



Automate Link Exchange™ Software

Version Ultimate 5.0 (U5.0)

User Guide

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1. Introduction

Automate Link Exchange™ Software is developed and owned by Bigcatcat Network Ltd.

The software helps users to automate the management procedures of their reciprocal link building and to drive steady traffic. Why you have to passively and solely rely on search engine when you can actively build one more traffic generation system with ease?

Indeed, Automate Link Exchange™ Software works at 24*7. It can continue to update your link pages, check the presence of your reciprocal links and accept/reject link submission forms while you are at work or asleep.

This user guide describes how to use this software properly.

2. System Requirements:

- Unix/Linux/Windows Server
- 1 MYSQL database (Version 3.23 or above)
- Support PHP 4.1 or above
- 3Mb Web space (after installation, it requires around 2.5Mb only)

(Note: 90% web hosting companies have their systems support the above requirements.)

3. Tips

If you have downloaded a trial version already, you are encouraged to subscribe our newsletter Tips. It gives you hints and tips of using the software and how to promote your site effectively.

<http://www.linkautomate.com/mailling/?p=subscribe&id=1>

Trial version allows you to use the software for free for around 14 days. After that, you must purchase the software at <http://www.linkautomate.com/order.html> for the software to run properly.

Of course, you can purchase earlier.

4. Quick Startup Guide

With the help of this Quick Startup Guide, users may setup and use the software as soon as possible.

Basic Concept

1. Actually, the software is easy to use and is self-explanatory when you login to the administration panel.

2. If you cannot setup your site properly, you can visit <http://www.linkautomate.com> and request for technical support.

3. Each link has one of the following statuses:

“Review” – The link is a new submission and is subject to review.

“Approved” – The link is reviewed and approved.

“Generated” – The link can be seen in the link page.

“Self Add” – User takes the initiative to add a link and then request a link exchange with other webmasters.

“Old” – A link is imported from existing/old link pages and is subject to approval. If user does not approve the link manually, it will never be seen in link pages.

“Old Accepted” – A link from existing/old link pages is approved by user.

“Offsite” – A link is temporarily taken off from the link page because the link partner does not put your link to his site currently.

4. The software can manage reciprocal link exchange in 2 ways: 1. Passive, 2. Active.

Passive - means it depends on whether your visitors request link exchange with you or not. If yes, they will click “Add Link” in the link pages and access the link submission page and submit their link requests.

Active (Self-Add Link) - means you can firstly add a link to your link directory through the administration panel of the software, and then request link exchange with other webmasters by sending them emails.

Operate the Software

Step1: Installation

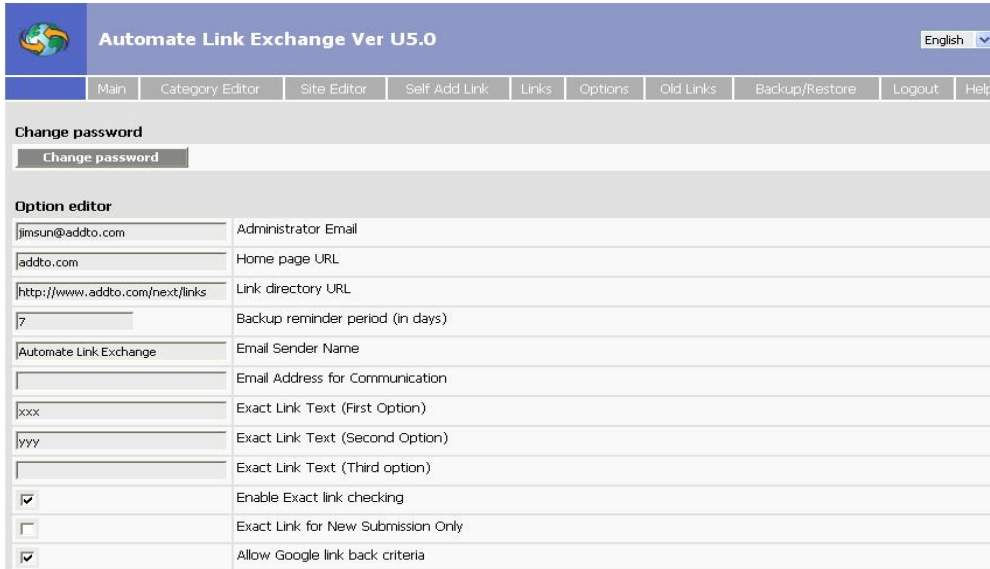
Please follow the installation guide to install the software. Hyperlink your homepage to your link directory’s homepage helps you to grow your website traffic.

Step 2: Login

Login to the software by accessing the software administration panel. E.g. If you installed the software in a directory called linksexchange, you can access the administration panel at <http://www.yourdomainname.com/linksexchange/>

Step 3: Option Setting

Click the Option Editor and setup the option (The software provide many default values to speed up your setup process, you may simply use the default value provided):



Option editor	
<input type="text" value="jimsun@addto.com"/>	Administrator Email
<input type="text" value="addto.com"/>	Home page URL
<input type="text" value="http://www.addto.com/next/links"/>	Link directory URL
<input type="text" value="7"/>	Backup reminder period (in days)
<input type="text" value="Automate Link Exchange"/>	Email Sender Name
<input type="text"/>	Email Address for Communication
<input type="text" value="xxx"/>	Exact Link Text (First Option)
<input type="text" value="yyy"/>	Exact Link Text (Second Option)
<input type="text"/>	Exact Link Text (Third option)
<input checked="" type="checkbox"/>	Enable Exact link checking
<input type="checkbox"/>	Exact Link for New Submission Only
<input checked="" type="checkbox"/>	Allow Google link back criteria

All the option fields are described below:

Administrator Email – Email address of the user. You must use a frequently used email address and you must remember this email address because it is required for password retrieval in case you have forgotten the password. Free email addresses such as hotmail.com, etc. are NOT recommended as they are not reliable enough.

