



EasySiteOptimizer

PRO
bBO

Εγχειρίδιο

User Guide
Version 2.1



Summary Contents

1	INTRODUCTION	3
1.1	NAVIGATION	3
2	EASY SITE OPTIMIZER PRO.....	4
2.1	MANAGE KEYWORDS	4
2.2	OPTIMIZATION.....	5
2.3	SUBMISSIONS	9
2.4	REPORTS	10

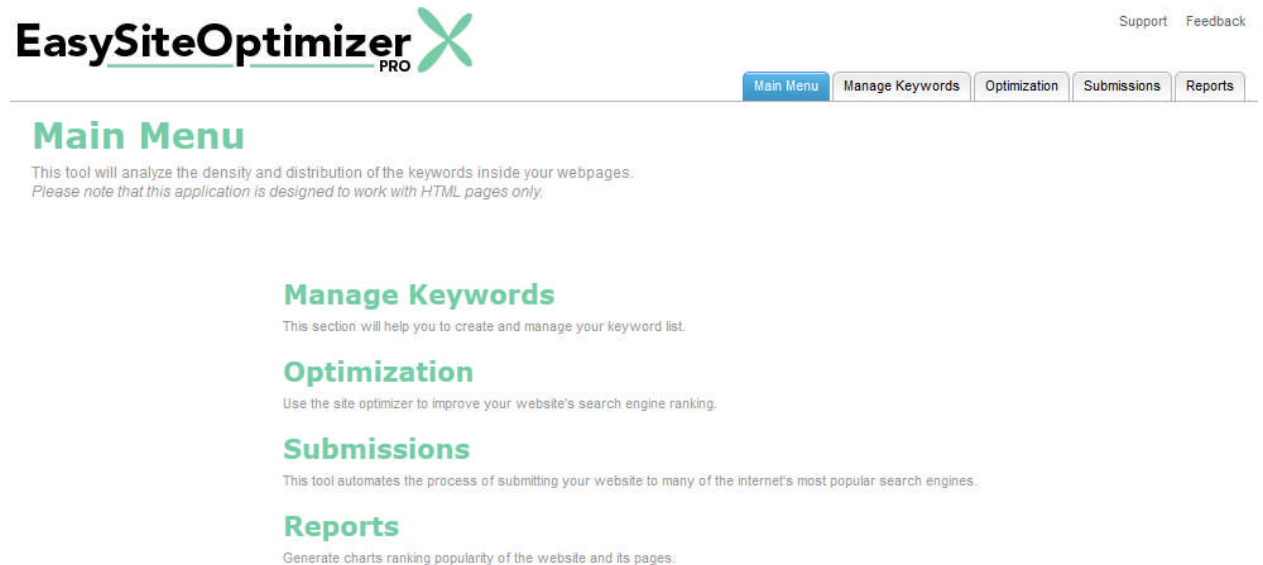
1 Introduction

EasySiteOptimizer (ESO) is a useful tool for modifying your website to improve its ranking with search engines such as Google, Yahoo or Excite. Websites which have a high ranking on search engines will appear near the top of their list of search results.

TO LAUNCH EASY SITE OPTIMIZER PRO:

- Click on the **Easy Site Optimizer Pro** icon.

The application opens in a new window.



1.1 Navigation

The main menu is located on the top-right corner of Easy Site Optimizer Pro.

