



Benefit from tested linking strategies and get more targeted visitors.

How To Get

High Quality Inbound Links

For Your Website Success



How to:

- ➔ Build high quality inbound links from related web sites.
- ➔ Get highly targeted free traffic and make your web site less dependent from search engines.
- ➔ Get higher search engine rankings through increased link popularity.

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How to read this manual

There are two ways to read this manual:

1. If you are new to search engine optimization (SEO) and link building, we recommend that you read the chapters one by one. The manual has a clear structure so that you'll quickly understand the way link building works.
2. If you have SEO knowledge, you can just take a look at the checklists at the end of each chapter. If you can tick all boxes in the checklists, you can proceed with the next SEO step.

If you're looking for information about a special topic, take a look at the table of contents or use the keyword index at the end of this manual.

In this manual you'll learn how to use ARELIS to get:

- targeted traffic through high quality links
- higher link popularity
- higher search engine rankings
- more targeted traffic, more visitors, more sales



Take some time to read this manual. The better you understand the concept of linking and ARELIS, the better results you'll receive.



How inbound links and outgoing links influence the success of your web site

What can inbound links do for your web site?

Inbound links are links from other web sites that point to your web site. The number and the quality of inbound links has become one of the most important factors in the ranking algorithms of Google, Yahoo, MSN Search, Ask and other major search engines.

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 web site, the better your rankings.

As the number of links could be manipulated by webmasters who submitted their web sites to FFA (free-for-all) links pages and similar sites, search engines improved the way they evaluated links.

Nowadays, it's not enough to have many incoming links. The quality of the links is also important. A link that contains the keyword for which you want to have high rankings in the link text is better than five links with the text *Click here*. A link from a web site that has a related topic is much better than links from unrelated sites or link lists.

You'll benefit in many ways from good inbound links:

1. Other web sites 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. Later in this manual, we'll show you how to get many more link partners so that you'll get even more targeted traffic to your site.
2. All major search engines use link popularity to rank web sites. If your site has a high link popularity, then you'll have high rankings on the search engines. To improve your link popularity (and to improve your search engine ranking), you must have good inbound links. We'll show you how to get them later in this book.
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. Later in this book, we'll show you how to build such a link directory automatically in the design of your Web site.





Inbound links:

- should be from related web pages
- should include the keywords for which you want to have high search engine rankings
- should not include exactly the same link text over and over because that looks unnatural to search engines
- should contain different but related link texts to show search engines that your site has valuable information about a special topic



When you get links to your web site, go for quality, not quantity. Do not participate in linking schemes that promise hundreds of links within days. Search engines don't like these systems and the quality of these links is generally very low. Better focus on fewer links with higher quality.

While automated linking schemes and link farms can get you banned from search engines, high quality links lead to lasting results. It takes longer to get high quality links but the results will pay for your efforts.



The different types of inbound links

A web site can have different types of inbound links. The most common types are:

- inbound links from Internet directories such as DMOZ.org
- reciprocal links (a web site links to you and you link to them)
- inbound links from people who find your web site interesting
- inbound links from press releases, articles, etc.

Every link type can help your web site and no link type is better or worse than the other. If a link works for you depends on what you want to achieve with the link. In this manual, we'll explain how you can make links work for you.

What can outgoing links do for your web site?

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

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

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

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 web site visitors links, you can send leaving visitors to other web sites that can send you their visitors in return. Carefully chosen links to outside resources can improve the experience of visitors who visit your web site.

Outgoing links:

- show your web site visitors that you have confidence in your site
- allow you to direct people to special pages instead of driving them back to search engines
- help people to see your site in a larger context
- add value to your web site by providing additional resources
- allow you to build business and traffic relationships with other sites



The web sites to which you link contribute to the image that web surfers get about your site. Offer your visitors links to good web sites 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 web site promotion.



How to choose your link partners

Many people only trade links because they want to increase their search engine rankings. That is the wrong approach.

If you want to be successful with your linking activities, you should act as if search engines didn't exist. Focus on your web site visitors, not on search engines. A link partner with a low Google PageRank that has a similar topic like your site will bring you much better visitors than an unrelated link partner with a high PageRank.

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

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

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

Links from other web sites:

- make your web site less dependent from search engines
- bring your web site targeted visitors
- help you to build a network around your site that makes your business stronger



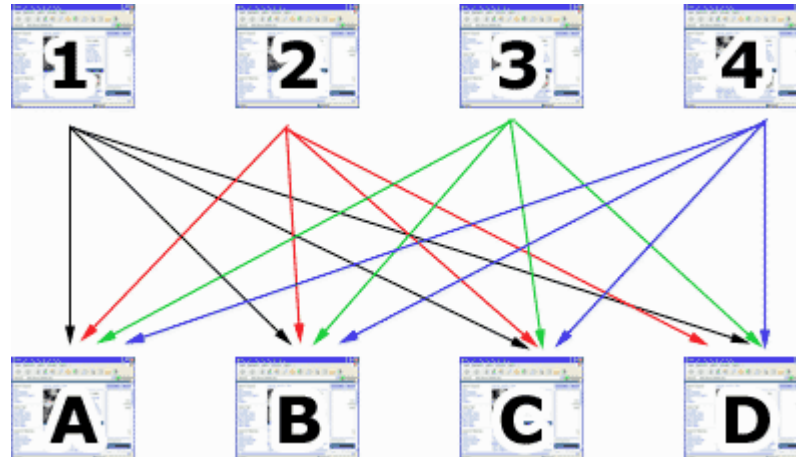
Trade links to build a network of sites around your online business that helps you and your visitors. Do not focus on search engines but on your web site visitors. Your web site is about your visitors, not about search engines. Search engines don't buy from you, your visitors do.

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 try to find web sites that are useful to web surfers. By focusing on your visitors, you're telling search engines that your web site is useful to web surfers.

The effect of co-citation on your rankings

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

Here's an example: web sites 1, 2, 3 and 4 all link to web sites 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 web sites 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 web sites, they have a strong relationship. The more web sites they are linked by, the stronger the relationship.

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

Co-citation and bad link pages

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

The search engines look at the link pages and check to which other web sites the pages link. If the other pages are gambling and viagra sites then search engines think that your web site 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.

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 web sites 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 web site 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 web sites, make sure that your link is on a page that lists related links. It's not necessary that the complete other web site is about your topic. It's ok if the other web site has a single category page that deals with the topic of your web site. The link to your web site 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.



If you want to find out which web sites Google considers related to your web site, 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.

Links that don't work with search engines

Not all links have an effect on your search engine rankings. The following links often won't improve your search engine rankings because many search engines cannot index them:

- image links
- links in Javascript code
- redirection links (your link partner links to a page on his site that redirects to your site)
- links with the rel="nofollow" attribute

What is the rel="nofollow" attribute?

The rel=nofollow attribute is a new HTML attribute that has been introduced by Google, Yahoo and MSN. 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:

```
<a href="http://www.example.com/page.html" rel="nofollow">This is a link.</a>
```

For example, 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 link popularity scores and they will not count the anchor text in determining what terms the page being linked to is relevant for.



The built-in back link checker of ARELIS automatically warns you if a link partner wants to cheat you by adding the rel="nofollow" attribute to the link to your site.



Checklist

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

☒ Things you should know:

- | | |
|---|--------------------------------------|
| 1. Links from other web sites are an extremely important factor that influences the search engine rankings of your web site. | <input type="checkbox"/> I know that |
| 2. The quality of inbound links is important, not the quantity. | <input type="checkbox"/> I know that |
| 3. Inbound links should be from related web pages (a web page is related if the link makes sense for human web site visitors). | <input type="checkbox"/> I know that |
| 4. The links to your web site should contain the keywords for which you want to have high search engine rankings. | <input type="checkbox"/> I know that |
| 5. You should not include exactly the same link text over and over because that looks unnatural to search engines. | <input type="checkbox"/> I know that |
| 6. The links to your web site should contain different but related keywords to show search engines that your site has valuable information about a special topic. | <input type="checkbox"/> I know that |
| 7. Outgoing links show your web site visitors that you have confidence in your site, they help people to see your site in a larger context and they add value to your web site. | <input type="checkbox"/> I know that |
| 8. Outgoing links allow you to build business and traffic relationships with other sites. | <input type="checkbox"/> I know that |
| 9. Exchanging links makes your web site less dependent from search engines, brings your web site targeted visitors and helps you to build a network around your site that makes your business stronger. | <input type="checkbox"/> I know that |
| 10. Some links do not improve your search engine rankings. | <input type="checkbox"/> I know that |
| 11. Building links is about much more than just search engine rankings. | <input type="checkbox"/> I know that |

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



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



What can happen?

It is important that you read the contents of the previous chapters. If you overlook something, your web site optimization efforts might not work as expected.

- **What can happen if you ignore inbound links?**

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

- **What can happen if you focus on the wrong links?**

Some links don't work with search engines. Others can put your web site in the wrong context so that you cannot get high rankings for the actual content of your web site. Participating in automated link exchange systems (link farms) that automatically generate links to your web site can even get you banned on search engines. It is important that you focus on the right links.



How to find web sites that could link to you

Introduction

There are plenty of web sites that could link to your site. ARELIS is a powerful software program that helps you to find different types of web sites that could link to you quickly and easily. ARELIS can help you with all relevant link types:

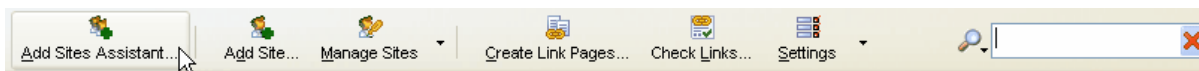
- one way links (a web site links to you but you don't link to it)
- reciprocal links (a web site links to you and you link back to it)
- three-way-links (web site A links to your site, you link to site B, site B links to site A)

On the following pages, you'll learn how to find many different web pages that all could link to you.

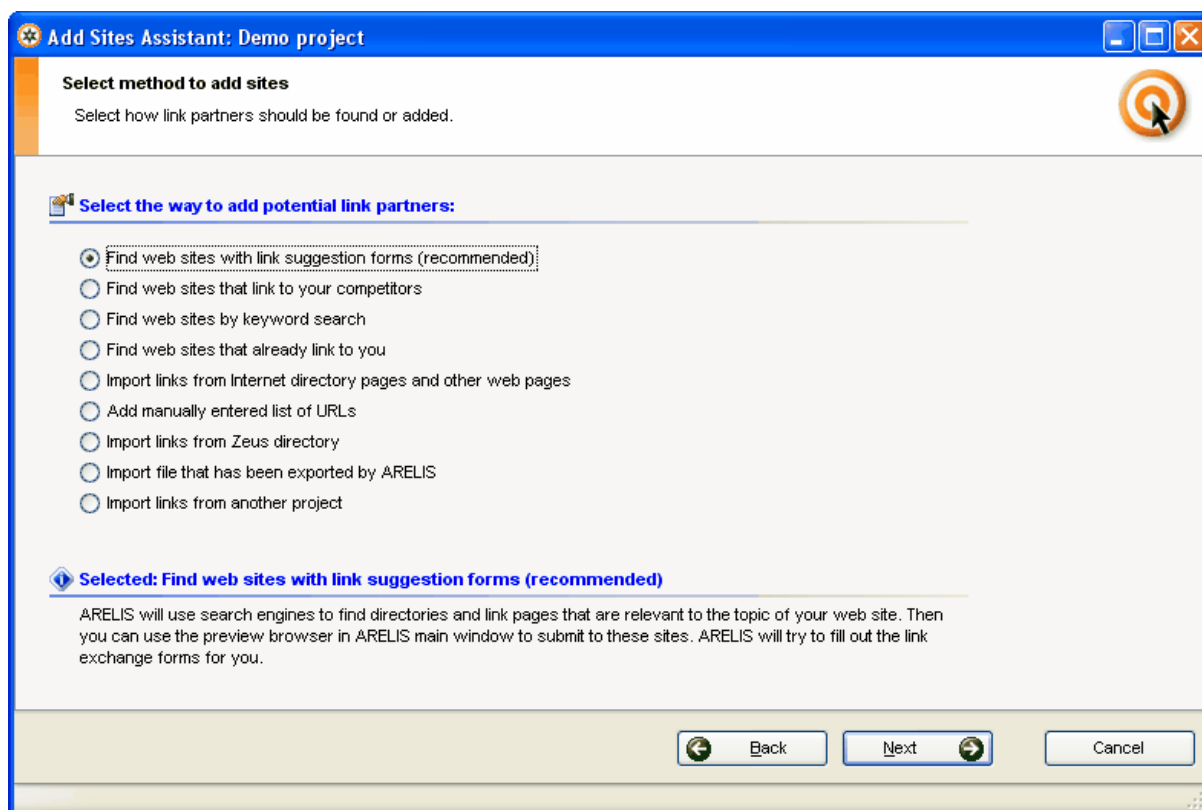
Web sites with link exchange forms

3.2.1 How to find web pages with link exchange forms

Click the *ARELIS* panel in IBP's main window and then click the *ARELIS - Link Popularity Improver & Link Management* link to start ARELIS. Then click the *Add Site Assistant* button at the top of ARELIS' main window to start the Add Site Assistant:



Choose the first option in the list:



If you select this option, ARELIS will search for web sites that either have a link exchange form on their web site or that are likely to offer a link exchange possibility. Click the *Next* button to proceed.

**Step 1:**

Add Sites Assistant: Demo project

Step 1 of 4: Enter keywords

Enter up to 10 keywords for which ARELIS should find corresponding directories and link pages. It's important to enter only very general keywords.

Enter up to 10 very general keywords or key phrases (one per line):

shoes
sneakers
sports shoe
footwear

4 keywords

[Important: your keywords must not be too specific](#)

Back Next Cancel

Enter up to 10 general keywords that describe the topic of your web site. Don't use too specific keywords. Use one word keywords that are related to your web site topic. In this example, we enter keywords for a shoe shop. Click the *Next* button to proceed.

Step 2:

Add Sites Assistant: Demo project

Step 2 of 4: Select search engines

Select up to 10 major search engines on which you want to search for potential link partners.

425 search engines (4 checked):

Name	Country
Major players	
<input checked="" type="checkbox"/> AltaVista.com (U.S.)	USA
<input checked="" type="checkbox"/> AllTheWeb (preset settings)	USA
<input checked="" type="checkbox"/> AOL.com	USA
<input checked="" type="checkbox"/> Ask.com	USA
<input type="checkbox"/> Google.com	USA
<input type="checkbox"/> MSN.com	USA
<input type="checkbox"/> Yahoo.com	USA
any language	
<input type="checkbox"/> Danish	
<input type="checkbox"/> Dutch	
<input type="checkbox"/> English	
<input type="checkbox"/> Filipino	
<input type="checkbox"/> Finnish	
<input type="checkbox"/> French	
<input type="checkbox"/> German	

Quick selection:

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.



Step 3:

Add Sites Assistant: Demo project

Step 3 of 4: Link partner settings (optional)
Optionally, you can change settings that influence the add process.

Attributes of newly added web sites

☒ Mark web sites for inclusion in link pages

Assign this status to the web sites:
Undecided

Assign this category to the web sites:
My Category

Settings

Maximum number of web sites that should be added this run: 101

☐ Overwrite existing link partner web sites

Back Next Cancel

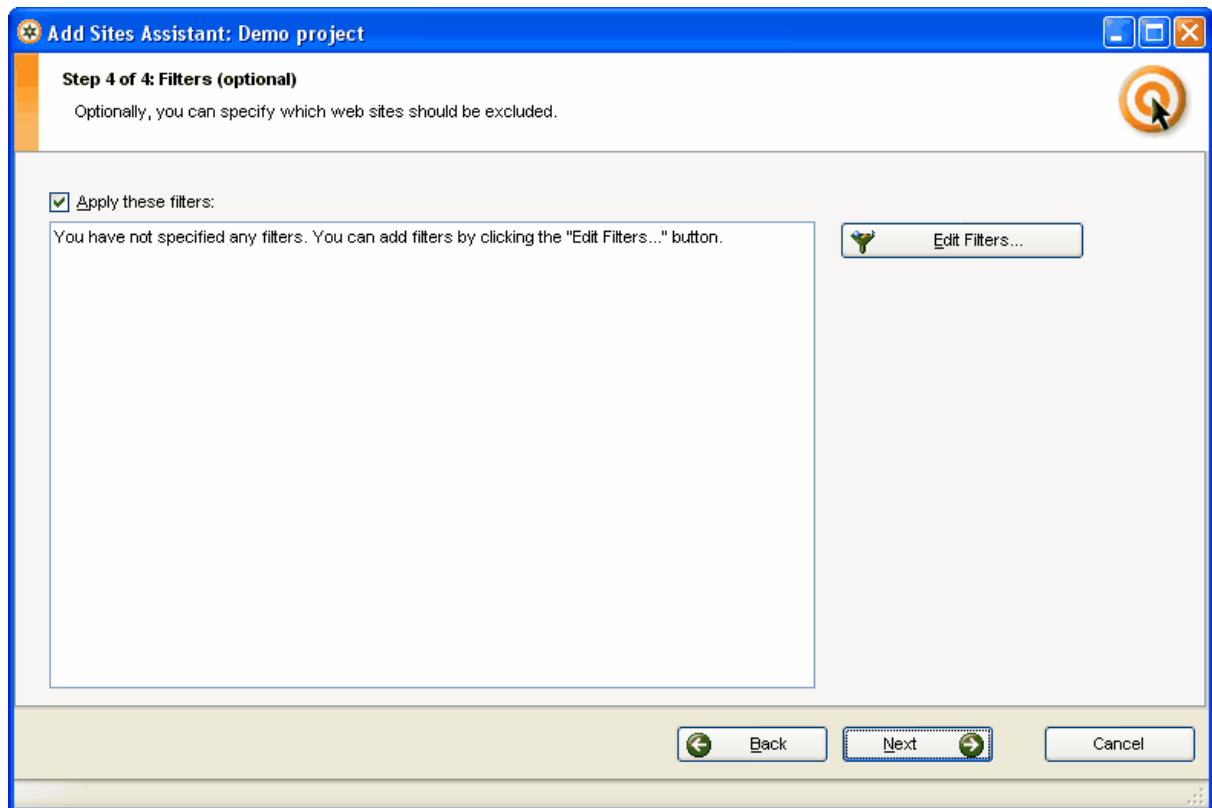
You can specify the number of web sites that should be added in this run in this window. In addition, you can choose if the found web pages automatically should be marked for inclusion in your link pages (we'll explain the *Create link pages* feature later in this manual).

If you want, you can also assign a special category or status to the web sites that ARELIS 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.