Backup reminder period (in days) – Sets how often the backup reminder message is to be displayed.

Email Sender Name – The sender name when an email is sent out.

Email Address for Communication – You will use this email address to communicate with link exchange partners. To simplify things, set it the same as the Administrator email.

Exact Link Text – If you have enabled exact link feature, you can restrict what anchor text people must use to link to your site. If they do not follow it, the software will reject their site or take their site off the link page. This checking is also applicable to subsequent reciprocal link checking. Hence, your link partners cannot cheat you and should always link to you by the anchor text

specified.

You can set a maximum of 3 exact link texts. E.g. the first link text is “Search Engine”, the second link text is “Motor car”. If people do not use the wordings “Search Engine” or “Motor car” in their reciprocal anchor text link, the software will reject the site.

If you don’t want to restrict how people link to your site, disable Exact Link Text. Just uncheck the option Enable Exact link checking.

Exact Link for New Submission Only – Apply exact link feature to new submission only. The submitted link will check against the exact link text only during submission. The exact link checking will not apply to subsequent reciprocal link checking.

If this option is checked, the traditional Exact Link Checking will be disabled automatically.

Allow Google Link Back Criteria – An option to accept or reject link submission based on the number of back links of the submitted site in Google.

Google Link Back Number – A submitted link must have no. of back links equal to or higher than the number specified in this option.

Allow Duplication – When enabled, you allow duplicated links to be imported from a worksheet with .csv format (See the Section of Old Link Import).

Link Category Name Based on Category Defined – When enabled, name of link pages will be generated according to category names defined by you. E.g. you may have a category called “fitness equipment”. The link page to category “fitness equipment” will become, e.g.
www.linkautomate.com/sites/fitness_equipment1.htm

Default Link Category Name – By default, it is called links. You can change the name, however. E.g. you change it to “motor”, then link page generated will become motor1.htm, motor2.htm instead of links1.htm, links2.htm, etc.

Enable Logo Display Along Link – If you allow users to submit their logo and display it along the text link, check this option. You can limit the width and

<p>height of the submitted graphics by setting up the Graphical Width Limit and Graphical Height Limit in pixels.</p>
<p>Home page URL – A URL to be searched on pages referred to by the reciprocal link, usually, your website’s URL. E.g. linkautomate.com. No need to put www in front.</p>
<p>Link Directory URL – Specify the main directory for your link pages. E.g. if you create a folder called “sites” to store link pages generated, the link directory URL will be http://www.linkautomate.com/sites/</p>
<p>Number of links per page – Sets how many links are to be displayed in the Main Editor.</p>
<p>Number of groups per line – Sets how many links to other pages are to be displayed in the Main Editor.</p>
<p>Number of Categories columns – No. of columns displayed in the Main Editor.</p>
<p>Time between automatic page generation (in hours) – The software can generate the most up-to-date link page automatically. This field defines the updating schedule. We recommend you set it from 2 – 48 hours.</p>
<p>Link Directory’s Home page Name – The file name of the link directory’s homepage. Must end with .php. Usually, it is index.php. If you setup the link page folder called Link, you can access your link directory by typing http://www.yourdomainname.com/Link/index.php</p>
<p>Directory Name for Generated Link Page – The physical path of where the link page should be stored. If you are using a shared web hosting environment, the absolute path is usually something like this <code>/home/your_web_hosting_username/public_html/link</code> This field is usually set during installation. If not, you may use an FTP software to browse and find out the absolute path or contact your web hosting company for details.</p>
<p>Sort methods for link pages – Sets how links are to be sorted (by Rate, by Date of submission, or by Alphabetical order of Link Title)</p>
<p>Sorting directions – Ascending or descending.</p>
<p>Checking period for periodical tasks (in seconds) – Determines how often those tasks are executed. We recommend the range of 60 – 200 secs.</p>
<p>Enable Automatic approval Mode – If you are busy to review each site manually,</p>

the software can help. Just check the option and the software can approve each submission if the submission can pass the basic validation and the submitter is already linked to you. If you want to manually review each submission, you can uncheck this option.

Automatic approval period (in seconds) – Determines a time period between submission and automatic approval. We recommend it to be 260 sec to 500 sec.

Enable Automatic Link Checker – Determines whether or not the link checker will automatically check whether your link partner is still linking to your site. If it is not linking to your site, the link’s status will be changed to “Offsite” status. A site with “offsite” status will be taken out from your link page, and an email will be sent to the corresponding link partner. If you turn on the exact link feature, and partners do not link to you using the exact link text, the link status will be changed to “Offsite”.

Link verification period (in hours) – Sets how often the link checker will be triggered. You need not check it too often. We recommend that you select a range from 96 – 168 hours or even longer. If you can set CRON job in your web host, you may use it to trigger the script `execute_periodical.php` stored in your software directory. E.g. `wget`
`http://yourdomainname.com/linksexchange/execute_periodical.php`

Max time for one offsite checking attempt (in Secs) – The time the software should spend on every link checking cycle. If you set it longer, you may wait longer to access web pages when the software is performing link checking. So, you should strike a balance. We suggest the range from 180-300 secs depending on how many links you have.

Header Customization and Footer Customization – Allows you using HTML code to customize the header and footer of Link submission form. The fields appear only when you have official licence. If you set multiple languages via site editor, you also need to include the tag `<%%LanguageMenu%%>` so that users can select different languages during link submission. To change the style of text or link, you may also require to edit the CSS style sheet located at `styles/neutral.css`. You must have knowledge about editing CSS style sheet and we would not provide support to this. Hence, you should backup the original CSS style sheet should you want to modify it.

Step 4: Link Directory Category Management

Go to **Category Editor** and define the categories of your link directory. Users are able to setup multiple categories or only one category.

In addition, users can define sub-categories for each category. Optionally, users can define each category and sub-category link pages' Title Tag, Meta Description and Meta Keyword Tags so that your link pages could get better search engine placement.

