



CUSTOMER MANUAL

November 21, 2011

Version 3.0


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The Purpose of the SEO Engine

The SEO Engine is the World's First *Transparent* Search Engine. While you will find that the SEO Engine presents an opportunity to be a world-class CRM-solution, reporting engine, rules engine, and lead generation tool, among other things – its **primary purpose is to increase your overall efficiency in implementing SEO**. Many users tend to miss this very important point. While the SEO Engine allows you to quickly uncover penalties, errors, and warnings about everything in a Website, **its true value is the transparency and immediacy in which you can fix these errors**.

The SEO Engine is setup for both novice and experienced users. At every possible point, there exist hovers and question marks  that give a brief explanation, as well as a link to the material needed to understand in more detail.

Your goal should be to master the primary screens in the SEO Engine and how to navigate between them to quickly and efficiently find and correct problems uncovered by the SEO Engine:

Note: You now must be [PRO Enabled](#) and have [Site Monitoring](#) for your Website, to access most of the screens inside the SEO Engine Interface.

1. **Search Listing** – Every Website on the Internet has one. This view is accessed by entering a URL into the Search Bar at the top of any of the above screens. This view resembles the conventional Search Engine Results Pages (SERPs), which allow you to quickly search for a particular set of keywords. The results listings have links into the corresponding Webpage Scoresheets and Scorecards of each Webpage displayed.
2. **Webpage Scoresheet** – Every Webpage on the Internet has one. Shows on-page penalties, errors, and warnings, as well as various critical pieces of data like Market Focus(TM), Link Loss(TM), and much more.
3. **Webpage Snapshot** – Every Webpage on the Internet has one. Similar to Google's "cached" view, the Webpage Snapshot also allows the SEO Engine to overlay various information found throughout the SEO Engine interface. For example, when viewing Dangling Links on the Link Listing page, you can also get a Snapshot View of these Links by clicking the Snapshot View icon.
4. **Webpage Scorecard** – Every Webpage on the Internet has one. Shows on-page and off-page penalties, errors, and warnings, and details out the exact formulas that were used to determine that Webpage's SEO Engine Score(TM).
5. **Market Focus Details** – Every Webpage on the Internet has one. Shows how the Search Engine views the content on that Webpage. It is a complete breakdown off contributing factors that caused the Search Engine to determine what that Webpage is about.
6. **Link Listings** – These exist on both the Webpage and Website level. Link listings are like Search Results, but each result is a Link, with all information regarding that Link summarized in a dropdown list.
7. **Link Scorecards** – Every Link on the Internet has one. Shows a detailed breakdown of how the Search Engine determined the Link Flow(TM) for that particular Link, in context with all of the other Links on and around that Webpage.

8. **Page Listings** – These exist on both the Webpage and Website level. Page listings are like Search Results, but they show specific categories of information.
9. **Website Dashboard** – Each sub-domain on the Internet has one. This is the “top level” of the screens presented here for a given Website. All aggregate information regarding a Website is presented here.

How to get Training and Support

If you added a PRO Support Tier, you will automatically receive a certain amount (depending on the Tier you selected) of Training and Support. If you do not have a PRO Support Tier, or just need additional Training and/or Support, you can click on *Schedule / View Training & Help* from your Customer Home.

A Training Incident = 1 hour of Training and/or Consulting.

If you have the necessary Incidents available, contact your SEO Engine Certified Professional to open an Incident. They will manage your Incident, which can be seen by viewing your Incidents. You can view your Incidents by clicking the *Schedule / View Training & Help* button on your Customer Home.

Customer Incidents					
Title	Type	Status	Hours	Date Created	Date Updated
Training	TRAINING	OPEN	1	01-22-2009 21:42:47 EST	01-22-2009 21:42:47 EST

Simply click on the Title to view your Incident Details, which includes all notes provided by your Certified Professional.

How to Purchase a Site Monitor(TM) for a Website

After logging in, enter your Website into the *Add Site Monitor* form on the top right of the Customer Home Screen.

A red rectangular button with a white border. At the top, it says "+Add Site Monitor™" in white text. Below that is a white input field with the placeholder text "Enter Website or Domain". At the bottom of the button is another white button with the text "Add Site Monitor" in red.

You will be taken to the Instant Quote screen. There you can review the price, adjust the details, and then click *Next*.

A dark brown header with the text "Site Monitor™ Instant Quote®" in white. Below the header is a light brown background. In the center, there is a dark brown box containing the following information: "Website: http://www.seoengine.com/" with the URL in red; "Discount / Promo Code:" followed by a white input field and a red "Apply Discount" button; and "Final Cost: \$29.00 / 28 days" with the price in red, followed by a green plus sign and "[Toggle Details]". At the bottom of the screen are two white buttons: "Go Back" on the left and "Next" on the right.

Add optional PRO Features...

A dark brown header with the text "Add Pro Features" in white. Below the header is a light brown background. In the center, there is a dark brown box containing the following information: "Go PRO!®" in white, followed by "(Only \$79.00 per month)" in smaller white text; "Add ■" in white; and a paragraph of white text: "Provides access to every SEO Engine screen for all of your Site Monitors, On-Demand Crawling, Crawl Scheduling, Custom SEO Engine Rules™, and more...". Below this box is a dark brown box containing: "Discount / Promo Code:" followed by a white input field and a red "Apply Discount" button; and "Pro Features Cost: \$0.00 per month" with the price in red. At the bottom of the screen are three white buttons: "Go Back" on the left, "No Thanks" in the center, and "Add PRO Features" on the right.

Confirm and provide your payment information and you are done.

The Difference between Crawled Webpages and Scored Webpages

For PRO Members, The SEO Engine allows you to adjust the # of scored Webpages on the Instant Quote.

This is the number of Webpages that the SEO Engine will attempt to score. Scoring a Webpage entails:

1. Crawling the Webpage
2. Crawling every Link on the Webpage
3. Calculating all metrics for Webpage
 - Off-Page
 - On-Page
4. Calculating all metrics for every Link on Webpage

The order in which Webpages will be found is determined by Crawl Depth first and then Starting Position on the Webpage. In addition to crawling all Webpages that are linked from the scored Webpages, the SEO Engine also will attempt to crawl Orphaned Webpages (up to 10% of the amount of scored Webpages). Below are some examples of typical Customer issues that may come up.


Example 1 – The SEO Engine didn’t crawl all of my Webpages

If a Website has 100 Webpages, and 25 Webpages are scored, the SEO Engine may not end up crawling all 100 Webpages – unless all 100 Webpages are linked from the 25 Webpages that are scored.

Example 2 – I fixed my Broken Links, but it didn’t show up on the SEO Engine

This is a variation of the first example. If the Broken Links were on a Webpage that didn’t get crawled, the SEO Engine will continue to show the data from the last crawl. There are a few ways to check staleness in the SEO Engine.

The first is to check the *Last Crawled* date on the Crawl Statistics for a Webpage (shown below), located on its Webpage Scoresheet.

