# Manual Hello Engines! Professional 6

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# Welcome to Hello Engines!

Hello Engines! is a very popular tool which helps you to increase traffic on your website drastically by offering the right tools for successful search engine optimization.

After finishing your website you will be able to take all necessary steps to make it known on the Internet. Hello Engines! does not only guide you with the most important steps for a better search engine ranking, but also offers the right tools for many of those tasks. Test your website, submit it to nearly all important search engines , find the right keywords and much more. That way you will be able to reach the target group which is meant to find you on the Internet.

For the new features of the current version see What's new in version 6.

If you want to start working with Hello Engines! straight away, go to Quick start. In addition, the program includes a number of help options which you can choose if you have any questions or problems.

# What's new in version...

## What's new in version 6

**What's new in version 6.7:**

- The Site Rating functions have been updated.
- An error appearing in the Back Links Checker under certain conditions was corrected.
- The problems with incorrect symbols displayed in generated HTML reports have been resolved.
- Several errors causing application's crash under Windows Vista were fixed.
- The Keyword Suggestion tools have been updated.
- Incorrect behavior of the web sites editor after adding and deleting multiple URLs was corrected.
- The problem with incorrect updating of project’s data after switching from one web site to another was resolved.
- The problem with moving the main window into the background after import data from URL was fixed.
- The error message appearing after manual addition of site information in the Robots.txt generator was corrected.
- The error after saving generated data to a .mtg file in the Metatags Generator wizard was fixed.
- The problem with consuming much CPU resources after canceling the scanner in the Robots.txt section was resolved.
- The error occurring during ranking querying of several search engines was corrected.

- The problem with blocking URL input after switching to the Submission section and back has been fixed.
- Automatic refresh of the projects tree view is implemented after adding new project was implemented.
- The error “List index out of bounds(0)“ in the section Submission was fixed.
- A number of other minor errors and cosmetic issues have been corrected.

**What's new in version 6.6:**

- Improved Manual Submission functionality with heuristic substitution of appropriate field values into web forms.
- Updated Site Rating functions.
- Link-Partner-Depot section was removed.
- Numerous other functionality improvements and minor issues fixes.

**What's new in version 6.5:**

- **New program section Home:** A SEO checklist with all important steps for search engine optimization.
- **New program section Rating:** Find out how Hello Engines! rates your website checking some major aspects.
- **New module PageRank Calculator :** Find out how the internal linking influences the PageRank.
- **New Site Analyzer:** The Site Analyzer has been completely revised and is now able to provide a better checking of your website.
- Additional details for the different search engines and directories: **PageRank, NoFollow** and **Last verified**.

- A number of minor errors have been fixed and details improved.

**What's new in version 6:**

- **New ranking query:** Establish and document your website’s search engine ranking precisely and reliably.
- **Search engine analysis:** Analyze search engines to learn how they calculate ranking tables.
- **Search engine optimization section:** Run a check on your website’s weaknesses and optimize it for search engines to ensure your keywords score high on the rankings.
- Numerous **keyword tools** help you to find the most relevant keywords.
- **Sitemap generator:** Create correct sitemaps for Google and Yahoo!, thereby simplifying the indexing of your websites by these important search services.
- **Link popularity:** Find out how many other websites link to your site and how popular your website is.
- **Web Robot Simulator**: Learn how search engines see and index your website.
- Integration of the **Link Partner Depot**: Find qualified link partners from a large pool of websites.
- **New wizards** make it easy to perform diverse functions.
- New **Start Center**: Quickly find the function you are looking for.
- Generate individual reports using your own logo and formatting.
- Many new functions and improvements, such as: improved site checker with https support, updated Robots generator with over 250 web robots, improved HTML editor with keyword density analysis and simplified introduction of meta tags .
- New, user-friendly interface using the Vista style.

- No time limits on search engine updates: You no longer have to renew search engine updates after a year.
- Many more new functions and innovations.

# Getting started

## Setup

To install Hello Engines! on your computer, do as follows:

1. Go to the Hello Engines! website , click Software / Download and select the desired version of Hello Engines! .
2. Click one of the indicated download links.
3. Then select the folder where you wish to save the file.
4. Run the saved EXE file to start the installation.
5. When you start the program for the first time, the User registration dialog box opens. Enter your valid Unlock code you received by email to unlock the program.
6. If you do not have a valid code click *Test only* to start the program in shareware mode. You can unlock Hello Engines! later.
7. After successful installation, always go to the Update manager. This way, you make sure that you are using the latest version of Hello Engines! .

Enjoy Hello Engines! and good speed!

## System requirements

* Operating system: Windows 98, ME, NT4, 2000, XP, 2003 or Vista

* 1GHz Intel Pentium III processor or later

* 128 MB RAM or more

* Internet Explorer 4 or higher

* 30 MB of free hard disk space

## Unlock to full version

To work with Hello Engines! , you need to unlock the software.

> **Important**: To unlock Hello Engines! you need to be connected to the internet.

Please take the following steps:

## Step 1: Configuring proxy server

On the welcome page you can configure your internet connection. This is required if you are using a proxy server.

## Step 2: Entering personal details

Here you enter your personal details.

> **Important**: Please enter a valid email address. You need to enter an email address that you can access during the activation. Do not use email addresses of third persons as you need to enter the activation key which is sent to that address to complete activation.

## Step 3: Requesting activation key

Click the *Request Activation Key* button. Your activation key is sent to the specified email address within a few minutes.

Enter the activation key into the Activation Key field.

> **Important**: Request a new activation key if you need to activate your software again. Do not keep your activation key, because it will be invalid if you need to activate your software again, e. g. if you need to install the application on a new PC.

## Step 4: Entering unlock code

Enter the unlock code which you received when ordering the software.

## Step 5: Restarting the application

Finally the application is restarted.

> **Note**: After restarting you will know if the activation has been successful.

## Help and support

To get help on a specific topic:

- If you are using Hello Engines! for the first time, read Quick Start.
- Search respective term in Help Index.
- For context-sensitive help press **F1** while executing Hello Engines! or click the *Help* button.
- Refer to the user manual .
- Read Questions and Answers ; all frequently asked questions are answered here!
- Post your questions to the Hello Engines! Support Forum (open to all users), or look for answers to your questions there.
- Contact our Support (only for registered users).
- Step through the online tutorial .

> **Tip:** Most program elements also have **tool tips**. They are displayed automatically when the mouse is positioned on the item for a few seconds. In addition, the **status bar** (bottom line in the program window) contains useful context-related hints and tips.
> Additional information can be found in the **info bar**. When the mouse is positioned on an item, a short description is displayed in the info bar.

## Quick Start

You want to start immediately without reading the entire user manual? The following instructions will help you:

- Make sure that your website has no mistakes and is optimized before you start submission. The **Site Checker** tools will help you.

- Fill in all fields in the **Project/Data** and **Project/Websites** sections. Save your data to be able to use them later.
- Go through the checklist in the **Home** module and check which areas you have already optimized and what you still have to work on.
- In the **Tools/Metatag Generator** section you can generate meta tags for each individual HTML document of your website using the integrated **Metatag Generator**.
- To insert **Meta Tags** into one or several HTML documents, select a folder with several HTML files. Then click **Insert** from the toolbar and upload the HTML files with the new meta tags to your web server.
- Return to details under **Project/Websites** and click **Site analyzer** in the toolbar. This feature checks your website to ensure that it does not contain any mistakes.
- In the **Submission/Automatic** section select the search services you wish to submit your website to.
- Connect to the Internet.
- Click the **Submit** button from the toolbar to prepare submission. Now the program checks if submission is possible to all selected search services.
- Now your website is submitted to all selected search services.
- Select **Manual**, to submit your website to all search services which do not support automatic submission. Double-click on a search service to open its submission site.
- Finally, **Status** displays a report about the success of your submission. You can view the report in table, HTML , XML, PDF or RTF format.
- To check and improve your ranking after a successful submission, refer to the **Ranking** section.

- Find the most relevant keywords in the **Keywords** section, for example by retrieving them from competitor's sites.

- Check the status of your website from time to time by creating and examining a summarizing report for your website in the **Rating** module.

## Basics 1: Content

The most important part of your website is its content - no surprise. Good, current content guarantees that users return. Here are some of the most important things which you should bear in mind:

1) General:

- Instead of wasting valuable time on tricks and manipulation, you should rather focus on keeping your content well arranged and interesting. You should maintain your focus on your website's visitors.
- Share your know-how with the world. You will be rewarded with loyal visitors, many recommendations and links to your site.
- Concentrate on only a few topics in the beginning to be able to offer better content.
- Select strategically important keywords for your site and add them to your text without cumulating too many which would displease a visitor.
- Take care that the content you offer is up-to-date.

2) Style:

- Separate advertising and content, because this will make your statements seem more reliable.
- Start mentioning the most important information to attract interest.
- Explain the technical terms you are using in your text, if necessary.
- Pay attention to orthography, grammar and punctuation. Small mistakes will be tolerated, but if this should occur more frequently the reading flow will be impeded and the text will appear less reliable.

- Make sure that your sentences are as short and as precise as possible and that you do not use unncessarily complex structures and topical excursuses.
- Structure your text for reason of clarity by using subheadings and use enumerations where it is appropriate instead of creating one large block of text.

## Basics 2: Design

Apart from content, the design of a website plays an important role as it will also affect a visitor. First of all it is most important that you have exactly that visitor in mind when you choose a design and do not loose yourself in technical tricks and gimmicks just to show that you are able to. Instead you should count on a simple and clean design. Let the following tips guide you:

- Try to find a strategy concerning graphics and pictures which best fits your content: Pictures are helpful to demonstrate facts and valorate text optically, but they can also distract people from the actual content when they are used too often, too centralized or too oversized.
- Select a font and font size which your reader's will appreciate.
- Make sure your texts are readable - dark lettering (best would be black) on a light background will have the best contrast and will help visitors to read your text.
- Be careful not to use too many colors, as a website which is too colorful does not communicate as much and can appear disturbing. In addition, it is important to have a look at colors which are close to one another.
- Consider which color represents your concept and content best. Plain colors which do not attract too much attention are often the better alternative compared to shrill and noticeable colors - even when you like the latter personally.
- Do not change structure and layout for any of your subpages.
- If you use less elements and technical gimmicks, the load time of your website will be short which will certainly please your visitors.

- Use known symbols for known functionalities, as for example the shopping cart icon for order pages.
- Characterize links with one of the usual representations.
- Use "Thumbnails" if you want to publish huge images to ensure that the load time is short and your site is clearly arranged.
- Do not use too many animations and acoustical signals - if any - because this will annoy visitors sooner or later.
- Offer a clear and easy-to-use navigation to your visitor so that he/she is able to find the right way.
- Try to avoid that a visitor has to scroll horizontally.

Some more tricks and tips can be found on the Internet for example at

http://www.usabilityfirst.com/websites/design.txl

## Basics 3: Domain Name

A further important step when creating your website is to choose a domain name. Here are some things that you have to think of:

- The domain name you have chosen has to be free, so that you can register it.
- Your domain name may not violate the right of third parties and companies. Big and well-known companies will generally have a prior right about domain names as far as their name is concerned. In addition, you should be careful with names of stars and prominents, at least if you haven't ask for permission first.
- For company websites the name of the company would fit best. Customers who search for a company in the Internet will be able to remember www.company.com very well.

- It is helpful if you can add your most important keyword to the domain name. This will not only improve the ranking, but also tell a visitor what he/she can expect on your website.
- A short domain name is easy to remember for a visitor.
- A concise name may be better than a fantasy construction or abbreviation.
- Make sure to use known and generally accepted top level domains like .com, .net, .info or similar.

## Basics 4: Specialization

Do not try to put all information in one huge HTML file, but specialize your pages.

> **Example:** If your website deals with animals, create one page for elephants, one for tigers etc. A page with little content, in which the word "elephant" is mentioned frequently, will be ranked higher than a 3 MB HTML file, in which "elephant" is just one word among thousands.

This little step can help be ranked considerably higher! In addition, your pages are much easier to read.

## Basics 5: Technical details

Before submitting your website, make sure it is technically correct:

- Your website does not trigger any error messages (e.g. it runs under standard browsers like **Firefox** and **Internet Explorer**).
- File sizes of images are optimized.
- Titel, meta tags and robots.txt are included for each site.
- There is a Noframes section (only if you are using frames).
- Your links work properly.
- etc.

**Tip:** Use the Site Checker to check your website for possible errors before you submit it to search services.

# Search engines and directories

Before submitting your website to search services, it is important to explain and understand a few basic terms. The generic term **search services** comprises all websites which help users to locate information.

Often, the term **search engine** is misused to describe pure search engines, as well as directories. In fact, they are not identical; the difference lies in the way result listings are generated.

## Search engines

**Search engines**, also referred to as **spiders** or **web crawlers**, regularly visit websites to create catalogues of web pages. Search engines like Google create their result listings automatically. They simply crawl over the web and let humans check the search results. This enables engines to automatically detect changes which you might have made to your website. Website changes influence the way your site is listed in the search result pages. Many elements can play a decisive role here: page titles, text blocks, or other page elements. As engines work automatically and index a large amount of web pages, they often find information not listed in directories (see below). Search engines usually accept all submitted websites.

## Directories

In contrast to **search engines**, **directories** are not created automatically, but by editors. Here, a website is submitted and linked to one or more meaningful categories. As **directories** are usually created by experienced editors, they generally produce better (at least better filtered) results. The best-known and most important directory is Yahoo.

In **directories** like Yahoo, result listings are influenced by humans. Either you enter a short description of you website, or the editors discussing our site will do that. When searching, only these descriptions are scanned for matches, so that website changes do not affect the result listing at all. Criteria which improve your ranking in a search engine's listing are not necessarily useful to improve your position in a directory's listing. Usually only websites which comply with certain quality standards are accepted. A good site (with quality content) has better opportunities than a "bad" site (with poor content).

# Components of a search engine

Search engines consist of three main components, the **spider** (also called crawler) being the most important. Spiders visit websites, index them and follow the links to the other pages of a website. We also talk of 'spidering' or 'crawling' a site. Spiders come back in regular intervals - every second month, for example - to look for changes on a website.

Everything that spiders find is directly transferred to the second component of an engine, the **index**. You can think of the index, sometimes also referred to as the catalogue, as a huge book with copies of all websites that the spider has found. If a website changes, the book is updated.

Sometimes it may take a while until changes found by the spider are added to the index. It may well be that a page has been spidered, but has not been indexed yet. As long as this has not happened, i. e. the page has not been added to the index, it cannot be found by users.

The third component of an engine is its **software**. The software is a program that searches through the millions of indexed pages for results matching and sorts them by relevance.

