

Duncan Carver's

Automated Link Management Assistant

User Manual

Version: 1.21

**“Add A Niche Website Directory Containing Hundreds (Or
Thousands) Of High Quality, Keyword Rich Content Pages To
Your Website In Just Hours... Driving Hundreds Of Additional
Targeted Visitors To Your Site Each Week At No Cost... AND...
Totally Automate The Management Of Your Strategic
(Reciprocal) Linking Partners...”**

www.OnlineMarketingToday.com

Distribution Rights

Only the unregistered version of "Link Management Assistant" may be freely distributed to your business associates, friends, newsletter subscribers, link partners or anyone else who you think might find this software useful.

You are welcome to distribute the actual application file directly from your own website, on CDROM or Floppy Disk, or you can simply refer your associates to the main distribution & support website located at www.onlinemarketingtoday.com.

I do recommend referring people directly to the dedicated support site to ensure that you're giving away the most recent version of the software. Updates are made on a regular basis and the only way you'll know you have the most recent version is to register it and join the "Link Management Assistant" update mailing list. This update list is free to join and your privacy protection is paramount so you can register with confidence.

Please Note: You are not entitled to sell this product directly for profit of any kind. You may however include it as a free bonus to an existing product or group of products if you chose to do so.

Disclaimer & Terms Of Use

By installing & using this application on your website you have acknowledged your acceptance of the "Disclaimer" and "Terms Of Use" as outlined herein. Any violation of this agreement will be pursued & prosecuted to the fullest extent of the law, in the country, and court, of Duncan Carver's choosing.

Minimum compensation sort for violation of this agreement will equal, and may exceed, US\$100,000.

The "Link Management Assistant" may not be modified in any shape or form whatsoever, without the prior written & expressed consent of Duncan Carver. This includes, but is not limited to both the design & coding of the application which is protected by international copyright laws. This also includes, but is not limited to, removing the small "Powered By" link on the bottom of the directory pages that the application creates. If you would like to see additional features added to the application and/or modifications made, please request these in the support forums.

This application comes without warranty of any kind, either expressed or implied. By using this application you agree to indemnify Duncan Carver, his associates, distribution partners, or anyone else involved in the development and/or distribution of this software from any and all liability that might arise, either directly or indirectly, as a result of installing and/or using it. You also assume sole responsibility for using the features found within this application, where such features may extend to include the involvement of any third party.

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Introduction

Thank you for taking the time to download the "Link Management Assistant".

This is one very powerful application as you're soon about to discover.

It will not only save you hours worth of time each week - by totally automating the management of your reciprocal linking partners - but it also gives you the ability to add hundreds (or thousands) of high quality, keyword rich pages to your website in just a matter of hours. This can drive hundreds of additional targeted visitors directly to your website, at absolutely no-cost, every single week.

The very first thing you should do before you continue any further is to make sure you have subscribed to the "Link Management Assistant" update mailing list...

<http://www.onlinemarketingtoday.com/software/link-management/>

...simply fill out the form on the bottom of that page.

This will ensure you receive immediate notification when new features are added and critical updates are made. We will be updating the software on a regular basis, so if you want to ensure you're always running the latest version, then please subscribe now.

Although I have tried to make the application (and this user manual) as easy to use & understand as possible, If you need help getting the application installed, and/or help with the specific features, then please use the dedicated support forums located at...

<http://www.onlinemarketingtoday.com/forums/>

Unfortunately, due to the thousands of users who are taking advantage of this free application, no email support is provided. But if you need help, the support forums are always there for you.

I hope you find the "Link Management Assistant" as valuable to your online business as I have.

I also hope that you actually put it to use and use the free time you'll save on the management aspects to focus on securing more & more strategic link partners. The greater the number of incoming links you can create to your website (from related sites), the more you'll see your website climb in the search engines, and the more no-cost targeted website visitors they'll send you on a daily basis.

Here's to your success both this year & into the future...

Yours Sincerely,

Duncan Carver

Duncan Carver

www.onlinemarketingtoday.com

Installation Instructions

BEFORE installing this application on your website server, READ the licence agreement & disclaimer located on the third page of this user manual. By installing this application you are acknowledging your acceptance of the disclaimer.

- 1) Unzip the lma.zip file.
- 2) Create a folder in the root directory of your website server (usually public_html) called "lma" or anything you like. This is where the application files will reside. CHMOD this folder 0777.
- 3) Upload the 9 application files to this directory.
- 4) Upload the templates folder and its contents to this directory.
- 5) Upload the help folder and its contents to this directory.
- 6) Upload the pr-images folder and its contents to this directory.
- 7) CHMOD the "directory" file and admin.php file 0755
- 8) CHMOD the "templates" and "help" folders 0777.
- 8) CHMOD the install.php & settings.php file 0777.
- 9) Run the install.php file from your browser & follow the instructions...

<http://www.yoursite.com/lma/install.php>

If you receive a "500 Internal Server Error" when you try to run the install.php file, try changing it's permissions to 0755 instead and see if that makes a difference.

NOTE: You will need to setup your MYSQL database PRIOR to installing the application on your website, as the self-installer needs to write information to the database. If you're unsure about how to setup a MYSQL database, please contact your website host support team and send them the following email.

"Hi Support,

I'm setting up a new script on my website and it requires a MYSQL database to run. Could you please create a new MYSQL database for me called lma, and assign a user with full access privileges to the database.

Thanks."

ADDITIONAL NOTE: If you run into trouble installing the Link Management Assistant on your website please visit the support forums for help... <http://www.onlinemarketingtoday.com/forums/>

Settings

This section contains several important settings required for the successful operation of the Link Management Assistant. It's also where most of the optional settings such as requiring a reciprocal link, reciprocal link checking, etc. can be manipulated. Although a lot of features have been grouped together here, you can edit them all at the same time, or just selected features, and commit the changes by clicking the "Save Settings" button found at the bottom of the page at any time.

Administrative Login

The very first thing you should do after installation is change the default admin area login information for security reasons. Otherwise anyone who is familiar with the Link Management Assistant is going to be able to access your admin control panel without difficulty.