Webpage Crawl Statistics	
Age of Website:	14.49 Years (05-30-1997)
First Crawled:	08-06-2011 19:56:46 EDT
Last Crawled:	08-06-2011 19:56:46 EDT
No. of SEO Engine™ Website Crawls 	1

The second is to check the Link Statistics for a given Link. This can be found by clicking on the *Toggle Link Details* button on any Link Listing.

#1. Webpage From: <http://www.venicechamber.com/>
 Webpage To: <http://www.webtivitydesigns.com/>
 Anchor Text: Venice website design & development
 Net Link Flow® Share: 24.05 - OR - \$1.92
 Toggle Link Details View Scorecard View T

Statistics as of: 08-06-2011 19:57:05 EDT

- Link Order on Webpage: # 16
- Font Size: 16.00 px
- Relevance: Very Relevant
- Had Session Id?: No
- Nofollowed?: No
- Reciprocal?: No
- (Site-Wide) Reciprocal?: No
- Broken?: No
- Dangling?: No
- Cloaked?: No

How to Add PRO Features

If you are not a PRO Member, navigate to the Customer Home and click on the *enable* button.

Account Balance:
\$9,075.08

Pro Enabled?:
 No [enable]

Your Email Contact:
oem-sales@SEOEngine.com

You will be presented with PRO Features to choose from.

Add Pro Features

Go PRO!
(Only \$79.00 per month)

Add

Provides access to every SEO Engine screen for all of your Site Monitors, On-Demand Crawling, Crawl Scheduling, Custom SEO Engine Rules™, and more...

ADD ADDITIONAL BUSINESS FEATURES:

Add <input type="checkbox"/>	Private Label <small>Allows your business to brand the SEO Engine Interface and track leads.</small>	\$129.00 per month <small>+ monthly fees</small>
Add <input type="checkbox"/>	SERPvision <small>One-click Custom PDF Reporting.</small>	\$99.00 per month <small>+ monthly fees</small>
Add <input type="checkbox"/>	Advertising Level 1 <small>Advertising on our SEO Providers Page.</small>	\$49.00 per month
Add <input type="checkbox"/>	Advertising Level 2 <small>Advertising on our SEO Providers Page.</small>	\$19.00 per month
Add <input type="checkbox"/>	Tier 1 Support	\$200.00 per month

Choose the features you want to add and click the *Add Pro Features* button.

Review Your Order

WEBSITE PRODUCT:

Site Monitoring for www.seoengine.com \$29.00 every 28 days

PRO FEATURES:

Private Label <small>Allows your business to brand the SEO Engine Interface and track leads.</small>	\$129.00 per month <small>+ monthly fees</small>
Go PRO! <small>Access to thousands of SEO Engine screens, scheduled and on-demand crawls, rules and more.</small>	\$79.00 per month

Used Balance Towards: (\$237.00)
Total Cost Billed Today: \$0.00

Confirm and provide your payment information and you are done.

How to View/Edit your Customer Information

Navigate to the Customer Home and click on the *Edit Settings* button.



You will be presented with the SEO Engine Settings Screen.

Edit SEO Engine™ Settings

IDENTITY:

scott s

scott@thestoufferfamily.com

Edit Identity

PAYMENT INFO:

<p><u>PayPal Account:</u></p> <p>(none)</p> <p style="background-color: white; color: #2c3e50; padding: 2px 10px; display: inline-block;">Add PayPal Account</p>	<p><u>Credit Card:</u></p> <p>(none)</p> <p style="background-color: white; color: #2c3e50; padding: 2px 10px; display: inline-block;">Add Credit Card</p>
--	--

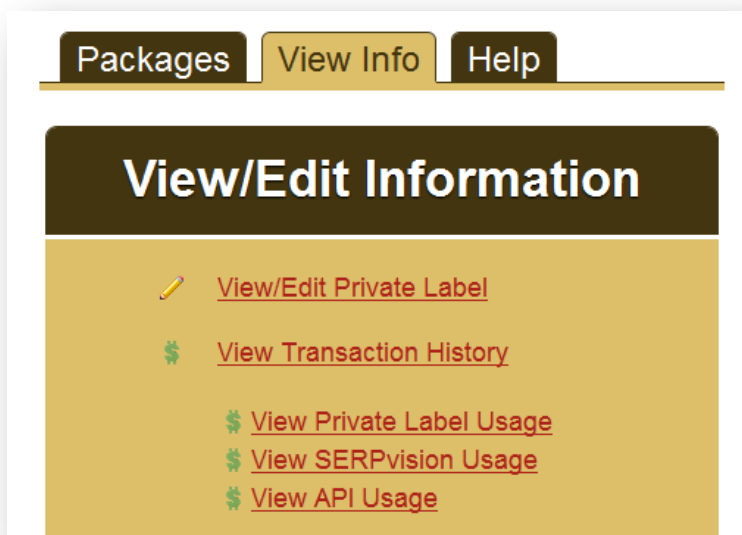
CONTACT INFO:

Street Address:

From here, you can edit the various settings used in your account.

View Customer Transactions

From your Customer Home, click on the *View Info* tab and then the *View Transaction History* link.



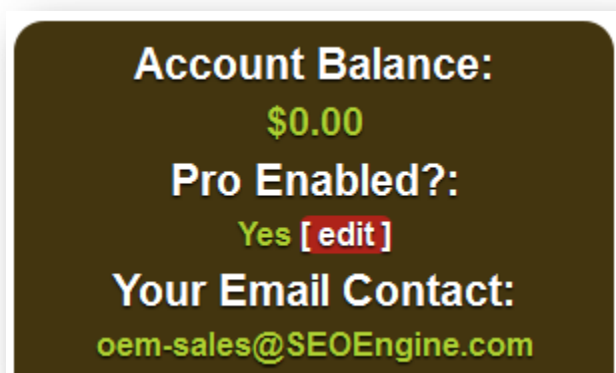
From here, you can select and view the various transactions that have occurred.

How to View and Manage your Child Customer Information

If you have a Child Customer, you will be able to view and manage your Child Customer Account directly from your Customer Home. Simply click on the *View Child Customers* link to view a listing of all of your Child Customer Accounts. Click on a Customer to drill-down into their Customer Info, where you can enable/disable the Customer Account by selecting the *Disable/Enable This Customer* button. You can also view their Transaction History by clicking on the *View Transaction History* button.

How to Cancel/Edit a PRO Feature

As a PRO Member, navigate to the Customer Home and click on the *edit* button on the top left.



Choose which PRO Feature you would like to cancel, and then click the *Cancel Selected Features* button. If you want to add a feature, click on the *Add More Features* button.

Edit Pro Features

PRO Enabled!
(Scheduled to be removed on: Dec 16, 2011)

Provides access to every SEO Engine screen for all of your Site Monitors, On-Demand Crawling, Crawl Scheduling, Custom SEO Engine Rules™, and more...