All engines contain the components described above. Nevertheless, they differ in the way how these components have been set. This is why the same search hardly ever produces identical results in different engines.

# Working with Hello Engines!

## What does Hello Engines! do?

Hello Engines! is a software which facilitates making your website known on the Internet. It helps you to detect and improve weaknesses and to find the right methods to ensure that your website is found, that is, it helps you to optimize your website for search engines.

Apart from submitting your website, Hello Engines! offers other features which add to the success of your website:

- Implement the items on the detailed SEO check list at Home systematically which you have to do to achieve the best possible ranking with search engines.
- The Rating module will provide you with a summarized rating of all relevant information like the Site Rank and all technical details.
- The Site Checker section provides a site check to detect possible errors before submission.
- Find the right keywords for your website in the Keywords section.
- More interesting functions, which will increase your website's success, can be found in the Tools section.
- The Ranking module checks the current position of your website in the most popular and important search services.
- Various wizards help you carry out tasks quickly and easily.

## The user interface

Hello Engines! is a powerful application comprising many features. One of the design objectives for the user interface was to automate as many processes as possible, so that handling the program is as easy for users as possible.

The user interface is separated into different related sections:

- Home

- Rating
- Project
- Submission
- Status
- Site Checker
- Keywords
- Tools
- Ranking
- Wizards

The Start Center helps you to navigate to the individual program sections.

## Start Center

You can open the **Start Center** via the **F11** key or via the main menu under **View**. You are shown the main and subsections of the program and by clicking on the section which you would like to use you can move there directly. This makes it even easier to navigate through Hello Engines! .

Using the arrow buttons you can hide or show the subsections of each main section.

## Update Manager

The **Update Manager** enables you to keep your software up-to-date at all times! It automatically checks via the Internet whether a newer version of Hello Engines! is available.

Use this command regularly to ensure that you are always working with the most current version.

If you have problems, make sure no antivirus software or firewalls that may stop the **Update Manager** from connecting to the Internet are active. If the problems persist, download product updates manually from the Hello Engines! website .

From the main menu, select the **Update Manager** to start it.

Click **Start** on the Welcome Page to search for available updates.

If the program finds an update, it is shown in the list. If the activate the check box, you can install the program version.

> **Note:** Only free updates will be installed.

If you would like to use it at each startup, you can specify that at Options.

## Home section

To realize a successful search engine optimization there is a number of factors which are important and which you should bear in mind after creating the actual website.

The **Home** module in **Hello Engines!** offers you a check list with which you can carry out the steps point by point. That way you can always maintain an overview even with several projects.

> **Note:** The **Home** module will be a good orientation guide without claiming to be definite and complete. After realizing all elements in the check list you can anyway be sure to have considered all major aspects of search engine optimization.

Select a Hello Engines project file, which you have created in the Project module, in the left column. The SEO checklist for this project will then be shown in the right column.

The list is divided into 12 steps. Select one step and read the corresponding text about it at **Comments**. To see the individual tasks which belong to a step, click the + icon.

As soon as you have finished a task, check the little box in front of it. The **Task Status** of this task will then be set to *Done*. The Task Status of the 12 steps will also be adjusted, so that you always know how much of each step is still open.

At **Hello Engines! functions** you will directly find the function to check or do the task mentioned. Click it to reach the corresponding module at once.

## Rating section

As there are many different criteria to be considered for the ranking, promotion and popularity of a website you should check from time to time how and how good the most important of those criteria like technical requirements, linking and an acceptable Page Rank have been fulfilled.

> **Note:** The **Rating** module offers the possibility to check the most important criteria at a glance and calculates an overall rating for a website. Please note that it should only be seen as a guideline and does not mean a representative statement about the quality or the real value of your webite. With the help of the rating you can identify which points may need to be improved and measure the changes over a specific period.

To receive a rating, enter a URL into the **Website** field. Then, click **Rate Website** to start the rating query. This may take several minutes.

At the top you are shown a an overall rating for the website you entered, that is 75 of 100 (100 as the best possible value) for example. At **Site Rank Position** you can see which position this website has reached among the top 1,000 websites entered into Hello Engines!, for example position 678 of 1000.

You can have a look at dynamic list of  the top 1000 of entered websites using the link below. Here, you are also shown the date of the last update of this value.

Below, you are shown the details on which the rating is based. It is divided into four sections:

1. **Site Rank**: Hello Engines! determines how good your website is rated by important search engines and directories, for example the Google PageRank. In addition, the age of the website is determined which also plays a role for a good ranking.

2. **Site Popularity**: This section is about the number of external links which different search engines determine.

3. **Technical Analysis**: Hello Engines! checks your websites for technical aspects which might be a problem for search engines, as for example Frames, and checks if the source code of the website has any errors.

4. **Social Bookmarking**: Some websites offer the possibility for a user to refer to other good websites and this kind of recommendation becomes more and more popular today. Therefore, this section checks how many social bookmarks for the website in question the most important and best known of these portals offer.

For each factor which contributes to the rating you will get a value which the website got. The criteria have a different weighting. Apart from this value you are shown in brackets which percentage of the possible score was achieved. At **Component Rating** the scores for each section are summed up.

## Project section

Under **Project** enter the data and URL of your project. The Project section is divided in three subsections:

- Web Sites
- Personal Data
- Metatag Files

### Web Sites

In the program section **Project/Web Sites** you enter the URLs and details of your websites.

> **Note:** Please click the button **Add Website** first, before you can enter any data. Using the button **Delete Website** you can remove a website from the list. The button **Import** allows you to import data from an URL or from a file.

You have to add the following details:

- **Title:** Please enter a title for your website
- **URL:** Enter the URL (http://www...) and click **Add URL** to add the URL to the URL list below.
- **URL List:** A list of the URLs you entered. You have the following options:

  Select an URL to use the Site Analyzer.

Use the button **Load URLs** to load URLs from a text file.

**Delete** a selected URL or the whole list of URLs.

In the menu at the top, you can click the button **Add Links** to add the Links of a selected URL to the list of URLs.

- **Description (short):** Enter a short and precise description of your website's content.
- **Description (long):** Enter a detailed description of your website's content.
- **Keywords:** Enter different keywords here, which describe your site. Click Add Keywords in order to do so. In addition, you can click Load from a Collection to load keywords or **Load from a file**.
- **Language:** Select your website's language from a list, or click Select**...** to perform a detailed search.
- **Category:** Select a category, which best describes your website. If your website is very specialized and none of the existing categories applies to it you should submit it manually to directories. Click Select... to perform a more detailed search.

## Site Analyzer

The **Site Analyzer** checks the most important elements of a website and shows you any weaknesses which may have to be improved. As default, the website you entered is analyzed along with the linked subsites of first level. To change these settings click **Scan Settings** and set the value for Scan Level to a value higher than 1 using the arrow buttons. If this value is set to 0, only the original URL is checked. **Max. Threads** determines the maximum number of Threads, that is number of queries which is used. The higher this value is that faster a query can be done. Afterwards, click **Rescan** to do a scan with these new settings.

According to the status and the rating between 0 and 100% you can see directly in the URL list which of your websites will need to be improved. Select one of the URLs from the list to be shown more detailed information.

The following details will be analyzed:

- **Title Tag**: The program will analyze if a title tag is used and if the number of signs is right. The optimum length is 40-65 signs and 5-7 words.

- **Description Tag**: The description tag of your website should contain a description of your website and contain about 120-160 signs.
- **Refresh:** An automatical redirect via a refresh tag should be avoided. If this tag is used, the value should be 5 or higher, because search engines might otherwise suspect this document to be a doorway page.
- **Size:** The document size should not be more than 101 KByte.
- **Robots:** You will be informed if a document uses NoIndex and/or NoFollow.
- **Hn-Tags:** It will be analyzed if you are using the headings right or if there do for example change from h1 to h5 by mistake.
- **Frames:** The program will analyze if your website is using Frames which is problematic for search engines.
- **Scripts:** It is recommendable to outsource scripts and other unnecessary code like style sheets to external files.
- **Session IDs:** The program will analyze if your website is using session IDs in its URL which is still problematic for search engines.
- **Broken Links:** Your program will be checked for broken links.

**Note:** Please have a look at all hints which the program offers you at **Comments**.

## Select...

You can choose to search for the desired element by adding its first letter(s) into the field **Search** or to use a filter by checking the **Filter** box and inserting the letters that the word should contain.

Select the found element and click **OK** to accept it.

## Add Keywords

Insert your keywords by entering them into the numbered fields.

Click **Clipboard** to import keywords from the clipboard.

After entering all the keywords you need, click **OK**.

> **Note:** The keywords that you enter here are only requested by some directories. The keywords for the search engines are entered using the meta tags.

## Import Keywords from the clipboard

The data in the clipboard are listed here and can be used as keywords for your keyword list.

Select the **separator**, which you would like to separate the individual keywords. If you choose **Other** you can define a separator of your choice. If you check the option **line break**, all elements which are listed one below the other are recognized as different keywords.

The **Clipboard Content** shows the current text in your clipboard. You cannot edit this area.

The **Results preview** shows all keywords that you receive from the clipboard.

Click **OK** to accept the result or **Cancel** to discard the changes.

## Personal Data

Fill in all fields under **Project/**Personal Data to ensure that your website can be submitted correctly. If you leave fields empty, you will get an error message when trying to submit your website.

This section is divided into three subsections:

- **Company:** Enter details about your company. In the **Toll-free** field enter your toll-free service number, if available.
- **Person:** Enter details about yourself.
- **Webmaster:** Enter details about the webmaster of the website.

**Warning:** Note that a few search service providers might use the entered data for purposes other than the registration of your website (e. g. advertising by unsolicited email.) However, most search service providers will ignore your submission if you enter an invalid email address.

Never reply to unsolicited email advertising! If you send a reply, you only confirm that your email address is valid. This is an incentive for the sender to continue sending unsolicited mail, and to pass your email address on to others. You may take legal action against unsolicited emails, provided you can identify the original sender. Serious companies will never send unsolicited email advertising, therefore you should ALWAYS ignore such messages!

**Tip:** Set up a new email account (e. g. at Hotmail, http://www.hotmail.com) which you only use for the purpose of registering with search services. This way your corporate email address is protected from spam mails (unfortunately, they will arrive sooner rather than later...) Only enter data that you would otherwise make accessible to the wider public (e. g. do not submit your private phone number).

### Save

After completing all field you should save your data. In order to do so, click **Save** in the menu bar.

### Import

Import data from a CSV file (.csv) or a project file (.sit) and take them over to your current project.

### Export

Export the data entered into a CSV file.

## Metatag Files

Click the button **Add File** to load and display a metatag file from a folder. Using the button **Remove File** you can erase all the files from the list.

By clicking the button **File Content** you can choose if you want to see the content of the file selected in the file list or if only the name of the file is to be shown.

**Note:** To create metatag files, visit the **Tools** section and use the Metatag Generator. Alternatively, you can select the Metatag Wizard from the Wizard section or the main menu.

## Submission section

In the **Submission** section of **Hello Engines! Professional** you can find four powerful methods for submitting your websites to search services:

- Automatic
- Manual
- Multi-Express
- Multi-Detail

### Automatic submission

The Section **Automatic submission** lists all search services to which Hello Engines! offers automatic submission.

**Note:** Before you can start submitting your site, you have to select at least one website which you want to submit in the section **Websites** on the right side! Click the button **Project Sites** in the menu to see an overview over the websites you entered in the Project section of **Hello Engines!**.

To learn more about the selection of search services go to the part Select Search Services.

Click the **Submit** button and start to automatically submit your website (as you have configured it through the details) to the search services listed here. The program checks whether you can submit your data to all search services. Possible errors or warnings are displayed. Connect to the Internet before clicking **Submit**.

A Status report is displayed after submission.

**Note:** All reply pages from search engines are saved in the directory \HTML (or the one you selected under program options) after automatic submission. Double-click file in Windows Explorer to view. These files are saved in subdirectories, depending on your program options, and may be reloaded at any time.

## Define a Filter

You can select the desired options in two sections:

- **Engine type:** Determine if you would like to have search engines, directories, others or all kinds of search services displayed.
- **Countries:** By clicking **All** you can either select all countries in the list or deselect them. Choose the countries which are interesting for your submission.

By selecting the option **Not Submitted** you can ensure that only those search engines are selected to which you have not yet submitted your website.

Click **Apply Filter** then to bring the restrictions into effect.

## Select Search Services

To search for a search service directly insert its initial letters into the field **Search**. With the help of the arrow-buttons you can navigate between the different search services.

On the right side of the menu bar you can select if you would like to have the section **Filter** displayed. You can Define a Filter, to see a selection of search services only.

Using the button **Show Selection** you can always get an overview over the search engines which you have currently selected. This selection can be saved and loaded at a later date.

### Navigation in the database

To navigate the database, use the vertical scroll bar at the right-hand side of the window.

### Changing sort sequence

Click on the title of a column (e.g. Search service) in order to sort the search services list by name. A second click on this title changes the sort sequence (ascending/descending).

### Pop-up menu of search service selection

Right-click in search services window to open the pop-up menu.

You can choose Details of selected search service to get information about the selected search service or switch to the homepage or submission page of this search service, by clicking the corresponding option.

## Manual submission

The section **Manual Submission** lists all search services for which Hello Engines! only offers manual submission.

But you may also submit manually to search engines to which Hello Engines! normally submits automatically. This may be useful for submitting your site to a more specialized category of a directory than those offered at **Project/Web Sites/Category**.

Possible reasons why Hello Engines! cannot submit automatically:

- search service is not free of charge.
- search service is highly specialized, and thus only interesting for special websites (automatic submission would be spamming and not of your interest).
- search service provider has asked us to stop automatic submission.
- search service requires far more information than usual which can only be given by website provider.
- search service has special submission method, e.g. creating user account, etc.
- search service requires a code displayed in a picture.

In the **Websites** section on the right site you can select a project, which you would like to submit manually. By clicking the button Project Sites in the manual submission menu, you can hide and display this section.

To learn more about the selection of search services go to the part Select Search Services.

Double-click an entry in the search services selection in order to open the submission page of this search service in the integrated browser window or click the Submission Page button in the toolbar.

## Submission page

In the **Fields** section on the right side of the Submission page you find all fields from the program section Project with the entered data. To open them after having opened the submission page of a search service by doubly-click or via the corresponding button, click the **Fill Form** button in the toolbar above the browser window. Alternatively, you can click an element which you would like to transfer to the designated field in the submission website and drag it there holding the mouse button pressed.

