



Keyword. Seo Plugin for Wordpress.

<http://keywordseoplugin.com>

For Video tutorials

please visit - <http://keywordseoplugin.com/videotutorials.html>

For Support

please visit – <http://www.universalmedia-online.com/support>

[Find Out Which Tool I Could Never Do Anything Online Without.](#)

Installation and Activation.

The Keyword SEO Plugin has been tested on all versions of Wordpress above 3.0 Please ensure your Wordpress installations are up to date (more recent than 3.0) or the plugin will not function correctly.

Installing the Keyword SEO Plugin is simple, thanks to Wordpress and the ease of installing plugin systems.

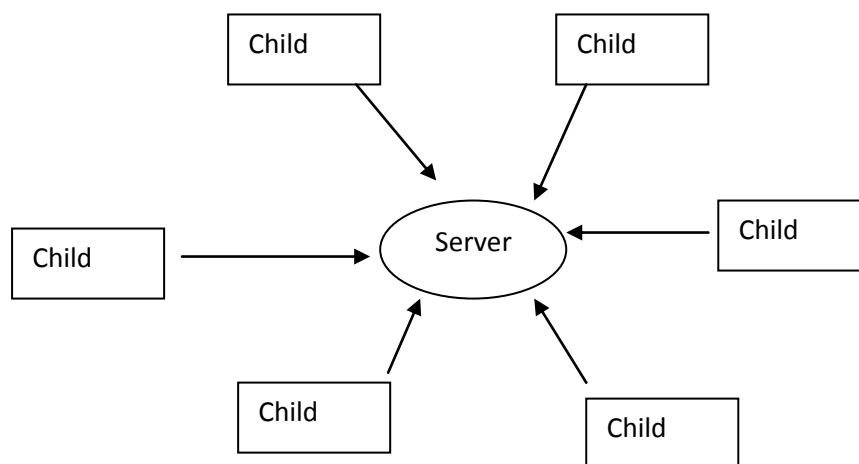
The only thing to be cautious of with the plugin installation is that the Keyword SEO Plugin is a server/client or otherwise called Parent/Child system.

Meaning that there is a centralised system (Blog) that is installed – and this becomes the Server. (Parent)

This central site – will be the control ground for all of the attached client (child sites)

The Server and Child can be installed on the same domain.

The Server, Child system has been designed to allow you to replicate your link setup instantaneously. By simply installing on another Child site – and 'hooking it up' to the Server – your links are all created automatically for you.



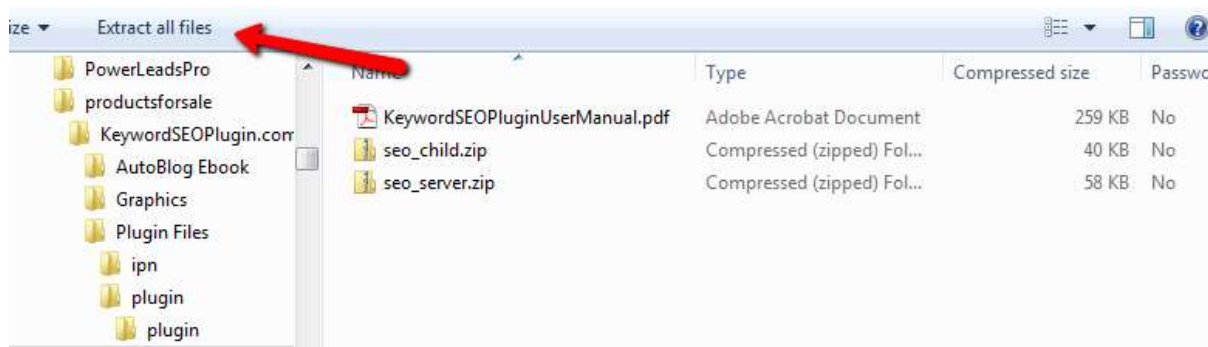
Licensing. There are two licenses available. The Limited license allows you to install on one Server and up to 5 Child blogs.

The Unlimited license has no restrictions.

Unzipping your download.

Once you have downloaded the product. You will have a Zipped file called plugin.zip

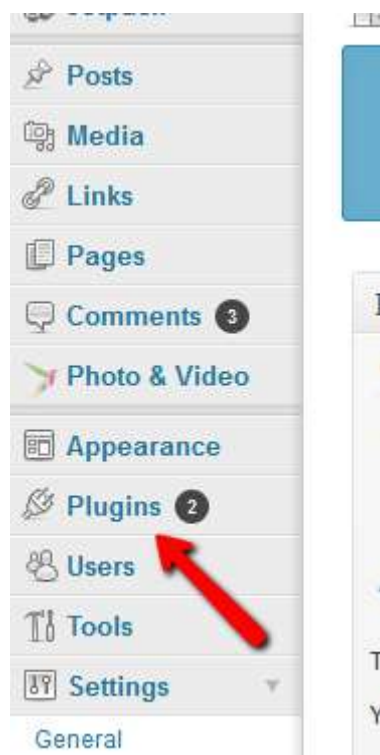
You will need to Extract that file by double clicking on the file and then choosing the extract or unzip option. As shown



