Program Features:

The features are what make this a truly user-friendly program.   Features are easily accessible, giving you powerful promotional capabilities in just a few simple steps.

32-Bit Multithreaded engine: Submit your site to hundreds of locations in only minutes. Submit with fewer server time outs resulting in failed submissions or lost registrations (although this is unavoidable it will be drastically reduced).   Currently, the program submits concurrentlty on fifty threads.

Number of Submission Sites: No other automated submission tool even comes close. With over 900 submission sites, and growing monthly, you will have the most complete listing on the 'Net.

Free Updates: When you register this program you will receive free updates for the life of the program.   Updates will increase the number of submission sites as well as fix any problems which may be caused due to the ever changing nature of the Net.   Updates also include selected "upgrades" to functionality.

Tab ("wizard") Interface: Easy to navigate Tabs which walk you through the required information needed to promote your site.

Registration Reports: Get detailed reports on your submissions, allowing you to follow up with unsuccessful registrations.   These reports also allow you to provide clients with a professional report outlining their sites activity.

Batch: (Pro Version)   Submit multiple URL's at the same time.   This will drastically reduce your submission times and increase productivity for your and your client sites.

Deep: (Pro Version)   This feature allows you to enter only ONE URL, and let the program traverse all links that it encounters.   The Deep Submission algorithm cheks to see if the links are in the same domain before cataloging them.   This prevents sites that have a link to www.yahoo.com from becoming a REAL EXPLOSION in page count.

What's New:

This section outlines the newest features and compares them against the "Normal".

32-Bit Multithreaded engine: Submit to over 900 submission sites in under 20 minutes (times based on 128Kbps ISDN and a Pentium 200 Processor.   Slower Internet access or a slower processor may degrade performance).   Our multithreaded engine submits to multiple sites simultaneously.

Expanded Resources: We have logged over 900 resources for submitting your URL's.   We have also added the "on-line update" feature that will ensure that our users have the most current version of the program at all times.   Each time you log on to use the program it can check our server to see if there is a new update.

SMARTCHECK Feature: A programmatic concept called "SmartCheck" is employed for this program.   The SmartCheck system uses a vocabulary of over 2500 words to match the best one of the up to 16 keywords you have entered to describe your site against all of the Categories for a Site.   This is an improvement over most systems, which may try to match one keyword against the Category Listings.   To find out more about SMARTCHECK, click here.

Site Categories: The Site Database has been subclassified according to the type of site so your decision of "Where Do I Sumbit" is less complicated.   The categories are as follows:

      1. Awards Site (Nominate your website)
      2. Classifieds (self explanatory)
      3. Directory (semi automated, must be sorted and have a human reviewer, or be geographically specific)
      4. List Announcement - site compiles new website descriptions and sends out a digest announcement to list members
      5. Link Page - stripped down version of Directory, no   review process, free for all
      6. Media Outlet, accepts new websites/updates as   a modified news release. Run by large corporations like UP/API, LA Times, etc.
      7. Search Engine, the BIG ones (like Yahoo, Lycos, AltaVista)
      8. What's Cool site (self explanatory)
      9. What's New site (self explanatory)
      Coming Soon: NNTP (News Groups), and other Internet Resources

Program Operation:

This is an intuitive program that allows anyone to promote their site by simply filling out information about their site, selecting the category to place the site, and finally promoting the site.

Registration: Enter in your Registration Number and Key to register the program.   This will enable full program funcationality, and remove all "demonstration version" restrictions.

Site Information: Add the URL of your site, along with your contact information.   You must *MINIMALLY* specify a URL to submit, the first and last name of the site contact, a contact's EMail address, and a Phone Number.

Keywords: Choose up to 16 keywords that describe your site.   Start with the most descriptive and move to the more obscure.   You may want to visit several big engines, plug in your keywords, and see what comes up.   This will give you a good idea of who your competition is and possibly hint at what they're doing to promote their site.   If you employ the SMARTCHECK feature, you will want to read <u>this</u> for help on creating your keywords.

Registration Resources: You may pick from several selections in this Tab.   If you want to do a full submission to all the resources you would simply pick All.   If you would like to do a more targeted submission, you can pick from any of the other categories: Search Engines, Directories, Link Pages, etc.   Once you make this decision, you will move the selections to the right box and verify those are the ones you've chosen.

Categories: Many of the directories and link pages require you to pick a section (or category) in which to place your site, according to content.   Examples of common sections are "Business" or "Computers".   You can go through each listing and pick which one is best for your site OR you can select the <u>SMARTCHECK</u> Check Box.

GO!: You have filled in all the information about your site, selected categories, selected submission resources, and now you are ready to promote.   Hit the **GO** button and watch the program go into action.   Prior to initiating the submission sequence, a quick "validity check" is run against the data you have entered.   If a required field is not completed, the program will prompt you with what needs to be corrected, then return to the data entry forms for you to do so.   The submission WILL NOT begin until all *required* fields have been entered.

Batch: (Pro Version Only) Each time you go through and enter information about a new site or domain, you can save this as a profile.   These profiless can be loaded into a Batch Sessions, allowing for multiple profile submissions in serial.   Press the **Add Profile to List** button and select the profile you wish to load.   Repeat for as many Profiles as you wish, When you are done building your profile list, use the **Save Batch Session** button to keep this set for another time.   When you are done, press GO!   If you enter the Batch submission dialog by accident, press **CANCEL** to exit without beginning the operation.

Deep Submission: (Pro Version Only) The submission progress will submit the profile which you filled out, then connect to your site and READ your page.   Following each <a href=> link that is found, the program will in turn submit those pages also to the search engines that you requested with all of the information you have provided previously.   **PLEASE NOTE:** This program WILL SEARCH ALL LINKS FROM THE STARTING POINT as long as they are in the same domain.   The program is *capable* of cataloging a HUGE number of sites, but it will take a considerable amount of time.   If you wish to ONLY submit a few pages from a site with thousands of pages, it is STRONGLY recommended that you create a few profiles specifying the pages and submit them as a Batch instead of using the DEEP submit feature.

A Walk-Through <u>Sample</u> has been included embedded in this help file.

Promotional Strategies:

There are many different strategies to promote your web site and we have outlined some different ways to do this with the .

Submit multiple pages:
If done correctly, you can submit several pages that have virtually the same information but have separate URLs giving your site more visibility and exposure.   These pages are often referred to as "door" pages, and all point to the **_true_** index page of the site.

Monthly Maintenance:
Each URL that you submit to the engines should be re-submitted approxmiately once per month.   You will want to monitor engines, directories, and link pages to determine which drop pages at what frequency.   Submitting your site more than once a month to major engines can result in your site actually being removed from it's listings.   On the other hand, not submitting your site often enough will allow your link to be removed.   Promoting your site takes vigilance, and keeping your site current is key to its success.