In addition, you have the following buttons in that toolbar:

- **Forward/Back:** Moves back/forward to the last site shown in the browser
- **Stop:** Stops loading a website
- **Refresh:** Loads the site once more
- Custom fields: Manages custom created fields and values
- **Clear form:** Erases all data inserted so far
- **Fill form: Hello Engines!** automatically enters the data requested by the submission page
- **Submit form:** The submission is completed with the data entered so far
- **Mark as submitted:** The column "Last submitted" is filled with the current date
- **Mark as unsubmitted:** Erases the date of the last submission

## Custom fields

You can add additional fields to your field selection and attribute values to them to use them for the manual submission to several search services. Please proceed as follows:

1. Click **Add**.
2. In the field **Field name** the entry New Field is added. Change it to the name which you would like the custom field to have.

3. Enter the value into **Value** which you want to belong to the field name.

4. Click **Update** to add the Field name and value to the list.

5. Using the button **Delete** you can erase items from the list.

6. Click **OK** to add all the fields to your list of fields.

## Multi-Express submission

If you manage several sites and want to submit them simultaneously to search engines (not directories), this is the right tool for you.

In contrast to Multi-Detail Submission no saved detail files are used.

Instead, you just need to create a simple text file listing the URLs of the sites to be submitted. The URLs need to be written below one another, so that the program can identify them - only one URL per line.

To learn more about the selection of search services go to the part Select Search Services.

To perform a **Multi-Express Submission**, proceed as follows:

1. Under Sites select directory containing the URL text file.

2. Select the desired file with a simple mouse-click.

3. Determine engines you want to submit to. Enter path to desired selection file. See Select search services.

4. Click the Submit button in the toolbar to start submission.

> **Tip:** Use Site Scanner to create text file with all documents of a site.

## Text file for Multi-Express submission

In the text file needed for the **Multi-Express submission** you may save the URLs of the sites to be submitted. The URLs need to be written below one another, so that the program can identify them - only one URL per line.

Save the file wherever you wish. Open the text file in Multi-Express submission using the integrated Explorer.

**Note:** The text file should contain one URL per line, e.g.:

http://www.my-site.com

http://www.my-company.com

http://www.my-costumer.com

http://www.more-sites.com...

**Tip:** Use the Site Scanner to read out individual subsites of your website and save them as a text file. This text file may be used for Multi-Express submission.

## Multi-Detail submission

**Multi-Detail submission** enables you to submit multiple detail files to the selected services simultaneously. This is a useful tool, if you manage several sites and want to submit them with **Hello Engines!** simultaneously.

In contrast to Multi-Express Submission, this feature uses saved detail files (*.sit). It submits all detail files from the current directory.

To perform a **Multi-Detail Submission**, proceed as follows:

1. Select directory containing detail files in **Explorer**.
2. Double-click a file from selected folder to add it to the list of files to be used for submission.
3. Remove undesired entries from the list by double-clicking them.
4. Determine to which services your sites are submitted. Enter path to desired selection file. See Select search services.
5. Click the **Submit** button on the toolbar to start submission.

**Note:** This feature requires completely and properly filled detail files. Before submission, **Hello Engines!** checks whether the selected file contains the necessary information. If this is not the case, the file is displayed and removed from the list.

Click Task Manager to submit your websites according to a schedule.

## Task Manager

Using the **Task Manager** you can automatically submit your websites according to a schedule. That way you make sure that you do not forget submission.

To schedule submission with the **Task Manager** select Submission/Multi-Detail. From the Explorer column select the .SIT file of the corresponding project by double-clicking on it. After having selected a file and the corresponding search services, click the Task Manager symbol. The Scheduled task wizard opens.

## Scheduled task wizard

Using the **Scheduled task wizard** you can schedule your automatic submissions. In the **Submission/Multi-Detail** section click the Task Manager symbol to open the wizard. Then follow the wizard's steps:

**Step 1:**

This is the Welcome page of the wizard. Click *Next*, to go to the next step of the wizard.

**Step 2:**

In the second step of the wizard you enter the name of the scheduled task and how often it is to be run.

> **Note**: You can select any time interval you like, however, it is recommended to submit your website only once or monthly.

Then click *Next*, to go to the next step of the wizard.

**Step 3:**

In this step you enter the exact date and the time for running the task.

Then click *Next*, to go to the next step of the wizard.

**Step 4:**

Enter the name and password of a user. The task is run as if it was started by this user.

**Step 5:**

This is the last step of the wizard. Here you can check your entries.

Click *Advanced* to make other settings like in the Windows Task Manager. Normally, you do not need to change anything here. For example, you can delete the task if it has not been rescheduled or stop it.

Then click *Next* , to complete the task and to exit the wizard.

## Status section

The following different reports are available:

- Table
- HTML
- RTF
- XML
- PDF

Hello Engines! creates a report after every submission listing all submissions.

The reports of previous submissions are saved in the Submission History and can be viewed and exported at any time.

### Table

Displays status report in a clear table. Filter by choosing one of the following options:

You can sort the report by Submitted URL, by Search Service or by Error Code when clicking on the corresponding entry.

The following buttons are available in the menu:

- **Export:** Export your file as .csv
- **Preview:** Preview the report
- **Print:** Print your report
- **History:** Shows/Hides the status reports of former submissions
- **Reply page:** Shows/Hides the original HTML answer page

## HTML

Displays status report in HTML format. You may save this report and, for example, make it available to your customers.

The following buttons are available in the toolbar:

- **Export:** Export your file as .html
- **Preview:** Preview the report
- **Print:** Print your report
- History: Shows/Hides the status reports of former submissions

**Tip**: You can create your own HTML template.

## Create HTML templates

By default Hello Engines! uses the embedded HTML template for generating HTML status reports. You can also generate your own templates. In the program you find the file *StatusReport.html*. You can change this file as you like, for example you can define your own CSS style, change the page color or add text before or after the table. Please note that you cannot change the following block of HTML code:

```
<table>
  <tr>
    <th class="left"><#Success></th>
    <th class="left"><#SearchService></th>
    <th class="left"><#URL></th>
    <th class="left"><#Date></th>
    <th class="left"><#Code></th>
    <th class="left"><#Message></th>
  </tr>
```

*<#CONTENT>*

*</table>*

Save the HTML file under a different name and enter the path in the Path for HTML template field at Options/Status. The program will then use your generated template for the HTML status reports.

## RTF

After every manual or automatic submission, Hello Engines! creates a status report. Use the program options to determine where this report is saved.

Select **RTF** to view a detailed report in RTF format. You can print or edit all file elements with the integrated editor. Also, the report can be saved as RTF file and edited later with a word processor like, for example, MS Word.

> **TIP:** Create templates for RTF reports.

Use the following buttons in the toolbar:

- **Export:** Export your file as .rtf
- **Preview:** Preview the report
- **Print:** Print your report
- History: Shows/Hides the status reports of former submissions

In addition, you have the possibility to change font, font size, focusing and formatting.

You can load an RFT file, Copy, Cut and Paste elements and Undo the last action.

## Create RTF templates

RTF templates are simple RTF files with several parameters. When the status report is created, Hello Engines! replaces these parameters with the current values of this submission.

Possible parameters:

#D: creation date of report.

#U: submitted URL.

#T: title of submitted website.

#E: number of successful submissions.

#F: number of failed submissions.

#O: list of successful submissions.

#X: list of failed submissions.

> **Note:** Use file schablone.rtf as example. It can be found in the Hello Engines! program directory and altered according to your wishes.

## XML

Displays status report in XML format. The following buttons are available in the toolbar:

- **Export:** Export your file as .xml
- **Preview:** Preview the report
- **Print:** Print your report
- History: Shows/Hides the status reports of former submissions

## PDF

In this section you can create a PDF file of your status report. For example, you can make this report available to your customers. The following buttons are available in the toolbar:

- **Export:** Export your file as .xml

- **Preview:** Preview the report
- **Print:** Print your report
- History: Shows/Hides the status reports of former submissions

### Submission History

The **submission history** saves the status reports of previous submissions.

If you choose an entry, only the status report of this submission is displayed.

If you choose a search service from these entries, the status report to the submission of this search services is displayed.

## Site Checker section

### Site Checker

The **Site Checker** checks your website for possible errors before submitting it with Hello Engines! . There are the following useful tools:

- Link Checker
- HTML Validator
- Load Time Checker
- Code Shrinker

To use the **Site Checker**, proceed as follows:

1. Select a tool from the Hello Engines! navigation bar.
2. Enter an URL and click *Start Scan* in the Hello Engines! toolbar or double-click a local document in the Explorer window.
3. After the process is finished, a report is displayed. It can be saved as an HTML file.
4. Changed or optimized files can be saved or uploaded directly to the web server.

## Link Checker

Like Site Scanner, **Link Checker** checks your entire site for any kind of broken links. The only difference is that **Link Checker** scans HTML documents on your local hard disk, while **Site Scanner** checks online URLs.

Enter an URL, determine a Scan Depth and the number of Threads. At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip. Then click **Start Scan** or double-click the local HTML document to be checked in the Explorer window. As an alternative, you can click the button **Local file...** to load a local file.

You can select the following options in the toolbar:

- **Generate** a report
- **Save report**
- **Print preview**
- **Print report**
- Customize your report
- **Edit** your report in an external program
- **Open** your report in the associated program
- **Find a link**
- Show the Properties of a selected item
- **Open** the URL selected in the list in the browser
- **Copy** a selected URL

## HTML Validator

The **HTML Validator** checks source code of HTML documents for superfluous or wrong attributes and commands, automatically created, for example, by some WYSIWYG editors (WYSIWYG = What You See Is What You Get). They affect loading time, especially in bigger documents, or even cause mistakes on the site.

At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip.

Enter a URL and click **Start Scan** in the Hello Engines! tool bar or double-click the local HTML document to be checked in **HTML Validator**.

Errors and warnings are displayed in the Details window. On the right-hand side of the window, you can view and edit the HTML source text of the site. The status bar displays the number of errors and warnings.

In the toolbar you can:

- **Generate** a report
- **Save report**
- **Print preview**
- **Print report**
- Customize your report
- **Edit** your report in an external program
- **Open** your report in the associated program
- **Find a link**
- Show the Properties of a selected item
- **Open** the URL selected in the list in the browser
- **Copy** a selected URL
- **Edit HTML** in HTML Editor

## Load Time Checker

The **Load Time Checker** uses file and image sizes to determine the average loading time of a site with different speeds.

At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip.

Enter a URL and click **Start Scan**, or double-click the local HTML document to be checked in **Load Time Checker**.

The result is displayed in the middle section of the window. A summary of the currently displayed site is shown below the window.

From the toolbar select one of the following options:

- **Generate** a report
- **Save report**
- **Print preview**
- **Print report**
- Customize your report
- **Edit** your report in an external program
- **Open** your report in the associated program
- **Find a link**
- Show the Properties of a selected item
- **Open** the URL selected in the list in the browser
- **Copy** a selected URL

You can change the options of the **Load Time Checker** under Options in the **Hello Engines!** main menu.

## Code Shrinker

The **Code Shrinker** simplifies HTML code, so that better loading times are achieved due to smaller files. Like the HTML Validator, it deletes unnecessary HTML code.

At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip.

Enter a URL and click **Start Scan** in the Hello Engines! tool bar or double-click the local HTML document to be checked in the Explorer window.

After reading and compressing the files, the compression report is displayed in the main window.

You can select a compressed file from the compression report and take a look at it using the button **View....**The compressed files can be saved individually or all together or can directly be uploaded to a webserver.

In addition, you can select one of the following options from the toolbar:

- **Generate** a report
- **Save report**
- **Print preview**
- **Print report**
- Customize your report
- **Edit** your report in an external program
- **Open** your report in the associated program
- **Find a link**
- Show the Properties of a selected item
- **Open** the URL selected in the list in the browser
- **Copy** a selected URL
- Upload the compressed files

## Site Checker properties

You are shown the properties of a selected link. See information about

- the title of the website

- the entered description for the site
- the indexing
- the last modification

The **links** tab shows information about the links the site offers and the links to the site.

# Keywords section

The program section **Keywords** assists you in creating keywords and keyword lists, which you can use for the submission to directories or for your meta tags.

This section has two different parts:

- Keyword List
- Keyword Tools

## Keyword List

The section **Keyword List** allows you to create and edit keyword lists.

Click **New** to create a new keyword list. As a first step, choose a name for your list. Confirm with **OK**. This list is than displayed as the active list. Using the corresponding button you can **Rename** or **Delete** the selected list.

Click the button Add Keywords to add new keywords to the active list.

Furthermore, you can load keywords from a text file by clicking the button **Load from File...**.

To add the content of the Clipboard to your keywords choose Paste from Clipboard**.**

Another option is to import keywords from an URL by clicking **Load from URL...**. Enter the URL from which the keywords are to be extracted and confirm with **OK**.

The generated keyword list can be saved as a text file.

By clicking the button Properties or by double-clicking on a certain keyword you can see more details about it.

In addition, you can **delete** one or more keywords from the list, directly **rename** them in the list or **select all** keywords at once to edit them.

## Keyword Properties

At **Properties** you have the possibility to see details concerning an individual keyword.

Select a search service from the Search Services list and determine how many results you would like to have. Then click **Get Top URLs** to be shown a list of URLs.

Mark an item in the URL list - or more than one by holding the Ctrl key pressed - and retrieve more details with the help of the button **Analyze URL(s),** i.e. how often a keyword can be found in the different parts (title, description and body) of the analyzed website and its link popularity.

Click **OK** to display the results of this analysis query in the overview over the individual keywords in the active keyword list.

> **Tip:** After having retrieved the Top URLs for a keyword once you can open them in the main view of the keyword list whenever you like.

## Get Top URLs

This option allows you to retrieve those URLs which have the best ranking for a certain keyword.

1. Enter a keyword.
2. Select the search engine which will be the base for the analysis from the list .
3. Determine the number of URLs you would like to get.
4. Click **OK** to get the Top URLs.

## Keyword Tools

In the **Keyword Tools** section different tools are available to analyze keywords and generate new ones.

In the main window you see the keywords that belong to your currently selected active keyword list.

Mark an item in the keywords list - or more than one by holding the **Ctrl** key pressed -, determine which Search Service you would like to query and how many results you would like to receive and click **Analyze** to see more details about a keyword. Alternatively, you can analyze all keywords at once.

You can see the Properties of a keyword by double-clicking on it in the list.

Using the button Suggest you can generate new keywords based on one keyword to start with.

Furthermore, you can use different Web Services to generate new keywords.

To analyze the websites of competitors in view of keywords, click Competitor's.

You can generate combinations of different keywords by choosing the Combinations option.

## Suggest keywords

The option **Suggest keywords** helps you to generate more keywords using one base keyword. Please proceed as follows:

1. Enter a base keyword in the corresponding field.
2. Choose the maximum number of results that you would like to have.
3. Click **Generate Keywords** or press ENTER.

To erase the generated keywords from the list you can choose to **Clear All** or uncheck individual items.