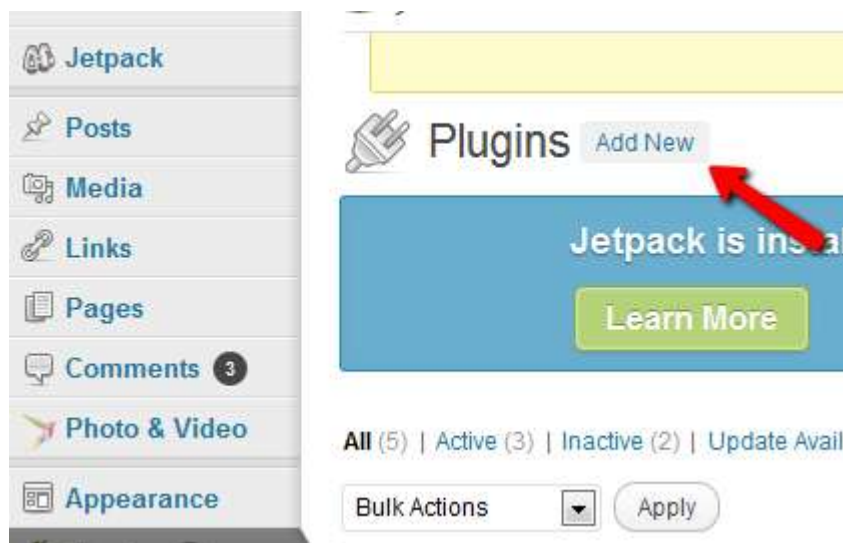
Once you have extracted the folder – you will now be ready to upload the plugin to your wordpress sites.

First we will upload the server plugin, to the site we choose as our central 'hub'. This is also where you will need to enter your unlock key.

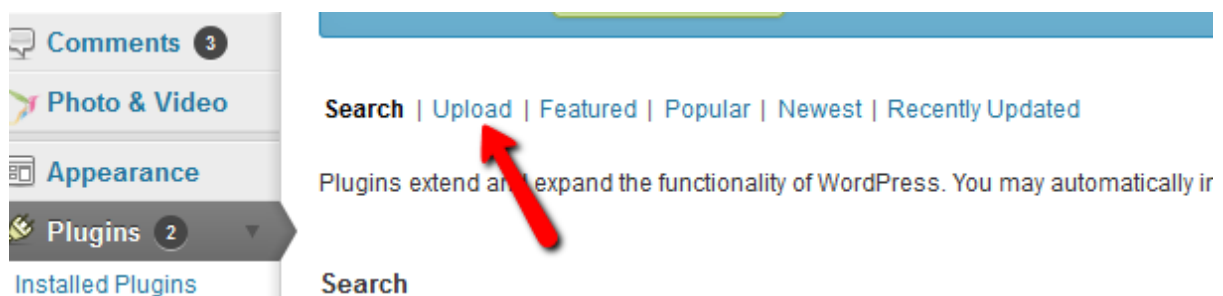
Login to your wordpress admin panel and go to the PLUGINS menu as shown.



