

Website Submission, Ranking and Optimization Success is ALWAYS Measured by Results

By E. J. Gelb, Executive Member

Introduction

Before we begin let me state that I am tired of books and “white papers” by so called “experts”. I am tired of unproven theories being presented to people as “gospel” routes to success.

My creed is simple. “Success is ALWAYS Measured by Results” and if you do not have examples to prove the RESULTS, it is pure “bull-puppies!”

You can spend thousands of dollars hiring so-called reliable companies promising you the world of “Top 10 Rankings” and do not deliver. But how do you monitor their work and more importantly, can you do the work yourself and save the moneys.

THE ANSWER IS “YES” and this paper will show you how to do the task correctly.

Mark my words, you will be using this program weekly if not daily to TWEAK and TWEAK AGAIN your ranking advantage. You will be fine-tuning and tweak your ranking position. Each time gaining more RESULTS and increasing your business.

This paper is an overview of a PROVEN concept that when applied to the Internet will yield for you and your company SUCCESS and INCOME.

Let me also explain that we all have seen “white papers” written by people who have yet to live and experience the marketplace that they are addressing. So at the bottom of the paper you will find my simple “bio”. It will prove that I have the experience of over 40 years in the business world and in this “white paper” you will see the RESULTS and PROOF of my work.

The “bio” will reveal that I am not a twenty or thirty year old self-proclaimed expert. I am a man in my 60’s, semi retired (who loves to work). I am an idea man, marketer and former CEO who created the first Japanese transportable PC that was IBM compatible in the early ‘80’s. Today this business has blossomed into a Billion-Dollar Notebook PC Business for Matsushita/Panasonic.

As you read this “white paper” you will see that the product we are discussing is a PROVEN product.

Let me give you some RESULTS. In February 2002, my company the Gelb Organization, L.L.C. (www.gelb.com), to meet an identified marketing need, introduced an Ultimate Internet Job Spider™. The product was targeted for the vast community of unemployed created by the economic downtrend spiral.

Using our new spiders we were able to position my company Website in the TOP .88% of the entire community of World Wide Web Internet Websites. But WAIT, that is not the most important fact ...

In addition, we were able to position our search keywords so that we CONTROL the Internet for the keyword search "Job Spider". Don't take my word for it. Go to google.com and do a search for "Job Spider" and see how many links in the TOP TEN are to my Website. Last time we looked, over 6 of the top 10 answers to the keywords "Job Spider" were directed to my Website.

These results were obtained within THREE MONTHS of the product introduction which resulted in over 28,500 downloads and sales that presently exceed thousands per week.

Just look at the results for yourself: Search Performed on 09/02/2002

Researched - All Primary Search Engines

Company: Gelb Organization, L.L.C.

URL: <http://www.gelb.com>

This report analyzes top sites with the most top 10 positions

Keywords: job spider													
Links for Page Keyword Analysis -	Google Sites	Yahoo Index	Google	MSN	AOL Web	Teoma	Inktomi	Lycos	Alta Vista	All The Web	Hot Bot	Ask Jeeves	IWon
gelb.com	341000	1	1	1	3	2	2	1	1	1	-	1	3
gelb.com/ultimatespider	341000	2	2	4	2	1	1	2	2	2	1	2	2

We have taking the same techniques that we used for our PROVEN SUCCESS and RESULTS and created the "Website Submission, Optimization Ranking Spider".

By the way, you can join our Spider Affiliate Program for FREE and earn a 30% commission on the sale of our Spider

software programs. Just visit
<http://hop.clickbank.net/?jigyootoko/edosan>

Another thing, I am always tired of authors making you wait until the bitter end to tell you the price. The Suggested List Price is \$39.95 for a one-year (366-day) subscription and you can order at any time by clicking on our URL's in this paper. <http://hop.clickbank.net/?jigyootoko/edosan>

The Web Site Design Strategy

The development of a company business Website or product line is a risky business. THERE IS NO ROOM FOR ERROR.

The designer who is led by the customer's marketing department or business plan will determine the architectural concepts. This "white paper" is loaded with web design advice to make sure that you do not overlook anything.

Pivotal elements are identified and discussed. You must make sure that you do not leave out any of the necessary ingredients for your SUCCESS.

This paper contains web design advice, information, recommendations on the requirements for maximizing your launch efforts.

Remember that developing a web site is far easier with the right tactics and tools.

Our product contains the correct tools for your SUCCESS.