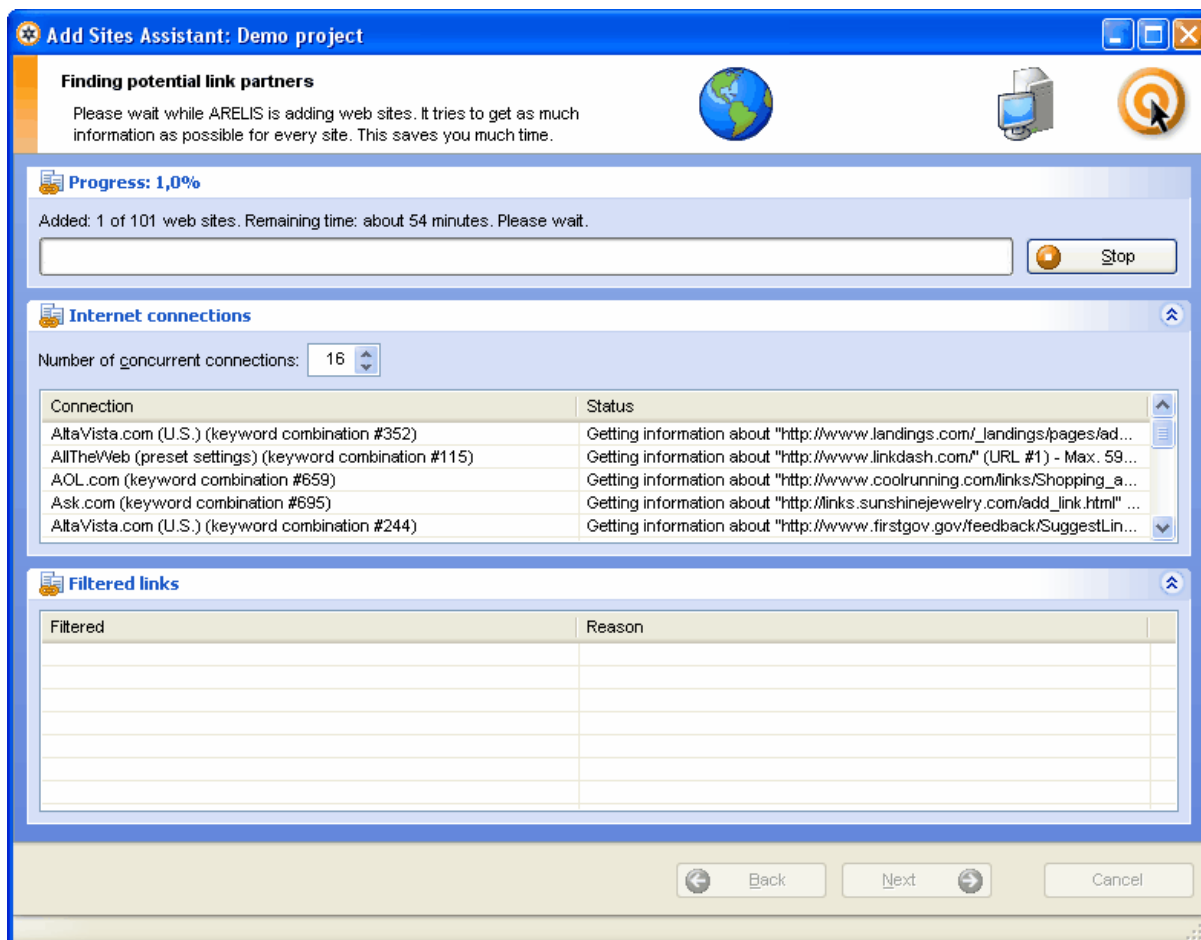
Tip: Use a status like *"link exchange form"* if you use this option in the Add Sites Assistant in ARELIS. When you then click the Status column header in ARELIS' main window all web sites that contain a link exchange form will be listed one after the other. That makes it much easier to quickly submit your link to these sites.

Step 4:

ARELIS also allows you to use filters. If you don't want to add web sites from certain countries or if you only want to add web sites 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.



Step 5:



In this window, ARELIS collects web pages that have link suggestion forms. This can take some while because ARELIS gets a lot of information about every page.

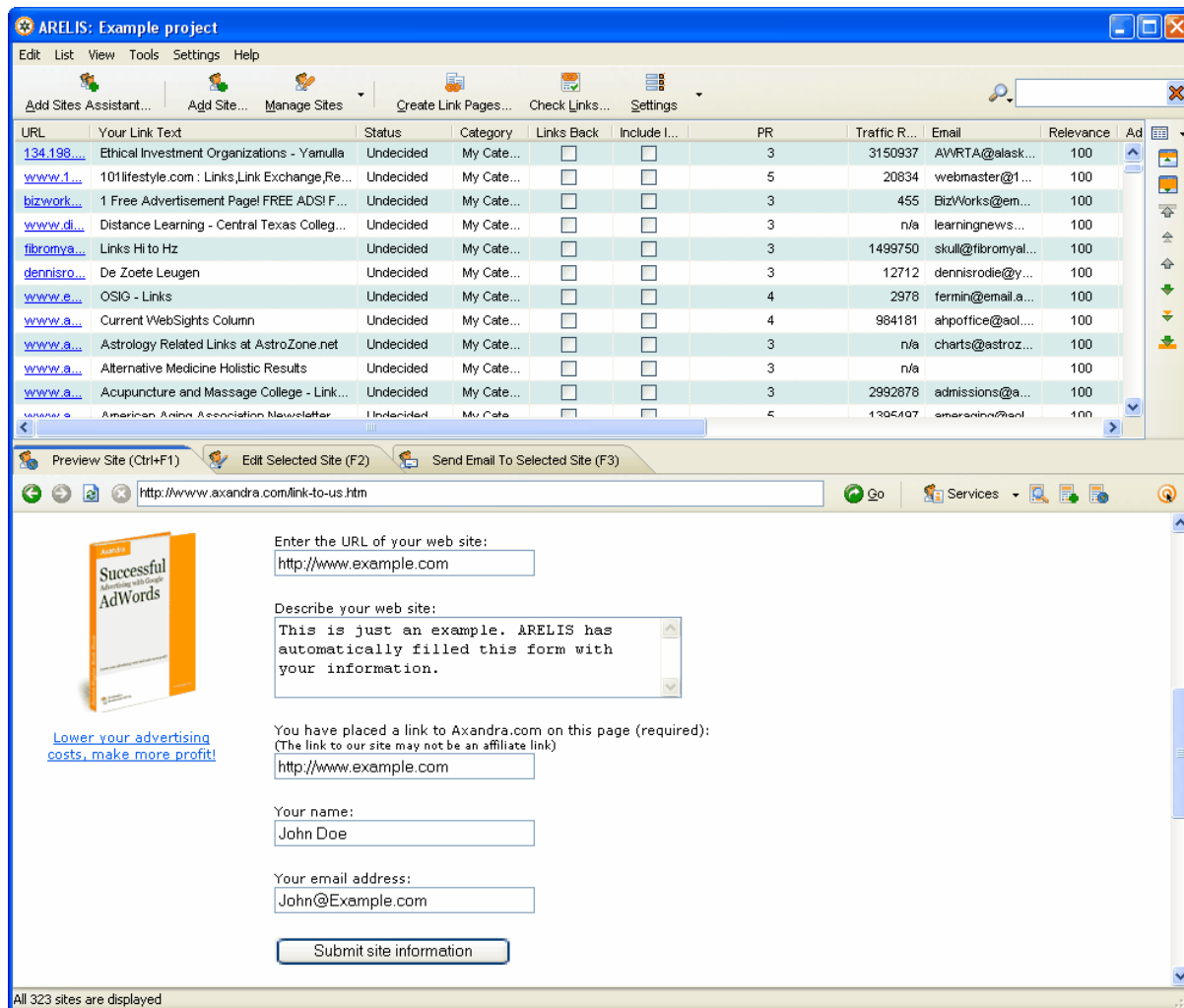
When ARELIS has reached the maximum number of links you wanted to collect in this run, you can return to ARELIS' main window. In the next chapter, you'll learn how to easily submit your link to the pages you have just found.

3.2.2 How to submit your link to web pages with link exchange forms

Submitting your link to web pages with link exchange forms is very easy with ARELIS.

Step 1: Select a web site in the list

Click on the URL of a web site in the list in the main window. ARELIS will display the link exchange form in the preview browser at the bottom of ARELIS' main window:



The screenshot shows the ARELIS software interface. The top window displays a list of websites with columns for URL, Your Link Text, Status, Category, Links Back, Include Link, PR, Traffic Rank, Email, Relevance, and Ad. The bottom window shows a preview of a link exchange form for the website <http://www.axandra.com/link-to-us.htm>. The form includes fields for the URL of the user's web site, a description of the web site, a required link to Axandra.com, the user's name, and email address. A 'Submit site information' button is at the bottom.

URL	Your Link Text	Status	Category	Links Back	Include Link	PR	Traffic R...	Email	Relevance	Ad
134.198...	Ethical Investment Organizations - Yamulla	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	3150937	AVWRTA@alask...	100	
www.1...	101lifestyle.com : Links,Link Exchange,Re...	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	5	20634	webmaster@1...	100	
bizwork...	1 Free Advertisement Page! FREE ADS! F...	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	455	BizWorks@em...	100	
www.di...	Distance Learning - Central Texas Colleg...	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	n/a	learningnews...	100	
fibromya...	Links Hi to Hz	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	1499750	skull@fibromya...	100	
dennisro...	De Zoete Leugen	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	12712	dennisrodie@y...	100	
www.e...	OSIG - Links	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	4	2978	fermin@email.a...	100	
www.a...	Current WebSights Column	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	4	984181	ahpoffice@aol...	100	
www.a...	Astrology Related Links at AstroZone.net	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	n/a	charts@astroz...	100	
www.a...	Alternative Medicine Holistic Results	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	n/a		100	
www.a...	Acupuncture and Massage College - Link...	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	3	2992878	admissions@a...	100	
www.a...	American Arina Association Newsletter	Undecided	My Cate...	<input type="checkbox"/>	<input type="checkbox"/>	5	1195497	americanarina@...	100	

Preview Site (Ctrl+F1) Edit Selected Site (F2) Send Email To Selected Site (F3)

<http://www.axandra.com/link-to-us.htm>

Enter the URL of your web site:

Describe your web site:

You have placed a link to Axandra.com on this page (required):
 (The link to our site may not be an affiliate link)

Your name:

Your email address:

All 323 sites are displayed

Step 2: Submit the form

If possible, ARELIS will fill out the form for you. If necessary, enter the missing information and click the *Submit* button. Then proceed to the next web site in the list. That's all there is to it.



The quality of the found web sites depends on your web site topic and the keywords you entered. For some topics, there aren't many web sites that offer a link exchange form so that ARELIS will return general web sites with link exchange forms then.

If you don't want links from these web sites, try it again with different keywords or use the other options in the *Add Sites Assistant* in ARELIS.

3.2.2.1 How to specify the information ARELIS enters for you in link exchange forms

When ARELIS fills out link exchange forms for you, it uses the information you entered in the *Edit current project* window in IBP.

If ARELIS 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:

Edit Project: Demo project

Project Administration

- Project Name & Notes
- Scheduled Tasks

Web Site

- URL
- Language & Category
- Title & Keywords
- Descriptions**

Contact

- Name & Email Address
- Postal Address

Report Customization

- Cover Sheet
- Author & Logo
- Headers & Footers
- Colors & Font Styles
- Background

ARELIS Link Management

- Category Settings

Descriptions

Short description: 6 words (max. 25)
This is just an example description. [Why there are three description fields](#)

Normal description: 62 letters (max. 160)
This is just an example description. It doesn't mean anything.

Long description: 93 letters (max. 350)
16 words (max. 35)
This is just an example description. It doesn't mean anything. No need to read this sentence.

Get Description From Meta Description Tag...

OK Cancel Help



Web sites that link to your competitors

3.3.1 How to find web sites that link to your competitors

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

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

Click the *Add Site Assistant* button at the top of ARELIS' main window to start the Add Site Assistant and choose the second option (*Find web sites that link to your competitors*) in the list. Click the *Next* button to proceed:

Step 1: Enter the URLs of your competitors:

Add Sites Assistant: Demo project

Step 1 of 4: Enter competitors

Enter one or more URLs of your competitor web sites.

Enter one or more URLs of your competitors
(enter one URL per line):

http://www.competitor.com
http://www.another-competitor.com
http://www.competition.com

Back Next Cancel

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 web site. The web sites that come up in the results list are your competitors.

Step 2: Select the search engines

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

That means that the link to your web site 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.

Step 3: Specify further options

You can specify the number of web sites 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 web sites that ARELIS 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.

Step 4: Specify your filter settings

ARELIS also allows you to use filters. If you don't want to add web sites from certain countries or if you only want to add web sites 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.

Step 5: ARELIS collects potential link partners for you

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

When ARELIS has reached the maximum number of links you wanted to collect in this run, you can return to ARELIS' main window. In the next chapter, you'll learn how to decide to which web sites you should link.



3.3.2 How to decide to which web sites you want to link

ARELIS now has collected many potential link partners for you. Now you have to decide to which web sites 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 ARELIS and take a look at the preview browser in ARELIS. If you like the web site, tick the "Include in link pages" checkbox for that link partner. All web sites with a ticked "Include in link pages" checkbox will be included in your link pages when you use the *Create link pages* feature in ARELIS. How the *Create link pages* feature works in detail is explained later in this manual.

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

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

These two points are the most important factors. The PageRank of a web site should not influence your decision. If you see a good web site with good content that has a low PageRank you should trade links with that site if that web site is useful for your visitors. One day, that page might have a higher PageRank and it will still link back to you.

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

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

Links from related web sites:

- make your web site less dependent from search engines
- bring your web site targeted visitors
- help you to build a network around your site that makes your business stronger

The more links you have, the better. Remember that [outgoing links can help you to improve your web site](#) ^[54].



Your web site is about your visitors, not about search engines. Search engines don't buy from you, your visitors do. For that reason, focus on your web site 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.

3.3.3 How to contact web sites that link to your competitors

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

ARELIS helps to you contact potential link partners by email with the built-in email client. When you have found a web site with which you want to exchange links, click the *Send Email To Selected Site* panel in ARELIS or press the F3 key on your keyboard:

Preview Site (Ctrl+F1) Edit Selected Site (F2) Send Email To Selected Site (F3)

Send Email Message Use Email Template Visit Recipient's Web Site Email Settings

Recipient name: Peter

Recipient email: Peter@recipient.com

Subject: Recipient.com has been added to our directory

Email message: Insert text...

Dear Peter,

I have visited your site and I think that the content about shoes could be of interest to our web site visitors.

I have already placed a link to your site along with a description at "http://www.example.com/shoes.htm". If you want the description of your site modified or if you have any other cross-promotion ideas, let me know.

I would appreciate if you placed a link back to my site:

[> insert a description of your web site here <]

Set the link partner status after sending the email message: Undecided

Email history:

ARELIS 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 to 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. Further information on how to write effective link exchange email messages can be found in chapter [How to increase your response rate](#).

Remember that 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.



3.3.3.1 How to edit your email account settings

Click the *Email Settings* button in the *Send Email To Selected Site* panel and select *Edit Email Account Settings*:

Edit Project: Demo project

ARELIS Link Management

- Email Account
- Email Options

Email Account

Your name: John Doe

Your email address: John@example.com

SMTP Server: smtp.example.com SMTP Server Port: 25

SMTP User name (if required): example

SMTP Password (if required): examplepass

☐ Use Secure Password Authentication (SPA)

☐ Use secure connection (SSL)

☐ Sending emails requires POP login first ("POP-before-SMTP"):

POP Server: POP Server Port: 110

POP User name:

POP Password:

[Where to get your email account information](#)

[Email problems?](#)

Send Test Email Message...

OK Cancel Help

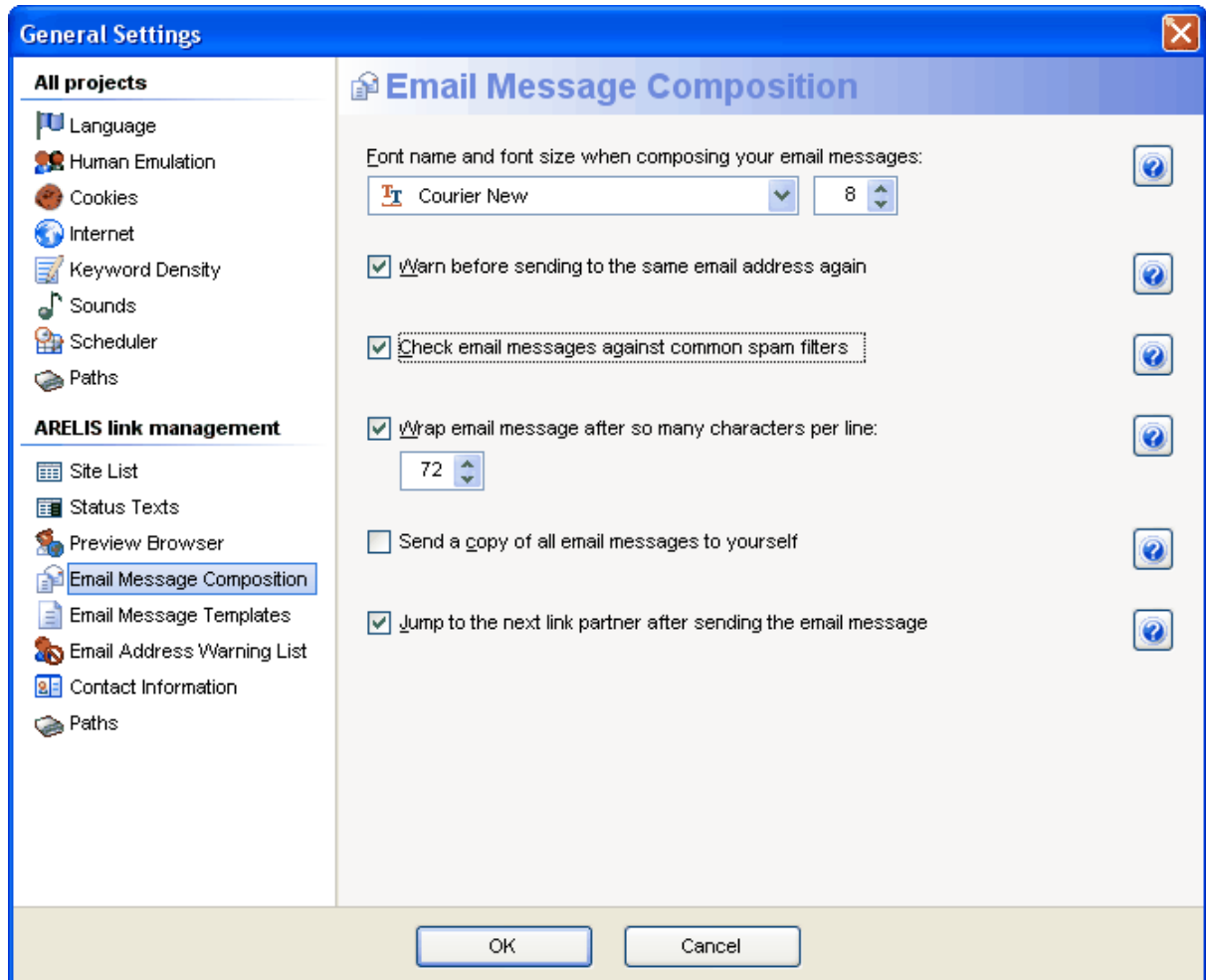
Enter your name, your email address and your mail server information in this window. You can get your mail server information from your Internet Service Provider (ISP). Usually, the information you enter in this window should be the same information that you enter in the settings of your email client.