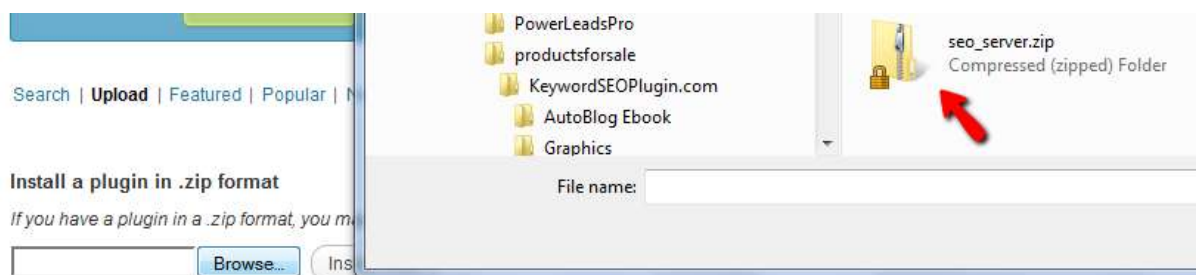
From the plugins menu – choose ADD NEW



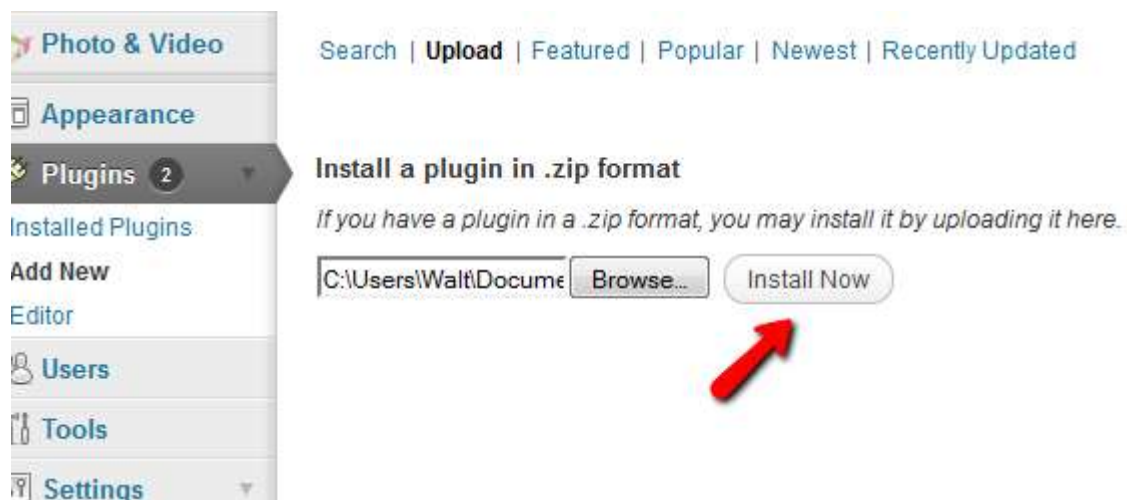
Then choose UPLOAD



Then you will need to browse - and point to the seo_server.zip file which is in the location you have saved it. Make sure to browse to the unzipped folder. (But upload the zipped version of the seo_server.zip)



Then click on the Install button



Once you have installed – you will be asked to activate your plugin. Simply click on Activate.



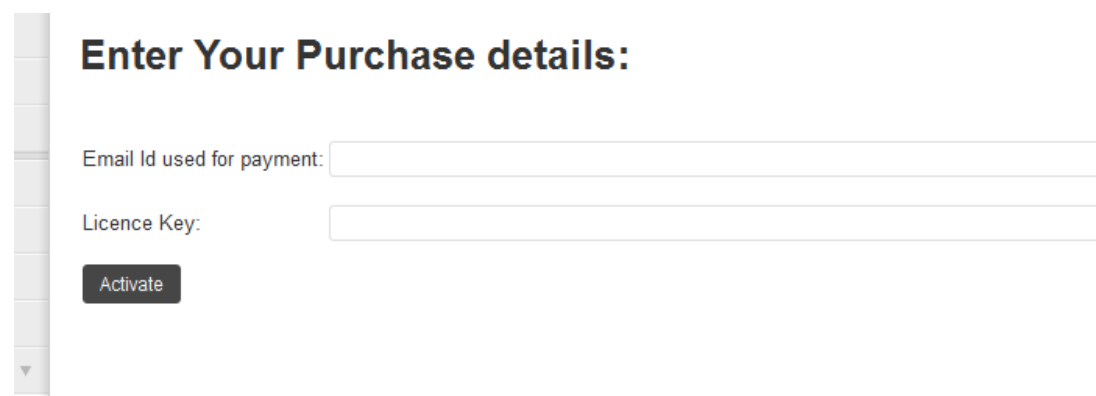
From there in the menu, you will need to go to the (new) SEO Server Settings option which you will see as a submenu of Keyword SEO Links Server.



This is where you will need to enter the activation key you received.

On this screen you need to enter your PAYMENT email address (this is usually your paypal email address)

And the license key you were emailed. (also to your payment email address).

A screenshot of a web form titled "Enter Your Purchase details:". The form has a vertical scrollbar on the left. It contains two text input fields: "Email Id used for payment:" and "Licence Key:". Below these fields is a dark grey button labeled "Activate".

Enter Your Purchase details:

Email Id used for payment:

Licence Key:

Once you have entered your activation information, you will see a success message and we are ready to install the child plugin (s).

If you see an error message, it means either you did not enter your registration information accurately, or that you have exceeded your licensed installations (if you purchased the limited license).

Setting up the CHILD plugin.

We need to follow the same procedure as above for the installation of the child plugin.

This time – uploading the Seo_child.zip as the plugin file.

Once you have activated the plugin file -

(no need to enter a license this time)

You will need to connect the Child plugin to the Server 'hub'

To do this, we first need to tell the server install that there is a new site.

So, on the SERVER install – you need to go to the SEO Link Setup (first menu choice)



And enter in the URL of the CHILD blog.

You need to enter the full URL – including the http://

The URL needs to only be the URL that a visitor would see you blog in the public web.

No need to put the address of your admin panel etc... just the URL of your blog itself as a visitor would type in, so that they could view it.


And any subdomains or folders.

So it could be <http://subdomain.url.com>

Or <http://url.com/subfolder>

But do not include any trailing slashes at the end.

.com/ = bad. (no / at the end)



Once you have entered your first child URL and clicked on the submit button, you will now see that a unique API key has been created for that installation location.

easyhomevaluation.com.au/wp-admin/admin.php?page=seo_server_main

Advertising All Machines SetCronJob iWriter - Submit a new... WHM GVO Hostgator WHM Hostmonster WHM

Dashboard

Posts

- All Posts
- Add New
- Categories
- Post Tags

Media

Links

Pages

Comments

AntiSocial

- Theme Options
- Framework Settings
- SEO

Home valuations and easy chit chat

WordPress 3.3.1 is available!

