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Introducing Ranking-Manager

Chapter



1

1 Introducing Ranking-Manager

Engineering Excellence

From the author of both the award winning TopDog™ and TopDog Pro comes a new generation of website ranking software. Ranking-Manager™ has been engineered from the ground up to provide the most open, productive and customizable environment of any ranking software on the market today. Professional Search Engine Optimizers, website designers, owners and developers will appreciate the ease-of-use and flexibility built into the software.

Features and Benefits

Ranking-Manager offers more features and benefits than any other ranking software on the market to date. Take a look at the impressive list of features and benefits included in the software.

- Imports data from existing ranking software.
- Search Engine friendly ranking and analysis.
- Easy-to-use step based interface for ranking websites.
- Unlimited urls, keywords (search terms) and projects.
- 19 stock reports which can be filtered, customized and styled.
- 5 stock charts which can also be filtered and customized.
- Ranking data is archived for reporting, analyzing and trending.
- Exports data to a variety of industry-standard formats including CVS and XLS.
- Plus to many more to mention here...

Open Architecture and Design

Ranking-Manager is the most open ranking analysis and reporting tool on the market to date. Designed to be vendor neutral, users can import urls, keywords and even whole projects from existing software tools. Then take that data and process, filter and sort the imported data to go on to produce 100% customizable reports and charts which can be exported in a variety of industry-standard file formats. Ranking-Manager can also be use to consolidate existing static data from other tools thus allow you to trend existing data over time, which is not normally possible with other tools.

Companion or Standalone Product

Already using an existing ranking software?

If you are already using any of the major search engine ranking software, then Ranking-Manager can help you shed new light on existing data. You can import previously saved projects and missions from those packages and combine the data into one project file. This then gives you the ability to analyze and report on the data in ways you never thought possible. You can even use Ranking-Manager to export the data back to any of the supported industry-standard file formats. If you are currently paying someone to translate html report data back into a spread sheet or database program, Ranking-Manager will save you time and money.

Looking for a new or replacement software?

Ranking-Manager contains a completely new ranking engine which is far ahead of anything else on the market. This new ranking engine is search engine friendly and can be tuned by the user to achieve maximum results. Unlike other ranking tools, the reports in Ranking-Manager are completely

filterable and customizable by the user. Reports use standard style sheets, so savvy users can update or completely change the look-and-feel of the reports. Furthermore, Ranking-Manager is the only program to date that can generate and print a variety of charts and graphs. If you're looking for ranking software that you can grow with, Ranking-Manager is the clear choice.

1.1 What's New in Ranking-Manager 1.0

Ranking-Manager is all new software!

1.2 How the User's Guide is Organized

The User's Guide is divided into chapters, and each chapter is further divided into sections so you can easily pick and choose the topics and tasks that interest you the most. Both the Table of Contents and the Index are organized logically so that finding topics or tasks is easy and quick. Below is a summary of each chapter.

Chapter 1 Introducing Ranking-Manager

Chapter 1 introduces the user to Ranking-Manager and highlights Ranking-Manager's new features. It also includes this section on how the guide is organized.

Chapter 2 Getting Started

Chapter 2 covers the installation procedure, trial user registration, how to unlock the software after purchased, and how the software and search engine database updates are delivered.

Chapter 3 Working with Ranking-Manager

Chapter 3 describes the basic layout of the application, how to use the sidebar navigator and the toolbars and status bars included in the application.

Chapter 4 Importing Existing Ranking Data

Chapter 4 shows users of TopDog Pro and WebPosition GOLD how to import and consolidate data from those packages into Ranking-Manager.

Chapter 5 Ranking

Chapter 5 walks the user step-by-step through setting up a project and performing the first ranking.

Chapter 6 Reporting

Chapter 6

Chapter 7 Customize

Chapter 7

Chapter 8 Program Options

Chapter 8

Chapter 9 Technical Support

Chapter 9

Getting Started

Chapter



2

2 Getting Started

Getting started covers a few common tasks that help you install Ranking-Manager and get up and running in as little time as possible. We also describe unlocking the software using your authorization code and how the program is kept up-to-date over the Internet.

2.1 Installing Ranking-Manager

Software Installation

Ranking-Manager can be installed by following these few easy steps.

1. Download the setup program from our website and save it to your local hard drive. Be sure to keep track of where you saved the file so that you can run it when finished downloading. You can download the setup program here:
<http://www.website managementtools.com/downloads/>.
2. Run the setup program from your local hard drive to install the software. When done, select **Finished** to launch the application.
3. At this point you can follow the onscreen directions for registering your copy of the software. If this is a trial registration, you may cancel the registration process and continue to use the application. You will be promoted to register each time the application starts in the future.