If your email service provider doesn't offer SMTP and POP servers, you can use the email feature in ARELIS with any other email service provider. Popular email service providers are Gmail (<http://mail.google.com>), Yahoo Mail (<http://mail.yahoo.com>) and Gawab (<http://www.gawab.com>).

Switch to the *Email Options* section on the left side of the window to specify which email message template ARELIS should use when you open the *Send Email To Selected Site* panel.

3.3.3.2 How to edit your email composition settings

To change your email message composition settings, click the *Email Settings* button in the *Send Email To Selected Site* panel and select *Edit Email Message Composition Options*:



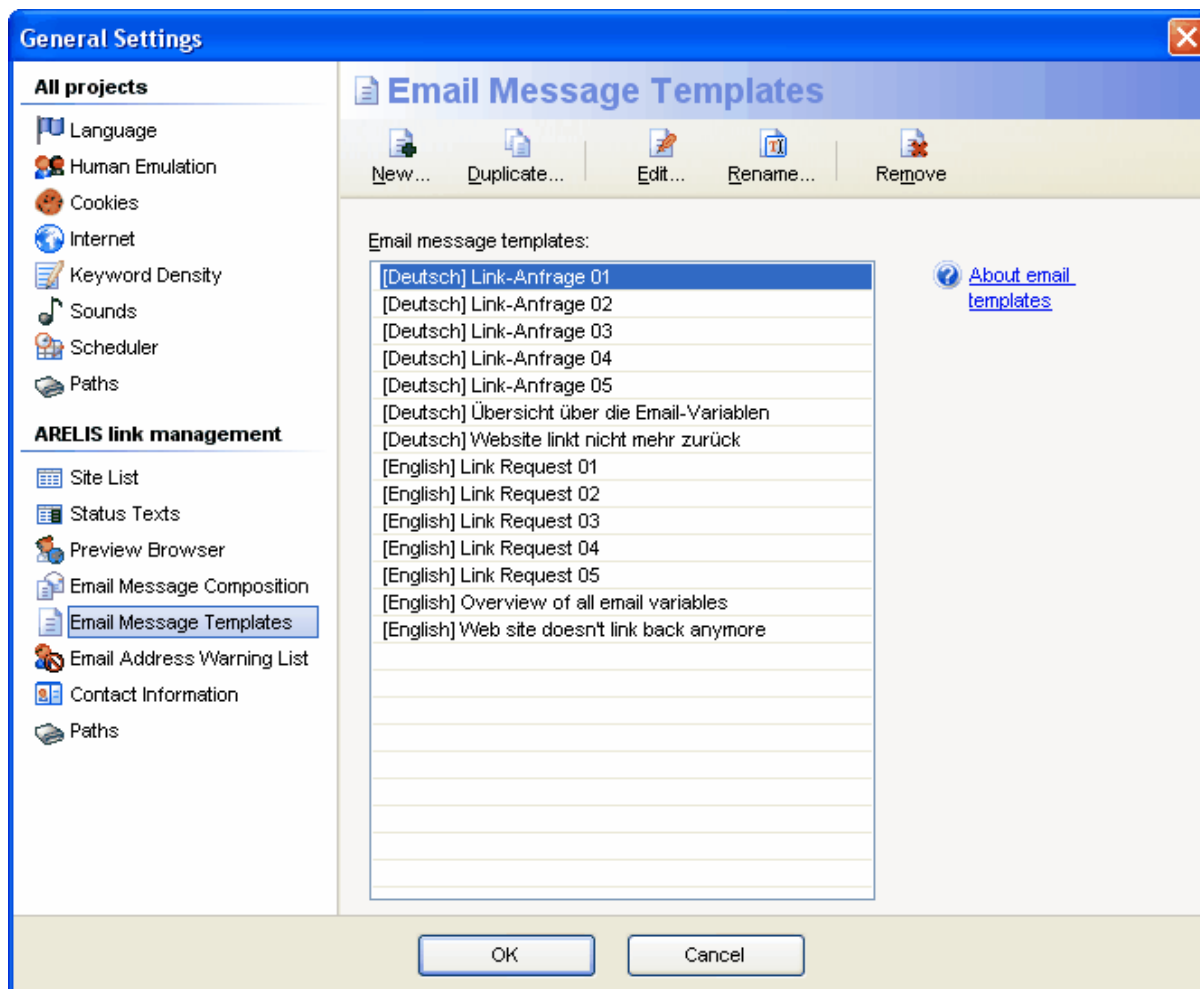
In this window, you can change the font that will be used for your email messages and more. Click the question mark buttons for further information about an option.



3.3.3.3 How to edit your email message templates

Email message templates allow you to quickly create custom link exchange email messages. When you are in the *Send Email To Selected Site* panel in ARELIS, 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 *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:

Create Email Message Template

Help Edit Template

Link partner status after sending an email message that uses this template:
Undecided

Email subject:
Your article about shoes

Email message:

Hello <<recipient-first-name>>,
I have just found your article about shoes on <<recipient-domain>>.
It's really a gre

Insert Variable

Save Template Cancel

5:19 Modified

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

Click the *Help* panel to get detailed instructions on how to create custom email message templates.

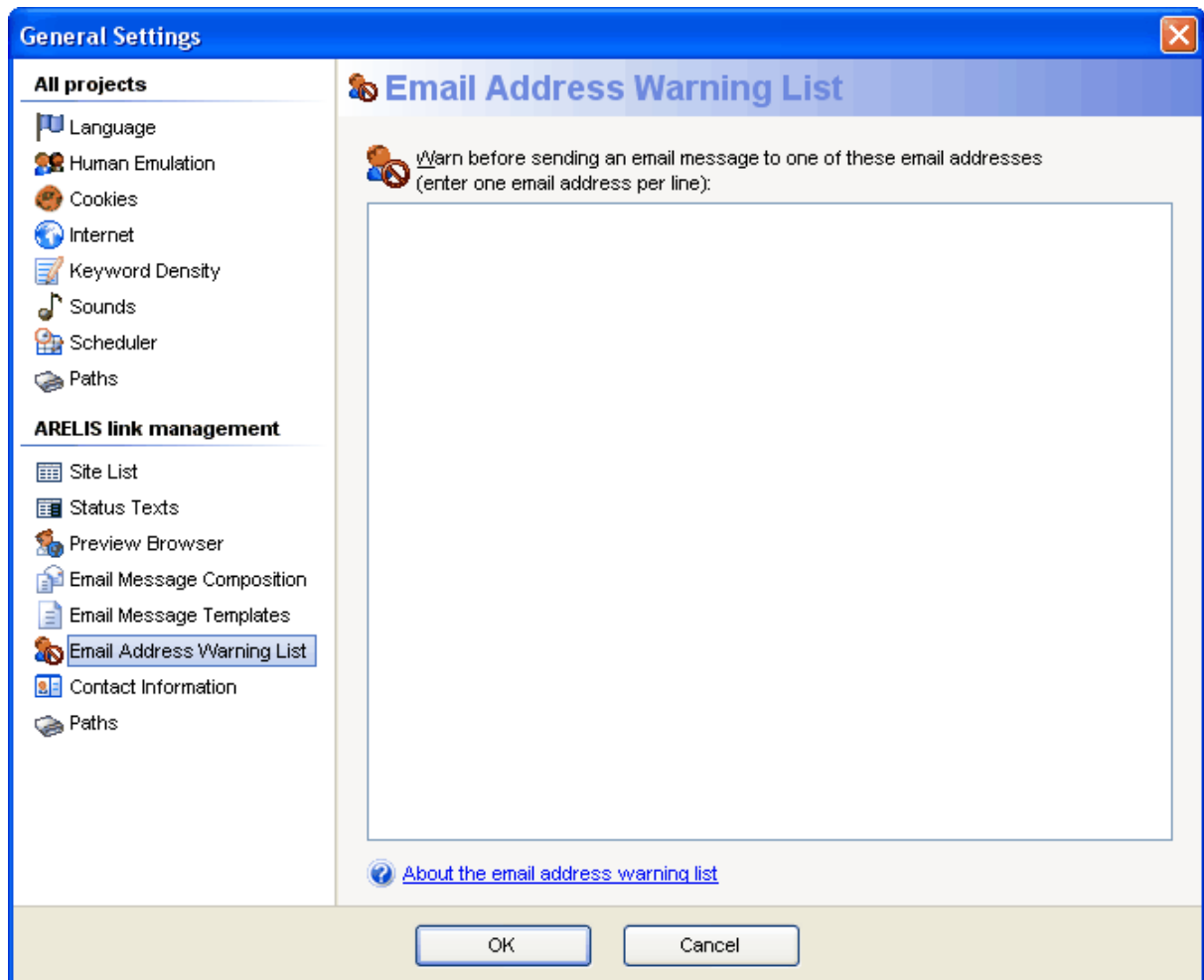


3.3.3.4 How to edit the email address warning list

Some people don't want to receive email messages from you. If you get an email message from a person who doesn't want to get your email messages, you can add that address to the email address warning list in ARELIS.

Whenever you try to send an email message to an address that is in that list, ARELIS will warn you.

To edit your email message templates, click the *Email Settings* button in the *Send Email To Selected Site* panel and select *Edit Email Address Warning List*:



Enter the email addresses of people that shouldn't receive messages from you in this window. You can enter as many addresses as you want. Enter one address per line.

3.3.3.5 How to contact all link partners at once

It's not wise to contact all link partners at once and ARELIS 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 web sites 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 web site 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.

How to inform your link partners about changes on your site

If you must send many email messages at once (for example to inform your existing link partners about a change on your web page), you can export the ARELIS database, including the contact information, and import that information in a mass mailer (for example <http://www.sprika.com>).



3.3.3.6 How to increase 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 web site 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 web sites. The other webmaster probably knows this anyway. Some people don't like to be taught in an email message they didn't request.

3. Keep your email message short.

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 web site is totally unrelated to your site.

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

5. Link to the other web site first.

Make sure that you link to the other web site 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 web site, 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 web site has a professional design.

It's very important that both your web site 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 web site 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 web site. It's enough to mention your web site URL and to explain what both your site and the link partner's web site 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 web sites that link back to you to the top of your link pages and mark them with a special "Recommended!" picture. ARELIS 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 web site 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.

Further information:

The CAN-SPAM act and link exchange email messages
<http://www.free-seo-news.com/newsletter94.htm>



3.3.3.7 Checklist

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

☒ **Things you should have done:**

- | | | |
|--|------------------------------|-----------------------------|
| 1. Have entered a valid email address and your full name in the email options in ARELIS? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Have you customized each link exchange email message? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Have you included your full contact information in your link exchange email messages? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Are your link exchange email messages friendly, precise and short? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Do you know all 10 factors that can increase your response rate? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

☒ **Things you should know:**

- | | |
|---|--------------------------------------|
| 1. It is very important that your link exchange messages don't look like a mass mail. | <input type="checkbox"/> I know that |
| 2. If you send the same email message to all recipients, chances are that people will consider you a spammer. | <input type="checkbox"/> I know that |
| 3. The other webmasters are real people. They should be treated with respect. You'll get best results with short, polite and friendly messages. | <input type="checkbox"/> I know that |

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



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



3.3.3.8 What can happen?

It is important that you read the contents of the previous chapters. If you overlook something, your web site optimization efforts might not work as expected.

- **What can happen if you do not customize your email messages?**

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.

- **What can happen if you use the wrong words in your email messages?**

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

- **What can happen if you don't include your full contact information?**

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.



Web sites that contain special keywords

3.4.1 How to find web sites that contain special keywords

You can also use ARELIS to find web sites that contain special keywords. If you choose the right keyword combination, you can find many related web sites that could be good link partners.

Click the *Add Site Assistant* button at the top of ARELIS' main window to start the Add Site Assistant and choose the third option (*Find web sites by keyword search*) in the list. Click the *Next* button to proceed:

Step 1: Enter some keywords that are related to your web site

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 web sites, 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.

Step 2: Select the search engines

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

That means that the link to your web site 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.

Step 3: Specify further options

You can specify the number of web sites 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 web sites that ARELIS 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.

Step 4: Specify your filter settings

ARELIS also allows you to use filters. If you don't want to add web sites from certain countries or if you only want to add web sites 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.

Step 5: ARELIS collects potential link partners for you

In the last step, ARELIS collects web pages that contain the entered keywords. This can take some while because ARELIS gets a lot of information about every page.

When ARELIS has reached the maximum number of links you wanted to collect in this run, you can return to ARELIS' main window.



To decide which web sites could be good link partners, apply the same criteria as for web sites that link to your competitors. Further information can be found in chapter [How to decide to which web sites you want to link](#)^[24].



3.4.2 How to contact web sites that contain special keywords

Contacting web sites that contain special keywords works exactly like contacting web sites that link to your competitors. Detailed information can be found in chapter [How to contact web sites that link to your competitors](#)²⁵.

Web sites that already link to you

3.5.1 How to find web sites that already link to you

Maybe you are not sure how many or which web sites link to your site. ARELIS can help you to locate web pages that already link to your site.

Click the *Add Sites Assistant* button in ARELIS' main window and choose the *Find web sites that already link to you* option. ARELIS will then find all web sites that link to your site and that are indexed by the search engines.

ARELIS will add all these sites to the Web site list in the main window. If a web site is already listed in this list, ARELIS 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.



This feature 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 ARELIS cannot find it.

ARELIS can also check if your link partners still link back to you. Details about the powerful link checker can be found [later in this manual](#)^[75].



Import links from other sources

3.6.1 How to import links from web pages

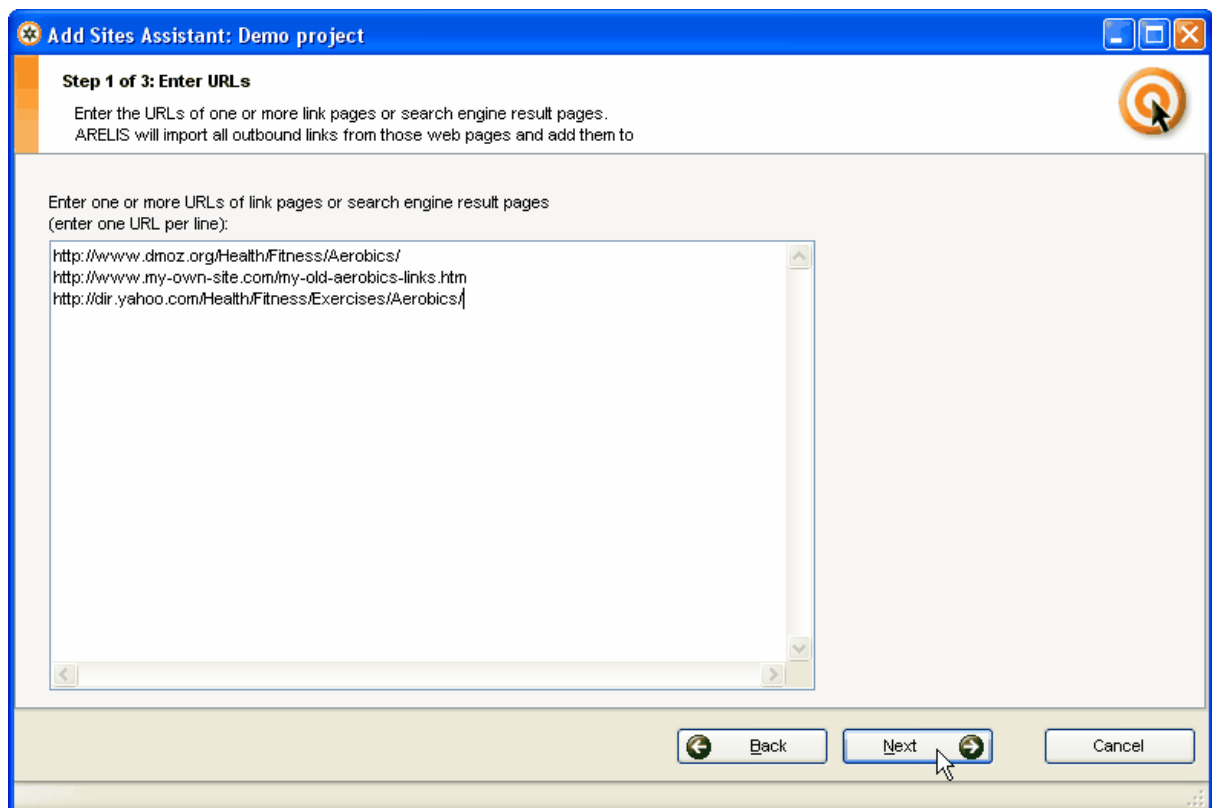
ARELIS also allows you to import links from web pages. For example, you can use that feature to import links from the following sources:

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

Importing links from web pages is easy with ARELIS. Click the Add Sites Assistant button in ARELIS' main window, choose the fifth option (*Import links from web pages*) and click the *Next* button to proceed.

Step 1:

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



Click the *Next* button to proceed.



Step 2: Specify further options

You can specify the number of web sites 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 web sites that ARELIS 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.

Step 3: Specify your filter settings

ARELIS also allows you to use filters. If you don't want to add web sites from certain countries or if you only want to add web sites 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.

Step 4: ARELIS imports the links for you

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

When ARELIS has reached the maximum number of links you wanted to collect in this run, you can return to ARELIS' main window.



3.6.2 How to import links from other sources

ARELIS can also import links from other sources:


- manually entered URL lists
- links from Zeus directories
- links from files that have been exported by ARELIS
- links from other ARELIS projects

To import links from one of these sources, click the *Add Sites Assistant* button in ARELIS' main window and choose the corresponding option. Then click the *Next* button and follow the instructions of the Add Sites Assistant.