- Username: Enter the new username you would like to use here.
- Password: Enter the new password you would like to use here.

Administrative Emails

The Link Management Assistant will send out automatic emails as a regular part of the day-to-day operations. The email address and name you define here will be the email address and name such emails appear they are being sent from. It is also where any replies will be delivered to.

- Email Address: Enter your desired email address here. This is also the email address that administrative notifications will be delivered to.
- From Name: Enter the name you would like the email "from field" to display in the recipients email client here.

MYSQL Database Settings

The Link Management Assistant stores all it's information in a MYSQL database. If you are not familiar with creating a database on your server, please contact your website host and ask them to setup a new database for you, and assign a user account to that database with full access privileges.

- MYSQL Server: This is the name of your MYSQL server and it is usually called; localhost
- MYSQL Username: This is the username of your MYSQL user account.
- MYSQL Password: This is the password of your MYSQL user account.
- MYSQL Database: This is the name of the MYSQL database you have created on your server.

Directory Configuration

The settings here relate to the configuration of your niche website directory including the name of the directory/location you would like to place website directory in, the specific page extensions you would like to give files, and more.

- **Directory Name:** This is the location of the main index page of your directory. If you name this "directory" and have installed the Link Management Assistant in your root directory, then visitors will be able to view the directory at <http://www.yoursite.com/directory/>. If you name it "resources" and have installed the Link Management Assistant in a folder called "lma" off your root directory, then visitors will be able to view the actual directory at <http://www.yoursite.com/lma/resources/>. You can call this anything you like.
- **Page Extensions:** Here you can define the extensions of the individual pages within your niche website directory. This is useful so you can keep your entire website consistent. That is, if your existing site pages all contain .php extensions, then you'll probably want to extend that throughout your directory. You can use any extension you like here .htm, .html, .php, etc... However, once you define this you should leave it as is. If you change this after the search engines have crawled your new website directory, when they come back again the original pages will no longer be found.
- **Thankyou URL:** This is where you need to specify the location of your "thankyou for submitting your website" page. People who submit new listings to your directory will be redirected here after they have made a successful submission. This page is not part of the customizable template set as it contains no functionality, so you will need to manually create it and upload it to your server. Place the full absolute URL to the thankyou page in this field (i.e. <http://www.yoursite.com/thanks.htm>).
- **Email Confirmation URL:** If you require all new directory submissions to confirm their email address prior to being able to proceed with submission, then these people are redirected to the page you define in here. This page would need to inform them to check their email and confirm by clicking a specific link before proceeding. Once they have confirmed by clicking that link, they are then redirected to the "Thankyou Page" as previously mentioned. Again, this page is not part of the customizable template set as it contains no functionality, so you will need to manually create it and upload it to your server.

Link Management Configuration

The settings here relate to listings found within your directory and are where the bulk of the optional functionality of the software reside. You will notice that most of the different field names here are active hyperlinks. Clicking on these links will open help windows with a brief explanation of what its respective function does. These are also outlined below and in some instances have been expanded to give you a better initial understanding.

- **Require A Reciprocal Link:** Checking this box forces all new website directory submissions to place a reciprocal link to your website (and the Link Management Assistant will actually check that it exists at the location the submitter specifies on the submission form), before allowing the submission to proceed. If you have this feature turned on, you should mention this on your submission form and provide them with easy to implement linking instructions. If you do not want to make reciprocal linking a requirement of directory inclusion, you can simply leave this unchecked.
- **Reciprocal URL:** This is the URL you require the webmaster to place on their website, prior to submitting their listing (i.e. <http://www.yoursite.com>). It is what the Link Management Assistant will check for when spidering link partners websites. Of course, it only applies if you have the previous option checked.
- **Link Checking Schedule:** This is the frequency (in days) of how often you would like the Link Management Assistant to automatically check that reciprocal links still exist where the submitters have specified. You should set this 7 days (once a week) or 14 (every two weeks).
- **How Many Attempts:** This is the number of attempts the Link Management Assistant will make before it triggers the "If No Link Is Found" action. That is, if set at 3 (and the previous setting is set at 7 days), the application will make 3 attempts to look for the link (taking 21 days) before it takes the "If No Link Is Found" action. You should set this at 3 attempts to

ensure that the partner's website was not simply experiencing unexpected downtime when the application was checking their website. You can imagine how irritated link partners would get if they are having hosting difficulties and then the "Link Management Assistant" starts informing them that it couldn't find your link. It would be the least of their worries.

- **If No Link Is Found:** This is the action you would like to take if a reciprocated link is still not found after X number of attempts to look for it (the previous setting). If the suspend listing box is checked, the listing will be removed from the live directory and will have its status set to "suspended" in the link management area (you will also receive an email letting you know this has happened). If you also leave the "Send Email" box checked, the "Link Not Found" email will be sent to the link partner. If you don't want them to get this email, you can leave that box unchecked. If you don't want anything to happen, leave both unchecked.
- **If Link Is Still Not Found After:** This setting allows you to specify the additional attempts the application will make to find the reciprocated link before the final action (of permanently deleting that partner) is made. Again, if this is set to 3 and your link checking schedule is set at 7, the link partner will have 21 days to place your link back up on their website before this event occurs. Checking the "Delete Listing" box will automatically & permanently delete that listing from your directory. Checking the "Send Email" box will trigger the "Listing Removed Email" found in email management. Both of these are optional so if you don't want anything to happen, leave both unchecked, or if you want to delete the listing but not send the email, check the "Delete Listing" box and leave the "Send Email" box unchecked.
- **Limit Listing Title:** This is the limit in characters for the title field of the "add site" submission from. 60 is a good number here.
- **Limit Listing Description:** This is the limit in characters for the description field of the "add site" submission from. You should limit this to approximately 300-400 to ensure the listing descriptions are not excessively long.
- **Admin Approval Required:** If this box is checked, all new submissions will be placed in the "awaiting admin approval" queue. You will receive an email as the administrator informing you that this has occurred so you can then login and review the submission and decide whether to approve or decline the submission. If you uncheck this box, all new submissions will automatically receive "active status" and appear in the directory automatically. To find those listings awaiting approval, use the "Link Management" section of the application and select to display all listings based on the "awaiting approval" status. You can then manually approve or decline each one.
- **Email Confirmation Required:** If this box is checked, each new submission to the directory will need to first confirm their email address before their listing is added to the directory, either immediately, or placed in the "awaiting approval" queue. This is useful to ensure the person submitting their listing is giving you their correct contact information and will eliminate spam submissions. If this is checked, you will need to manually create and upload an email confirmation page & specify its location as previously explained.
- **New Submissions Premium:** If you check this box, then all new submissions made through your directory "Add Site" form will automatically receive premium status. A listing with premium status will always be placed in the first group of listings (at the top of the page with other premium listings) of the specific category. If you check the "Only If Reciprocated Link" any website that does not reciprocate a link receives a normal listing but those that do receive premium status. This is a nice addition if you are using LMA to run a normal website directory but want to automatically favour websites that do link back by making them premium listings. Of course, this additional feature only applies if reciprocal link is NOT a requirement of directory inclusion.
- **Premium Listing Image:** - Checking this box will display a little image next to the listing titles of all premium listings. This is yet another way in which to further define premium listings within your website directory. You will find an image file called premium.gif which is a little yellow star. You can use this or overwrite it with any other image you like. Simply create whatever image you want to represent your premium listings, call it premium.gif and upload it to the LMA directory overwriting the existing.