If you would like to use base keywords that you have used before, you can select them from the drop down list.

Click **OK** to add the selected keywords to your existing keyword list or **Cancel** to return to the original keyword list.

## Web Services

Directly from Hello Engines! you can access different Web Services which assist you in generating keywords. Proceed as follows:

1. Select the Web Service you would like to use from the list of Web Services.

2. The Web Service is opened in the integrated browser window. Enter the data which is needed by the Web Service and use the button which starts the Keyword Generator.

3. Mark the words that you would like to use for your keyword list and click **Extract keywords** in the Hello Engines! menu.

Select those keywords that you would like to transfer to your keyword list and click **OK**.

## Competitors

It can be helpful to analyze the keywords that competitors use for their websites, so that you are able to reconsider or adapt your own keywords. To analyze your competitor's websites take the following steps:

- Enter an URL into the **URL** field and click ENTER to add it to the Competitor URLs below.

- Mark one or - by keeping the Ctrl key pressed - more URLs in the list and click **Scan Competitors** to retrieve the keywords used by these competitors. On the left side you are shown an overview over all keywords used and the number of occurrences.

> **Note:** The number that you choose at **AutoSelect from** determines from which number of occurences on an element is automatically checked in the list!

- Select those keywords that you would like to add to your keywords list and click **OK** to do so.

With the help of the button Get Top URLs you can detect those competitors which have the best ranking for a certain keyword and add them to your competitor URL list.

## Keyword Combinations

With the help of the **Keyword combination** tool you can combine different keywords to possible groups.

You can, for example, combine different keyword lists. Take the following steps:

1. Enter different keywords for the different keyword lists manually or load a keyword list that you generated before from a file. The shown keywords can be erased using the **Clear** button.

2. Determine how many combinations you like to have as a maximum

3. Click **Generate Keyword Combinations** to be shown the different combinations.

4. Select those combined keywords that you would like to add to your keyword list and click **OK**.

## Tools section

The **Tools** section has the following subsections:

- Site Map Generator
- Metatag Generator
- Robots Generator
- Site Scanner
- Link Popularity
- HTML Editor
- Web Robot Simulator
- PageRank Calculator
- Backlinks Checker

## Site Map Generator

Use the **Site Map Generator** from the **Tools** section to organize your website and make sure that all pages can be found by search engines. It is especially important if your site contains Macromedia flash or Java Script menus that do not include HTML links.

To create a sitemap proceed as follows:

1. Enter the full name of your website or add html pages from a local file to the URL drop-down list.

2. Choose the maximum number of simultaneous threads in **Threads Count** and the necessary **Scan level** for the specified URL. At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip. To delete temporary session IDs select the corresponding formatting at **Clean URLs**.

3. Press the **Manual Creation** button if you want to add or delete URLs, Files, or lists of files manually.

4. Use **Start Scan** to start the process and wait until it is completed.

The scanning results contain page parameters, i.e. URL, title, description, size, priority etc.

Click **Generate** to obtain the site map in HTML, XML, and TXT formats.

The **HTML Site Map** tab generates a website map in HTML format for human visitors. Click Customize to adapt it according to your wishes.

You have the possibility to preview the result in the browser and save it as HTML file. In addition, you can fix a sort order, which can either be default, ascending or descending.

An XML site map is provided in the **Google Sitemap Index** tab. Select **Change Frequency** to set the update rate for the specified URL. Determine the **Priority** of the URL relative to other pages on the same site. These settings are important for Google robots to crawl the website correctly.

The **Yahoo! Sitemap Index** tab generates a site map in TXT format to submit the website to Yahoo!.

Save the results as a site map index file for further use.

## Customize sitemap

You can customize the generated site map according to your wishes. You have the following options:

Specify if you want to **Use Relative URLs** to generate the site map.

Choose a HTML file with a template in the **External HTML template** option to show your sitemap in a special design.

Add a CSS file in the **External CSS Sheet** option.

In addition, you can choose elements to be displayed on the Site Map, i.e. whether you want the page title, description, URL and sample content to be generated. You can additionally specify a sample content length.

Use the **Include in HREF Elements** menu to determine those elements which are to be added in HREF.

## Metatag Generator

The **Metatag Generator** is a tool that automatically generates meta tags to put into every page that you create and publish. You can generate meta tags in Dublin Core format or standard tags. To finally generate meta tags, use the Generate button. With **Insert** you can add meta tags to HTML documents quickly and easily and with Copy to clipboard you can transfer your meta tags to the clipboard.

Every single page of your site should have individual meta tags referring to the respective content of that page.

Choose between three starting options to create meta tags:

- Start new Metatag project.
- Open existing Metatag project.
- Import metadata from a website details file, from current **Hello Engines!** project or from a HTML file.

> **Tip:** Import an existing HTML file to check whether it contains valid meta tags.

Choose one of the options and, if necessary, complete the details.

Use Import to read existing meta tags from existing HTML files or from an online URL and to edit or insert them into other documents.

Use the directory tree to get to the entry fields for the meta data.

To create valid meta tags for the page:

1. Fill in all detail forms in **Hello Engines!**.
2. Select the **Metatag-Generator** in the **Tools** section.
3. Click **Import** to copy entries from the details form. You can also generate meta tags which are completely independent of your details.
4. Choose **Dublin Core Tags** or **Standard Tags** from the directory tree and enter the meta data. Make sure that all Standard Tags fields are filled in. If you need help to a certain field, click it and press **F1**.
5. Click **Generate** in the directory tree in order to display the meta tags. Choose the tags to be generated.
6. Choose **Generate** from the Metatags menu in order to display the meta tags in the output window. You can change DTD version to obtain results in the corresponding type.
7. The **target files** menu provides the possibility to add files and folders for insertion to the list of files. Press the **Edit HTML** button to edit the specified HTML file.
8. Open the HTML file you want to use the meta tags for, and paste them to the Head section (between "<HEAD>" and "</HEAD>") or use Insert from the directory tree in order to insert the meta tags automatically in HTML files.

## Robots Generator

Generates a Robots.txt file using your details.

Choose the agents you wish to refuse access to a specific directory from the list and add them to the list of selected agents.

You can add your own agents or choose popular agents from the list.

Use the Site Scanner to read the structure of your site and select directories to be locked for selected agents.

To add a directory to the disallow list, double-click the specific directory, or click the button on the tool bar. Thus, the agents from the list of Selected Agents have no access to this directory.

> **Note:** You can only refuse access to complete directories and their contents. HTML documents can always be accessed.

The following buttons are available in the tool bar:

**Robots Project:**

- **New:** Creates a new Robots.txt project.
- **Open:** Opens an existing Robots.txt project
- **Save:** Saves current Robots.txt project.
- Generate**:** Generates content of the Robots.txt file from the Disallow List.
- **Upload:** Uploads the created robots.txt file to the web server using the integrated FTP Client or Wise-FTP.

**Agents:**

- New agent**:** Adds a new agent to the selected category.
- **Edit agent:** Edits the selected agent.
- **Delete agent:** Deletes the selected agent from the list.
- **Add to selection:** Adds the selected agent to the list of selected agents.
- **Remove:** Deletes the selected agent from list of selected agents.
- **Clear:** Clears the list of selected agents.

**Disallow:**

- **Add to list:** Adds disallow path for agents from the list of selected agents manually.
- **Add manually:** Adds a directory chosen from the Site Content window as a disallow path for the agent selected from the list.

- **Edit path:** Edits the selected disallow path.
- **Remove:** Deletes the selected disallow path.
- **Clear:** Deletes the disallow list.

**Robots view:**

- **Site Scanner:** Shows/ Hides Site Scanner.
- **Site Content:** Shows/ Hides Site content.

## Add new agent

To add new agents for the **Robots Generator** click the **New Agent** button, and enter the following data:

- Agent Name: Enter a name (e.g. Google) to recognize the entry later. You may choose any name.
- Agent Identifier: Enter the clear name of the agent (e.g. googlebot) to be added. You can find popular agents on the Internet or in the Log files of your web server.
- Purpose: Enter the purpose of the agent (e.g. indexing) to be added.
- Description: Enter a description (e.g. Agent from Google.com) for better recognition of the entry later.

## Generate robots.txt

Generate the robots.txt file as follows:

In the upper text field, enter data which you would like to have in the header of the file. By pressing **Enter** you can reach the next line.

In the **Generated Source** section you will find the entries for User agent and the Disallow as you specified them in the list of selected agents and in the Disallow list. You can make changes manually.

Using the corresponding buttons in the menu you can insert text from the clipboard and copy, cut or delete parts of the text.

Save your generated text file using the **Save** button, after having completed the manual revision.

## Robots Site Scanner

The **Site Scanner** in the **Robots Generator** section helps you to read the structure of your site and to select directories which you want to be locked for the selected agents.

To use it, enter an URL into the field **URL to scan**. As a next step, decide if you would like to have only HTML files and if you would like to have only internal links. From the list, choose what link HTML tags you want to be used for the scanning. Select **All** to activate or deactivate all possibilities. Click **Scan** to start the scanning process.

The **Site Content** section shows you the results of your scan. By clicking on a folder, you can see its content displayed in the **File name** area. Double-click on an item or drag and drop it into the Disallow list.

> **Note:** You have to select an agent in the list in order to add items to the Disallow-List.

If you select the option **Clear content on new project**, the site content is automatically deleted if you start a new project.

## Site Scanner

Use **Site Scanner** to read all links and HTML documents of a site. This might be useful, if you, for example, want to clean your web server and quickly determine unused documents. This tool is also useful, if you want to create a URL list for Multi-Express Submission .

To use the Site Scanner, select **Site Scanner** from the **Tools** section, and proceed as follows:

1. In URLs to scan, type in the root URL to be read.
2. Determine the Scan depth. If you enter, for example, 100, the program will not only check the start page (the selected URL), but will also check linked pages to a depth of 100.

3. Determine Max. pages, i.e. the number of scanned documents. Note that this might take quite long, if you enter a high value, and the option **Internal links only** is deactivated.

4. Select whether the program should check HTML files only, or other files as well, e.g. php, cgi, asp. To ignore external links (e.g. ad banners, partner sites, etc.), activate Internal links only.

5. Under Links to scan, determine which HTML areas are to be checked, e.g. links within tables, linked images, etc.

6. Then click *Scan* to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection.

7. When the scan has finished, all found links are displayed.

## Link Popularity

Link popularity plays an important role in the website's online awareness and visibility among the top search results. Nowadays, search engines use special link analysis systems to rank webpages, e.g. they analyze not only your pages' content but also who and how many link to your website. While ranking your page they use information about link popularity to decide whether the page rank is high.

To use **Link Popularity** select it from the **Tools** section and proceed as follows:

1. Enter an URL or select an existing URL in the URL drop down list. You can edit the URL or switch to another profile at any time.

2. Press the **Open** button to create a new project for the specified URL.

3. Go to the **Search engines** tab on the **Quick Profile** panel. Choose the search engine you want to check link popularity for, i.e. how many links to your website from other sites were found by that search engine. Click the **Apply** button.

   **Hint:** To add and delete pages use the Profile panel.

4. On the **Web pages** tab select those pages you want to analyze. Click the **Apply** button.

5. Determine the quantity of requests to the search engine to be made per minute in the start menu choosing the number of Spd Queries. Specify the number of Max threads, i.e. maximal number of parallel query executions. The increase of these parameters will speed up the popularity analysis. But be aware that some search engines can block requests if the Spd Queries number is too high. Most commonly, 5 queries per minute are enough.

6. Press the **Start** button to begin the querying process.

The results of the Link Popularity search can be presented both in table and in chart view, simply make your choice in the **View** menu group.

To obtain a result for the specific tab you need to start the scanning process again by using the **Start** button. The following results can be obtained:

• The **My Site** tab shows statistics on the popularity of your website in general, i.e. the general quantity of links the search engine found for your website.

• The **Competition** tab shows the compared popularity of your and competitive sites.

> **Note:** Use the Profile panel again to add competitor's URLs.

• The **Who links to me** tab shows statistics on websites that link to your site.

• The **Linking site overview** tab provides summarized information on the popularity of your web pages.

The results of each tab can be also presented by page to show the scanning history, and by scanning date. Each tab provides the possibility to generate a HTML-report with summarized information. In addition, the **Report** menu group provides the possibility to generate, save and print reports on the obtained information.

> **Hint:** If you make several scans per day you will always get the result of the last scan.

After having performed the Link Popularity check you can compare the current results to the first, best and previous obtained results by pressing the corresponding buttons on the **Compare** menu group.

## Profile manager

To check the link popularity of your websites you can create a profile in the profile manager. Proceed as follows:

Under 1. select those search engines which to use for the link popularity query. You can **Check all** or **Uncheck all** search engines using the corresponding button. If you select **Show checked only** to see only those search engines which you selected.

Under 2. you can add the pages about which you want to query the search engines. This can either be your own sites or those of competitors which you would like to compare to your sites. Click Add to enter new URLs. Using the **Delete** button you can remove them from the list. Select the sites you want to use and click **OK**.

## Add websites

To add websites to the link popularity check you have two possibilities:

- Enter URLs you like to use into the text field manually.

> **Note:** Enter one URL per line.

- Click **Get URLs from site** to use the link URLs of an existing website. Enter the URL you would like to use as basis into the dialog window and determine the number of threads and the scan depth. From the created list erase those you don't want to use and click **OK** to accept the rest.

## HTML Editor

The integrated HTML Editor uses syntax highlighting, which facilitates reading HTML code. By default, it displays HTML errors in red, what makes correcting errors quick and easy.

It is a useful tool if you want to edit HTML documents , e.g. add meta tags generated with Hello Engines! .

You can create a new, open an existing  or save the current HTML document. Furthermore, you have the possibility to preview the document in the browser, see a print preview and print it. On the right side of the menu you find the **Find** and the **Replace** options, which help you to search the document.

You can change the options of the **HTML Editor** under Options in the Hello Engines! main menu.

By selecting the different tabs which are available in this section you can preview the document, use the Meta Tags Editor and carry out a Keywords Density Analysis.

## Meta Tags Editor

Change your meta tags easily in the **Meta Tags Editor**.

Load meta tag files via **Open** or display the meta tag files of the current project by clicking the **Metatag Files** button. Of course, you can also add data manually and save the project later.

Select a **DTD version** from the list, i.e. a document type which you would like to use.

You can enter the following data into the **Meta Tags Editor**:

- **Author:** Name the author of the website.
- **Publisher:** Enter the publisher of the website.
- **Copyright:** Define who owns the copyright of the website.
- **Topic:** Enter information about what your site deals with.
- **Keywords:** Name keywords describing your website. Click Paste from clipboard to use keywords from the clipboard. Via Load from Collection you can add keywords from a keyword list you generated. In addition, you can use keywords from a text file by clicking **Load from File**.
- **Description:** Enter a description of your website.
- **Page-Type:** Select the item from the list which best describes your website.
- **Audience:** Choose the audience which your page is meant for.