[+ Add More Features](#)

EXISTING BUSINESS FEATURES:

Cancel <input type="checkbox"/>	Private Label Allows your business to brand the SEO Engine Interface and track leads.	\$129.00 per month
Cancel <input type="checkbox"/>	API Web Services Access to API Web Services.	\$499.00 per month
Cancel <input type="checkbox"/>	SERPvision One-click Custom PDF Reporting.	\$99.00 per month

Any features that you have already scheduled to be canceled will be shown as such. **Note: You must re-add those features before the cancellation date, or that feature will stop working.**

Schedule On-Demand Crawls of a Website

If you are a PRO Member, and already have Site Monitoring enabled for a Website, the SEO Engine provides the ability to schedule on-demand crawls of a Website at any time, with any recurring frequency. Simply navigate to the *view more* link under the SEOPass list on the Customer Home.

SEOPasses™

www.beyonddent.com

www.gettobailbonds.com

www.seoengine.com

[view more...](#)

Then choose which Website you want to setup a scheduled crawl, and click on the *more actions* link to select the *Manage Scheduled Crawls* action link.

Details	Actions
JavaScript Enabled?: Yes Reset?: Yes	show actions
JavaScript Enable Res	+ Re-Crawl
JavaScript Enable	Manage Scheduled Crawls

Then, fill out when you want the next re-crawl date to be, along with the recurrence time and number of recurrences. Once you have saved this schedule, your Website will automatically be re-crawled at the appropriate times, and the applicable fees will be charged using your existing payment method. Visit this page to cancel your schedule if you no longer want this schedule to remain in effect. If you want this schedule to occur only once, simply fill in 0 for the recurrence time and number of recurrences.

Website Crawl Schedule

No schedule present. Please add a Scheduled Crawl for this Website below.

Website: <http://www.beyonddent.com/>

Cost of Next Re-Crawl: \$29.00 [[Change Settings](#)]

Next Re-Crawl Date: ([Toggle Calendar](#))

Re-Crawl again in: Days

of Re-Crawls Left:

I give my permission to The SEO Engine to charge me for each On-Demand Crawl, using my current forms of payment on file, and using the intervals specified above, until I cancel this crawl schedule.

[Save Website Crawl Schedule](#)

How to share your SEOPass

If you are a PRO Member, you have the option of sharing any SEOPass with another Customer. Simply navigate to the *view more* link under the SEOPass list on the Customer Home.



Then choose which Website you want to setup a scheduled crawl, and click on the *more actions* link to select the *Share SEOPass* action link.




Type in the Customer's Email and click the *Share SEOPass* button. The Customer will receive an automatic email confirming their new SEOPass access. You will also receive a confirmation as well. This Customer will now have full access to this Website's data in the SEO Engine.

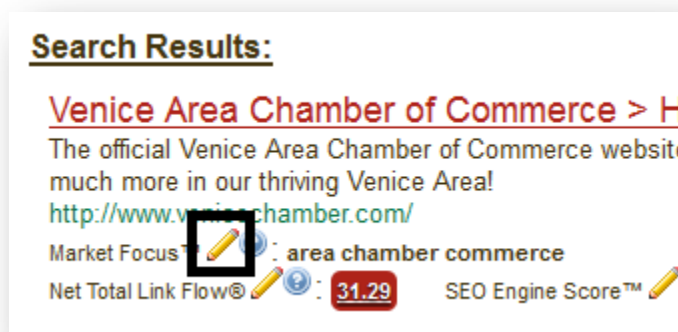
Share SEOPass™	
Website:	www.beyonddent.com
Customer's Email (to share):	<input type="text"/>
Confirm Email:	<input type="text"/>
Share SEOPass	

How to Create SEO Engine Rules(TM)

If you are a PRO Member, the SEO Engine provides the ability to personalize your own Search Engine and sort through all of the information to receive only the information and alerts that you want.

SEO Engine Rules(TM) are customized alerts that you can define as a SEO Engine Customer. Each rule is specific to a particular Customer and a Website. Whenever a Website is re-crawled, each rule that was defined for that Website is evaluated. If the rule condition is TRUE, then the Customer is alerted instantly.

The SEO Engine makes it very easy to create simple rules. When logged in, simply click on any  icon next to the item you wish to create a rule with.



Then, you simply follow the SEO Engine Rules(TM) Wizard. Select your condition, (optionally) enter a value, name the rule, and you're done! SEO Engine Rules(TM) are fired off only after a Website has been re-crawled.



SEO Engine Rule Operators

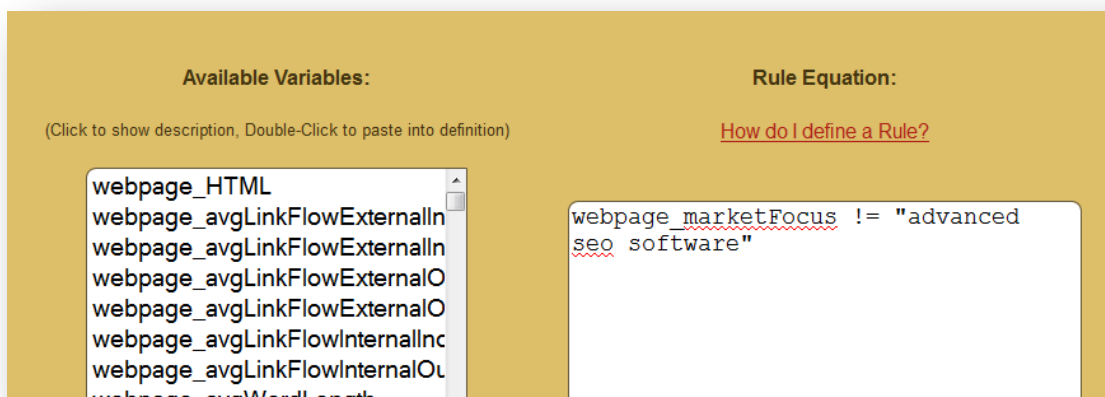
The following standard operators can be used in a SEO Engine Rule. Note, all Text should be enclosed with double quotes ("").

	<u>Operator</u>	<u>Numeric</u>	<u>Text</u>
Power	^	✓	
Boolean Not	!	✓	
Boolean And	&&	✓	
Boolean Or		✓	
Less or Equal, More or Equal	<=, >=	✓	
Less Than, Greater Than	<, >	✓	
Not Equal, Equal	!=, ==	✓	✓
Assignment	=	✓	✓
Unary Plus, Unary Minus	+x, -x	✓	
Dot product, cross product	., ^^		
Modulus	%	✓	
Division	/	✓	
Multiplication	*	✓	
Addition, Subtraction	+, -	✓	✓ (only +)

Adding Custom SEO Engine Rules

You don't have to just use the SEO Engine Rules Wizard. You can define your own customized equations/conditions to your own liking.

On the Edit Rules screen, you can select any available piece of information in the SEO Engine to create simplest or the most complex rule you can imagine.



Below are some simple examples of what you can do with SEO Engine Rules(TM). Using any of the operators above, you can combine any piece of data for a Website, and come up with a new and customized alert system. The combinations are endless — only your imagination holds you back.

