directories.
7.5 SAFE TIME: what can happen if you don't do this correctly?

You won't get high search engine rankings if you submit your website before optimizing your pages. Submitting your website to search engines is pointless if your web pages are not search engine ready.

If you don't use your own domain name or if your website is hosted by an unreliable web host then it is likely that your website will not be listed on search engines. If the submitted website URL is only a redirection or a welcome page than it’s also likely that search engines won’t index your website.

Note that search engine submission is the least important step in search engine optimization. Search engine submission used to be important but it isn't anymore today. It is **much** more important to have optimized web pages and good backlinks. Without optimized web pages and good backlinks a website cannot get high rankings and search engine submission is totally pointless.
7.6 Submission checklist

Before proceeding with the next step, make sure that you can check all boxes in the submission checklist. Click the *Step by Step Instructions* panel in IBP’s main window, then click the *Expand All* button in the toolbar and then scroll to the submission checklist:

![Internet Business Promoter](image)

It is very important that you can tick all boxes if you want to promote your website on search engines successfully.
8 Link building

The links to your website are one of the most important factors for high search engine rankings. Many search engine optimizers are sure that backlinks (links that point to your site) are the most important factor.

If you want to get high search engine rankings on Google, Bing/Yahoo and other major search engines, then your website must have many good backlinks.

IBP offers powerful link building tools that will help you to get high quality backlinks.
8.1 The link building basics

It is not possible to get high rankings on Google, Bing/Yahoo or other major search engines without good links. Google will only list your website in their search results if they find at least one other website that links to your site.

The more other websites link to your website, the higher your search engine rankings will be. The idea behind this concept is simple: if many other websites link to your website then your website must be important.

In addition to the sheer number of the links, the quality of the links is also important.

In this chapter you’ll learn:

- how links influence the success of your website
- how links to other websites can affect your search engine rankings
- how to decide if a link is a quality link or not
- which links don’t work with search engines
8.1.1 How links influence the success of your website

There are two main types of links:

- links from other websites to your website (backlinks)
- links from your website to other websites (outbound links)

Both can influence the success of your website.
8.1.1.1 How backlinks influence the success of your website

Backlinks influence your website in many ways:

1. All major search engines use backlinks to rank websites. If your site has many good backlinks then you’ll have high rankings on the search engines.

2. Other websites send you new visitors through the links. If you have just 500 links pointing to your site and each site sends you in average only 3 visitors per day, then you’ll get 1,500 targeted visitors per day.

3. Exchanging reciprocal links with other sites will build a great link directory. Your visitors will bookmark your site and visit your site again and again because you can offer them a valuable resource: your link directory.

The links to your website should be high quality links. Details about the quality of links can be found in the chapter High quality links and low quality links.
8.1.1.2 How outbound links influence your search engine rankings

While most webmasters are aware that backlinks are important to the success of a website, many site owners don't know that outgoing links also have an impact on their websites.

1. The positive side of outbound links

Links to other websites show your website visitors that your website can be trusted. You wouldn't send visitors to other pages if they could find negative information about your products or services on other sites.

Links add value to your website, they show your visitors that you have nothing to hide and that you have confidence in your site. The websites to which you link help your website visitors to put your website into a larger context. If you link to high quality sites with useful content, web surfers will associate your website with these high quality sites.

If you don't have outgoing links or if you hide your links, then you send your visitors back to search engines. If you offer your website visitors links, you can send leaving visitors to other websites that can send you their visitors in return. Carefully chosen links to outside resources can improve the experience of visitors who visit your website.

Don't be afraid that you drive people away by offering links on your website. You either have interesting content on your website or you have not. People eventually will leave your website, no matter how interesting your website is. Even you don't visit your own website all the time.

2. The negative side of outbound links

Links to other websites can also have a negative effect. If you link to websites that are obviously spammers then search engines might ban your website from their search results.

Just use common sense, if a website looks shady or if the techniques on that website look to good to be true (for example: "Get 500 links per day with our automated system") then don't link to that website.
The websites to which you link contribute to the image that web surfers get about your site. Offer your visitors links to good websites with interesting and related content. Don't be afraid that you drive visitors away.

Give, and you shall receive. This is true for many aspects of life and it also works for website promotion.
8.1.2 High quality links and low quality links

As soon as it was clear that backlinks are extremely important to get high rankings on Google, webmasters tried to manipulate the number of links that pointed to their websites.

Webmasters created automated linking schemes to artificially increase the number of backlinks.

For that reason, search engines improved the way they evaluated links. Nowadays, it's not enough to have many backlinks. The quality of the links is also important.

Some links will help you to increase your search engine rankings, others don’t.
8.1.2.1 High quality inbound links

High quality backlinks are links that will help you to get higher search engine rankings and targeted visitors. If you have 20 good backlinks then you’ll get better rankings than with 100 bad backlinks.

So what makes a high quality backlink? There are several points that can make a link better than other links:

1. The link should use the keyword in the anchor text

If you want to get high rankings for a search term like "buy brown shoes" then the links to your website should contain that text. The text that is used to link to your site (the "anchor text") influences the words for which your website will get high rankings.

Make sure that the texts that are used to link to your website contain words for which you want to get high rankings on search engines.

2. The link should be from a relevant page

Links from related web pages usually work better than links from unrelated pages. Links from unrelated pages won’t hurt your rankings but Google likes links from websites that are related to yours better.

A related page is a web page that has loosely to do with the topic of your website. If you have reason to believe that the visitors of the web page might be interested in what you have to offer then the other page is a related web page.

3. The link should go to a relevant page on your site

While it's okay to get links to your home page it is better to get links to the page that is most relevant to the chosen anchor text. If the anchor text is "buy brown shoes" then you should make sure that the link goes to a page that deals with brown shoes.

If the anchor text matches the content of the linked pages then it's more likely that your web page is really relevant to that term and it's more likely that you’ll get high rankings for that search term.

In addition, you increase the user experience. If a surfer clicks on a "buy brown shoes" link it’s much more likely that he’ll buy on your site if he gets the correct page.
4. It's good if the link is from an authority site

Links from pages with high authority will help to increase the PageRank of your website. Links from websites with high PageRank have a positive effect on the rankings of your own site.

Unfortunately, the Google PageRank that is displayed in the green bar in Google's toolbar is not the PageRank that Google uses for its ranking algorithm. The PageRank displayed in the toolbar is outdated, often wrong and more a gimmick than a real help (details can be found here and here). You’ll often find websites with low PageRank that rank higher than pages with high PageRank in the search results.

Don’t trust the green pixels and use common sense. If a website is well known and if the site has good search engine rankings then it’s likely that it is also an authority website.

5. The link must not have a nofollow attribute

The nofollow attribute tells search engines that they should not follow a link. Links with that attribute don’t help your search engine rankings.

Unfortunately, you have to check the HTML code of your link partners to find out if they use a nofollow attribute to link to your site. IBP offers a link checker that will automatically check if the links to your website use the nofollow attribute or not. Details can be found later in this manual.
8.1.2.2 Low quality inbound links

Low quality backlinks are link that won't increase your search engine rankings. In the best case, low quality links won't have any effect at all on your rankings.

In the worst case, low quality links can cause search engines to ban your website from their search results.

When is a link a low quality link? Several points make a link a low quality link:

1. The link uses the nofollow attribute

Links that contain the nofollow attribute might help you to get direct traffic from the website with the link but they are totally useless for your search engine rankings. The nofollow attribute is a HTML attribute that has been introduced by Google, Yahoo and Bing.

It allows webmasters to mark links that should not be followed by search engine spiders. The attribute can be added to link tags in the HTML code of web pages:

\[
\text{\textless a href=\textquoteright http://www.example.com/page.html\textquoteright rel=\textquoteright nofollow\textquoteright \textgreater This is a link.\textless/a}\n\]

If Google finds a link with the rel=\"nofollow\" attribute, Google will not follow through to that page, they will not count the link in calculating PageRank scores and they will not count the anchor text in determining what terms the page being linked to is relevant for.

2. The link is from an unrelated website

If the link to your website is on a web page that links to every Tom, Dick and Harry then it's likely that it won't have a positive effect on your search engine rankings. Try to get links from web pages that are related (even loosely) to your website.

Further information about the effect of links from a web page that links to very different pages can be found in the chapter The effect of co-citation on your rankings.

3. The link is from an automated linking scheme

Some years ago, webmasters could blast their website URL to thousands of FFA (free-for-all) pages to quickly get hundreds of links. Search engines quickly discovered that and nowadays, links from FFA pages won't help your rankings at all.
Shortly after that, webmasters developed automated linking schemes. Automated linking schemes usually promise hundreds of links in a very short time with very little work. As these linking schemes have been created for the sole purpose of cheating search engines, search engines don't like them at all.

For example, some services automatically create blog comments, other create profiles on social media sites with a backlink, others post your link in online forums, others automatically create forum accounts. These backlinks can get your website into trouble.

All major search engines have employees who actively seek for these linking schemes. Search engines know all linking schemes and links from these schemes don't have a positive effect on your search engine rankings. Worse than that, many search engines will ban your website if you participate in a linking scheme website because they consider it spam.

4. The link doesn't go directly to your website

Some websites do not link directly to your website. They link to a page on their own website that redirects to your website, for example "http://www.example.com/redirect.php?3152".

You might get direct traffic through these links but they won't help your search engine rankings.

5. The link cannot be parsed by search engine spiders

Search engine spiders are very simple programs. If the link to your website cannot be found easily, chances are that the spiders will ignore the link to your site. Most search engine spiders have difficulty with links in JavaScript code. If the link to your website is hidden with a scripting language then search engine spiders won't parse it.
8.1.3 The effect of co-citation on your rankings

The effect of co-citation is often overlooked by search engine optimizers. The other websites to which your link partners link can influence your search engine rankings.

Here's an example: websites 1, 2, 3 and 4 all link to websites A, B, C and D. Although A, B, C and D don't link to each other, search engines think that A, B, C and D are related to each other because the same websites link to them:

If A, B, C and D are all linked by 1, 2, 3 and 4 they might be related to one another, even though they don’t directly link to each other. If A, B, C and D are all linked by many other websites, they have a strong relationship. The more websites they are linked by, the stronger the relationship.

If your website is website A, you should make sure that websites B, C and D are related to your site.

1. Co-citation and bad link pages

If you are listed on a website that links to gambling sites, viagra sites and your shoe store then search engines might think that your website is related to gambling and viagra.

The search engines look at the link pages and check to which other websites the pages link. If the other pages are gambling and viagra sites then search engines think that your website is also related to gambling and viagra.

That means that it might be difficult to get high rankings for search terms that are about shoes.
2. Co-citation and good link pages

It's important that the other links on the web page that links to you are related to your site. If you're listed in the "Shoes" category of a link directory then all websites in the same category are usually also about shoes. When search engines look at this page and check the links to other sites they will think that your website is related to shoes.

That means that it will be much easier to get high rankings for search terms that are about shoes.

What does this mean to your link campaigns?

When you exchange links with other websites, make sure that your link is on a page that lists related links. It's not necessary that the complete other website is about your topic. It's ok if the other website has a single category page that deals with the topic of your website. The link to your website should be listed on that page then.

The more pages of the other site are about your topic, the better. Make sure that the link to your site is in a good neighborhood and that the other links are related to yours.

Tip:

If you want to find out which websites Google considers related to your website, go to Google and enter related:www.your-domain.com in the search box. Replace your-domain.com with your own domain name and make sure that there is no space after the colon.
8.1.4 One-way links, reciprocal links and three-way-links

There are a lot of rumors about one-way links, reciprocal links and three-way links on the Internet. Which of these links work best for your business and which links do you need to get higher search engine rankings?

What are one-way links?

A one way link is a simple link from one website to the other. For example, if you link to c and that page doesn't link back to your website then it's a one-way link from your site to their site.

What are reciprocal links?

A link is a reciprocal link if you link to a website and that website links back to your website. You send visitors to the other site and the other website sends visitors back to you.

That makes sense because all visitors leave a website sooner or later. You can send your visitors back to search engines or you can send them to partner websites that send you traffic in return.

What are three-way links?

Some webmasters believe that reciprocal links don't help web pages to get higher search engine rankings. That's why they invented three way links: Website A links to website B, website B links to website C, website C links to website A.

Which links will help you to get higher search engine rankings?

Good backlinks will help you to get higher search engine rankings. None of the link types above is worth more than the other.

The reason why some people think that reciprocal links don't work is that many webmasters who engage in reciprocal linking don't care about theming but only about the number of links. Unsolicited one-way links are usually from topic-related sites.

It's important that the links to your website are from related sites and on-topic. If a reciprocal link is on a low quality page with links to every Tom, Dick and Harry then it won't count much. However, that's also true if the same page carries a one-way link or a three-way link.
It doesn't matter if a link is one-way, reciprocal or three-way. It does matter if a link is on a related website. Links from high quality websites will help your rankings, links from garbage sites won't.
8.2  **Build links with IBP's semi-automatic submitter**

Internet directories and special interest sites are sometimes 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:

- you'll get visitors directly from the directory
- a listing in an Internet directory also means that you get a permanent backlink from a related web page
- Search engines will find your website through directory links so that your website is indexed more often

Usually, the category pages on Internet directories are considered related web pages if your website fits in the selected category. For example, if you sell shoes then you have a link from a related web page if your website is listed in the "Shoes" category on an Internet directory.

Further information about IBP's semi-automatic submitter can be found in the chapter [IBP's semi-automatic submitter](#).
8.3 Build links with IBP's link manager

Links are such an important factor if you want to get high search engine rankings that we added a powerful and sophisticated links tool to IBP.

Click the *Links* image in IBP's main window or press the F6 key in IBP's main window to open the link manager in IBP.
8.3.1 Quick overview

The different areas of the IBP’s link manager link manager window:

1. Find new potential link partners by clicking on the Add Sites... button.
2. Manage your link partners in the main list. Decide to which website you want to link.
3. Preview link partner pages.
4. Quickly create link pages in your website design.
5. Quickly check if your link partners still link to your website.
8.3.2 How to find websites that could link to your site

IBP's link manager offers several ways to find websites that could link to your site.

No method is better than the other and you should use all of them to get the best results. If you concentrate on only one method to get links to your website, you might overlook other resources that could give your rankings a boost.
8.3.2.1 Websites with link suggestion forms

Websites with link suggestion forms can be good link partners if they have a category that is related to your website.

Click the Add Sites... button at the top of IBP's link manager' main window to start the Add Site Assistant:

Choose the first option in the list:

If you select this option, IBP's link manager will search for websites that either have a link exchange form on their website or that are likely to offer a link exchange possibility. Click the Next button to proceed.
Enter up to 10 general keywords that describe the topic of your website. Don’t use too specific keywords. Use one word keywords that are related to your website topic. In this example, we enter keywords for a shoe shop. Click the Next button to proceed.
Select up to 10 major search engines on which you want to search for web pages that have link suggestion forms. Click the *Next* button to proceed.
You can specify the number of websites that should be added in this run in this window. In addition, you can choose if the found web pages automatically should be marked for inclusion in your link pages (we'll explain the Create link pages feature later in this manual).

If you want, you can also assign a special category or status to the websites that IBP's link manager finds in this run. That information can make it easier to manage your link partners.

All entries in this window are optional. You can simply click the Next button to proceed.

**Tip:** Use a status like "link exchange form" if you use this option in the Add Sites Assistant in IBP's link manager. When you then click the Status column header in IBP's link manager's main window all websites that contain a link exchange form will be listed one after the other. That makes it much easier to quickly submit your link to these sites.
IBP's link manager also allows you to use filters. If you don't want to add websites from certain countries or if you only want to add websites that contain a special keyword, you can specify that in the filter settings. Click the *Edit Filters...* button to edit the filter settings or the Next button to proceed.
In this window, IBP's link manager collects web pages that have link suggestion forms. This can take some while because IBP's link manager gets a lot of information about every page.

When IBP's link manager has reached the maximum number of links you wanted to collect in this run, you can return to IBP’s link manager' main window.

Note:

If you use the *Find websites with link suggestion forms* option in IBP's link manager then IBP's link manager will focus on websites that offer such a form. It's likely that the websites that offer the link suggestion form are not related to your site. However, this is okay as long as they offer a category on their link pages that is related to your site. In that case, the link to your website comes from a web page that is related to your site (i.e. the category page).
8.3.2.2 Websites that link to your competitors

Web sites that link to your competitors are websites that should link to you. Web sites that link to your competitors have shown that they place links to other websites and that they link to websites like yours.

Web sites that link to your competitors are usually websites that are related to your site. For that reason, websites that link to your competitors can be very good link partners.

Click the Add Site Assistant button at the top of IBP’s link manager’s main window to start the Add Site Assistant and choose the second option (Find websites that link to your competitors) in the list. Click the Next button to proceed:

1. Enter the URLs of your competitors:

Enter the domain names of all of your competitors in this window and click the Next button to proceed.
Tip:
If you're not sure who your competitors are then do a simple search for a keyword that is relevant to your website. The websites that come up in the results list are your competitors.

2. Select the search engines

This step allows you to select the search engines on which IBP's link manager should search for websites that link to your competitors. You should select some major search engines. It makes sense to select major search engines because IBP's link manager will only find web pages that are indexed by major search engines then.

That means that the link to your website will be on a page that is indexed by major search engines if they also link to your site.

Click the Next button to proceed.

3. Specify further options

You can specify the number of websites that should be added in this run in this window. In addition, you can choose if the found web pages automatically should be marked for inclusion in your link pages (we'll explain the Create link pages feature later in this manual).

If you want, you can also assign a special category or status to the websites that IBP's link manager finds in this run. That information can make it easier to manage your link partners. For example, use a status such as "links to competitor".

All entries in this window are optional. You can simply click the Next button to proceed.

4. Specify your filter settings

IBP's link manager also allows you to use filters. If you don't want to add websites from certain countries or if you only want to add websites that contain a special keyword, you can specify that in the filter settings. Click the Edit Filters... button to edit the filter settings or the Next button to proceed.

In the last step, IBP's link manager collects web pages that link to your competitors.
This can take some while because IBP's link manager gets a lot of information about every page.

When IBP's link manager has reached the maximum number of links you wanted to collect in this run, you can return to IBP’s link manager' main window.
8.3.2.3 Websites that contain particular keywords

IBP's link manager to find websites that contain particular keywords. If you choose the right keyword combination, you can find many related websites that could be good link partners.

Click the Add Site Assistant button at the top of IBP's link manager' main window to start the Add Site Assistant and choose the third option (Find websites by keyword search) in the list. Click the Next button to proceed:

1. Enter some keywords that are related to your website

Enter keywords that are related to your business and click the Next button to proceed.
To make sure that the search doesn't return competing websites, add words such as "resources", "forum", "info", etc. to the keywords. Click the 'Which keywords you should enter' help link in the window for further information about this topic.
2. Select the search engines

This step allows you to select the search engines on which IBP's link manager should search for websites that contain the keywords. You should select some major search engines. It makes sense to select major search engines because IBP's link manager will only find web pages that are indexed by major search engines then.

That means that the link to your website will be on a page that is indexed by major search engines if they also link to your site.

Click the Next button to proceed.