- **Indexing:** Choose an option to inform search robots about how they have to index your site.
- **Language:** Select the language of your website from the list.
- **Expires:** Please define how long your website will be valid.

## Keywords Density Analysis

To see how often certain keywords are used in the different sections of the website which you are currently shown in the **HTML Editor** do a **keywords density analysis**. Insert keywords using the Add Keywords button or use the possibility to Load keywords from a Collection.

You are then shown the number of keywords in the site's sections like title and description. The first number informs you how often the keyword can be found, while the second number is the overall number of words in that section.

## Web Robot Simulator

The **Web Robot Simulator** section shows you how search engine robots "see" your site or those of your competitors.

To use it take the following steps:

1. Enter the URL which you would like to analyze via the **Enter URL** button. By clicking **Open URL** you can see the selected URL in the browser. As an alternative, you can select an URL from a **Local File**.
2. Select an agent which you want to refer to from the list.
3. Click **Start**.

In the main window you are no shown a report which contains numerous details about the analyzed site.

You can **save** the report, **print** it or see a **print preview**. By clicking Customize you can change the settings of the report. Via the **Edit** button you can open and edit the report in the associated program and via **Open** you can simply simply view it.

## PageRank Calculator

The **Page Rank Calculator** module helps you to find out how the internal linking of your website will effect the PageRank distribution.

Thus, you will receive important information about the question if you give most PageRank to your important documents by internal linking or if you "waste" it on unimportant ones.

For calculating the program will use a PageRank of 1 as default. After analyzing your linking you will be able to see what the new PageRank could be based on the fictional starting PageRank 1.

> **Note:** This module analyzes the internal linking and the resulting distribution of the PageRank given by Google, but it does not analyze the external linking or the actual PageRank.

At **Scan Settings** you can define a default starting page (as for example index.htm), the maximum number of sites and certain URLs and folders which you would like to skip.

To start the calculation, enter your domain name at **Start URL** and click **Start Scan**.

Depending on how extensive your website is, the analysis may take some time.

Afterwards, you will be shown all important information in tables.

The upper table will after a successful analysis show all documents of your website.

- **URL:** The exact URL of this document.
- **Status:** The Http status code received.
- **Title:** The documents title according to the Title Tag
- **PageRank:** The determined PageRank based on a starting value of 1.
- **Inbound Links:** The number of links which link from other documents of your website to this document (links from external websites are ignored).
- **Outbound Links:** The number of links which link from this document to other documents of your website (links to external websites are ignored) .

Click a row in the upper table to be able to see in the other two tables below which documents are linked and where links come from.

**Tip:** You should aim at getting the highest PageRank especially for all those important documents which you have optimized for certain keywords and with which you would like to achieve a good ranking.

## Backlinks Checker

The **Backlinks Checker** will help you to analyze external links to your website.

As **Target URL** enter the website address for which you would like to be shown its backlinks.

For **Default Page** enter the default page on your webserver (normally index.html, index.htm, home.html, home.htm, default.html or default.htm depending on the setting of the webserver).

The maximum number if links to check can be determined at **Max. Links**, the absolute maximum is 1000

**Max. Threads**: Determine how many simultaneous queries should be done.

Click **Start Scan** to start the query and analysis of links for the entered URL.

The results table offers the following values:

**URL**: The URL of the website which contains a link to the URL you entered as **Target URL**

**Status**:  The HTML status of the URL, normally a 200 - OK.

**Anchor text**: The text with which the website links to your URL.

**Outgoing Links**: The number of outgoing links on the website

**Attribute**: Special characteristics of the website as for example nofollow links

# Ranking section

The **Ranking** section is divided into the following subsections, which allow you to find out how your website is ranked and which the different ranking criteria are:

- Query
- Status
- Analysis
- Optimization

## Ranking Query

To see how your website is ranked by the different search engines, you can use the **Query** section. Please proceed as follows:

1. Enter an URL into the field **My URL(s)** or select an already used URL from the list. Click **Add** to include the URL into your list. In addition, you can add URLs from the clipboard or scan an URL to add its links to the list as well.

2. Enter an URL into the field **Competitor** or select an existing URL from the list if you like to compare your website to that of one or more competitors. Then click **Add**. In addition, you can add URLs from the clipboard or scan an URL to add its links to the list as well.

3. Enter those keywords into the field **Keywords** which you would like to use for the query or select an already used keyword from the list. In addition, you can add keywords from the clipboard or load them from a collection which you generated in the Keywords section. Afterwards, click **Add**.

4. Select those **Search Engines** from the list which you would like to query. Above the list you find the options to **Check All** search engines, to **Uncheck All** or to **Invert Checks**.

5. In the menu, determine a maximum number of matches that you would like to receive for the query and the maximum number of Threads, i.e. maximum number of parallel query executions.

6. Click the **Start Query** button to start the query.

In the menu '**Query settings**' you can specify the following options:

- **Engine Friendly Mode -** in this mode number of threads cannot exceeds 2 and maximum number of matches is limited to 50 entries. The process of query is intentionally slowdown in order to not harm the engines and make the query more similar to human input. Using this mode may prevent blocking your IP address by some search engines after massive querying.

- **Use Browser for Query** - an internal hidden web browser window is used for querying making the results of query as close as possible to the results obtained by a user in Internet Explorer with default settings. This option is always applied when User Friendly Mode is set on.

- **Check for exact URLs -** when this option is set, the program will count only exactly matched URLs like http://www.mydomain.com/page1.html or http://www.mydomain.com/page2.html. If the option is not set, the program will count all pages, which belong to your domain http://www.mydomain.com/.

## Ranking Status

The **Status** section of the ranking query displays the results of the data entered under Query.

You will be shown a summary, details of the indicated user URL and details of the indicated competitor URL (if any).

The **ranking history** displaying results of previous queries is located on the right hand side and can be removed or added via the **View History** button.

To view former positions of your site for certain keywords, select the Positions... option.

You can generate a report with the ranking query results. Under **Report Type** you can select whether to display the report in tabular form or as HTML; under Settings you can define further details of the report to be generated. You can also export the report, print it or create a print preview.

Under Customize you can change the appearance of the report to be generated.

Under **Edit** you can edit the generated report in an external program.

Click the **Open** button to display a HTML document of the report.

## Report settings

Under **Ranking/Status/Settings,** define the details which you would like to use for your report.

Select those elements which you would like to appear in the **summary**, in **User content**, **Competitor content**, **Compared content** and in the **Diagrams** of the report. Click **All** to select all or none of the options.

At the bottom you can define if you would like to have the total bar, the Top URL and the found position in the report.

Click **OK** to accept the changes for your report.

## Ranking Analysis

With the **Ranking Analysis** you can find websites, which contain certain keywords and have the highest ranking of the analyzed search engines.

Use the analysis function as follows:

Select the search engine to be queried. Enter a keyword to be analyzed or select one from the list and define the max. amount of URLs your result should contain. Start the query process.

A list of URLs will be displayed in the **Top URL** area. These sites have the best ranking for the entered keyword. Select the URL you want to analyze from the list. Use the **Open URL** button to view the website in your standard browser.

Click **Rapid Analysis** for generating a report on the keyword frequency. The **Quick Analysis Result** area will display a report with statistics indicating how often the keyword appears in the HTML tags for description, keywords, title, body and links.

Under the Report menu item you can export the report to a file, display a preview or print it. You can also open and edit your report in an external program. Adapt your HTML reports by clicking the Customize button.

## Ranking Optimization

The **Ranking Optimization** section is an important tool for analyzing and optimizing your website. Identify deficits in your website's optimization for search engines and improve your ranking as follows:

1. Enter the URL you want to analyze and add it to the list by clicking on the **Add** button. You can also view any selected website in your standard web browser or delete it from the URL list.

2. Enter a keyword on which to base your analysis and click **Add**. You can add as many additional keywords as you like. Uncheck the keywords you do not wish to include in the analysis.

3. Click **Analyze** to perform the analysis.

The optimization report is shown at the bottom. It displays information about the different areas of your website, their titles, descriptions, page sizes etc. In addition, the analysis is provided in relation to the keyword(s) you entered. The report shows how close the website is to the design optimum for search engines in relation to a given keyword, expressed in percent.

The **Notifications and warnings** tab provides detailed recommendations for areas that require additional work. For instance, a warning will be displayed if a keyword does not appear in the document name.

The **To-Do List** tab displays a table with three columns:

- **To-Do item**: The area which needs to be optimized.

- **Description**: A description of the problem and its priority (has to be reworked, does not need to be reworked, should be reworked etc.).

- **Example**: Provides concrete recommendations on how to optimize the page.

By clicking on **Report** in the menu, you can export your report to a file, create a preview or print the report. You can also modify the report to fit your needs by clicking on Customize. Edit it or open it in the associated program.

### Positions history

Here you can view the positions history of all your previous ranking queries. From the drop down list **Engine**, select the corresponding search engine and from the drop down list **Keyword**, select the keyword for which you wish to view the ranking. You can view the positions history in a graphic presentation, optionally in comparison to your competitor.

## Wizards section

Hello Engines! offers a number of different wizards which help you to use the carry out tasks quickly and easily.  To open a wizard, go to the **Wizards** section and select it from the list. The following wizards are available:

- One-Minute Wizard
- New Project Wizard
- Metatags Wizard
- Import Wizard
- Website Scanner Wizard
- Backup & Restore Wizard
- Lost Unlock Key Wizard
- Test Connection Wizard
- Report Search Engine Wizard

### One-Minute Wizard

The **One-Minute Wizard** guides you through the first steps of submission. It assists you while entering the most important website and personal details needed for submission. To open the **One-Minute Wizard** go to the **Wizards** section and click **One-Minute**. Now follow the wizard's steps by clicking *Next*. If you wish to display the One-Minute Wizard by default at program start, check the check box on the Welcome page.

> **Note**: The wizard will only submit your website to spider search engines. To register your website with directories, fill in all detail fields in the program.

### Website Details

Enter your website details. The *Next* button is only activated, if you have filled in all the fields.

### Personal Details

Enter your personal details. Please fill in all the fields, otherwise the *Next* button is not activated. If you cannot fill in a field, enter a slash.

### What to do

In this last step, choose between:

- Start automatic submission now: to submit your website with the entered data only to search engines.
- Save data in the current project: to save data to the current project. Now you can complete the data in order to submit your website also to directories and other search services.

### Select Engines

On this page you select the search services you wish to submit your website to. Select the desired search services and click *Next*. Finally you get a report about the success of submission.

## New Project Wizard

This wizards helps you with creating your projects. He assists you during all the steps that are necessary for submitting your website with **Hello Engines!**. That way you make sure not to forget an entry or to give the wrong information.

### Company information

In the first step of the wizard you enter the following information about your company:

- In the Company field enter the name of the company.
- From the drop down list Country choose the country where the company is located.
- Then fill in the fields State / county, Address, Postal code, City, General email, Phone, Fax and Mobile.

> **Warning:** Some operators of search services use your information entered for other purposes. It might happen that you get mass advertising via email. However, if you enter a wrong (not valid) email address on purpose, some search services ignore your submission. Therefore, establish a new email address, for example at Yahoo or Hotmail, which you only use for passing to search services.

- In the Toll-free field enter your toll-free service number, if available.
- In the Products field enter your most important products. However, only few search services use this field.

### Contact details

In the second step of the wizard you enter your first name, last name, salutation, title and age. If you cannot fill in the Title field, enter a slash "/".

### Webmaster information

In the third step of the wizard you enter information concerning the webmaster.

Fill in the fields Name and Email.

In the Password field enter a new password. Do not use a FTP or other access password. At some search services you need to open a user account before you submit your website. The password entered here is then assigned to these search services. Now you can log in at these search services using the specified password.

### Websites

In the fourth step of the wizard you enter information concerning your website. To do so, click on the arrow next to the **Add** button and select between the following options:

- **Add**: Select this option to fill in the fields of the Details column manually.
- **Local file**: Select this option to add the information of an existing HTML page.
- **URL**: Select this option to add the information of an online URL.

If you choose to enter the fields manually, add the title of the website, descriptions and keywords. The Keyword assistant helps you to do so.

Under **Additional** you can enter information about the **language, site type** and **category** of your site. Click select, to select an element from a list.

### URLs

In the fifth step of the wizard you enter the URLs for each website. To do so, click on the arrow next to the *Add* button and select between the following options:

- **Add**: Select this option to fill in the URLs in the URLs column manually. Enter the complete URL into the URL field, e.g. http://www.mysite.com, and click the *Add* button next to the field.
- **Local file**: Select this option to add the URL from an existing HTML page.
- **URL**: Select this option to add the URL of an online URL.

To delete a website click *Delete*.

If you choose to enter the field manually, enter the URL which you would like to submit and click **Add** to add it to the list. The **Delete** button deletes one selected URL and **Clear** deletes all URLs from the list.

### Wizard completed

In the last step of the wizard you can add the entered information to your project. To do so click the **Finish** button. If you wish to correct your entries, click the *Back* button.

## Metatags Wizard

The **Metatag Generator Wizard** helps to create meta tags. Meta tags are necessary, because many search engines index the pages of websites by means of the keywords you enter via meta tags. Using the **Metatag Generator Wizard** you can either generate new meta tags or import meta tags from existing HTML files. You can also insert the created meta tags directly into your HTML documents. To open the wizard select **Metatag** from the **Wizards** section. Now follow the wizard's steps by clicking *Next*.

#### Source

Select the source of your meta data. Enter the data manually, i.e. you fill in each of the fields in the following step yourself, or you import data from an existing HTML file. You can also import data from a current Hello Engines! project or from an online URL. Then click **Next** to go to the Meta Data page.

### Meta Data

On this page the imported meta data is displayed. You can also fill in the fields manually:

- **Author / Publisher**: Enter the name of the responsible person. Companies may also enter the company name.
- **Copyright**: Enter the name of the holder of the copyright.
- **Topic**: Enter the topic of your website.
- **Keywords**: Enter the keywords, divided by comma, directly into the field. Make sure you choose keywords that are relevant to the individual page.
- **Description**: Enter a description of the page. Avoid repetitions, superlatives and capital letters.
- **Page type**: From the drop down list, choose a category that best represents your website.
- **Audience**: From the drop down list, choose the user group you are aiming to address through your website.

- **Indexing:** Define the way the robots of search engines should index your website. Robots (also called spider or crawler) are automatic programs that search through the Internet for new websites and enter these into the database of a search engine. You can choose between four options:

  Index, follow: The robots follow all links on this page and read the content of the HTML file and linked files. Then the robots index these and enter them into the database of a search engine.