Record Successfully Inserted...
your api is:c68f9f658dfe9c0cdaa25a592b422b7f

CREATE CLIENT API

Client Url:

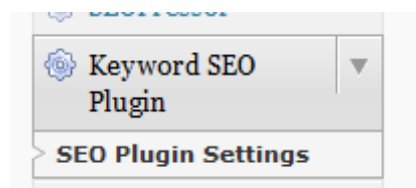
submit

Current Child Blogs	API	Action
http://umodemo.com	c68f9f658dfe9c0cdaa25a592b422b7f	delete

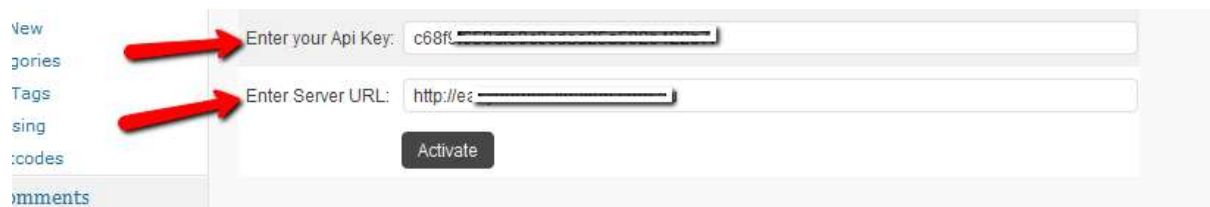
This is the information that will connect your Server and child installations together.

Now – Let's copy that API (Highlight and copy) and we head over to the child installation and enter those details.

In the Child system – from the menu – choose the option that says SEO Plugin Settings



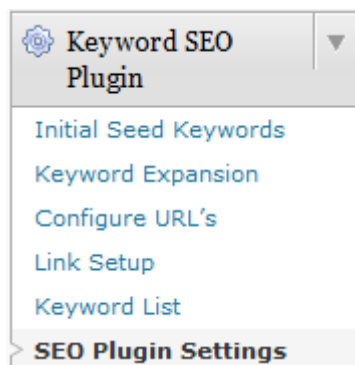
And on the next page that shows – you enter in two pieces of information. The API key that was generated and the URL location of your Server 'hub' system.



So just paste in the API (if you copied it) and type in the URL of your server system.

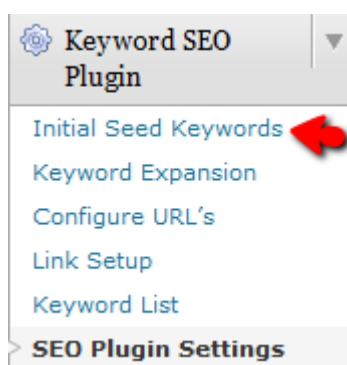
And your Child Blog is now activated – you will see all the options in the menu.

Plugin Sucessfully Activated...
Thanks for using Keyword Seo Plugin !



Now let's get to using the system.

To start – you need to go to the Initial SEED keywords option from the menu



It is on this page that you will either type in, or upload your list of initial keywords.

Upload your keyword list

How You want to add keyword list

☒ Upload keyword List ☐ Type keyword List

If you are uploading the list –

You can pull a keyword file directly from Google (Keyword Tool)

Simply choose the option to save as (CSV file) and then upload that file into the system.

We show how to use the keyword tool to obtain these initial words on the video tutorial page (covering the initial keywords)

[The Google Keyword tool can be accessed here](#)

You can also upload a file that is saved as a .txt (notepad or text file)

And to work in that format – you simply need to have one keyword per line. Some great keyword tools out there will give you the keyword list as a txt file in this format, and you can then just upload that file directly.

If you choose to type in the keywords –

Upload your keyword list

How You want to add keyword list

☐ Upload keyword List ☒ Type keyword List

Enter one keyword each line.

You also enter the keywords in – with one keyword or phrase per line.

For example.