- **Main Menu:** links you to the main page within Easy Site Optimizer Pro
- **Manage Keywords:** allows you to create and manage your keyword list.
- **Optimization:** allows you to improve your website's search engine ranking
- **Submissions:** allows you to automate the process of submitting your website to many of the internet's most popular search engines.
- **Reports:** allows you to generate charts ranking popularity of the website and its pages.
- **Support:** opens online help files for FrontPage Manager in a new window
- **Feedback:** allows you to send feedback concerning FrontPage Manager

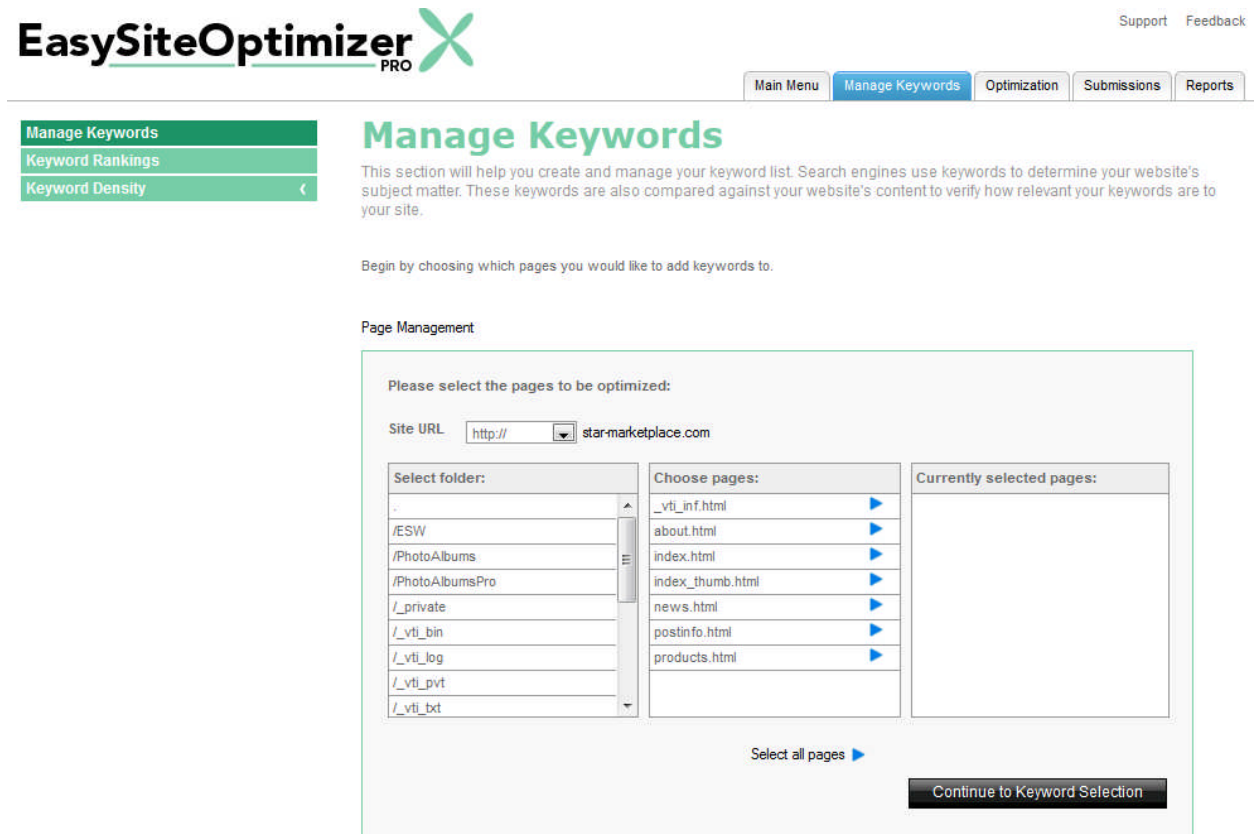
2 Easy Site Optimizer Pro

2.1 Manage Keywords

The Management Keywords allows you to create or manage your list of keywords (to a maximum of 15) which are submitted to search engines. If you get stuck, it also suggests alternate keywords which may be relevant.