  Index, No follow: Index of this page is created and linked pages are ignored.

  No index, follow: No index is created, linked pages are analyzed.

  No index, no follow: No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

- **Expires (valid until)**: Check one of these fields to give information about the content of the website, e.g. if the content is only valid until a specific date.

### Generate

To generate meta tags from the information you have entered, click the *Generate* button from the **Generate** page. If you have used special characters (e.g. 'ä', '&' etc.) in the field Keywords Hello Engines! will replace them automatically with suitable HTML codes. Then click *Next*.

### Target selection

In this step of the wizard, you can select, whether you want to paste generated meta data into existing HTML files, save it to a meta tag file (.mtg) or copy it to clipboard. Enter the respective path and click *Next* to exit the wizard.

## Import Wizard

The **Import Wizard** helps you import project data from a text file submitted by your clients. To open the **Import Wizard** select **Import** from the **Wizards** section. Now follow the wizard's steps by clicking *Next*.

### Locate file

On this page of the wizard, enter the complete path of the text file you wish to import and click *Next*.

### Destination

Select the folder for the file you wish to import. You can import the file into an existing project or create a new project. If you import the file into an existing project, the current project data will be overwritten.

### Import results

At this step of the wizard you can check the results and make changes before inserting them into the project. Make sure that the title field is not empty. Then click *Next* , to import the results and to exit the wizard.

## Website Scanner Wizard

The **Website Scanner wizard** reads your website and comprises all sub-sites of your website. The result is displayed in a clear list and can be exported in a text file. To open the **Website Scanner wizard** select it in the **Wizards section**. Now follow the wizard's steps by clicking *Next*.

> **TIP:** You may use the saved text file for a Multi-Express submission in order to submit your sub-sites to search engines individually.

### URL to scan

On this page you enter the URL you wish to scan. You can also enter a sub-folder , e. g. http://www.mysite.com/products. Then click *Next*, to go to the next step of the wizard.

### Options

Here you can define scan options.

- **Scan depth**: In this field you define the scan depth. For example, if you enter 100, the program will not only check the start page (the selected URL), but also linked pages to a depth of 100.
- **Max pages**: Determine the number of documents to be scanned. Note that this might take quite long if you enter a high value.

### Object Types

Select what Site Scanner should check. Check the **HTML files only** check box, if you want the program to search for HTML documents only and not for php, cgi, asp files etc. To ignore external links (e.g. ad banners, partner sites, etc.), activate **Internal links only**.

### HTML Tags

Here you select which HTML tags should be treated as links. Select the corresponding tags from the window and click *Next*. Then you are informed that **Site Scanner** is ready for scanning. Click *Next* to start the process.

### Results

When the process is completed, the results page is displayed. Then you can save the results or copy them to clipboard. To do so click the corresponding button.

## Backup & Restore Wizard

The **Backup & Restore Wizard** helps you to create a backup of your Hello Engines! project, so that you can restore your data if it should be necessary. To open the Backup & Restore Wizard, visit the program section **Wizards** and select it.

On the first page of the wizard, decide if you would like to Backup your project or to Restore a project from a backup.

## Backup a Hello Engines! project

To backup your **Hello Engines!** project proceed as follows:

Click **Add...** to add files you would like to backup to the list. Using the **Delete** button you can remove files from the list.

Under **Target Archive** you can decide where you want to store your saved file. Click **Select...** to change the target archive.

Then click **Next** to start the backup process.

By checking the log you can see if the operation has been successful.

## Restore a Hello Engines! project

To restore a saved **Hello Engines!** project, select the Archive folder, to which the backup of your project was saved by clicking **Select**.

In addition, determine to which target folder you want to restore your project. Change the default directory by clicking **Select**.

To extract the archive and restore your project click **Next**.

With the help of the log you can see if the operation was successful.

## Lost Unlock Key Wizard

The **Lost Unlock Key Wizard** assists you in recovering your unlock key, in case that you lost it. Go to the **Wizards** section and select the **Lost Unlock Key Wizard** from the list.

In the first step of the wizard you are asked for some relevant data, which the AceBIT service team needs to be able to find your lost unlock key (bold fields are required):

**First name:** Enter your first name.

**Last name:** Enter your last name.

**Company:** Enter your company unless you do not use the program privately .

**Email address:** Enter the email address you used when ordering the product. If you are not unsure, you can enter more than one email address by separating them with a semicolon (";").

**Reseller:** Select the seller from which you bought the product, e.g. 1&1. If you have forgotten, select Don't remember. If you select Other Online Shop, you can specify it in the text field on the right.

**Purchase date:** Enter, when you bought Hello Engines! . If you are unsure, enter the approximate date.

**Comments:** Here you can add further details for the AceBIT service team.

Click **Next** after filling in all required fields.

As a next step you are asked to review the details which you are going to send to AceBIT. If you would like to make any changes, click **Back,** otherwise click **Finish** to send the request using your default email client.

## Test Connection Wizard

The **Test Connection Wizard** will connect to one of the AceBIT servers to test the connection. If the attempt fails, the log will help to find the reasons for the problems.

Go to the **Wizards** section and select the **Test Connection Wizard**.

> **Note:** Please ensure that to access the internet is allowed to Hello Engines! by your firewall.

Under **Proxy** you can enter proxy settings if you are using a proxy server. If you are not sure, click System settings and Hello Engines! will use the settings that Windows uses.

Click **Next** to start the connection test .

If any problems should occur, the log which is generated will help to resolve the problem. In such a case, please review the text which is sent to AceBIT and click **Finish** to send the log using your default email client.

## Report Search Engine Wizard

To report a search engine which you would like to have added to the database of Hello Engines! , use the **Report Search Engine Wizard** in the **Wizards** section.

Fill in as many fields as possible with information on the search engine you want to report. Fields in bold font are obligatory.

Click **Next** after having entered all information.

As a next step, please review the data you entered and click **Finish** to send the XML file to AceBIT using your default e-mail client.

After reviewing and validating the reported search service we may include it into one of our next database updates.

# Meta Tags

## What are meta tags?

Meta tags enable you to give certain information about your website. This information is then read by search engines (not directories!), or better by their robots. For example, the text entered through meta tag "description" should be displayed as a description of a page (i.e. a HTML document, not the whole site) in a search engine.

Meta tags can help you to avoid problems with frames, tables, or other difficult elements. Meta tags help you control site descriptions in such search engines that support this feature. You should use meta tags, but remember that they do not guarantee that your website ranks number one, or that it will be displayed ideally.

Meta tags can be created in Hello Engines! using the integrated Metatag Generator.

Use the clipboard or the integrated editor to add the generated meta tags to your HTML files.

## Standard format

### Meta tags in standard format

The Hello Engines! Metatag Generator allows you to generate standard meta tags quickly and easily.

Choose Standard tags from the directory tree of the Metatag Generator and fill in all the following fields:

- Author
- Publisher
- Copyright
- Topic
- Keywords
- Description
- Page-Type
- Audience

- Indexing
- Expires (valid until)

## Audience (meta tag "audience")

Select the audience for your website.

## Author (meta tag "author")

Type in the author of your website. You may also enter your name, your company's name or the webmaster's name.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Copyright (meta tag "copyright")

Type in the copyright information of your website. You may also enter your name, your company's name or the webmaster's name.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Description (meta tag "description")

Enter the description of your website.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Expires (meta tag "expires")

Indicates when the content of your website expires.

## Indexing (meta tag "robots")

Select an option to indicate the search engines' robots how to index your website. The following options are available:

- Index, follow all links
- Index, do not follow links
- Do not index, follow all links

- Do not index, do not follow links

## Keywords (meta tag "keywords")

Type in your website's keywords. Separate terms by commas.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Page type (meta tag "page-type")

Type in the page type category which describes your website best.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Publisher (meta tag "publisher")

Type in the publisher of your website. You may also enter your name, your company's name or the webmaster's name.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Topic (meta tag "page-topic")

Enter your website's topic. Select from the drop-down list or type in your own topic.

If you click **Import** you can choose if you would like to import data from a file, a project, a HTML file or an URL and **Hello Engines!** selects an entry automatically, if there is any.

## Dublin Core schemes

Dublin Core Schemes define the content of a Dublin Core Metatag. Thus you can clearly define whether the content of a Dublin Core Metatag is for example a URL or ISBN number of a book. In most cases it is not necessary to give details. Therefore choose *no scheme* or *none*.

Make sure you use the right scheme, if there are any schemes available.

## Dublin Core Schemes for DC.Date

Choose the scheme for the date (e.g. Thursday, 23.08.2007).

You may choose between three schemes for the representation of the date:

1. **ISO8601** Representation in the following format: 2007-08-23
2. **ANSI X3.30** Representation in the following format: 20070823
3. **RFC 822** Representation in the following format: Thu, 23 Aug 07

## Dublin Core Schemes for DC.Description

Choose between scheme *URL* or *none*.

Choose *none* or leave this field empty in order to enter your own description.

Choose *URL* in order to enter your own website. This may be useful when your website contains information which can best be described with the content of another site.

## Dublin Core Schemes for DC.Format

Using Dublin Core Metatag DC.Format you may choose between two schemes:

- IMT Internet Media Types (MIME Types)
- none

IMT is usually used for websites.

## Dublin Core Schemes for DC.Identifier

The following schemes are available for the Dublin Core Metatag DC.Identifier:

- **URL:** Uniform Resource Locator for the document.
- **URN:** Uniform Resource Name for the document.
- **ISBN:** International Standard Book Number for the document (entry 13-digit with hyphens).
- **ISSN:** International Standard Serial Number for the document (entry 9-digit with hyphen).

The standard value is URL, if no specific details are given.

## Dublin Core Schemes for DC.Language

For the formatting of your language details (in the example: German), you may choose between 2 schemes:

- ISO639-2 de
- RFC1766 ger/deu

## Dublin Core Schemes for DC.Relation

The following schemes are available for the Dublin Core Metatag DC.Source:

- **URL:** Uniform Resource Locator for the document.
- **URN:** Uniform Resource Name for the document.
- **ISBN:** International Standard Book Number for the document (entry 13-digit with hyphens).
- **ISSN:** International Standard Serial Number for the document (entry 9-digit with hyphen).

The standard value is freetext, if no specific details are given. Now you can insert text.

## Dublin Core Schemes for DC.Rights

Two Schemes are available for the Dublin Core Metatag DC.Rights:

- **URL:** URL connection to the copyrights of the resource.
- **URN:** URN identifying the copyright information of the resource.

The standard value is freetext, if you choose *no scheme*. Then you can insert text.

## Dublin Core Schemes for DC.Source

The following schemes are available for the Dublin Core Metatag DC.Source:

- **URL:** Uniform Resource Locator for the document.
- **URN:** Uniform Resource Name for the document.
- **ISBN:** International Standard Book Number for the document (entry 13-digit with hyphens).

- **ISSN:** International Standard Serial Number for the document (entry 9-digit with hyphen).

The standard value is URL, if no specific details are given.

### Dublin Core Schemes for DC.Subject

The following schemes are available for the Dublin Core Metatag DC.Subject:

- LCSH Library of Congress Subject Heading
- MeSH Medical Subject Headings
- AAT Art & Architecture Thesaurus
- LCNAF Library of Congress Name Authority File
- DDC Dewey Decimal Classification
- LCC Library of Congress Classification
- NLM National Library of Medicine
- UDC Universal Decimal Classification

### Dublin Core subelements

Use Dublin Core subelements to give more details about your site information. For example, you can add to the author of the website, the company and addresses (URL, Email, postal address).

## Dublin Core meta tags

### Dublin Core Meta Tags

Dublin Core Metatags offer you the possibility to provide detailed information about your website. The Dublin Core Tags were published as DC version 1.0, in December 1996 by the Dublin Core Metadata community. For more information about Dublin Core Meta Tags you can refer to the internet.

It is not necessary to use all Dublin Core elements. Choose the Dublin Core elements to which you are able to give details and fill them in. Some elements require definition of a scheme. The online help to the individual elements provides information about which details you need to fill or which Schemes you need to use. After entering all data, you may choose Insert from the directory tree in order to add your generated meta tags to HTML files.

Hello Engines! provides the following elements and sub-elements:

- DC.Title
- DC.Title.Alternative
- DC.Creator
- DC.Creator.CorporateName
- DC.Creator.CorporateName.Address
- DC.Creator.PersonalName
- DC.Creator.PersonalName.Address
- DC.Subject
- DC.Description
- DC.Publisher
- DC.Publisher.CorporateName
- DC.Publisher.CorporateName.Address
- DC.Publisher.PersonalName
- DC.Publisher.PersonalName.Address
- DC.Contributor
- DC.Contributor.CorporateName
- DC.Contributor.CorporateName.Address

- DC.Contributor.PersonalName
- DC.Contributor.PersonalName.Address
- DC.Date
- DC.Date.availableated
- DC.Date.created
- DC.Date.issued
- DC.Date.modified
- DC.Date.valid
- DC.Type
- DC.Format
- DC.Format.extent
- DC.Format.medium
- DC.Identifier
- DC.Source
- DC.Language
- DC.Relation
- DC.Relation.Creative
- DC.Relation.Inclusion
- DC.Relation.Mechanical
- DC.Relation.Reference
- DC.Relation.Version

- DC.Coverage
- DC.Coverage.spatial
- DC.Coverage.temporal
- DC.Rights

## DC.Contributor

Additional person(s) and organization(s) to the details specified in the Creator element.

These details are useful when your site contains articles from other persons or organizations.

Using DC.Contributor you may choose between the following subelements:

- DC.Contributor.CorporateName
- DC.Contributor.CorporateName.Address
- DC.Contributor.PersonalName
- DC.Contributor.PersonalName.Address

Define no scheme or select *none.*

## DC.Contributor.CorporateName

Additional companies to the details specified in the Creator.CorporateName element.

These details are useful when your site contains articles from other persons or organizations.

Define no scheme or select *none*.

## DC.Contributor.CorporateName.Address

Additional company address to the details specified in the Creator.CorporateName.Adress element.

These details are useful when your site contains articles from other persons or organizations.

Enter the URL of the company's website or the company's email address or postal address.

Define no scheme or select *none*.

## DC.Contributor.PersonalName

Additional persons to the details specified in the Creator.PersonalName element.

These details are useful when your site contains articles from other persons or organizations.

Define no scheme or select *none*.

## DC.Contributor.PersonalName.Address

Additional addresses of persons to the details specified in the Creator.PersonalName.Adress element. These details are useful when your site contains articles from other persons or organizations.

Enter the website URL of the specific person, the email address or postal address.

Define no scheme or select *none*.

## DC.Coverage

Specify named administrative entity or a geographic place to which the resource applies, or period of validity of your resource.