3. Specify further options

You can specify the number of websites that should be added in this run in this window. In addition, you can choose if the found web pages automatically should be marked for inclusion in your link pages (we'll explain the Create link pages feature later in this manual).

If you want, you can also assign a special category or status to the websites that IBP's link manager finds in this run. That information can make it easier to manage your link partners. For example, use a status such as "related to keyword xy".

All entries in this window are optional. You can simply click the Next button to proceed.

4. Specify your filter settings

IBP's link manager also allows you to use filters. If you don't want to add websites from certain countries or if you only want to add websites that contain a special keyword, you can specify that in the filter settings. Click the Edit Filters... button to edit the filter settings or the Next button to proceed.

In the last step, IBP's link manager collects web pages that contain the entered keywords. This can take some while because IBP’s link manager gets a lot of information about every page.

When IBP's link manager has reached the maximum number of links you wanted to collect in this run, you can return to IBP’s link manager’ main window.
8.3.2.4 Find blogs that could link to you

IBP makes it easy to find blogs that could link to your website.

There are millions of blogs on the Internet and they all need something to write about. Getting links from blogs is a good way to get links from related websites.

To find blogs that deal with your website topic, select Add sites > Find blogs that could link to you and follow the instructions of the assistant.
8.3.2.5 Websites that already link to your site

Maybe you are not sure how many or which websites link to your site. IBP's link manager can help you to locate web pages that already link to your site.

Click the Add Sites Assistant button in IBP's link manager's main window and choose the Find websites that already link to you option. IBP's link manager will then find all websites that link to your site and that are indexed by the search engines.

IBP's link manager will add all these sites to the Web site list in the main window. If a website is already listed in this list, IBP's link manager will add the URL of the page that contains a link back to you in the "URL of the page that contains a link to your site (optional)" edit field.

Further information on how this feature can be used can be found in chapter "How to get an overview over the links to your site".

This command finds only web pages that link to you and that are indexed by search engines. If a web page that links to you is not indexed by the selected search engines then IBP's link manager cannot find it.

IBP's link manager can also check if your link partners still link back to you. Details about the powerful link checker can be found in the chapter "How to check if other websites still link to your site".
8.3.2.6 How to import links from other sources

IBP's link manager also allows you to import links from web pages and other sources. For example, you can use this feature to import links from:

- your current link pages
- Internet directory pages
- other web pages

Importing links from web pages is easy with IBP's link manager. Click the Add Sites Assistant button in IBP's link manager's main window, choose the Import links from web pages option and click the Next button to proceed.

1. Enter the URLs of the web pages from which you want to import the links:

   ![Add Sites Assistant: Example project](image)

   Click the Next button to proceed.
2. Specify further options

You can specify the number of websites that should be added in this run in this window. In addition, you can choose if the found web pages automatically should be marked for inclusion in your link pages (we'll explain the Create link pages feature later in this manual).

If you want, you can also assign a special category or status to the websites that IBP's link manager finds in this run. That information can make it easier to manage your link partners. For example, use a status such as "links to competitor".

All entries in this window are optional. You can simply click the Next button to proceed.

3. Specify your filter settings

IBP's link manager also allows you to use filters. If you don't want to add websites from certain countries or if you only want to add websites that contain a special keyword, you can specify that in the filter settings. Click the Edit Filters... button to edit the filter settings or the Next button to proceed.

4. IBP's link manager imports the links for you

In the last step, IBP's link manager imports the links from the web pages. This can take some while because IBP's link manager gets a lot of information about every page.

When IBP's link manager has reached the maximum number of links you wanted to collect in this run, you can return to IBP’s link manager' main window.
How to import links from other sources

IBP's link manager can also import links from other sources:

- manually entered URL lists
- links from Zeus directories
- links from files that have been exported by IBP's link manager
- links from other IBP's link manager projects

To import links from one of these sources, click the *Add Sites Assistant* button in IBP's link manager's main window and choose the corresponding option.

Then click the *Next* button and follow the instructions of the *Add Sites Assistant*. 

8.3.3 How to select the right link partners

If you have used the methods described in chapter How to find websites that could link to your site then IBP’s link manager now have many potential link partners in the main list in IBP’s link manager.

Now you have to decide to which websites you want to link on from which web pages you want to have a link. Usually, these pages are the same.

Click on a URL in the main list in IBP’s link manager and take a look at the preview browser in IBP’s link manager. If you like the website, tick the "Include in link pages" checkbox for that link partner.

All websites with a ticked "Include in link pages" checkbox will be included in your link pages when you use the Create link pages feature in IBP's link manager. How the Create link pages feature works in detail is explained later in this manual.

You should link to other websites if one of the following things applies:

- the website might be interesting to your visitors
- the website offers something that is related to your site

These two points are the most important factors. The PageRank of a website should not influence your decision. If you see a good website with good content that has a low PageRank you should trade links with that site if that website 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 website 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 website be interested in your site? If you find a website 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.

Webmasters exchanged links long before search engines included links in their algorithms. The reason for that is that links can contribute to the success of your website even if search engines didn't exist.

Links from related websites:

- make your website less dependent from search engines
- bring your website targeted visitors
- help you to build a network around your site that makes your business stronger
Your website is about your visitors, not about search engines. Search engines don't buy from you, your visitors do. For that reason, focus on your website visitors, not on search engines.

If you focus on building links that are useful to your visitors and your business, your search engine rankings will also benefit from these links. Search engines can find out if a link is useful for web surfers or if it has only been built for SEO purposes.
8.3.4 How to contact potential link partners

When you decide that a website might be a good link partner, you have to contact the webmaster of that website.

IBP's link manager makes contacting webmasters as easy as possible.
8.3.4.1 How to contact link partners with link suggestion forms

Contacting link partners that offer link suggestion forms is very easy with IBP’s link manager:

1. Select a website in the list

Click on the URL of a website in the list in the main window. IBP’s link manager will display the link exchange form in the preview browser at the bottom of IBP’s link manager’s main window:
2. Submit the form

If possible, IBP’s link manager will fill out the form for you. If necessary, enter the missing information and click the Submit button. Then proceed to the next website in the list. That's all there is to it.

IBP's link manager uses the information you entered in the Edit current project window in IBP to fill out the form. If IBP's link manager doesn't fill in any information for you, click the Edit current project button in IBP's main window and fill in the missing information in the Description panel of the Web Site section.
8.3.4.2 How to contact link partners that don't offer a form

If a website doesn't offer a link exchange form, you should contact the webmaster of the other site by email or by phone.

Try to find a contact form on the website of the potential link partner. These forms usually work better than normal email messages because it is more likely that the other webmaster will get your message.

IBP's link manager helps to you contact potential link partners by email with the built-in email client. When you have found a website with which you want to exchange links, click the Send Email To Selected Site panel in IBP's link manager or press the F3 key on your keyboard:
IBP’s link manager will automatically insert a link exchange email message based on the selected email message template. Add some sentences to further customize the email message and then click the Send Email Message button in the upper left corner of the Send Email To Selected Site panel to send the message.

Read on to learn how to edit your email account settings and how to work with email message templates so that you can quickly create custom messages.
It is important that you send your link partners custom link exchange messages. Do not send the same message to all link partners and do not spam potential link partners.

The webmaster of the other site is a real person. Be polite and try not to waste the time of the other webmaster if you want a positive reply.

**General tips for writing a link request email message**

There are a few things that you can do to make sure that your link request email messages work:

1. **Get to the point**
   
   Most people get lots of email messages. Write short and simple email messages.

2. **Make sure that your website has great content**
   
   Don't ask for a link if you're not convinced that your website is very good and unique.

3. **Don't be annoying**
   
   Don't send several email messages per week to the same person. If the other website doesn't link to you tomorrow, they might do so in a few days.

Also read chapter [How to improve your response rate](#) for further information.
8.3.4.3 How to edit your email accounts

Select Email Settings > Edit Email Account in the toolbar in the Send Email To Selected Site panel in IBP’s link manager to choose an email account that will be used to send the link exchange email messages:

Click on an email account name in the list to select the account that will be used to send email messages to your link partners. If you haven’t set up an account yet, click the Edit Email Accounts button. You’ll see the following window:

Click the New button to add a new account to the list.
Enter your email account information in this window and click Send Test Email Message button to test if the information is correct.

If everything works, click the OK button to add the new email account to the list.

Your Internet service provider (ISP) or the company that you use to send your emails can give you your email account information. Only tick the Use secure connection checkboxes if your email provider supports these commands.
8.3.4.4 How to edit the email message templates

The email message templates in IBP’s link manager allow you to quickly create custom link exchange email messages. When you are in the Send Email To Selected Site panel in IBP’s link manager, you can quickly replace any message with an email message panel by selecting the email message template in the Use Email Template menu.

To edit your email message templates, click the Email Settings button in the toolbar in the Send Email To Selected Site panel and select Edit Email Message Templates:
Select a template in the list and click the *Edit* button or click the *New* button to create a new template:

![Edit Email Message Template](image)

Enter a subject and the text of the email message template. If you want to use variables, click the Insert variable button. IBP’s link manager will replace the variables with the information from the selected website when you use the template in the *Send Email To Selected Site* panel.

Click the *Help* image to get detailed instructions on how to create custom email message templates.
8.3.4.5 Why mass mailing doesn't work

It's not wise to contact all link partners at once and IBP's link manager doesn't support mass mailings. You'll get much better results if you email your potential link partners individually. Many webmasters don't answer email messages that look like a mass mailing.

Mass mailings do not save time

It's better to have high quality link partners than sending the same email message to many unrelated sites. It might seem that you might save time if you sent a link request email message to all web pages at once.

That's not the case at all and the biggest mistake of beginners. If you sent a mass mailing, you would quickly find out that you'd get a very poor response rate to your link request messages.

Some websites would even accuse you of spamming and they would report your site to numerous "spam cop" sites. In order to get positive results, you must convince your link partner that you've really visited their website and that your email is not a mass mailing. Otherwise, your email message will be deleted quicker than you can say "Spam!".

Emailing each link partner with a personal link request message might look as if it takes longer than a mass mailing. However, you'll find out that personal messages produce much better and longer lasting results and that you'll get a much higher response rate. In the end, mass emailing does not pay. On the contrary, mass emails will harm your business.

If you must sent many email messages at once (for example to inform your existing link partners about a change on your web page), you can export the IBP's link manager database, including the contact information, and import that information in a mass mailer (for example http://www.sprika.com).
8.3.4.6 SAFE TIME: how to improve your response rate

The response rate to your link exchange messages highly depends on your message text. Webmasters get many link exchange email messages so it’s sometimes difficult to get noticed.

Do the following things to make sure that webmasters reply to your link exchange request:

1. Don't require too much action from the other webmaster.

   Some people write link exchange messages that read like this: "If you want to exchange links with us, click this, go here, and fill out this to make a request."

   Remember that you ask the other webmaster and not the other way around. Link to the other website first and tell the other webmaster where he can find the link.

2. Don't teach the other webmaster about search engine optimization.

   Don't tell the other webmaster how great the effect of a link exchange will be for the search engine ranking of both websites. The other webmaster probably knows this anyway. Some people don't like to be taught in an email message they didn't request.


   Don't bore the other webmaster with long email messages. Come straight to the point, tell the other webmaster where he can find his link and where he can find easy to use copy/paste code for the link to your site.

4. Don't ask for a link if the other website is totally unrelated to your site.

   Many webmasters don't like it when they receive a request from a totally unrelated website. Most people will only link to another website if the other website has something to offer for their visitors. Only write to related websites.

5. Link to the other website first.

   Make sure that you link to the other website before asking for a link back. Why should the other webmaster link to you if you haven't bothered to link to him first?
Tell the other webmaster where he can find his link and make sure that the URL is correct.

Your link pages should be easy to find on your site. Don't bury reciprocal links deep in your site but give them a prominent listing. If people cannot find your link directory when they surf your website, a link in your link directory won't mean much to potential link partners so they won't link back to you.

6. Make sure that your website has a professional design.

It's very important that both your website and your link pages have a professional design. Your company shouldn't look like a dubious shop. Professional site design is very important for the success of your linking campaign.

If your link pages have a professional look and if your link pages can easily be found, the links from your website will have bigger value than links from a big links list with a crappy design.

7. Be polite and humble

Don't praise your own website. It's enough to mention your website URL and to explain what both your site and the link partner's website have in common.

Don't use superlatives or more than one exclamation mark in your email message. Do not use “sales talk” in your link exchange message, for example listing 5-10 benefits to the potential link partner.

Be polite and personal in your link request email messages. If there's a single important factor to the success of your link request messages, then this is it: don't make your email messages look like spam.
8. Avoid free email addresses.

If possible, do not use a free email account, for example "you@hotmail.com". It makes your link exchange mail seem like a spam mail.

9. Include your full contact information

Include full contact information and a phone number in your link request messages. It adds a personal touch to your emails and it lets webmasters easily contact you to discuss the link partnership.

An email message with full contact information is less likely to look like spam than a message that ends with "Bye, Joe".

10. Offer an incentive to link back to you

Offer your link partners an incentive to link back to you. For example, you could move websites that link back to you to the top of your link pages and mark them with a special "Recommended!" picture. IBP's link manager makes it easy to offer such incentives. Be creative and try to find convincing reasons why other people should link to your site.

Really do visit the potential link partner's website and write a short and personal letter.

Make sure that your link pages look attractive so that other webmasters want to be listed there. Details on how to make your link pages attractive can be found later in this manual.
8.3.4.7 SAFE TIME: what can happen if you don't do this correctly?

Link exchange messages that look like mass mails get very poor response rates. In addition, some webmasters might think that you are a spammer. It is important to send individual email messages to your link partners.

The success of your email messages depends on the wording. Take some time to find the text that works best for you.

In some countries, you must include your full contact information so that you are not regarded as a spammer. Detailed contact information also gives your email messages a more professional look. Always include your full contact information and do not spam webmasters.

It is not important that you contact as many websites as possible. It is important that you contact the right websites.
8.3.5 How to quickly create search engine friendly link pages

Link pages can contribute greatly to the success of your website. If done properly, your link pages add valuable content to your website that attracts both web surfers and search engines.

Creating such link pages is very easy with IBP's link manager. In the following chapters, you'll learn how to quickly create good looking link pages in your website design. You'll also learn how to make your link pages as attractive as possible to both link partners and search engines.

IBP’s link manager can create standard link pages that look like Internet directories as well as link pages that don't look like link pages at all.

IBP’s link manager give you full control over the design of your link pages. Neither search engines nor website visitors can find out that you use IBP’s link manager to create your link pages.
Click the Create Link Pages button in IBP's link manager' main window to open the Create Link Pages assistant:

What do you have to do now?

- If you use the Create Link Pages feature for the first time, you have to create a link directory template. The look of your link pages is determined by your link directory template. Read on to learn how to quickly create a new link directory template in your website design.

- If you already have a link directory template, select the template in the Select link directory template list and continue with the chapter "How to upload your link pages with a single keystoke".

Make sure that some websites in the main list in IBP's link manager have a ticked Include in link pages checkbox. Only web pages with a ticked Include in link pages checkbox will be included in your link pages.
8.3.5.1 How to create link pages in your website design

The Create link pages command in IBP's link manager creates your link pages based on a link directory template.

Creating a link directory template in your website design is easy. Click the Create link pages button in IBP's link manager' main window and then click the New button in the Create Link Pages window.

1. Specify the general layout of your link pages:

If you have only a few link partners, you should start with the first option Everything on one page.

If you have many link partners, select Individual web pages for categories or Web directory layout. Don't be afraid that you make a wrong selection.

You can always create new link directory templates and you can edit your link directory template later. Click the Next button to proceed.
2. Specify the numbering settings

This is an optional step that allows you to specify if and how your links and categories should be numbered. You can change all settings later by editing your link directory template.

Click the Next button to proceed.
3. Select the pagination layout

If you have many link partners in a category, IBP's link manager can split the pages. For example, you can limit the number of links to 10 per page. IBP's link manager then will insert Previous - Next links at the bottom of your category pages.

In this window, you can customize the look of the Previous - Next links. Either select one of the presets in the popup menu or enter your own code in the edit box. Click the question mark button to get further information about entering your own code.

Click the Next button to proceed.

The number of links per page can be specified in another step of the Create Link Pages assistant. Pagination is only available if you use multiple pages for your link directory.
4. Enter the URL of a typical web page

Enter the URL of a typical web page from your site in this window. IBP’s link manager will use the design of the web page you enter here for your link directory template.

In general, the About us page of your website is a good choice. However, you can also enter the URL of your home page.

Click the Next button to proceed.
5. Specify the location of your link directory on the page

IBP's link manager will load the web page into a preview browser. Select the area which should be replaced by the link directory with the mouse and click the Next button.

In some cases, the HTML code of a web page is too complicated so that IBP's link manager cannot automatically insert your link directory on that page.

In that case, just create a web page that contains the text `##LINKS##` at the place you want to place your link directory.

Upload the page to your website and then enter the URL of the page in Step 4 (Enter the URL of a typical web page). Then you can select the `##LINKS##` text on the page and IBP's link manager will create a link directory template for you.
6. Preview your link directory

IBP's link manager will now create a link directory template based on your settings and display the link directory in a preview browser. If you like the design, click the **Save** template button.

You can always edit your link directory template later and you can have as many different link directory templates as you want.

Now you have a link directory and IBP's link manager can create your link pages for you.
8.3.5.2 How to upload your link pages to your server

Once you have a link directory template, creating link pages is very easy with IBP's link manager.

Click the *Create Link Pages* button in IBP's link manager and select your link directory template in the list. Then click the *Next* button to proceed:

1. Choose the link page contents

![Image of IBP's link manager]

If you have many link partners and if you use a link directory template for separate category pages then you can specify the number of links on a page in the popup menu at the top of this window.

You can also specify if thumbnail images should be used on your link pages. If you're unsure, just try it out. You can always rebuild your link pages with changed settings.

If you participate in the Axandra affiliate program then IBP's link manager can automatically insert your affiliate link on your link pages. Of course, this is fully optional. Click the *Next* button to proceed.
2. Select the link order

In this window, you can specify the order of your link partners on your link pages. Click the Next button to proceed.
3. Specify the options for websites that link back

In this window, you can specify how websites that link back to your site should be treated in your link directory. The settings of this window will be applied to all websites that have a ticked *Links back* box in the main list in IBP’s link manager.

Just like in all IBP and IBP's link manager windows, you can click the question mark buttons in the window to get further information about an option.

Click the *Next* button to proceed.
4. Choose a save location

This window allows you to specify where on your local hard disk the link pages should be saved. This is usually a directory on your desktop or a directory on your local website directory.

Click the Next button to proceed.

IBP's link manager will create your link pages for you and it will automatically proceed to the next step.
5. Preview your link directory (optional)

In this window, you can preview your local link pages in your web browser or you can open the directory in which IBP's link manager has created your link pages.

If you want to upload the link pages with the built-in FTP client of IBP's link manager (recommended), click the Next button to proceed.
6. Enter your FTP settings

Enter your FTP login information in this window. If you're not sure what your FTP settings are then ask your web space provider. After entering your FTP login information, click the Next button to proceed.

If the FTP information that you entered is correct, IBP’s link manager will upload your link pages to your web server. After that, your link pages will be available on your website.