- Check to see whether or not a Website has any Broken Links:

numBrokenLinks > 0

- Check to see whether or not a specific Webpage has issues loading on the Web Server. You may be having issues with your Hosting Provider and want to know if the Webpage load times are sufficient enough for your user experience / SLA:

retrieveTimeMillis > 5000

- Check to see whether or not a Webpage's SEO Engine Score(TM) has fallen below 85.5%. Let's assume that a particular Webpage has been optimized and now has a SEO Engine Score(TM) of 85.5%. You want to know if something changes which cause the Webpage to have more penalties and a lower score:

seoengScore < 85.5

- Check to see whether or not a Webpage's Market Focus(TM) is no longer "search engine optimization". This would let you know when an edit on a Webpage accidentally changes your Market Focus(TM), thus causing your target keywords to drop in ranking:

marketFocus != "search engine optimization"

- Check to see whether or not a Link's net Link Flow(TM) Share drops below a threshold. You might want to know when a Link that you have on another Website is of no longer use:

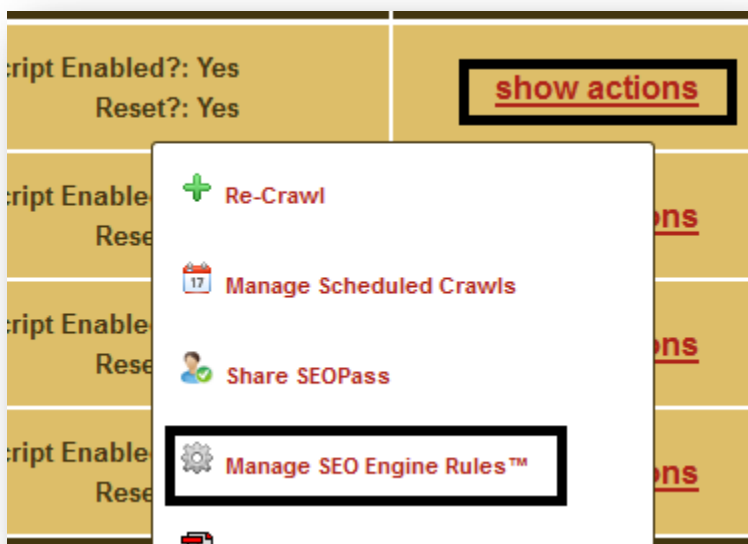
$$(\text{netLinkFlowPercent}/100) * \text{linkFlow} < 25.75$$

Manage SEO Engine Rules(TM)

Simply navigate to the *view more* link under the SEOPass list on the Customer Home.



Then choose which Website you want to setup a scheduled crawl, and click on the *more actions* link to select the *Manage SEO Engine Rules* action link.



The list displays your SEO Engine Rules(TM) for each Webpage and also shows rules created for the Website as a whole.

SEO Engine Rules™ for Website: http://www.seoengine.com/ <small>(Click on Location to see SEO Engine Rules™)</small>	
Location	# of Rules
http://www.seoengine.com/ (Website TOP Level)	5
http://www.seoengine.com/seo-roi-calculator.htm	2
http://www.seoengine.com/seo-engine-features.htm	2
http://www.seoengine.com/localize-it.htm	2
http://www.seoengine.com/link-imbalance.htm	2
http://www.seoengine.com/	6

You may drill-down into each Webpage's rules, or manage your Scheduled Crawls directly from this view.

SEO Engine Rules™ Listing Website: http://www.seoengine.com/ Webpage: http://www.seoengine.com/	
Name	Description
Market Focus Update (Home Page)	Market Focus Update

Click on any SEO Engine Rule(TM) to enter the Edit Rule screen. In this screen, you may modify your rule, delete your rule, or test different changes to the rule to see if it would fire or not.

The screenshot shows two main sections: "Available Variables:" and "Rule Equation:".

Available Variables: (Click to show description, Double-Click to paste into definition)

- webpage_HTML
- webpage_avgLinkFlowExternalIn
- webpage_avgLinkFlowExternalIn
- webpage_avgLinkFlowExternalO
- webpage_avgLinkFlowExternalO
- webpage_avgLinkFlowInternalIn
- webpage_avgLinkFlowInternalO
- webpage_avgWordLength

Rule Equation: [How do I define a Rule?](#)

```
webpage_marketFocus != "advanced
seo software"
```

The Private Label

One of the more lucrative PRO Features that the SEO Engine offers is the ability to have their very own branded version of the SEO Engine Interface.

Our Sticky Ad(TM) Technology makes sure that when a customer visits the SEO Engine through your customized SEO Engine Search Bar, they will always see your advertisements exclusively. Even if the customer leaves and comes back in a week, and even if they then go directly to www.seoengine.com and type their Website in, **your advertisements and branding will be shown**. This proprietary technology allows Customers (with Private Labeling Enabled) the ability to control what visitors see on the SEO Engine, thus producing an automated stream of revenue and leads from customers that want to fix their Website and and/or use your services.

The customized the SEO Engine can be configured in the Customer Home as shown below, by clicking on *View/Edit Private Label*.

The screenshot shows the Customer Home interface with several key elements:

- Navigation tabs: Packages, View Info, Help
- Main heading: View/Edit Information
- Configuration options:
 - [View/Edit Private Label](#) (highlighted with a red box)
 - [View Transaction History](#)
 - [View Private Label Usage](#)
- Right sidebar:
 - [+Add Site Monitor™](#) (with input field "Enter Website or Domain" and "Add Site Monitor" button)
 - [Edit Settings](#) (highlighted with a red box)
 - [View/Edit Private Label](#) (highlighted with a red box)
 - [View Transaction History](#)
 - [View Leads](#)

You will be presented with the menu to manage your Sticky Ads(TM) and develop your own customized SEO Engine.

INSTRUCTIONS:

1. Upload your Ads below -- Note that these won't be LIVE just yet.
2. Click below to view your Customized SEO Engine™ with STAGED Ads, before you publish them LIVE.

[View Staged Ads on Scoresheet page](#)

[View Staged Ads on Providers page](#)

3. Once you are satisfied, click the GO LIVE! button below to make your STAGED Ads LIVE.

[GO LIVE!](#)

4. You can now download your Custom SEO Engine™ Search Bars with the link below.

The following steps show how easy it is to get your own customized the SEO Engine up and running:

1. Upload your Ad Images.
2. Preview your Staged Ads before you publish them LIVE.
3. Enabled your Staged Ads to become LIVE Ads.
4. Download your customized the SEO Engine Search Bar, and place it on your Website.

Upload your Ad Images

The first step is to upload your Ads. In the *Custom Ads Overview* table, you will see the Ads which are available currently in the system. Click on the *Upload New Staged Image* next to the Ad Type you wish to display.