For each category, you can define a list of censored wordings in **Category Filter** so as to enhance the quality of submission to each category and reduce SPAM submission. E.g. in category "Car", no submitted title and description have wording like "Internet Marketing", "Sex", etc.

Step 5 : Import Existing Link Pages (Optional)

This step is only required if you have existing link pages in your site and you want to import them into Automate Link Exchange.

There are 2 methods to import existing links into your software.



Method 1: Import from a Web Page

Link page can be imported one by one. E.g. your current link page is located in <http://www.yourdomainname.com/linkpartner.html>, enter the full URL in the import box.

Notes:

1. Links already existed in database will not be imported.
2. The old link page's HTML syntax should be corrected. Otherwise, the link may not be properly imported.
3. After you have imported the old links, they will have a status called "Old".

4. You can use the Link Function, and then use the filter to view links with status “Old”. Then, you can edit the old links, approve or reject them. For details of how to use the Link Function, you may refer to Section xxxxxx (?)

Method 2: Import from CSV file

If you store your reciprocal links in Excel, or you use other link seeking software such as Arellis, you can use Excel or Arellis to export a link file in .csv format. After that, you can import them to your software.

Please refer to Section 14: Old Links Import for details.

Step 6 : Template Editing (Optional)

You can customize the look and content of your link pages and email. Pre-defined templates are provided. However, you are free to modify them yourself. Within the templates, instructions are also included.

There are two types of templates: A) Mail Templates B) Link Page Templates

A) Mail Templates

You can modify the mail templates through the Template Editor (Inside Site Editor)

Email will be sent to you and your link partners when 1) someone submits a link to your link directory, 2) a link is approved, rejected, or 3) a link is taken out from link page due to no reciprocal link.

The following templates define the email content (If you think the pre-defined content is fine, you need not modify it):

1. **link_approved.mtl** – email sent to submitters should their links be approved.
2. **link_rejected.mtl** – email sent to submitters should their links be rejected.
3. **link_exchange_request.mtl** – email sent to other webmasters when you initiate link exchange request with them. You can also see “Self-Add” function.
4. **link_offsite.mtl** – If the software’s automatic link checker finds that your link partners are no longer linking to your site, the software will send this email out.
5. **new_link_added.mtl** – The software will send this email to you should a submission be received.

B) Link Page Templates Customization

There are 6 templates to define the layout of your link directory.

There are 2 methods to access the templates for modification.

Method 1: Upload and Download the Templates using FTP software.

The templates are stored in a folder called “linkpagetemplates”, and the link submission form template is stored in “formstemplates”. You can edit the content using any text editor or HTML editors like Dreamweaver or Text Pad. After you have made the changes, you **MUST UPLOAD** the modified templates with the **ORIGINAL FILENAME** and same **FILE EXTENSION** (i.e. .tmpl or .ftpl for link submission form template). Do not save them as other file names.

Method 2: Use Template Editor

You can retrieve the templates via Site Editor → Template Editor.

Make sure the folder “linkpagetemplates”, “formstemplates”, and “mailtemplates” have proper permission setting (e.g. chmod 757 or 777 for Linux/Unix server, and full write/read access in Windows server)

The following describes all the templates for controlling appearance of your link directory. **The most easy way to customize them is to open the template in any HTML editor, follows the detail instruction written in the templates, and copy the necessary software tags to your existing templates.** If you want to understand each software tag in detail, you can read Section 17.

1. The ‘categories_list_page.tmpl’ is used to create main link page.
2. The ‘links_list_page.tmpl’ template is used for recreating the category link page.
3. The ‘links_search_list_page.tmpl’ template is to create search result page.
4. The ‘links_search_empty_page.tmpl’ template file is for no search result page.
5. The ‘ sub-categories_page.tmpl’ template is for displaying all sub-categories of the corresponding category.
6. The ‘add_link_form.ftpl’ template is located at folder “Formstemplates” and is used for customizing the link submission form.

Step 7: Link Management

After Step 6, your software can run smoothly.

If you want to manage the links, e.g. approve links, reject links, edit the link title, description, category, you can use the Link Editor.

Note:

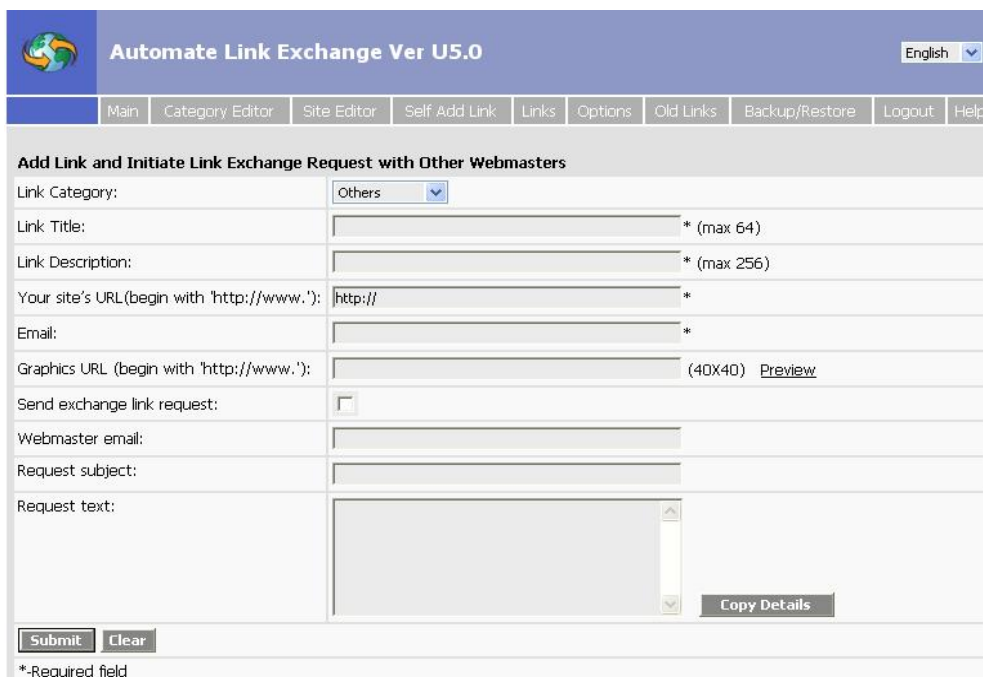
Normally, you don't need to make changes to status of a site. The status will change automatically according to certain kind of conditions. Only sites with "Review" status can be approved or rejected.