Don't forget to place a link to your link directory index page in the navigation of your website so that your website visitors can find your link directory.
If your web host doesn't support FTP then you can upload the IBP's link manager link pages from your hard disk to your web server just like any other web page you upload from your hard disk to your web server.

Click the Show files in desktop button in step 7 of the Create link pages window to find the pages you have to upload. You can then upload these pages to your server just like all other pages you upload to your server.
8.3.5.3 How to upload your updated link pages with a single keystroke

If you want to use the same link directory layout every time you upload your web pages then you don't have to go through the complete Create link pages window every time.

Just click the F5 key after adding a link partner to the list and IBP's link manager will automatically update your link pages for you.
8.3.5.4 Tip: how to create link pages that don't look like link pages

IBP's link manager allows you to create link pages that don't look at all like link pages. Do the following:

1. Add a long category description to all category pages

Click on a category name in IBP's link manager' main list and select Edit categories...

Then double-click the category for which you want to add a new category description. A category description can be any text that is related to a category. For example, you could use the following as a category description:

- a lengthy description of the category topic
- an explanation why the topic of the category might be important to your website visitors
- an article that deals that the topic of the category

If you use a long category description then your link pages won't look like link pages but like article pages with links to additional resources.

The article descriptions can contain HTML code. That means that you can make the text big, bold, italic, etc. You can also include links in the article descriptions (for example to include a YouTube video).

Use different category descriptions for different categories and use different elements in different descriptions to make sure that all category pages have an individual look.

2. Edit your link directory template

Most people display links like that

This is a short description of the other website

This is a longer description of the other website. You can find many interesting things on the other website. It might be a good idea to click the link to visit the website now.

If you have many of these links on your link pages, the pages might look like link lists or dedicated link pages. There's nothing wrong with that. However, some webmasters prefer link pages that don't look like link pages.
IBP's link manager makes it easy to change the layout:

a) Remove the link title line in your link directory template. Click the Customize button in the Create link pages window to edit your template. Remove the A-Link-Title sections. Use the popup menu in the upper left corner of the Edit link directory template window to switch between the different sections of your template.

Only the category description variable should remain in the link directory template.

b) Add links to your link partners in the link partner descriptions. Select the words that you want to link in the description field in the Edit selected site panel in IBP's link manager and click the Insert link button next to the description field.

IBP's link manager will automatically add the correct link to the link partner description. The description field also accepts HTML code. That allows you to further customize the look of your link pages.

The same link as above will look like the following then:

This is a longer description of the other website. You can find many interesting things on the other website. It might be a good idea to click the link to visit the website now.

If you use these links in and long category descriptions then your link pages won't look like link pages at all.
8.3.5.5 Tip: how to make your link pages more attractive

It is very important that your link pages are attractive to your website visitors and your link partners. The more attractive your link pages are, the more links you will get.

To make your link pages attractive, you should consider the following points:

1. Keep the links on a page related

   It's very important that the links on a category page are related. You should not link to casino pages, dog food sellers and flower stores on the same category page.

   The links on a single page should be related to a special topic. If a link partner sees that his link is on a page that is related to his topic and nothing else then your link partner will give that link higher value.

2. Offer interesting topics

   The topic of the categories in your link directory need not be 100% related to your business. It's ok if its only remotely related. What matters is that the category pages offer something that might be interesting to your website visitors.

   If your visitors like your link pages then your link partners will also like your link pages because they can expect targeted traffic through your pages.

3. Offer valuable content

   If possible, add an articles about the topics of the category pages on your category pages. This can easily be done by editing the category description in the Edit Category window in IBP’s link manager.

   If your link pages look like article pages then your website visitors will go to these pages because they offer valuable information. Your link partners will love these pages because a link to additional resources on an article page usually works better than a link that stands on his own. For example, don't call your link directory "Links" but "Articles" and present your link partner links as additional resources that are related to the article.
4. **Make sure that your website visitors can find your link directory**

Many more webmasters will link back to your site if your link to them can be found in a link directory that is easy to find for web surfers. If a link cannot be found by web surfers than it's not worth much. If you link to your link partners on link pages that can easily be found then you show your link partners that you are serious about building a strong relationship.

5. **Professional design is very important**

Make sure that your website has a professional look. If you're unsure, hire a web designer. If your website looks unprofessional, not many people will want to link to it.

A link from a website with a professional design looks much more valuable than a link from a website that looks like it might have been created by a 14 year old teen.

6. **Make sure that your link directory looks useful**

Make sure that your link pages don't look like large link lists but like a useful work of reference.

If you consider these points then you greatly increase the chances that webmasters will link to your site.
8.3.5.6 What can happen if you don't do this correctly?

It is very important that your link pages look good and that they are easy to find on your website. If your link pages look cheap then it will be difficult to find link partners.

Customized link pages are more attractive to web surfers and search engines and you'll get much better results with them.
8.3.6 How to manage your link partners with IBP's link manager

IBP's link manager makes managing your link partners as easy as possible. There's no need to use Excel charts or other things to track your linking activities.

IBP's link manager lists all link partners in a clear list. The list allows you to work with your link partners, it shows you which link partners have been contacted, it automatically prevents duplicates and much more.
8.3.6.1 How to work with the website list

IBP's link manager stores all found websites in the list in the main window:

IBP's link manager automatically checks for duplicates. When you use the Add Sites Assistant feature in IBP’s link manager then IBP’s link manager will only add new sites if the site is not already in the list.

If a website is already in the list then IBP's link manager won't add it again. IBP’s link manager adds only one web page per website because that is enough to find a potential link partner.

All websites have been added to IBP's link manager through the Add Sites Assistant
or the Add Site command can be found in the main list. For every website, the following information is displayed in the list:

- **URL**: Displays the URL that has been found by IBP's link manager. Double click the URL to open it in the preview browser at the bottom of the window.

- **Your anchor text**: This is the text that is used in your link directory to link to your link partners. You can edit it in the Edit Site panel at the bottom of IBP's link manager's main window.

- **Status**: Shows the status of the link partner. The status can be *Waiting for answer to first link exchange request* or any other status. The status column helps you to manage your link partners by offering you a way to tag them.

- **Category**: This is the category in which the link partner will be included on your link pages. To change the category, click on the category name and select a new category in the popup menu that appears then.

- **Links Back**: The Links Back checkbox should be ticked if a website links back to your website.

- **Include In Link Pages**: If you tick the Include In Link Pages checkbox then the website will be included on your link pages when you use the Create Link Pages feature in IBP's link manager.

- **PR**: Displays the Google PageRank of the website. You shouldn't care too much about the PageRank of a website. If you find a website with interesting content then you should link to it no matter what PageRank it has.

- **Traffic Rank**: Displays the Alexa Traffic Rank of the website. The lower the number, the more visitors a website gets. Although the Traffic Rank numbers can be a good indicator, they are not always correct because Alexa does not have complete data about all sites.

- **Email (if available)**: Displays the contact address of the other website. IBP's link manager can search the websites of your link partners for contact information.

To specify the search depth, click the Settings button in IBP's link manager's main window and then select Settings for all projects. Click Contact Information on the left side of the General Settings window to open the contact information section.

The higher the number in the Maximum number of web pages to search for contact information edit field, the more web pages IBP's link manager will search for contact information. Click the question mark buttons in the window for further information about the feature.
- **Relevance**: If you use IBP's link manager to search for websites with link exchange forms then IBP's link manager will assign a high relevance number to web pages that have such a form. If the web page also contains the keywords you entered then the relevance number will be even higher.

For all websites that have been found through the other options in the Add Sites Assistant, IBP's link manager will use a relevance of 50. You can change the relevance of a website by clicking on a relevance number in the list.

- **Added**: Displays the date on which the website has been added to the list.

- **Last Email**: Displays the date on which you sent the webmaster of the website the latest email message with the built-in email client of IBP's link manager.

- **Link Check**: When you perform a link check, IBP's link manager will display the result of the link check in this column.

- **Back anchor text (if available)**: If a website links back to your site, the text with which the other website links to you will be displayed in this column. This allows you to quickly see which words other people use to link to your site. To get high search engine rankings, it is important that the back anchor texts contain keywords that are related to your site.

- **Back Link URL (if available)**: Displays the URL of the page on which you can find the link back to your site.

- **Outbound Links**: Shows the number of outbound link that can be found on the link partner page.

- **Total Links**: Shows the total number of links that can be found on the link partner page.

- **IP Address**: Shows the IP address under which the web page resides.

- **Submitted**: Shows if an online form on the web page has been submitted (for example a link suggestion form).

- **Link check date**: Shows the date of the last link check for the selected web page.
How to sort the list

You can quickly sort the list by clicking on a column header. If you click on the URL header, the list will be sorted by URL. If you click on Category header, the list will be sorted by category, etc.

This allows you to quickly get an overview of the links in your list. For example:

- Sort the list by anchor text to find out which words people use to link to your site.
- Sort the list by PageRank to find the websites with the highest PageRank.
- Sort the list by Traffic Rank to find the websites with the most visitors (the lower the number, the more visitors)
How to filter the list

By filtering the list you can quickly find special entries. Click the View menu in the menu bar at the top of IBP’s link manager' main window to see a list of possible options:

- View Link Manager
- View Report
- View Help
- Make Blue Bar Smaller
- Make Blue Bar Bigger
- View All Web Sites
- View Only Web Sites Added Today
- View Only Web Sites Added Since
- View Only Web Sites Which
- View Only Web Sites With Status
- View Only Web Sites With Category
- Show Table Columns
- Make Site List Smaller  Ctrl++
- Make Site List Bigger  Ctrl+-
- Restore Original Table Layout

The View menu allows you to find special entries in the list more easily.
How to search the list

If you're looking for a special link partner, just enter your search term in the search box at the upper right corner of IBP's link manager' main window:

IBP's link manager searches in the following fields:

- URL
- Your anchor text
- Email address
- Back anchor text

If you only want to search in a special field, click the magnifying glass icon next to the search field and select the field in which you want to search.
How to copy link partners from one project to the other

To copy a link partner from one project to the other, select the link partner in the main list in IBP’s link manager and then select *Copy Selected Websites To Another Project* in the *List* menu in IBP's link manager's main window.

To copy many websites at once, just select many websites in the list and the select *Copy Selected Websites To Another Project* in the *List* menu.

To select many websites at once, hold down the *Shift* or the *Ctrl* key on your keyboard and click on the websites that you want to select.

If you select *Move Selected Websites to Another Project* in the *List* menu instead of *Copy Selected Websites To Another Project* then the selected websites will be removed from the current project after copying them to the other project.
How to edit many link partners at once

Do the following to edit many link partners at once:

1. Select the link partners that you want to edit in the list

   To select many websites at once, hold down the Shift or the Ctrl key on your keyword and click on the websites that you want to select. You can sort the list by clicking on a column header. That makes it easier to select a group of websites.

2. Select Change Selected Web Sites in the List menu

You'll see the following window:

This window allows you to change the status, the category, etc. of many websites at once. Click the Change Selected Web Sites button to apply the changes to the selected websites.
How to remove a link partner from the link partner list

If you want to remove a link partner from your link pages then uncheck the Include In Link Pages checkbox of that link partner in IBP’s link manager' main list.

If you want to permanently remove a website from IBP’s link manager main list, select the website in the list and press the Remove or Delete key on your keyboard. You can also select Remove Site in the List menu in IBP’s link manager' main window.

How to remove particular link partners

If you want to remove websites that meet particular criteria, select Remove Certain Web Sites in the List menu:

All websites that you remove from the list will be added to the filter list in IBP's link manager. That means that IBP's link manager won't add the same website again when you search for new websites.

You can edit the filter list in the Add Sites Assistant window in IBP's link manager.

Click the question mark buttons in the window to get further information about each option.
How to change the size of the preview browser

You can change the size of the preview browser by pressing Ctrl and + and Ctrl and - on your keyboard. You can also select Make Site List Bigger and Make Site List Smaller in the View menu in IBP's link manager to change the size.

How to update thumbnails, PageRank, TrafficRank, etc

To update the thumbnail image, the PageRank and the TrafficRank of a website, select the site in IBP’s link manager’ main list and choose Update Selected Web Site in the List menu in IBP’s link manager.

If you want to update all websites in the list, select Update All Web Sites in the List menu.

If you want to update some sites in the list, select the websites in the list and then select Update Selected Web Sites in the List menu.

To select many websites at once, hold down the Shift or the Ctrl key on your keyword and click on the websites that you want to select. You can sort the list by clicking on a column header. That makes it easier to select a group of websites.

If a website in your link directory pages doesn't have a thumbnail image, select the link partner in the list and choose Update selected website in the List menu to get the thumbnail image.
8.3.6.2 How to categorize your link partners

Categorizing your link partners is important if you want to have link pages that are attractive to web surfers and link partners. The links on a category page in your link directory should be related.

You should not list links to all kind of websites on the same page. This will look like an unrelated link list that search engines don't like.

Categorizing your link partners has several advantages:

- Your website visitors can find the link they are looking for faster.
- You can offer your link partners links from thematically related pages.
- Each of your link directory pages deals with its special topic. That makes it more attractive to search engine spiders.
To assign a link partner to a special category, do the following:

1. Select a link partner in the list in the main window.
2. Click on the category name in the list.
3. Select the category to which you want to assign this link partner.
How to edit your categories

You can add, edit and remove categories in the Edit Categories window in IBP’s link manager:

1. Click on a category name in the list.
2. Select Edit categories... to open the Edit Categories window.

In this window, you can change the order of your categories on your link directory index page. Use the mouse to drag a category up and down or select a category in the list and then use the up/down buttons at the upper right corner of the window.

Double click a category name to edit the category settings:
This window allows you to enter a description of the category. This description will be displayed on the category pages as additional content. For example, you can enter an article about a special topic in the description edit field. The category pages in your link directory then will look like article pages with links to additional resources.

If you have a category "shoes" in your link directory, you can add an article about shoes at the top of your category pages. The web page for that category could have the name shoes.htm, the-history-of-shoes.htm or whatever you want. Just enter your favorite file name in the corresponding edit field in the Edit Category window.

By adding articles or other relevant content to your link pages, you can make your link directory much more attractive to both web surfers and search engines.

- Web surfers will like the additional information they get on your category pages.
- Your link partners will appreciate the additional content on your category pages.
because it makes your category pages more relevant to a special topic. In addition, an "additional resources" link below a related article looks much more useful than a link that stands on its own.

- Search engines will give your category pages a boost because they contain useful content with related links. That means that your IBP’s link manager category pages will contain exactly what search engines are looking for.

These features work best if you have a link directory that consists of multiple pages. If you have all links on a single page then you cannot customize that much. The category description can contain HTML tags.
8.3.6.3 How to edit the website information of a link partner

If you want to change the description or the anchor text of a link partner, click the Edit Selected Site panel in IBP’s link manager’s main window:

In this panel, you can change the URL that will be used for the selected link partner in your link directory. In addition, you can change the anchor text and the link description. If you want to display a banner or another picture next to the link partner description on your link pages, enter the URL of the banner in the corresponding edit field.

Note that you can also use HTML tags in the description. By using HTML code in your link partner descriptions, every link on your link pages will have its own look so
that your link pages will have a very individual look.

If the link partner links back to your site, you can enter the URL of the page that contains the link to your site in the corresponding edit field at the upper right corner of the panel.

You can also enter some notes about the link partner in this panel. Click the question mark buttons in the panel to get further information about an edit field.
8.3.6.4 How to check if other websites still link to your site

IBP's link manager allows you to quickly check the links in your link directory:

- Do your link partners still link back to you?
- Are the links in your link directory correct?
- Are the banner and image links in your link directory correct?

Click the Check Links... button in IBP's link manager' main window to open the link check window:

1. Enter your URLs

Enter the URLs of the websites to which your link partners should link back. If you have one website, this is the main URL of your website. If you have multiple websites, enter the URL of all websites that you own.

Click the Next button to proceed.
You don't have to enter the URL of every single page of your website. Just enter the main URL of your site. IBP's link manager will automatically recognize backlinks to pages on the site.
2. Settings for the links on your own link pages

In this window, you can specify if IBP's link manager should link the links from you to other websites. You can also specify what IBP's link manager should do if a link to another websites doesn't work anymore.

For example, IBP's link manager can remove a website from your link pages if their URL doesn't work anymore. Click the question mark button in the window to get further information about the options.

Click the Next button to proceed.
3. Settings for the links to your website

In this window, you can specify if IBP’s link manager should check if the other websites still link back to you. You can also specify what IBP’s link manager should do if the other website doesn't link to you anymore. Click the question mark button to get further information about the options.

Click the Next button to proceed.
4. Settings for the links to your website (details)

This window allows you to add very specific options to the link check. For example, IBP's link manager can check if the link to your site contains the rel="nofollow" attribute. If a link contains that attribute, search engines won't consider it and the link won't help your search engine rankings.

You can also specify if IBP's link manager should search the website of your link partners for back links and how many web pages IBP's link manager should search if it cannot find a back link to your site. If the back link is not available on the web page URL that you entered in the Edit Site panel, then IBP's link manager will try to find out if the back link is on another page of the link partner's website.

A very useful feature is the user agent feature. That feature allows you to specify with which user agent IBP's link manager will visit the websites of your link partners. For example, IBP's link manager can use the user agent of Google's search engine spider so that the other websites think that Google's spider is visiting them.

That means that the websites will return the same pages to IBP's link manager that are also returned to Google's spider. That allows you to find out if a web page still has the link to your site if a search engine spider visits the page. Some websites present
different pages to human web surfers and search engine spiders.

IBP's link manager can also check if the links to your website contains special words. If the links to your website contain special words then it is much more likely that you get high search engine rankings for these words.

Click the Next button to proceed.
4. Filter settings

This window allows you to specify which categories and status texts should be checked. In general you should tick all boxes.

Click the *Next* button to proceed. IBP's link manager will check your links and presents the results in the lower part of the window:
When the link check has finished, close the Check Links window. IBP’s link manager has marked websites with problems in the main list. Click the *Link Check* column header to sort the list by link problems.

Then you can correct the websites one after the other by going through the list.
8.4 Tips and tricks
8.4.1 How to get an overview over the links to your site (link texts, IP address, etc.)

The links that point to your website dramatically influence the position of your website in the search results. But do you really know which websites link to your website and which anchor texts they use to link to your site?

IBP's link manager can give you an overview over the links that point to your site. Just do the following:

1. Start IBP's link manager: IBP > Links

2. Select "Add Sites > Find existing backlinks to your site" and enter the URL of your website.

- Find websites with link suggestion forms (recommended)
- Find existing backlinks to your competitors
- Find existing backlinks to your site
- Find blogs that could link to you
- Find websites by keyword search
- Import links from Internet directory pages and other pages
- Add manually entered list of URLs
- Import file that has been exported by the ARELIS Link Manager
- Import links from another project
3. Select all major player search engines in step 2 of 4.
4. Use the popup menu in step 3 of 4 to create a new status text with the name "backlink check of my own website" and select that status in the popup menu.

5. Enter "9999" in the "Maximum number of websites that should be added in this run" edit field.
6. In step 4 of 4, do not apply any filters to your search.
7. Click the "Next" button to start the search. Depending on how many websites link to your website, it can take some time until IBP has retrieved all information. You can make the process faster by selecting a high number of concurrent connections:

When IBP has collected all links, click the "Status" column header to sort the list by status. If you assigned the new status "backlink check of my own website" to the newly found websites (as explained in step 4 above) then all websites that link to your website will be listed one after the other in the website list in IBP’s link manager.