Diagnostic and Informational Logs:

This program's logging facility takes advantage of the LongFileName support in WindowsNT, Windows95, and Windows98.

When the program is started for the first time, it will create two directories under the directory where it is installed.   The first of these directories, "LOGS" is where informational logs will be generated.   The second directory, "ERRORS", is where diagnostic logs will be created.   This is also where the "Failure Profiles" will be created after a submission to give you a quick means to re-submit to failed sites at a later time.

The logs are of the format URL-MMDDHHMM.HTM (HTML files for ease of viewing in your browser)   in each case (so you can easily match a diagnostic log with an informational log). The specification for naming the file is:

URL -> The URL (minus the http://) of the site submited.
MM -> The two digit month during which the submission was STARTED
DD -> The two digit date or the month during which the submission was STARTED.
HH -> The two digit hour in which the submission was STARTED
MM -> The two digit minute in which the submission was STARTED.

Moreover, when a submission returns failure(s), a PROFILE is created in the "ERRORS" directory named URL-MMDDHHMM.ss2 so that you can easily associate the failure with the log file.   The Program can then read this FAILURE log in, and submit the sites which failed.

The INFORMATIONAL Log will contain a formatted listing of the engines you submitted against, and a count of SUCCESSes or FAILUREs.   There will also be information about the data submitted, making this log a valueable source of information to distribute to clients on whose behalf you are submitting.

The DIAGNOSTIC log will have a header of the site name and URL, then will list the error(s) encountered during the submission so that you can attempt to determine the cause of failure prior to re-submitting or contacting technical support.

PROFESSIONAL Logs The logs listed above are generated during DEEP and BATCH submissions as well.   In addition to these, there is an Overall log file for the Batch Submission process that links to the sub profile error logs.   This allows you to quickly get a "feel" for what profiles from the batch succeeded or failed.

Frequently Asked Questions:

Q: How often should I be submitting my site?
A: You should be submitting your site about once a month to the major engines and more often as needed to the directories and link pages.

Q: Why are submissions failing?
A: Submissions fail for a number of reasons, but the main reason is due to traffic and how busy the engines server is at the exact moment you are submitting your pages.   The other major reason is because engines tend to switch how they accept information on a regular basis, which is why we offer free updates to the program.

Q: How do I get updates?
A: You will receive updates automatically when they are available.   Each time you start the program you can log on to our server to see if any new updates are available.   If an update is available, the program will download the update and install the update, then continue on starting up the main program.   If you choose NOT to check for an update, the program will simply start as usual.

Q: How do I get technical support for my questions?
A: Simply open the program and on the opening screen will be your reseller's URL and email address.   Contact them directly and they'll be happy to get you up and running. Click here for more information about what you will need to provide to the technical support staff.

Q: How do I STOP a submission?
A: In the Progress Screen, there are two buttons: PAUSE and ABORT.   PAUSE does exactly that: pauses the submission until you "unclick" the button, then the submission resumes. This is handy if you have to drop your internet connection or resync a modem.   ABORT waits until the current thread(s) have executed, then halts the submission progress, writing out a FAILURE log as decsribed in <u>Diagnostic and Informational Logs</u>.

Q: What does the DEEP SUBMISSION process actually do?
A: The DEEP SUBMISISON (Professional Version) reads in the URL you enter for the site URL, and retrieves that page.   It then attempts to parse through the HTML code to find tags that begin with "" of the "<a href=" section and the "<" of the accompanying "" section.   You may selected any of these links to NOT be submitted.   Anything in the Listing when the OK button is pressed **WILL BE** submitted as a part of the process.

Q: What can cause a failure?
A: Unfortunately, this isn't a short answer.   Things that can cause a registration failure range from simply a "typo" in the URL (making it a non-conforming URL) or an out-of-date submission script that won't take http://mysite.org as a valid URL, but will ONLY accept http://www.mysite.org as valid.

TroubleShooting:

Please contact your reseller for additional help in getting your program running.   We are dedicated to helping you get started, so please do not hesitate to contact us.   Your reseller should be able to answer all of your questions and if they can not, they will contact the programmer directly for the answer.

Common problems:

My program will not submit to any of the engines.
If you are using a cable modem or proxy server you may experience difficulties in running the Spider.

My Registration Number will not unlock the program.
Contact your reseller for immediate assistance

It seems to be taking a long time to promote to all the resources.
This can be caused by extremely heavy traffic on the Net.   Sign off and try again in a little bit.

Technical Support Information

When contacting technical support for assitance with any problem, you will need to have:
1. Your operating system, and version: Win95, Win95-2, Win98, WinNT4.0, WinNT5.0, other
2. Your Internet Browser: Netscape, Internet Explorer, other
3. The URL you are trying to submit
4. Deep Submission: Yes / No
5. Batch Submission: Yes / No

SOFTWARE LICENSE AGREEMENT

This is a legal agreement between you, the end user, and PBD Technologies. ("PBD"). The enclosed PBD software programs (the "SOFTWARE") are licensed by PBD to the original customer and any subsequent transferee of the product for use only on the terms set forth here. Please read this license agreement. Installing this software package indicates that you accept these terms. If you do not agree to these terms, return the full, unopened product with proof of purchase to your place of purchase within 30 days for a full refund.

* GRANT OF LICENSE. PBD grants to you the right to use one copy of the enclosed SOFTWARE on a single computer (i.e. single CPU) not serving as a network server, OR if the enclosed SOFTWARE is designated a "Network Version", one copy of the SOFTWARE may be installed on a single computer serving as a network server and the SOFTWARE may be used concurrently on a single network by the number of users indicated on the system disk.

* COPYRIGHT. The SOFTWARE is owned by PBD or its suppliers and is protected by United States copyright laws and international treaty provisions. You may either (a) make two copies of the SOFTWARE solely for backup or archival purposes provided that you reproduce all copyright and other proprietary notices that are on the original copy of the SOFTWARE provided to you, or (b) transfer the SOFTWARE to a single hard disk provided you keep the original solely for backup or archival purposes. You may not copy the written materials accompanying the SOFTWARE.

* OTHER RESTRICTIONS. You may not rent or lease the SOFTWARE, but you may transfer the SOFTWARE and accompanying written materials on a permanent basis provided you retain no copies and the recipient agrees to the terms of this Agreement. You may not reverse engineer, decompile, disassemble, or create derivative works from the SOFTWARE.

* GOVERNMENT LICENSEE. If you are acquiring the SOFTWARE on behalf of any unit or agency of the United States Government, the following provisions apply: The Government acknowledges PBD's representation that the SOFTWARE and its documentation were developed at private expense and no part of them is in the public domain. The Government acknowledges PBD's representation that the SOFTWARE is "Restricted Computer Software" as that term is defined in Clause 52.227-19 of the Federal Acquisition Regulations (FAR) and is "Commercial Computer Software" as that term is defined in Subpart 227.471 of the Department of Defense Federal Acquisition Regulation Supplement.