Step 8: Request Link Exchange Proactively?

If you like a site and want to exchange link with the site, you can use the Self-Add Link function. You can add their link, and then send them a link exchange request through the Self-Add function easily.

Copy Details button means copy the Title, description, category, and URL you entered into the email. So, your potential link partners know how you link to them.

For Details, Please see Section 11: Self-Add Link



The screenshot shows the 'Add Link and Initiate Link Exchange Request with Other Webmasters' form. The form includes the following fields and options:

- Link Category: Others (dropdown)
- Link Title: * (max 64)
- Link Description: * (max 256)
- Your site's URL(begin with 'http://www.'): http:// * (required)
- Email: * (required)
- Graphics URL (begin with 'http://www.'): (40X40) Preview
- Send exchange link request:
- Webmaster email:
- Request subject:
- Request text: (text area)
- Copy Details button
- Submit and Clear buttons

*-Required field

Step 9: Your Email Client Setup (Optional)

If you receive many link exchange emails daily, you can simply set a rule in your email client like Eudora, Outlook Express. If someone is sending you link exchange request, send him an automatic email and direct him to the home page of your link directory.

Now, you can save much time and still grow your no. of reciprocal links easily.

Starting from here, detailed description of each function is provided:

5. Administrator Login

To access the administration menu, you need to *log on to the system*. At the login page you should *enter a user name and password* into respective fields and *press the 'Login' button*. If either a user name or password has been entered incorrectly or in case it is invalid, the 'Invalid User Name or Password' warning message will be displayed.

If user forgets his password, he can restore it by clicking the "Forgot password?" link to display the 'Restore Password' form. The user should provide correct login name and administrator e-mail address. If information provided is correct, new password will be generated and sent to the administrator e-mail address.

6. Administration Menu

The Administration menu is a *key section of the application* where all the *Links Exchange management* functions are carried out there. The functions are as follows:

1. 'Main' – Main Editor to preview link pages.
2. 'Categories' – to access the Categories Editor page.
3. 'Site editor' – to access the site editor, template editor and language editor pages.
4. 'Self add link' – to access the self add link form.
5. 'Links' – Link editor allows users to edit links.
6. 'Options' – Option editor allows users to set various options for the software.
7. 'Old links' – Old link editor allows users to import old links.
8. 'Backup/Restore' - to back up and to restore the database.
9. 'Logout' - to log off from the system and to get to the login page as a result.
10. 'Help' – to get Help.

7. Main Editor

Links Directory is displayed on the main page accessed by user. It *allows user to do a preview* of Links Directory before generation into static HTML pages.

Links Directory consists of the *Categories List and Links List*. If you select a category, the application will display all the links contained in it.

8. Categories Editor

Categories Editor is designed to enable the administrator *to create or delete categories of link directory.*

You won't be able to delete a category unless it contains no link at all.

You can also define sub-categories for each category by assigning a parent category to a sub-category.

You can also input Meta Title, Meta Description and Meta Keyword Tags for each category. Link pages generated can have proper Title, Meta description and keyword tags.

For each category and sub-category, you can make use of the Category Filter to assign a list of censored wordings to each category. If a submission to the category contains those wordings in submitted title and description, the submission will be rejected. Users can make use of this feature to enhance the quality of their link directory and minimize SPAM submission.

9. Site Editor

Site Editor lets users *change titles, captions, messages and other texts* displayed in the software. The changes apply to the content of a currently selected language only.

To change an item value, you'll need to select an appropriate item, edit its value and then click the Add/Update button to confirm.

The interface items used in the system are divided into several groups. Each group represents items which belong to the same pages or interface parts.

An item's prefix ('add_link_', 'admin_link_editor_', etc.) shows which interface part the item relates to. Here is a list of prefixes along with the corresponding interface parts.

add_link_ - Add Link Form and Result Form

admin_link_editor_ - Links Editor

backup_restore_ - Backup/Restore

backup_reminder_ - Backup Reminder Notice

categories_editor_ - Categories Editor

language_editor_ - Language Editor

Template_editor - template Editor

login_form_ - items relating to Login Form, Changing Password

add_new_link, back_to_categories, first_group - Main Page

menu_ - Menu Items

new_item_ - Site Editor Forms

oldlink_import_ - Old Links Import Form

option_ - Option Editor Form

restore_password_ - Restore Password Form

self_add_link_ - Self Add Link Form (here most of the items are the same as the ones on the Add Link Form)

site_editor_ - Site Editor Form

Please note that some items are used in two or more forms. For example: 'add_link_cancel' is used in all forms where the 'Cancel' button is present.

10. Language Editor

Language Editor allows you to *add new languages* to the system. Moreover, any of the existing languages can be deleted except for the one *by default* which is *English*.

When a new language is added, all interface items would stay in English language but users may replace them by translating the interface items into the newly selected language themselves. Virtually, users may translate all items or part of the items into any language.

11. Template Editor

Template editor allows users to modify link page templates, mail templates, and link submission templates. You can edit, preview, and save your templates.

Link Page Templates

Categories_list_pages.tpl – Define the home page appearance of your link directory.

Links_list_pages.tpl – Define the categorized link pages appearance

Links_search_list_pages.tpl – Define the search result page’s appearance.

Links_search_empty_pages.tpl – Define the no search result page’s appearance

Sub_categories_page.tpl – Define the sub-category page’s appearance

Mail Templates

Several emails will be sent out to link partners:

Link_approved.mtl – Define the email content when a link is approved.