The list contains the following information:

- **URL**: Shows the URL of the website that contains the link to your website. Click on the URL to open it in the preview browser.

- **Backlink anchor text (if available)**: This column shows the text that the other websites use to link to your website. The anchor texts should contain the keywords for which you want to get high rankings. If you find unwanted anchor texts, you might want to contact the other website and ask for a change of the anchor text.

- **Status**: The status text allows you to sort the website list. If you followed the steps
above, the status of all websites that link to your site will be "backlink check of my own website".

- **Links Back:** The *Links Back* checkbox should be ticked if a website links back to your website. It should be ticked for all websites that have been found with the method above. If the box is not ticked, the found website used to link to your website when it was indexed by search engines but it does not link anymore to your site.

- **Include In Link Pages:** Not relevant here.

- **PR:** Displays the Google PageRank of the website. The more web pages with a high PageRank link to your website the more likely it is that your own website will also get a high PageRank. Note that the PageRank that Google displays in the toolbar is not the actual PageRank that Google uses for its algorithm. You should not take it too seriously.

- **Traffic Rank:** Displays the Alexa Traffic Rank of the website. The lower the number, the more visitors a website gets. Although the Traffic Rank numbers can be a good indicator, they are not always correct because Alexa does not have complete data about all sites.

- **Email:** Not relevant here.

- **Relevance:** Not relevant here.

- **Added:** Not relevant here.

- **Last Email:** Not relevant here.

- **Link Check:** Not relevant here.

- **Back Link URL (if available):** Displays the URL of the page on which you can find the link back to your site. In this case, the URL is identical with the URL that is displayed in the "URL" column.

- **Outbound Links:** Shows the number of outbound link that can be found on the link partner page. The fewer outbound links are on the page, the more important search engines will consider the link to your website.

- **Total Links:** Shows the total number of links that can be found on the link partner page. The fewer links are on the page, the more important is the link to your page.

- **IP Address:** Shows the IP address under which the web page resides.
• **Submitted**: Not relevant here.

• **Link check date**: Not relevant here.

You can sort the list by clicking on the column headers. Of course, you can run the same report for the websites of your competitors.
8.4.1.1 What can you do with this list?

The texts that are used to link to your website should vary but they should all contain the keywords for which you want to be ranked highly on search engines.

The higher the PageRank of the web pages that link to your website, the more likely it is that your own website will get a high PageRank. Note that a high PageRank does not automatically mean high search engine rankings. It's usually better to concentrate on high search engine rankings and not on a high Google PageRank.

The fewer links are on the web page that links to your website, the more important is the link to your site. If possible, the links to your website should come from different IP addresses and different IP ranges to show search engines that websites from different areas think that your website is linkworthy.

Check the following in the website list:

- Do all links to your website contain keywords for which you want to be ranked on search engines? If not, contact the webmasters of the other websites and ask them to change the link to your site.

- Are the links from different IP addresses and different IP ranges (if large parts of the IP address are identical then the IP addresses are in the same range). You can quickly find this out by sorting the list by IP address. If the links to your site come from only a few IP ranges, you should try to get more links from other websites that use different IP addresses.
8.4.1.2 How to import backlinks that are not shown by search engines

Some web pages that link to your website are not shown by the usual link search commands. If you have a list of backlinks that is not returned by a backlink search in IBP then you can import them:

1. Start IBP's link manager: IBP > Links
2. Select "Add sites > Add manually entered list of URLs"

![Menu options]

- Find web sites with link suggestion forms (recommended)
- Find existing backlinks to your competitors
- Find existing backlinks to your site
- Find blogs that could link to you
- Find web sites by keyword search
- Import links from Internet directory pages and other pages
- Add manually entered list of URLs
- Import file that has been exported by the ARELIS Link Manager
- Import links from another project
3. Enter the URLs of the pages that link to your website. You can use copy/paste to paste large lists:

4. In step 2 of 3, create a new status "Manually entered backlinks".

5. If the backlink anchor texts are missing after importing the links, click on "Check links" above the website list and IBP's link manager will get the backlink anchor texts from the web pages.
8.4.2 How to include a directory of the directory submitter in your link pages

Some Internet directories require a backlink before you can submit your website to the directory.

IBP makes it as easy as possible to submit your website to these directories:

1. When you submit a website to a site that requires a backlink, select Page Tools > Add Site To Link Manager in the toolbar or press Ctrl-L on your keyboard:

   ![Link Manager Menu](image)

   IBP will add the directory to your IBP's link manager list.

2. After adding the page to the list, click the F5 key in IBP's link manager to upload your new link pages.
8.4.3 How to export your link pages as XML files

IBP's link manager also allows you to create link directory pages that aren't link directory pages but XML files, simple text files or any other format that you prefer.

Do the following:

1. Click the New button in the Create link pages window in IBP's link manager and create a new single page link directory template.

2. After creating the new template, click the Customize button to edit the template.

3. Replace the template code with the following:

```
---snip---
[A-Company-Name]'s Link Directory ([A-Today-Date-Long])

[A-Category-Repeat][A-Category-Nr]. [A-Category-Name] ([A-Number-of-Sub-categories])

[A-Sub-Category-Repeat][A-Sub-Category-Name] ([A-Number-of-Links-in-sub-category])

[A-Link-Repeat][A-Link-Title]
[A-Link-Description]
[A-Link-URL]

[A-Link-Repeat-End]

[A-Sub-Category-Repeat-End]

[A-Category-Repeat-End]
---snip---
```

If you use that code in your link directory template, IBP's link manager will create a simple text file and upload it to your server when you use the Create link pages command in IBP's link manager. Of course, you can also use XML tags and any other tags in the link directory template. It's up to you.

This feature can be very useful if you want to use the IBP’s link manager data with another program or online application.
8.4.4 Should you consider Google PageRank?

The Google toolbar will display a little green bar that shows the PageRank of a website. 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 websites.

The official PageRank number that can be seen in the Google toolbar is more or less a marketing instrument for Google. It has nothing to do with the real PageRank that Google uses for the ranking algorithm.

The toolbar 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 website with good content that has a low PageRank you should trade links with that site if that website 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 website 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 website be interested in your site? If you find a website 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 websites that are related to your website link to your website, then your own website must be important for that topic. If the links are useful for website visitors, search engines will eventually find this out. Search engines try to put common sense into a mathematical algorithm.
8.5 Link building checklist

Before proceeding with the next step, make sure that you can check all boxes in the link building checklist. Click the Step by Step Instructions panel in IBP’s main window, then click the Expand All button in the toolbar and then scroll to the link building checklist:

It is very important that you can tick all boxes if you want to promote your website on search engines successfully.
8.6  SAFE TIME: what can happen if you don't do this correctly?

It is impossible to get high rankings on Google or other major search engines without good backlinks. High search engine rankings are the result of optimized web page content and good backlinks.

Some links don't work with search engines. Others can put your website in the wrong context so that you cannot get high rankings for the actual content of your website.

Participating in automated link exchange systems (link farms) that automatically generate links to your website can even get you banned on search engines. It is important that you focus on the right links. Do not use services that automatically build backlinks (for example through automated blog comments, automated forum accounts, or blog networks). Google penalized websites that use these links.
9  Result checking

You must check your search engine positions to verify that you have reached your SEO goals.

With IBP, you can check several search engines for all your keywords at once. IBP also allows you to track the progress of your search engine rankings over time.

**IBP checks your rankings with MS Internet Explorer**

To get the most accurate results, IBP controls MS Internet Explorer to access search engines. IBP opens real MS Internet Explorer windows outside the visible screen, and it uses real search boxes of the search engines.

This method's major advantages:

- IBP does not trick search engines by accessing scripts directly. IBP uses the official search forms and it plays by the rules.
- IBP gets 100% accurate results because it gets exactly the same results as a human web surfer.
- Search engines cannot distinguish IBP from a human web surfer so they don't return special pages.
9.1 Quick overview

The different areas of the Ranking Manager window:

1. Click *Edit Settings*... to specify the URLs and keywords for which you want to perform the ranking check.
2. Click *Start Ranking Check* to start the ranking check.
3. View the results. You can sort the list by clicking on the column headers.
4. Create a report by clicking the *Report* image.
5. Edit the results by clicking the *Editor* image.
9.2 How to check your rankings with IBP's ranking checker

Click the Rankings image in IBP's main window to start the Ranking Manager.

If you use the Ranking Manager for the first time, click the Edit Settings button in the toolbar to specify your settings for the ranking check:

1. Enter your URLs

Click URLs on the left side of the window to open the URLs panel. Enter the URL of your domain in the upper edit field.

If you want to compare your rankings with the rankings of your competitors, enter the URLs of your competitors in the lower edit field:

You don't have to enter the URL of every page of your site. Simply enter the domain name 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 the URL in the URL list panel.
IBP will then find the following pages:

http://www.Axandra.com
http://www.Axandra.com/example/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".

If your website URL is "http://www.your-domain.com", enter just "your-domain.com" in the URL list.
2. Enter your keywords

Click Keywords on the left side of the window to open the keywords section:

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.

We recommend to make as few search engine queries at possible. If you haven’t optimized your web pages for hundreds of search terms, you shouldn’t check the rankings for hundreds of search terms.

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.
3. Select the search engines

Click *Search Engines* on the left side of the window to open the search engines section:

Select the search engines on which you want to check the ranking of your website by ticking the box next to the search engine name. The buttons at the right side of the window help you to quickly select a set of search engines.
4. Specify the search depth

Click *Search Depth* on the left side of the window to open the search depth section:

![Image of the search depth section](image)

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.

Click the *Edit Human Emulation* button in the *Summary* section to specify how IBP should control MS Internet Explorer to access the search engines.

Click the *OK* button after entering all of your settings.
How to start the ranking check

Click the *Start ranking check* button in the Ranking Manager to start the ranking check.

IBP will 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 *Maximum number of concurrent connections* popup menu in the lower right corner of the window 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.
The URL column can return several messages during the ranking check:

- **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 entered URLs 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 *Check for updates* in IBP's administration panel to update the search engine descriptions.
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.
9.3 How to create a ranking report

How to create a ranking report

If you have performed at least one ranking check, you can click the Report image in IBP's ranking manager to create a ranking report:
1. Specify the report contents

Click the *Edit Report Contents*... button to open the *Ranking Report Settings* window:

![Image of Ranking Manager: Report window]

Click the question mark icon to get additional information about each item. Click the *OK* button to confirm your selection.
To edit the report settings that apply to all projects, click the *Edit Ranking Report Settings For All Projects* button:
2. Select the report date

Use the two menus at the right side of the window to select the date for which you want to create a ranking report. Only dates on which you performed a ranking check are available in the menus.

If you want to compare the rankings of one date with another, tick the Compare with the ranking of this day checkbox and select the corresponding comparison date.

3. Customize and save the report

If you use IBP Business, you can click the Report button to customize the report with your own images, fonts, colors and texts. That button also enables you to view and save the reports as a PDF, plain text, web page (.htm) and Word document.
9.4 What does "no listing or not tested today yet" mean?

The text "no listing or not tested today yet" appears in the URL column in the Today section of the Ranking Manager:

![Ranking Manager Example](image)

The text can mean the following:

1. **You haven't performed a ranking check today**

   The Today panel only lists the ranking results of today. If you haven't used the Ranking Manager today, then there are no entries in the list.

   To run a new ranking check, click the Start Ranking Check button. If you want to run a report for a previous date, just click the Report image.

2. **IBP could not find listings**

   If no web pages from the entered websites could be found for the entered keywords in the entered search depth on the selected search engines, IBP will also display "no listing or not tested today yet". That means that the entered websites currently don't have rankings for the chosen keywords.
Troubleshooting:

If you are sure that your website is listed for the entered keywords, IBP might not be able to connect to the Internet. IBP uses two different methods to connect to the Internet.

Possible solutions can be found at "http://www.Axandra.com/icp"
9.5 How to edit the ranking report data

IBP offers you a powerful ranking editor that allows you to work with your ranking data. It also allows you to export your cumulated ranking data so that you can work with it in external applications such as MS Excel.

Click the Editor image in IBP's Ranking Manager to open the ranking editor:

The ranking editor shows the result from all dates on which you performed a ranking check in the current project.

1. Select a period

The date selectors on the right side of the window allow you to quickly specify a date range from which the rankings should be displayed in the left side of the window. You can either use the From and To menus to select a start date and an end date or you can use the Select Period... button to select a period.
2. Sort the list

Click the Group by button at the right side of the window to group the results by URL, keyword, search engine, etc.

To sort the list within a group, click on the column headers. For example, click on the Keyword column header to sort the list by keyword. Click on the URL column header to sort the list by URL, etc.

3. Edit your rankings

If you want, you can edit your rankings. This can be necessary if an URL has changed and if you create reports for clients.

Select an entry in the list by clicking on it. Then you can change the selected entry by entering new information in the edit fields at the bottom of the window.

The changes you make here will be reflected in the ranking reports that IBP creates.
How to export your ranking data

By exporting your IBP ranking data you can use that information in external applications such as MS Excel, databases or online applications.

Click the *Export...* button in the toolbar to open the export window:

![Export window](image)

Tick the checkboxes of the database fields that you want to export. In general, you should tick all boxes. You can change the export order by selecting a field name in the list (for example *Position*) and clicking the arrow up/arrow down buttons.
Click the **Next** button to proceed to the next step:

IBP allows you to export the complete ranking information from all ranking checks that you performed in this project. You can also select a time period that should be exported.
Make your choice and click the Next button to proceed to the next step:

If you want to view the ranking data in MS Excel, choose *Microsoft Excel 2002/XP* as the export format. If you want to import the data in other applications (databases, online applications, etc.) then choose one of the other options.

Click the Next button to create the exported file.
9.6  **Tips and tricks**

IBP is a search engine friendly website promotion tool that tries to cause as little traffic as possible on search engines.

**Do not check your search engine rankings too often**

Be friendly to search engines and perform as few searches as possible. If you don't have the time to optimize your website 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.

Search engines do not change the result pages very often. It is usually enough to check your rankings once per week or once per month.

**What can you do if you don't get results for some keywords?**

Google (and some other search engines) temporarily return no results if they are queried too often in a short time period from the same computer. It doesn't matter if the query has been performed with IBP, manually or with any other tool. It's the frequency of the queries that causes the block.

You can avoid this problem by entering higher delays in the "Human emulation" panel in the "General settings" window in IBP. You can also bypass the block by entering a proxy server in your MS Internet Explorer options.

IBP allows you to automatically delete search engine cookies so that search engines cannot identify you by the cookie. You can also split big ranking check projects into smaller projects with fewer keywords.

**What can you do if you don't get results for all keywords?**

If you cannot get results for any keywords then it's likely that IBP cannot connect to the Internet on your computer. Possible solutions can be found here: [http://www.Axandra.com/icp](http://www.Axandra.com/icp)
10 Spy on your competitors

Analyzing the SEO campaigns of your competitors can help you to get new ideas for your own search engine optimization campaigns.

The Competitor Spy tool in IBP helps you to get information about the Google rankings, Google AdWords ads and backlinks of your competitors. Click the Competitor Spy image in the main window of IBP:

Then enter the domain name of a competitor and click the "Get info" button:
The Google AdWords ads and the keywords of your competitors can give you ideas for your own SEO campaigns.
11 Additional IBP tools

IBP offers additional HTML tools that help you to improve your web pages so that they get better position in the search engine result pages.

Click the Tools image in IBP’s main window to see all additional tools:

Additional SEO Tools:
- Static Web Page Editor...
- Search Engine Spider Simulator...
- Broken Link Checker...
- Manual Web Search...
- HTML Validator...
- Keyword Density Analyzer...
- ROI Calculators...
- Search Engine Optimization Tips...

Further information about these tools can be found here:

- Static Web Page Editor
- HTML Validator
- Search Engine Spider Simulator
- Keyword Density Analyzer
- Broken Link checker (connects you to the official W3C link checker)
- ROI Calculators
11.1 **IBP's Keyword Density Analyzer**

If you have optimized your web pages with IBP's Top 10 Optimizer then it's usually not necessary to use the Keyword Density Analyzer. You can proceed directly to the Static Web Page Editor. 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

\[<\text{title}>\text{This is just an example for a web page title}</\text{title}>\]

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.

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.

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.

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.

- 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 <b>...</b> 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, backlink URLs, Outbound Link URLs: these are the link URLs in the <a> tags
- All anchor texts, Inbound anchor texts, Outbound anchor texts: these are the anchor texts between the <a>...</a> tags
- IMG ALT Attributes: this is the text in the <img alt> 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, <img alt> 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.

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.

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.
11.2 How to calculate the ROI (return-on-investment) of an ad

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 website 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 website 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).
11.3 Check the links on your website

It is important that your website does not contain broken links. Broken links look unprofessional and they can even cause problems with search engine spiders.

You can access the official W3C (World Wide Web Consortium) link checker within IBP by selecting it in the Tools menu in IBP's main window:

![Image of the link checker in IBP](image.png)

The documentation of the link checker is available here:

http://validator.w3.org/docs/checklink.html

As the link checker is a third party tool, we cannot offer customer support for that tool.
12 Working with projects

A project in IBP reflects one website you want to promote one search engine. If you have only one website, then you need only one IBP project.

A project contains the URL of the website you want to promote as well as the description, the contact information, the keywords, etc.

- IBP Standard allows you to manage 5 projects. That means that you can work with up to 5 independent websites at a time.

- IBP Business allows you to manage an unlimited number of projects.
12.1 The Current Project panel

The Current Project panel in IBP's main window shows an overview of the currently selected project:

The toolbar allows you to quickly manage your projects.

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.
12.2 The Edit Project window

A project in IBP reflects one website you want to promote. A project contains the URL of the website 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 website, 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.
12.3 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 General Settings button in the Administration panel in IBP’ main window. The report settings are for all projects:

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.
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**
- **TIME**
- **LONGTIME**
- **PROJECT**
- **YEAR, MONTH, MONTHNAME, DAY, HOUR, MINUTE, SECOND**

The **LONGDATE** variable will be replaced with a date like this "23 June 2008" The **DATE** variable will use a shorter format like "2008-06-23". The **PAGENR** variable will be replaced by the page number and the **PAGECOUNT** variable by the total number of pages in the report. The **PROJECT** variable inserts the project name and the other variables are pretty self-explanatory.
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:
12.4 How to schedule tasks

Constantly checking the search engine rankings of your website takes much time and patience. Fortunately, IBP's Scheduler allows you to automate tasks such as checking your rankings, submitting to the search engines and creating an optimization report.

You can make the Scheduler run these tasks after hours, rather than tying up your computer during valuable time in the work day.

Click on Scheduler in the toolbar in the Current Project panel IBP's main window. To create a new task, click the Add Task button at the top of the Scheduler window:

Follow the instructions in the Scheduler window to set up a new task. First, select which task you want to perform:
In this example, we want to create an optimization report. Tick the radio button next to **Top 10 Optimization Report**. Click the **Next** button to proceed.