(DFARS). The Government agrees that: (i) if the SOFTWARE is supplied to the Department of Defense (DoD), the SOFTWARE is classified as "Commercial Computer Software" and the Government is acquiring only "restricted rights" in the SOFTWARE and its documentation as that term is defined in Clause 252.227-7013 (c) (1) of the DFARS, and (ii) if the SOFTWARE is supplied to any unit or agency of the United States Government other than DoD, the Government's rights in the SOFTWARE and its documentation will be as defined in Clause 52.227-19 (c) (2) of the FAR.

RESTRICTED RIGHTS LEGEND. Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (c) (1) (ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013.
PBD Software
1001 S.W. Fifth Ave.
Suite 1100
Portland, OR.   97204

* GENERAL. This Agreement will be governed by the laws of the State of California, except for that body of law dealing with conflicts of law. Should you have any questions concerning this Agreement, or if you desire to contact PBD for any reason, please write:

PBD Technologies
1001 S.W. Fifth Ave.
Suite 1100
Portland, OR.   97204

Internet Library Basics

This section explains how search engines find and rank web pages.   It will explain how Internet search engines operate, and what you can do to improve your web site ranking.   If this is a first time visit, read the following pages in order, to learn about the basics of search engines and how they can affect the traffic to your web site.

[Internet Library Resources](#)
[How Search Engines Rank Web Pages](#)
[Common Site Errors](#)

Internet Library Resources

The Major Search Engines
For web surfers, the major search engines generally mean more dependable results. These search engines are much more likely to be updated frequently and to keep up with all the new pages submitted every minute.

For webmasters and site owners alike, getting listed in the top 40-60 positions in a search engine is much more likely to bring hits to one's site. For example, a website that is listed in AltaVista will most likely receive more traffic than one listed in Magellan. While both are fantastic engines, AltaVista is much more well known and likely to drive more users to your site.

Search Engines, Directories and Combinations of the Two
A webmaster and web surfer should know the difference between these types of sites, because they are often misused and confused.

Directories
A directory such as AltaVista depends on humans for its listings. You submit a short description to the directory for your entire site, or editors write one for sites they review. A search looks for matches only in the descriptions submitted.   Changing your web pages has no effect on your listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed than a poor site.

Search Engines
Commonly referred to as "spiders" or "crawlers," search engines are searching the web for new pages at all times.   Because they are automated and index so many sites, search engines may often find information not listed in directories. To the flip side, they may also pull up unrelated information for the topics you're searching for. Search engines, such as HotBot, create their listings automatically. Search engines crawl the web, then people search through what they have found. If you change your web pages, search engines eventually find these changes, and that can affect how you are listed.   Page titles, body copy and other elements all play a role.

Combination Search Engines
Some search engines maintain an associated directory. Being included in a search engine's directory is usually a combination of luck and quality. Sometimes you can "submit" your site for review, but there is no guarantee that it will be included. Reviewers often keep an eye on sites submitted to announcement places, then choose to add those that look appealing.

Common Site Errors

Some search engines see the web the same way someone using a very old browser might. They may not read image maps. They may not read frames. You need to anticipate these problems, or a search engine may not index any or all of your web pages.

Beware Maps

Often, designers create only image map links from the home page to inside pages. A search engine that can't follow these links won't be able to "walk down" the site. Unfortunately, the most descriptive, relevant pages are often inside branch pages rather than the home page.

You can easily solve this problem by adding some HTML links to the home page, a strategy that will benefit your human visitors, as well. If you put the HTML links down at the bottom of the page, the search engine will find them and follow them.

Also consider making a site map page with text links to everything in your web site. You can submit this page, which will help the search engines locate additional pages within your web site.

Frames may not be read

Some of the major search engines cannot follow frame links. Make sure there is an alternative method for them to enter and index your site, either through meta tags or smart design.

Avoid Dynamic Pages

Generating pages via CGI or database-delivery? Expect that some of the search engines won't be able to index them.   Consider creating static pages whenever possible, perhaps using the database to update the pages, not to generate them on the fly. Also, avoid symbols in your URLs, especially the "?" symbol. Search engines tend to choke on it.

Search Engine Spamming can also effect your web site position

Spamming doesn't always work with search engines. It most likely will backfire. Search engines may detect your spamming attempt and penalize or ban your page from their listings.

Also, search engine spamming attempts usually center around being top ranked for extremely popular keywords.   You can try and fight that battle against other sites, but then be prepared to spend a lot of time each week, if not each day, defending your ranking. That effort usually would be better spent on networking and alternative forms of publicity.

Compare search engine spamming to junk email. No one likes spam mail, and sites that use spam mail services often face a backlash from those on the receiving end. Sites that spam search engines degrade the value of search engine listings. As the problem grows, these sites may face the same backlash that spam mail generates. The content of most web pages ought to be enough for search engines to determine relevancy without webmasters having to resort to repeating keywords for no reason other than to try and "beat" other web pages. The stakes will simply keep rising, and users will also begin to hate sites that undertake these measures.

HTTP Return Codes

These return codes are take from the W3C Consortium Home Page and other sources available publicly on the internet.

OK 200

The request was fulfilled.

CREATED 201

Following a POST command, this indicates success, but the textual part of the response line indicates the URI by which the newly created document should be known.

Accepted 202

The request has been accepted for processing, but the processing has not been completed. The request may or may not eventually be acted upon, as it may be disallowed when processing actually takes place. there is no facility for status returns from asynchronous operations such as this.

Partial Information 203

When received in the response to a GET command, this indicates that the returned metainformation is not a definitive set of the object from a server with a copy of the object, but is from a private overlaid web. This may include annotation information about the object, for example.

No Response 204

Server has received the request but there is no information to send back, and the client should stay in the same document view. This is mainly to allow input for scripts without changing the document at the same time.

Redirection 3xx

The codes in this section indicate action to be taken (normally automatically) by the client in order to fulfill the request.

Moved 301

The data requested has been assigned a new URI, the change is permanent. (N.B. this is an optimisation, which must, pragmatically, be included in this definition. Browsers with link editing capabiliy should automatically relink to the new reference, where possible)

Found 302

The data requested actually resides under a different URL, however, the redirection may be altered on occassion (when making links to these kinds of document, the browser should default to using the Udi of the redirection document, but have the option of linking to the final document) as for "Forward".

Method 303

Like the found response, this suggests that the client go try another network address. In this case, a different method may be used too, rather than GET.