Checklist

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

☒ Things you should have done:

1. Could you tick the positive option of all items in the [email checklist](#)  ☐ Yes ☐ No ?
2. Do you know the two most important factors that determine whether you should link to a web site or not? ☐ Yes ☐ No
3. Did you use different methods in ARELIS to make sure that you find link partners from various sources? ☐ Yes ☐ No

☒ Things you should know:

1. Your visitors will buy something on your web site, not search engines. For that reason, you should build your link pages for your visitors, not for search engines. ☐ I know that
2. When you exchange links with other web sites, try to get links that include some of your important keywords in the link text. ☐ I know that
3. Do not use the same link text over and over. That will look unnatural to both web surfers and search engines. Use different link texts with related content. ☐ I know that

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



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



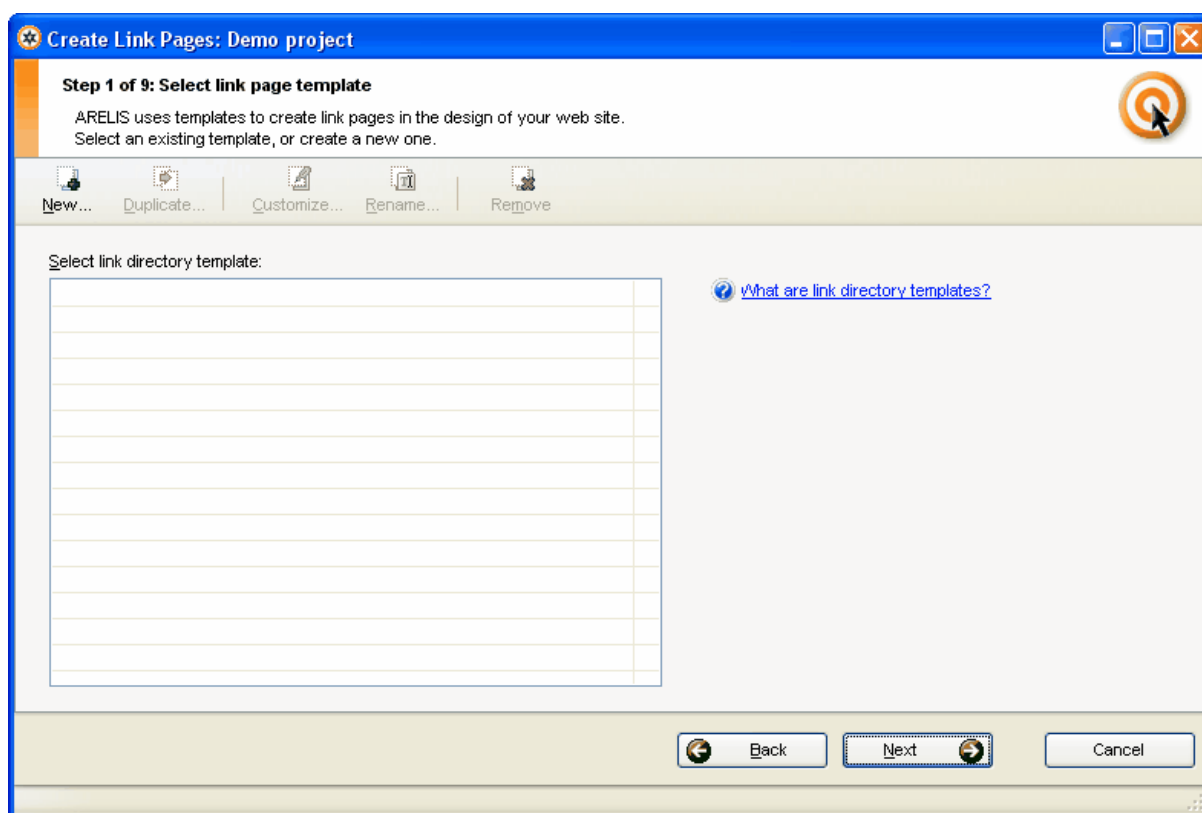
How to quickly create link pages in your website design

The Create Link Pages window

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

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

Click the *Create Link Pages* button in ARELIS' 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 web site design.
- If you already have a link directory template, select the template in the *Select link directory template* list and continue with chapter [How to create and upload your link pages](#) ⁵⁰.

Make sure that some web sites in the main list in ARELIS 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.

How to create a new link directory template

To create a new link directory template in your web site design, click the *New* button in the *Create Link Pages* window.

Step 1: Specify the general layout of your link pages:

Create Link Directory Template: Demo project

Step 1 of 6: Link page structure

☐ Everything on one page
All categories, sub categories and links are on a single web page.

☒ Individual web pages for categories
This layout consists of multiple web pages. The first page lists only the category names. When the user clicks on a category name, the corresponding links page is loaded.

☐ Web directory layout
This layout consists of multiple web pages and resembles the layout of popular web directories such as DMOZ and Yahoo.
Number of category columns:

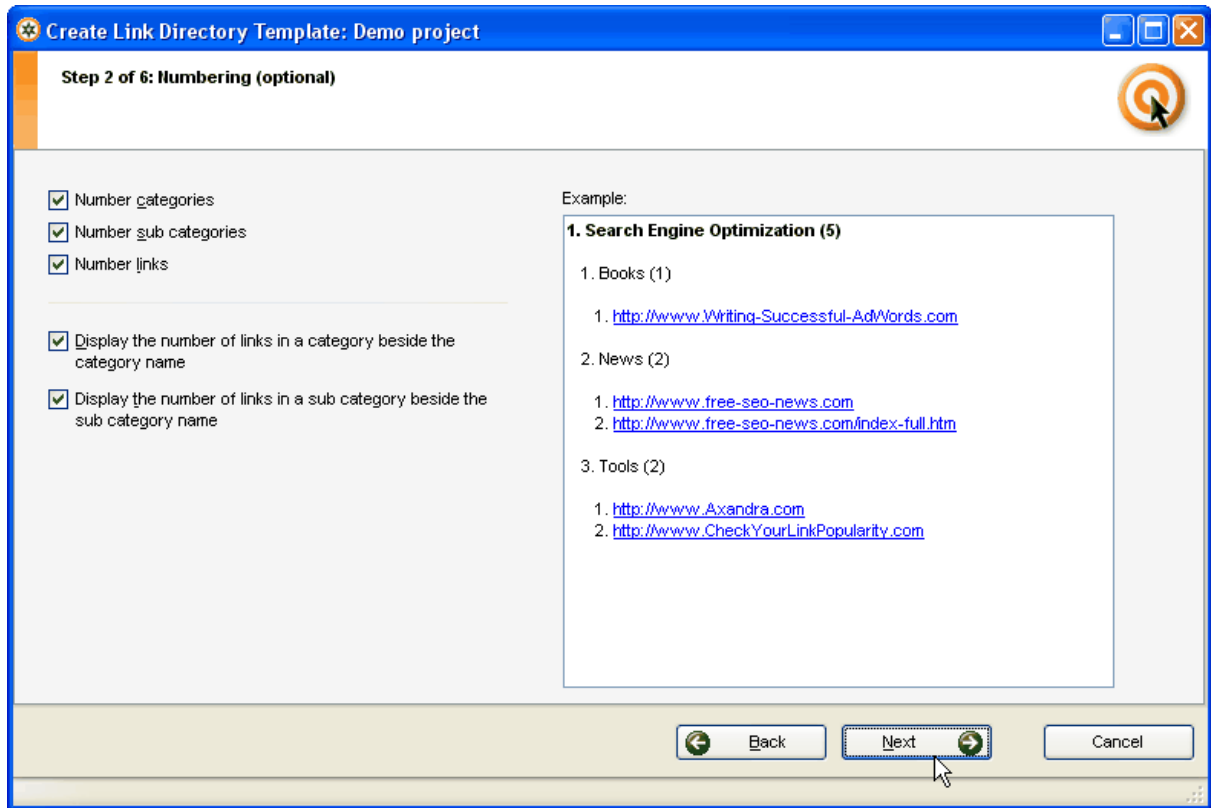
Next **Cancel**

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.



Step 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.

Step 3: Select the pagination layout

Create Link Directory Template: Demo project

Step 3 of 6: Select pagination layout (optional)

Select preset...

Edit the page number structure:

```
<table><tr>
<td>Pages: </td>
<td><a href="%PX-URL%">%PX%</a></td>
</tr></table>
```

Edit the HTML code before the current page number:

```
<div style="color:gray; font-weight:bold; display:inline;">
```

Edit the HTML code in after the current page number:

```
</div>
```

Maximum number of displayed page numbers:

10

Pagination Preview

Page 1:
Pages: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Previous Next

Page 10:
Pages: 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 Previous Next

Page 20 (example for the last page):
Pages: 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 Previous

Back Next Cancel

If you have many link partners in a category, ARELIS can split the pages. For example, you can limit the number of links to 10 per page. ARELIS 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.



You cannot specify the number of links per page in this window. This can be done in another step of the *Create Link Pages* assistant. Pagination is only available if you use multiple pages for your link directory.

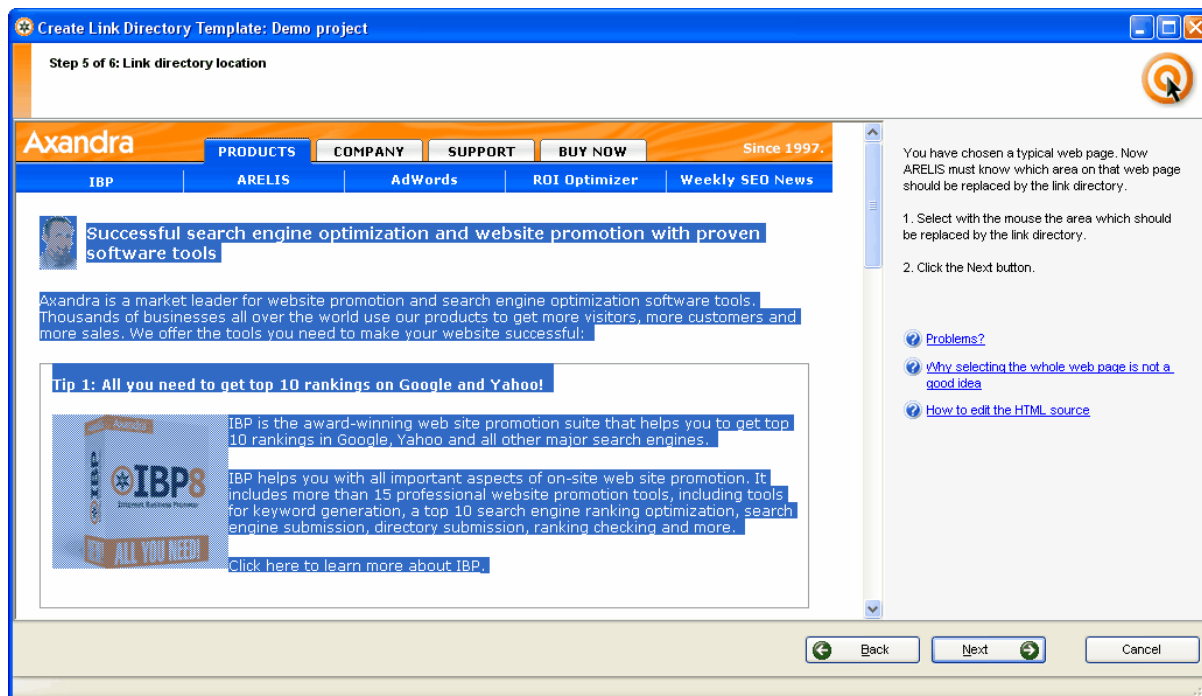
**Step 4: Enter the URL of a typical web page**

The screenshot shows a Windows-style dialog box titled "Create Link Directory Template: Demo project". The subtitle is "Step 4 of 6: Enter typical URL". In the top right corner, there is a target icon with an arrow pointing to it. The main area contains the instruction "Enter the URL of a typical web page from your site:" followed by a text input field containing "http://www.my-web-site-url.com" and a small globe icon. Below this, a blue information icon is followed by the text: "ARELIS will create a link directory in the design of your web site. In order to do this, you must enter the URL of a typical web page from your web site. The web page should contain your usual navigation links, headers and footers." At the bottom, there are three buttons: "Back" with a left arrow, "Next" with a right arrow, and "Cancel". A mouse cursor is pointing at the "Next" button.

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

Click the *Next* button to proceed.

Step 5: Specify the location of your link directory on the page



ARELIS 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 the ARELIS 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 web site 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 ARELIS will create a link directory template for you.

Step 6: Preview your link directory

ARELIS 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. Note that you can always edit the contents of your link directory templates later.

Now you have a link directory and ARELIS can create your link pages for you.



How to create and upload your link pages

Once you have a link directory template, creating link pages is very easy with ARELIS. Click the *Create Link Pages* button in ARELIS and select your link directory template in the list. Then click the *Next* button to proceed:

Step 2: Choose link page contents

Create Link Pages: Demo project

Step 2 of 9: Choose link page contents

Specify the number of links on a link page. You can enhance your link pages by including graphics.

Maximum number of links on a link page:

☒ Show web site icons on link pages

☒ Show web site thumbnails on link pages

☒ Include link to www.Axandra.com on link pages

Replace the link to Axandra.com with this Axandra affiliate link (only if you participate in the free Axandra affiliate program):

[About the affiliate program...](#)

[Back](#) [Next](#) [Cancel](#)

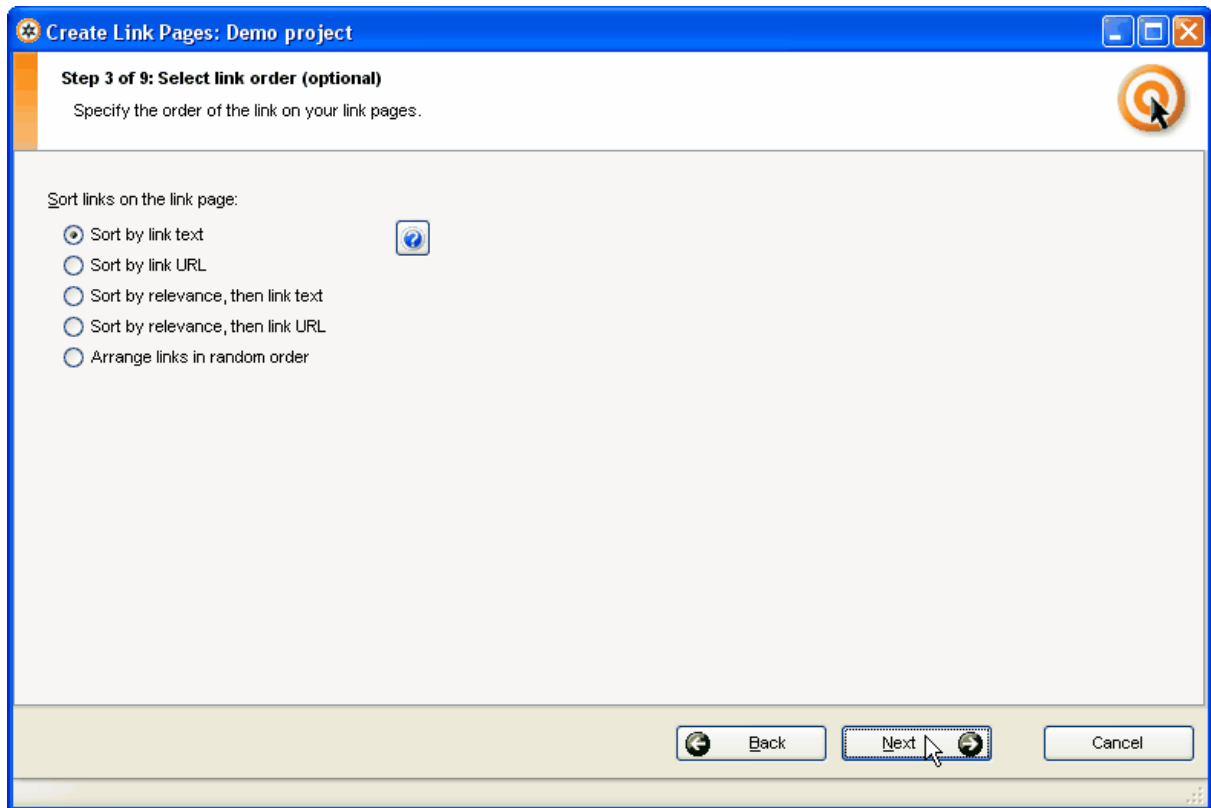
If you have many link partners and if you use a link directory template for separate category pages then you can specify the number of links on a page in the popup menu at the top of this window.

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 ARELIS can automatically insert your affiliate link on your link pages. Of course, this is fully optional.

Click the *Next* button to proceed.

Step 3: Select link order



In this window, you can specify the order of your link partners on your link pages. Click the *Next* button to proceed.



Step 4: Specify the options for web sites that link back

Create Link Pages: Demo project

Step 4 of 9: Reciprocal links (optional)

You can treat web sites that link back to your site differently.

Web sites that link back

☒ List web sites that link back first

Picture URL for web sites that link back (or leave empty):
www.

Web sites that do not link back

☒ Web sites that do not link back will be hyperlinked

☐ Web sites that do not link back will not be hyperlinked

☐ Web sites that do not link back will be linked to:
www.

Back Next Cancel

In this window, you can specify how web sites that link back to your site should be treated in your link directory. The settings of this window will be applied to all web sites that have a ticked "Links back" box in the main list in ARELIS.

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

Click the *Next* button to proceed.

Step 5: Save location

Create Link Pages: Demo project

Step 5 of 9: Save location

Select the directory to which the link pages should be saved.

Save link pages to this directory on your hard disk:

C:\Documents and Settings\Joe User\Desktop\link pages

Enter the file name for the start page of your link directory:

links.htm

Directory name for the web site icons and thumbnails:

images

Back Next Cancel

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 web site directory.

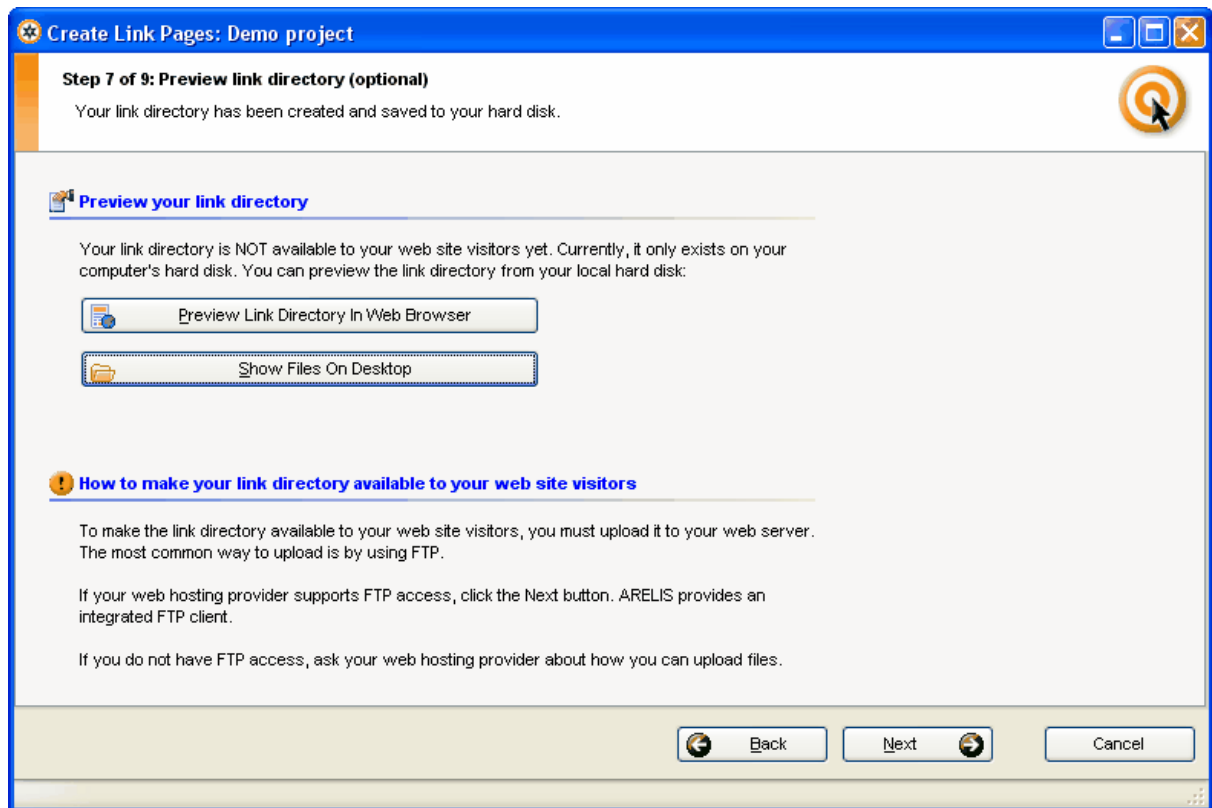
Click the *Next* button to proceed.