Select the file format in which IBP should save the report in this window. If you want, you can check all four options. We recommend the PDF format. Click the **Next** button to proceed.
IBP's scheduler can automatically send a PDF report to you or your clients.

Tick the *Send PDF report by email* checkbox if you want to send the report by email when IBP has finished the task. Enter the name and the email address of the recipient in this step. Use a descriptive subject and add a short message text so that the recipient knows why he has received the email message.

Select the sender address (i.e. your own email address) in the email account list at the bottom of the window. If there aren't any accounts in the list, click the *Edit Email Accounts* button to create a new account. IBP can only send PDF reports by email.

Click the *Next* button to proceed.

Select the time on which IBP should perform the task in the next steps. 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.

**Possible error messages**

The main window of the scheduler shows the current status of your tasks. A green circle means that everything is okay, a white circle means that the task has been disabled and a red circle means that there is a problem with the task.

If you get the error message "Email missing" *in the scheduler*, then open the task and assign an email message to the task.
13 Tips for web agencies and SEO services

IBP is the perfect tool for search engine optimization agencies and other people who promote websites for clients.
13.1 Manage your clients with IBP

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.

Read the chapter "Working with projects" for further information on how to manage your clients' websites in IBP projects.
13.2 Create custom 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.

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 websites for clients, IBP is the perfect tool for you.

Details about custom reports can be found in chapter "How to customize the reports".

IBP’s reports are fully customizable. Your clients won’t even suspect that IBP did most of the work for you.
13.3 Remove all references to IBP from the reports

If you customize the reports in IBP then the ranking reports and the submission reports won’t have any reference to IBP. Your customers won’t find out that you used IBP to create the reports.

The Top 10 Optimizer report contains references to several IBP tools in the report text (the tools that can help you to fix the problem mentioned in the report chapter).

The current IBP version automatically removes all references to IBP if you use IBP Business.
How to convert visitors into buyers

It's not enough to get many website visitors. If your website visitors don't buy something on your website, then your website promotion efforts will be in vain.

Why do visitors sometimes not convert into sales? Follow the tips in this chapter to increase the number of visitors that will become buyers on your website.
14.1 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 website 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 website on a fast server, you can do the following to improve the loading time of your web pages:

1. 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.

2. 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.

3. 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.
4. Use CSS or divide your tables

Web pages that use a single large layout table take a long time to render in web browsers. If you don’t use CSS (cascading style sheets) to design your web page, break up huge tables into several smaller ones.

5. 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.

6. 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.

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.
14.2 Create trust

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

1. 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 website 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.

2. Tell your website 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 website 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.

3. 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.

4. Use testimonials

It's 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 Internet, you cannot speak face to face with your customer so you have to establish credibility in other ways.
14.3 Use the right words to increase your sales

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 website 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.

1. 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.

2. 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.
3. 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.

4. 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". If you haven't done it yet, now is the perfect time to buy IBP. ;-)
14.4 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 website 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.
15.1 Google's sandbox effect

Many website owners wonder why their websites rank well in Yahoo and Bing but not in Google. Why is this so and what can you do about that?

It takes some time until Google lists new websites. After you have received a 100% rating from IBP's Top 10 Optimizer, Google needs some time to list your optimized web page.

Google's sandbox and your website

In general, brand-new websites 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 website, 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 website, sometimes not even for the company name.

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

Why does Google delay the inclusion of brand-new websites?

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

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

By delaying the ranking of new websites, 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 website instead of building useless mini sites.

What does this mean to you?

If you have a new website, expect that your website will be listed within six to eight months in Google. Add content to your website, get good backlinks 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 website to make Google aware of your website. The six to eight months delay starts with Google's first contact with your website. The sooner Google knows your website, the sooner you'll be listed.

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

**The sandbox effect is also applied to changed pages**

Google's sandbox effect can also affect older web pages when they change the content of the pages. Details can be found in a Google patent application that is explained on "http://www.free-seo-news.com/newsletter154.htm#facts".

Although this patent is very old, the concept was confirmed recently by Google later:  

http://www.free-seo-news.com/newsletter531.htm#facts
15.2 How to create a backup

To create a backup, select *Backup & Restore* in the *Administration* menu 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 or to an external hard 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.
16 Contact information

If you have difficulty with a special feature in IBP, visit our support desk at:

http://www.Axandra.com/fast-help

99% of all questions can be answered within a few minutes by browsing the knowledge base on that page.

The support desk also contains a contact form that allows you to send us an email message if you cannot find the answer in the support pages.

Axandra GmbH
Nordring 21
D-56424 Staudt
Germany

WWW: http://www.Axandra.com
E-Mail: support@Axandra.com

Registered at Amtsgericht Montabaur, 6 HRB 6339
Executive directors: Andre Vogt, Johannes Selbach
17 System requirements

The system requirements for IBP are:

- Pentium® or compatible processor with at least 100 MHz (500 MHz or more recommended)
- Windows® XP/Vista/Windows 7
- 256 MB free RAM, the more the better
- Internet connection
- The latest version of MS Internet Explorer® (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. For example, IBP runs without problems on a Mac if you use Parallels, BootCamp or VMware Fusion with Windows.

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.
18 Version history

We continually update IBP to make sure that you can keep ahead of your competition. This version history only shows the main application changes.

To get a list of recent algorithm updates, click the Get Search Technology Updates button in the administration panel in IBP.
18.1 IBP version 12

This list shows only the main program updates. We update IBP much more often.

We continually update the search engine descriptions in IBP so that IBP always works with the latest search engine algorithms. To get a list of recent updates, click the Get Search Technology Updates button in the administration panel in IBP.

IBP 12.0 (26 July 2012)

General:

- The new version is fully compatible with your IBP 11 projects.
- Updated and improved the user interface.
- New system requirements: the minimum Windows version is Windows 2000 or Windows XP. Windows 98 and Windows Me are not supported anymore. Of course, IBP also runs on Windows Vista, 7 and 8.

New tool:

- New tool: the "Competitor Spy" shows you the backlinks, the Google rankings and the Google AdWords ads of your competitors (or any website you enter).

Main window:

- Main window: the "Checklist" is now called "Step by step instructions". These instructions have been completely overhauled.
- Main window: The Help panel and the manual have been completely revised.

Link Manager:

- Link Manager: The default order of the columns has been changed.
- Link Manager: The preview browser now always enables JavaScript.
- Link Manager: The user agent names for the "Check links" feature have been updated.
- Link Manager: 332 additional top level domains are now recognized.
Top 10 Optimizer:

- Top 10 Optimizer: Creating the report is now much much faster, although the data has become more accurate. An example report that used to take 6:30 minutes now takes only 0:55 minutes.
- Top 10 Optimizer: The report now analyzes more backlink anchor texts than before.
- Top 10 Optimizer: The report now lists the 20 most popular anchor texts used in linking to your website.
- Top 10 Optimizer: You don't have to specify "link popularity search engines" anymore. The link popularity is now always provided by Alexa.com and SEOprofiler.com. This is much more accurate because search engines such as Google or Bing don't give reliable link popularity numbers anymore.
- Top 10 Optimizer: The ages of web site domains can now almost always be determined. The data is now provided by Alexa.com and SEOprofiler.com and does not rely on estimations by Archive.org anymore.
- Top 10 Optimizer: The character set of web pages can now be determined in much more cases. In other words, there are less problems with umlauts now.
- Top 10 Optimizer: The link popularity count can now be determined in much more cases.
- Top 10 Optimizer: Some terms have been changed to industry-standard terms, for example "link text" is now called "anchor text", "inbound links" are now called "backlinks".
- Top 10 Optimizer: The report advice has been updated, for example, outdated chapters have been removed (keyword use in HTML comments, keyword use in meta keywords tag).
- Top 10 Optimizer: To get meaningful results, you must now enter at least three top 10 ranked competitors.
- Top 10 Optimizer: In the Top 10 Optimizer window, there's now a convenient "Settings" button in the top blue bar.
- Top 10 Optimizer, fixed: The peak link popularity value of the top 10 competitors could be calculated wrong under certain circumstances.
- Top 10 Optimizer, fixed: When opening the Scheduler, you could only start a Ranking Checker task.

Submission Manager:

- Submission Manager: The submission categories have been updated, for example "CD Manufacturing" has been removed and "Mobile App" has been added.
- Semi-Automatic Submitter: The Semi-Automatic Submitter now features more than 500 submission sites to help you get more quality backlinks! The sites are chosen by quality. You can submit your website or any other content (articles, ebook, infographic, job offer, etc.) to the following 22 categories:
1. affiliate program directories
2. articles sites
3. award sites
4. blog directories
5. content sites
6. Internet directories
7. download sites
8. ebook directories
9. free resources sites
10. infographic sites
11. job offer sites
12. podcast directories
13. press release sites
14. question & answer sites
15. shopping sites
16. slide directories
17. social media sites
18. social news sites
19. tutorial sites
20. video sites
21. white paper sites
22. yellow page directories

Keyword Manager:

- Keyword Manager: For every keyword, you will now get the number of global searches, the number of local searches and the number of local search results.
- Keyword Manager: Now you can get keyword suggestions from 25 countries, including USA, United Kingdom, Germany, Argentina, Australia, Austria, Brazil, Canada, Denmark, Finland, France, India, Ireland, Italy, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, South Africa, Spain, Sweden, Switzerland, Turkey.
- Keyword Manager: Getting keyword suggestions is now much faster.
- Keyword Manager: The Trends icon now opens the Google Trends web page for the currently selected country.
- Keyword Manager: The left side of the Keyword Manager window, where you'll the keyword suggestions, is now wider than before so that the keywords are not truncated anymore.
- Keyword Manager: There are no prompts anymore that ask you for the default search engine.
- Keyword Manager, fixed: When adding keywords to the keyword editor, double lines were inserted.

Ranking Manager:
• Several performance improvements.
• Ranking Manager, fixed: In some situations you could not choose the option "Show only changes".

Smaller tools:

• Tools: The "Website Optimization Editor" is now called "Static Web Page Editor" to make it more clear that it only works with static HTML pages.
• Tools: Obsolete tools have been removed.
• Search Engine Spider Simulator: The user agent names have been updated.

Reports:

• Reports: The default colors and styles have been changed.

Miscellaneous:

• Many smaller improvements, bug fixes and performance optimizations.
18.2 Previous versions

IBP 11.9.1 (16 November 2011)
- Updated the backlink check algorithms to get more detailed backlink data.

IBP 11.9 (9 June 2011)
- The ranking checker is now much faster with search engines that use JavaScript on the result pages.

IBP 11.8.3 (19 May 2011)
- Improved handling of local searches.

IBP 11.8.2 (16 May 2011)
- Improved the ranking checker performance for some computer configurations.

IBP 11.8.1 (13 May 2011)
- Some people could not finish Top 10 Optimizer reports in version 11.8. This has been fixed with IBP 11.8.1.

IBP 11.8 (12 May 2011)
- The ranking checker is now faster when a search engine requires JavaScript (you might have to adjust the settings in the human emulation settings in IBP).
- Further improvements for Google's JavaScript result pages.
- Minor bugs have been fixed.

IBP 11.7.9 (28 March 2011)
- Adjusted the ranking checker for another change in Google Instant.
- Minor bugs have been fixed.

IBP 11.7.8 (10 December 2010)
• Fixed problems with mentions on social networks.

**IBP 11.7.7 (1 October 2010)**

• Improved: an additional fix for getting the link popularity numbers from Google through the new Google Instant interface.

**IBP 11.7.6 (15 September 2010)**

• Fixed: The Top 10 Optimizer could not retrieve the link popularity number for some sites.
• Important: To correct the link popularity number in your Top 10 Optimizer report, select the menu command "Re-Analyze Your Page & Top 10 Pages" from the "Create Report" button menu in the Top 10 Optimizer window. You only have to do this once.

**IBP 11.7.5 (26 July 2010)**

• Keyword Manager: fixed getting the number of search results and calculating the KEI.
• Ranking Manager: fixed sorting the "Change" column in the Today panel.
• Changed MSNBot to BingBot.
• Dutch translation completed.

**IBP 11.7.4 (11 May 2010)**

• Fixed getting the link popularity numbers in the Top 10 Optimizer.
• Fixed a problem with the ranking export and MS Excel.
• Improved the Dutch translation.

**IBP 11.7.3 (7 May 2010)**

• The new version ensures compatibility with the new Google interface.

**IBP 11.7.2 (10 March 2010)**
• Updated the top 10 optimizer to reflect the latest search engine changes.
• Minor bug fixes and improvements.

IBP 11.7.1 (24 February 2010)

• Fixed a display bug in the keyword manager.
• Minor bug fixes and improvements.

IBP 11.7 (8 January 2010)

• IBP now supports the Google search-based keyword tool instead of the older Google AdWords tool: http://www.google.com/sktool/
• The biggest advantages to you is that Google's SKTool is much faster and much more reliable.
• Improved and extended the Dutch translation thanks to Ed Bohnen.
• Fixed several minor bugs.

IBP 11.6.5 (14 December 2009)

• Fixed some incompatibilities with the Google AdWords keyword tool. IBP now uses new new Google AdWords keyword tool.
• Fixed a timeout problem that could occur with the Google AdWords keyword tool.
• Minor bug fixes and improvements.

IBP 11.6.2 (28 September 2009)

• Improved stability on systems that could cause problems under some circumstances.
• Minor bug fixes and improvements.

IBP 11.6.1 (14 September 2009)

• Finished Spanish translation. Thank you, Victor Perez Acosta!
• Fixed several minor bugs and improved stability.

IBP 11.6 (8 September 2009)
• New, Keyword Manager: The "Get keywords from competitors" feature now supports https websites.
• Improved project management: The Edit Project window now lets you specify really all project settings.
• Improved project management: Some ranking report settings need not be specified in every project individually anymore. They can now be found in the General Settings window.
• Improved project management: In the IBP Business Edition, all references to IBP in the reports are now removed automatically. You don't have to check a checkbox for every project anymore.
• Improved the stability of remote-controlling Internet Explorer. If you're still getting crashes, make sure you use Internet Explorer 8 and remove any unnecessary add-ons and toolbars.
• Improved, Keyword Density Analyzer: The PDF report does not break the pages after every section anymore so you will save a lot of pages.
• Improved: The backup file is now smaller in many cases.
• Improved the visibility of the help texts in the General Settings window.
• Fixed, Keyword Manager: Under certain circumstances, the Export Keywords window would not take over your keywords.
• Fixed, Link Manager: The "Add Site Filters" were not displayed.
• Several improvements and bug fixes in the Keyword Manager, Top 10 Optimizer, Link Manager, Ranking Manager, Submission Manager, and PPC Manager.

IBP 11.5 (30 July 2009)

• New, Keyword Manager: You can now get keywords from the Google AdWords keyword tool - automatically, without entering a captcha. This feature is available for many languages.
• New, Link Manager: The Link Manager now displays the Google PageRank for the web page in the preview browser.
• Improved, Ranking Manager and Submission Manager: If you select the option "Delete Cookies" in the General Settings window, then session cookies will now be deleted, too.
• Improved, Link Manager: When searching for existing back links to your site, the Link Manager does not ignore search engine links anymore (e.g. groups.yahoo.com), and it now reports multiple pages from the same domain.
• Improved, Link Manager: When checking the link partners' web pages if they still link back to your site, the found links will now be prioritized so that the back links to your site will be found faster.
• Fixed, Keyword Manager: IBP could crash when you opened the Export window under certain circumstances.
• Fixed, Link Manager: Fixed some problems when checking for back links.
• Fixed, Submission Manager: You could not submit to some search engines because JavaScript was disabled.
• Fixed, reports: The font name for section headlines was not saved.
• Added many small improvements and fixed minor problems in the Keyword Manager, Link Manager, Ranking Manager, Submission Manager, and when sending a test email message.

**IBP 11.0.2 (11 June 2009)**

• Improved, Keyword Manager: Improved the speed of updating large keyword lists.
• Improved, Keyword Manager: When updating a keyword list, the progress percentage is now displayed in the window title so that you can see it in the Windows taskbar.
• Fixed, Keyword Manager: Keywords could get lost if you switched to another keyword list while being in the keyword editor.

**IBP Version 11.0.1 (9 June 2009):**

• New, Keyword Manager: There are now the menu commands "Clear Numbers For Selected Keywords" and "Clear Numbers For All Keywords" in the Table menu to empty the keyword cache.
• Finished Spanish translation. Thank you, Victor Perez Acosta!
• Fixed some problems in the Keyword Manager and other minor problems.

**Version 11.0 (3 June 2009)**

New in the keyword manager:

• New: The Keyword Manager now exclusively supports the web service KeywordIndex.com. This gives you the estimated monthly Google searches for all of your keywords quickly and easily. KeywordIndex.com provides you with 38 million unique English keywords, and 20 million unique German keywords.
• New: KeywordIndex.com is not the only keyword provider. You can get keyword suggestions from Google, Yahoo, Live, Amazon, Ask and YouTube. The supported languages are: English, German, French, Spanish, Dutch, Italian, Dansk, Finnish, Norwegian, Polish, Portuguese, Swedish, and Turkish, including American English, British English, and Australian English.
• New: Now you have two views of your keywords. One view displays the monthly Google searches and the number of Google results in tabular form, the other view is a very sophisticated and dedicated keyword editor! This means that you can now see the keyword list in a column list, or switch to a built-in editor to quickly edit the keywords.
• New: You can now export your keyword list to your Google AdWords account. You can also export your keyword list to Microsoft Excel, to a comma-separated file for
databases or to a plain text file.

- New: There's now a link to the specific Google Trends web page for every keyword in your keyword list.
- New: You can now refine your keyword search by clicking a keyword name to find less-competitive, undiscovered keywords and key phrases.
- New: There is now an Ad Group Focus display that tells you how focused your keyword list is to a single theme. This helps you to create a more targeted keyword list in order to pay less for your Google AdWords keywords.
- New: You can now see a "history" of your last keyword searches.
- New, Keyword Editor: The new feature "Reverse Words" reverses the order of the words in key phrases, for example "vacation discount" becomes "discount vacation".
- New, Keyword Editor: The new feature "Remove Keywords That Don't Contain The Word" removes all keywords that don't contain a certain word. This helps you to create a more targeted keyword list.
- New, Keyword Editor: The new feature "Remove Duplicates" removes duplicate keywords from the keyword list.
- New, Keyword Editor: The new feature "Strip double spaces" removes double spaces within the keywords.
- New, Keyword Editor: The new feature "Trim Lines" removes spaces around the keywords.
- New, Keyword Editor: The new feature "Convert To Lowercase" converts the selected keywords to lower case.
- Improved: The "Get competitor keywords" feature is now much faster.
- Improved: The keyword cache now remembers the number of searches and number of results for multiple search engines, not only for the current search engine.
- Improved: The Expand Keywords window opens with the keywords filled in the middle list so that you can quickly add further keywords to the left or right side.
- Improved: The project keyword files are now smaller and take less space on your hard disk and in backup files.
- Fixed: Inserting Polish cities and regions did not work.