Link_rejected.mtl – Define the email content when a link is rejected.

Link_offsite.mtl – Define the email content when a link does not link back to you

Link_exchange_request.mtl – Define the email content when you initiate a link exchange request. The content can be further customized in Self-Add Editor.

New_link_added.mtl – An email will be sent to you when someone requested a link exchange, and the email content is defined by these templates.

Form Templates

Add_link_form.ftpl – Define the link submission form appearance.



To edit the link page templates and mail templates, you can modify it directly at template editor, or download the templates to your desktop, and modify it according to the instruction in the templates provided. To understand the meaning of each software tags used in the templates, you can refer to Section 17.

12. Self Add Link

The Self Add Link editor is intended to provide users with a means to *add new links to the system even without reciprocal link requirement*. So, you may add affiliate links to your link directory if you like. You may also send a personal email to request for link exchange, and add reciprocal link URL via Link Editor.

To self-add a link, the user will need to select an appropriate category and fill in the required fields (marked with an asterisk *). This means that the marked fields **MUST** have been filled in before the user could add a new link to the system!

PLEASE NOTE that both the 'URL' and 'Graphics URL' fields must start with 'http://' and emails should be entered in a proper format. To preview the entered 'Graphics URL' in a new window, user just needs to click the 'Preview' link.

It is also possible to *clear* all the information entered by clicking the 'Clear' button.

To send an exchange request to another webmaster, user has to check the 'Send exchange link request:' checkbox and enter the webmaster's email into the 'Webmaster email' field.

After checking the 'Send exchange link request:' checkbox, the 'Request text' text area will get filled by the text of request contained in the link_exchange_request.mtl template file. The User can also change the request text and add the requested exchange link details, such as Title, Link Category, Link Description and Your URL, by pressing the 'Copy Details' button. In this way, the above details will be taken from the respective form fields and added to the text area of your email body.

PLEASE NOTE:

When the user presses the 'Copy Details' button, the 'Request text' field will be filled with the default text (from the link_exchange_request.mtl template file) followed by the detailed information. So we suggest you firstly fill in the detailed information fields and then change the request text. Having entered the appropriate information, *the user can create new link* by pressing the 'Submit' button. If the *field validation is successful*, the *new link will be added to the database* and the 'Link has been added' message will be displayed.

The software does not allow adding duplicate links. So if a link is a duplicate of another link, an error message will be displayed.

Supplementary Information:

Let me explain it further the logic of Self-Add link function here:

Normal Scenario (A):

1. Self-Add a Link, and send an email to seek link exchange automatically.
2. When people are willing to exchange links with you, they will email you and inform you where you can find your link at their sites.
3. Then add back the reciprocal link in the field "Exact webpage you link to us" through Link Editor
4. Let software to make subsequent checking afterwards.

Special Scenario (B):

Assumption: If you want to make a guess to reciprocal link URL before link partners tell you the actual reciprocal link URL

1. Self-Add a Link, and send an email to seek link exchange
2. Go to Link editor, and add an expected reciprocal link URL through Link Editor (usually, there are hints in your link partner's site)
3. Set the auto-link checking time period to a longer number of hours, say 144 hours, so that your link partner has sufficient time to add your link.
4. Let software to make subsequent checking afterwards.
5. Usually, the software can still determine whether your link partners are linking with you even though the "actual" reciprocal link is not equal to "expected" reciprocal link URL. If the software determines that the site is not linking with you but in fact it is, it means one of the following things should have happened:
 - a. The "actual" reciprocal link URL is buried too deep.
(Implication: your link partner cannot help you much)
 - b. The expected reciprocal link URL does not link to the actual reciprocal link URL, e.g. the actual link page is an Orphan page.
 - c. Your link partner does not link to your site.
6. When the software takes the site to "offsite" status, an email notification will be sent to your link partner.

13. Links Editor

Link Editor allows users to *manage* a selection of links made by specified categories or links statuses, or all of them. *Sorting* links is also available – it can be sorted either by title, date or rating. In order to make *viewing* of links more comfortable, they are displayed by groups, so a user can access the first group, the last group, the previous group, the next group, or any desired group by its number. You can set *the number of links to be displayed* in a group by adjusting an appropriate parameter on the *Options* page.

At this page, a user can also *modify the rating* for a given link by setting a desired value and pressing the ‘Update rate’ button to confirm (default value = 50). So, you may give your preferential link partners higher ratings, and their links will appear at top of your link pages.

Users can also *delete* selected links or *reject* them in getting the ‘review’ status by pressing the ‘Delete selected’ or ‘Reject selected’ button with the target links selected.

PLEASE NOTE: in case there are no links with ‘review’ status displayed at all, the ‘Reject selected’ button will not be shown.

Also, one can use this page to *manually generate* links pages by clicking the ‘Generate links pages’ function. However, you may not need to generate link pages manually. The software will generate the link pages automatically according to the schedule set in the Option editor.

Besides, the application is equipped with a set of actions that can be applied to links. They are:

- ‘*Approve*’
- ‘*Reject*’
- ‘*Edit*’
- ‘*Accept Old*’
- ‘*Check Link*’

These actions will be displayed according to different statuses of a link.

To be able to *edit links properties*, one should click ‘Edit’ links to get to the Link Properties Editor. One can change the following *link properties* here:

- Change link status (by selecting an appropriate status from the ‘Status’ list).
- Change link category (by selecting an appropriate category from the ‘Link category’ list).
- Change link title (by editing the ‘Link Title’ field).
- Change link description (by editing the ‘Link Description’ field).
- Change link URL (by editing the ‘URL’ field).
- Change email (by editing the ‘Email’ field).
- Change link rating (by editing the ‘Rating’ field).
- Change graphics URL (by editing the ‘Graphics URL’ field).
- Change reciprocal URL (by editing the ‘Reciprocal URL’ field).