Uninstalling Ranking-Manager

There are two ways you can uninstall Ranking-Manager from your computer.

1. From the desktop click the **Start** button, then click **Control Panel**.
2. Double-click the **Add or Remove Programs** icon.
3. In the Currently installed programs list click the Ranking-Manager icon, then click the **Change/Remove** button.

-- OR --

- From the desktop click the **Start** button, point to **All Programs**, and then point to **Ranking-Manager**, and then click **Uninstall Ranking-Manager**.

System Requirements

Ranking-Manager requires the following minimum system configuration:

- Microsoft Windows 98se/Me/NT4/2000/XP
- Personal computer with a Pentium III or better processor
- 64 megabytes (MB) of RAM (128 MB or more is recommended)
- 25 MB of free hard disk space
- Any Internet connection

2.2 Registering Ranking-Manager

When running Ranking-Manager for the first time, a user registration screen

2.3 Enter Authorization Code

Enter topic text here.

2.4 Checking for Ranking-Manager Update

Enter topic text here.

2.4.1 Search Engine Updates

Enter topic text here.

Working with Ranking-Manager

Chapter



3

3 Working with Ranking-Manager

Enter topic text here.

3.1 General Layout

Enter topic text here.

3.2 Sidebar Navigation

Enter topic text here.

3.3 Primary Tool Bar and Status Bar

Enter topic text here.

3.4 Secondary Tool Bars and Status Bars

Enter topic text here.

Importing Existing Ranking Data

Chapter



4

4 Importing Existing Ranking Data

Enter topic text here.

4.1 From TopDog Pro

Enter topic text here.

4.2 From WebPosition GOLD

Enter topic text here.

Ranking

Chapter



5

5 Ranking

Enter topic text here.

5.1 Enter URL's

Enter topic text here.

5.1.1 Spider Website for Page Links

Enter topic text here.

5.1.2 Spider Website for Title Text

Enter topic text here.

5.1.3 Load URL's

Enter topic text here.

5.1.4 Save URL's

Enter topic text here.

5.1.5 Using Regular Expressions

Enter topic text here.

5.2 Enter Keywords

Enter topic text here.

5.2.1 Spider Website for Meta Tag Keywords

Enter topic text here.

5.2.2 Load Keywords

Enter topic text here.

5.2.3 Save Keywords

Enter topic text here.

5.3 Selecting Search Engines

Enter topic text here.

5.3.1 Select By

Enter topic text here.

5.3.2 Selection Templates

Enter topic text here.

5.4 Get Rankings

Enter topic text here.

5.4.1 Get Selected Rankings

Enter topic text here.

5.5 Archived Rankings

Enter topic text here.

5.5.1 Ranking Notes

Enter topic text here.

Reporting

Chapter



6

6 Reporting

Enter topic text here.

6.1 Summary Reports

Enter topic text here.

6.1.1 Report Filters

6.1.1.1 Rankings

Enter topic text here.

6.1.1.2 URL's

Enter topic text here.

6.1.1.3 Keywords

Enter topic text here.

6.1.1.4 Engines

Enter topic text here.

6.1.1.5 Display Data

Enter topic text here.

6.1.1.6 Highlight Data

Enter topic text here.

6.1.2 Custom Reports

6.1.2.1 Titles

Enter topic text here.

6.1.2.2 Headers & Footers

Enter topic text here.

6.1.2.3 Style & Filter

Enter topic text here.

6.1.2.4 Page Layout

Enter topic text here.

6.1.3 Reports

Enter topic text here.

6.1.4 Save HTML

Enter topic text here.

6.2 Analysis Charts

Enter topic text here.

6.3 Exports

Enter topic text here.

Customize

Chapter



7

7 Customize

Enter topic text here.

7.1 Report Styles

Enter topic text here.

7.2 Report Headers & Footers

Enter topic text here.

Program Options

Chapter



8

8 Program Options

Enter topic text here.

8.1 Application

8.1.1 Most Recent Files

Enter topic text here.

8.1.2 Quick Start Dialog Box

Enter topic text here.

8.1.3 Selection Templates

Enter topic text here.

8.2 Ranking

8.2.1 Browser Emulations

Enter topic text here.

8.3 Reporting

Enter topic text here.

8.4 HTTP Proxy

Enter topic text here.

8.5 SOCKS Proxy

Enter topic text here.

Technical Support

Chapter



9

9 Technical Support

9.1 What to Do First

Enter topic text here.