TO MANAGE KEYWORDS:

1. Click **Manage Keywords**.



The screenshot shows the EasySiteOptimizer Pro web application. The top navigation bar includes links for Support and Feedback, and a menu with Main Menu, Manage Keywords (highlighted), Optimization, Submissions, and Reports. On the left, a sidebar contains links for Manage Keywords, Keyword Rankings, and Keyword Density. The main content area is titled 'Manage Keywords' and includes a brief description of the feature. Below this, a 'Page Management' section is shown, which contains a form for selecting pages to optimize. The form includes a 'Site URL' field set to 'http://star-marketplace.com', a 'Select folder:' list with various directories, a 'Choose pages:' list with several HTML files, and a 'Currently selected pages:' list. A 'Select all pages' button and a 'Continue to Keyword Selection' button are also present.

EasySiteOptimizer PRO

Support Feedback

Main Menu Manage Keywords Optimization Submissions Reports

Manage Keywords
Keyword Rankings
Keyword Density

Manage Keywords

This section will help you create and manage your keyword list. Search engines use keywords to determine your website's subject matter. These keywords are also compared against your website's content to verify how relevant your keywords are to your site.

Begin by choosing which pages you would like to add keywords to.

Page Management

Please select the pages to be optimized:

Site URL star-marketplace.com

Select folder:	Choose pages:	Currently selected pages:
-	_vti_inf.html	
/ESW	about.html	
/PhotoAlbums	index.html	
/PhotoAlbumsPro	index_thumb.html	
/_private	news.html	
/_vti_bin	postinfo.html	
/_vti_log	products.html	
/_vti_pvt		
/_vti_bxt		

Select all pages

Continue to Keyword Selection

2. Select your Site URL.
3. Select a folder.
4. Choose page or pages. To select all the pages use **Select all pages**.
5. Click **Continue to Keywords selection**.

[Support](#)
[Feedback](#)

EasySiteOptimizer PRO



[Main Menu](#)
[Manage Keywords](#)
[Optimization](#)
[Submissions](#)
[Reports](#)

Manage Keywords

Keyword Rankings

Keyword Density

Manage Keywords

This section will help you create and manage your keyword list. Search engines use keywords to determine your website's subject matter. These keywords are also compared against your website's content to verify how relevant your keywords are to your site. To add a keyword, type it into the field below and click "Add Keyword"; click "Suggestions..." If you only want a list of suggested or alternate keywords.

Page 1/1
Current Page: http://index.html

Page Title & Description

Enter the title you would like for your selected page:

Enter the description you would like for your selected page: ?

Add Keyword

Enter a keyword to add to your active keyword list:

Add Keyword
Suggestions...

Suggested Keywords ?

Keyword:	Relevance

Click ◀ to add a suggested keyword to your Active list.

Active Keywords List

+ Add Keyword

Keyword: (1 of 15 allowed)	
star-marketplace.com	-

▲ ▼
Cancel
Apply

Previous Page

Next Page

Skip All Pages

Return to Page Management

Take me to optimization

6. Enter the title you would like for your selected page.
7. Enter the description you would like for your selected page.
8. Click **Add Keyword**.
9. Enter a keyword to add to your active keyword list
10. Click **Add Keyword** or **Suggestions** if you want to see a list of suggested keywords.
11. Click **Apply**.
12. Click **Take me to optimization**.

2.2 Optimization

Allows you to optimize your website's statistics. Use the site optimizer to improve your website's search engine ranking. If this is an EasySiteWizard site, you may make changes using ESW; otherwise, you will be provided with a text editor to make your changes.

[Statistics](#)
[New Optimization](#)
[Code Validation](#)
[Sitemap](#)
[Google Rankings](#)

Statistics

Your website's statistic optimization statistics. Use the site optimizer to improve your website's search engine ranking. If this is an EasySiteWizard site, you may make changes using ESW; otherwise, you will be provided with a text editor to make your changes.

Most Recent Optimization

Below are your most recent optimization statistics.
Click "Begin New Optimization" to update your optimization statistics.