## DC.Coverage.spatial

Specify the named administrative entity or a geographic place to which the resource applies.

## DC.Coverage.temporal

Specify a period or date range of validity for your resource.

## DC.Creator

Enter the name of the author who created the site.

Using Dublin Core Tag DC.Creator, you may choose between the following subelements:

- DC.Creator.CorporateName
- DC.Creator.CorporateName.Address
- DC.Creator.PersonalName
- DC.Creator.PersonalName.Address

Define no scheme or select *none*.

## DC.Creator.CorporateName

Enter the company of the author.

Define no scheme or select *none*.

## DC.Creator.CorporateName.Address

Enter the company address of the author.

Enter the URL of the company's website or the company's email address or postal address.

Define no scheme or select *none*.

## DC.Creator.PersonalName

Enter the personal name of the author.

Define no scheme or select *none*.

## DC.Creator.PersonalName.Address

Enter the personal address of the author.

Enter the URL of a website or the email address or postal address of the author.

Define no scheme or select *none*.

## DC.Date

Enter the date of your website. Enter the date of the last change.

Using Dublin Core Tag DC.Date you may choose between the following subelements for more details:

- DC.Date.availableated
- DC.Date.created
- DC.Date.issued
- DC.Date.modified
- DC.Date.valid

You may choose between three schemes for the representation of the date.

## DC.Date.availableated

Enter the date your website was made available.

You may choose between three schemes for the representation of the date.

## DC.Date.created

Enter the creation date of your website.

You may choose between three schemes for the representation of the date.

## DC.Date.issued

Enter the date your website was issued.

You may choose between three schemes for the representation of the date.

## DC.Date.modified

Enter the date of the last modification of your website.

You may choose between three schemes for the representation of the date.

## DC.Date.valid

Enter the expiry date of your website.

If the content of your website is still up-to-date, leave this sub-element of DC.Date blank.

You may choose between three schemes for the representation of the date.

## DC.Description

Enter a meaningful description of your website. Don't use superlatives.

If you want to enter a URL, you may also define URL as scheme.

## DC.Format

Specify the format of your website. Scheme *IMT* and value *text/html* are usually used for websites.

Choose between scheme *IMT* or *none*.

## DC.Format.extent

Specify the size or duration of the resource.

Choose between scheme IMT or *none*.

## DC.Format.medium

Define the material or physical carrier of the resource.

Choose between scheme IMT or *none*.

## DC.Identifier

Enter a clear identification of the document. This can be for example a URL or ISBN number. Usually, enter a URL.

You may choose between several schemes for specifying your type.

## DC.Language

Choose the language of your website.

For the formatting of your language details, you may choose between two schemes.

## DC.Publisher

Enter the publisher of your website.

Using DC.Publisher, you may choose between the following subelements:

- DC.Publisher.CorporateName
- DC.Publisher.CorporateName.Address
- DC.Publisher.PersonalName
- DC.Publisher.PersonalName.Address

Define no scheme or select *none*.

## DC.Publisher.CorporateName

Enter company as publisher of your website.

Define no scheme or select *none*.

## DC.Publisher.CorporateName.Address

Enter the company address of your website's publisher.

Enter the URL of the company's website or the company's email address or postal address.

Define no scheme or select *none*.

## DC.Publisher.PersonalName

Enter the personal name of your website's publisher.

Define no scheme or select *none*.

## DC.Publisher.PersonalName.Address

Enter the personal address your website's publisher.

Enter the URL of that person's website or the email address or postal address.

Define no scheme or select *none*.

## DC.Relation

Specify the relation to other sources.

The following subelements are available with the Dublin Core Tag DC.Relation:

- DC.Relation.Creative
- DC.Relation.Inclusion
- DC.Relation.Mechanical
- DC.Relation.Reference
- DC.Relation.Version

You may choose between several Schemes .

## DC.Relation.Creative

Specify the original resource if content was translated or annotated.

## DC.Relation.Inclusion

Specify the original resource if your resource is a part or component of the other one.

## DC.Relation.Mechanical

Specify the original resource if your content was mirrored.

## DC.Relation.Reference

Specify the resource is quoted or referred to.

## DC.Relation.Version

Specify a previous version of your resource if it has versions.

## DC.Rights

Enter the copyright information for your site.

You may choose between two different schemes.

## DC.Source

Enter the source of the information published on your site. You may enter for example a URL or ISBN number.

Make sure you select the right scheme. You may choose between several schemes.

## DC.Subject

Enter the keywords for your website.

You may define different schemes for DC.Subject. The standard value of the scheme is *Keywords*. To use this, define no scheme or select *none.*

## DC.Title

Enter a meaningful title for your site.

Choose DC.Title.Alternative to enter an alternative title.

Define no scheme or select *none*.

## DC.Title.Alternative

Enter an alternative title for your site.

Define no scheme or select *none*.

## DC.Type

Choose the type of your website. Choose a suitable page-type from the list.

The following entries are usually used for websites:

- Text.Homepage
- Text.Homepage.Personel
- Text.Homepage.Organizational

If the content of your site suits one of the other listed types better, choose that one, of course.

Define no scheme or select *none*.

## Insert meta tags

Click **Add file** or **Add folder** to select HTML files or folders with HTML files for insertion of meta tags. To remove a file from the list, right-click the desired entry and select **Delete**.

You can view and edit a file in the HTML Editor by clicking **Edit HTML**.

Now you may choose between three options of the **Insert** button:

- **Insert:** Adds the generated meta tags to the selected HTML files.
- **Insert From File:** Adds meta tags of an existing local HTML file to the selected HTML files.
- **Insert From Project:** Adds meta tags from project related meta tags to the selected HTML files.

## Copy meta tags

Use the **Copy to clipboard** button in order to copy meta tags to clipboard.

You may choose between two options:

- **As meta:** Copies only meta tag to clipboard.
- **As HTML page:** Copies HTML file including HTML, HEAD and BODY to clipboard.

## Generate meta tags

Select **Generate** from the directory tree of the **Metatag Generator**.

The filled in meta tags are displayed in the upper part of the output window and can be selected or deselected for the output.

Click the **Generate** button on the toolbar to view the selected meta tags in the output window.

Use the **Copy** button to copy the meta tags to clipboard in order to reuse them.

Or choose **Insert** from the directory tree in order to add the generated meta tags to HTML files.

## Import meta tags

Select the desired source using the **Import** button.

The Metatag Generator can import meta tags from the following sources:

- **Import from file:** The details from a details file (*.SIT) are imported as meta tags.
- **Import from project:** The details given under Data are imported as meta tags.
- **Import from HTML:** Meta tags are imported from a local HTML file.
- **Import from URL:** Meta tags are imported from a website.

> **Note:** You should be connected to the Internet.

## Program options

To open the Options dialog box, select **Options** in the main menu of Hello Engines! Here you can configure important settings individually.

There are options for the following program sections:

- General
- HTML Editor
- Network
- Status
- Site Checker
- HTML Validator
- Load Time
- HTML Shrinker

## General Options

In the Options dialog box under **General** you can adjust general settings.

You may choose between the following options:

**Display tip of the day:** If this check box is activated the dialog box Tip of the Day is displayed at every startup of Hello Engines! .

**Show balloon tooltips:** If this check box is activated a message is displayed when clicking a field for which a balloon tooltip exists.

Balloon tooltips contain useful information and important hints.

> **Note:** If you wish a balloon tooltip to a certain field not to be displayed again, activate check box Don't show this message again under the displayed tooltip. Thus only certain balloon tooltips can be shielded. Balloon tooltips to other fields will be displayed again.

**Display One-Minute-Wizard at startup:** If this check box is activated this wizard is launched at every start of Hello Engines! .

**Minimize during submission:** If this check box is activated Hello Engines! is minimized while transmitting data to the search services. The submission process continues in the background. This might be useful when submitting bigger projects with several websites. In such cases, the submission might take longer than usual.

**Check for updates at startup:** If this check box is activated Hello Engines! starts the Update Manager at every startup.

**Open last project at startup:** If this check box is activated the project which was edited before closing Hello Engines! is opened at startup.

You may also choose between different **user interface languages** for Hello Engines! from the provided list.

Under **Web Files** you can select which file types are to be analyzed by the Site Checker modules, like e.g. Link Checker, HTML Validator etc. By default Hello Engines! recognizes .htm, .html, .asp, and .php files. If your page, however, includes HTML files with the extension .stm you can add this extension here so that Hello Engines! recognizes these files as well.

## HTML Editor Options

Here you can make the following settings for the HTML-Editor:

- **Show Gutter**: If this check box is checked, a gutter is displayed. On this gutter you find numbers, if the **Display Line Numbers** option is selected.
- **Auto Indent**: Check this check box to indent for example tables.
- **Want Tabs**: If you want to use tabs, check this check box. You can select the width of the tabs from the Tab Width drop down list.
- **Drag & Drop Editing**: If this check box is checked, you can move tags and their contents as you like.

- **Display Line Numbers**: If you check this check box, each line gets a number. This may be useful if you try to find a specific line.
- **Highlight Tag Brackets**: Define the color of the tag brackets.
- **Highlight Matching Tags**: Select the color of tags belonging to the same container.
- **Edit Window Color**: Select the color of the background. By default, no color is selected.
- **Editor Font Name**: From the drop down list, select the font type for the editor.
- **Editor Font Size**: Select the font size for the editor.

At the bottom of the Options dialog box, select the colors for the code highlighting. To do so, select an entry from the Code Highlighting window and choose a foreground and background color. In addition, you can select between Bold, Italic, Underline and Strikeout.

## Network Options

Here you configure proxy and transfer settings.

### Proxy settings

If you are using a proxy server you need to configure Hello Engines! so that it can connect to the Internet.

In most cases, no changes need to be made as most Internet connections work without proxy servers.

> **Tip:** If you are not sure whether you are using a proxy server, click the *System Settings* button. If your computer is configured correctly, proper settings will be used automatically, and no further changes need to be made.

To make special proxy settings, activate the check box Use HTTP Proxy, and type in the required information in the fields Proxy (e. g. 'http://myproxy') and Proxy Port (e.g. '8080'). If required, type in user name and password. (This section should only be changed by advanced users. If in doubt, contact your system administrator.)

> **Note:** In the Proxy field, type in 'http://...' in front of the proxy server address.

## Transfer settings

Max. simultaneous connections:

Enter the number of threads to be activated for data transfer. Threads are processes which are carried out simultaneously. If five threads are activated Hello Engines! simultaneously submits data to five different search services. This helps avoid delays as data can be sent to the next search service while you are waiting for the reply from the first one.

If you have any doubts, do not make any changes here. With five activated threads, the data transfer is already extraordinary fast so that an increased number of threads is not necessary.

> **Warning:** If you decide to increase the number of activated threads for transfer from a PC with slow processor speed (e. g. 133 MHz) and limited RAM, or if several other applications are running on your PC, they might respond only very slowly to your commands and your PC might even crash altogether!

We recommend to only increase the number of activated threads if you transfer data from a high-performance computer with at least 64 MB RAM!

Timeout in seconds:

Here you determine how many seconds Hello Engines! takes for the connection to a search service during the automatic submission .

> **Note:** If the value is too low, the number of errors might increase because the connection is interrupted too early.

# Status report options

Here you can make the following settings:

## Templates

- **Path for RTF template**: Enter the path of the folder where you want to save the RTF template file.
- **Path for HTML template**: Enter the path of the folder where you want to save the HTML template file.

- **PDF document orientation**: You can select between *Portrait* and *Landscape*.

### Reply pages

- **Save reply pages:** Select this option to save the reply pages by the search services.
- **Path for reply pages**: Enter the folder for the reply pages. By default the sub-folder '\HTML' of the program folder is selected.
- **Folder naming format**: Choose the way the folder name is displayed.
- **Days to keep history items**: Define how many days the submission history will be saved.

## Site Checker options

Here you can make the following settings for the different web scanners (e.g. Site Checker , Metatag Generator... ) which are in Hello Engines! :

### Link Scanner options

- **HTML Tags**: Here you define which HTML sections are to be checked: e. g. links within tables or linked images.
- **Check external links**: Check this option, if you wish to include links pointing to external sites (e.g. ad banners, partner sites, etc.).
- **Threads count**: Determine how many paths or threads are to be followed. If, for example, links in a document link to others, the program follows this path until no more links can be found.
- **Max Scan Depth Level**: Determine, how deep the scanning is meant to go, i.e. to which level Hello Engines! should go to find and list results.
- **Default file name:** Choose a file name from the list which you want to use as default file name, e.g. index.html or home.htm

### Skip options

- **URLs containing**: Here you can define if you wish to skip URLs containing a specific word. For example, if you wish to skip all the URLs containing "test", enter "test" here.
- **Folder name**: Here you can define a folder you wish to exclude.

## HTML Validator Options

Here you can make the following settings for the HTML Validator:

- **HTML version**: Here you can view which contents the program regards as correct or faulty for each HTML tag. Select a HTML version as guideline (for current browsers HTML_4 is recommended)
- **Settings**: Select the parameters that are to be considered while checking.
- **Quick check**: By clicking the **Quick check** button, you restore the default settings.

## Load time options

Here you can make the following settings for the Load Time Checker:

- **Transfer rates to check**: Here you set the transfer rates. You can customize the simulated transfer rates of the program. Values are given in bytes/sec. Current standard modems, for example, offer a speed of 57600 bytes/sec. Using the buttons on the right you can add, delete, move up or move down the transfer rates. To do so, select the desired transfer rate and click the corresponding button.
- **Embedded links**: Define the HTML tags of the integrated links. This is to specify the HTML sections that are to be checked, e.g. tables <table> or images <img>. To add further HTML tags or delete tags from the list, click the corresponding button.

## HTML Shrinker options

Here you can make the following settings for the Code Shrinker:

- **Compression settings**: Define which of the simplifications the program should take into account. It is recommended to leave all options activated, as there is no risk that the document is damaged in any way. However, loading times can be improved considerably.

- **Auto-save compressed files when checking local files**: If this check box is checked compressed files are saved automatically.

- **Auto-save option**: This drop down list is activated if you wish to automatically save compressed files while checking local files. Define whether you wish to save the files in a subfolder or change the file extension.

- **Default Document Name**: Enter the name of the document. By default, *index.html* is suggested.

# Database Editor

## Database Manager

In the Select database dialog box you can open existing databases, create new databases with the content of the dictionary list and manage all the databases.

- Available databases - Lists all the existing database folders.
- ... (Edit) - Allows to select the folders for creating the databases or to use a database from the corresponding folder.
- Create DB - Creates a new database in the folder selected in the Edit field.
- Clone - Copies the selected database to the defined folder.
- Check - Checks if the selected folder contains valid database files.
- Add - Adds the selected folder to the list of available databases.
- Replace - Replaces the selected item of the database list with the item in the Edit field.
- Delete - Deletes the selected item from the database list.
- Properties - Displays properties of the selected database folder.
- Explore - Opens the Windows Explorer.