Upload Ad Image (FULL_BANNER)

Image must be: jpg/jpeg and cannot be more than 200k

Size Requirement (must match exactly): 468 x 60

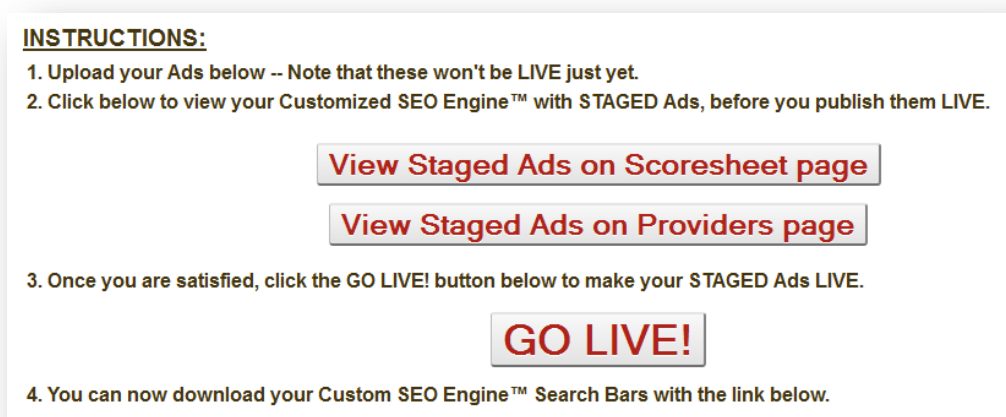
What URL should this Image link to?

[Upload Image Ad](#)

You will be presented with the Ad Image size, type, and dimension requirements. Click the *Browse* button to upload from your local computer. Fill in a URL that you wish this Image to be linked to, and click *Upload Ad Image*. Once completed, your Ad Image will be displayed in the *Custom Ads Overview* table, and confirmation of success will be displayed.

Preview your Staged Ads before you publish them LIVE

Once you have uploaded your Ad Images, you will want to preview what the system will look like to potential customers when they arrive at the SEO Engine through your Website's customized the SEO Engine Search Bar.



INSTRUCTIONS:

1. Upload your Ads below -- Note that these won't be LIVE just yet.
2. Click below to view your Customized SEO Engine™ with STAGED Ads, before you publish them LIVE.

[View Staged Ads on Scoresheet page](#)

[View Staged Ads on Providers page](#)

3. Once you are satisfied, click the GO LIVE! button below to make your STAGED Ads LIVE.

[GO LIVE!](#)

4. You can now download your Custom SEO Engine™ Search Bars with the link below.

Enabled your Staged Ads to become LIVE Ads

Click the *GO LIVE!* button once you are happy with the Sticky Ads(TM). This will transfer your Staged Ads to the LIVE system and will then be shown to your customers coming to the SEO Engine. **Note: It may take up to 5 minutes for the changes to propagate to all of the SEO Engine servers.**


Download your customized SEO Engine Search Bar, and place it on your Website

Visit the link titled *Download Custom SEO Engine Search Bar* to download.

OPTION 1: SEO Engine™ Classic Search Bar

- What your visitors will see:

Optimize Your Website NOW!



- Add this Code to your Website for SEO Engine™ Classic Search Bar:

Click to Select:

```

<!--
*****
* START SEO Engine (TM) SEARCH FORM
*
* Subject to SEO Engine(TM) Terms of Service (TOS) found at 'http://www.seoengine.com/terms
* Do not modify or alter this Search Bar in any way. Must be displayed as shown at:
*

```

Please note that these Search Bars are specifically designed to cause the visitors to see your own Sticky Ads(TM). And that's it! Select the SEO Engine Search Bar of your choice, and place it on your Website. Visitors will type their Website into this Search Bar and be taken to the SEO Engine where they will see your Sticky Ads(TM) which tell them to contact you if they need help fixing their Website.

Callbacks

The SEO Engine allows you to set a “Default Callback URL” in your Customer Home → Edit SEO Engine Settings Screen. You may specify a valid URL for the SEO Engine to issue a HTTP GET request, after a Website has been analyzed. This URL will be called, with a parameter “website” appended to it. Note: The SEO Engine will NOT attempt to retry failed attempts to connect to the Callback URL.

Example:

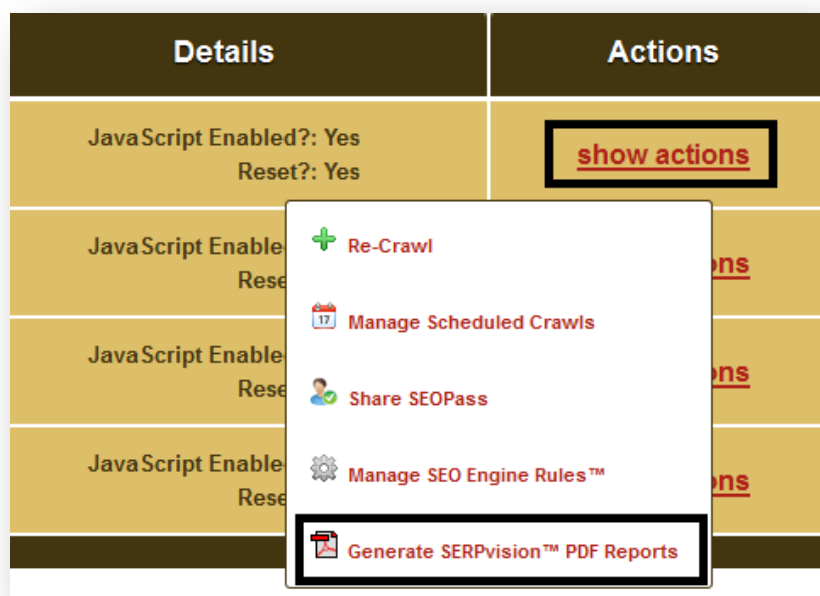
You set your Default Callback URL to: <http://www.mywebsite.com/seoengine-callback.php>. One of your Custom Search Bar users enters a Website www.foo.com, into your Custom SEO Engine Search Bar. After the Website has been successfully analyzed, the following URL is requested: <http://www.mywebsite.com/seoeng-callback.php?website=http://www.foo.com>, notifying you that this Website has been analyzed.

SERPvision(TM) – the SEO Engine Reporting Engine

SERPvision is a powerful SEO reporting engine that sits on top of the Search Engine. Simply navigate to the *view more* link under the SEOPass list on the Customer Home.



Then choose which Website you want to setup a scheduled crawl, and click on the *more actions* link to select the *Manage SEO Engine Rules* action link.



SERPvision allows you to immediately export data for a given Website, Webpage, or Link directly to a PDF file, based off of a predetermined reporting template. You will have standard reporting templates previously created by the SEO Engine as a default. If you wish, you may contact the SEO Engine and request your own customized templates. These templates can be any size, shape, font, color, image, number of pages, number of data points, etc... The possibilities are endless.

SERPvision™

Template Data Location:

Website:

Select a SERPvision™ Template:

Generate Report

Using SERPvision with the Private Label

If you have both the Private Label and SERPvision PRO Features enabled, you can optionally show any SERPvision report to your Private Label visitors on the various screens and also their Crawl Notice Email. The default versions are set in the Customer Home → Edit Settings → Edit SEO Engine Settings Screen → SERPvision SETTINGS Section.