- Favour Premium In Search - Checking this box will favour premium listings in the search results when a website directory user conducts a specific search. This is yet another benefit you can assign to premium listings to give them greater exposure throughout your website directory. Example: A user conducts a search for "green apples" in your directory which returns 5 pages of results. A premium listing might occur on page 3 of those results because the normal listings before it are more relevant to that specific search term. This option will force that premium listing (and any other premium listings also occurring in the natural search result set) to the top of that specific set of search results, regardless of whether they are slightly less relevant. Of course, this only applies where a premium listing/s would naturally occur in the search result set anyway. That is, it will not impact search results where no premium listings are returned as relevant.
- Listings Per Page: This is the number of listings (links) that will be displayed on each category index page. If you have 100 listings in a specific category and are displaying 10 listings per page, the Link Management Assistant will create 10 different index pages for that category and automatically link them together.
- Open Links In A New Window: If this box is checked, all external links within your niche website directory will open in a new window.
- Listing Order: This setting determines how the listings in your directory will be sorted. Alphabetical will sort listing alphabetically by their title. By Submission Date will sort them via the date of submission with the most recent listings appearing first (below any premium listings).
- Multiple Page Navigation: If you have more listings in a specific category than the number you've decided to display per page, the Link Management Assistant will create multiple index pages and link them together. This feature allows you to name the "forward" and "back" links that allow a user to navigate between these different pages. For example: Previous, 1, 2,3,4,5... Next.
- Page Names: Here you can define how you would like to name the individual pages in your directory. If a specific category is called "Running Shoes" and you're using the category name feature, then the individual pages within that category will be called running-shoes-1.htm, running-shoes-2.htm etc.
- Link # Next To Category: If this box is checked, it will display the number of listings found within the specific category (and it's sub-categories) on the <%main-categories%> template include. If you do not wish to display the number of listings in each category on your main directory index page, then leave this box unchecked.
- Sub-Cats With Main Categories: Checking this box will display sub-categories with your main categories where the "<%main-categories%>" tag is used in your templates. You can also specify how many sub-categories you would like to display underneath the main categories. This allows you to create a home page more like the old school Yahoo style and other big website directories. It will also help search engine spiders to crawl deeper down into your niche website directory.
- Split Categories Into: This setting will define how many columns your major categories will be placed into where you use the <%main-categories%> include in your directory templates (i.e. on your main directory index page). 2 is a good number, but you might like to set this to 3 or even 1 depending on your preference.
- Page Rank With Listing: Checking this box will display the Google Page Rank (PR) value of the home page of each listing within your directory, next to their respective listing. WARNING: This means that your LMA installation will be pinging Google's server to retrieve this information... WITHOUT using their API licence as PR is not retrievable via this method. You are solely responsible for using this "entirely optional" feature as outlined within the Disclaimer & Licence Agreement you agreed to as a result of installing this application on your website server.

- ThumbShot With Listing - Checking this feature will add a "thumbshot" screen capture of the listings home page, where available, next to the directory listing. This is driven via the ThumbShots.com service and by using this feature you and you alone are responsible for abiding by their terms of service. The default setting is to not display thumbshots with listings. If you would like to display thumbshots for all listings, then select "All Listings" from the respective drop down menu. If you would only like to display them with listings who are reciprocating your link select "Reciprocal Partners Only". To only display them for listings with premium status, select "Premium Listings Only". There is also one further option "Premium & Reciprocated Listings". This will display thumbshots with listings for both of these listing types, but not normal listings. How flexible is that ;-)
- Link to DMOZ after DMOZ Import - This feature only applies if you run a DMOZ import to populate your directory with content and would like to link back to DMOZ on a per category basis as per their content usage TOS. NOTE: This will only work with new DMOZ imports. If you have run previous imports prior to updating unfortunately you will have to delete them and re-import that content if you would like to use this feature. There is NO current way around this.

Directory Import

This section allows you to import links and/or a predefined directory structure into the "Link Management Assistant" in a number of different formats. The first is a manual import feature which allows you to import groups of listings into a specific category. This is useful if you wish to convert your existing directory over to one powered by the Link Management Assistant.

The second, which is probably the most powerful feature of the Link Management Assistant, is the DMOZ.org (Open Directory Project) automatic import. This allows you to add hundreds or thousands of relevant listings and the associated category structures from DMOZ.org (The Open Directory Project) directly into your database.

IMPORTANT: If your niche website directory already contains data, you should always backup that data using the backup feature of the application prior to using the import. If an error occurs during the process, you can then simply restore your original database with one click & try importing again.

Manual Text File Import

The manual text file import is a semi-automated import function which allows you to import groups of listings from any flat file database (text) directly into specific categories in your directory. In order to do this you need upload your text database to the main Link Management Assistant directory on your website server, enter the name of the file in the respective field, and click the import button. You will then be taken through a self-explanatory step-by-step process to complete the import.