Lead generation

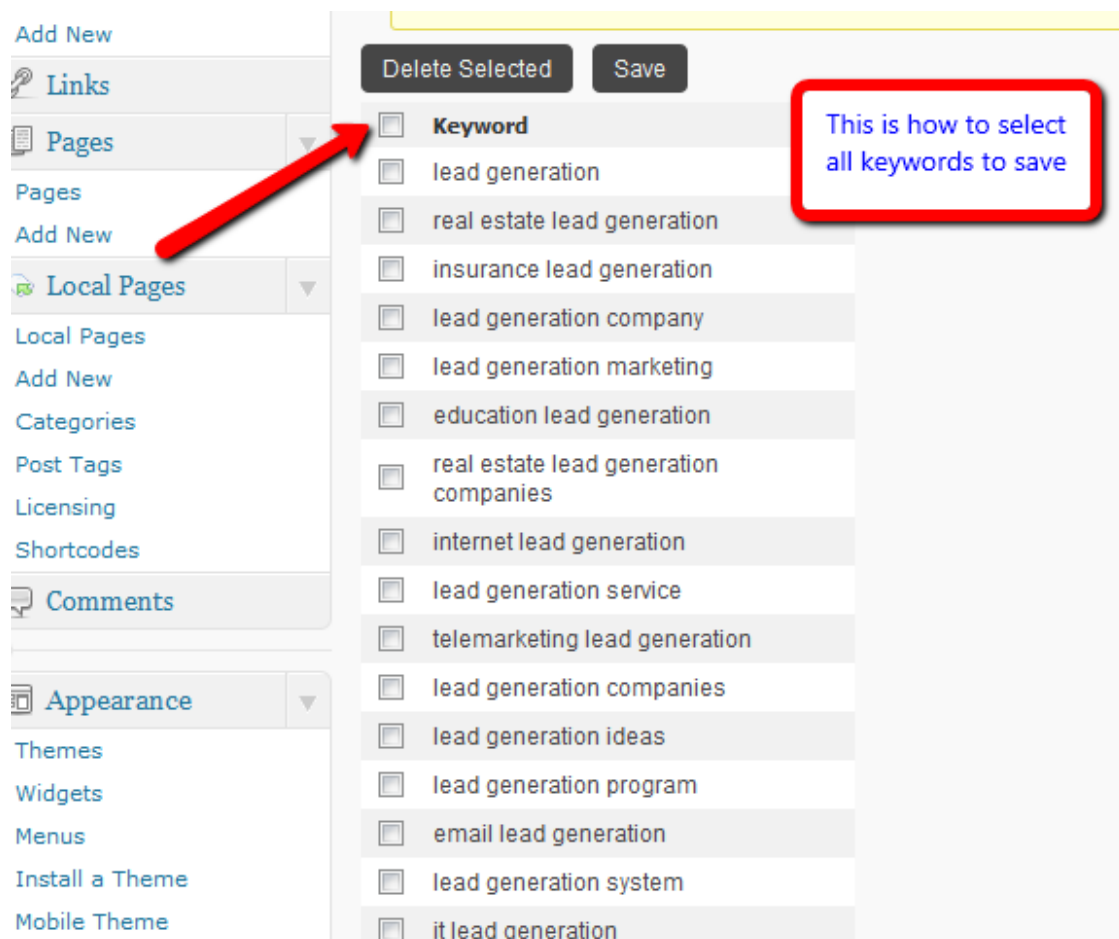
Lead generation software

Lead generation for business

Etc etc

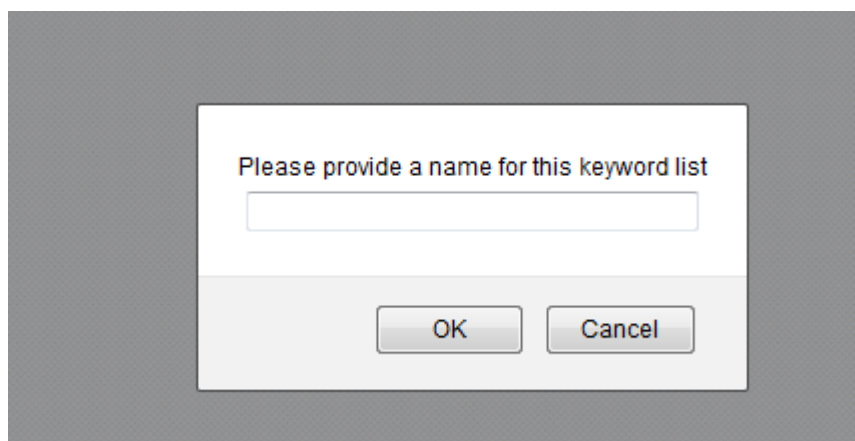
Once you have selected to either upload a file – or type in your list of initial keywords.

You will be shown a screen where you get to either Select all – and then save... Or individually select and choose the keywords that you wish to save.



So – choose all, or choose individually the keywords and phrases that you want to keep and then select 'Save'

You will be asked to enter a name for this set of keywords.



And the reason for that is – you may elect to upload many different keyword sets – and this will allow you to easily identify which group of keywords you are working with.

Once you have entered in your initial keywords, you can then move on to the keyword expansion.



The Keyword expansion facility gives an enormous amount of power to the Keyword SEO plugin.

It allows you to take your list of keywords and add in additional terms that then expand your list. This then will give you a huge long tail keyword list that means you will get much better coverage in your link building.

For example.

If your keywords were

Roof Repair

Roof maintenance

Roof Servicing

And you then added in the expansion pack of the US Cities (as an example)

You would have

Roof Repair Chicago

Roof Repair New York

Roof Repair Washington

Roof Maintenance Chicago

Roof Maintenance New York

Roof Maintenance Washington

Roof Servicing Chicago

Roof Servicing New York

Roof Servicing Washington

Etc etc

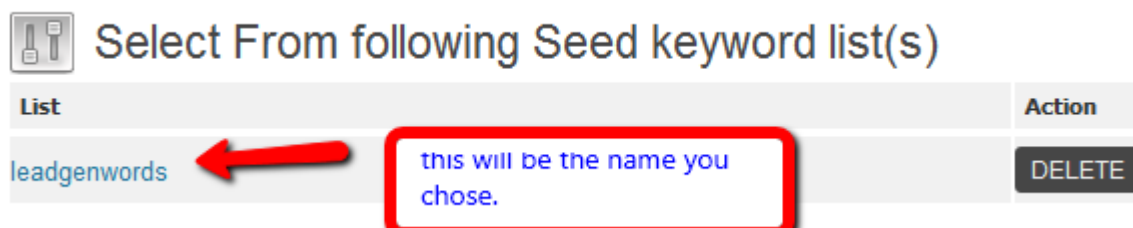
Can you see that just three keywords and three expansions (cities in this case) has immediately given you 9 long tail keywords + (plus) your original three = 12 targetted keywords.