What Makes This Software Package So Essential

- 1) We will lead you to the FREE automatic submission software for your web site(s) to all major search engines.
- 2) Our Popularity tool will identify the ranking of your website among of the World Wide Web community.
- 3) Our Site Ranking Spiders will query the major search engines to see exactly how many other web sites are linking to yours. This will allow you to form affiliations with similar sites for your product line.
- 4) Our Keyword Analysis Spiders will find which specific keywords will increase your number of visitors per day.
- 5) Our META TAG discovery spiders will help you select the correct custom META TAGS for your web site that are guaranteed to increase your site's ranking.
- 6) Our Comprehensive Instruction Manual will discuss key strategies for

submitting your web site and gaining a top ten ranking.

7) The ability to submit other people's web sites, allowing you to sell your very own search engine submission service. Earn a second income submitting other people's web sites.

8) Built in automatic UPGRADE sensor to inform you of newly available spiders and submission spider software. Free upgrades. As the Search Engines change, so too must your software in order to keep ahead of the times. Our development staff works constantly to improve the software, and every time they do you get the improved software free for the lifetime of your subscription.

9) Easy to use "User Friendly" software that is made for the normal computer user wishing to promote their business.

The Objective of the Program

Search engine optimization is the crucial process to achieving eCommerce success for your business. Our spider will determine how your web site is positioned against your web competition. Our instruction manual will explain to you how to make the TOP TEN and place your site in the 1.0% ranking in Popularity of all the WWW sites on the Internet.

Avoid the "pitfalls", often what may be a ranking advantage in one search engine will be a ranking disadvantage in another. Our spider program allows you to concentrate on practical "general search engine optimization" that complements the core cross-section of major search engines. It allows you to fine-tune and tweak your ranking position. This program and its instruction manual concentrates on one simple core concept and relevancy to search queries and contenting your web pages to satisfy a user's interest and gain maximum sensitivity to the major search engine spiders.

[Note: The product discussed in this paper has been tested on the Windows 95, 98, 98SE, ME, NT4.0+, 2000, and XP and the common Internet Browsers.]

Demonstration Program

Some of our readers are not interested in how to effectively use the Spider against their competition and just wish to jump and tackle the demonstration copy of the program. So I will not try their patience by forcing them to read on.

You can obtain your 1 day trial copy of the program by just clicking here www.gelb.com/ultimatespider/Trial/Trial_Site_Optimization_Spider.exe

However, for the effective use of the program, I would recommend that you read on and remember that **you will be using this program weekly if not daily to**

TWEAK and TWEAK AGAIN your ranking advantage. You will be fine-tuning and tweaking and optimizing your ranking position. Each time gaining more RESULTS and increasing your business SUCCESS.

An Overview of the Product

This Spider package will not only be able to find affiliates for your Website products but route out the Internet for Business Opportunities.

The product has many special business categories designed just for the purposes of targeting your business SUCCESS and RESULTS:

("SITE RANKING SPIDERS") .. This is the section to test the Popularity of any website. Our special spiders that establish the popularity of any Website and uncover critical links to those sites. **NOTE: The spider will also uncover MISCELLANEOUS pages in the search engine spiders that you should be aware of for many reasons .. legal and otherwise.**

("AUCTIONS") .. Auction spiders for Business Opportunities.

("BUSINESS NEWS") .. The latest news on companies and competitors.

("BUY BOOKS") .. Purchase books on business or other interests.

("BUY SOFTWARE") .. To determine places for purchasing or selling your digital products.

("COMPANY INFORMATION") .. The latest information on companies that may interest you.

("DOMAIN NAMES") .. For searching available domains and domain ownership.

("DOWNLOAD SOFTWARE") .. For downloading free or trial software.

("JOBS .. POSITIONS .. EMPLOYMENT") .. Spidering job sites for advancing careers.

("METASEARCH SPIDER ENGINES") .. **This is the section to test the Popularity of the META TAGS in a website.** Spidering sites by their effective META TAGS and discovering which ones are best for loading into your site.

("NEWS") .. Spidering news releases for critical information on your industry.

("SEARCH ENGINES") .. Spidering search engines for general information

("STOCK QUOTES") .. Monitoring the financial sector.

("TOP SEARCH SPIDER ENGINES") .. **This is the section to test the effectiveness of the KEYWORDS Ranking.** Spidering the top search engines to effectively gauge how your site is ranked for different keyword searches.

("WORLD BANKS AND ORG.") .. Finding out where the money is which includes Venture Capital and Angel funding operations.

Please remember that some of the main reasons for using this particular package is to find out how to hunt down Super Affiliates for your products, research your competitors and boosting your search engine rankings.

How the Spider works

I know that some of you may be interested in how the spider works.

I own a patent pending spider technology, which is a high-speed algorithm that is specifically designed to search other spider engines on the Internet. Yes, I have over 44 patents for the Internet. One of my patents (for firewalls) has over 84,000,000 users as of December 2001. No, the zero's are not wrong, the number is in excess of 84 million.

I created a small and extremely fast code that is driving the Java Virtual Machine (JVM) in your Browser. So it uses the full power of your microprocessor and your Internet connection to do its work.

