<Questor Systems/>

Questor Systems GmbH

Systems Documentation Guide

PDF e-book Docmuemtation Example
HTML Redirection techniques
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Referenced Documents:

	www.QuestorSystems.com

Abstract...

Example of using HTML Redirection for all of your links in any e-book, email, ezine, or anything else that you may be using in your web presence

Table of Contents

1 Introduction

1.1 Purpose & scope

1.2 Validity

1.3 Structure of document

1.4 Definitions & abbreviations

Term / Abbreviation	Definition
PDF	Adobe Portable Document Format

1.5 Outstanding Issues

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2 Keeping the Links Fresh and under your Control

2.1 HTML Redirection URL

Here is a document with your URL embedded in the document.

You suggest that the user should check out www.QuestorSystems.com/h/rd/rd-10650.html to find a better nuclear submarine design, in your niche marketing, special interest PDF e-book.

2.2 Here is the HTML Redirection Code

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<html>
<head>
<title>Getting the most Bang for your Buck</title>
<meta http-equiv="REFRESH"
content="2;url=http://www.google.com/search?hl=en&q=nuclear+submarine+design&btnG=Google+Search"></HEAD>
<BODY>
Do not forget - There are plenty of other great products on offfer at<p>
<a href="http://www.questorsystems.com">www.QuestorSystems.com</a>
</BODY>
</HTML>
```

2.3 The Plug...

And did you notice the quick-plug as well, while you were waiting to be redirected?

 This is totaly under your control, as you decided how long they wait, and where they go to.

3 The Benefits

So now you can see there are many benefits to using this super cool, slinky technique. Mainly:

- Always keep those links fresh, and valid
- React to new envents and developments rapidly
- Maintain some control over the content of your e-book long after it has been published and sold
- Monitor exaclty which links are working and which are not. This is a kind of marketing testing, buy checking the stats on your backend website to see which redirect pages got the most hits this week/month/year
- Use it as a chance to keep reinforcing your website name to the client thoroughtout the document – He will know your domain name by heart by the time he has finished reading your e-book!
- If you want to, you can mask the URL with a more meaningful description, and still have the URL redirtect to your site. So for example a link like this: [Information on Nuclear Submarines](). Just like a standard HTML anchor
- Keep bringing customers back to you site, day-after-day, week-after-week, and year-after-year
- Increase the traffic rate to your site – This will help push up your sites in poles etc
- Use the redirect jump-page as a quick chance to market more stuff to these guys, are give them a quick sublimal message – e.g. "Buy much, much more from QuestorSystems.com"
- You control the length of time the redirect page is displayed before the redirect occurs – In our example it is in red, and set to two seconds (our personal favorite amount of time)
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4 Appendices

4.1 Requirements: Internal

Hard/ Soft

4.2 Requirements: External

Hard/ Soft

4.3 FAQ Frequently Asked Questions

4.4 List of Useful Contacts

Name	Responsibility	Contact
Farley Balasuriya		www.QuestorSystems.com

4.5 Sample Code

```
#here it is
```