NOTE: It doesn't matter whether your text database is comma, tab, or pipe delimited. You will be prompted to specify this in step two of the import process, if the Link Management Assistant does not automatically recognise the delimitation itself. It is also irrelevant what order the records are in... i.e. first name, last name, URL etc... as the third step of the process will ask you to define which field relates to the specific field in the Link Management Assistant database.

DMOZ Directory Structure & Link Import

You are also able to crawl DMOZ.org and import the directory structure and/or listings found within those categories (and related sub-categories) directly into your database. This allows you to create a huge niche website directory packed out with hundreds (or thousands) of high quality, keyword rich pages in just a matter of hours.

If you're setting your website directory up from scratch it would be a very good idea to use this feature and select the most relevant high level category (and/or categories) to import into your database. That way you can simply move the different categories around and rename them to suit your needs, saving you a heck of a lot of time planning your own directory structure.

You can also import all of the listings contained within those categories and sub-categories to make your directory look "lived in" and much more appealing to potential strategic linking partners. Link partners will be much more inclined to add their listing (and reciprocate a link) to what appears to be a well established directory rather than one that is completely empty containing only a category structure. If you ask the import feature to also import listings, you should also specify that new submissions to your directory will automatically receive "premium status" in the general settings area. This will place new submissions (i.e. your strategic link partners) at the top of their category.

To use this feature you first need to decide where to begin the import process from, and place the URL of that location into the respective field. For example, if you wanted to import the entire "Football" category you would use this URL <http://www.dmoz.org/Sports/Football/>.

The Link Management Assistant will then import the entire directory structure and/or associated listings from that point down directly into your database. You can select whether you only want the category structure, or both the structure and associated listings, using the drop down menu immediately below this field.

(The import wizard ignores categories ending in the @ character. These are "related categories" and if it were to crawl these an infinite loop would be created whilst the Link Management Assistant tried to import the entire DMOZ directory. As such, if you would like to import these into your directory, you will have to run the import wizard again for each respective related category. You can run the wizard as many times as you like to import exactly what you need and as much content as you like.)

If you have already setup a category structure in your website directory, either manually or via running a previous import, you can select to import new DMOZ content & category structures directly underneath an existing category rather than to the top level of your website directory. Simply select the respective category you would like to become the new "parent" category from the popup menu (which will appear when you click on the "click here to select a category" link).

You will also notice below this there is an optional field called "Choose A New Category Name". If you would like to import that entire structure into a new top level category, then you can create that new top level category here. Simply enter the name you would like to call it. If you would like to make all categories (found within the category you're starting the import from) top level categories, then simply leave this field blank.

Clicking the "Start DMOZ Import" button will do just that and initiate the import process. This can take anywhere from just a few minutes to several hours depending on the amount of data you're importing and the Link Management Assistant will send you an email once the process has completed.

IMPORTANT NOTES:

- DO NOT import the same category structure twice otherwise you will end up with duplicate listings in your database.
- DO NOT queue up the imports. Do one category import at a time and wait until that finishes (you will receive notification via email) before attempting additional imports.
- If your import has timed out, login to your admin area (if you aren't already) and enter this URL in your browser <http://www.domain.com/lma/admin.php?action=dmozlinks> ensuring the domain is your domain and the LMA directory is the name of the directory you've installed the application into. This will re-start the import process picking up from where it left off. NOTE: The import process can take quite some time if you import large amounts of data so be patient as it may still be working in the background.
- If you're beginning a DMOZ import from a category with the same name as one that already exists in your niche website directory, the listings and directory structure will be added to that existing top level category in your niche website directory.

Directory Categories

This section is where all category management & website directory structure processes take place. Here you can manually add a new category (and/or categories) to any level in your directory, and manage all aspects of existing categories. You also have the ability to shift entire groups of listings from one category to another.

Add New Categories

Here you are able to add new categories to your directory structure. To add a new category enter the name of that category in the field provided and click the "Add Categories" button. You can enter multiple categories at a time, one per line. Unless otherwise specified, the categories you enter here will become your top level categories (the major categories displayed on the directory index page).

If you would like new categories to become sub-categories of an existing one, you first need to select the respective parent category you would like them associated with. To do this, click on the "click here to select a category" link. This will open a small popup window giving you the existing category structure of your directory. You can navigate right down this structure to find the category you're looking for, and clicking the respective "select" link next to the category will select it. You will then see this populated in the drop down menu of the main window. Of course, this assumes you already have several categories in your directory structure.

Manage Existing Categories

Here you can manage the existing categories of your directory structure. Assuming you have created several categories, (and/or imported a directory structure from DMOZ.org), this area will display all top level (major) categories of your website directory. In order to manage their sub-categories, you will need to click on the yellow folder icon next to the respective top level "category name" to navigate down your directory structure and edit the desired categories.

- **Category Name:** This field display the current category name. To change the name of any category, simply modify this field and click the "Update Categories" button. You can change the name of as many categories as you like at the same time. All changes are committed when you click the update button.
- **Listings:** This field shows you have many active and inactive website listings you have in the respective category. Active listings are those that are currently displayed in your directory. Inactive listings are those that have been suspended, either automatically by the Link Management Assistant, or manually if you have personally changed their listing status.
- **Shift Listings:** This field allows you to shift an entire group of website listings from one category to another. This is useful if you would like to delete a category, but would like to place the associated listings elsewhere in your directory structure before you do so. To do this, click on the "click here to select a category" link. This will open a small popup window giving you the existing category structure of your directory. You can navigate right down this structure to find the category you would like to move the listings to, and clicking the respective "select" link next to the category will select it. You will then see this populated in the drop down menu of the main window.
- **Delete:** Checking the "Delete" box next to a specific category will permanently delete that category from your directory structure. This includes all related sub-categories AND listings within that category and sub-category structure. It is also a permanent action and is not reversible. If you would like to keep the listings in those categories, you will first have to shift them elsewhere using the feature previously discussed.