Date:

URL: <http://star-marketplace.com>

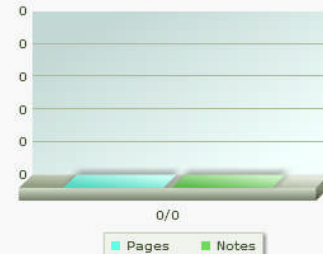
Pages:

Notes:

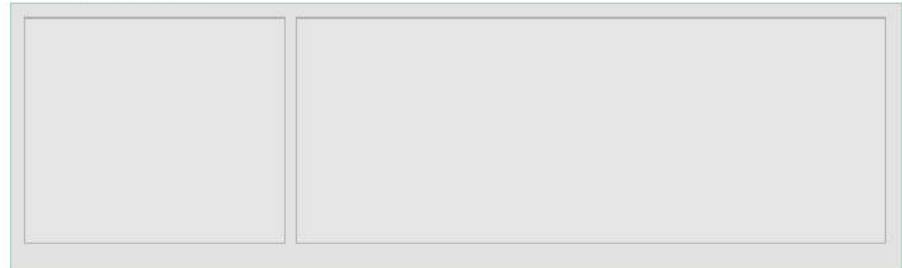
Sitemap: [Generate sitemap](#)
[Begin New Optimization](#)

Previous Optimizations [?]

Previous Optimization Statistic



Page Quality Rankings


[Take me to Code Validation](#)

To OPTIMIZE STATISTICS:

1. Click **Begin New Optimization**.

[Statistics](#)
[New Optimization](#)
[Code Validation](#)
[Sitemap](#)
[Google Rankings](#)

New Optimization

Begin a new optimization for your site. Use the site optimizer to improve your website's search engine ranking.

Page Management

Please select the pages to be optimized:

Site URL: [http:// star-marketplace.com](http://star-marketplace.com)

Select folders:

-
 /ESW
 /PhotoAlbums
 /PhotoAlbumsPro
 /_private
 /_vti_bin
 /_vti_log
 /_vti_pvt
 /_vti_txt

Add pages:

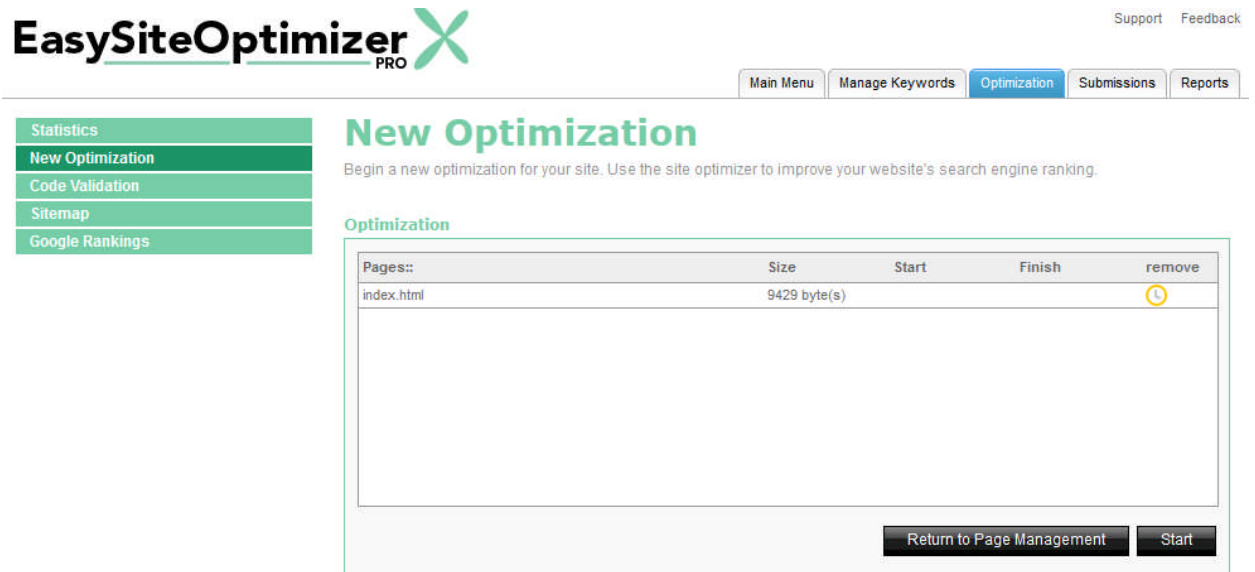
_vti_inf.html
 about.html
 index.html
 index_thumb.html
 news.html
 postinfo.html
 products.html