So you can add in your expansion packs – and YES you can create your own packs – unlimited.

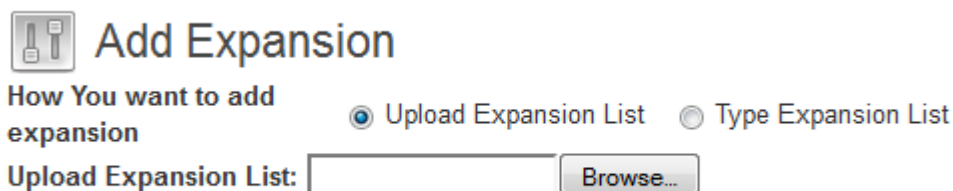
And really get some depth to the keywords.

Let's go to the expansion area from the menu and see how it works.

On the keyword expansion screen – you will first choose (by clicking) the name of the group of keywords that you want to start expanding



Once you have chosen the group of keywords you will be working with – You will be able to choose to either upload, or type in an expansion list.



Expansion lists must be in a text format (.txt) and contain one expansion term per line (can be a phrase or a word)

WARNING:

The keyword expansion system adds the ability to multiply words out to massive proportions.

Just 500 keywords – and the top 50 cities... = 25000 words.

That volume is going to take a VERY long time to process.

If you are working with a keyword list of 100 or more – try and stay below 10 expansion terms.

And vice versa –

If you want to run a huge expansion set... it is best to only work with 5 – 10 initial keywords.

If you want to work with (and create links for) the initial set of keywords as well as the expanded terms.

You must select the option – at the top of the list.
to select all words to keep as root keywords, as well as expand.

☐ Select all or select individual keywords To also keep as root keywords.

Alternatively – you can select individual keywords to use as root words as well (most people will choose all).

Half way down the page, you will see the option to either GLOBALLY set the expansion words to be Before or After the initial keyword.

You can choose to select all – or custom select – which allows you to mix and match the before and after.

☐ Lead generation business model

<input checked="" type="radio"/> Select All	<input checked="" type="radio"/> Custom Selection
lead generation	After Before
real estate lead generation	After Before
insurance lead generation	After Before

The Before and After selection works like this.

Suppose you had a keyword of "Roof Repair"

And you had an expansion term of "Cheap"

With the Before option – you would end up with "Cheap Roof Repair"

With the After option – you would end up with "Roof Repair Cheap"

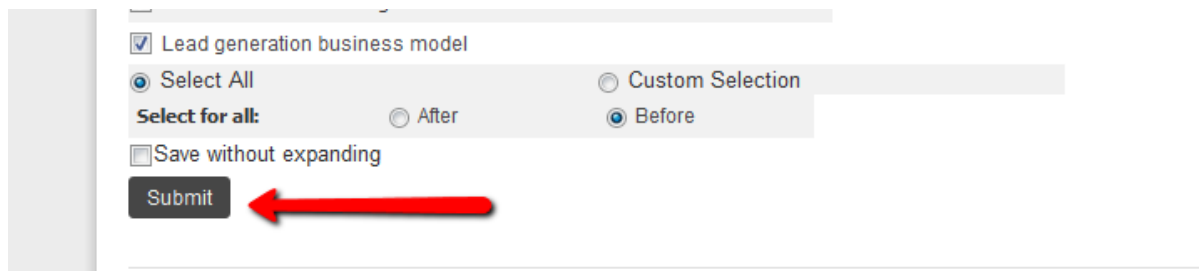
So – it is important to choose what will suit your keywords and expansion terms in the best way.

Now – you have uploaded or typed in the expansion words you want to use.

You have selected all (or some) of the keywords to also keep as root words with no expansions (as well as expand them)

And you have selected all – or custom for the before or after

Now – you can choose SUBMIT (save) which is right down the bottom of the page.



The screenshot shows a form with the following elements:

- ☒ Lead generation business model
- ☒ Select All ☐ Custom Selection
- Select for all:** ☐ After ☒ Before
- ☐ Save without expanding
- Submit** button (highlighted with a red arrow)

There will be times when you don't want to expand the keywords. You want to just save them – without any expansion terms at all.

To do this – you must scroll down to the bottom of the expansion screen, and select the option –

Save without expanding.