Not Modified 304

If the client has done a conditional GET and access is allowed, but the document has not been modified since the date and time specified in <A NAME="z13" HREF="HTRQ_Headers.html#if-modified-since">If-Modified-Since</A> field, the server responds with a 304 status code and does not send the document body to the client.

Error 4xx, 5xx

The 4xx codes are intended for cases in which the client seems to have erred, and the 5xx codes for the cases in which the server is aware that the server has erred. It is impossible to distinguish these cases in general, so the difference is only informational.

The body section may contain a document describing the error in human readable form. The document is in <A NAME="z6" HREF="References.html#z1">MIME</A> format, and may only be in text/plain, text/html or one for the formats specified as acceptable in the request.

Bad request 400

The request had bad syntax or was inherently impossible to be satisfied.

Unauthorized 401

The parameter to this message gives a specification of authorization schemes which are acceptable.   The client should retry the request with a suitable <A NAME="z5" HREF="HTRQ_Headers.html#z9">Authorization</A> header.

PaymentRequired 402

The parameter to this message gives a specification of charging schemes acceptable. The client may retry the request with a suitable ChargeTo header.

Forbidden 403

The request is for something forbidden. Authorization will not help.

Not found 404

The server has not found anything matching the URI given

Internal Error 500

The server encountered an unexpected condition which prevented it from fulfilling the request.

Not implemented 501

The server does not support the facility required.

Service temporarily overloaded 502 (TO BE DISCUSSED)

The server cannot process the request due to a high load (whether HTTP servicing or other requests).   The implication is that this is a temporary condition which maybe alleviated at other times.

Gateway timeout 503 (TO BE DISCUSSED)

This is equivalent to Internal Error 500, but in the case of a server which is in turn accessing some other service, this indicates that the respose from the other service did not return within a time that the gateway was prepared to wait. As from the point of view of the clientand the HTTP transaction the other service is hidden within the server, this maybe treated identically to Internal error 500, but has more diagnostic value.

The 502 and 503 codes are new and for discussion as of September 19, 1994

Understanding Engine Rankings

When you go to a search engine and plug in a keyword, subject, or title, that search engine parses millions of documents and almost instantaneously puts those pages in an "order of relevancy." While search engines are very quick, they are not known to be 100% accurate in their retrievals.   Engines and directories often times bring irrelevant pages into the results, meaning it may take a while longer and more investigation to find what you're looking for.

Overall, search engines do a tremendous job in pulling up relevant information, and getting your site listed in the top of these engines can mean tremendous results for your site. Search engines don't have the ability to ask questions, so they rely on what you've entered for your search. While this may be changing with the likes of intelligent agents, don't expect the same kind of customer service you might find from your local librarian.

There are a number of ways that search engines pull up your pages. The first thing almost all engines look at is the Title of a site. If the keyword is found in the title, it's considered to be more relevant and will pull up more quickly than a site without the keyword in the title.

Search engines will also check to see if the keywords you've entered appear in the top of the web page, like in the headline or in the first few paragraphs of text. Engines will assume that if the topic is important, it will be mentioned within the first part of your site.   Frequency will also factor in how search engines determine relevancy. A search engine will determine how often keywords appear in relation to other words in a web page. Those with a higher frequency are often deemed more relevant than a page with a lower frequency of keywords.

Note: Some search engines index more web pages than others. This means that no two engines will bring up the same pages. Each has their own method of pulling up information, resulting in different information being considered more relevant. Some search engines also give web pages a bonus for various reasons. For example, WebCrawler uses link popularity as part of its ranking method. It can tell which pages in its index have lots of links pointing at them. These pages are given a slight bonus during ranking, with the reasoning being if a page has a lot of links to it, it's probably a very popular page.   Some combination type engines, those containing directories, may give a bonus to sites they've reviewed.

Program Overview

We have created this program to give anyone the capability to automatically submit their website(s) to hundreds of submission resources.   Whether you are a webmaster with multiple domains or a relative newcomer to the internet, this program will make submitting your website to the Search Engines, Directories, Link Pages, Classifieds, and other "on-line" resources a simple process.

With an easy to use "wizard" interface, this program will walk you through the process of getting your site published on the internet.   By simply selecting each Tab and filling in the appropriate information, you will be able to run your promotion in a matter of minutes.   No other program on the market will submit your site more accurately or efficiently.

This program was designed to assist the arduous task of submitting Web Site information to hundreds of search   engines all around the world.   We have done the work for you: ferreted out the sites, determined what information they need, and set up a simple ONE-SHOT interface to enter all the information.   Then WE go out to all of the sites and submit your data.

Contents:

Features
What's New in this version
Program Operation
Promotional Strategies
Internet Library Basics
Diagnostic and Informational Logs
Frequently Asked Questions
Troubleshooting / BEFORE you call Technical Support....
Legal License
Sample Session for a shorter learning curve

```
900
advert
art
auction
auto
bizop
bizsale
bizserv
classgifts
classmusic
classpets
computer
employ
```

[Cancel Submission]   [HELP!]   [Remove Site]
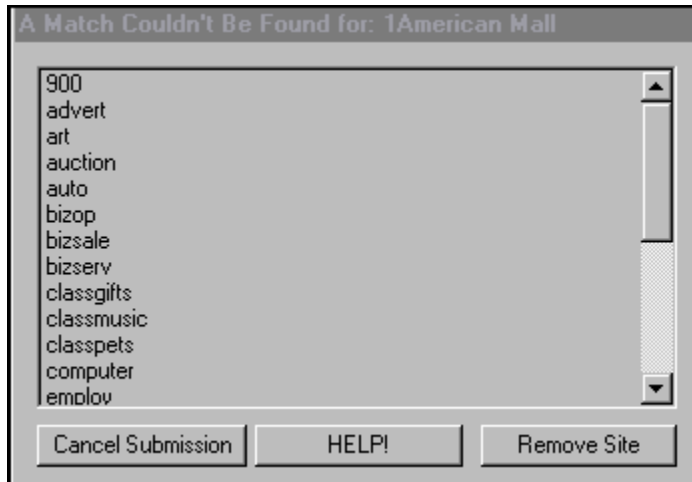
A Match Couldn't Be Found...

If you have chosen NOT to use SMARTCHECK, then this Dialog will be displayed for EVERY site which requires a Category classification.   Your submission cannot be processed without a proper Category.

Although every effort has been made to create an algorithm that rivals a thesaurus, it is inevitable that the algorithm cannot possibly match every combination of keywords with a proper category.   If the algorithm cannot make a "certain" match between your keywords and the site categories, a dialog box will be displayed prompting you to manually pick the category that your site should be registered to.

If you should wish to CANCEL the submission, you may press the "Cancel Submission" button.   This will allow you to go back and change / enter more keywords to increase the probability of SMARTCHECK finding a match.