Link Management

This section is where all listing management features of your website directory reside. Here you can manually add new website listings, edit existing listings, approve new listings if you're running in "admin approval required" mode, and conduct all other listing management related tasks. At the very top of this section it will show you how many listings you have in your website directory, and the number of categories those listings are separated into.

Add New Listing

Here you are able to manually add a new website listing to your directory. Simply fill out the appropriate information in the fields provided and click the "Add Listing" button. The new listing will appear in your website directory almost immediately.

- Title: This is the website title of the listing & is restricted to the number of characters you have specified in the general "settings" area.
- Description: This is the website description of the listing & is restricted to the number of characters you have specified in the general "settings" area.
- URL: This is the website URL of the new listing.
- Premium Listing: Checking this box will give the new listing "premium status". This will force the listing to the top of the specific category you're adding it to with other premium listings in the same category (if any), above any standard listings.
- Category: This is where you will define which category or sub-category to add the new listing to. To do this, click on the "click here to select a category" link. This will open a small popup window giving you the existing category structure of your directory. You can navigate right down this structure to find the category you would like add the listings to, and clicking the respective "select" link next to the category will select it. You will then see this populated in the drop down menu of the main window.
- First Name: This is the first name of the website listing owner.
- Last Name: This is the last name of the website listing owner.
- Email Address: This is the email address of the website listing owner.
- Reciprocal: If the new listing owner is reciprocating a link to your website on their own site, you can input the exact location/URL of where your link resides here. This will ensure the new listing is bound by any automated reciprocal link settings you have defined in the general "settings" area of the Link Management Assistant.
- Send Confirmation Email: If you check this box, the new website listing owner will receive the "listing approved" email found within the "email management" section of the Link Management Assistant" the moment you add the new listing. If you would prefer not to send this email, simply leave this box unchecked.

Manage Listings

Here you can manage the existing listings contained within your website directory. This is an advanced search feature allowing you to display & sort the specific listings you would like to manage based on a wide range of options. You will notice when a set of listings is displayed, each contains the same editable fields found on the "add new listing" area. You can edit all of these fields as per usual and click the "update listings" button to commit those changes.

- **Display:** Use this drop down menu to sort listings based on their current status.
 - “All” will display all listings.
 - “Active” will display all active listings in your directory.
 - “Awaiting Approval” will display all listing currently awaiting approval (listings only receive this status if you have “admin approval required” turned on in the general “settings” area of the Link Management Assistant).
 - “Premium” will display only those listing that currently have “premium status”.
 - “Suspended” will display all listings that have been suspended, either automatically by the Link Management Assistant, or manually if you modified their status.
 - “DMOZ Imported” will display only those listings that have been imported using the DMOZ import feature if you have used it.
- **From The Category:** Here can also select to manage listings found within a specific category and/or sub-category. To do this, click on the “click here to select a category” link. This will open a small popup window giving you the existing category structure of your directory. You can navigate right down this structure to find the category you would like, and clicking the respective “select” link next to the category will select it. You will then see this populated in the drop down menu of the main window.
- **Show:** Here you can define how many listings to display per page. If you have 1,000 listings in your directory and select to display “all listings”, showing 100 listings per page, you will have 10 individual pages of results available. Define anything you like here based on the restrictions of your internet connection speed and loading times.
- **Sort Via:** This drop down menu also allows you to sort the listings you would like to manage alphabetically via specific fields in the database... i.e. Title, Description, URL, First Name, Last Name, Email address.

Once you have defined the criteria you would like to use to display & manage your listings, clicking the “Display Listings” button will open those listings up in a new window where you’re then able to edit them. You can also search for a specific record using the “conduct a specific search” feature in this area if you would like to quickly locate a specific listing in the directory.

Running In “Admin Approval Required” Mode

When running the Link Management Assistant in “admin approval required” mode (meaning you will need to individually review & manually approve each new submission prior to it being accepted into the directory) here’s the best way to review those individual listings.

1. Change the “Display” drop down menu to show “awaiting approval”.
2. Ignore the “From Category” sorting option.
3. Set the “Show” field to however many listings you would like to display.
4. Set the “Sort Via” field to whatever you would like to sort the listings by.
5. Click the “Display Listings” submit button.

This will bring up all listings awaiting approval in a new window. You can then individually change their status to “active” to approve them (in which instance they will receive the “listing approved” email & immediately appear in the directory). Alternatively if you do not wish to include them, change the “delete” option to yes (in which instance they will receive the listing declined email & be deleted from your database). You can also edit any of the individual fields for each record as required. Clicking the update listing button will commit all changes you make here.

Email Management

This section of the application contains all email management functions of the Link Management Assistant. From here you can mass email personalized messages to all link partners and/or specific groups of link partners depending on their current "status". You can also customize all emails that the application sends out, both to the people who submit their websites to your directory and to you as the administrator as a result of regular day-to-day operations.

All emails can be individually personalized with the specific information of the individuals you're contacting. Information such as first name, website details, listing category etc. For a list of all available personalization tags, click on the "Personalization Fields" link at the top of this section. This will open the current list in a new window where you can copy & paste them directly into the necessary fields of the respective emails.

Email Link Partners

This first area allows you to broadcast personalized email messages to all of your link partners and/or specific groups of link partners depending on their current listing status. The standard group of personalization tags will work in both the subject and message body fields.

- Subject: Enter the subject of your email message here.
- Message Body: Enter the body of the message here.
- Who: Select the partners you would like to contact based on their current listing status.
- Work Mode: "On-screen" will attempt to email all selected partners as your browser loads after clicking the "Email Partners Now" button. This is useful if you only have a few link partners in your directory (<500). "Background" will shift the entire process to the background where your messages will be delivered in increments to ensure your server does not time out and kill the process half way through. It is recommended that you use background mode when you're sending out emails to larger volumes of link partners (500+).

Customize System Emails

This next area is where you're able to customize all emails that are automatically sent out, either to the listing submitters or to yourself as the administrator, as a result of the day-to-day operations of running the Link Management Assistant. Extremely draft default email messages have been provided here but it is HIGHLY RECOMMENDED that you customize these to suit your needs. Some emails may not be required depending upon your specific "general" settings.