You do not have to download or do anything tricky. Just ask the spider to hunt for instances using keywords and URL's.

So you have now have a special engine that queries search engines directly and **it is on your own desktop**. It is not a service that depends on someone else's server being in operation.

THIS IS A BIG ADVANTAGE. Remember that one of the rules of Success is that "you always control the situation".

Which search engines do we use?

Actually we have made the choice very easy for you. Our focus groups and technical staff using the 90/10 rule have already chosen the correct sites that will represent more than 90+% of the critical information that you will need to succeed.

We surveyed the major search engines and choose the sites that are the PRIMARY suppliers of new sites. Search engine sites are like a "food chain" the master sites feed answers to the minor sites.

Our choices will locate the high traffic sites that are directly linked to your Website or your competitors Website.

Yes, it is very important that in marketing research you PINPOINT and fully investigate your competitors.

This is how the Site Ranking Spider works

First, we offer to you a Popularity Website to gauge your present position or the position of your competitors on the Internet. The service we target is like the Nielsen system for TV's. It monitors a huge number of the Internets surfers and keeps track of the sites the participants visit.

Remember that you must use actual Internet Surfer data. This is critical for your positioning.

The Popularity Website takes the sites visited by their participants, does a polling and arrives at a number and calls it an Average Traffic Report. It is a great indicator of the Popularity of your Website or your competitors Website.

Next you will spider our master sites like google and altavista. We offer to you the top nine MASTER sites as targets. The results from these sites will be actual data tabulating based on actual requests (keyword requests) to the Website AND according to the pages LINKED and the number of hits to that site.

These sites use the actual LINK information and stack the URL's with the greatest active for that LINK at the top of the list.

For a COMPETITIVE EVALUATION, it is important to inform you that you MUST DRILL DOWN one level to get the most accurate LINK DATA. First, you have to query the top nine search engines in our SITE RANKING SPIDERS category to find out the TOP TEN sites that link to that site.

Then you must query the search engines AGAIN and find the TOP TEN sites to the original answers found in step one.

If you do not DRILL DOWN, you will never know what sites are propelling the major sites and miss a great opportunity.

Remember that this method of spidering is the most accurate and it is not dependent on market segmentation just REAL HITS, REAL LINKS and REAL HITS between the LINKS.

Some people have asked if there's any reason to use all the search engines for your answers. The answer is that some search engines have a larger database of information and the results will slightly vary.

Remember at any time, if you wish to order the product just visit <http://hop.clickbank.net/?jigyootoko/edosan>

Now what can all the spiders do for you?

The main use of the Spider is for Business Opportunities, to find Websites to sell your goods and to find PARTNERS (The industry calls them "Affiliates"). Affiliate sites are excellent because they involve professionals who have spend money establishing and developing their sites and targeting their vertical markets. Yes, always remember that the other sites are constantly using Marketing Development Funds for increasing their viewership.

Our spider search engines and metasearch engines have been developed specifically to target products that are similar to yours to find the KEYWORDS that you will use to be successful.

Our spider Link engines have been developed so you can rank your Popularity and that of your competitors. You just target the Websites that sell product similar to yours.

Please note this difference. You will need both to succeed in your business. You will need to be able to discover the KEYWORDS and LINKS that will make your Internet enterprise SUCCESSFUL.

Additionally, it is important that you investigate if any of your competitor's links are comparable with your site.

You are also looking for Websites that your products can complement. You will approach the other party with a nice email asking them if they wish to EXPAND THEIR SERVICES WITH YOUR PRODUCT.

If they are good for expanding your business and they don't already link to you, then you should target them for linkage and request a link or anchor to them. If you can do this you will definitely increase both your business and success.

Yes, it is not a crime to send an email directly to a CEO explaining your Business Development proposal and that your email is not Spam but a specific request to conduct business.

Emulating your site after another site

Remember we said, "emulating" not copyright infringe or copy.

Our spider will give you a list of target URL's that you can just double click on and visit. You can benefit from viewing the other sites in your vertical market and see how they are doing it right or wrong. Remember that you can also profit from their errors.

Do they offer features that your site should offer like chat rooms, discussion groups, forums, and upload and download capabilities, audio, video, conferencing, shopping carts, etc.

Are they selling software, hardware, publishers, information, services, etc. If necessary you may have to join them.

How do you boost your Website Ranking?

We have seen hundreds of people submit projects to sites like eLance.com with a request to boost their rankings to the TOP TEN. In most cases, this is a waste of money and time.

Why? Because you must carefully choose the correct META TAGS and KEYWORDS to get that rating and your Website must be designed have MAXIMUM SENSITIVITY to the probes by the spider engines.