New in the top 10 optimizer:

- New: https web pages will now be analyzed.
- Improved: There's now a chart in the Top 10 Report to visualize the Top 10 Ranking Requirements Score. In addition, the score is explained better.
- Improved: The summary keyword chapters now only appear in the Top 10 Report if any keyword chapter is selected. Likewise, the Ranking Factors Digest chapter only lists the ranking factors that have been analyzed in the report.
- Improved: The search engine list now omits search engines that cannot be optimized, for example Google AdWords or Live.com Sponsored Listings.
- Improved the analysis of several search engine ranking factors.
New in the link manager:

- Improved: Searching for potential link partner now recognizes more websites and links that are not suitable.
- Improved: The "Check Links" feature now better recognizes rel="nofollow" attributes.
- Improved: The "Check Links" feature now works correctly with malformed web pages that forget to close an anchor tag in the HTML source.

New in the ranking manager:

- New: The Ranking Manager can now read rankings that search engines create dynamically using AJAX/JavaScript.
- New: The ranking report now contains short explanations for every chapter.

New in the search engine spider simulator:

- New: https web pages will now be analyzed.
- New: The report now contains a screenshot of the web page (when analyzing the project URL).

New in PDF reports:

- New: In the header and footer, you can now use 10 new variables to specify the project name, date and time.
- Improved: Improved support of non-roman languages such as Hebrew, Japanese, Russian, Arabic, Chinese, etc. in PDF reports.
- Improved: The report file name does not contain the word "IBP" anymore so that you can immediately send the PDF report to your clients.

Additional features and fixes:

- Improved: The blue bar at the top of many IBP windows is now much smaller.
- Improved: Damaged search engine description files will now be automatically repaired when clicking "Check for updates" or when restarting IBP.
- New, Submission Manager: The report now contains a screenshot of the web page when analyzing the project URL.
- New, Scheduler: The Scheduler window now shows the duration of the task’s last run so that you can plan your tasks accordingly.
- Added "Serbia" and "Montenegro" to the project’s country list.
- Added several minor improvements and bug fixes to the Top 10 Optimizer, Link
Manager, Ranking Manager, Submission Manager, Static Web Page Editor and Keyword Density Analyzer.

**Version 10.4.1 (21 January 2009)**

- Fixed, Top 10 Optimizer: The link popularity numbers for Yahoo could not be retrieved anymore.
- Improved: Added the new Google favicon.

**Version 10.4 (15 December 2008):**

- New, Top 10 Optimizer: There is now a "Peak value" column in the Global Link Popularity chapter so that you can see the maximum number of backlinks for each website.
- New, Top 10 Optimizer: There is now a "Total" column in the Social Networks chapter.
- New, Scheduler: Each task now displays a status icon so that you can quickly identify the tasks that failed the last run or that do not have an email account assigned.
- New, Scheduler: There's now a context menu for every task.
- New, Scheduler: You can now use "Check All Tasks" to activate all tasks, and "Uncheck All Tasks" to deactivate all tasks.
- Improved, Scheduler: The Scheduler window has been redesigned to make it easier to use.
- Improved, Static Web Page Editor: Now you can use this tool to edit local ASP files (Active Server Pages).
- Improved: The Keyword Density Analyzer is now much faster.
- Improved: IBP now recognizes better if the search engine description files are damaged and repairs them if needed.
- Fixed, Top 10 Optimizer: The conclusion in the Global Link Popularity chapter was not always right.
• Fixed, Top 10 Optimizer: Social network del.icio.us returned "n/a" instead of "no links".

• Fixed, Top 10 Optimizer: While checking inbound anchor texts, the report creation could abort leaving just an error message.

• Fixed, Keyword Manager and Top 10 Optimizer: The number of search results (i.e. the link popularity number) could not be determined for Google.es.

• Fixed, Keyword Density Analyzer: Key phrases were not recognized in URLs that use hyphens or underscores.

• Fixed: IBP does not crash anymore if you try to print without having selected a default printer.

• Includes several additional minor improvements and bug fixes in various tools.

**IBP 10.3 (23 September 2008)**

• New, Ranking Manager: IBP can now stop checking the ranking results for any keyword as soon as one of your URLs has been found for that keyword. This means that no unnecessary search result pages are retrieved. Checking search results is faster now and search engine servers will be accessed less often.

• New, Ranking Manager: You can now choose not to show competitor websites in the ranking report. This is especially useful if you choose the option "Show only top result" in the ranking reports.

• Improved, Top 10 Optimizer: Refined the Top 10 Ranking Requirements Score (tm) according to the latest search engine trends.

• Improved, Top 10 Optimizer: Excessive web page content is now abbreviated in the report. That means that the report has less pages and can be created much faster.

• Improved, Keyword Manager: Search numbers are now also displayed for Google AdWords keywords, such as [cars], "cars", -cars or cars ** 0.50.

• Fixed, Keyword Manager: When using Wordtracker's keyword suggestion tool, some search terms that contained numbers were not extracted correctly.

• Fixed, IBP's link manager: File names for thumbnails could contain characters that were not usable with certain servers.
• Several additional minor improvements, performance improvements and fixes in the Keyword Manager, Top 10 Optimizer, Link Manager, Submission Manager and Ranking Manager.

IBP 10.2 (15 July 2008)

• New, IBP’s link manager Link Manager: You can now find theme-related blogs that could link to your site.

• New, IBP’s link manager Link Manager: There is now a Link Management Report panel. In addition, you can now easily change the Link Management Report settings.

• New, IBP’s link manager Link Manager: You can now edit and save email templates that are written in HTML. This allows you to quickly send HTML email messages.

• New, IBP’s link manager Link Manager: You can now export the thumbnail filename.

• New, Submission Manager: You can now update the PR values of the directories you added yourself (switch to "Manual Submission" and select "Update PR column" from the "List" menu in the toolbar).

• New, Static Web Page Editor: The Static Web Page Editor now supports the new Meta Robots directives "noimageindex" and "notranslate" which are recognized by Google, Yahoo and Microsoft Live. In addition, the editor now knows that "nosnippet" is recognized by Yahoo and Live as well.

• Improved, IBP's link manager Link Manager: The Link Management Report now shows the links added in the last 30 days instead of "this month".

• Improved, Keyword Manager: The Keyword Suggestion Tools window has been completely revamped to make it more powerful and easier to use.

• Improved, Keyword Manager: In the Keyword Suggestion Tools window you can now extract the Google search volume numbers from the Google AdWords tool.

• Improved, Keyword Manager: In the Keyword Suggestion Tools window you can now extract the keywords from the Google AdWords tool without selecting the keywords first.

• Improved, Top 10 Optimizer: Keywords with hyphen ("well-known author") are
now found in texts that contain the keyword without hyphen ("well known author").

- Improved, Top 10 Optimizer: If the web page language is not English, then a low readability score will not be taken into account when calculating the Top 10 Ranking Requirements Score.

- Improved: Several user interface improvements.

- Fixed, Ranking Manager: The option "Show only the top result" did not work correctly in some cases.

- Fixed, Ranking Manager: You could not cancel creating the ranking report.

- Fixed, Ranking Manager: When exporting ranking data, the ranking result page was always "0" if the ranking position was "1".

- Fixed: General settings were not loaded when restoring from a backup file. In addition, IBP could crash when restoring from a backup file when the Scheduler was activated.

- Removed, IBP's link manager Link Manager: The "Import from Zeus directory" feature has been removed because it was obsolete. If you really need this feature, you can use IBP version 10.1.2.

- Additional improvements and bug fixes in the Keyword Manager, Top 10 Optimizer, IBP's link manager Link Manager, Ranking Manager, Tools window, Backup & Restore, General Settings window, and when using large fonts.

**IBP 10.1.2 (23 April 2008)**

- Fixed a problem that could lead to a crash in the Top 10 Optimizer.

**IBP 10.1.1 (10 April 2008)**

- Improved, Ranking Manager: The ranking report now distinguishes better between own URLs and competitor URLs in the report overview section.

- Several improvements and bug fixes in the Top 10 Optimizer, Submission Manager and in the Ranking Manager.
IBP 10.1 (7 April 2008)

- New, Keyword Manager: You can now edit the keyword name, the number of searches and the number of results directly in the keyword list.

- New, Top 10 Optimizer: While the Top 10 Optimization report is being created, you can now continue working with other parts of IBP.

- New, Top 10 Optimizer: There is now a menu that lets you jump directly to a chapter.

- New, Top 10 Optimizer: You can now pause creating the Top 10 Optimization report.

- New, Scheduler: You can now specify if all ranking results should be exported or only the ranking results since the last scheduling.

- New, Scheduler: If you create a ranking comparison report, the scheduler will automatically set the comparison date to the date of the last scheduling.

- New, Scheduler: When adding a new scheduled task, you can now quickly use the file name of another scheduled task.

- New, Scheduler: When sending PDF reports to your clients, you can now get a copy of the email messages (optional).

- New, Scheduler: You can now open the General Settings window from the Scheduler window.

- New, Submission Manager: There is now an "Add" button in the toolbar of the semi-automatic submission tool so that you can quickly add your own directories. The own directories are now listed first.

- New: IBP now warns you if the memory of your computer becomes too fragmented to avoid crashes.

- Improved: Loading and saving keyword lists is now much faster. In addition, keywords now use less memory than before, and the keyword files now use 10% less space on your hard disk.

- Improved, Keyword Manager: IBP now recognizes 4,730 new stop words which greatly improves the "Get keywords from competitors" feature.

- In addition to English, German, Spanish and French stop words, IBP now
recognizes stop words in Catalan, Czech, Danish, Dutch, Finnish, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, and Turkish. In total, IBP now recognizes nearly 7,000 stop words in 16 languages.

- Improved, Ranking Manager: You can now create reports for dates on which there are no rankings (for example, to show your clients that their website does not have any rankings at the start of the contract).

- Improved: Writing reports is now much faster.

- Several improvements and bug fixes in the Keyword Manager, Top 10 Optimizer, Link Manager, Ranking Manager, Submission Manager, Static Web Page Editor, scheduler, window "Supported Search Engines", window "More Tools", when restoring backup files and when updating from IBP 9.

**IBP 10.0.3 (28 February 2008)**

- New, Ranking Manager: You can now select which parts of the report overview should be displayed in the ranking report. This also allows you to remove all pictures from the report.

- New, Ranking Manager: You can now specify the ranking report settings for all projects at once.

- Improved, Scheduler: Scheduled tasks now run much faster.

- Improvements and bug fixes in the Keyword Manager, Top 10 Optimizer, Link Manager, Submission Manager and in the scheduler.

**IBP 10.0.2 (23 February 2008)**

- New: Complete Spanish translation by Victor Perez Acosta. Muchas gracias!

- Improved, IBP's link manager Link Manager: Searching for the contact email address is now much faster for the majority of websites.

- Improved, Top 10 Optimizer: The ratings in the chapters "Global link popularity" and "anchor texts of backlinks" are now easier to understand. You can now verify every single failed essential ranking factor.

- Changed: Reports will now be printed by the default PDF viewer (usually Adobe Reader). This allows you to get the exact same print layout as the PDF report.
• Fixed some problems in the main window, Keyword Manager, Top 10 Optimizer, Link Manager, Ranking Manager, and Submission Manager.

**IBP 10.0.1 (19 February 2008)**

• Improved, Top 10: It is now easier to remove any references to IBP from the Top 10 Optimization report.

• Many small improvements and bug fixes in the main window, project management, Keyword Manager, Link Manager, Ranking Manager, Submission Manager, Keyword Density Analyzer and Scheduler.

**IBP 10.0 (13 February 2008)**

**Main window**

• The IBP user interface has been completely re-designed. It now features friendly pictures and lets you execute many tasks much faster.

The new interface is much easier to use for beginners to search engine optimization. Search engine professionals can use the IBP tools faster without clicking several "Next" buttons in assistants.

Individual tools have been centralized to single windows, for example you can now find all five submission tools in a single Submission Manager window.

The upper part of the main window is clearly arranged in the six sections that are important to your search engine optimization success: Keywords, Optimization, Links, Submission, Ranking and Tools.

The lower part of the main window lets you manage your projects, shows the latest search engine ranking news and an extensive online help.

• The "Check for updates" feature is now integrated into the main window. In addition, the search engine descriptions are now being updated when the splash screen is showing. If a new IBP version is detected, you will be prompted to download the new IBP version. These changes make it much easier for you to keep IBP up-to-date.

• You can now read the latest search engine ranking news in the main window to stay up-to-date in the search engine optimization industry.
• There is now a single help documentation for both IBP and IBP's link manager. You can read it directly from the main window, or you can download a PDF file that can be printed.

• IBP is now better suited for higher screen resolutions. It now requires a screen resolution of 1024x768 at minimum.

**Keyword Manager**

• New: The "Get suggestions from keyword search engines" tool has been completely re-designed.

For most keyword suggestion search engines, you don't have to click "Extract Keywords" anymore because the keywords are now read automatically from the search engines. This allows you to collect keywords much faster.

The tool is more intelligent now, for example it automatically removes the "total searches" row and when a search engine form has been loaded, it will find and focus the keyword edit field automatically so that you can immediately type in your keyword.

• New: In the Keyword Manager main window, you can now directly add a new keyword (instead of using a dialog window).

• New: There is now a new column called "searches %" which tells you the relative importance of the keywords (in relation to the other keywords in your list).

• New: You can now specify which columns should be displayed and which not, and you can restore the original column layout.

• New: In addition to the existing countries, you can now combine your keywords with the cities and states of Belgium, Brazil, China, Denmark, India, Ireland, Japan, Mexico, Norway, Poland, Portugal, Russia, South Africa, Sweden and Turkey. IBP now provides you with the cities and states of 27 countries.

• Improved: You can now take over the number of keyword searches from the "Get suggestions from keyword search engines" tool. This allows you to get more exact numbers from non-English search engines and to use the numbers of any search engine you want.

• Improved: The last used search engine in the "Get suggestions from keyword search engines" tool is now remembered.

• Improved: The "Get Keywords From Competitors" feature is now much faster.
• Improved: The keyword list boxes in the "Generate Keyword Combinations" window now become wider if you increase the window size. In addition, you can now maximize the window.

• Changed: The "Get Wordtracker Keywords" feature has been removed because the "Get suggestions from keyword search engines" tool now features the "Free Wordtracker" site which returns 100 keywords from the Wordtracker database instead of only 15. In addition, the Wordtracker API sometimes returned outdated data, whereas the "Free Wordtracker" site returns current data.

• Fixed: The Export feature did not export the KEI column correctly if the KEI was not calculable.

• Fixed: The number of searches column in the "Get suggestions from keyword search engines" tool now sorts numerically instead of alphabetically.

Top 10 Optimizer

• New: The new Top 10 Optimizer now includes both the Top 10 Web Page Optimizer and the Top 10 backlink Optimizer. It now creates a single report that tells you how to get a top 10 search engine ranking.

• New: The new Top 10 Optimizer now analyzes 50% more search engine ranking factors that determine the order of the search results. It is the most comprehensive report available on the market!

• The Top 10 Optimization report has been completely overhauled and extended:
  • In the Report Overview chapter, there are now miniature pictures of the analyzed web pages.
  • In the Report Overview chapter, every analyzed web page is presented with its title and description.
  • In the Report Overview chapter, you can now see how many ranking factors you passed and how many you failed (includes table and chart).
  • There is now a table of contents. You can directly jump to the desired chapter by clicking its name in the table of contents.
  • The Top 10 Optimization report now tells you the importance of each chapter/ranking factor.
The new chapter "Global link popularity of website" compares the link popularity of the analyzed web pages.

The new chapter "anchor texts of backlinks" shows you a sampling of the web pages that link to your site, along with the anchor text.

The new chapter "Age of website" tells you the dates of the domain registration of the analyzed web pages.

The keyword use in the domain name and in the page URL is now analyzed separately.

The new chapter "Links from social networks" analyzes the popularity of websites in social networks such as Del.icio.us and Digg.

The new chapter "Server speed" compares the average page load time and the server speed of the analyzed web pages.

The Top 10 Optimizer can now analyze H4, H5 and H6 headline texts. There is now a single chapter about the keyword use in H2, H3, H4, H5 and H6 headline texts.

The new chapter "Top level domain of website" compares the top level domains of the analyzed web pages.

The new chapter "Number of visitors to the site" analyzes website usage data.

The new chapter "Number of trailing slashes in URL" analyzed the number of directories in the URLs of the analyzed web pages.

The new chapter "HTML validation of web page to W3C standards" tells you if your web pages contains any HTML or CSS errors that might prevent search engines from reading your website.

The new chapter "Readability level of web page" calculates two readability scores for the analyzed web pages.

The new chapter "Factors that could prevent your top ranking" lists additional ranking factors.

The keyword density is now rounded to the nearest integer because more precision wastes your time and may even lead to the wrong conclusions.

There are now six tables that list all numbers used to help you to get better search engine rankings (number of keywords, keyword density, keyword
position, number of words, number of characters and ranking factors digest).

- You can now specify the report contents in greater detail.

- New: The Top 10 Optimization report now gives you a Top 10 Ranking Requirements Score (tm). The score tells you how many of your web page elements meet the requirements for a top 10 ranking on the selected search engine for the selected keyword.

- New: The advice in the new Top 10 Optimizer report is now much easier to understand and to follow, and it includes charts, diagrams and re-written examples.

- New: The advice is now much more accurate because it not only takes the search term into account (e.g. "website") but now it also analyzes the individual words ("web", "site") and the composite word ("website") as well.

- New: The data for the Top 10 Optimization report is cached. This means that you can now keep editing your web page and run the Top 10 Optimization report for your changed web page only.

- New: You can now quickly edit your local web page using a button that opens the Static Web Page Editor with your local page.

- New: You can now schedule the Top 10 Optimization report and send it to you or your clients.

- New: You can now specify if the Top 10 Optimizer uses the search engine user agent to access your web page.

- Improved: The Top 10 Optimizer now warns you if there are PDF documents, Flash files, MP3 files or other such files in the top 10 URLs (that should not be analyzed).

- Improved: The Top 10 Optimizer now warns if you try to optimize for the same keyword and the same search engine if there is a web page of the same domain in the top 10 rankings.

- Improved: The Top 10 Optimizer now does not remove stop words from the search term because search engines do not do it either anymore.

- Fixed: The report does not criticize duplicate meta content tags anymore.

- Fixed: The HTML report could abruptly end in the HTML comments section if the user web page used certain HTML comments.
**IBP's link manager Link Manager**

- New: You can now enter alternative descriptions and titles of your web page for submission forms in the preview browser. This leads to varying anchor texts and descriptions to your website which help your search engine rankings.

- New: You can now quickly edit the project information while working in the preview browser. This allows you to quickly change the website descriptions, keywords, etc.

- New: In the preview browser, you can now quickly clear the current form entry field by clicking the right mouse button and selecting the "Clear" menu command.

- New: You can now specify the email account information once for all projects (using the General Settings window). This allows you to use the same email account information in multiple projects without entering them more than once.

- New: There are now two new email template variables `<<recipient-back-link-text>>` and `<<recipient-back-link-URL>>` that you can use in your email templates if the link partner already links back to your site.

- New: You can now use an arbitrary default contact name for your email messages (you can specify it in the General Settings window).

- New: The built-in email client now supports NTLM authentication.

- New: You can now use shortcut keys to quickly jump to the top or bottom of the list, or jump to the next and previous website.

- New: There is now a shortcut key to insert a hyperlink in the link directory description for the selected site.