Step 6: ARELIS creates your link pages

In this step, ARELIS will create your link pages for you and it will automatically proceed to step 7.



Step 7: Preview 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 ARELIS has created your link pages.

If you want to upload the link pages with the built-in FTP client of ARELIS, click the *Next* button to proceed.

Step 8: Enter FTP settings

Create Link Pages: Demo project

Step 8 of 9: Enter FTP settings

Enter the FTP settings so that ARELIS can upload the link directory to your web server.

FTP server settings

Host: ftp.mywebsite.com

Port: 21

Username: joeuser

Password: mypassword

☐ Use passive mode (if you're behind a firewall)

☐ Use SSL / TLS

Directory to which the link pages should be uploaded: /

FTP proxy server settings (optional)

Proxy type: None

Host:

Port: 21

Username:

Password:

Preview of the upload locations: ftp.mywebsite.com/links.htm 4 files

Back Next Cancel

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 your web host doesn't support FTP then you can upload the ARELIS 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.

Step 9: ARELIS will upload your link pages

If the FTP information that you entered in step 8 is correct, ARELIS will upload your link pages to your web server. After that, your link pages will be available on your web site.

Don't forget to place a link to your link directory index page in the navigation of your web site so that your web site visitors can find your link directory.

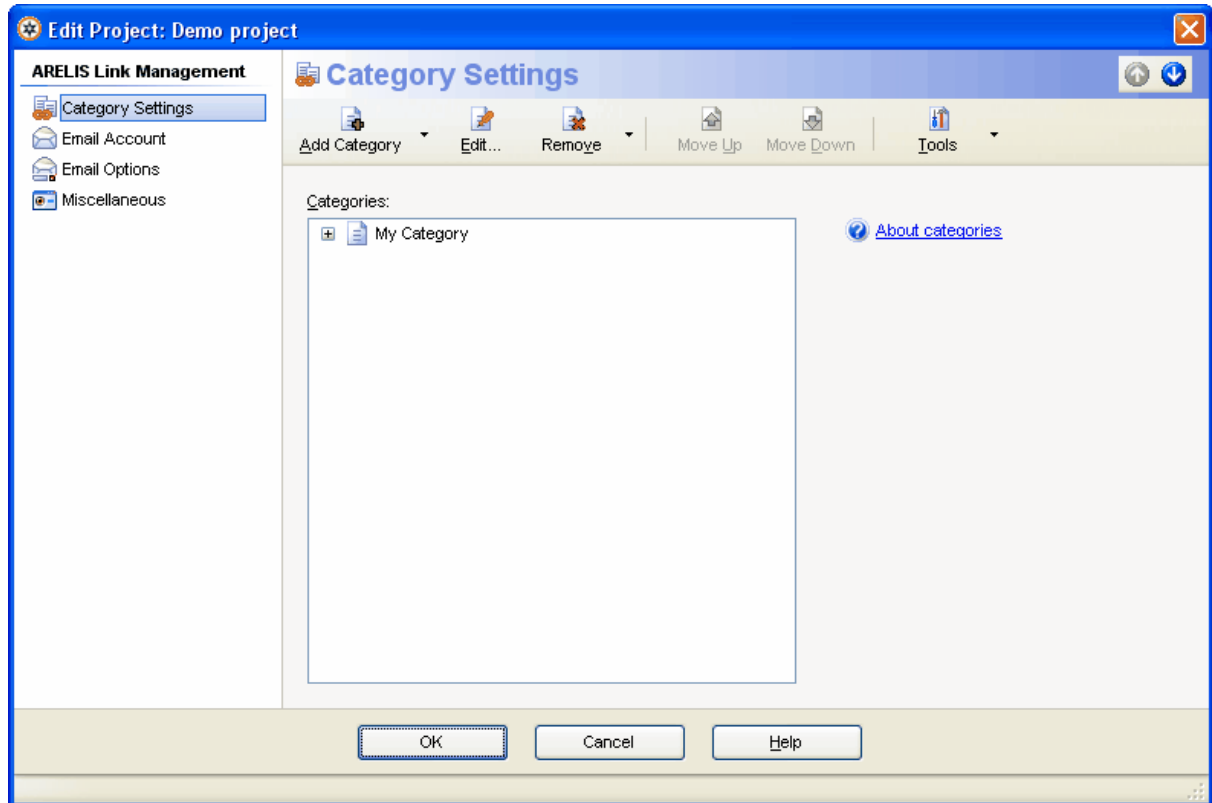


Tips and tricks

4.4.1 How to customize your link pages with category descriptions

Customizing your link page is very important if you want to get best results. Custom link pages are more attractive to both search engines and your web site visitors.

You can quickly add custom elements to your category pages by using category descriptions. Click the *Settings* button in ARELIS' main window and select *Manage Category Settings*:



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:

Edit Category

Enter the category name:

Enter the file name for the category link page:
 ?

Enter a description for the readers of this category's link page:
 ?

Enter the title of the category link page:
 ?

Enter some keywords for the category link page (optional):
 ?

Enter the description of the category for the search engines (optional):
 ?

OK Cancel

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 ARELIS category pages will contain exactly what search engines are looking for.

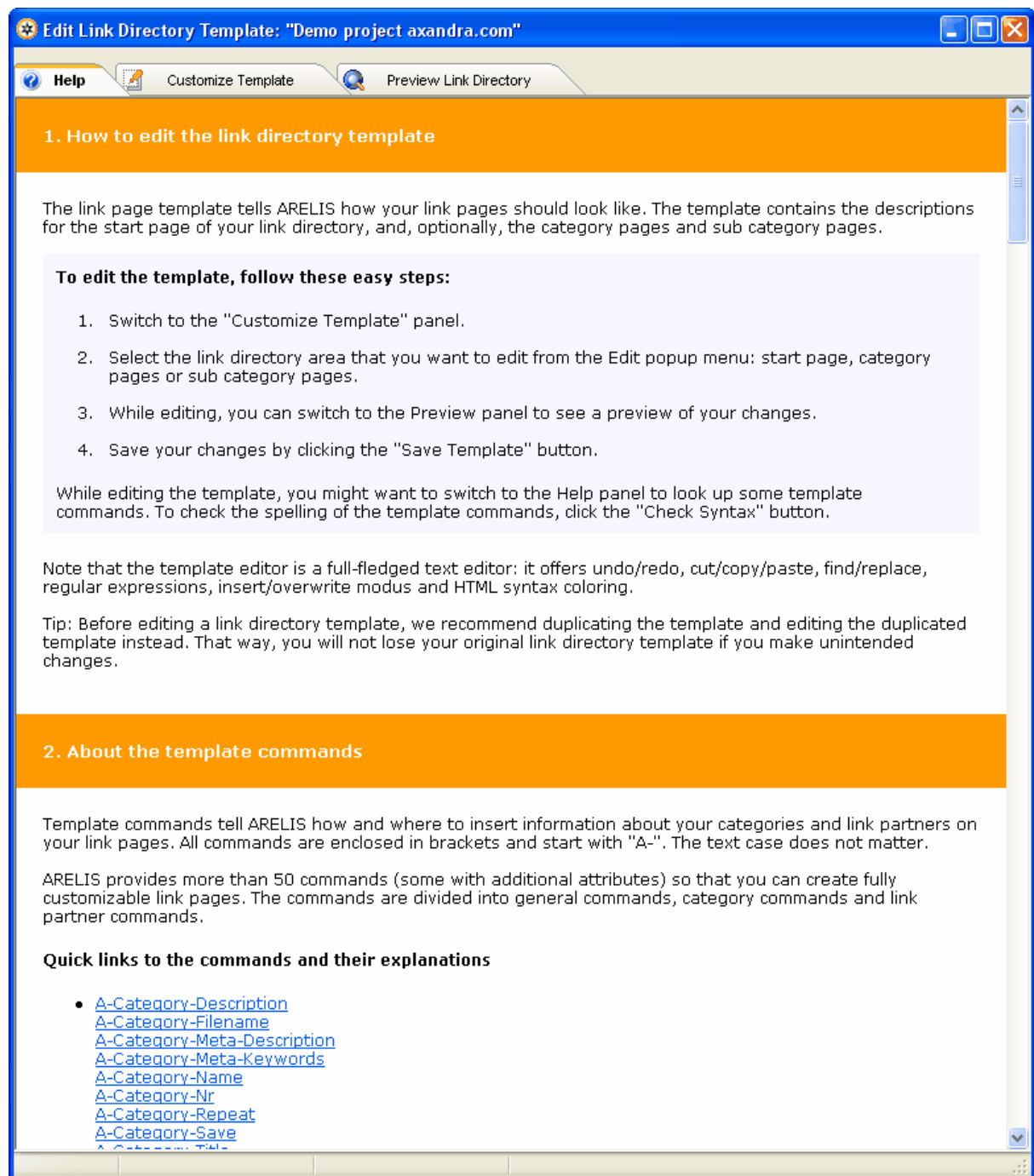


These features work best if you have a link directory that consists of multiple pages. If you have all links on a single page then you cannot customize that much. The category description can contain HTML tags.

4.4.2 How to use other variables on your link pages

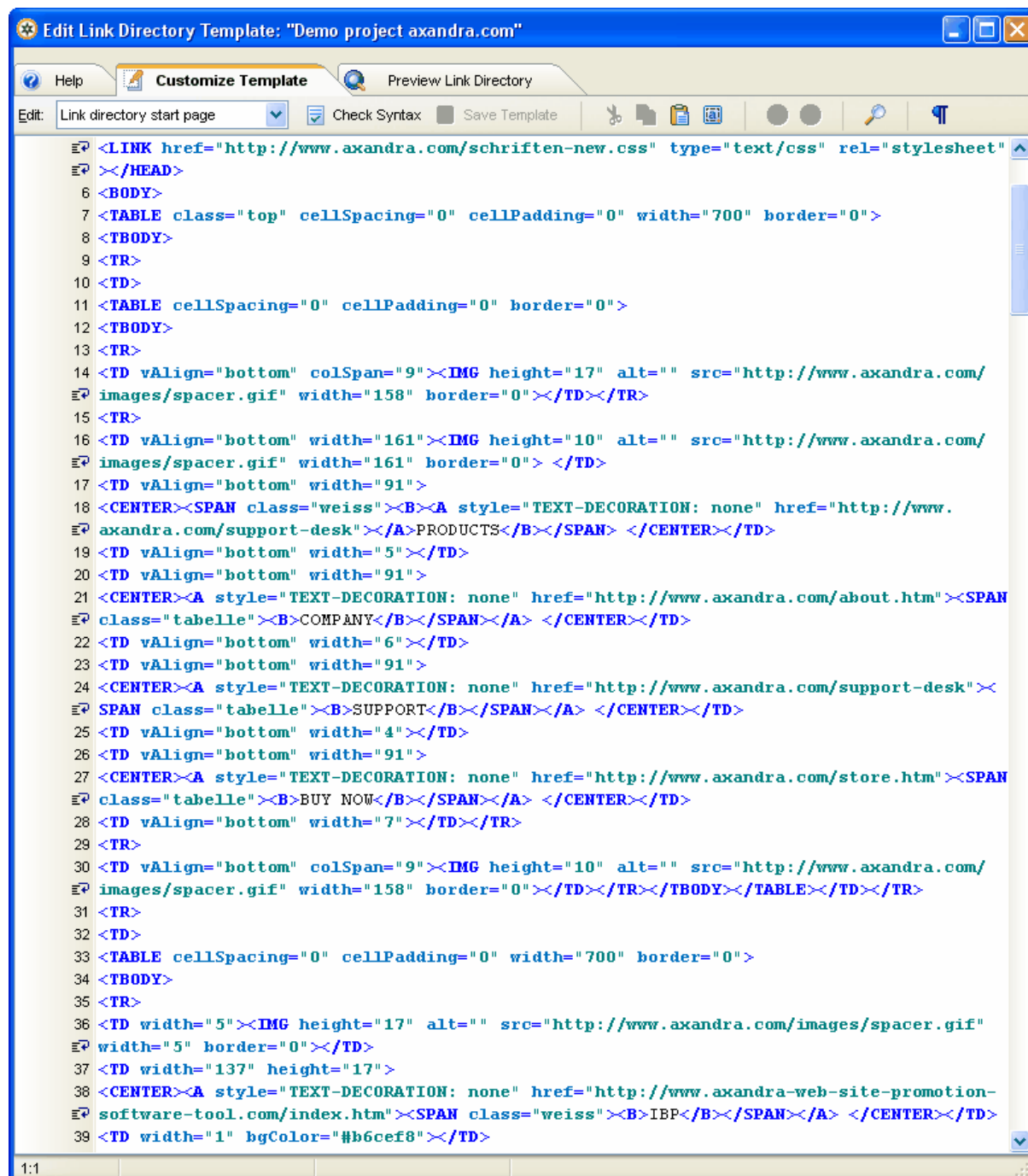
ARELIS offers many variables that help you to fully customize your link pages. You have to edit your link directory template to add variables to your link pages.

Click the *Create Link Pages* button in ARELIS' main window, select your link directory template in the list and click the *Customize* button. You'll see the following window:





Click the *Customize Template* panel to open a simple HTML editor that allows you to edit your link directory template:



The popup menu at the top of the window allows you to select which part of your link directory template should be edited: the link directory index page, the category pages or sub category pages. Each level can have its own HTML code with its own variables.

For example, you could use the following code in the section for your category pages:

```
[A-If-Link-Back][A-Endif]
```

If you enter this code then all web sites that have a ticked *Links Back* box in the ARELIS' main list will have a thumbnail image next to their link:



Measuring Link Popularity
How to determine the link popularity of a web page, or how well the page is ranked
in relation to the number of other pages linking to it.
<http://www.searchenginewatch.com/webmasters/popularity.html>

Thumbnail images are small screenshots of a web site that you can display next to link partner web sites on your link pages. Links with thumbnails are much showier than links without thumbnails.

ARELIS offers many variables that help you to give your link pages a custom look. To learn more about the different variables that can be found in your link directory templates, click the *Help* panel. The *Preview Link Directory* panel allows you to preview your changes.



If you find this too complicated, just use the custom link directory template that ARELIS automatically creates for you.



4.4.3 How to make your link directory pages more attractive

It's very important that your link pages are attractive to your web site visitors and your link partners. The more attractive your link pages are, the more reciprocal 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 partners 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 web site 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 ARELIS.

If your link pages look like article pages then your web site 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 web site 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 by 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 web site has a professional look. If you're unsure, hire a web designer. If your web site looks unprofessional, not many people will want to link to it.

A link from a web site with a professional design looks much more valuable than a link from a web site 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.

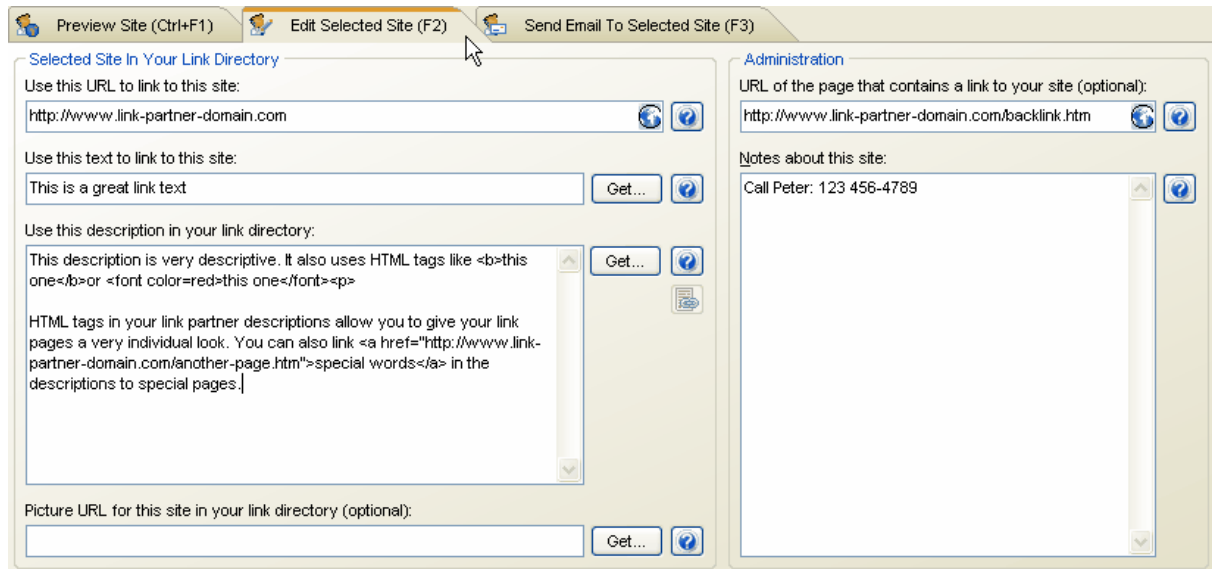


If you consider these points then you greatly increase the chances that webmasters will link to your site.



4.4.4 How to further customize your link pages

You can further customize the look of your link pages by using HTML code in the link partner descriptions. You can edit the description of a link partner in the *Edit Selected Site* panel in ARELIS' main window:



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.

Checklist

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

☒ Things you should have done:

- | | | |
|---|------------------------------|-----------------------------|
| 1. Did you create a custom link directory template that uses your web site design? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Did you make sure that your web site has a professional and appealing look so that other webmasters want to be listed on your pages? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do you use category descriptions and other variables on your link pages to make them more relevant to a topic? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Are your link pages easy to find when people browse your web site? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Are the links that are listed in one category on your link pages related to each other? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Did you consider the six points that make your link pages more attractive? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

☒ Things you should know:

- | | |
|---|--------------------------------------|
| 1. Category descriptions greatly contribute to the success of your link pages. If you add a short article about the topic of the link page category on each category pages, the page will be attractive to both web surfers and search engines. | <input type="checkbox"/> I know that |
| 2. You'll get best results if your link pages don't look like link pages but like article pages with links to additional resources. | <input type="checkbox"/> I know that |

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



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



What can happen?

It is important that you read the contents of the previous chapters. If you overlook something, your web site optimization efforts might not work as expected.