Another critical piece of information is that your home page should not be crammed with everything you want to expose? Hell No! That is worst thing to do. Remember the old KISS play? "Keep It Simple Stupid!"

Just look at our site www.gelb.com, it is simple. There are no cells, no flash, no frames, just the simple message of Welcome and a guide to better material.

Remember the home page is the APPETIZER and not the MAIN MENU. Spiders love this simplicity and cross-link everything connected to the HOME page. You lose nothing. They cross-link your entire Website and examine the sub pages and report and catalog them on their host machine.

We have seen too many Website with frames, flash and panache that JUST WILL NOT BE SEARCHED CORRECTLY BY THE SPIDERS.

So if you want a TOP RANKING, you must first find the top popular sites in your industry and EMULATE THEM remembering to KISS.

If you are hunting for site that you want to co-promote, please make sure that you have chosen sites that have at least fifty links to them.

Then you will attain your goal to hitting the TOP ranking in weeks rather than in years.

Let's now speak about the other features of program

I am not satisfied just to give you an Internet Site Ranking™ program. You need an entire product that will put hundreds of the web's most popular search engines and product suppliers at your fingertips.

So I had my engineers add a slew of categories for your Business to the Spider package.

Remember if you want to purchase the product for \$39.95 just click <http://hop.clickbank.net/?jigyootoko/edosan>

We built a collection of search sites that address Company Information, Auctions, Domain Name searches, Banking, META-SEARCH engines and spiders and

much more. It searches and matches you to information and opportunities posted on the Internet.

It is keyed to match your experiences and talents by using the words you choose... it just keeps hunting while you work or play.

Think like a programmer and you will SUCCESSFUL!

You will find that you will be constantly using this program to improve the Ranking and Optimization of your site.

We spoke of META TAGS and Keywords. **There is no MAGIC** in discovering the correct tags and keywords to position your site. Only some clever work and rework.

Using our program go into google and yahoo and do a keyword search on 'Meta Tags' Using AND. You will be present with papers on how to understand and how to use META TAGS, even papers on lawsuits concerning META TAGS.

These instructions will help you gain MAXIMUM EXPOSURE on METASEARCH engines like mamma.com. In fact our METASEARCH SPIDER ENGINE category will help you determine the effectiveness of your sites META TAGS.

Keywords are a little more tricky. Using our Site Ranking Spiders find out the links your competitors have and investigate the keywords they and their link partners use.

When you read about META TAGS you will be introduced to the following tag:

```
<meta name="KEYWORDS"
content="job, jobs, locator, hunter, employment, opportunities,
outplacement, job spider, spider engine, search engine, spiders,
submission, search, engine, ranking, promotion, marketing, search engine
ranking, search engine optimization, marketing promotion, ranking
optimization, keyword position, How Do I, How To, web site placement,
URL optimization, site promotion, add URL, stealth keywords, optimization,
placement, keywords, strategic, free">
```

Above is just one of the META TAGS– Keywords that we use for our Job Spider.

If you are using a Netscape browser you will find the META TAGS under View .. Page Source.

If you are using Microsoft Internet Explorer you will find the META TAGS under View .. Source.

You can now do what the programmers do. They look at a competitor site and make a list of the Keywords from the linked sites. Then compare the lists and find the common keywords. You are now on your way.

Programmers then spider the sites in our TOP SEARCH SPIDER ENGINES with the keywords of significance and review the resulting site hits.

They work and rework the keywords until the correct combination is found that produces the maximum results and **THOSE ARE THE KEYWORDS THAT THEY USE IN THE SITE.**

These would be the keywords that you would use in your site or the ones you would instruct your programmer to use in their design of your site.

By the way, you will come across the term “KEYWORD DENSITY ANALYZER”. This is a program that searches Websites and reports the number of hits to a word. The problem with the analyzer is that it analyzes words and is not specific to your industry.

You must find the LINKS of the URL’s that you are interested in and then individually investigate the source codes for the KEYWORDS, and META TAGS that you will use. Depending on a keyword analyzer is not the right approach.

Time for you to start

Let us now summarize what you have accomplished. You have:

Researched your competition and the Internet marketplace for your product offerings and isolated the sites that you wish to form an affiliation with. We certainly hope that you will send email to them asking for an affiliation.

You have mastered the META TAGS to be used in your site and the keywords that represent your site offerings.

Now is the time for you to spread the word of your site:

Here are a few of our favorites for you to start...

If you are selling software you will want to visit <http://www.trialware.org/sites.html> and submit your software as a developer.

If you want to find FREE software to submit your site to the search engines and general submission software for metasearch engines you will thoroughly enjoy <http://www.softwaremarketingresource.com/submissiontools.html>

Remember that you can always find many more Internet sites by using our TOP SEARCH ENGINE category to do some more spidering.