- Improved: You can now sort columns in ascending or descending order by clicking the column header. In addition, the column header now shows the sort direction.

- Improved: The website list now fills the horizontal space completely so that you can see more information using the same window width.

- Improved: Now the exact link page URL will be entered in the web page form if you added a reciprocal link to the web page.

- Improved the speed when exporting link partner information and when creating the link management report.

- Fixed: The automatic search for link partners could add URLs and domain names
that already existed in the website list.

- Fixed: The Link Manager could not create thumbnails of web pages that use frames.
- Fixed: The filters "URL must contain x" and "URL must not contain x" did not work correctly.
- Fixed several problems when sending email messages.
- Fixed: The PageRank for web pages containing a "?" in the URL could not be determined.

**Submission Manager**

- The new Submission Manager tool combines the previous five different submission tools into one easy-to-use tool.
- New: You can now pause and resume submitting to the search engines.
- New: You can now see conflicting search engines immediately.
- New: You can now show the search engine country in the submission report, including the country's flag.
- New: You can now enter alternative descriptions and titles of your web page for the semi-automatic submission tool. This leads to varying anchor texts and descriptions from the search engines to your website which help your search engine rankings.
- New: You can now quickly edit the project information while working in the semi-automatic submission tool. This allows you to quickly change the website descriptions, keywords, etc.
- New: You can now quickly add the current search engine, directory or special interest site to the IBP's link manager Link Manager. This allows you to quickly add a reciprocal link and to upload your link directory.
- New: In the semi-automatic submission tool, you can now find all search engines, directories and special interest sites in a single list.
- New: In the semi-automatic submission tool, you can now hide the search engine list temporarily to see more of the search engine page.
- New: In the submission forms of the semi-automatic submission tool, you can now
quickly enter a random description or web page title.

- **New:** In the semi-automatic submission tool, you can now quickly clear the current form entry field by clicking the right mouse button and selecting the "Clear" menu command.

- **New:** Your notes and ratings for the search engines are now shared between all projects. Previous notes and ratings of IBP 9 will be imported automatically.

- **Improved:** When you go back to a web page with a submission form, the form entries will not be overwritten anymore.

- **Improved:** The submission form field recognition has been improved.

- **Improved:** Now the exact link page URL will be entered in the submission form if you added a reciprocal link to the search engine, directory or special interest site in the IBP’s link manager Link Manager.

- **Fixed:** The search engine Exalead.fr did not show any submission form fields.

- **Fixed:** The URL box could show image or Google AdSense URLs.

**Ranking Manager**

- **New:** You can now pause and resume checking rankings.

- **New:** You can now see today's rankings without creating a report.

- **New:** You can now compare today's rankings with the first ranking date, the previous ranking date, or with the best ranking so far.

- **New:** You can now check the rankings for multiple projects in parallel. The Human Emulation system now knows about other concurrent search engines.

- **New:** Ranking reports now contain visibility statistics (listings in the first position, top 5 positions, top 10 positions, moved up, move down, did not change).

- **New:** Ranking reports now contain a listings distribution chart.
• New: Ranking reports now contain a "Top 10 Listings for Keywords" chart and a "Top 10 Listings in the Search Engines" chart.

• New: Ranking reports now contain ranking progression charts (optional).

• New: The new ranking database editor lets you add, change, edit and remove specific search engine rankings.

• New: The ranking database editor lets you add multiple rankings for a specific time period.

• New: The ranking database editor lets you change rankings that meet certain conditions.

• New: The ranking database editor lets you search for certain rankings (by keyword, by search engine, by URL, by all).

• New: You can now export your ranking data as an .xml file. This allows you to import your ranking data in a variety of tools for further processing.

• New: The ranking database now uses the industry standard SQLite database. Your current data will be converted automatically.

• New: In the "Edit Ranking Settings" window, you will now be warned if you are about to perform too many ranking checks.

• New: You can now export all ranking data at once, or from a certain time period.

• New: You can now specify how dates should be exported.

• New: You can now specify if column headers should be exported.

• Improved: The ranking tools are now much faster than before if you manage a lot of rankings.

• Improved: There is now a clearly arranged summary in the "Edit Ranking Settings" window.

• Fixed: If you selected the option "show only top results", IBP could list the wrong URL in the report.

Reports
• New: You can now specify the report customization settings once for all projects (using the General Settings window). This allows you to use the same report settings in multiple projects without entering them more than once.

• New: You can now send PDF reports by email to your clients (using the Scheduler).

• New: In the "Edit Project" window, the button "Paste Contact Information" in the "Recipient Address" section lets you easily fill out the recipient address for the report.

• Improved: HTML reports don't have table cells that are too wide anymore (tested with MS Internet Explorer and Mozilla Firefox).

• Improved: The "Edit Report Style" window has been improved.

**Project management**

• New: You can now quickly manage your projects in the main window without opening a second window.

• New: The new project list allows you to easily scroll through a large number of projects.

• New: There is now a thumbnail (miniature picture) for your project website.

• New: You can now directly click the URL of any project website to open the website in a web browser.

• Fixed: If you canceled creating a new project, IBP crashed some time later.

• Fixed: After having duplicated a project, the date of the last ranking check of the project was not correct.

• Fixed: Creating a second project of an existing domain name could crash IBP.

**Scheduler**

• New: You can now send reports by email to your clients.

• New: You can now schedule Top 10 Optimization reports.

• New: Scheduled ranking checks can now export the results in the XML format.
• Improved: The main window and the Scheduler window now tells you the status of the currently running scheduled task (percent finished and the remaining time).

• Improved: The Scheduler window has been re-designed to make it easier to use.

• Improved: The Scheduler window now includes a separate Help section.

• Improved: You can now specify the colors for the task log in the General Settings window.

• Fixed: Task that should only run once could not be restarted in the Scheduler window.

**PPC Manager**

• New: The window has been redesigned completely and is now much easier to use.

• New: Your notes for the search engines are now shared between all projects. Previous notes of IBP 9 will be imported automatically.

**Checklist**

• New: Search engine optimization is difficult for beginners. For this reason, we now provide a checklist in the main window that tells you what you have to do in which order and how much you have already completed.

• You can open the necessary IBP tools right from the checklist.

• Every project features its own checklist.

• The checklist can be printed.

**Supported Search Engines**

• New: The search box now contains all top level domains of the search engines that IBP supports so that you can search faster.

• Improved: The Supported Search Engines window now provides a menu with common searches.

• Improved: The Table Of Contents now contains links to the individual chapters.
Additional features and fixes

- New, general settings: You can now add, duplicate, edit, rename and remove email accounts that can be used in all projects.

- New: International domain names, for example with umlauts as in www.bücher.de, are now supported in all IBP tools. Although Internet Explorer supports international domain names only with version 7.0 or above, our solution works with all Internet Explorer versions.

- New: Search engines are now displayed with their respective logos throughout the IBP application.

- New, General Settings: You can now restore the word filter list if you have deleted too many or all words.

- New, General Settings: There is now a "Restore Defaults" button in the "Human Emulation" panel.

- New: You can now access the official W3C tool to check your web pages for broken links.

- Improved: You can now bring the main window into the foreground to start other tools. This means that you can now work with multiple IBP windows at the same time.

- Improved: IBP now recognizes 20 more top level domain extensions from Colombia, Peru, Uruguay and Venezuela.

- Improved: IBP now contains improved country flag icons (courtesy of www.famfamfam.com, used with permission).

- Improved, Static Web Page Editor: The Meta Robots options have been simplified since all major search engines now understand the new Meta Robots options.

- Improved: IBP is now easier to translate (less texts and no more <dative>, <accusative>, etc.)

- Fixed: "range check errors" that appeared very seldom.

- Fixed problem with web pages written in Central and East European languages such as Polish and Czesh.

- Fixed: Backups that have been created with the IBP demo version could not be
restored automatically.

- Fixed, Static Web Page Editor: HTML entities containing a number that is greater than 255 were not saved correctly.

- Fixed, Marketing Tips: Some German chapters could not be displayed.

**IBP 9.7.1 (25 April 2007)**

- Fixed problems in IBP's link manager and in the Static Web Page Editor.

**IBP 9.7 (20 April 2007)**

- IBP & ARELIS is now fully compatible with Windows Vista.
- New, Keyword Manager: In addition to the existing keyword sets, you can now easily combine your keywords with the following new sets: Occupations (English and German), cities (Netherlands, Italy and Spain) and states (Netherlands, Italy and Spain).

- Improved, Keyword Manager: The buttons to insert supplementary keywords are now easier to use in the "Generate Keyword Combinations" window.
- Improved, Keyword Manager: If you export a keyword list, IBP will now take your keyword list name as the default file name.
- Improved, Ranking Checker: Some search engines return only two organic results in their search results (e.g. Excite.co.uk). IBP will not access them endlessly anymore.
- Improved, Top 10 Optimizer: If you use stop words in your search query, then you can directly edit them from the Top 10 Optimizer window.
- Improved, manual submission tools: You can now set the submission flag or rate all search engines in a category at once.
- Improved: The General Settings window has been slightly reorganized so that the options "Download images when accessing web pages" and "Disable Internet Explorer's navigation sound" can be found easier.
- Improved: IBP & ARELIS can now handle malformed URLs such as "www.domain.com/../page.htm".

- Fixed: IBP & ARELIS could have problems accessing URLs with anchors (e.g. "www.domain.com/page.htm#anchor").
- Fixed, IBP's link manager: If you changed the "found URL" in IBP's link manager, then the link page URL and back link URL were removed.
- Fixed, IBP's link manager: The country domain extension filter did not work.
- Fixed, IBP's link manager: If you used the keyword search, then the filter reasons were not displayed most of the times.
• Fixed: The zip code will not be checked anymore for countries that don't have zip codes (e.g. Mauritius).
• Added several minor improvements and fixed other minor bugs.

**IBP 9.6 (8 March 2007)**

• We have added a complete new French translation. In addition, we now provide you with French speaking support.

• New: The Directory Submitter and the Special Interest Site Submitter now display the PageRank for every directory. This allows you to save time by concentrating on the best directories.
• New: The Keyword Manager now provides pre-defined keyword lists that you can use to complement your keywords. This allows you to create many more keyword combinations for your pay per click marketing activities.
• The pre-defined lists are colors, industries and synonyms in English, French and German. In addition, you can select the cities and states from the USA, United Kingdom, Canada, Australia, Germany, Austria, Switzerland and France.
• New: The Keyword Manager now lets you strip numbers and non-alphanumeric characters from the selected keywords.
• New: The Top 10 Optimizer now offers a new chapter "Body Text In Bold Type Face" (optional).
• New: You can now use new variables in the file names for scheduled reports (%YEAR, %MONTH, %DAY, %HOUR, %MINUTE, %SECOND). This allows you to use file names which can be sorted in the file system.
• New, IBP's link manager, Create Link Pages: You can now use the rel="nofollow" attribute when linking to websites that do not link back to your site. This means that search engines will ignore those links to your link partners.
• New: The Static Web Page Editor now supports Yahoo's new Meta Robots NOYDIR tag.
• Changed: Wordtracker does not provide an API key anymore. The corresponding parts in the Keyword Manager have been changed.

• Improved, IBP's link manager: There are new up/down buttons that you can keep pressed to set the height of the upper part and the lower part of the IBP's link manager main window in real-time.
• Improved: The Keyword Manager now displays the KEI value with four decimal places.
• Improved: If you have many keywords in the Keyword Manager, IBP & ARELIS will now start much faster.
• Improved: The installer now lets you specify an installation directory.
• Improved: The "Keep IBP & ARELIS Up-To-Date" window now closes automatically after 60 seconds so that scheduled tasks can run.
• Improved: The Top 10 Optimizer will now warn you if stop words are removed.
• Improved: The Top 10 Optimizer and the Search Engine Spider Simulator now recognize the <xml> tag.
• Improved: The Keyword Density Analyzer now recognizes the <strong> tag.
• Fixed, IBP's link manager, Create Link Pages: If you selected the option "show links in random order", then the option "show links that link back first" did not work.

• Fixed, IBP's link manager, Export: Exporting the found email address did not always work.
• Fixed, Ranking Checker: The human emulation delay did not work correctly if you selected only one Internet connection at once.
• Fixed, Ranking Checker: The option "Show only the top result" did not always work.
• Fixed, Keyword Manager: Extracting keywords from Google AdWords did not work correctly.
• Fixed, Keyword Manager: Sorting the KEI column did not always work correctly.
• Fixed: The Search Engine Spider Simulator didn't show the last HTML tag ("</HTML>") in the report.
• Added several speed improvements and fixed other minor bugs.

IBP 9.5.1 (12 December 2006)
• Fixed, Keyword Manager: Google has stopped Google SOAP Search API support. For this reason, we changed the Keyword Manager to not rely on the Google API.

IBP 9.5 (1 December 2006)

Keyword Manager

The new Keyword Manager combines both the Keyword Generator and the Keyword Editor tools.

• New: IBP now displays a variety of information for every keyword in your keyword list: the number of searches, the number of competitors for the keyword, the KEI (keyword effectiveness index), the top ranked URL and the PageRank for the top ranked URL.
• New: IBP now supports the commercial Wordtracker service.
• New: You can now manage multiple keyword lists.
• New: You can now enter some competitor URLs and IBP finds out the keywords they use, sorted by frequency.
• New: You can now generate new keywords by combining keyword lists. IBP offers two keyword lists with 100 common keyword supplements.
• New: You can now use your keyword lists in the Pay Per Click Manager.
• New: The Keyword Manager uses the Google Search API service. This lets you use
the Google search functionality without stressing Google's servers.

- New: You can now add text to the beginning of the selected keywords, and you can now add text to the end of the selected keywords.
- Improved: The "Generate Misspelled Keywords" feature does not have a limit on the number of keywords anymore, and it now generates more probable keywords.
- The Keyword Manager automatically imports your current keyword list.

Ranking Checker

- New: You can now choose to only include the top ranked URL for a keyword on a search engine in the ranking report.
- Improved: While checking rankings, you can now see the remaining time.
- Improved: While checking rankings, the progress percentage is now displayed in the window title so that you know the progress even when the ranking check window is minimized.
- Improved: When you run a ranking report against a previous date, there is now a "New!" graphic in the report if a keyword was not tested before.
- Fixed: You couldn't enter URLs that only differed in case.
- Fixed: If you compared the rankings for two dates and if the URL was not tested anymore on the newer date, then the old listings were not included in the ranking report.
- Fixed: If you included up/down pictures in the ranking report, the wrong picture was displayed in certain cases.

IBP's link manager

- New: You can sort the links on your link pages by "date added" ("oldest first" or "newest first").
- New: You can now import and export the category file name.
- Improved: You can now directly open any "Add Sites Assistant" methods from the IBP's link manager main window.
- Improved: You can now check more than 64 pages of a website for a back link (up to 500 pages).
- Improved: When searching for potential link partners, certain websites such as wikipedia.org or shopping search engines will not be found anymore.
- Fixed, Check Links: The selected categories were not remembered.
- Fixed, Check Links: If the back link URL was not found, it was deleted from the "Edit Selected Site" panel in the IBP's link manager main window.
- Fixed, Check Links: Links with an extended rel="nofollow" attribute, for example rel="external nofollow", are now recognized.
- Fixed: When importing from another project, not all websites were imported under certain circumstances.
- Fixed: If you added a new status in the "Edit Email Message Template" window,
then it was not remembered after closing the window.

- Fixed: The filter settings for "URLs must contain" and "URLs must not contain" were not saved.
- Fixed: The status after sending an email message was not changed if the Status popup menu was selected while sending the email message.
- Fixed several other minor bugs.

Miscellaneous

- Improved: If you have many projects, IBP now starts faster.
- Improved: Every project file is now about 25% smaller.
- New, Settings > Keyword Filter: You can now enter stop words which should not be considered keywords when extracting words from web pages, for example common words such as "the" and "have". The filter list already comprehends more than 2000 words in four languages (English, German, French, Spanish) and is used by the Keyword Manager, the Keyword Density Analyzer and the Top 10 Optimizer.
- Improved: The Top 10 Optimizer now ignores stop words in the search query as search engines do it. This gives you more accurate analysis results. You can edit the list of stop words in the General Settings window (panel "Keyword Filter").
- Improved, Top 10 Optimizer and Keyword Density Analyzer: There's now a button that lets you quickly open the "Keyword Density settings" panel of the General Settings window.
- Improved, Search Engine Submitter (automatically): Submitting is now a little bit faster.
- Improved, Search Engine Submitter (automatically): While submitting your website, you can now see the remaining time.
- Improved, Search Engine Submitter (automatically): While submitting your website, the progress percentage is now displayed in the window title so that you know the progress even when the ranking check window is minimized.
- Improved, Edit Project: You can now copy the topic list to the clipboard.
- Improved, Search Engine Spider Simulator: It will now show the HTTP response code even if your website cannot be accessed.
- Improved, Search Engine Spider Simulator: It now supports links with the rel="nofollow" attribute when reporting which links search engines can see and which not.
- Improved: The Keyword Density Analyzer now analyzes much faster.
- Improved: The Static Web Page Editor now displays the current character set in the HTML editor.
- Improved: The Static Web Page Editor has been updated to reflect the fact that Yahoo now supports the Meta Robots NOODP option as well.
- New, PPC Manager: To simplify your PPC management, you can now paste keywords from any keyword lists that you created with the Keyword Manager.
- Improved, PPC Manager: The interface has been streamlined. In addition, there is now more space for your notes.
• Fixed some minor bugs in the Static Web Page Editor, in the Top 10 Optimizer, in the Top 10 backlink Optimizer and in the Search Engine Spider Simulator.

IBP 9.2 (1 August 2006)

• New, IBP's link manager: IBP's link manager will now upload only the link pages and thumbnails that are new or that have been changed since the last upload (optional). This will save you a lot of time.
• New, IBP's link manager: The "Create Link Pages" button in the IBP's link manager main window now automatically creates the link pages and uploads them. You don't have to press the "Next" button anymore. This allows you to quickly upload any changes.
• New, Static Web Page Editor: You can now add the Meta Robots "noodp" tag. This forces Google and MSN not to use the descriptions from the ODP directory (www.dmoz.org) for your web page in their search results.
• New, General Settings window: You can now disable the "open link" sound of Internet Explorer with the new option "Disable Internet Explorer's navigation sound". This works only with Internet Explorer 7.0 or above.
• Improved, IBP's link manager: You can now specify arbitrary thumbnail widths and heights.
• Improved, IBP's link manager: You can now check or uncheck the "Submitted" column for all or selected link partners using the "List > Edit Selected Web Sites" menu command.
• Fixed, Backup&Restore: Files that didn't have the "Archive" flag set were not archived.
• Fixed, IBP's link manager: Exporting the last used email address did not always work.
• Fixed, IBP's link manager: Importing a file that has been exported by IBP's link manager 9.1 did not work if it contained the "Submitted" column.
• Fixed, IBP's link manager: Using an external web browser did not work.
• Added additional minor improvements and fixed other minor problems.

IBP 9.1 (18 July 2006)

• New: The Custom Directory Submitter allows you to add your own list of search engines and directories to IBP. You can submit to these search engines and directories semi-automatically. You can also include them in the submission report (optional).
• New: The Scheduler now allows you to specify the file name of the report or the export file using five variables (date, time, project name).
• New, IBP's link manager: There is now a new column called "Submitted" that is
automatically checked if you submit a website form.