At the Link Properties Editor page the user can make sure the *reciprocal link is valid* by opening it in a new window.

Also the user can check Graphics URL by clicking the ‘Preview’ link.

To *submit changes*, press ‘Save changes’.

To *reset values* previously entered, or to *discard changes*, press ‘Reset’ or ‘Cancel’ respectively.

14. Options Editor

After installation of the software, there would be pre-defined values for many optional fields. However, you can still make changes if you like. You may also read the Quick Start Guide for details.

After making changes, please remember to click the Update button.

You can also change password by clicking the Change Password button.

All the option fields are described below:

Administrator Email – email address of the user. You must use a frequently use email address and you must remember this email address because it is required to retrieve password in case you forget it. Free email such as hotmail.com, etc. is NOT recommended as they are not reliable enough.

Backup reminder period (in days) – sets how often the backup reminder message to be displayed.

Email Sender Name – The sender name when an email is sent out.

Email Address for Communication – You will use this email address to communicate with link exchange partners. To simplify things, set it the same as Administrator email.

Exact Link Text – If you enable exact link feature, you can restrict what anchor text people must use to link to your site. If they do not follow it, the software will reject their site or take their site off the link page. This checking is also applicable to subsequent reciprocal link checking. Hence, your link partners cannot cheat you and should always link to you by the anchor text specified.

You can set a maximum of 3 exact link text. E.g. the first link text is “Search Engine”, the second link text is “Motor car”. If people does not use the wordings “Search Engine” or “Motor car” in their reciprocal anchor text link, the software will reject the site.

If you don’t want to restrict how people links to your site, disable Exact Link Text Just uncheck the option Enable Exact link checking.

Exact Link for New Submission Only – Apply exact link feature to new submission only. The submitted link will check against the exact link text during submission only. The exact link checking will not apply to the subsequent reciprocal link checking.

If this option is checked, the traditional Exact Link Checking will be disabled automatically.

Link Popularity is a Criteria – An option to accept or reject link submission based on link popularity with reference to Google.

Inbound Link Number – A submitted link must have no. of Inbound links equal to or higher than the number specified in this option when **Link Popularity is a Criteria is checked**.

Allow Duplication – When enabled, you allow duplicated links to be imported from a worksheet with .csv format (See the Section of Old Link Import).

Generate Link Page File Name Based on Category Defined – When enabled, name of link pages will be generated according to category names you defined. E.g. you may have a category called “fitness equipment”. The link page to category “fitness equipment” will become, e.g.
www.linkautomate.com/sites/fitness_equipment1.htm

Default Link Category Name – By default, it is called links. You can change the name, however. E.g. you change it to “motor”, then link page generated will become motor1.htm, motor2.htm instead of links1.htm, links2.htm, etc.

Enable Logo Display Along Link – If you allow users to submit their logo and display it along the text link, check this option.

You can limit the width and height of the submitted graphics by setting up the Graphical Width Limit and Graphical Height Limit in pixels.

Home page URL – a URL to be searched on pages referred to by the reciprocal link, usually, your website’s URL. E.g. linkautomate.com. No need to put www in front.

Link Directory URL – Specify the main directory for your link pages. E.g. if you create a folder called “sites” to store link pages generated, the link directory URL will be <http://www.linkautomate.com/sites/>

Number of links per page – sets how many links are to be displayed in the Main

Editor.
Number of groups per line – sets how many links to other pages are to be displayed in the Main Editor.
Number of Categories columns – No. of columns displayed in the Main Editor.
Time between automatic page generation (in hours) – The software can generate the most up-to-date link page automatically. This field defines the update schedule. We recommend you set it from 2 – 48 hours.
Link Directory’s Home page Name – The file name of the link directory’s homepage. Must end with .php. Usually, it is index.php. If you setup the link page folder called Link, you can access your link directory by typing http://www.yourdomainname.com/Link/index.php
Server Path to Folder Storing Link Pages Generated – The physical path of where the link page should be stored. If you are using a shared web hosting environment, the absolute path is usually something like this <code>/home/your_web_hosting_username/public_html/link</code> This field is usually set during installation. If not, you may use a FTP software to browse and find out the absolute path or contact your web hosting company for details.
Sort methods for link pages – sets how links are to be sorted (by Rate, by Date of submission, or by Alphabetical order of Link Title)
Sorting directions – ascending or descending.
Checking period for periodical tasks (in seconds) – determines how often those tasks are executed. We recommend the range of 60 – 200 secs.
Enable Automatic approval Mode – If you are busy to review each site manually, the software can help. Just check the option and the software can approve each submission if the submission can pass the basic validation and the submitter is already linked to you. If you want to manually review each submission, you can uncheck this option.
Automatic approval period (in seconds) – determines a time period between submission and automatic approval. We recommend it to be 260 sec to 500 sec.
Enable Automatic Link Checker – determines whether or not the link checker will automatically check whether your link partner is still linking to your site. If they do not link to you, the link’s status will be changed to “Offsite” status. A

site with “offsite” status will be taken out from your link page, and an email will be sent to the corresponding link partner. If you turn on the exact link feature, and partners do not link to you using the exact link text, the link status will be changed to “Offsite”.

Link verification period (in hours) – sets how often the link checker will be triggered. We recommend that you don’t need to check too often. Select a range from 96 – 168 hours or even longer. If you can set CRON job in your web host, you may use it to trigger the script `execute_periodical.php` stored in your software directory. E.g. `wget http://yourdomainname.com/linksexchange/execute_periodical.php`

Max time for one offsite checking attempt (in Secs) – The time the software should spend on every link checking cycle. If you set it longer, you may wait longer to access web pages when the software is performing link checking. So, you should strive a balance. We suggest the range from 180-300 secs are better depending on how many links you have.