- Email Confirmation Message: This email is sent to all new directory submissions only if you have "email confirmation required" turned on in the "settings" area of the Link Management Assistant. If this is turned on, people must confirm their email address before their listing either goes live in the directory or is placed into your awaiting approval queue. It helps to eliminate anybody trying to spam your directory with test submissions which would place irrelevant data into your database.
- Submission Received Email: This email is sent to all new directory submissions. If admin approval is not required for new submissions, you can use this email to let them know that their listing now appears within your directory. If you are using email confirmation and/or admin approval, it will be sent immediately after submission / confirmation. As such, in the later instance you would probably want to include different information here such as "thanks for your submission, we are in the process of reviewing your website".

- Listing Approval Email: This email is sent to all new directory submissions when you manually approve their website listing. Of course, this is only applicable if you have "admin approval required" turn on in the "settings" area, otherwise this email is ignored.
- Listing Declined Email: This email is sent to all new directory submissions when you manually decline their website listing. Of course, this is only applicable if you have "admin approval required" turn on in the "settings" area, otherwise this email is ignored.
- Link Not Found Email: This email is sent to reciprocal link partners when the link back to your website is not found on their own website during routine automatic checking. Here you should send a polite message letting the person know that you were performing routine maintenance & noticed your link was missing. Do not be aggressive & assume that they have removed the link on purpose. It's possible they have moved it to another page on their website, in which case it's simply a matter of you updating the reciprocal link URL field associated with their listing to stop it reoccurring in the future. Of course, this only applies if you are making reciprocal linking a requirement of directory inclusion.
- Listing Removed Email: This email is sent to reciprocal link partners whose reciprocating link could not be found, after several additional checking attempts, after the initial link not found email was delivered. Again this only applies if you are making reciprocal linking a requirement of directory inclusion and you can continue to do that and not have this message delivered (as with the previous message) by changing the respective options in the general "settings" area of the Link Management Assistant.

The next group of emails are administrative related messages delivered to the email address you specify in the general "settings" area. They let you know what the Link Management Assistant is doing & what's happening in your niche website directory. As such, you can leave these emails as the default, or if you would prefer to, you can also edit them.

- New Directory Submission: This is the email is sent to you as the administrator letting you know a new submission has been made to the directory. If you are running in "admin approval mode" you will then know when you need to login and review a new submission. If you're allowing all new submissions into the directory automatically, you'll also receive this email so you can keep a close eye on what's going on in your directory.
- Listing Suspended: This is the email is sent to you as the administrator letting you know a listing has been suspended as no reciprocal link could be found after several checks on the partners website. NOTE: When such an event occurs, the listing owner is also sent an email (see above). This email is simply here to let you know that such an event has occurred so you can personally investigate the matter if desired.
- Import Completed: This is the email sent to you as the administrator when a DMOZ import has completed. This process can take anywhere from several minutes to several hours depending on the volume of categories, sub-categories and/or listings you are importing.
- URL Validation Completed: This is the email sent to you as the administrator when the manual URL validation process has completed.

Directory Templates

This section of the application contains all templates associated with your niche website directory. By customizing the directory templates you're able to seamlessly integrate your niche website directory into the overall look and feel of your existing website. It puts you in complete control over all aspects of how you would like your niche website directory to look and function.

This includes keeping your design consistent, font types and styles, and linking to other important areas within your website. Please understand however that the default templates are very rudimentary and assume you will be customizing them.

I have really only included them in the application to show you an actual example of the how and where the different "content include" tags can be used.

(If you are not familiar with customizing HTML templates, and/or you don't have a website designer who can do it for you, then please check the dedicated support forums for options that are available to you... <http://www.onlinemarketingtoday.com/forums/> For a small fee, we have competent people who will be able to do basic template customization for you so you can marry up your niche website directory with the rest of your website design.)

The templates themselves work by populating specific "content include" tags into your HTML page. You simply design your HTML page the way you would like it to look, and plug the respective content include tag where you would like that specific information to be populated.

Examples:

Wherever you insert the `<%navigation-path%>` include into your HTML templates, the navigational path of your directory will be populated. If the user is on a main category index page, they will see a link back to the home page of your directory. If they are on a sub-category page (however many levels deep) they will see links to the entire category structure above them so they can navigate back to the different areas. The Link Management Assistant will determine what needs to be displayed (based on where the user is in the directory) for you automatically.

Wherever you insert the `<%website-listings%>` include into your HTML templates, the actual website listings associated with the respective category will be populated. If there are more listings in a specific category than the number you've specified to display per page, it will also generate a navigational structure to link to the additional result pages in that category.

As you can see, with the use of such content include tags, you have complete freedom over where you would like information to go and how you would like to structure the design of your directory. You can also wrap each individual content include tag in your preferred font definition or CCS style tags to give the different content different font types & sizes, heading associations etc.

For a complete list of content include tags, click on the "Template Includes" link at the top of the page of this section of the Link Management Assistant. The available tags will open in a new window allowing you to copy & paste them where you need to go. This page also explains where certain tags can be used as not all are universal to all templates.

Before you customize the templates, it is highly recommend that you save the default templates to text files on your desktop so you can keep a side-by-side reference as you customize them. You can also copy the existing templates directly into your HTML editor and edit them right there if you would prefer. Here is a brief explanation of each template...

- Main Index: This template generates the main index page where the user will see the major top level categories in your niche website directory.
- Category Index Pages: This template generates the main category index pages of your directory. These are the pages where the user will arrive after clicking on one of the major top level category links in your niche website directory.
- Sub-Category Index Pages: This template is identical in all respects to the previous template however is associated with all sub-category pages. That is any category that extends below a top level category, and all sub-categories below it. This allows you to add different content to these pages if you would like to and has been included simply to provide you with greater flexibility to customize your directory.
- Add Website Page: This template is the page that webmasters use to submit their own listing to your directory via a submission form. Here you would want to include information specific to your submission guidelines... i.e. what type of websites you accept, whether a reciprocal link is required, etc. You can include a link to your add site page wherever you like in the other templates using the <%add-site%> include tag.
- Search Results Page: This template is the page that generates the search results when a user conducts a search. The search feature of the Link Management Assistant is extremely accurate and a useful extension for your website visitors to quickly locate the information they are looking for. If you do not wish to include a search feature in your directory, all you need to do is leave out the respective search box include.