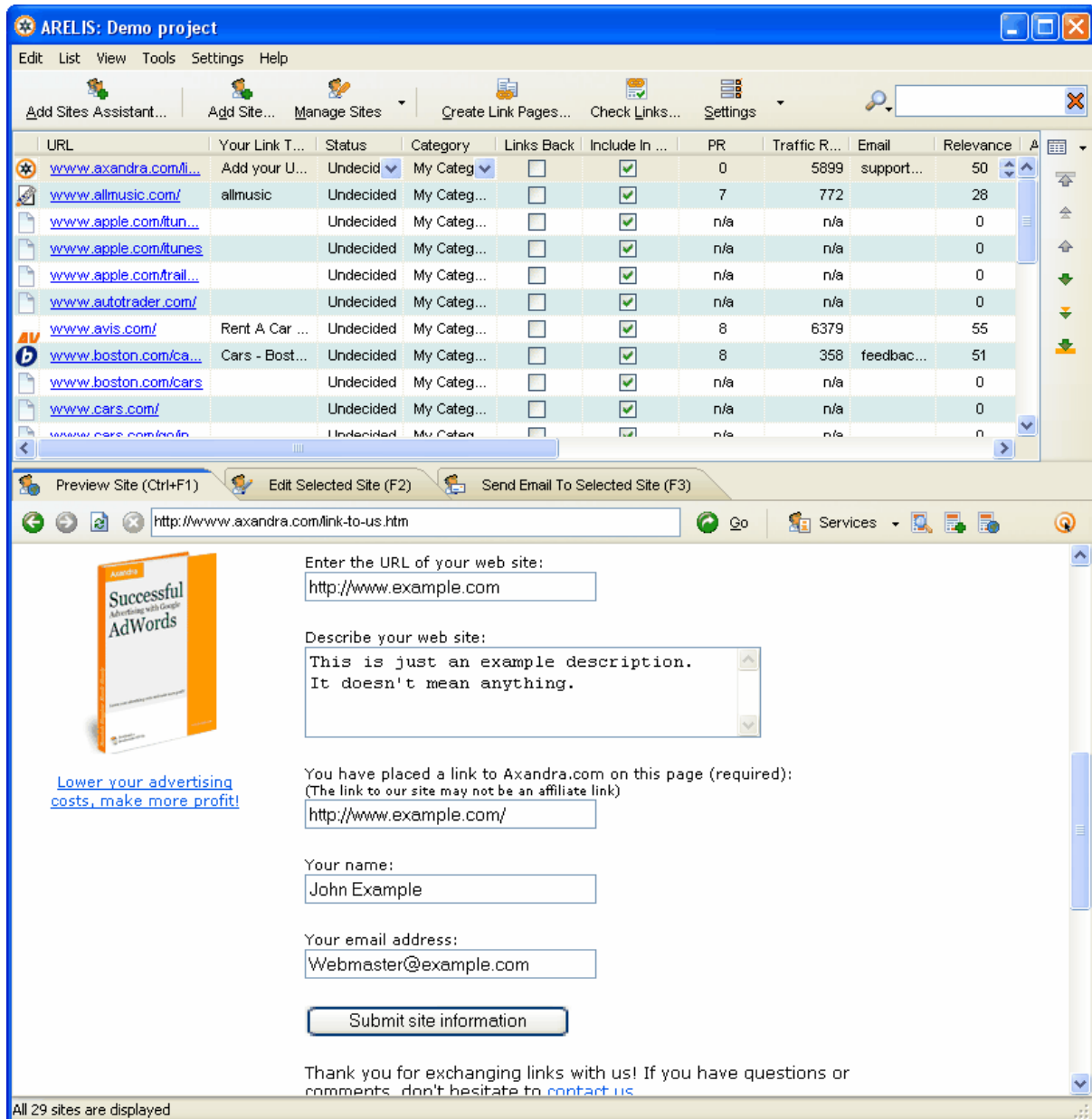
- **What can happen if you do not customize your link pages?**

It is very important that your link pages look good and that they are easy to find on your web site. 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 so that you'll get much better results.

How to manage your link partners with ARELIS

How to work with the web site list

Managing your link partners with ARELIS is very easy. ARELIS stores all found web sites in the list in the main window:



The screenshot shows the ARELIS: Demo project application window. The main window displays a list of web sites with columns: URL, Your Link T..., Status, Category, Links Back, Include In ..., PR, Traffic R..., Email, and Relevance. The list includes sites like www.axandra.com, www.allmusic.com, www.apple.com, www.autotrader.com, www.avis.com, www.boston.com, www.boston.com/cars, www.cars.com, and www.cars.com/magazine.

Below the list, there is a preview section for the selected site (http://www.axandra.com/link-to-us.htm). The preview shows a form for adding a link to the site, with fields for URL, description, name, and email address. The form is titled "Enter the URL of your web site:" and "Describe your web site:". The preview also includes a link to "Lower your advertising costs, make more profit!" and a "Submit site information" button.

ARELIS automatically checks for duplicates. When you use the *Add Sites Assistant* feature in ARELIS then ARELIS will only add new sites if the site is not already in the list. If a web site is already in the list then ARELIS won't add it again. ARELIS adds only one web page per web site because that is enough to find a potential link partner.



All web sites have been added to ARELIS through the *Add Sites Assistant* or the *Add Site* command can be found in the main list. For every web site, the following information is displayed in the list:

URL

Displays the URL that has been found by ARELIS. Double click the URL to open it in the preview browser at the bottom of ARELIS' main window.

Your Link 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 ARELIS' 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 web site links back to your web site.

Include In Link Pages

If you tick the Include In Link Pages checkbox then the web site will be included on your link pages when you use the *Create Link Pages* feature in ARELIS.

PR

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

Traffic Rank

Displays the Alexa Traffic Rank of the web site. The lower the number, the more visitors a web site 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 web site. ARELIS can search the web sites of your link partners for contact information. Click the *Settings* button in ARELIS' 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 ARELIS will search for contact information. Click the question mark buttons in the window for further information about the feature.

**Relevance**

If you use ARELIS to search for web sites with link exchange forms then ARELIS 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 web sites that have been found through the other options in the Add Sites Assistant, ARELIS will use a relevance of 50. You can change the relevance of a web site by clicking on a relevance number in the list.

Added

Displays the date on which the web site has been added to the list.

Last Email

Displays the date on which you sent the webmaster of the web site the latest email message with the built-in email client of ARELIS.

Link Check

When you perform a link check, ARELIS will display the result of the link check in this column.

Back Link Text (if available)

If a web site links back to your site, the text with which the other web site 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 link 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.



5.1.1 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.

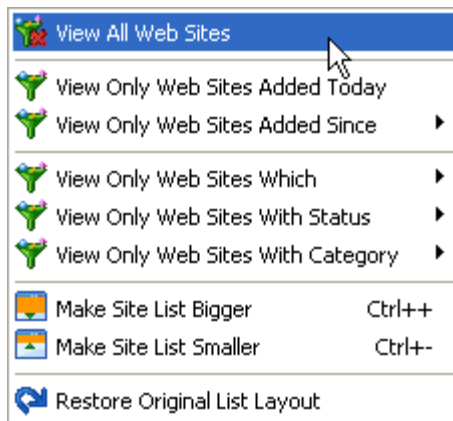
This allows you to quickly get an overview of the links in your list. For example:

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

URL	Your Link T...	Status	Category	Links Back	Include In ...	PR	Traffic R...	Email	Relevance	A
www.axandra.com/li...	Add your U...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	5899	support...	50	
www.autotrader.com/		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.avis.com/	Rent A Car ...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	6379		55	
www.boston.com/ca...	Cars - Bost...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	358	feedbac...	51	
music.ebay.com/	eBay — Buy...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	7	7		31	
www.franks-footwe...		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.fish4cars.co.uk/	Used Car & ...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5	n/a		46	
www.honda.com/	Honda Cars...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	1499		28	
www.imdb.com/title/tt...	Cars (2006)	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	28		38	
www.imdb.com/title/tt...		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
cars.ign.com/		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		n	

5.1.2 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 ARELIS' main window to see a list of possible options:

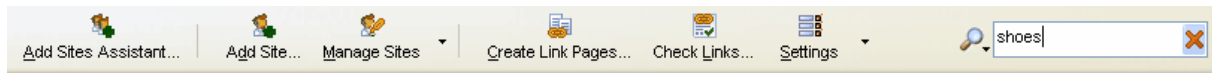


The view menu allows you to find special entries in the list more easily.



5.1.3 How to search the list

If you're searching a special link partner, just enter your search term in the search box at the upper right corner of ARELIS' main window:



ARELIS searches in the following fields:

- URL
- Your Link Text
- Email address
- Back Link 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 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.

To assign a web site in the list to a special category, click on the category name in the list and select the category to which you want to assign this link partner:

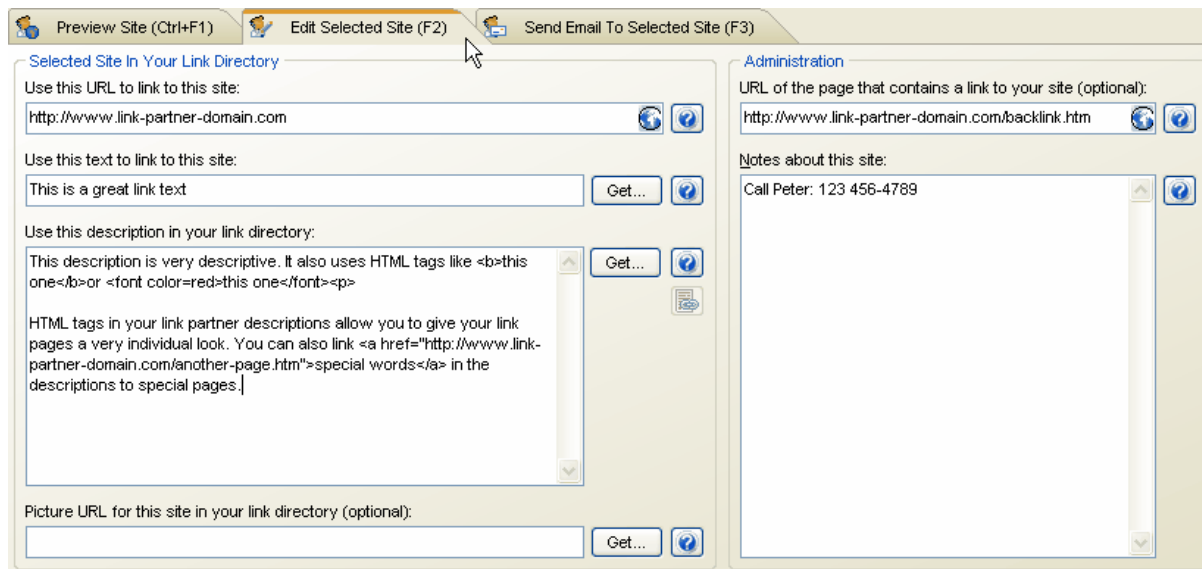
URL	Your Link T...	Status	Category	Links Back	Include In ...	PR	Traffic R...	Email	Relevance	A
www.axandra.com/li...	Add your U...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	5899	support...	50	
www.allmusic.com/	allmusic	Undecid	Edit cate	<input type="checkbox"/>	<input checked="" type="checkbox"/>	7	772		28	
www.apple.com/itun...		Undecided	My Category	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.apple.com/itunes		Undecided	My Category > My Sub Category	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.apple.com/trail...		Undecided	My Category > My Sub Category	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.autotrader.com/		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.avis.com/	Rent A Car ...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	6379		55	
www.boston.com/ca...	Cars - Bost...	Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	358	feedbac...	51	
www.boston.com/cars		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.cars.com/		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	
www.cars.com/info		Undecided	My Categ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	n/a	n/a		0	

You can add, edit and remove categories in the Edit Categories window in ARELIS. Click the *Settings* button in ARELIS' main window and select *Manage Categories* [to open that window](#) ⁵⁶.



How to change the site information of a link partner

If you want to change the description or the link text of a link partner, click the *Edit Site* panel in ARELIS 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 link 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.

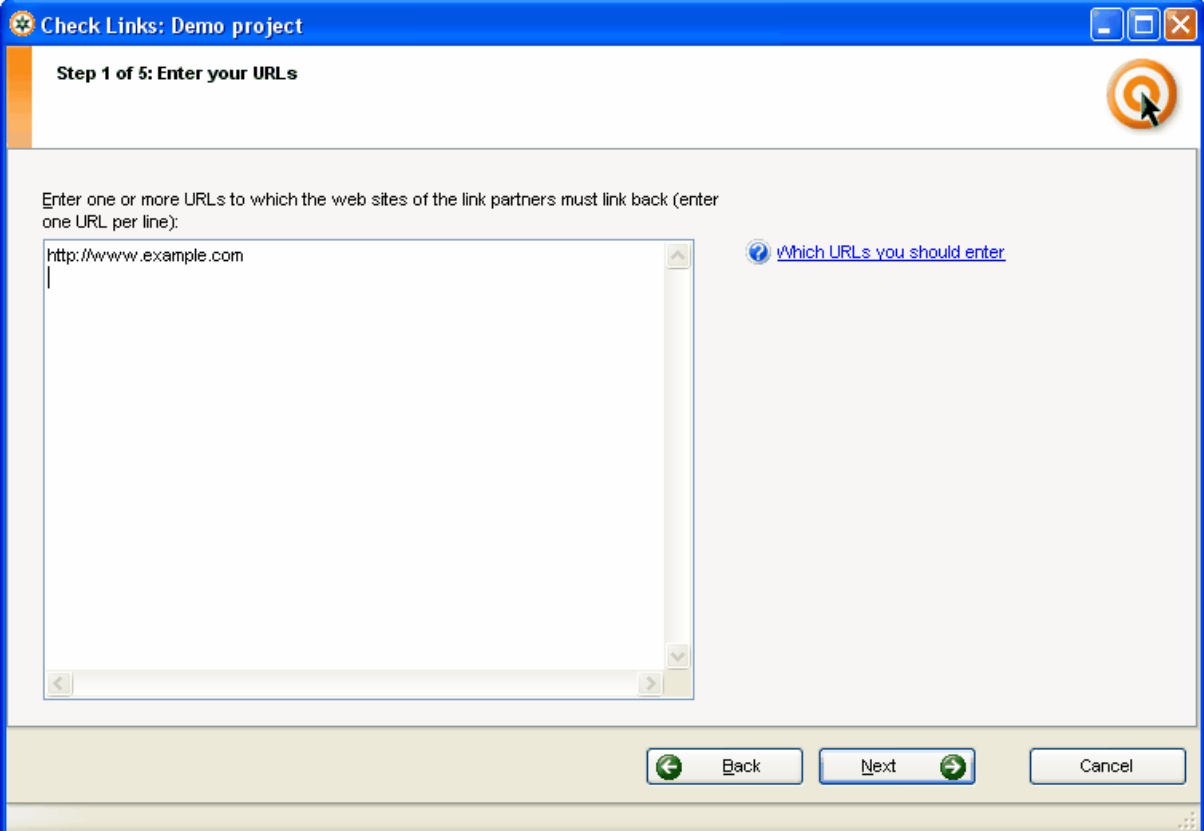
How to check if your link partners still link back to your site

ARELIS 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 ARELIS' main window to open the link check window:

Step 1: Enter your URLs



Check Links: Demo project

Step 1 of 5: Enter your URLs

Enter one or more URLs to which the web sites of the link partners must link back (enter one URL per line):

`http://www.example.com`

[Which URLs you should enter](#)

Back Next Cancel

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

Click the *Next* button to proceed.




You don't have to enter the URL of every single page of your web site. Just enter the main URL of your site. ARELIS will automatically recognize inbound links to pages on the site.



Step 2: Checking links on your link pages


Check Links: Demo project

Step 3 of 6: Checking links on your link pages


☒ Check outgoing links on your link pages 

☐ If your link to the link partner's web site is broken, exclude the web site from your link pages

☐ If your link to the link partner's web site is broken, set the status to:




Undecided 

☐ If your link to the link partner's web site is broken, add this text to the web site's notes:

☒ Check picture links on your link pages 

☒ Check if picture link URL ends in common graphic file endings (.gif, .jpg, etc.)

☒ If the picture link is broken, deleate the picture URL from the link partner description

 Back  Next 

In this window, you can specify if ARELIS should link the links from you to other web sites. You can also specify what ARELIS should do if a link to another web sites doesn't work anymore.

For example, ARELIS can remove a web site 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.

Step 3: Checking your link partner's links

Check Links: Demo project

Step 3 of 5: Checking their links to your site

☒ Check the link partner's links to your site

☐ If their link to your web site is broken, exclude the web site from your link pages

☐ If their link to your web site is broken, uncheck the "Links Back" check box

☐ If their link to your web site is broken, set the status to:

Undecided

☐ If their link to your web site is broken, add this text to the web site's notes:

Back Next Cancel

In this window, you can specify if ARELIS should check if the other web sites still link back to you. You can also specify what ARELIS should do if the other web site doesn't link to you anymore. Click the question mark button to get further information about the options.

Click the *Next* button to proceed.



Step 3: Checking your link partner's links (details)

Check Links: Demo project

Step 3 of 5: Checking their links to your site (details)

Optionally, you can select a user agent which allows you to detect cloaking activities of your link partners.

When checking the link partner links to your web site:

☒ Search for back links
Maximum number of web pages to search for missing back links: 1

☒ Check the usage of rel="nofollow" links

Enter or select a user agent name:
Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)

Alert if their link text does not contain one of these words (enter one word or phrase per line):
AKC puppies for sale
puppies for sale
breeder directory
dog breeder

Do not check these link partner web site URLs (enter one URL per line):

Back Next Cancel

This window allows you to add very specific options to the link check. For example, ARELIS 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 ARELIS should search the web site of your link partners for back links and how many web pages ARELIS 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 ARELIS will try to find out if the back link is on another page of the link partner's web site.

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

That means that the web sites will return the same pages to ARELIS 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 web sites present different pages to human web surfers and search engine spiders.

ARELIS can also check if the links to your web site contains special words. If the links to your web site 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.

Step 4: Filter link partners

Check Links: Demo project

Step 4 of 5: Filter link partners

ARELIS will only check web sites that have the following checked status texts or the categories.