In Conclusion

I hope that my small “white paper” has been of some assistance in your pursuit of SUCCESSFUL RESULTS for your company.

Ed

About the Ed Gelb



Strategic Business Development Consultant

Ed is a Semi Retired Results Oriented Executive. His International business experience offers significant benefit to clients seeking relationships with Japanese corporations.

His philosophy and results have always been derived from the application of his knowledge of how companies use computers - the applications that drive their technology for small and large businesses. Thus he is able to offer pragmatic strategic market advice and direction to hardware, software, manufacturing and services groups of company on how to best apply their technology to the needs of various market segments.

For the last twenty-five years, Ed has been associated with the numerous Fortune 100 Corporations.

Internet Security (Firewalls) – For Internet firewalls he has been issued 26 patents since 1996, a credit to his technological expertise in network protocols, routers, network operating systems, and streaming.

In 1981, Ed led Matsushita's entry into the computer and peripheral business. Converting their Matsushita Radio and General Audio Factory into a Computer Factory. He created the first Japanese IBM compatible computer and associated peripherals. His Business Models and Products for the First Japanese IBM Compatible Computers resulted in capture of over 2.5% market share and the creation of new Matsushita factory in 1984.

He later extended the Computer Product Lines to include Desktops, Notebook, Laptop, and a complete peripheral product line. His work in the Printer Peripheral Business resulted in the capture of a 39% market share.

He founded the Gelb Organization in 1975. Ed and his staff have consulted for major corporations in the computer industry. It was during this period that he was hired by Matsushita to create programs and strategies targeted for their entry into computer business

designed to be searching for MAXIMUM SENSITIVITY by the spider engines.

The Instruction Manual

The "Website Submission, Ranking Optimization Spider™" is the best way to effectively spend your valuable time searching for what is available on the World Wide Web.

The product has been tested on the Windows OS from 95 through XP and the common Internet Browsers.

Boolean Query Language Instructions.

The unique text search engine will allow queries to be formed from arbitrary Boolean expressions containing the keywords along with the Boolean operands "Using AND", "Using OR" or "Using a URL".

[NOTE: For the Category Site Ranking Engines only the "Using URL" will work. It is hard coded so that you cannot accidentally use an incorrect keyword. The only entry that will work is a URL, i.e., www.sony.com]

For example: The text search engine will allow queries to be formed from arbitrary Boolean expressions of any keyword or keywords in the Search for... box that will be connected by the Boolean Operand AND or OR. Only one such expression may be used at one time. To select, click on the Boolean Operand box to the right of the Search for... box and select "Using AND" or "Using OR" by clicking on the desired Boolean Operand.

Some useful examples.

Examples for the "Using URL" query will be the domain name, i.e., 'www.sony.com' 'www.united.com' .. ***Again, please remember that this query is the default for the Category entitled "Site Ranking Engines".***

For ALL OTHER CATEGORIES use the "Using AND" and "Using OR" queries.

With these queries you can string multiple words like "eCommerce", "Firewalls", "Marketing", and "Director" by entering them in to the Search for... box and selecting the Boolean Operand.

If the keywords "eCommerce", "Firewalls", "Marketing", and "Director" are entered in to the Search for... box and "Using OR" is selected in the Boolean Operand box to the right of the Search for... box then Web page documents containing "eCommerce" OR "Firewalls" OR "Marketing" OR "Director" are found. In this case ALL results will be returned ASSOCIATED WITH ANY OF THE SEARCH WORDS.

HINT: The Boolean Expression OR will always produce the most results. Also remember to always add TWO (2) search words TO EVERY SEARCH REQUESTED.

If the keywords "eCommerce", "Firewalls", "Marketing", and "Director" are entered in to the Search for... box and "Using AND" is selected in the Boolean Operand box to the right of the Search for... box then Web page documents containing "eCommerce" AND "Firewalls" AND "Marketing" AND "Director" are found. In this case ONLY results will be returned if THEY CONTAIN ALL THE SEARCH WORDS.

[Note: The results of a search of the sites can return answers that do not contain the eCommerce word in the job link, but contained it in the job description.]

For example; if you search on monster for "eCommerce" the site could return a link like this:

Director of Business Development (this is the link)

<http://jobsearch.monster.com/getjob.asp?col=&cy=US&brd=1&lid=&fn=&q=e-commerce&JobID=12456393>

Although the string: Director of Business Development does not contain the word "eCommerce" it will be display in our Results panel. The reason for this is that the company that submitted the job position also submits the keywords that they feel are suitable for the job candidates. In the case above, Director of Business Development, the company must have felt that a candidate seeking employment in "eCommerce" would be acceptable.

Geographical Selection by State(s)

[Note: THIS FEATURE IS ONLY AVAILABLE FOR THE JOBS CATEGORY.]