That is the basic template set however there is at least one other (possibly two) pages you will need to manually create and upload to your website. They are the “thank you page” that a webmaster will see after submitting their listing to your directory AND/OR a “please confirm your email address” page if you have “email confirmation required” turned on in the “settings” area.

There are no template positions available in the Link Management Assistant for these pages as they contain no functionality related to the application. As such, you need to manually create this page (or both if applicable), upload it to a location on your website, and specify that location in the general “settings” area of the Link Management Assistant.

After submission the webmaster will automatically be redirected to your thank you page. If you have “email confirmation required” turned on, they will first be redirected to your “please confirm your email address” page, and then once they have done so by clicking on the link within the email message, they will be redirected to your thank you page.

Before you start customizing your templates, be sure you’ve also read the following section “Custom Includes” as they further enhance what is capable with template customization.

NOTE: Several content include tags require CSS tags be used to manipulate the content output appearance in terms of font type and size. This is due to the nature in which said content is populated into your website directory pages (i.e. some content is included in tables). You will find a list of the CSS tags you can use and what they manipulate by clicking on the “Template Includes” link in the “Customise Directory Templates” section of the admin area.

ADDITIONAL NOTE: Wherever you incorporate links to other areas of your website in the directory templates, and/or images, be sure to use absolute URL’s (i.e. <http://www.site.com/images/image.gif>) rather than a relative URL (i.e. /images/image.gif) otherwise your links and images will be broken.

Custom Includes

This section of the application gives you the ability to create and manage custom includes. This is a very powerful time saving feature which extends & enhances what's capable when it comes to template customization (discussed in the previous section).

Custom includes are very similar to the standard "content includes" used in templates with one major difference. That is you are able to create as many of these as you like and they can contain any HTML code you like. When used in your templates, they will populate whatever HTML the respective include contains into your directory pages. They are also universal meaning they will work on all templates.

To best highlight how useful this feature is let's create a scenario.

Let's say you want to include an advertisement that links to one of your product pages on each of your directory pages. That way any traffic that arrives directly on one of your directory pages has the opportunity to check out that product.

One way to make that happen would be to hard code that HTML advertisement directly into the 5 standard customizable templates. The downside to using this approach is that if you ever want to update the advertisement, you have to go back and edit all 5 templates again.

A much more efficient way to do this is by creating a custom include.

You simply create a new custom include and load up the HTML code you would like it to contain. Then wherever you use the respective custom include tag (i.e. `<%custom-1%>`) in the directory templates, that content will be populated into your pages automatically.

If you ever want to update the advertisement, rather than editing 5 individual pages, you simply need to login to the Link Management Assistant administration area, edit the specific include by updating the HTML content, and those changes take immediate effect right throughout your entire directory.

To make really good use of this feature, you will need to plan your directory well and create your custom includes prior to customizing the templates.

To create a new custom include simply give it a description (used for reference purposes only), load the HTML content into the field provided, and click the "create new include" button.

The custom include tag you will need to use in your templates will then be displayed at the bottom of the page. You will also note "Edit" and "Delete" links will appear next to them. To change the content at anytime, simply click on the "Edit" link and update the HTML field. If you would like to delete an include, then click the "Delete" link (but be sure to remove it's include tag in the templates if you're using it first).

NOTE: Wherever you incorporate links to other areas of your website in the custom includes, and/or images, be sure to use absolute URL's (i.e. <http://www.site.com/images/image.gif>) rather than a relative URL (i.e. </images/image.gif>) otherwise your links and images will be broken.

PPC Includes

The Link Management Assistant also allows you to incorporate SearchFeed.com affiliated search results throughout your website directory and earn commissions for each click through. They work much the same way as custom includes.

For example you may like to create a Pay Per Click (PPC) include and place that include above standard listings in your category templates to earn additional revenue from your website directory. You can also replicate a similar approach in your search result template. You can create as many of these as you like and the PPC includes can be used in all templates.

Search Feed Account Settings

Here you need to define your Search Feed personal account settings.

- Affiliate ID: Enter your Search Feed affiliate ID here. You received this information when signing up as a search feed affiliate.
- Tracking ID: Enter your Search Feed tracking ID here. You received this information when signing up as a search feed affiliate.
- Commission Percentage: Enter your Search Feed commission percentage here. The default is 35% unless you have personally negotiated a better commission rate with Search Feed (high volume publishers only).

Create New PPC Include

Here you need to define some important information about your new PPC include.

- Description: This is a description to be associated with this specific pay-per-click include used for your reference only. If you're creating it for a specific category or section of the site you might like to mention that here for ease of reference when managing these includes.
- Results Per Include: The number of search results to display for this particular include. For example 3 will display 3 related search feed search results where this include is used in your templates.
- Keyword Term Input: Enter the keyword terms you would like associated pay-per-click listings to be generated for when this include is displayed in your directory pages. You should aim to use at least 5 or more related keyword terms to give your "sponsored listing" content areas some variation and encourage repeat click throughs from visitors. You can include as many as you like here and can force high paying keywords only by identifying them using the search feed search tool located on their website.

Existing PPC Includes

Here you can modify and delete existing PPC includes that you have previously setup. To edit an include, click on the respective edit link, make the respective changes and click the save button. Changes will be updated immediately on the front end of your website directory. To delete an include simply click the delete link next to the respective include.

Additional “Enhancement” Includes

The section of the Link Management Assistant contains various additional includes which you can manipulate and include in your templates to dramatically enhance your niche website directory.

Random Listings

This include can be used to populate random listings from your database into your website directory pages. Where the `<%random-listings%>` tag is used in the templates, a new random listing/s will be pulled from the database and will be displayed each time the page it's on is accessed by a website visitor or search engine robot.