9.2 Email

Enter topic text here.

9.3 Phone

Enter topic text here.

9.4 Software License

LICENSE AGREEMENT FOR APPLICATIONTITLE SOFTWARE

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Reference

Chapter



10

10 Reference

10.1 Options

Program Options allow you to set the look-and-feel for the application and any proxy server parameters that may be needed for an Internet connection. If you are not sure what a proxy is, then you probably don't need to enter any information for either proxy. Otherwise, you may need to consult with your network administrator for the correct settings. Here is a list of the options that are currently available.

Application

- **Look-and-Feel.** Sets the display style for the application. The default is Flat, but you can change it to Standard or Windows XP to suite your style.
- **Show Quick Help at Startup.** Check this option to have the application start with Quick Help showing. Quick Help is used to help guide new users through the program for the first time.

HTTP Proxy

- **Server.** Specifies the host name or numeric IP address for the HTTP Proxy.
- **Port.** Specifies the port number for the HTTP Proxy.
- **User Name.** Specifies the user name, sometimes referred to as UserID, for the HTTP Proxy. User Name is used to perform HTTP Proxy authentication when required.
- **Password.** Specifies the password for HTTP Proxy authentication. Password is not needed if the proxy does not require authentication.

SOCKS Proxy

- **Version.** The Socks protocol version required for the client connection to the Socks proxy server. The default is **Not Used** which indicates that a Socks server is not used. Version contains the following supported values: Socks 4, Socks 4a, and Socks 5.
- **Server.** Specifies the host name or numeric IP address for a Socks proxy server.
- **Port.** Specifies the port number used to connect to the Socks proxy.
- **User Name.** Specifies the user name for authenticating a connection to the Socks proxy server.
- **Password.** Specifies the authentication password for a connection to the Socks proxy server.

Caution

- HTTP Proxy is not used for FTP or Telnet. Only SOCKS proxies are supported when using FTP or Telnet.

Notes

- MS Proxy™ server normally runs as a client on your PC that you must log in to when you connect to the network. Settings for this proxy don't normally need to be entered here.
- You only need to fill in a User Name and Password when your proxy requires authentication. Otherwise, these fields should be left blank.
- When a host name doesn't seem to work for either proxy server, you can try and substitute the IP address to see if that helps.
- Most proxy servers are supported. If you are still having trouble connecting, you may

have a configuration issue with your proxy server.

MS Proxy is a trademark or registered trademark of Microsoft Corporation.

10.2 Enter Authorization Code

After you purchase Ranking-Manager, you will need to enter the authorization code assigned to you on your Order form. This authorization code can unlock up to two copies of Ranking-Manager. Typically, one for your work computer and one for your notebook or home computer. Once the code has been used twice, it will not work on any other computer but the two it was installed and registered to.

The registration process contacts our registration server over the web to validate your license. For this reason, you will need an Internet connection. (This shouldn't be a problem since the software was most likely downloaded over the Internet.) If the registration process stalls or doesn't seem to be working, there could be two problems.

Potential Registration Problems

1. You may not be connected to the Internet and Ranking-Manager is having trouble getting Windows to initiate a dial-up connection. In this case you may need to establish the dial-up connection first, then attempt the registration.
2. You may be behind a proxy or firewall. In this case you will need to enter those settings using the **Proxy Settings** button. If you are unsure of those settings, you may need to consult with your network administrator first. There are two types of proxies, HTTP Proxy and SOCKS Proxy. Ranking-Manager supports them both.

Entering Your Authorization Code

1. Find the authorization code on your Order form. It is usually listed below the Ranking-Manager purchase item.
2. Enter the authorization code in the Authorization Code field. Authorization codes are **not** case sensitive and may be entered in either upper or lower case.
3. Click the **OK** button to register. This will contact our registration server and validate your license.

Caution

- Ranking-Manager is copyrighted software. Please do not make illegal copies or give out your authorization code. Our servers monitor the IP address and usage of all authorization codes. Any abused codes will be deactivated.

Notes

- Once registered, the About Ranking-Manager dialog box will display your license information.

10.3 About ApplicationTitle

The About box displays the version number, license information, and copyright notice.

Version Number

Use the version number to compare your version with the version on our web site. If

your copy is older than the current version on the web site, you may want to update. You can update by downloading the latest version and installing it on top of the your current version. You can download the latest version here:

<http://www.websitemanagementtools.com/downloads/>

License Information

This area displays the registered user's full name and company. If the authorization code was for a full-trial, the number of days left for the trial is displayed.

Copyright Notice

You can click this with your mouse to view the entire license agreement from our web site.

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