Default is: All United States

To Choose a State

To select a particular in the United States of America click on "Options". Under "Options" you can select one state by clicking on that states name in the list provided.

To Choose Multiple States

Under "Options" you can select more than one state to conduct your search by the following means:

To Select States That Do Not Appear Adjacent To Each Other In The List

You can click on first state in the list, then with CTRL pressed click on all of the other states you want to add to the list. They will stay highlighted and will be selected when you click the OK button on the "Options" window.

To Select States That Appear Adjacent to Each Other In the List

You can click on first state in the list, then with SHIFT pressed click on last state you want to add to the list; you will see that all sites between the two will be selected. They will stay highlighted and will be selected when you click the OK button on the "Options" window.

[WARNING: DO NOT CHOOSE BOTH THE ENTIRE USA AND SELECT STATES, AS THE SEARCH STRING CANNOT DO BOTH AND WILL PRODUCE 'NO RESULTS'. IT WILL JUST INDICATE "DONE" AS THOUGH THE SEARCH WAS UNSUCCESSFUL.]

Search Strings

Note: Only full words are accepted for searching.

The search words are NOT case sensitive.

The search criteria will not accept '*' or '?' wildcards.

Operation of your Site Ranking Spider

1. First click **"New"** button: this will delete "+" All sites (if there is something there).
2. Type your word or words or URL into the **Search for...** box.
3. Pick the **Boolean Operand** "Using AND" / "Using OR" / "Using URL" in the Boolean Operand box to the right of the Search for... box.
4. In the Categories panel click on **"+"** sign: you will see the categories.
5. Click on the category of interest: you will see in the List of Sites panel the sites in that category.
6. Select one or more sites; you will see the **"Add"** button becomes active.
[NOTE: You can mix sites from any category EXCEPT the Site Ranking Category.]
7. Click the **"Add"** button: you will see under the Search for... box in the Searched Sites panel + All Sites.

8. If you click on "+" you will see the list of the sites that you selected.
9. Click "**Search**" button: it will begin the searching process (it might take a while depending on the number of sites you selected). There are two indications of a search-taking place; one is the meter bar and the other is the window at the bottom of the program window. This window will also tell you the site that is currently searched. **[Note: Please do not forget that for the Job Search Category you should verify your STATES option. This option is only effect the Job Sites.]**
10. The right upper panel is the **Results** Panel. The panel will list the results found that match your Search for... box keyword entries with each word logically connected by the Boolean Operand in the Boolean Operand box.
11. **[Hint: The Results Panel will give you the results of your search as a total overview. However it should be noted that when you execute the PRINT box the results will be listed for the Site Ranking Engines by the most important linked and hit site.**

The TOP DOG goes to the TOP of the Pile. The PRINT option will rank the results by TOP DOG for each site you choose to survey in your query.

Similarly for your Job Searches the PRINT box will tell you by site searched the most recently posted job in numerically order.]

12. Select the result in the Results Panel list by clicking on it and then click the "**GO URL**" button to go to the Website page for that job OR you can just **double click** on the job to activate your browser and display that particular job. If you do not have a Browser opened the "GO URL" will activate your DEFAULT browser, normally Microsoft Internet Explorer.

Note to Our Job Seeking Users

We have been asked why we do not add to the Job search pattern various search parameters. Our research has shown that these criteria are not available in the majority of search sites particularly jobs in magazines and classifieds. However, this does not stop the user from creating their own search string as described in the ADD NEW CATEGORY and placing within that search the City, Number of Days Since Posting, Date of Posting, Miles from Home. That is why we designed this section to give our users maximum flexibility to create their own search strings.

Helpful Hints

1. You can save and retain your search results by clicking the "**Save**" button. The button will be activated as soon as first result is displayed in the result list. At this point, you will be asked to name the file. The automatic extension

added is the .txt (text) extension. **[Hint: If you look at the saved file using a text editor .. all the resultant search strings for each job found will be displayed.]**

2. You can open your previous search results by clicking the **"Open"** button and choose a previous saved file; the Searched Sites and Jobs Found lists will be populated with the saved results. However, if you select a job in the Jobs Found list by clicking on it and then click the **"GO URL"**, you may find the job position may have been withdraw or filled and you see the following message:

This page cannot be displayed

The page you are looking for is currently unavailable or the Job is no longer available. The Web site might also be experiencing technical difficulties, or you may need to adjust your browser settings.