SERPvision™ SETTINGS:

Website Dashboard Template ⓘ :

Webpage Scoresheet Template ⓘ :

Crawl Notice Template ⓘ :

PUBL

Public Business Name:

Public Contact:

Simply select the Default SERPvision(TM) templates that you wish to present to your visitors.

Example #1:

Your Private Label visitor enters their Website into your Custom SEO Engine Search Bar. They are then told that their analysis will be complete shortly. Soon after, they receive an email from the SEO Engine with your contact information as well as your Marketing PDF with their personalized report attached to the Crawl Notice email.

Example #2:

Your Private Label visitor goes to the SEO Engine Interface, and clicks on the *Export Data to PDF* link.



They are shown the SERPvision report that you selected.

How to Use the SEO Engine API Web Services

The SEO Engine API, or “Application Programming Interface”, allows customers to develop their own customized interface around the SEO Engine data. This API / Web Service is accessed through HTTP and returns formatted XML according to the SEO Engine API XML Schema Definition.

SEO Engine API XML Schema Definition

The public SEO Engine API XML Schema Definition can always be accessed at the following location:

<http://search.seoengine.com/api/schema.xsd>

The XML schema definition file (.xsd) contains all of the information you need to parse responses received from the SEO Engine API system. A small piece of the .xsd file is shown below. You can use any language to consume and process these XML requests and responses. There are many SDKs that enable you to easily and quickly work with this type of markup.

```
<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema">
  <xs:element type="Correlation" name="Correlation"/>
  <xs:complexType name="MarketFocus">
    <xs:sequence>
      <xs:element type="xs:string" name="marketFocus" minOccurs="0"/>
    </xs:sequence>
    <xs:attribute type="xs:decimal" name="rank"/>
  </xs:complexType>
  <xs:complexType name="HostResult">
    <xs:sequence>
      <xs:element type="xs:string" name="host" minOccurs="0"/>
    </xs:sequence>
  </xs:complexType>
  <xs:element type="PrivacyInfo" substitutionGroup="PathResult" name="PrivacyInfo"/>
  <xs:element type="Quote" substitutionGroup="HostResult" name="Quote"/>
  <xs:element type="Website" name="Website"/>
</xs:schema>
```

Security/Authentication

To access the API, you must first assign at least one IP Address to your account. This is done on your Customer Home → Edit Settings → SEO Engine Settings Screen. Any API Requests from these IP Addresses will then be associated with your account.

API INFORMATION:

Your Current IP Address: 192.168.1.1 Add To Valid IP Addresses

Valid IP Addresses ⓘ :

65.52.22.11

List IP Addresses, one per line, that will identify your API requests.

SEO Engine API Requests

Request URLs

The table below illustrates the requests and the URL at which each request can be retrieved. Note that the color shading indicates which requests require an SEOPass before issuing the request (**Note: For**

PRO Members, an SEOPass is automatically added when you add Site Monitoring for a Website). See [Pricing Details](#) for the most current pricing information.

<u>API CALL</u>	<u>URL</u>
WEBPAGE	http://search.seoengine.com/api/webpage.xml
CRAWL	http://search.seoengine.com/api/crawl.xml
CUSTOMER	http://search.seoengine.com/api/customer.xml
QUEUE	http://search.seoengine.com/api/queue.xml
QUOTE	http://search.seoengine.com/api/quote.xml
SITE MONITOR	http://search.seoengine.com/api/site-monitor.xml
MARKET FOCUS DATA	http://search.seoengine.com/api/market-focus.xml
DUPLICATE CONTENT	http://search.seoengine.com/api/correlation.xml
WEBSITE DATA	http://search.seoengine.com/api/website.xml
PRIVACY DATA	http://search.seoengine.com/api/privacy.xml
INDIVIDUAL LINK DATA	http://search.seoengine.com/api/link.xml
ALERTS	http://search.seoengine.com/api/alerts.xml
LINK LISTING	http://search.seoengine.com/api/link-listing.xml
PAGE LISTING	http://search.seoengine.com/api/page-listing.xml
SEARCH LISTING	http://search.seoengine.com/api/search-listing.xml
ON-DEMAND CRAWL	http://search.seoengine.com/api/recrawl.xml

NO SEOPASS NEEDED

SEOPASS NEEDED

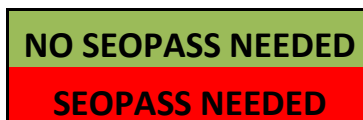
Request Details

The table below illustrates the requests, their parameters, and their corresponding response types. Refer to the [XML Schema Definitions](#) for the response type definitions. **Note: required parameters are in bold.** **Note: Responses may include redirects to the final XML response. Make sure your client follows redirects.**

<u>API CALL</u>	<u>PARAMETERS (caSe senSiTiVe)</u>	<u>RESPONSE TYPE</u>
WEBPAGE DATA	&host=<URL Host> &path=<URL Path>	Webpage

CRAWL	&host=<URL Host> &email=<email> &callback=<Callback URL>	QueueStatus
CUSTOMER	<none>	Customer
QUEUE	&host=<URL Host> &email=<email>	QueueStatus
QUOTE	&host=<URL Host>	Quote
SITE MONITOR	&host=<URL Host> &numPages=<# of scored pages> &javascript=<0 1> &resetPages=<0 1> &days=<7 14 28> &discount=<discount code> &callback=<Callback URL>	PurchaseResult
MARKET FOCUS DATA	&host=<URL Host> &path=<URL Path>	MarketFocusResult
DUPLICATE CONTENT	&host=<URL Host> &path=<URL Path>	Correlations
WEBSITE DATA	&host=<URL Host>	Website
PRIVACY DATA	&host=<URL Host> &path=<URL Path>	PrivacyInfo
INDIVIDUAL LINK DATA	&host=<URL Host> &path=<URL Path> &webpageFrom=<URL> &webpageTo=<URL> &startPosition=<numeric>	Link
ALERTS	&host=<URL Host> &path=<URL Path>	Alerts
LINK LISTING	&host=<URL Host> &path=<URL Path> &type=<see Link Listing Types , default "ao"> &start=<numeric, default 1> &num=<numeric, default 10, max 100> &filter=<filter> &filterType=<see Link Listing Filter Types > &wholeWord=<0 1> &exactMatch=<0 1>	LinkListing
PAGE LISTING	&host=<URL Host> &path=<URL Path> &type=<see Page Listing Types , default "alp"> &start=<numeric, default 1> &num=<numeric, default 10, max 100> &filter=<filter> &filterType=<see Page Listing Filter Types >	PageListing
SEARCH LISTING	&host=<URL Host>	PageListing

	&query=<query>	
ON-DEMAND CRAWL	&host=<URL Host> &numPages=<# of scored pages> &javascript=<0 1> &resetPages=<0 1> &discount=<discount code> &callback=<Callback URL>	PurchaseResult



URL Encoding

Some of the requests include parameters that require URLs (host, webpageFrom, webpageTo, callback). Please ensure that these values are properly encoded. For more information, please visit:

<http://www.blooberry.com/indexdot/html/topics/urlencoding.htm>.