Currently selected pages:

[Add all pages](#)

[Continue to New Optimization](#)

2. Select site URL.
3. Select folders.
4. Choose page or pages. To select all the pages use **Add all pages**.
5. Click **Continue to New Optimization**.



EasySiteOptimizer PRO [Support](#) [Feedback](#)

[Main Menu](#) [Manage Keywords](#) [Optimization](#) [Submissions](#) [Reports](#)

New Optimization

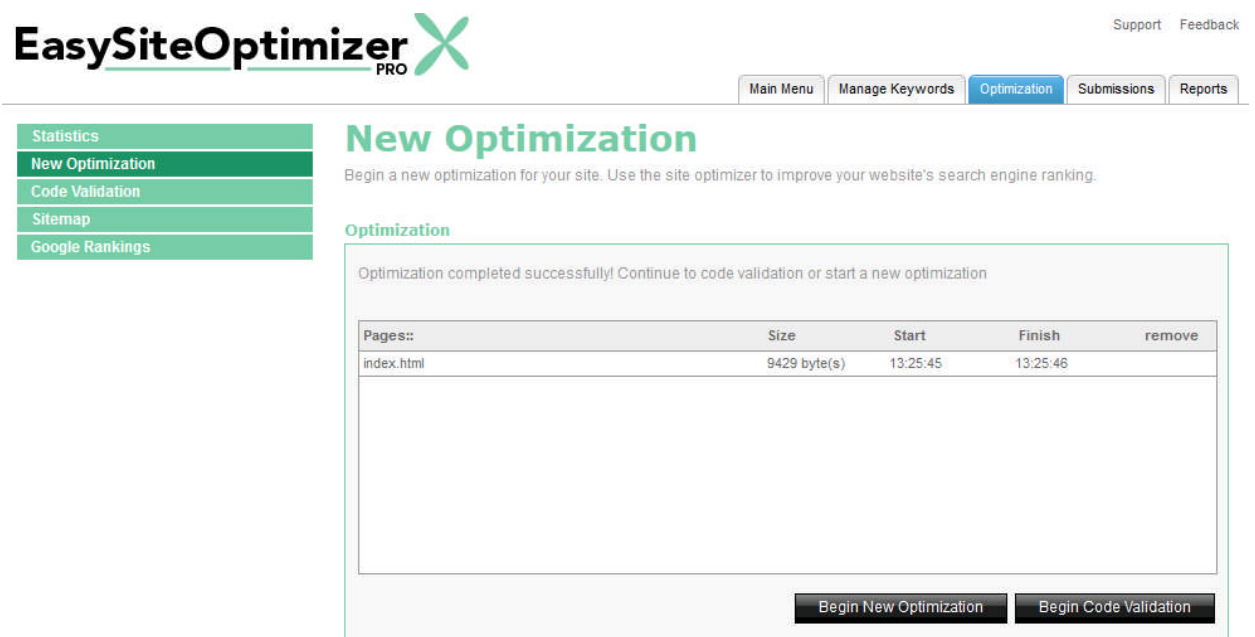
Begin a new optimization for your site. Use the site optimizer to improve your website's search engine ranking.

Optimization

Pages::	Size	Start	Finish	remove
index.html	9429 byte(s)			

[Return to Page Management](#) [Start](#)

6. Click **Start**.



EasySiteOptimizer PRO [Support](#) [Feedback](#)

[Main Menu](#) [Manage Keywords](#) [Optimization](#) [Submissions](#) [Reports](#)

New Optimization

Begin a new optimization for your site. Use the site optimizer to improve your website's search engine ranking.