Check only link partner links with these status texts:

- ☒ Undecided
- ☒ -
- ☒ The link request mail has not been sent yet
- ☒ Waiting for answer to link request mail
- ☒ Waiting for answer to 2nd link request mail
- ☒ Waiting for answer to 3rd link request mail
- ☒ -
- ☒ Web site links back
- ☒ Web site plans to link back
- ☒ Web site doesn't want to link back
- ☒ Web site wants to be asked later again
- ☒ Web site's reciprocal link doesn't work anymore
- ☒ Web site is down
- ☒ Web site links to competitor
- ☒ -

Check All Uncheck All

Check only link partner links with these categories:

- ☒ My Category
- ☒ My Category > My Sub Category

Check All Uncheck All

Back Next Cancel

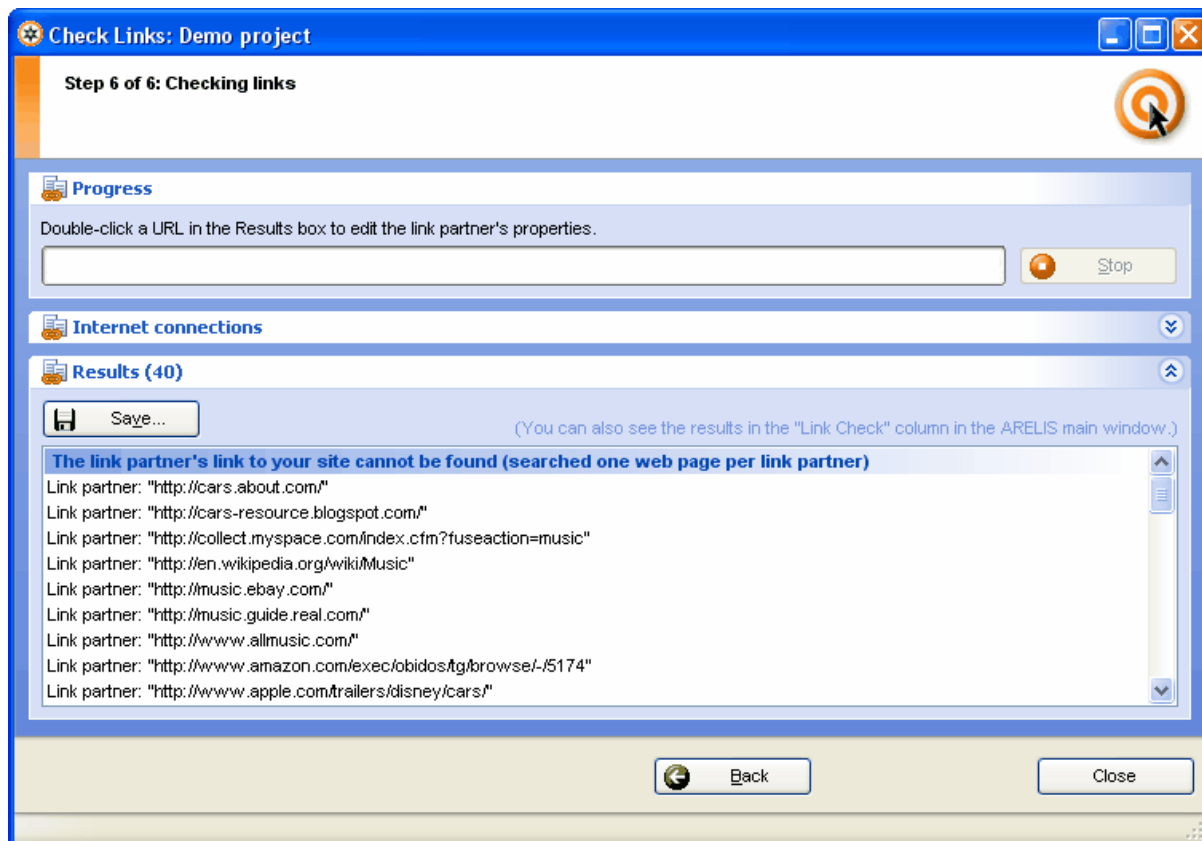
This window allows you to specify which categories and status texts should be checked. In general you should tick all boxes.

Click the *Next* button to proceed.



Step 6: ARELIS checks your links

In step 6, ARELIS checks your links and presents the results in the lower part of the window:



When the link check has finished, close the *Check Links* window. ARELIS has marked web sites with problems in the main list. Click the *Link Check* column header to sort the list by link problems.

Then you can correct the web sites one after the other by going through the list.

The Top 10 Inbound Link Optimizer

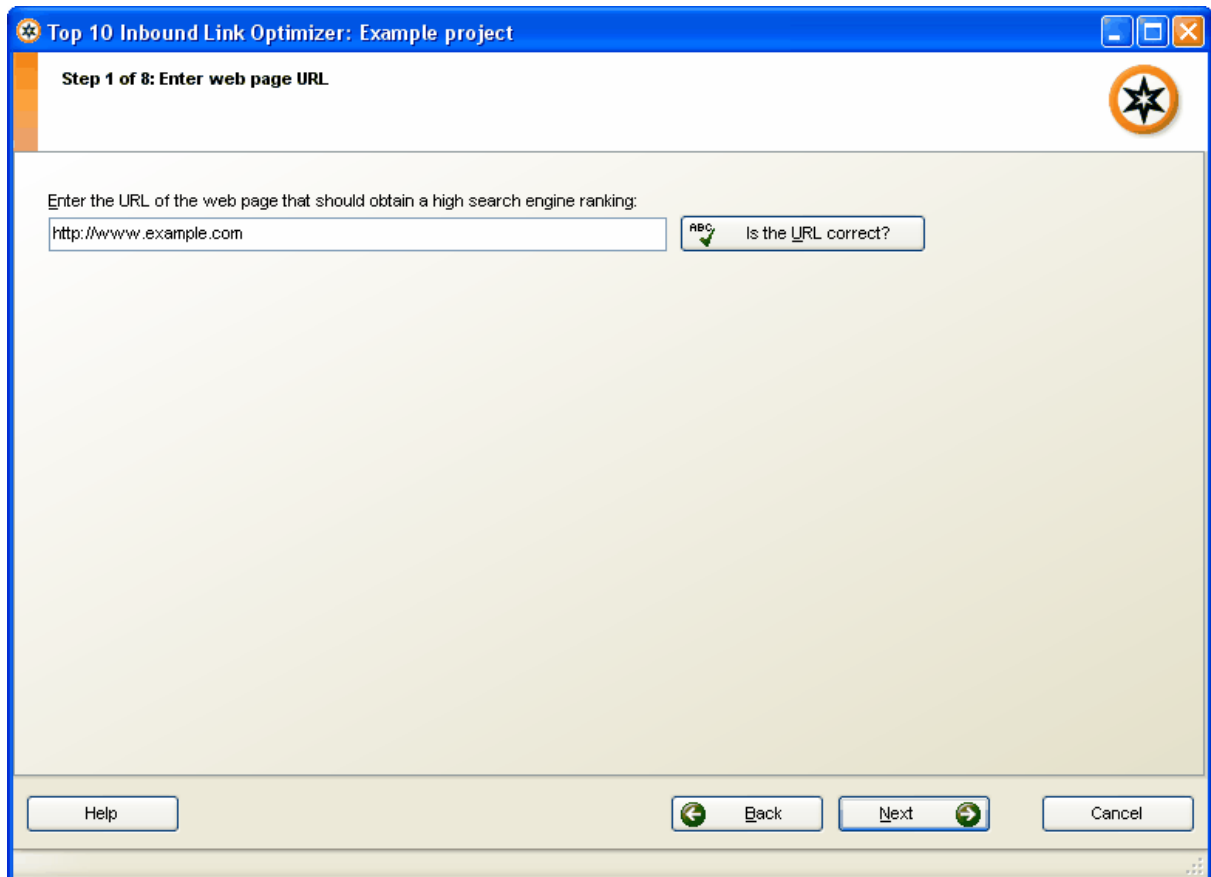
How to use the Top 10 Inbound Link Optimizer

IBP's Top 10 Inbound Link Optimizer helps you to optimize the links to your web site. It is important that the links to your web site contain the right keywords if you want to get high rankings for keywords about a special topic. In addition, it is important that the links are on the right pages.

IBP's Top 10 Inbound Link Optimizer analyzes the links to the web pages that currently have top 10 rankings for your keywords on the selected search engine and it tells you how you have to change your links so that your web site can get similar rankings.

Step 1:

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



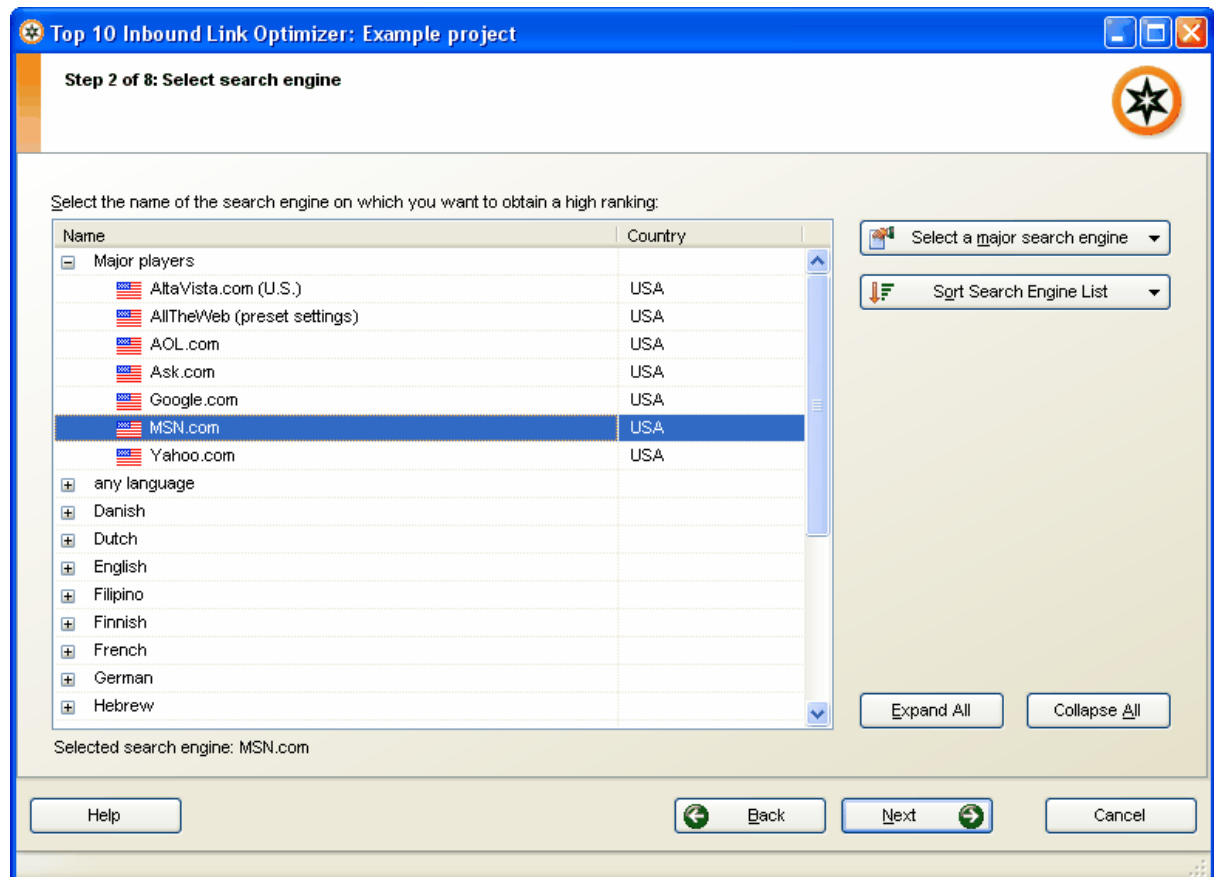
The screenshot shows a software window titled "Top 10 Inbound Link Optimizer: Example project". The window has a blue title bar and a standard Windows-style interface. Inside the window, the title "Step 1 of 8: Enter web page URL" is displayed at the top. Below this, there is a text input field with the placeholder text "Enter the URL of the web page that should obtain a high search engine ranking:". The input field contains the text "http://www.example.com". To the right of the input field is a button labeled "Is the URL correct?" with a small green checkmark icon. At the bottom of the window, there are four buttons: "Help", "Back", "Next", and "Cancel". The "Next" button is highlighted with a green border, indicating it is the recommended action.

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

**Step 2:**

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

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



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

Step 3:

Enter the keyword for which you want to obtain a high ranking on that search engine. It's very important that you choose your keywords wisely. If you haven't done it yet, read the corresponding chapters in the IBP manual.

Top 10 Inbound Link Optimizer: Example project

Step 3 of 8: Enter keyword

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

my example keyword phrase

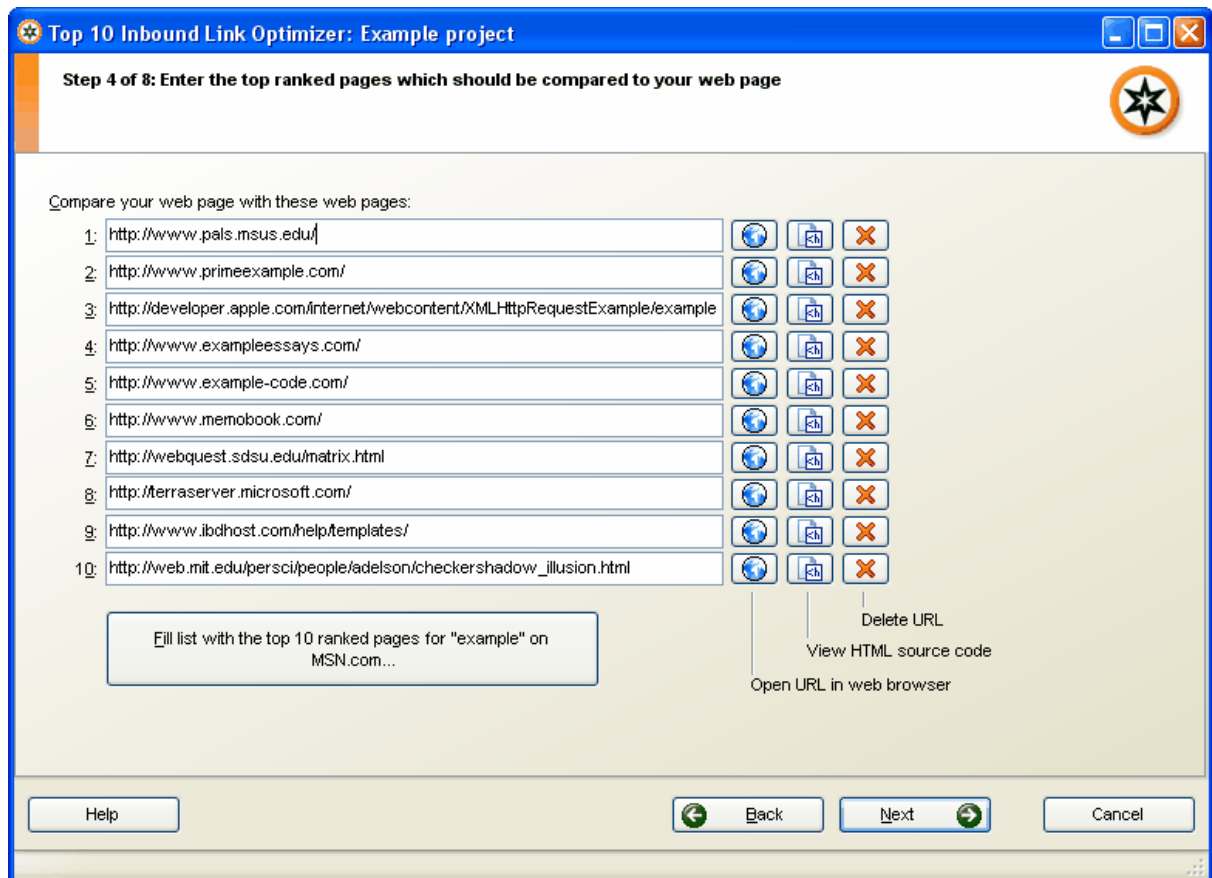
[How to choose the most profitable keyword](#)

Help Back Next Cancel

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

**Step 4:**

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



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

Step 5:

This window allows you to choose additional settings. Click on the question mark links to get further information about an option.

The screenshot shows a software window titled "Top 10 Inbound Link Optimizer: Example project". The window has a blue title bar and standard Windows window controls. The main content area is titled "Step 5 of 8: Back link search settings" and features a star icon in the top right corner. The settings are organized into three sections:

- Select up to 5 search engines for the back link search:** This section contains five identical dropdown menus, each with a green arrow icon on the left and the text "No search engine selected". To the right of these menus are two blue question mark links: "[Why you can select more than one search engine](#)" and "[Why some search engines are missing](#)".
- Select the number of back links per top 10 ranked web page that should be analyzed:** This section features a horizontal slider with a green handle positioned at the far left. The text "(10 back links)" is displayed to the right of the slider. Below the slider, it states "IBP needs to download at maximum 0 web pages. This may take about 5 seconds." To the right are two blue question mark links: "[How many back links you should select](#)" and "[How to reduce the download time](#)".
- Check if a web site is linked from these directories: (optional)** This section contains two identical dropdown menus, each with a green arrow icon on the left and the text "No search engine selected". To the right is a blue question mark link: "[About links from directories](#)".

At the bottom of the window, there is a navigation bar with four buttons: "Help", "Back" (with a green left arrow), "Next" (with a green right arrow), and "Cancel".

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

**Step 6:**

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

Top 10 Inbound Link Optimizer: Example project

Step 6 of 8: Select the report contents (optional)

Check which chapters should be included in the report. We recommend to check all chapters. You can also change the order of the chapters in the report:

<input checked="" type="checkbox"/>	Overview
<input checked="" type="checkbox"/>	Number Of Inbound Links
<input checked="" type="checkbox"/>	Keyword Analysis Of The Web Pages That Link To The Analyzed Sites
<input checked="" type="checkbox"/>	Web Pages That Link To Your Web Site
<input checked="" type="checkbox"/>	Web Pages That Link To The Top Ranked Sites
<input checked="" type="checkbox"/>	Link Texts Used For Links To The Top Ranked Sites
<input checked="" type="checkbox"/>	General Advice

Select the chapter contents:

☒ Include "Advice" section:

☒ Include "Detailed Analysis" section

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

Step 7:

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

Step 8:

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

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

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

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

**What you have to do now**

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



Frequently asked questions

What is a related and relevant web site?

It's important that you link to related and relevant web sites in your link directory. The more related and relevant pages you include on a link page, the more relevant will this link page be for a special topic.

Some webmasters are unsure what a related and relevant web page is. The answer is easy. A web site is relevant and related if it is either interesting to you or to your web site visitors.



It is people who buy your products and services and not search engines. Search engines don't buy your products. If your visitors like your site they may recommend it to their friends.

Search engines try to find web sites that are relevant to web surfers. If you focus on your visitors then your web site will be relevant to web surfers and thus it will also get high search engine rankings.

For that reason, it makes sense to create your link pages for your visitors. You'll give your web site visitors what they want and you'll get higher search engine rankings for exactly the same reason.



Are one-way links better than reciprocal links?

Rumor has it that reciprocal links are not as effective as one way links. Some people in online discussion forums claim that one way links from a web site to another site work far better than reciprocal links.

What are one way links? What are reciprocal links?

If you link to another web site and the other web site links back to you, it's a reciprocal link. If you link to another web site and the other web site doesn't link back to your site, it's a one way link.

Why are links to your web site important?

Links to your web site improve the link popularity of your web site. If your web site has good incoming links, the ranking of your web pages will increase on major search engines.

Google has an official statement about this topic:

"PageRank interprets a link from Page A to Page B as a vote for Page B by Page A. PageRank then assesses a page's importance by the number of votes it receives.

PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value.

Important pages receive a higher PageRank and appear at the top of the search results. Google's technology uses the collective intelligence of the web to determine a page's importance."

Basically, this means that your web site will get better rankings if many other web sites that are related to your own web site link to your site.