3. For adding a new category you will right click in the Categories and choose **Add New Category**. A new window will be opened and you will have to type the name and the sites he want in this category. **[Note: I bet you did not know that the categories file could be modified by your text editor. Just locate your category file ... it is stored in the same directory with the Ultimate Internet Spider file in the Program Files section and modify, add, change the entries.]**
4. Please note that the meter bar will run for each query chosen. This can take some extra time if in your Job Search Category you chose NY, NJ, and PA. For each site link the meter bar will run. Please be patient while the Spider does its task.
5. Another observation that you may see is that the Spider searches a particular site and quickly states that the job is completed or **"DONE"**. The Spider has been designed to spot a search site that is having "Time Out" problems and by pass that particular site.
6. We would also like to advise you that the maximum number of the search results has been limited to 1500.

Adding a new category and site is an ADVANCED USER capability

To add new categories and sites; **(right click in Categories panel->Add New Category)**; a pop-up window will be displayed asking for the name of the new category.

You will also see that we have made available all the built-in sites for adding to the list of the sites in the new category.

If the user wants to add a site which is not in the built-in sites than you will have to click on the **"Make a New Site Available"** button on the Add New Category Window. A new pop-up window will ask for the name you wish to see in the sites list, and for the search string (in example for google the string will be:

www.google.com/search?sourceid=navclient&q=

after the "=" you would automatically add the search string).

Please remember the after you have finished adding the new site. Please close the window.

[Note: In order to add a new search string you MUST CREATE THE SEARCH STRING FIRST USING THE INSTRUCTIONS BELOW. AFTER YOU HAVE CREATED THE NEW SEARCH STRING YOU WILL SEE IT APPEAR IN THE LIST OF ELIGIBLE SITES FOR INCLUSION IN A NEW CATEGORY. AT THIS TIME YOU CAN CREATE A NEW CATEGORY NAME AND MOVE YOUR NEW SEARCH STRING INTO THIS CATEGORY.]

Also you can add to your new special category any of the hard coded sites in our program. So if you wish to create a category to target specific sites use this function.]

For more information on how to create search string please go to the bottom of the instruction manual.

You can remove a site from the All Sites lists if right click on it and choose **"Remove from Tree"**.

From the Categories you can select the sites to be searched. If you select "Jobs" you will see all the sites in that category in the List of Sites window. You may select as many sites as the registered copy will allow. For selecting many sites at once you can click on first site, then with SHIFT pressed click on last site you want to add (in our case you can click on www.monster.com and with SHIFT pressed click on other site in the list); you will see that all sites between the two will be selected; OR you can pick individual multiple sites by using the CTRL key. This is exactly the same way that works in Windows Explorer when you want to select more files in a folder.

PRINT OUTS

Your Spider has the capability to display or print out the results of your search. **[NOTE: Remember the previous hint above concerning "The TOP DOG goes to the TOP of the Pile."]** After a search is completed clicking on the Print box .. will review not only the results of your search but also the conditions of the search and the order of importance. It will give you critical information like the keywords searched, the Boolean expression used and the States searched.

Creating Search Sites for the Advanced User

Before making any other considerations let see what a “searching string” is and define some terms.

A search string is a special www address which can be written in the browser address bar and which returns a valid html page.

Let see two examples of what we call “search string”:

<http://www.google.com/search?hl=en&q=test&btnG=Google+Search>
<http://jobsearch.monster.com/jobsearch.asp?cy=US&brd=1&lid=&fn=&q=test>

We can distinguish two major parts:

- one part before the “?” sign which is like any address on the Internet:

<http://www.google.com/search>

<http://jobsearch.monster.com/jobsearch.asp> on our examples. We will call that part the ACTION string;

- and the part after the “?” called in this document the PARAMETERS string;

**hl=en&q=test&btnG=Google+Search in first example; and
cy=US&brd=1&lid=&fn=&q=test in our second example;**

A keyword is always present in the PARAMETERS string. In our case the keyword is “test”. So we will always have parameter_name=keyword in our PARAMETERS string.

In our case it is just a coincidence that parameter_name is q for both examples (q=test in our examples). Another important observation that must be made and will help in the future is that in the creation of search strings order of the strings created DOES NOT MATTER in the PARAMETERS string.

So, for our first example, the searching string

<http://www.google.com/search?hl=en&btnG=Google+Search&q=test> is also a valid string.

Another subject, which must be discussed here, is the HIDDEN PARAMETERS.

A hidden parameter is a parameter, which does not result from an input from the user.

Let's review the google examples: a user on the google site will just write the keyword and press the "Google Search" button. The others parameters, (hl=en, btnG=Google+Search) are hidden parameters and are set in the html code of the page. In the second example (monster.com) we have two hidden parameters (cy=US and brd=1) and the others result from an input from the user (lid, fn, q).