Optimization

Optimization completed successfully! Continue to code validation or start a new optimization

Pages::	Size	Start	Finish	remove
index.html	9429 byte(s)	13:25:45	13:25:46	

[Begin New Optimization](#) [Begin Code Validation](#)

7. Click **Begin Code Validation**.

- Statistics
- New Optimization
- Code Validation**
- Sitemap
- Google Rankings

Code Validation

The code validation will identify common errors in your site. All fixable errors will be presented to you along with solutions. Fixing these errors may help improve your search ranking.

Page Info	★ ☆ ☆ ☆ ☆
Content	★ ☆ ☆ ☆ ☆
Links	★ ☆ ☆ ☆ ☆
Images	★ ☆ ☆ ☆ ☆
TOTAL	★ ☆ ☆ ☆ ☆

/index.html
★ ☆ ☆ ☆ ☆ 13 notes

☐ Select/Deselect All
Begin Code Validation

8. Select a page or pages for validation
9. Click **Begin Code Validation**.

- Statistics
- New Optimization
- Code Validation**
- Sitemap
- Google Rankings

Code Validation

The code validation will identify common errors in your site. All fixable errors will be presented to you along with solutions. Fixing these errors may help improve your search ranking.

Notes List

Notes	Status
Header error1	○
Content error1	○
Content error2	○
Header error2	○
Header error3	○
Header error4	○
Header error5	○

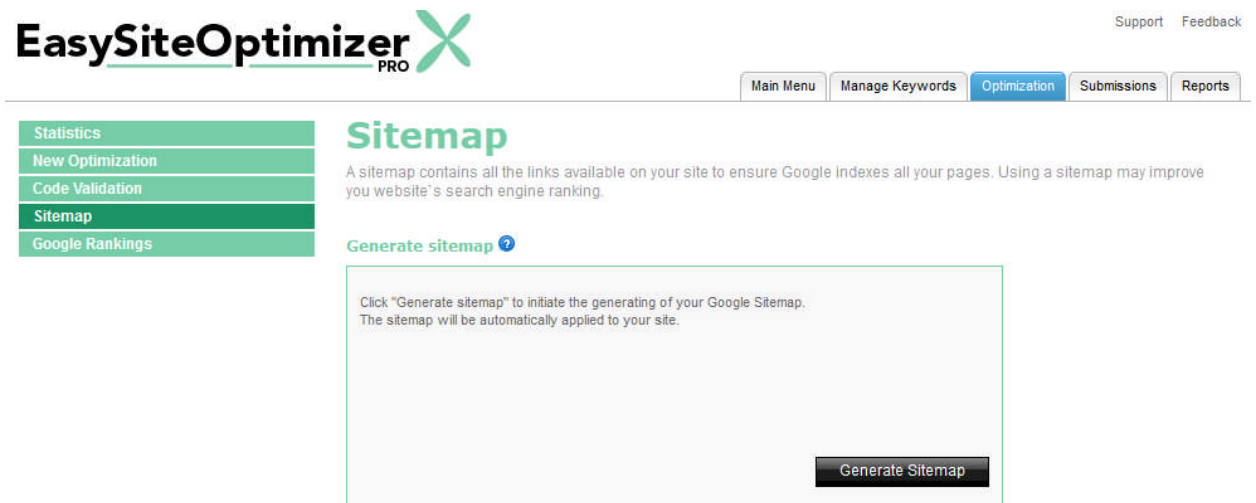
○ Errors
○ Ignored Errors
○ Fixed Errors
○ Notice

Suggested Corrections

10. Click on a note. Page displays suggested corrections.
11. Click **Done**.

TO GENERATE SITEMAP:

1. Click Sitemap.



EasySiteOptimizer PRO

Support Feedback

Main Menu Manage Keywords Optimization Submissions Reports

Statistics
New Optimization
Code Validation
Sitemap
Google Rankings

Sitemap

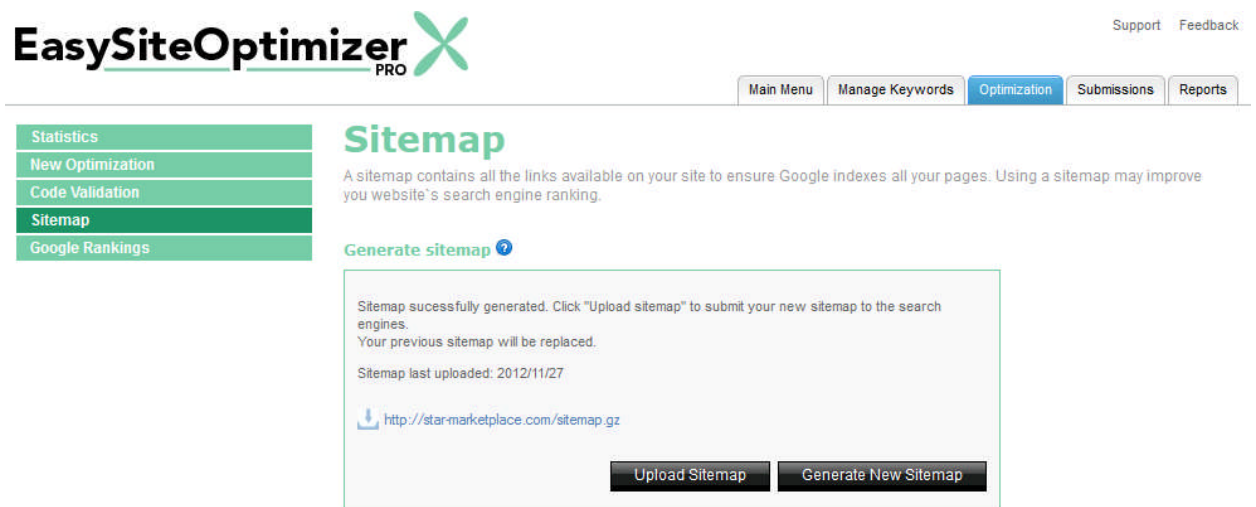
A sitemap contains all the links available on your site to ensure Google indexes all your pages. Using a sitemap may improve you website's search engine ranking.

Generate sitemap ?

Click "Generate sitemap" to initiate the generating of your Google Sitemap. The sitemap will be automatically applied to your site.

Generate Sitemap

2. Click **Generate Sitemap**.



EasySiteOptimizer PRO

Support Feedback

Main Menu Manage Keywords Optimization Submissions Reports

Statistics
New Optimization
Code Validation
Sitemap
Google Rankings

Sitemap

A sitemap contains all the links available on your site to ensure Google indexes all your pages. Using a sitemap may improve you website's search engine ranking.

Generate sitemap ?

Sitemap successfully generated. Click "Upload sitemap" to submit your new sitemap to the search engines. Your previous sitemap will be replaced.

Sitemap last uploaded: 2012/11/27

<http://star-marketplace.com/sitemap.gz>

Upload Sitemap Generate New Sitemap

3. Click **Upload Sitemap**.

2.3 Submissions

The Submissions interface allows you to select what search engines you would like to list your website on. ESO will assist you in submitting your website details.

TO SELECT SEARCH ENGINES:

1. Click **Submissions**.

Submissions

This tool automates the process of submitting your website to many of the internet's most popular search engines. Please note that submission to any given search engine does not guarantee inclusion in its index.