So are one way links really better than reciprocal links?

No, reciprocal links and one way links work just the same. 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. One way links are usually from topic-related sites.

If you link to any Tom, Dick and Harry you'll end up with a links page full of unrelated web sites (that also link to you). The jumble of links on the page is the reason why the links don't have power, not the fact that you're linking back to the site.

What does this mean to you?

Concentrate on the original concept of reciprocal linking. Reciprocal linking is about building partnerships with related web sites and about spreading your reach within a specific industry or topic.


When you build links for your web site, concentrate on other sites that have a similar theme like your web site. Links from related web sites will have a positive effect on your ranking, no matter if these links are one way links or reciprocal links.

Building high quality reciprocal links is one of the best ways to promote your business on the Internet. Focus on web sites that are related to your own web site and try to get links from these web sites.



A link is a good link if it is related to your web site and if you get visitors through that link. It doesn't matter if it is a one-way, three-way or reciprocal link.

Further information:

- [The effect of co-citation on your rankings](#) 
- Beware the reciprocal link shortsellers
<http://www.free-seo-news.com/newsletter193.htm#facts>

Do I lose visitors by offering links to other pages?

You do not lose visitors by offering links to other pages. Links to other pages will bring you more and repeat customers. All visitors will leave your web site sooner or later. No matter how great your web site is, no one will stay on your web site forever. The question is what web surfers do when they leave your site.

Scenario A: Hide your link directory from your visitors

A web surfer comes to your site. After browsing through your web pages he decides that he's seen enough. Maybe he will come back and purchase something from you, maybe he has just purchased something from you. Whatever it is, the web surfer now wants to visit another web page.

As the web surfer has not seen the link to your link directory, he goes back to his favorite search engine to find other web sites.

By hiding your link directory you send your visitors back to the search engines. However, the search engines don't give you anything in return. Maybe you even pay some search engines to send you visitors. It's not wise to send search engines your visitors for free and to pay for their visitors.

Scenario B: Make your link directory easy to find.

A web surfer comes to your site. After browsing through your web pages he decides that he's seen enough. Maybe he will come back and purchase something from you, maybe he has just purchased something from you. Whatever it is, the web surfer now wants to visit another web page.

The web surfer sees the link directory on your web site. As the links to other web sites are interesting, he visits one of the pages in your link directory.

By making your link directory easy to find for your visitors, you have a choice where to send your visitors. You send visitors to your partner sites and in return they send you their departing visitors.

The more people you send to other web sites through your link directory, the more web sites will return that favor and send you their visitors.



A good link directory adds value to your web site. If you don't know how to create a great link directory that provides valuable information for both web surfers and search engines read chapter [How to make your link pages more attractive](#) ⁶².

If you are unsure, you can always open links to other web sites in new windows so that your web site remains open although people might visit another site in the meantime. We mentioned it before in this manual: Give, and you shall receive. This is true for many aspects of life and it also works for web site promotion.



To which web sites should I link?

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

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

These two points are the most important factors. The PageRank of a web site should not influence your decision. If you see a good web site with good content that has a low PageRank you should trade links with that site if that web site is useful for your visitors. One day, that page might have a higher PageRank and it will still link back to you.



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

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

Further information can be found in chapter [How to choose your link partners](#)⁶.



Does ARELIS check for duplicates?

ARELIS adds only one page per web site. If a web site is already in the list, ARELIS won't add pages from the same site when you search for additional link partners.

If you remove a web site from the list, ARELIS will add it to the filter list so that the same web site won't be added again when you search for new web sites.



How can I give potential link partners an incentive to link to my site?

If you have a great looking link directory that is easy to find then most webmasters won't need additional incentives to link to your web site if your site has good content.

If you want to give potential link partners additional incentives to link to your site, you might try the following:

1. Move web sites that link back to you to the top of the list on your link pages

Tell your potential link partners that their web sites will be listed at the top of the link page when they link back to you. That means that more people will see the link to the other site and more people will click on it.

The *Create Link Pages* feature can automatically move web sites that link back to the top of your link pages so that you don't have to care about that.

2. Add an image next to web sites that link back

ARELIS can also add an image next to web sites that link back to you on your link pages. This could be a "TIP!", "HOT!" or star image or any other image.

Just enter the URL of the image in the *Picture URL for web sites that link back* edit field in step 4 of the *Create Link Pages* feature in ARELIS and ARELIS will automatically add the image to all web pages that link back.

3. Add a thumbnail image next to web sites that link back

Thumbnail images are small screenshots of a web site that you can display next to link partner web sites on your link pages. Links with thumbnails are much showier than links without thumbnails:



Measuring Link Popularity

How to determine the link popularity of a web page, or how well the page is ranked in relation to the number of other pages linking to it.
<http://www.searchenginewatch.com/learn/external/linkpopularity.html>

Just add the following code in your link directory template:

```
[A-If-Link-Back][A-Endif]
```

The [A-If-Link-Back] command allows you to use any code for web sites that link back. Read [How to use other variables on your link pages](#)⁵⁹ for further information on how to edit your link page template.

4. Adjust the link to link partners that don't link back yet

In step 4 of the *Create link pages* feature in ARELIS, you can specify that web sites that do not link back to your site will not be hyperlinked. That means that the complete information of the web site

will be listed on your link pages but the information will not be linked to your potential link partner.

As soon as you tick the *Links Back* checkbox for this link partner, ARELIS will add the link to the site when you use the *Create link pages* feature the next time.

Alternatively, you can also specify the URL of a special page that should be displayed when someone clicks on a link partner that doesn't link back. For example, this could be a page that explains that the original link will be used if the other web site links back to your site. You can also list the HTML code of the link that your link partners should use to link to your site on that page.

If you want to use these options, you just have to tick the corresponding boxes in the *Create link pages* assistant in ARELIS.

5. Link more than once to web sites that link back

If you have a large directory with many link partners you might want to add some web sites to more than one category. Do so, just use the *Add Site* feature in ARELIS and add the same site again. Use a question mark after the URL to add an URL that is already in the list.

Example: <http://www.example.com>, <http://www.example.com?2>, <http://www.example.com?3>

The question mark at the end of the URL allows you to add the same site more than once to the list. To avoid duplicates, ARELIS normally allows only one page per site.



If people don't react to your link exchange messages, offer them the incentives mentioned above. However, you should make sure first that your web site has a professional design, that your link pages are easy to find and that your link exchange email messages are convincing.

Further information:

- [How to increase your response rate](#) ³²
- [How to make your link pages more attractive](#) ⁶²



How can I increase the response rate to my link exchange email messages?

The response rate to your link exchange email messages depends on two factors:

- the text of your link exchange message
- your link directory

Both must be attractive to webmasters. If you have a great message text then you still won't get a good response rate if your link pages are ugly and difficult to find. On the other hand, the most beautiful link directory won't bring you results if your message text annoys other webmasters.

Further information:

- [How to increase your response rate](#)^[32] (email message text)
- [How to make your link pages more attractive](#)^[62] (link pages)



How can I make my link directory more attractive?

If you want to get the best results for your web site, it is very important that your link pages are attractive to your web surfers and search engines.

Details on how to optimize your link pages can be found in chapter [How to make your link pages more attractive](#) ⁶².

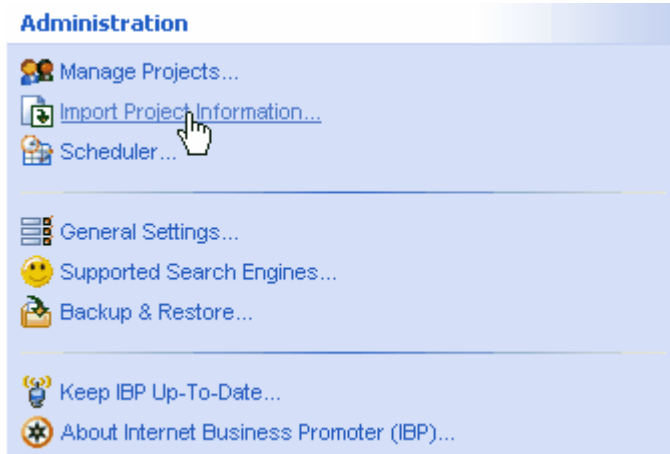


It is important to invest some time in creating attractive link pages. Attractive link pages lead to much better results than web pages that look like ugly link lists.

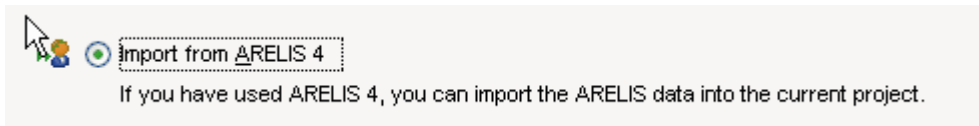


How can I import my data from previous versions?

Start IBP and click the *Import Project Information* link in IBP's main window:

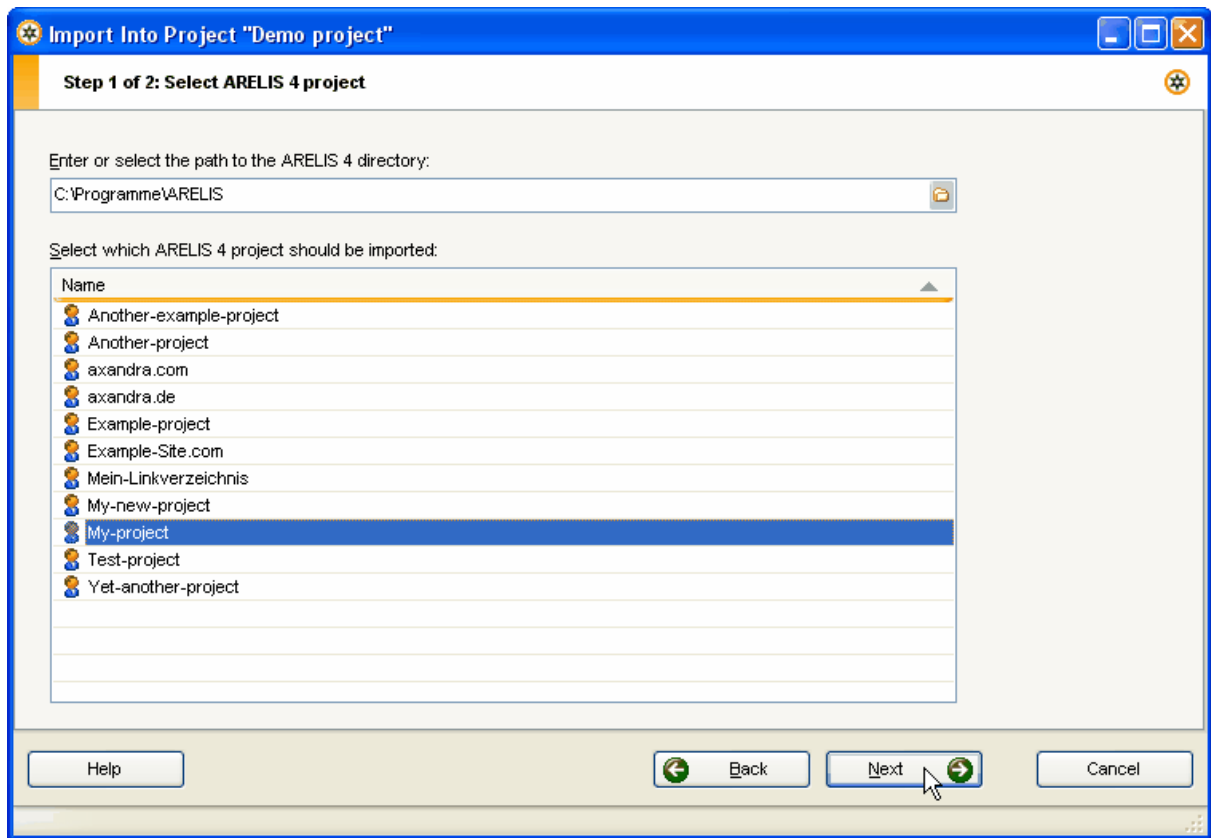


Then select the last option in the list:



Click the *Next* button at the bottom of the window to proceed.

Step 1: Select ARELIS 4 project

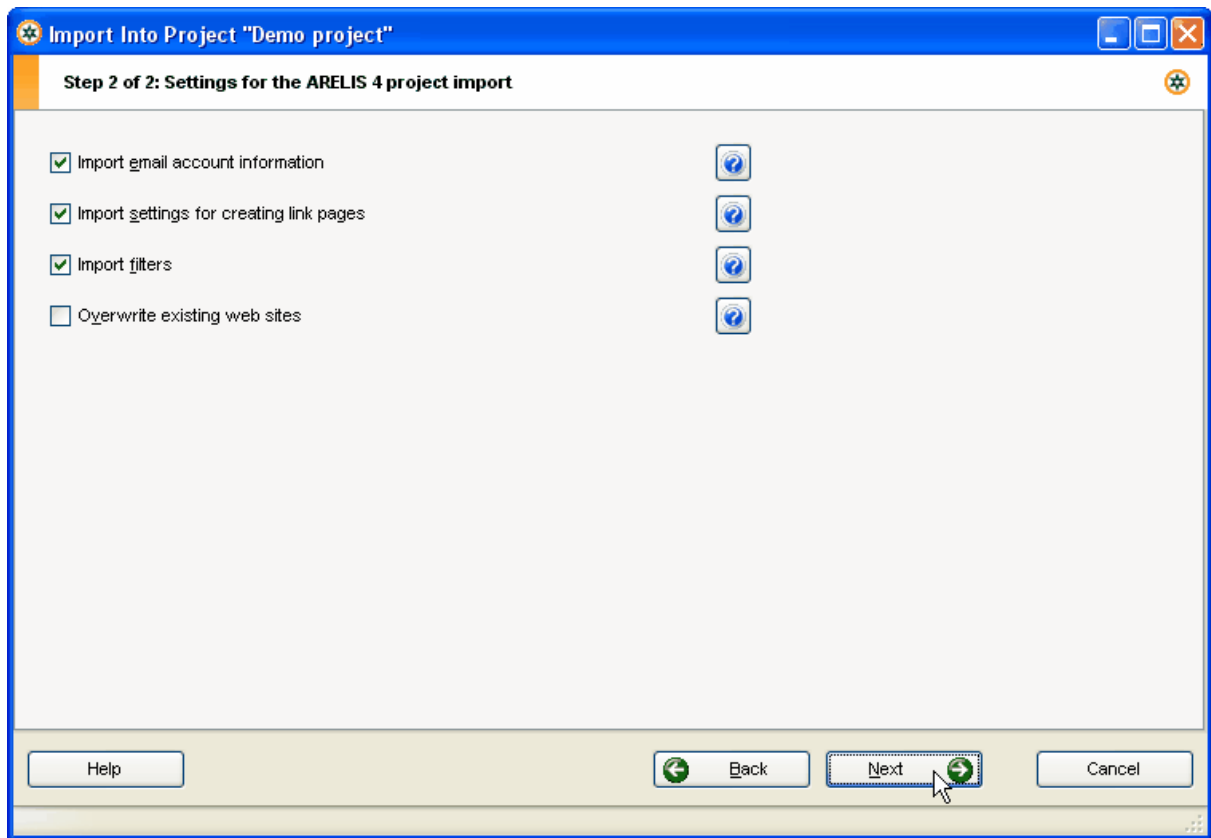


Enter the path to your ARELIS 4 directory in the first edit field or click the small folder icon to open a file dialog that allows you to enter the path.

Then select the project that you want to import and click the *Next* button to proceed.



Step 2: Settings for the ARELIS 4 project import



The second step allows you to specify which information should be entered. As in all ARELIS windows, you can click the small question mark buttons to get further information about an option.

Click the *Next* button to proceed.

Step 3: ARELIS will import the project information

Depending on your settings, ARELIS will also import missing information such as Google PageRank, Alexa Traffic rank and other information per site. Depending on the number of links that you want to import, that can take some time.

After the import, you can see the imported web sites in ARELIS' main list when you open ARELIS.



How can I copy link partners from one project to another?

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

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

To select many web sites at once, hold down the Shift or the Ctrl key on your keyboard and click on the web sites 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 web sites will be removed from the current project after copying them to the other project.



How can I 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 web sites at once, hold down the Shift or the Ctrl key on your keyboard and click on the web sites 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 web sites.

2. Select Edit 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 web sites at once. Click the *Change Selected Web Sites* button to apply the changes to the selected web sites.



How can I contact many link partners at once?

Information about that topic can be found in chapter [How to contact all link partners at once](#)³¹.



How can I get detailed information about a project?

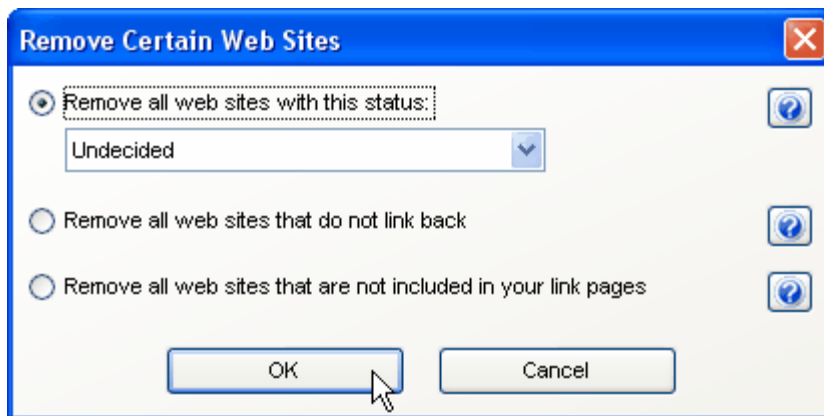
Select *Create report* in the *Tools* menu in ARELIS to get detailed information about a project. The report contains project statistics that you can show your clients.

How can I remove web sites from the 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 ARELIS' main list.

If you want to permanently remove a web site from ARELIS main list, select the web site in the list and press the Remove or Delete key on your keyboard. You can also select *Remove Site* in the *Manage Sites* popup menu above the web site list in ARELIS' main window.

If you want to remove web sites that meet special criteria, select *Remove Certain Web Sites* in the *List* menu:



Click the question mark buttons in the window to get further information about each option.



All web sites that you remove from the list will be added to the filter list in ARELIS. That means that ARELIS won't add the same web site again when you search for new web sites.

You can edit the filter list in the *Add Sites Assistant* window in ARELIS.



How can I make the preview browser bigger?

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 ARELIS to change the size.



How can I update the thumbnails, etc.?

To update the thumbnail image, the PageRank and the TrafficRank of a web site, select the site in ARELIS' main list and choose *Update Selected Web Site* in the *List* menu in ARELIS.



How can I update many web sites at once?

If a web site is missing PageRank information, Alexa Traffic Rank information and other information in ARELIS' main list then you can select that web site in the list and select *Update Selected Web Site* in the *List* menu in ARELIS.

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

If you want to update some sites in the list, select the web sites in the list and then select *Update Selected Web Sites* in the *List* menu. To select many web sites at once, hold down the Shift or the Ctrl key on your keyboard and click on the web sites 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 web sites.

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