To use a category from the listing and continue, press the "Use Selected" button after selecting the appropriate category.

If it is obvious by inspection of the categories that your site SHOULD NOT BE SUBMITTED to this site, press the "Remove Site" button to remove this site from your submission listing.

SMARTCHECK

The SMARTCHECK system is a native language lookup system that attempts to find a match for your site utilizing the keywords you entered to describe the site.   The SMARTCHECK system employs a 1400 word vocabulary and 15 groupings to attempt to match your keywords to a site category.   The SMARTCHECK system currently has an 80% success rate, and is improving by the day.

The SMARTCHECK algorithm is MORE than just   word-matching algorithm.   Take for example, the two most commonly used keywords in Internet Commerce:

Business and Computers

The SMARTCHECK algorthm makes allowances for all variations of these words by matching the keyword "comput" to ANY of the following:

Computers, Computing, Computational, Computer Software, Computer Hardware, Computer Programming, Computer Systems Analysis, et cetera

It does this through a simple assumption: Most words that are similar in meaning begin with the same "x" characters.   Based on this, the SAMRTCHECK algorithm **first** attempts to make an exact match.   Then it tries searching through it's list of synonyms.   If neither of these produced a match, then the algorithm compares the *number of characters* in your keyword to the first *number of characters in you keyword* in the target categories.   Through this,the keyword "comput" (six characters) can be matched against "Computer Science" (comput being the first six characters of "Computer Science") at an educational institution, but could also match to "Computer Software" (comput is the first six characters of "Computer Software") at a commercial site.   If there are multiple possbilities for a good match based on your keywords, then a dialog is dispalyed (see top of page) to prompt you to make a manual choice.

In order to **most** effectively use the SMARTCHECK feature, your keywords should contain as many "root" forms of keywords as possible.

The pattern and character matching algorithms are case senstive.   During the comparisons, the UPPERCASE version of the keyword is compared to the UPPERCASE version of the categories and synonyms.

STANDARD DIALOGS
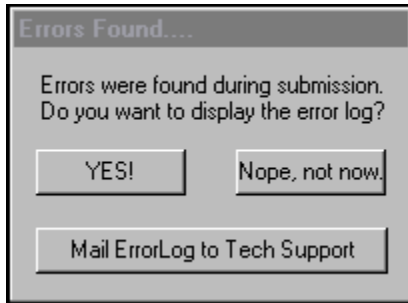
This dialog allows you to select wether to display the submission log (your browser will be started and load the file for viewing), mail the submission error log to technical support, or simply return to the processing engine.   If you choose to mail the error log to a technical representative, the technical support team will analyze the report file to determine if your failures are due to a programming problem, or a connectivity issue.
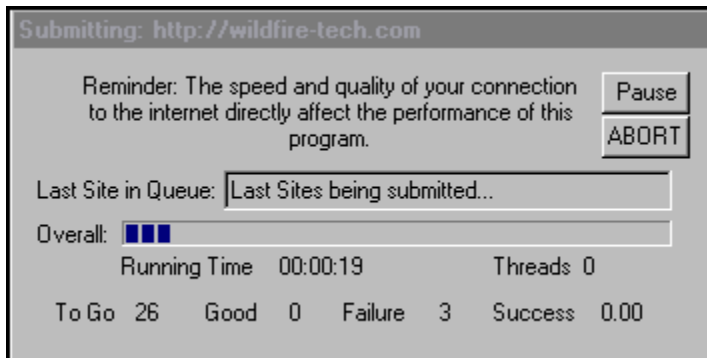
This is the main information dialog during the submission process.   In the center of the window is a textual field that tells you the NAME of the last site that is currenlty queued, and a progress bar showing the aproximate percentage complete.

Directly below the progress bar is a textual definition of the running time of the submission. This time is reported in Hours:Minutes:Seconds (even though most submissions will finish in under 20 minutes).   There is also a "Thread" field that shows how MANY threads are currently running.

Below the running time and thread information are four fields: "To Go", "Good", "Failure", and "Success".   The "To Go" field shows how many sites are left to QUEUE to the submission engine.   The "Good" field is a simple count of how many submissions were successful, whereas the "Failure" field shows how many were not.   The "Success" field is arrived at by dividing the number of "Good" sites into the total number of sites that have been submitted.
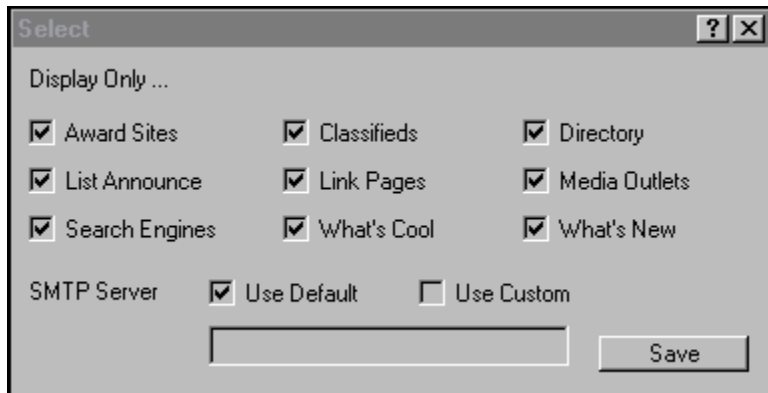
This Configuration Dialog allows you to only display those site categories that you choose. To use this feature click the Configure button and select those categories you want displayed on the Sites Tab.

ONLY the sites whose "types" are left selected when the SAVE button is pushed will be displayed in the eligible sites box on the "Sites" Tab on the main dialog. This action is what causes the title bar to read "XXX Sites Read: YYY Available". The number of "Available" sites depends on how many site TYPES are selected.

If you desire to use a mail server OTHER than the default, check the box labelled "Use Custon" and enter the Fully Qualifid Domain Name (FQN) of your SMTP server machine. Be sure to close the dialog by clicking on "Save" or all changes will be lost.

PROFESSIONAL DIALOGS

Select the Web Page TYPES to index [X]

☑ HTM*   ☐ SHTM*   ☐ CFM   ☐ ASP
☐ HTX   ☐ MV   ☐ PHP3   ☐ Unused
☐ Unused   ☐ Unused   ☐ Unused   ☐ Unused

[OK]
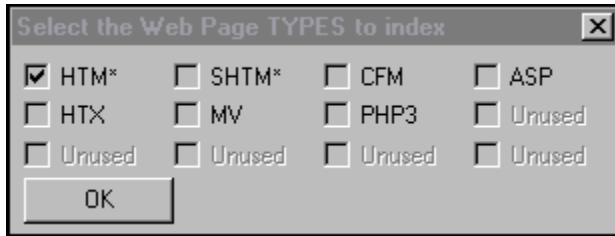
Use this dialog to select what types of Web Pages you want to catalog during the spidering process of the DEEP submission.   For example, to catalog ONLY HTML files, select the HTML checkbox, and leave the rest blank.   On the other hand, to search for HTML, SHTML, and ASP files, selected those 3 checkboxes and blank the others.