Search engines

Search engine	Status
☐ Google	Not submitted
☐ Bing	Not submitted
☐ Yahoo	Not submitted
☐ Ask	Not submitted
☐ AOL	Not submitted

2. Select the search engines.
3. Click **Apply**.

2.4 Reports

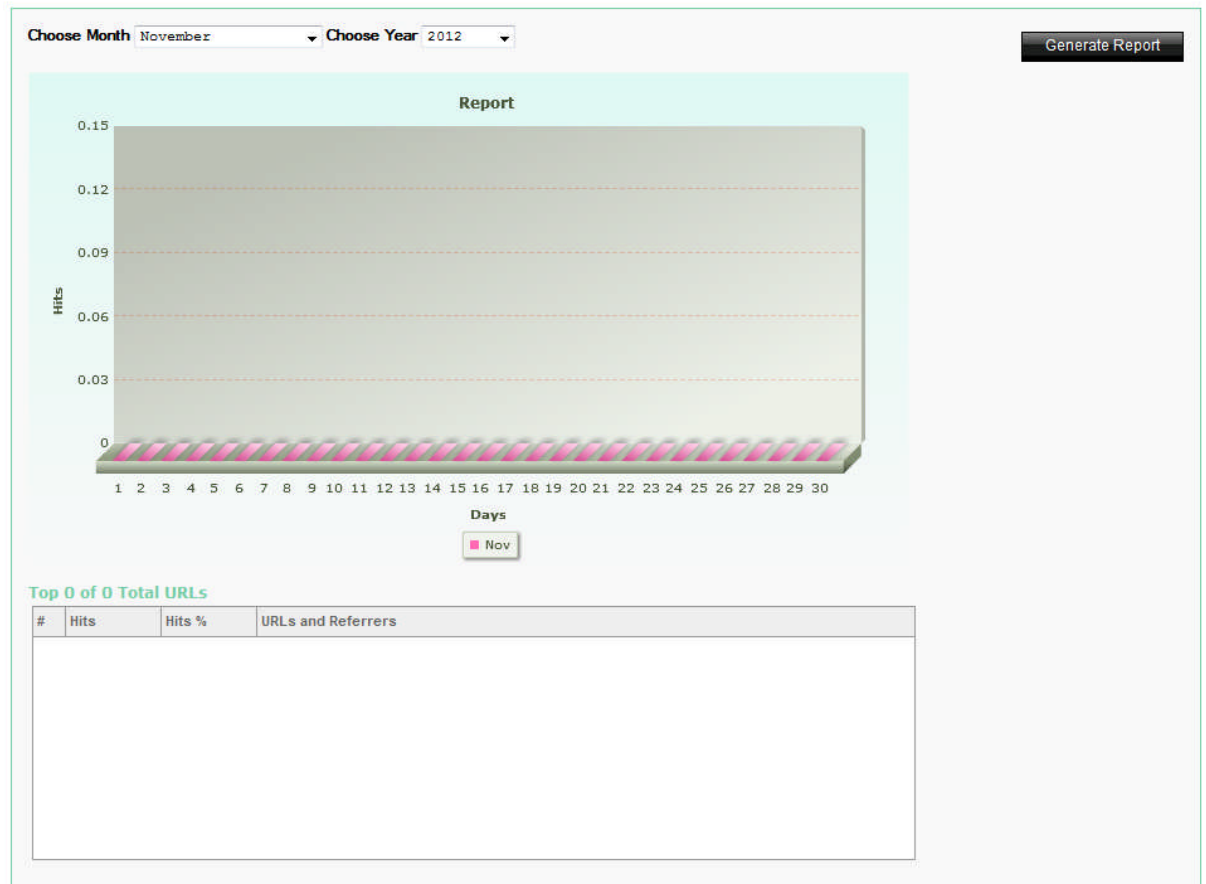
The reports interface shows website's and its pages' ranking in SE's by day (the chart) and total number of hits (including % of hits) from other websites.

TO GENERATE A REPORT:

1. Click **Reports**.

Reports

Generate charts ranking popularity of the website and its pages.



2. Choose month and year.
3. Click **Generate Report**.

<< DOCUMENT END >>