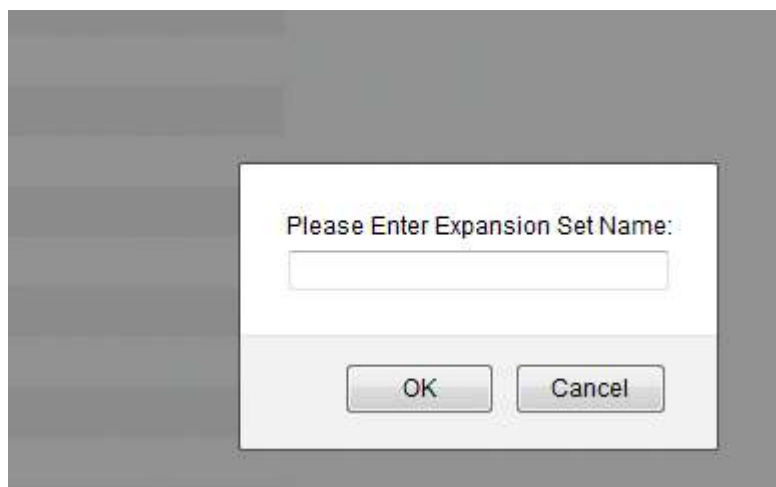


The screenshot shows a form with the following elements:

- business model**
- ☐ Save without expanding (highlighted with a red arrow)
- Submit** button

You will be asked to give a name to the expanded keyword set –

So that you can choose how to set URL's on the different expanded words if you choose.



The dialog box has the following elements:

- Text: Please Enter Expansion Set Name:
- Input field for the name
- OK** button
- Cancel** button

Once you have given the expanded keyword set a name, you will now be able to setup the URLS (links) for that expanded set of words.

Configuring the URL's



When you first select the Configure URL's from the menu – you will be asked to choose (by clicking) Which expanded keyword set are you looking to work with to set the URL's

You click on the name you want to work with.



Configure URL's

Please choose your expanded keyword set to work with

Keyword	Action
BestLeadGen	DELETE

Click - this will be the names you have chosen for your expanded words set

When configuring the URL's you have the ability to set either a global URL, meaning that all the keywords and phrases point to the same URL when a link is created – or alternatively – you can upload a complete list of URL's – like a sitemap for example. Making sure that there is just one URL per line.

ADD Global URL

OR

Browse...

Upload

☐ Randomise
 ☐ Cloak links with Bit.ly API

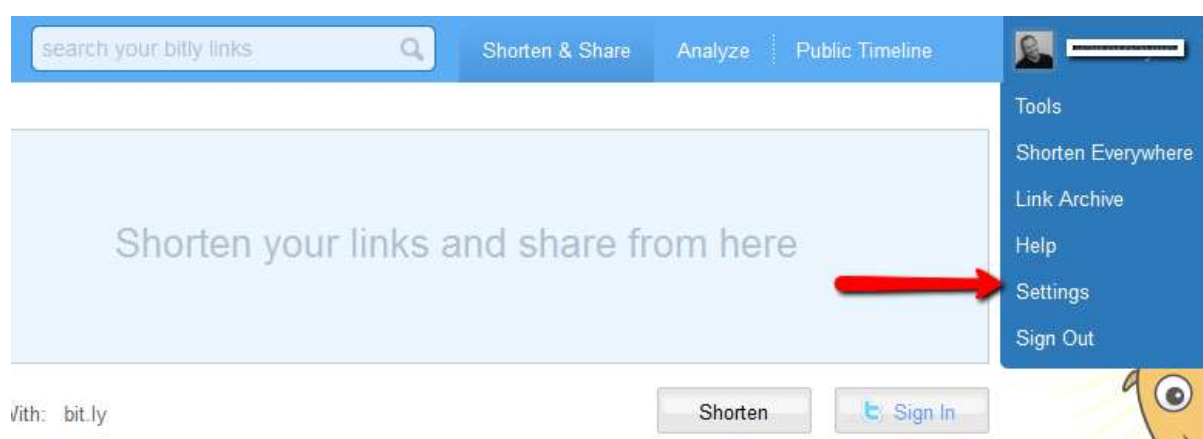
If you choose to upload a list of URL's – you can then also choose to randomise the links and word combinations – or (if not selected to randomise) the system will link the first word in the list with the first URL in the list and the second word in the list with the second URL etc

You can also at this time – choose to cloak the links with a Bit.ly API (warning – there is a 'throttle' on the bitly link cloaker – so as to not create errors by cloaking too many too fast.)

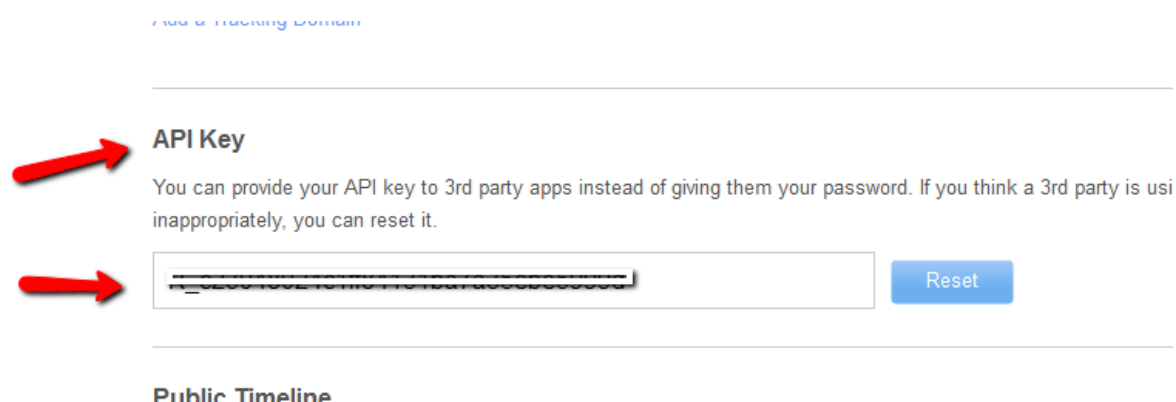
To get a Bit.ly API – sign up for a free account at Bit.ly

And then log in.