PROFESSIONAL: Deep Submission CheckList
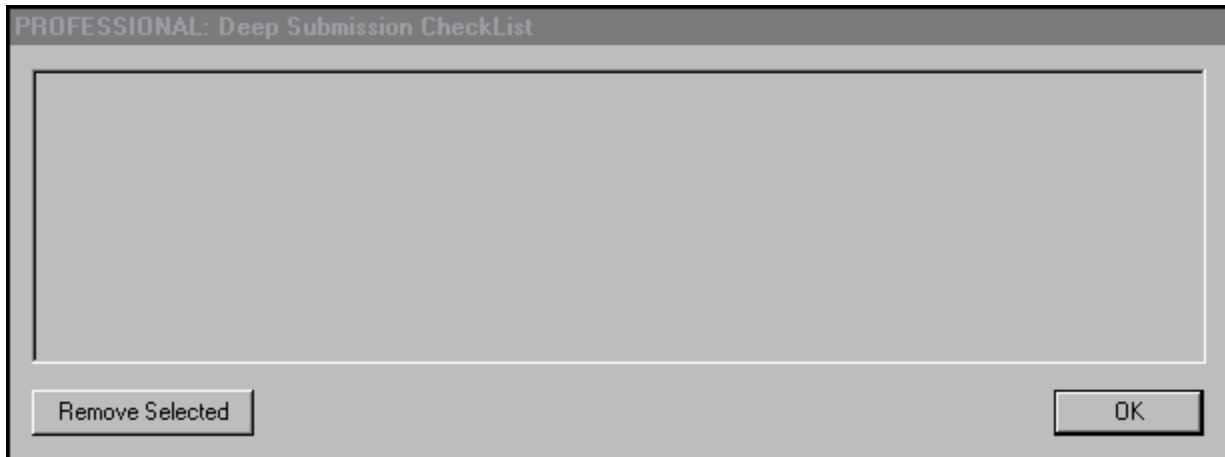
[Remove Selected]   [OK]

This screen shows the pages that were "harvested" during the spidering process of the target URL.   To removes URLs from this list select them (or select grops using CTRL and SHIFT) and press the "Remove Selected" button.

ANY URLs that are listed in the Dialog EditBox when the "OK" button is pressed WILL be submitted.

Batch Processing

Click on Load to load profiles filenames into the List for Batch Submission. To cancel this procedure, click on the CANCEL button in the bottom of this window.

| Load Batch Session | Add Profile to List | Cancel |
| Save Batch Session | Remove From List | Go |
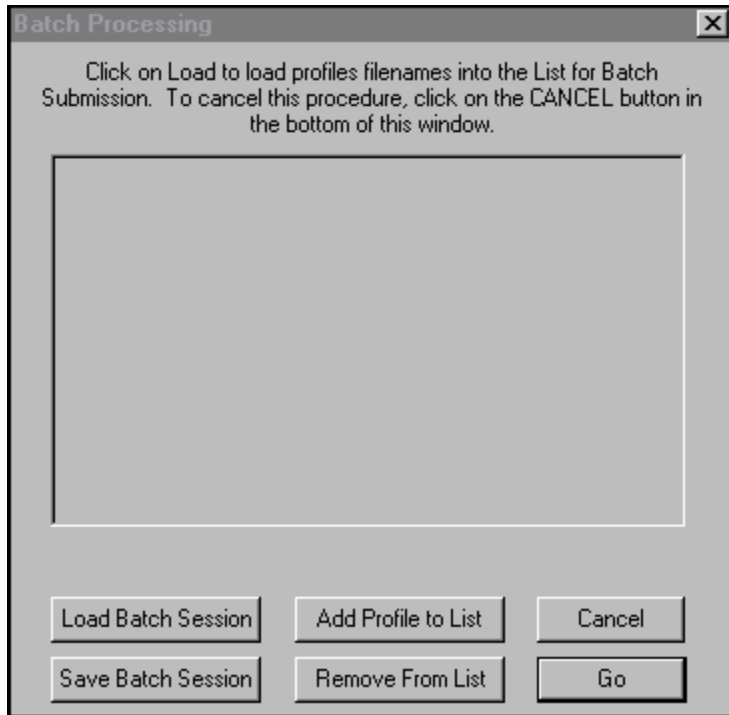
The Professional Version of the program includes a utility to submit and manage multiple sites all at the same time. The Batch Submision option lets you submit multiple sessions at the same time.   If you manage more than one web site, or do work for multiple clients, the batch submission screen will let you submit all the sessions you need together. Submitting all sessions together optimizes overall submission time, and will allow you to spend more time working on other things, while the program takes care of the Internet registration and promotion.

To Load a previously created Batch Session Script, press the "Load Batch Session" Script.   To Add a Profile (ss2 file) to the current Batch Session Script, press the "Add Profile to List" button.   To Remove a profile, select the profile name in the listbox, then press the "Remove From List" button.   Once you are finished working with this script, "Save Batch Session", then press "GO" to start the session.

Pressing "CANCEL" destroys all changes made since the last time the script was saved.
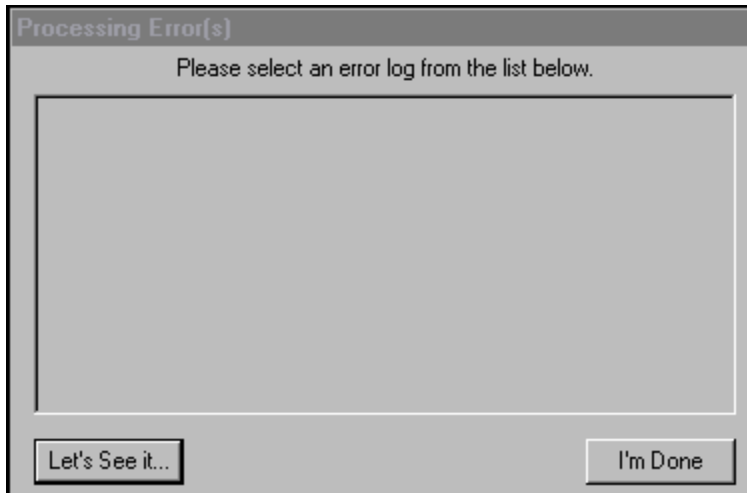
After running a Batch Submission script, this dialog will be populated with the names of the Submission / Error logs (for more information about the logs, please see Diagnostic and Informational Logs).   By selecting a Submission Log and pressing "let's see It..." your browser will be started and load the file for viewing.