- New, IBP’s link manager: There is now a new column called "Link Check Date" that tells you the date of the last link check for every website.
- New, IBP’s link manager: If you edit the category list, you can now add the categories of another project.
- Improved, IBP’s link manager: The "Edit Site" panel and the "Send Email" panel have been re-organized to make them easier to use.
- Improved, IBP’s link manager: You can now change the "found URL" as displayed in the website list.
- Improved, IBP’s link manager: If you change the category, anchor text, link description or notes of a website, then the email message is updated correspondingly.
- Improved, IBP’s link manager: If you use the menu command "Copy/Move Selected Web Sites", then the IBP’s link manager window of the destination project need not be closed anymore. This allows you to work comfortably with two IBP’s link manager windows at the same time.
- Improved, IBP’s link manager: All projects now share the same column widths and column positions so you don’t have to specify them for every project.
- Improved, IBP’s link manager: If you click the Search edit field, then the complete search text is now selected. Same with the URL edit field.
- Improved, IBP’s link manager: When you use the Search feature, then the first found website is selected so that you can immediately continue working.
- Improved, IBP’s link manager: You can now click the URLs in the column "Back Link URL" to open them in the preview browser.
- Improved, Ranking Checker: Creating the report is now a little bit faster, especially for large reports.
- Added several minor improvements to the handling of search engine cookies, and in the Add Project window, in the Enter Unlock Code window, in the Welcome window and in some IBP’s link manager windows.
- Fixed some minor bugs.

### Version 9.0 (14 June 2006)

IBP’s link manager and IBP are now integrated

- IBP’s link manager and IBP now share the same user interface. This makes it much easier to work with both toolsets on the same website.
- The combination of both IBP’s link manager and IBP means that it is the ultimate software tool suite to get higher search engine rankings for you.
- Both IBP’s link manager and IBP now share the same projects. This means that you can now manage your websites and your clients in one place. You save a lot of time and maintenance because you don’t have to enter any website data twice.
New: The new "Import Project Information" window allows you to import project data from IBP 4, IBP 8 and IBP's link manager 4. In addition, you can exchange project data from other IBP 9 projects and you can specify if existing websites should be overwritten.

Note: The installation of IBP 9 does not interfere with any installations of IBP 4, IBP 8 or IBP's link manager 4. However, you cannot use more than one IBP program at the same time.

IBP improvements

New: The IBP main window now features four panels: General, IBP, IBP's link manager and News. The General panel comprehends all features that relate to both IBP and IBP's link manager. The News panel displays the headlines of our weekly Search Engine Ranking Facts newsletter.

New: The IBP panel in the main window now features a new group called "Find the right keywords".

Improved: The "Backup & Restore" feature now saves both your IBP and IBP's link manager data.

Improved: The manual search engine submitter, directory submitter and special interest site submitter now block popup windows if you use Windows XP service pack 2 or later.

Improved: The Feedback window now remembers your name, email address and Internet settings.

Improved: The "Keep IBP Up-To-Date" window now displays the version number and the edition name. In addition, it can tell you which features are limited in the edition you're using.

Improved: The Edit Project window can now display the categories and language names in German.

Improved: Many IBP and IBP's link manager texts have been translated to French (thanks to François d'Argence and Frank Fossaert), Dutch (thanks to Ed Bohnen) and Brasilian Portuguese (thanks to José Carlos Rodrigues).

Improved: The HTML editor in the Static Web Page Editor window now displays the current character position. This helps you when changing your web page according to the Top 10 Optimizer report.

Improved: The Static Web Page Editor now supports shortcuts to files and directories.

Improved: The Search Engine Spider Simulator now supports the user agent of the Ask.com search engine.

Improved: The "Import from another project" feature can now import the web page language.

Improved: The ROI Calculatur now offers a generic currency symbol.

Improved: In the IBP main window there is now a context menu for the groups at the right side that lets you collapse or expand all groups.

Improved: The About window is now round. :-(
• Changed: You can now export reports to the Microsoft Word format in the IBP Standard Edition. In addition, the Keyword Density Analyzer tool and the Search Engine Spider Simulator tool are not limited anymore in the IBP demo version.
• Changed: The Top 10 Optimizer is now called the Top 10 Optimizer because there is now also the Top 10 backlink Optimizer.
• Changed: When exporting search engine ranking results in the Search Engine Ranking Checker and a keyword was not tested before, a blank field is now exported instead of "-1".
• Fixed: The Search Engine Ranking Checker report did not display all checked search engines in the overview chapter under certain circumstances.
• Fixed: The Search Engine Ranking Checker could not finish the ranking check when the keywords contained tab characters.
• Fixed: The Top 10 Optimizer could hang if the web page redirected to itself.
• Fixed: The Top 10 Optimizer could calculate the keyword density of multi-word search terms incorrectly in some cases.
• Fixed: The Top 10 Optimizer could calculate the number of words in the outbound anchor texts incorrectly if you used sub-domains.
• Fixed: The Top 10 Optimizer could cancel the analysis if the web page was saved under Linux or Mac.
• Fixed: The Top 10 Optimizer tried to analyze .pdf files.
• Fixed: In the Keyword Editor, undoing changing the keywords did not work.
• Fixed: If you changed the keyword in the Top 10 Optimizer, the top results were not downloaded automatically.
• Fixed: If you created a new project and immediately scheduled a new task, IBP could crash.
• Fixed: In the manual search engine submitter, directory submitter and special interest site submitter some search engine submissions did not work if the search engines used JavaScript.
• Fixed: In the manual submission tools and in the PPC manager, notes that span multiple lines were not saved completely.
• Fixed: In the Static Web Page Editor, return characters and spaces are not filtered anymore in <script> tags, <style> tags, HTML comment tags, PHP tags and ASP tags.

Top 10 backlink Optimizer

• The new Top 10 backlink Optimizer tool helps you to get better search engine rankings by analyzing the backlinks of your competitors’ websites and by giving you advice based on that analysis. It’s a unique tool that lets you optimize your website by analyzing off-site ranking factors.
• The Top 10 backlink Optimizer analyzes the keywords in the URLs of the back links, as well as the keywords in the document title, the anchor texts and the body texts.
• The Top 10 backlink Optimizer finds out the number of backlinks for your website...
and for the competitor websites, the number of links from .edu domains and the number of links from .gov domains.

- The Top 10 backlink Optimizer lists the web pages that link to your site and to your competitors' sites, along with the document title, link URL, anchor text and the number of keywords in the body text.
- The Top 10 backlink Optimizer generates a list of the most used search terms when linking to your competitors' sites.
- You can choose among more than 300 search engines from more than 40 countries, including all major ones.
- You can combine up to 5 search engines when searching for back links to your site and to the sites of your competitors. This allows you to circumvent the protection of the search engines that do not list all back links to a site.
- You can check if your site or the websites of your competitors are linked from two directories of your choice.

**IBP's link manager, general new features**

- New: You can now work on multiple projects at once. For example, you can now check the links for one project and add link partners to another projects at the same time.
- New: All IBP's link manager windows now feature context-sensitive help. These are small help buttons that popup a small window that explains the current button, edit field or task.
- New: IBP's link manager can now play sounds when a task has been finished, for example after having checked the website links. IBP's link manager comes with several default sounds.
- Improved: You can now export more IBP's link manager information than ever, for example the links page file name, the links back anchor text, the PageRank value, the Traffic Rank value and the IP address of every link partner website.
- Improved: When exporting, you can now specify in which formats dates and email addresses should be exported.
- Improved: The plain text statistics report is now a full-fledged link management report that lists all link partner websites by PageRank, Alexa Traffic Rank, status and/or category. You can save the report as a web page, as a PDF document, as a MS Word document or in plain text.
- Improved: Now you can easily take over settings from one project to another, for example contact information or report settings.
- Improved: The help manual has been extended to explain link management and link popularity improvement in greater detail. It also tells you how IBP's link manager can help you to improve the link popularity and search engine rankings of your website.
- Fixed: IBP's link manager now works flawlessly if you don't have administration rights on your computer.
IBP's link manager, adding link partners

- New: IBP's link manager can now automatically find directories and link pages to which you can submit your web page. This feature is an improved version of the Link Popularity Improver tool of IBP 8 because besides several new options, the found link pages are more relevant now.
- New: IBP's link manager now deletes search engine cookies to prevent search engines from identifying your queries (optional).
- New: You can now specify if the newly found websites should overwrite existing websites.
- New: When adding a single website, you can now specify if the website should be added to your link directory.
- Improved: When finding links by keyword search, you can now enter multiple keywords and key phrases at once.
- Improved: When finding links by competitor search, you can now enter multiple competitor URLs at once.
- Improved: You can now filter adding new link partner websites by several new filtering methods, for example you can filter by URLs that contain or do not contain certain words.
- Improved, IBP's link manager now emulates human behavior when accessing search engine web pages (like IBP).
- Improved: All methods to add link partners are now integrated in one window combining both the "Find New Link Partners" window and the "Import Links" window.
- Improved: All methods to add link partners now share the same filter settings and allow you to specify if existing websites should be overwritten.
- Improved: When adding sites, their anchor text and link description are now "beautified", i.e. special characters or texts like "untitled document" are removed. This makes your link directory look better.
- Improved: The "Import links from web page" feature is now able to import from multiple web pages at once.
- Improved: When importing links from another project, you can now specify to import only websites with certain status texts or categories.
- Improved: When searching for potential link partners, you can now easily see why some websites are filtered.
- Improved: When importing Zeus directories, the original category link page URLs will now be kept.
- Improved: When adding websites, you can now specify the default contact name for newly found link partners, for example the domain name without extension ("Axandra" for www.Axandra.com).
- Changed: IBP's link manager does not query whois servers anymore because almost all whois servers have added a query limit or do not show the email address in plain text anymore.
IBP's link manager, link directories

- New: You can now limit the number of links on every link page.
- New: You can now display page numbers on your link pages. You can choose between 9 preset layouts but you are free to use any HTML code you want to customize the page number layout. In addition, you can specify how many page numbers are displayed in parallel.
- New: You can now create link pages that don't look like link pages because you can now use individual HTML code in the anchor text and in the description for every link partner. In addition, this allows you to use the exact linking code from any link partner.
- New: You can now display thumbnails (miniature pictures of web pages) for every link partner on the link pages. You can specify the width and the height for the thumbnails.
- New: You can now specify the file name of every category web page individually.
- New: You can now specify the order of the category pages.
- New: Every category page can now have its own web page title, Meta Description tag, Meta Keywords tag and its own description in the body text.
- New: You can now upload the link pages directly within IBP's link manager with the built-in and fast FTP client. The FTP client supports passive mode, secure connections (SSL/TLS) and various proxy servers. Each website project can have its own FTP settings.
- New: You can now edit link directory templates with the built-in, full-fledged HTML editor. The HTML editor offers undo/redo, find/replace, regular expressions, insert/overwrite modus and HTML syntax coloring. You can also preview your changes immediately. In addition, the description of all template commands are only a mouse click away.
- New: There are 20 (twenty!) new link directory template commands that allow you to further customize your link pages. For example, you can display the PageRank or Alexa Traffic for every link partner, you can show the date when the link pages are created, you can show the date when a link partner website has been added and much more. Overall, there are now more than 60 template commands that allow you to customize the link pages to your liking.
- New: There are now conditional template commands that allow you to specify HTML code that should only be executed if certain conditions are met ([A-If-Link-Back], [A-If-Link-Back-Picture], [A-If-Link-Picture], [A-If-Link-Thumbnail]).
- New: You can now specify if the links of link partner websites that do not link back to your site are hyperlinked or not. In addition, you can link those link partner websites to a specific web page (on which you explain why they are not hyperlinked and what they can do to earn a link from your site).
- Changed: You can now have real sub categories on your link pages. This means that a sub category is not shared anymore with all other categories. A sub category now belongs to a single parent category.
- Improved: Creating link directory templates is now much easier. Instead of using
dummy pages you can now graphically create link directory templates. Your link
pages now instantly match the design of your other web pages. Absolute URLs
guarantee that there are no broken links.
• Improved: In the "Create Link Directory Template" window, you can now choose if
categories and links should be numbered, including a preview.
• Improved: The created link directory templates are now compatible to your CSS
settings (no more <FONT> tags).
• Improved: In addition to various sorting methods, you can now arrange the link on
your link pages in random order (optional). This allows you to rotate the link
partner websites on your link pages.
• Improved: You can now easily change the file name of the start page of your link
directory.
• Improved: If the link directory template uses XHTML code, the result link pages
use XHTML as well.
• Fixed: The [A-Category-Table] command does not specify the width of the table
rows anymore so that CSS code works with the resulting table.

IBP's link manager, website list management

• New, IBP's link manager now displays the PageRank and the Alexa Traffic Rank for
every link partner website (optional).
• New, IBP’s link manager now displays the date when the link partner website has
been found in the website list.
• New, IBP’s link manager now displays for every link partner the date when the last
email message has been sent.
• New, IBP’s link manager now shows the link check result for every link partner in
the website list. The link check result is accompanied by a color icon so that you can
quickly see the link check results.
• New: If the link partner website links back to your site, you can now see the link
back URL and the anchor text in the website list.
• New, IBP’s link manager now displays the number of outbounds links and the
number of total links for every link partner website.
• New, IBP’s link manager now displays the IP address of every link partner website.
This allows you to see if some link partner websites share the same C block.
• New: There are now buttons at the right side of the link partner list that allows you
to jump to the top or bottom of the list. In addition, two new buttons allow you to
browse page by page through the list.
• New: You can now hide any columns you don't want to see permanently.
• New: You can now update/refresh the information in the website list, for example
the PageRank, the Traffic Rank, the number of outbound links, the number of total
links, the IP address and the thumbnails.
• New: You can now remove all categories that are not assigned to any website in the
website list.
• New: You can now merge two categories into one.
• New: You can now change a category to a sub category, and vice versa.
• New: When removing a website, you can now choose to add the exact URL or the domain name to the filter list.
• Improved: You can now specify the font name and the font size for the website list.
• Improved: The IBP’s link manager main window now uses tool bars and is much better organized.
• Improved: You can now search the website list by URL, anchor text, email address, back anchor text and everything at all.
• Improved: You can now easier recognize if an email address could be found for a link partner.
• Improved: When removing a certain set of websites, you can now remove all websites that do not link back.
• Improved: You can now sort the status text list to your liking.

IBP's link manager, preview browser

• New: The preview browser now automatically fills out any submission form. This saves you a lot time when visiting "Add your link" pages.
• New: You can now paste project information, for example the web page title, by clicking the form's edit field with the right mouse button.
• New: The preview browser now highlights important links of the found web pages, for example "Add URL" links.
• New: The preview browser now offers several useful online services in a handy popup menu. The online services URLs will be updated via the "Keep IBP Up-To-Date" window.
• New: You can now choose to enable JavaScript and/or ActiveX in the preview browser.
• Improved: The scroll bars and the buttons on the web pages now support the Windows XP design.

IBP's link manager, sending emails

• New: You can now send emails via three methods: SMTP, mailto and MAPI. The mailto and MAPI methods allow you to use your regular email client to send email messages.
• New: Sending email messages via an SMTP server now supports secure password authentication (SPA) and secure connections (SSL). For example, this allows you to use Google Mail accounts.
• New: The new email address warning list (email black list) allows you to be warned if you're about to send an email message to certain email addresses.
• New: You can be warned if you're about to send an email message to the same email address again.
• New: If you use HTML code in the email message, the email message will be sent in
HTML format.

- New: There is now a built-in, full-fledged text editor for editing email message templates. The editor supports undo/redo, find/replace, regular expressions and insert/overwrite modus. In addition, you can quickly insert email template variables and see the definition of the email template variables.
- New: There are several new email template variables that allow you to further customize your email messages. For example, you can insert the exact URL where the recipient can find a link to his site or the current date and time.
- New: 4 new email template variables, for example to insert the project description, allow you to use the same email template for multiple projects.
- Improved: The email templates have been extended to include the link partner status after sending the email message.
- Improved: In the "Send Email To Selected Site" panel, you can instantly insert many more variables to create individual email messages.
- Improved: You can now specify the sound file which should be played after sending an email message (instead of the system's beep sound).
- Changed: Some email template command names have been changed to make them more consistent with other email template command names.

IBP's link manager, checking links

- New, IBP's link manager can now search multiple pages of the same website for a back link to your site. You can even enter multiple URLs for your website so that any link to one of your sites will be found.
- New, IBP's link manager can now check if the link partner website uses the HTML attribute rel="nofollow". This attribute tells search engines not to assign ranking credits for the link to your site.
- New, IBP's link manager can now alert you if the anchor text of the link that links to your site does not contain certain keywords.
- New, IBP's link manager can now check if picture link URLs end in common graphic file endings (.gif, .jpg, etc.).
- New: You can now exclude certain URLs from the link check. This allows you enter URLs that are in your link directory but will never link back to your site, for example ebay.com.
- New: You can now enter or select a certain user agent. This allows you to check if your link partner websites use cloaking.
- New: You can now save the result list.
- Improved: You need not to check all links anymore. You can now check only backlinks, outbound links, picture links or links with a certain status text or category.
- Improved: The link check options can now be set for all projects at once so that you don't have to set the options for each project individually.
Version 8.1 (9 August 2005)

- 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 Static Web Page 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 IBP's link manager.
- 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 websites.
- Improved: The processing speed of the Top 10 Optimizer, of the Static Web Page 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 websites 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)

• 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 Static Web Page 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, Static Web Page 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: Static Web Page Editor**

- The Static Web Page 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 anchor 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 anchor 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 anchor 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 website.
- You can quickly compare a competitor web page with your web pages.
- As a unique feature, the Static Web Page 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 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 website 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 let 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 IBP's link manager, 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 website 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 Static Web Page 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 website, 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 website 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 Static Web Page 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 websites 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 website 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 erraneously 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 website 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 websites. 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 cloaking 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.
1. 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.
2. Improved: Checking your rankings is now even easier because you'll be guided step-by-step.
3. Improved: The search engine list is now sorted by language so that you can easily find any search engine in the Ranking Checker.
4. Improved: Due to popular demand, the ranking reports now include only the currently selected search engines and the currently entered keywords.
5. Improved: IBP now automatically detects if the ranking database files are corrupted and repairs them automatically.
6. Improved: If you're checking rankings until the next day, then IBP now creates a report only for the start date.
7. Fixed: Checking the ranking for keywords in quotes caused some problems.

New features and improvements to the Search Engine Submitter

1. New: You can now get the description for a website from its META Description tag.
2. New: The submission report is now immediately displayed in the Create Submission Report window.
3. 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.
4. 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.
7. Improved: After having submitted, you can now click the Back button to submit to other or failed search engines.
8. 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.
9. 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

1. 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.
2. 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 website to search engines - automatically and semi-automatically.
• New: IBP's automatic submission feature submits your website 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 website URL with IBP is exactly the same as submitting your website URL manually.

• New: If you do want to submit your website 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 website to directories.

• New: You can now submit your website to special interest sites, for example webmaster resource sites. This also improves the link popularity of your website.

• 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 website 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 your 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 anchor 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.
End user license agreement (EULA)

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