This will give the appearance that each page on your directory is updated regularly and encourage the search engine spiders to visit more often. It's also a great way to give each page in your directory even more distinctly unique content. You might like to call this section of your directory "featured listings" or "sites of the moment" etc.

- How Many Listings: Here you are able to define how many random listings you would like to populate with this include. Defining 1 listing will only show one random listing, 2 will show two listings and so on. If more than one listing is included, the Link Management Assistant will never display the same listing at the same time on any given page.
- Only Include Premium Listings: If you check this box, only premium listings will be populated into the random listings include. This is yet another way to give more exposure to premium website directory listings. If you don't check this box, any active listing will be pulled from the database irrespective of whether it is a normal or a premium listing. Of course, checking this box only applies if you have active premium listings in your website directory.

Random Categories

This include can be used to populate random category links / locations into your directory pages where ever you use the `<%random-categories%>` tag. This is useful to increase cross linking between categories encouraging visitors to visit more areas of your directory, and the search engine robots to crawl deeper into your directory structure. You could call these "related categories" or "popular categories" etc. You also have the option to display this include vertically (categories displayed one after the other vertically) or horizontally across the page giving you flexibility to incorporate it into your templates in the most appropriate manner.

- How Many Categories: Determines how many random category links you would like to display when this include is used in the templates.
- Display Method: Determines whether the random categories will be displayed vertically or horizontally on your directory pages. Vertical is useful to incorporate this feature into other vertical navigational structures of your website. Horizontal of course will run across the website page.

Random "Recent" Search Terms

This include can be used to populate links to a predefined set of search terms where the `<%random-search-terms%>` include is included in your templates. Those search terms will then link directly to the respective page of search results, the same as would be seen by a user if they actually conducted a physical search using the search feature.

It will also vary their display randomly on a page by page basis. That is you might like to create an area called "recent search terms" or "popular search terms" in your directory templates. Although not available yet, in the near future this feature will be expanded to allow you to display the actual search terms directory users are searching on.

- Keyword Term Input: Enter the keyword terms you would like to appear as your recent search terms here. It would pay to check that results are actually being displayed as a result of these terms (if you want visitors to see actual results) prior to using them. You should also enter as many as necessary to add some variety to your pages. For example, if you use 5 keyword terms, and chose to display 5 terms for this include, the results will be identical on each page of your website directory (although will appear in a random order). As a result, you would probably want to enter approximately 50 related search terms or more to add more variety to this include and your website directory pages in general.
- Display How Many Terms: Determines how many "recent search terms" links to display when this include is used in the templates
- Display Method: Determines whether the random search terms will be displayed vertically or horizontally on your directory pages. Vertical is useful to incorporate this feature into other vertical navigational structures of your website.

URL Validation

This section allows you to automatically clean your directory listings & remove any dead links. These are the listings where the domain name no longer exists or returns other "cannot be found" errors. It's a nice way to ensure listings within your directory actually point to active websites without having to physically check each one. This feature was primarily incorporated to help you clean DMOZ directory imports. The normal automated reciprocal link checking features will basically do the same job if you're using the Link Management Assistant exclusively for managing reciprocal link partners.

URL Validation

These settings determine what sort of action you would like to take on dead links, and how many attempts the Link Management Assistant should make before deciding a link is truly dead.

- How Many Attempts: This is the number of attempts the application will make before it actually flags the listing as a dead link. That is, if set at 3 the application will make 3 attempts to look for an active website before it determines that it's a dead link. You should leave this at 3 attempts to ensure that the listing owner's website was not simply experiencing unexpected downtime when the application was checking their website. Of course, the higher you make this setting, the longer the URL Validation process will take.
- Desired Action: This is the desired action you would like to take with listings flagged as dead links by the Link Management Assistant. The default setting is to generate a report showing you which listings it's determined to be dead. You can then review each listing to determine whether or not it is in fact active. The alternative is to trust the URL validation feature and have the Link Management Assistant delete all such listings automatically. However, understand that even though the validation process is as accurate as possible, it's not entirely fool proof, so you use this feature with that knowledge in mind.

IMPORTANT NOTE: The above process can take quite some time depending on the number of listings you have in your directory and number of attempts you chose to make. As such, please be patient. A notification email will be sent to your administrators email address when the process has been completed. It is also **HIGHLY RECOMMEND** that you do not use the importing features whilst the URL validation process is underway, otherwise it will create a very heavy load your server. During testing on a dedicated server we found that the LMA could validate 10,000 individual URL's in approximately 5 hours. If you're on a shared hosting account (most users) it could take considerably longer.

Find Link Partners

This section of the application provides you with a few additional tools to help you actually secure more link partners once you've setup your niche website directory. It contains only tools and resources that I personally use and recommend - those that have actually produced results. You would be wise to pay attention to the recommendations on this page, and it will be updated over time as I find more excellent link popularity building tools and resources.

Support Forums

This is not an independent section of the application but rather provides you with a direct link to the dedicated support forums located at <http://www.onlinemarketingtoday.com/forums/>

This is where you can seek help and guidance with the application features if you need it.

You should add that link to your bookmarks and check back on a weekly basis for the latest Link Management Assistant news and developments. Although these will be sent to you via email (assuming you've subscribed to the update mailing list), if you would like to make feature suggestions to improve the application further, then there is a specific forum where you can do so.

We may also ask forum members to beta test new features prior to releasing them to the entire user base, so if you would like to be a part of that process, then you're more than welcome to. Simply register at the forums by clicking on the small "register" link you'll find at the top of the page.

Backup / Restore

This section of the application contains backup and restore features to ensure your directory database always has a backup should something go wrong with your website host. The process to use these features has been well explained in this section of the actual application so please refer to the information there when backing up and/or restoring data.

You should backup your database at least once per week.

Acknowledgements

I would just like to personally extend my deepest gratitude & appreciation to Federico Carnales who programmed this application for me (and you) in record time. So thanks Federico, it was much appreciated. I would further like to thank John Merrick who took over the development and managed to pick up where Federico left off with absolute ease and amazingly competent work. If you're ever in need of professional, high quality custom programming, at an affordable price, then please visit <http://www.onlinemarketingtoday.com/custom-programming/>