Additional Callback URL

Some of the requests initiate processes that do not finish immediately, such as a Crawl, Site Monitor, or On-Demand Crawl, and therefore include a “callback” parameter. This parameter allows you to include a callback URL, in addition to your [Default Callback URL](#) in your Customer Home. If you do not specify a callback parameter, your Default Callback URL defined in your Customer Home will be used, if set. Note: The SEO Engine will NOT attempt to retry calling this URL in the event of a failure.

Listing Types

The following types are used on listing screens.

Link Listing Types

The following table illustrates the different types of Link Listings, and their corresponding codes. They consist of “Base Types”, which are then optionally concatenated one or more “Modifier s”.

Base Types – These are always listed first.

<u>Type</u>	<u>Code (caSe senSiTiVe)</u>
All Outgoing	ao
External Outgoing	eo
Internal Outgoing	io
All Incoming	ai
External Incoming	ei
Internal Incoming	ii
Session ID	id

Non-Session ID	nid
Cloaked	cl
Non-Cloaked	ncl
Broken	bk
Non-Broken	nbk
Dangling	dg
Non-Dangling	ndg
Followed	fol
Nofollowed	nf
Reciprocal	rc
Non-Reciprocal	nrc
Reciprocal Site-Wide	swrc
Non-Reciprocal Site-Wide	swnrc
Editorial	ed
Non-Editorial	ned

Modifiers – These are always concatenated together after the Base Types.

<u>Type</u>	<u>Code (caSe senSitiVe)</u>
With Session ID	wid
Without Session ID	woid
With Cloaked	wcl
Without Cloaked	wocl
With Broken	wbk
Without Broken	wobk
With Dangling	wdg
Without Dangling	wodg
With Nofollow	wnf
Without Nofollow	wonf
With Reciprocal	wrc
Without Reciprocal	worc
With Reciprocal Site-Wide	wswrc
Without Reciprocal Site-Wide	woswnrc

With Editorial	wed
Without Editorial	woed

Example 1: Concatenate “ao” (All Outgoing) with “wnf” (With No-Follow), to get All Outgoing Links with a “nofollow” attribute. [&type=aownf]

Example 2: Concatenate “dg” (Dangling) with “wnf” (With No-Follow) and “woed” (Without Editorial) to get All Dangling Links with a “nofollow” attribute that are not Editorial. [&type=dgwnfwoed]

Page Listing Types

The following table illustrates the different types of Page Listings, and their corresponding codes. They consist of “Base Types” only.

Base Types

<u>Type</u>	<u>Code (caSe senSitiVe)</u>
All Documents	ald
All HTML Webpages	alp
Missing META Title	mmt
Missing META Description	mmd
Duplicate META Title	dmt
Duplicate META Description	dmd
Duplicate Market Focus	dmf
Duplicate Spelling	dus
Exact Duplicate Content	duce
Irrelevant	irr
Orphaned	orp

Filter Types

The following types are used on listing screens to filter results even further.

Link Listing Filter Types

The following table illustrates the different types of filters that can be used on Link Listings, and their corresponding codes.

Link Listing Filter Types

<u>Type</u>	<u>Code (caSe senSitiVe)</u>
Webpage From	webpageFrom
Webpage To	webpageTo

Anchor Text	anchortext
-------------	------------

Page Listing Filter Types

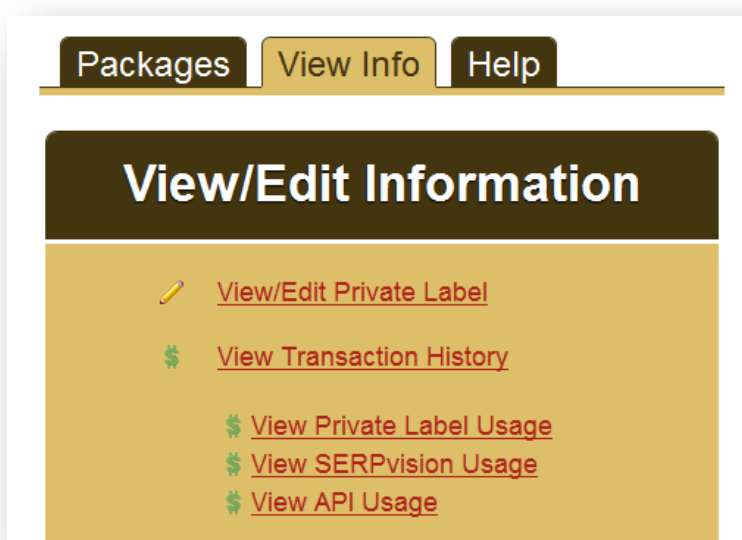
The following table illustrates the different types of filters that can be used on Page Listings, and their corresponding codes.

Page Listing Filter Types

<u>Type</u>	<u>Code (caSe senSitiVe)</u>
Title	title
Description	desc
Market Focus	marketFocus
URL	url

Pricing

All API Requests are charged on a per-call basis, and monthly usage fees are processed at the end of each billing cycle. You may view a breakdown of your historical API Requests by viewing your API Usage under the *View Info* tab on your Customer Home.



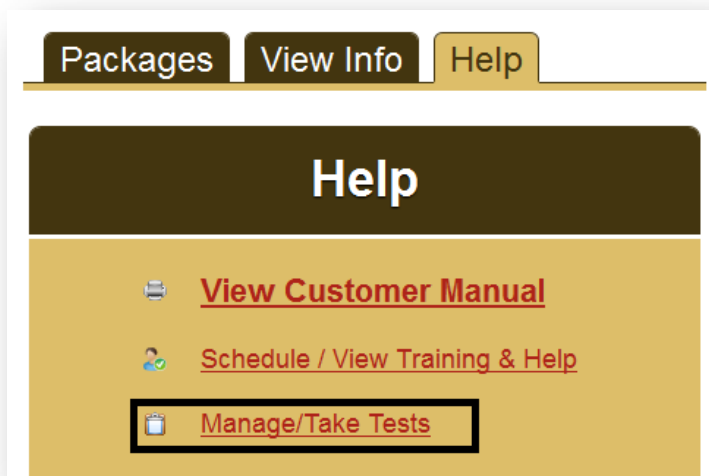
Please visit <http://www.seoengine.com/api-web-services.htm> for more information on pricing and the latest on the SEO Engine API Platform.

Testing

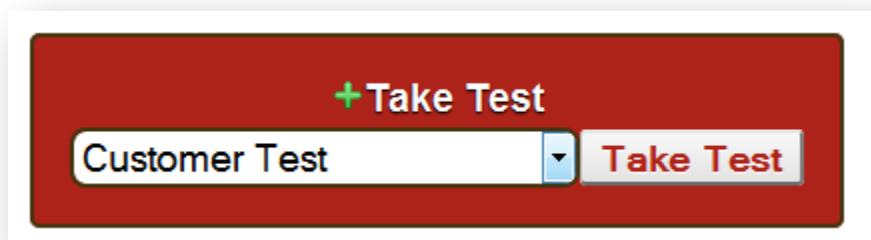
You may test the API system by utilizing the keyword "TESTDRIVE" for your <URL host> parameter. The SEO Engine will NOT bill your account, enabling you to develop your application in the live environment without worrying about charges.