There are two major categories of search sites:

- **sites which use GET method for sending the keywords;**
- **sites which use POST method for sending the keywords;**

Sites that use the GET method

For the sites that use the GET method it is relatively simple to found the search string. Usually, for the sites that use GET method, the search strings are displayed in the address bar of the browser after a submit is made. Both sites in example above use the GET method. What we have to do in this case:

- using browser go to the site which need to be added;
- write a keyword in the input search text and click on button to submit it;
- after the results page is displayed, view the address in the address bar of explorer; if it is similar to the examples above then the site use GET method for submitting the keyword;
- copy the string in the address bar (CTRL-C when selected) and paste it into Notepad or other text editor;
- move the parameter_name=keyword in the last position; in the google example the parameter is q so from the original string:

<http://www.google.com/search?hl=en&q=test&btnG=Google+Search>

we will make the following string:

<http://www.google.com/search?hl=en&btnG=Google+Search&q=test>

- delete the keyword which is now in the last position; the search string will become:

<http://www.google.com/search?hl=en&btnG=Google+Search&q=>

That is the string that must be introduced in the Search String of the site.

For doing that right click in the "Categories" panel than choose "Add New Category". Press the "Make a new Site Available" button. A new window will be opened. In the first field enter the name of the site (the name you want to be displayed in the sites list). Let say Google. In the second field paste the resulted searching string

(<http://www.google.com/search?hl=en&btnG=Google+Search&q=> in our case).

For sites that use more input parameters the user can introduce more strings (one for every changed parameter) in separate records.

For the monster example one record can be:

Displayed name: Monster – All

Search string:

<http://jobsearch.monster.com/jobsearch.asp?cy=US&brd=1&lid=&fn=&q=>

This string result from choosing the following in the search page of the site:

Location Search = Select all

Job Category search = Select all

Another record can be:

Displayed name: Monster – Alabama-Anniston

Search string:

<http://jobsearch.monster.com/jobsearch.asp?cy=US&brd=1&lid=323&fn=&q=>
=

This string result from choosing the following in the search page of the site:

Location Search = Alabama-Anniston

Job Category search = Select all

Sites that use POST method

For the sites that use the POST method the search string will not be displayed in the address bar so the procedure will be more complicated. For explaining this complicated procedure we will use the search page from www.joblocator.com. This site uses the POST method. If the users write something in Keyword Search field and then clicks the “Search” button, a result page will be displayed, but nothing will change in the address bar. So we need another method to find the search string for that site. These are the steps:

- open the search page of the site, which look like these for www.joblocator.com by right clicking somewhere near an input field and choose view source;

Usually the source of the html page is displayed in Notepad.

- search for the following string “<form” (without “”) in the source page; for our example the following row will be found:

NOTE: For instance in the Netscape 4.7+ Series under the task VIEW it is called "Page Info"

```
<form method="POST" action="searchjobs.asp">
```

In a new text editor window write the address of the site:
www.joblocator.com

then add the action string: searchjobs.asp

the string must look like: www.joblocator.com/searchjobs.asp

From the source file of the page extract all the "input" tags between
<form method="POST" action="searchjobs.asp">
and </form>

These are parameters for our example:

```
<input type="checkbox" value="" name="searchagent">  
<input type="text" name="searchagenttitle" value="" maxlength="80">  
<input type="text" value="" name="job_search" size="25">  
<input type="text" value="" name="location2" size="25">  
<input type="submit" value="Search" name="Search">
```

The last input it is always type=submit **and it is not relevant for our algorithm.**

From the input tags we will create the PARAMETERS string as follow:

Name from an input tag = value from the same tag, which mean:

```
searchagent=  
searchagenttitle=  
job_search=  
location2=
```

It is easy to see that job_search will contain the Keyword Search, location2 will contain the Location, searchagenttitle will contain Name of Agent and the searchagent is the checkbox.

Now lets try to create a test string as follows:

Name_of_site + action + PARAMETERS string

www.joblocator.com/searchjobs.asp?searchagent=no&searchagenttitle=&location2=&job_search=test

Please observe that I moved the parameter, which contains the keyword in the last position, and I gave it the "test" value. I also give a "no" value to the checkbox.

After the string is tested in a browser and results are returned then we can introduce the string in our program:

www.joblocator.com/searchjobs.asp?searchagent=no&searchagenttitle=&location2=&job_search= without the keyword of course.

So we can create a record:
Displayed name: joblocator – all

Search string:

www.joblocator.com/searchjobs.asp?searchagent=no&searchagenttitle=&location2=&job_search=

Let suppose that the user is interesting to use search www.joblocator.com for searching for jobs only in California. All he have to do is to create another record like below:

Displayed name: joblocator-california

Search string:

www.joblocator.com/searchjobs.asp?searchagent=no&searchagenttitle=&location2=california&job_search=

Note that the parameter location2 have now the value “california”.

**This program is protected under the US and International Copyright Laws.
Patents Applied For
© 2001-2002, Gelb Organization, L.L.C. All Rights Reserved.**