From the account drop down, choose settings



And on the next screen – you will see your API key

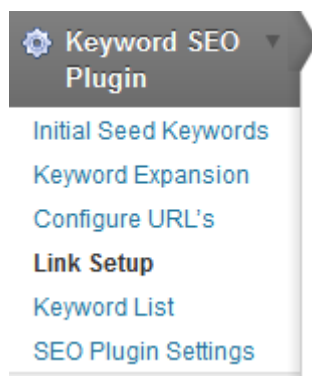


So once you have chosen a global URL or selected to upload a URL list – Make sure to select the upload button –and your URL's will align against the keywords.

You can then manually change any URL if you want to by clicking in the URL field and editing.

Lead generation	http://leadsphantom.com/sales/
Real estate lead generation	http://leadsphantom.com/sales/990/how-to-simply-come-up-with-cold-calling-leads-online
Insurance lead generation	http://leadsphantom.com/sales/989/quickly-put-together-people-to-sell-to-from-scratch/
Lead generation company	http://leadsphantom.com/sales/3510/generating-leads-software-making-the-most-of-your
Lead generation marketing	http://leadsphantom.com/sales/988/at-the-push-of-a-button-you-can-put-together-tele-sale
Education lead generation	http://leadsphantom.com/sales/3319/the-insiders-view-on-how-you-can-find-potential-buy
Real estate lead generation companies	http://leadsphantom.com/sales/3509/lead-generation-software-programs-building-success

Now we can tell the software what choices we want to happen with the link setup selection from the menu.



On the link setup screen – there are some options that will change the way the software (plugin) works with your site.

The first part is again a chance to enter your Bit.ly details if you want to cloak your links.

Next – you select if you want links to be created on ALL posts – or you can manually select only SOME posts – (to multi select, hold down CTRL and click with your mouse).

Allow Posts Autolinking to Itself. By selecting this option – you can have the software create a hyperlink to the post itself – an internal link to the same page.

Process Only Post Older than _____
entering a number in this field will tell the plugin to go back through all your existing posts – and create links if the post is older than 'x' days.

Leaving this blank – will mean the software goes back through all posts and creates links.

Set Links on All Pages.

By choosing this option, you can tell the software to set links on all pages, or only on specific pages. To choose specific pages – you can multi select in the same way as outlined above.

Allow pages Autolink to themselves. This selection, if chosen, will allow the software to create a hyper link that points back to the same page.

Create NOFOLLOW links. If selected, this will mean that all links on the pages and posts created – will automatically be assigned the NOFOLLOW setting.

Maximum links per post Set 0 to unlimited

This option will dictate to the plugin, if you want to set an upper limit on the number of posts created on any given page. If you enter a 0 (zero) here – then the amount of links on a page will not be limited.

Maximum links for same keyword Set 0 to unlimited

This choice, will determine how many times a specific keyword can be created as a link on any given page.

Automatic Interlinking.

Automatic Interlinking is a really strong topic for Google ranking at the moment. It means that the plugin will create an internal linking structure between posts, tags and categories within your wordpress site.

Setting these options, you can specify if you want all tags to link or all categories – or perhaps only the same tags or categories to be links.

You can also set to only create links if that specific word or phrase has been used more than 'x' times. This stops links being created for one off tags or categories accidentally.

You can also set a minimum character count for the interlinking to be activated.

Using the Server / Child System.

Once you have setup your linking structure.... Imported your keywords and done all the hard work for getting your links set the right way –

Now you can replicate your efforts quickly and easily.

If you want another blog setup , that also should create links on the same keywords...

You can simply follow the steps above in this manual and create another 'Child' installation.

You enter the new URL of the child blog – (enter it in the server area)

And an API is created.

You upload the plugin (child version) on the new blog –

Activate it – and then enter the API and URL of the server.

Finally – go to the configure 'Link Setup' area – and turn on links for posts and pages... and you are all set.

The system will then synchronise with your Server installation and immediately create all the links and Keywords for you.

And a HUGE advantage.

In the SERVER area -

You will now see that you can access the Keyword list – for all the connected child blogs in the network.



This option allows you to centrally manage all of your keywords and links.

You can update ANY URL of the keywords in the system – and instantly – that URL will be updated, right across the network.

That gives you the ability to change – or update links on the fly – across a huge network of sites.

If an affiliate promotion changes, or you need to update a link for a client – you can do it with one click in the server program.

I hope you enjoy the Keyword SEO plugin for Wordpress and the linkbuilding power, the keyword expansions and all the other benefits it can bring.

[CLICK HERE for the one tool I use for Every Project – No exceptions](#)

If you need anything – please access our support desk here

<http://www.universalmedia-online.com/support>

Yours in Success.



Walt Bayliss. <http://keywordseoplugin.com>