Optimization WARNING
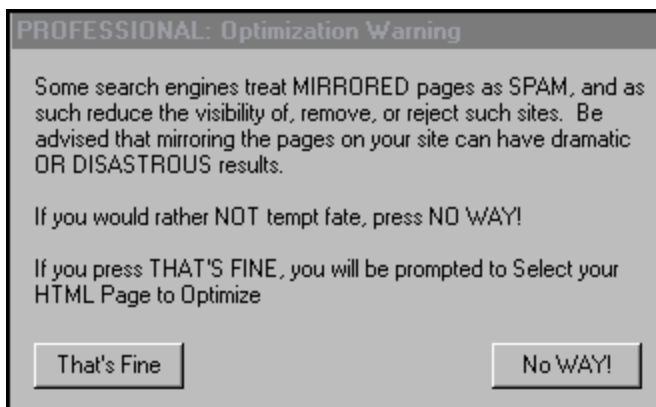
This Dialog is a "disclaimer" of sorts.   The Optimzation feature does allow youto submit "copies" of pages to an engine, but many of the engines are aware of these processes, and treat thee submissions as SPAM.

Not only can Optimization negatively affect your current submission, but if the link sites have a filtering protocol in place, this could jeopardize ANY future submission attempts to that site by you or anyone else in your domain.

Your Purchase Request has been Sent

Thank you for taking the time to order a fully registered version of this product.   Your registraton key should be in your e-mail inbox within 48 hours.   If it is not, or you should have any question, please contact technical support.
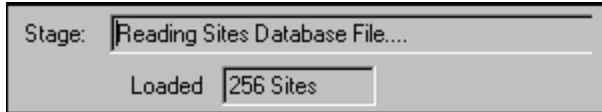
Thank you!

Sample Session:

The following outlines the submission of the site **My Cool CO.** located at **http://www.mysite.org**.
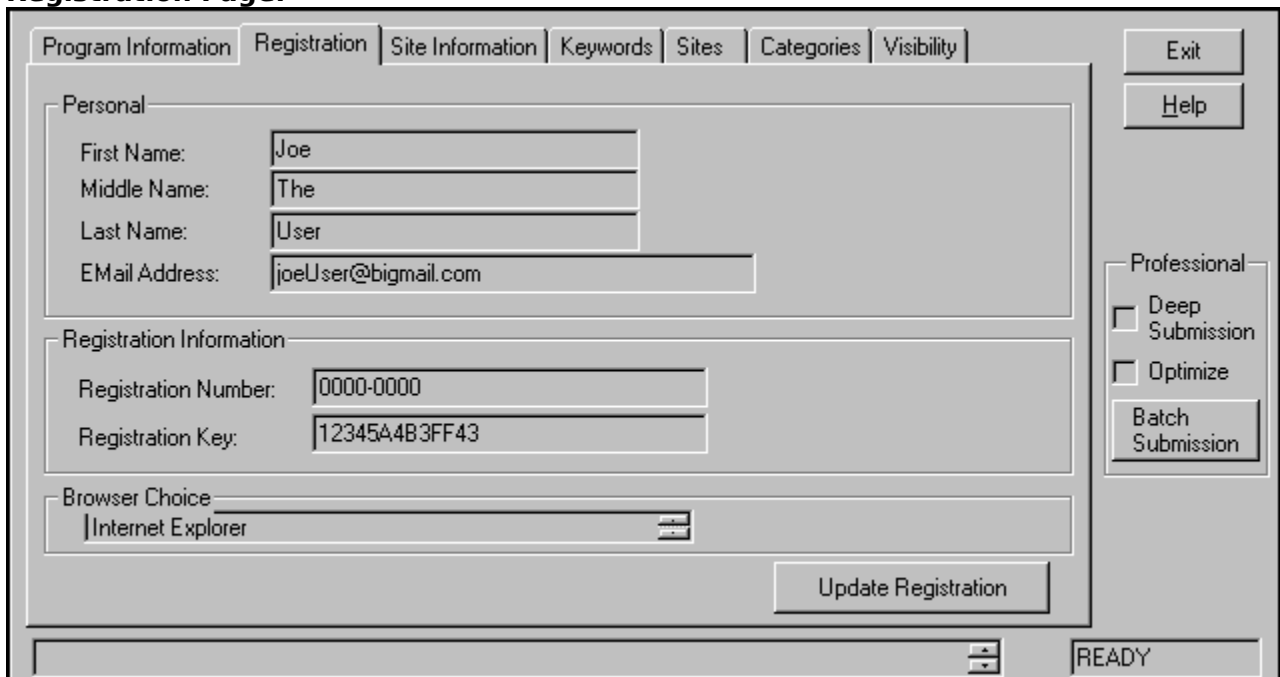
The first screen that you will see at program start is the Initialization screen:

After reading in the Database file (and retrieving a new one should it be updated) you will see the Main Screen. You will navigate through the program by using the tabs along the top of the dialog window.   The screens are as follows:

Registration Page:

This is the screen where you enter your registration information, when you purchase such information from your distributor.   Please enter you correct e-mail address, as this registered email address is where update information will be mailed.   Also note that at the current time, only Internet Explorer is support as a default browser.   This browser information will be used should you choose to utilize the VISIBILITY portion of the program.

Site Information Page:

On this screen enter ALL information that you can to best detail the site you are submitting. Minimally, you must fill in the URL Address field, First Name, Last Name, and EMail Address. Failure to fill in any one of these required fields will prevent you from submitting (detailed later in this example).   You can see that the site address is http://www.mysite.org.   The proprietor is Joe NetUser, and his EMail address is joeUser@bigmail.com.   The company (or organization) name is "My Cool, CO." and is located at 1001 Main Street in Anywhere, AS USA with a zip (or postal) code of 12345.   Also note the two entries for a phone number.   If your organization has a toll free number, please fill that information into the Phone Number field.

KeyWords Page:

On this screen, fill in a description (textual) in the Web Site title blank.   The example has filled in "My Cool CO., Exporter of Widgets".   This field will server as both a title and description, so be clear and concise, yet descriptive as possible.   Fill in AS MANY keywords (up to 16) as you can think to identify and classify your site.   Fill in the most important descriptor in the uppermost left hand blank, and then fill in consecutive descriptors moving horizontally filling the rows before moving down to the next row.

Sites Page:

On this screen you can choose the sites to which you would like to submit.   To submit to all

sites, select the **ADD ALL** button.   This will automatically select ALL of the sites listed in the left hand (possible sites) to the right hand side (chosen sites).   Be advised that any site containing the word **ONLY** in it's title **WILL NOT** be automatically select, and cannot be group selected.   These must be selected *INDIVIDUALLY* as these sites are often times dedicated to a pariticular topic or material class.   Don't worry, you can save out your profile on the next page.