Header Customization and Footer Customization – Allows you using HTML code to customize the header and footer of Link submission form. The fields appear only when you have official licence. If you set multiple language via site editor, you also need to include the tag `<%%LanguageMenu%%>` so that users can select different language during link submission. To change the style of text or link, you may also require to edit the CSS style sheet located at `styles/neutral.css`. You must have knowledge about editing CSS style sheet, and we do not provide support to this. Hence, you should backup the original CSS style sheet should you want to modify it.

15. Old Links Import

There are 2 methods to import existing links into the database of the software.

1. Import From Existing Web Pages

In Old Links Editor, user can *import links from an existing link page*. To do this, user just needs to *enter an 'old links' URL* in the 'Old links URL' field and press the 'Get links' button. The search will result in *displaying links found* (Title and URL). The system would automatically filter out links already existed in the database.

To delete any links you don't want to import, select them and press 'Delete selected'.

Before *adding new links* to the system, user can *change* each link's *category* by either choosing one from the Categories select box next to each of them, or by using a similar *Category select box* at the *header* to set one category for ALL of the 'Old Links' retrieved.

PLEASE NOTE: In order to have ALL displayed links selected automatically, the user just needs to check the Select All box, which is the top one on the gray background.

The links successfully added will then be *removed* from the Imported Links list.

All links added to the software will have the 'Old' status (and will not have a reciprocal URL, Email or Description). If the user wishes to add those parameters to a link, he should use the Link Editor.

Before the old links can be seen in your link pages, you need to approve them so that the status will be changed to "OldAccepted".

Simply use the Link Editor, select to see all links with "Old" status. You can then approve the links by clicking "Accept Old" or "Approve Selected" or "Approve All" button. If you want to reject it, you can click "Reject" button.

PLEASE NOTE: In order to have ALL displayed links selected for approval automatically, the user just needs to do a one time check of the Select All box, which is the top one on the gray background.

2. Import from Worksheet (*.csv format)

The software allows user to import reciprocal links information from a worksheet. Therefore, you can even export all the links you sought from link

seeking software such as Arelis, and then import them into Automate Link Exchange™.

First, arrange your worksheet column according to the following sequence:

Link Title	Link Description	URL	Email address	R_URL	Category	Graph_URL

The first row must show the header according to the above table.

You can have as many links as possible. If the value is not available, leave it blank. **If category is not defined in the worksheet, all links will be arranged to the default category (you defined it during installation, e.g. Others)**

Second, **Save your worksheet as .csv format**. Remember what delimiter you are using. Eg. It can be ; or , or - , etc. It depends on which Excel version you use. In Option Editor, You can define the delimiter you use.

Third, use Import from Worksheet function and upload the .csv file.



16. Backup/Restore

This functionality allows user to back up his database and to y restore it when needed.

The Database gets backed up and can be restored. Clicking the “Generate Backup file” link will create a database data script and then the browser will prompt the user to save it. The saved file’s extension must be ‘.lesql’. You can store the backup at your local computer.

To restore the database, user selects the backup file containing the latest backup using the Browse button and then click “Restore Using the Selected File”. The software will restore the database. The Restoration procedure will only accept files with .lesql extension.

The software can regularly remind users to make a backup. In Option Editor, there is an option called “Backup reminder period (in days)” and users can define the reminding period.

17. Software Tags for Link Page Customization

Name of Template:

categories_list_page.tpl

Function: Defines the appearance of main link page

The software tags include:

<%%ColumnsCount=n%%> - defines number of column, n = no. of column

<%%SubCategoriesAtMainPage=n%%> - defines number of sub-category of each category that will be displayed at the main link page.

<%%SubCategoriesColumnsCount=2%%> - defines no. of columns for sub-categories.

<%%SubCategoriesSpace= %%> - defines the number of space for indentation.

<%%BeginRowTemplate%%> – defines the start of each row.

<%%BeginColumnTemplate%%> – the start of each column within a row.

<%%CategoryLink%%> - shows hyperlink of each category

<%%CategoryName%%> - shows name of category defined by user

<%%CategoryLinksCount%%> - shows number of links within a category

<%%SubCategoriesPlase%%> - shows sub-category

<%%EndColumnTemplate%%> – the end of each column.

<%%EndRowTemplate%%> – the end of each row.

<%%PathToApplicationIncludeHere%%> – the software will include a physical path to the software for invoking a particular function

<%%PeriodicalFileIncludeHere%%> – Codes to trigger automatic tasks will be added.

This code will execute periodical tasks in order to avoid using ‘Cron’ or ‘At’ programs inside the system. But if your web host allows you to use Cron job, you can do it.

Name of Template:

links_list_page.tpl

Function: Defines the appearance of category link page.

The software tag includes:

<%%LinksPerPageCount=n%%> defines the number of links per page. Must present at the top. Above the <html> and <body> tag.

<%%SubCategoriesColumnsCount=n%%> defines number of sub-categories shown in each column. Must present at the top. Above the <html> and <body> tag.

<%%SubCategoriesColumnsDelimiter=string%%> defines delimiter between sub-categories (can use string expression). Must present at the top. Above the <html> and <body> tag.

<%%ParentCategoryDelimiter=string%%> defines delimiter of category. Must present at the top. Above the <html> and <body> tag.

<%%CategoryTitle%%> - for displaying customized Title Tag. The content is defined in Category Editor of the software.

<%%MetaDesc%%> - for displaying customized meta description tag. The content is defined in Category Editor of the software.

<%%MetaKeywords%%> - for displaying customized meta keyword tag. The content is defined in Category Editor of the software.

<%%BeginDynamicPart%%> – the start of the page’s dynamic part.

<%%EndDynamicPart%%> – the end of the dynamic part.

<%%BeginRowTemplate%%> – the start of recreation code for each link.

<%%EndRowTemplate%%> – the end of recreation code for each link.

This code will be duplicated a required number of times. Depending on the number of links in a category and the number of links per page, the application will generate one or more link files for each category.

<%%BeginPageLink%%> defines the start of the ‘next page’ link code.