**Create new database**

1. Select the path of the new database in the field that is placed directly below the **Available databases** list and enter a name (without file extension).
2. Then click *Add* and *Create DB*.
3. Done! By clicking *OK* you open the new database.

**Open existing database**

1. Click the ... button to select the directory of the database.
2. Click *Add* to add the selected database to the list.
3. Then click *Check* to make sure that the database is without errors.

**Clone database**

1. Select a database from the **Available databases** list.
2. Click *Clone* to duplicate the content of the database into a new folder.
3. Then a dialog box opens where you enter the path and name of the database that is to be created.

> **Note:** You cannot change the database used by Hello Engines! or Ranking Toolbox. You can only edit your own databases!

# User interface

## Main window

The main window of the Database Editor is divided into several parts:

On the top you find the menu bar and below the navigation bar. On the left of the window there is the engine's selection list. Here you can select search engines that already exist in the database to change their settings. On the right, there are the forms where the settings of the search services are made. On the bottom of the window there is the status bar which informs you which database and which data record is edited.

## Main menu

The main menu consists of the following sub-menus:

### Database menu

**DB Manager**: Opens the Select database dialog box. Here you can select the database you wish to modify or create new databases, deleting or duplicate existing ones.

**Filter**: You can use the filter if you do not wish to have all the search services displayed in the list of search services. In the Filter dialog box you can set the filter according to many criteria. You can also access the filter via the funnel symbol on the bottom of the window.

**Exit**: Exits the Database Editor.

### Dictionary menu

Here you have the chance to manage a dictionary for the Database Manager. The texts that are used in the Database Manager can be found divided into the categories Languages, Countries, Categories, Web types, Engine types, Importances, Status, Fields. Navigation is the same as in the main window. For further information refer to the description of the navigation bar.

### Data set menu

In this menu you find some of the buttons from navigation bar which can be used to navigate through the database. For more information see Description of navigation bar.

### Tools menu

**Options:** Opens the Options dialog box where you can make the basic program settings.

**Compact database**: Optimizes the database to downsize it and to accelerate access on it.

Check engines availability This function checks the search services of the database on their availability. Note that you cannot check if the information concerning the search services is correct but if the search services are accessible on the internet.

**Verify engines CRC**: Checks the CRC check sum which is saved to the search services. That way you can check if the page of a search service has changed. If yes the corresponding check sum will differ from the previous check sum.

**Checking tool:** Opens the **Engines checking tool** where you can verify the settings of the search services.

Import engines status from XML This function imports the status of the search services from a file in XML format.

**Export engines header to XML**: Exports the status of the search services into an XML file.

**Help menu**

**Help topics**: Opens the user help of the database editor.

**About**: Displays information on the database editor.

## Navigation bar

In the following you find descriptions of the buttons of the navigation bar:

- Database Manager: Here you can select the database you wish to modify or create new databases, deleting or duplicate existing ones.
- Engines List: Using this button you can show or hide the list of search services.
- First: By clicking this button you get to the first database record of the search service database.
- Prior: By clicking this button you get to the previous database record of the search service database.
- Next: By clicking this button you get to the next database record of the search service database.
- Last: By clicking this button you get to the last database record of the search service database.
- Search: When you enter one or more characters the search engines list on the left side displays the database record which corresponds to the search.
- Insert: Using this button, you add a new data record, which is a new search service, to your database.

- Delete: Using this button, you delete a database record, which is a search service, out or your database.
- Edit: Click this button to change a database record. This is optional, as you can also change the search service directly.
- Post: Click this button to save the changes you made. This step is also optional, as the settings you made are saved automatically, if you did not cancel them.
- Cancel: By clicking this button you delete the changes you made instead of saving them. This is only valid for the currently selected database record and not for changes that have been made on other search services.
- Options: This opens the dialog box where you can make basic program settings. For more information see Options.

## Forms

### General form

On this page you enter general details concerning the search service:

Name: The name of the search service as it appears in the program's selection list.

Extension: This is the so-called top level domain of the search service, i.e. the extension like "com", which, however, is used in the Database Editor for internal purposes only. That is why it is not relevant for Hello Engines! or Ranking Toolbox.

URL: This is the URL under which you find the search service. Normally this is the URL you enter into the web browser if you like to query a search service.

Type: This is the type of search service. Here it is differentiated between:

- Search service: an authentic search service, also called "spider engine" or "crawler", which queries the submitted website regularly and updates to your own data set.
- Directory: directory which includes statistic information of a registered page. Often these are smaller and more specific services.

Submit costs: In case of search services with costs this is the fee which is raised by the search service operator for the submission. In most of the cases you will find the value "0,00" as most of the search services are free of charge.

CRC: This is the checksum which is used to automatically recognize if a search service has changed the URL of the submission page of a search service. The Database Editor estimates this checksum thus recognizing if a search service parameter should be checked again.

Importance: Here you define the importance of a search service. However this can be very subjective, especially if you have added search engines by your own. Well-known search service like e.g. Google or Yahoo have a high importance due to their data set and distribution, while minor directories are less important.

Status: This is the status of the search service. In general you find "OK" here. But if, for example, a search service is not accessible or deactivated you can select from a number of reasons.

Country: Specifies the country in which or for which the search service is operated. This is the country to which the search results are most relevant.

Language: This is the language which is used on the pages of the search services.

Encode URL: For most of the search services it is necessary to convert characters like blanks, commas and other special characters included in the URLs that are to be submitted into HTML encoded characters. For example " " (blank) is submitted as "%20". Here you can define if such a conversion should be performed.

Comments: Here you can enter comments concerning this search service. This comment does not have an effect on the functioning of the software. It only serves for information purposes.

**Submission form**

Here you enter all the information Hello Engines! needs to submit your website to a search service.

URL: URL with the script that is responsible for the submission, e. g. *http://www.google.de/addurl*

Method: This is the transfer method ("get" or "post" of the HTTP log) which is used to transfer the submission form to the search service. To find out the right method, have a close look at the source text of the submission page at the HTML FORM element of the corresponding form. Usually you also find an element here in which either the text "method=post" or "method=get" appears. Sometimes it helps to just try it out as in most of the cases both methods work.

Params: Here you enter statistic parameters which are necessary all the time. If the search service does not require statistic parameter leave this field empty.

Manual URL: Enter the URL which can be used to submit manually to a search service, e. g. *http://www.google.com/addurl.html*

Reference: If you go from website A to website B, A is the reference. Some search engines have a look at the reference to block "external" submissions. In Hello Engines! you can fake the reference, which is to define a wrong reference, in order not to be excluded.

Last verified: This date helps to schedule a new verification of a search service.

Form number: Some submission forms consist of several forms (HTML FORMS). Under some circumstances Hello Engines! cannot recognize which form really performs the submission. If you know the number of the form that is responsible for the submission you should enter it here. This value is required for the import of the form fields.

Comments:  Here you can mention specialties. The content of the field has no influence on the functioning of the software. It serves for information purposes only.

Wait for submission response in days: Estimations which are displayed in the details of search service. They tell you how long it will take until a submitted page can be really found with the help of the search service.

**Test submission**: Performs a test which helps to check if the current entries will submit a search service to Hello Engines! correctly.

**Only manual submission**: Defines that this search service is only available for manual submission in Hello Engines!.

**Ranking form**

Here you make all the settings that are necessary to find out the ranking of a URL that is used in the program. A database record in the database of a search service includes the following information concerning the ranking: (obligatory fields are marked with *):

Start URL *): This is the URL of the result page which is delivered by a search service for the specified search terms.

Next URL *): URL of the result page which is delivered for the specified search terms if the user clicks on the link or button for displaying the next page (normally the next 10 result pages).

Match item start *): A well-defined text by which the start of a new data record is identified in the result page. To find such a text - in most of the cases in can be found in the HTML tag - you need to search in the source text of the result page. For Google this text is for example "p class=g>".

Results per page *): This is an integer value which is used to calculate an offset for the "Next page" URL. In general this value corresponds to the number of search results per result page (10, 15, 20 etc.)

Next page start *): Integer value or floating point value which is also required for calculation the offset for the "Next page" URL.

Reset counter: This check mark needs to be made if the numbering of the matches on the following page(s) start with 1.

Max. Results: This is the value which describes the maximum number of search results per query to the search service. Some search services are limited to a number of search terms and in some cases it is difficult to assess how to get more results. In both cases it is recommended to define an upper limit for the number of the search results.

Match area start: A well-defined text which indicates the beginning of the block to be analyzed on the result page. In the case of Google this text is "<font color=#000000><b>Web</b></font>". All the text IN FRONT this paragraph is not investigated for results by the software.

Match area end: A well-defined text which indicates the end of the block to be analyzed on the result page. In the case of Google this text is "<<font size=-1>result page: </font>". All the text AFTER this paragraph is not investigated for results by the software.

Parameter mark*): This defines an ASCII symbol (character) which does NOT appear in the URLs of the search results. Generally the use of the dollar character "$" is a good choice here.

Params: Here you find additional parameters which should be used for composing the URLs.

Last modified: Here you can enter the date when you modified the settings of a search service for the last time. This value serves for information purposes only.

Last accessed: This value is an internal date which is used by Hello Engines! or Ranking Toolbox.

Last verified: This value is an internal date which is used by Hello Engines! or Ranking Toolbox.

Test with keyword: If you click this button, you can test if the ranking works with the settings you made. The Database Editor connects to the search service and tries to do a search query.

**Language, Countries, Categories, Web types, Fields form**

All these sub-pages work according to the same principle:

Here you can allocate a field that is required by a search service a to a field in Hello Engines!. Which means that you allocate a parameter which is transmitted during submission of a page.

A simple example from Google: The Google field (which is the FORM element that is transmitted as parameter) "q! of the Google submission page http://www.google.com/addurl.html contains the URL of the page to be submitted. That is why under Fields the HE field "URL" should be allocated to the Google field "q".

The same happens to the other fields. These five pages have the following meaning:

- Language: If a search service supports to define the language of the page to be submitted, you can set the corresponding parameter here.
- Country: If a search service supports to define the country of the page to be submitted, you can set the corresponding parameter here.
- Categories: Here you configure parameters by which the category of the website to be submitted is transmitted. Categories are for example Computer, Retailers, Beverages etc.
- Website types: Here you set the parameters by which the type of the website to be submitted (Private, Commercial etc.) is transmitted.
- Fields: Here you find all the information which you enter in Hello Engines!. For example the URL (see example) or the details fields of the search engines operator, which is email address, phone number etc.

## Add engine wizard

The **Add engine wizard** assists you in working with the Database Editor. Simply take the following steps:

- Step 1
- Step 2
- Step 3
- Step 4
- Step 5
- Step 6

## Step 1

The **Add engine wizard** supports you during entering search engines' information. Under Options select the function **Use wizard to add engines** and click the + symbol in the main window. The wizard opens where you can enter the following:

- Name: Enter the name of the search service. This name will appear in the list of search engines.
- URL: Enter the main URL of the search service, for example http://www.yahoo.de
- Type: Select the type of the search service. You can select between *Search engine*, *Directory* or *Others*.
- Importance: Define the importance of the search service.
- Status: Enter the status of the search service. You can change this later to indicate the availability and accessibility of the search service.
- Country: Select the country of the search service.
- Language: Select the language of the search service.
- Balloons enabled: If you select this option, you will get useful hints when clicking on an entry field.

Click *Next* to go to the next step of the wizard.

## Step 2

In the second step of the wizard you enter the URL for submission. The wizard will then collect all the required information of the submission form. Click *Next* to go to the next step of the wizard.

## Step 3

In the third step of the wizard you can verify and change the automatically generated information.

- Available forms: Enter the name of the form which is required for submission.

- Submission CGI script: Check the script that was automatically defined by the wizard.
- Method: Select the method which should be used to receive sent data.
- Params: Here you can add additional parameters.
- Available fields: In this table you find all the available fields of the submission form. Usually, not all of these fields are required.

Click *Next* to go to the next step of the wizard.

### Step 4

In the fourth step of the wizard you assign search engines fields to the fields that are used in Hello Engines! . If you select option **Smart search** the wizard assigns the fields automatically.

Click *Next*.

### Step 5

In the fifth step of the wizard you enter the corresponding values into the engine fields. These values will be used for a test submission in the next step.

Click *Next*.

### Step 6

In the sixth and last step of the wizard you can perform a test submission. Please enter new values or use the provided values and click *Test*.

To exit the wizard and to add the search service to the database click *Finish*.

## Program options

In this window, you can make the basic settings for the **Database Editor**. Here you find the following sections:

General: Here you can make the following settings:

- Language: Here you select the language in which you wish to use the **Database Editor**.

- Reference: Here you enter a so-called referer. In general, this is the internet address of a website which led the user to the currently visited page. Some search services prevent submissions from websites which specified certain programs as referer. You can enter here another URL which should also be transmitted to the search services.

- You can select if you wish to use the wizard for adding new search services to the database.

Proxy: On this page you can make the settings if you are using a proxy server.

- Specify the address of the proxy and the port on the internet that will be accessed.

## Add Keywords...

The dialog window **Add Keywords** allows you to manually add as many keywords as you like. Simply enter a keyword as No. 1 and press ENTER to enter another keyword in the second line.

Click **OK** as soon as you have listed all the keywords you would like to use or **Cancel** to discard the entries you made.

## Customize report

In Hello Engines!  you can generate a report which can be adapted to the format and style you like. Make these changes in the **Customize** section.

To change the appearance of the report you can make the following two adjustments: Select a Charset from the drop down list and a CSS-Style which you would like to use for your report. If you choose **Custom** you can load a CSS file.

In addition, you can change the report description in the report's heading. Just enter your text into the text field or adapt the default text.

You can insert a logo, e.g. the logo of your company, into the report by clicking **Select**. The selected logo will be displayed in the window beneath it. If you click **Restore Default** the Hello Engines! logo will be used.

Furthermore, you have the possibility to change the copyright in the footer of the report.

Click **OK** if you would like to save the changes.

## Load keywords from a Collection

Please select as **Keywords Selection** the list of keywords which you would like to add. Such lists can be created in the Keywords section.

Select those keywords at **Select keywords to insert** which you would like to use for the description of your web site and click **OK** to add them to your list.

> **Note:** The keywords that you enter here are only requested by some directories. Keywords for search engines are entered using the meta tags.

## Uploading files to FTP server

Changed or newly created files can be uploaded to the web server directly from Hello Engines! via the integrated FTP Client or with WISE FTP.

# Index

**X**