Categories Page:

On this page you will see a listing on the left hand side of all the sites to which you have selected to submit.   By clicking onone of these site names, its list of categories will appear in the right hand box.   Selecting a category will commit it to thenode for that site.
In order to reduce the risk of annoyance while operating this program, the programmer has chosen to programmatically search thecategories to find a match based on your KeyWords that were entered on the Keywords Page.   If you choose the *SMARTCHECK* check box, all of the sites will be matched to a category AUTOMATICALLY, saving minutes or hours of your time.   If a match is not found for a site against your keywords, a dailog box appears and asks you to please pick from the categories.   If your sitecontains Adult Material, or material which may be inappropriate for minors, please select the *ADULT* check box at the bottom of the page so that your entry may be flagged as such during submission.
To save your profile, click on the SAVE button.   If you selected the **SMARTCHECK** check box, your selected sites willbe matched against your keywords and the results saved out to the profile.   If you did NOT select the **SMARTCHECK** feature, then the straight profile will be saved.

NOTICE: If the profile you are entering will be used for a Batch Submission *(Professional Users Only)*, it would bewise to select the **SMARTCHECK** selection, as during a Batch process, you are probably not going to want to **STOP** and select the categories for a submission.
When you are done, select the **GO!** button will begin the submission progress.   During the course of the submission you will be greeted with the Submission Progress and Status Screen:
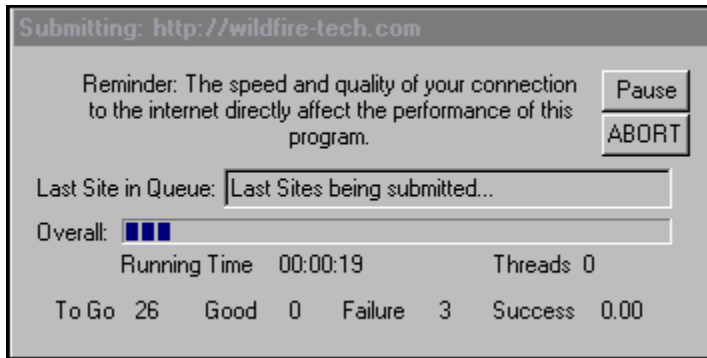
The title of this status screen will reflect the URL of the site you are submitting (useful for determining position in a batch submission) and the Main window's title will change to be the progress of that site and the ToGo counter gives you an idea of how much farther you have to go.
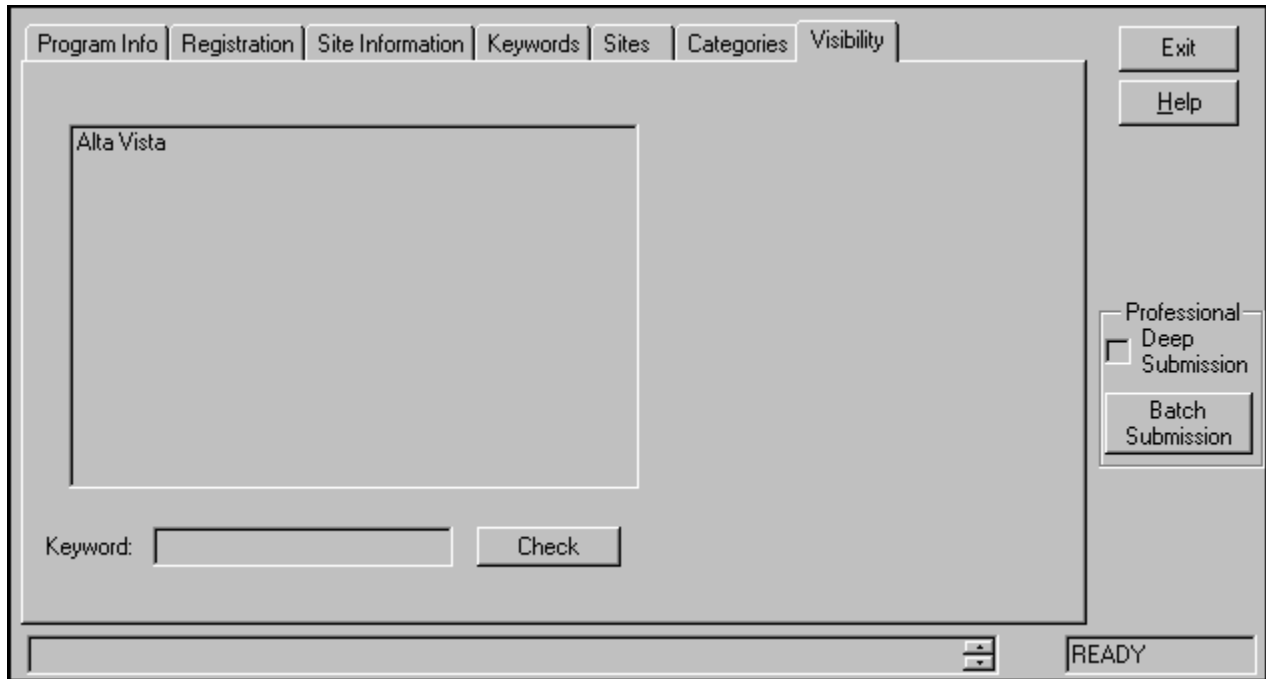
When the submission process ends, you will be presented with the following Dialog:
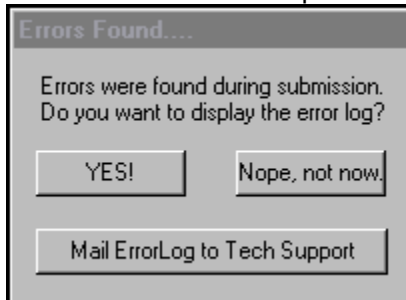
This dialog will allow you to view the submission log (which will give you a count of successed and failures, the total time the submission ran, and a ration of success), to send the error log to technical support (suggested if you have over a 20% failure rate, or are experiencing "problems" that you do not understand the cause), or simply to cancel.   Be aware that after sending the error log to technical support, the Error Dialog will close and return you to the main program.   For more information on the logging mechanism and the logs themselves, check out Diagnostic and Informational Logs.

Visibility Page:

| Program Info | Registration | Site Information | Keywords | Sites | Categories | Visibility | | Exit |
| Help |

Alta Vista

Keyword: [   ]   Check

Professional
☐ Deep Submission
Batch Submission

READY

On this page you will see a listing of the sites available internally from the program to Check against.   Enter keyword(s) thatdescribe the topic you want to analyze the visibility of, select a search engine, then press CHECK.   You default browser will be started, directed to the site with the appropriate query, and will display the results of your request.