Take SEO Engine Tests and Increase your Knowledge of the SEO Engine

Click on the *Manage/Take Tests* on the *Help* tab on your Customer Home.



Then click the *Take Test* tab and choose your type of Test (Customer or Certified Professional).



The test will be timed, and the results will be visible to your Certified Professional, so that he/she may be able to help you with the SEO Engine. Each test will be unique – questions and answers are selected from a larger list and randomly presented, so the test taker cannot memorize the test.

SEO Engine Learning Center

You can visit the SEO Engine Learning Center at <http://www.seoengine.com/learning-center/> for more information regarding how to use the SEO Engine.

APPENDIX

API Sample Request/Responses

The following is a small sample of [API calls](#), intended to give you an idea of the Request/Response mechanism. Note: Developers should refer to the latest [XML Schema Definition](#) file for the most up to date information.

Website

Request: <http://search.seoengine.com/api/website.xml?host=www.trumbullnaturecenter.com>

Response:

```
- <Website>
  <serverHost>trumbullnaturecenter.com</serverHost>
  - <websiteMeta avgRetrieveTimeMillis="2072" numNonEditorialLinks="32543" externalIncomingLinkFlow="1.38"
    externalIncomingLinkLoss="0.00" externalOutgoingLinkLoss="0.44" avgLinkFlowExternalOutgoing="65.30" avg
    externalOutgoingEditorialLinkRatio="82.16" externalIncomingEditorialLinkRatio="67.32" grossTotalLinkFlow="
    numCrawls="10" numDocuments="451" numPages="451" numSupplementalPages="451" numOutgoingLinks="343"
    numExternalOutgoingLinks="6110" numBrokenLinks="44" numDanglingLinks="10464" numNofollowLinks="110"
    numCloakedLinks="-1" numOrphanedPages="23" numMissingMetaTitles="85" numMissingMetaDescriptions="8
    numDuplicateMetaDescriptions="212" numDuplicateMarketFocus="120" numDuplicateSpelling="2" morePages=
      <domainCreatedDate>02/01/2006 00:00:00 EST</domainCreatedDate>
      <domainUpdatedDate>05/11/2009 00:00:00 EDT</domainUpdatedDate>
      <firstCrawlDate>07/01/2008 15:01:56 EDT</firstCrawlDate>
      <lastCrawlDate>09/10/2009 20:02:43 EDT</lastCrawlDate>
  - <robots>
    # parking, see cvs for comments User-agent: IPS-Agent Disallow: /parking.php4 User-agent: * Disallow: /search/
  </robots>
  </websiteMeta>
</Website>
```

Webpage

Request: <http://search.seoengine.com/api/webpage.xml?host=www.trumbullnaturecenter.com&path=>

Response:

```
<Webpage https="false" retrieveTimeMillis="2031" HTML="true" redirected="false" dangling="false" bl
<path/>
<contentType>text/html</contentType>
<contentEncoding>UTF-8</contentEncoding>
- <webpageMeta maxLinksReached="false" hasFrameset="false" contentHashCode="1142082384" inb
grossTotalLinkFlow="1.91" internalIncomingLinkLoss="0.00" internalOutgoingLinkLoss="0.60" ext
avgLinkFlowExternalOutgoing="65.30" avgLinkFlowExternalIncoming="1.81" avgLinkFlowInternal
externalOutgoingEditorialLinkRatio="75.00" externalIncomingEditorialLinkRatio="68.11" netTotal
metaDescriptionRelevancy="41.67" numWords="126" numWordsPenalty="6.20" avgWordLength="
missingHeaderTags="false" keywordStuffed="false" missingAltTextPercent="0.00" missingAltTextPe
duplicateMetaDescriptionPenalty="3.00" duplicateMetaTitlePenalty="5.00" missingHeaderTagPen
avgWordLengthPenalty="0.00" keywordStuffedPenalty="0.00" metaDescriptionRelevancyPenalty=
avgLinkFlowExternalOutgoingPenalty="0.00" avgLinkFlowExternalIncomingPenalty="1.00" externa
totalPenalty="59.90" maxDuplicateAmount="96.83" maxDuplicateAmountPenalty="18.42" numDupl
numDuplicateMetaDescriptions="117" numDuplicateMarketFocus="0" numDuplicateSpelling="0" n
numExternalReciprocalLinks="0" numReciprocalSitewideLinks="0" numInternalIncomingLinks="2
numExternalOutgoingLinks="12" numNonEditorialLinks="57" numCloakedLinks="-1" cloakedLink
privacyInfo="true" minCrawlDepth="0">
- <metaTitle>
Trumbullnaturecenter.com - trumbull nature center Resources and Information.This website is for sale!
```

Market Focus

Request: <http://search.seoengine.com/api/market-focus.xml?host=www.trumbullnaturecenter.com&path=>

Response:

```
<MarketFocusResult>
  <host>trumbullnaturecenter.com</host>
  <path/>
  - <keywordDensityResult numOccurrences="3" sigma="0.6527912098338671" mean="2.6875">
    <keyword>dating shopping jobs</keyword>
  </keywordDensityResult>
  - <keywordDensityResult numOccurrences="3" sigma="0.6527912098338671" mean="2.6875">
    <keyword>history law medicine</keyword>
  </keywordDensityResult>
  - <keywordDensityResult numOccurrences="3" sigma="0.6527912098338671" mean="2.6875">
    <keyword>jobs insurance education</keyword>
  </keywordDensityResult>
  - <keywordDensityResult numOccurrences="3" sigma="0.6527912098338671" mean="2.6875">
    <keyword>law medicine research</keyword>
  </keywordDensityResult>
  - <keywordDensityResult numOccurrences="3" sigma="0.6527912098338671" mean="2.6875">
    <keyword>medicine research dating</keyword>
  </keywordDensityResult>
```

Correlation

Request: <http://search.seoengine.com/api/webpage.xml?host=www.trumbullnaturecenter.com&path=>

Response:

```
<Correlations num="20" start="1" totalCount="20">
  <host>trumbullnaturecenter.com</host>
  <path/>
  - <correlation>
    <webpage1>http://trumbullnaturecenter.com/</webpage1>
    - <webpage2>
      http://trumbullnaturecenter.com/2008/02/24/organic-vegetables-safety
    </webpage2>
    <amount>96.83 %</amount>
  </correlation>
  - <correlation>
    <webpage1>http://trumbullnaturecenter.com/</webpage1>
    - <webpage2>
      http://trumbullnaturecenter.com/2007/04/25/herbs-for-diabetes
    </webpage2>
    <amount>96.83 %</amount>
  </correlation>
```