<%%EndPageLink%%> – the end of the ‘next page’ link code.

<%%BeginCurrentPageLink%%> – the start of the current ‘page’ link.

<%%BeginNotCurrentPageLink%%> defines start of not current ‘next page’ link.

<%%BeginPrevPageLink%%> – the start of ‘previous page’ link

<%%EndPrevPageLink%%> – the end of ‘previous page’ link

<%%BeginNextPageLink%%> – the start of ‘next page’ link

<%%EndNextPageLink%%> – the end of ‘next page’ link

<%%IndexFileName%%> - Display the path to go back to main link page.

- <%%LinkNumber%%> – a running number of a link**
- <%%LinkURL%%> – Link URL**
- <%%LinkTitle%%> – URL title**
- <%%LinkDescription%%> – URL description**
- <%%ParentCategoryLink%%> - Display the URL to a category**
- <%%ParentCategoryDelimiterPlace%%> - Display the content of %%ParentCategoryDelimiter%% tag**
- <%%CategoryName%%> - Display the category name**
- <%%SubCategoryPlace%%> - Shows sub-categories of the corresponding category.**
- <%%GraphicalImgURL%%> – Graphical image URL**
- <%%GraphicalImgWidth%%> – width of graphical image**
- <%%GraphicalImgHeight%%> – height of graphical image**
- <%%GraphicalImgStart%%> – start of a portion of code to include a graphical URL**
- <%%GraphicalImgEnd%%> – end of a portion of code to include a graphical URL**
- <%%PathToApplicationIncludeHere%%> – the software will include a physical path to the software for invoking a particular function.**
- <%%CurrentCategoryID%%> – ID of a current category**
- <%%PeriodicalFileIncludeHere%%> – the place to which special code will be added.**

Name of Template

links_search_list_page.tpl

Function: Defines the appearance of search result page

Software tags are similar to link page templates with 2 additional tags:

<%%LinkCategory%%> - Show the corresponding category and sub-category of the link shown in the result page.

<%%LinksDirectoryURL%%> - Show the link for returning to main link page.

Name of Template

links_search_empty_page.tpl

Function: defines the appearance of no result page.

Software tag includes:

<%%LinksDirectoryURL%%> - Show the link for returning to main link page.

Name of Template
Sub_categories_page.tpl

Function: Defines appearance of sub-categories pages.

Software tag includes:

- <%%ColumnsCount=n%%>** - defines number of column, n = no. of column
- <%%CategoryTitle%%>** - for displaying customized Title Tag. The content is defined in Category Editor of the software.
- <%%MetaDesc%%>** - for displaying customized meta description tag. The content is defined in Category Editor of the software.
- <%%MetaKeywords%%>** - for displaying customized meta keyword tag. The content is defined in Category Editor of the software.
- <%%IndexFileName%%>** - displays the URL to return to main link page.
- <%%PathToApplicationIncludeHere%%>** – the software will include a physical path to the software for invoking a particular function.
- <%%CurrentCategoryID%%>** – ID of a current category
- '%%PeriodicalFileIncludeHere%%'** – the place to which special code will be added.
- <%%CategoryName%%>** - displays the corresponding category name.
- <%%SubCategoryName%%>** - shows sub-category name
- <%%SubCategoryLinksCount%%>** - shows no. of links within a sub-category.
- <%%BeginDynamicPart%%>** – the start of the page's dynamic part.
- <%%EndDynamicPart%%>** – the end of the dynamic part.
- <%%BeginRowTemplate%%>** – the start of recreation code for each link.
- <%%EndRowTemplate%%>** – the end of recreation code for each link.

Name of Template
Add_link_form.ftpl

Function: Defines appearance of link submission form. This template is located in folder “formstemplates”.

<%%dsp_language%%> - Display the multi-language selection combo box.

<%%AddLinkHeader%%> - Display the caption “Link Submission Form”. Text displayed can be edited in Site Editor.

id="tr_errorPlace"<%%AddLinkErrorPos%%> - Display error messages to link partner if a submission is failed.

<%%LinkCategoryHeader%%> - Display the caption “Category”. Text displayed can be edited in Site Editor.

<%%LinkCategoryControl%%> - Allows link partner to select an appropriate category and sub-category

<%%LinkTitleHeader%%> - Display the caption “Title”. Text displayed can be edited in Site Editor.

<%%LinkTitleControl%%> - Allows link partner to enter title of the submitted site.

<%%LinkDescriptionHeader%%> - Display the caption “Description”. Text displayed can be edited in Site Editor.

<%%LinkDescriptionControl%%> - Allows link partner to input a description of the submitted site.

<%%LinkURLHeader%%> - Display the caption “URL”. Text displayed can be edited in Site Editor.

<%%LinkURLControl%%> - Allows link partner to input URL of the submitted site.

<%%LinkEmailHeader%%> - Display the caption “Email”. Text displayed can be edited in Site Editor.

<%%LinkEmailControl%%> - Allows link partner to input email address.

<%%BeginLinkGraphicsURLPart%%> - Indicate beginning of graphic submission.

<%%LinkGraphicsURLHeader%%> - Display the caption “Graphics”. Text displayed can be edited in Site Editor.

<%%LinkGraphicsURLControl%%> - Allows link partner to input URL of a graphic logo

<%%LinkGraphicsURLPreview%%> - Display a Preview Link for link partner

<%%EndLinkGraphicsURLPart%%> - Indicate the end of graphic submission

<%%LinkReciprocalURLHeader%%> - Display the caption “Exact web page link to us”. Text displayed can be edited in Site Editor.

<%%LinkReciprocalURLControl%%> - Allows link partner to input reciprocal URL

<%%SubmitButton%%> - Display a functional “Submit” button to submit their link exchange request.

<%%ClearButton%%> - Display a functional “Clear” button to clear the entry.

<%%CancelButton%%> - Display a functional “Cancel” button to cancel the submission.

<%%RequiredFieldText%%> - Display the caption “* required fields”