



Version 3.1
User Manual

Introduction

An introduction to PR Prowler 3.1

by TopNet Solutions

This PR Prowler User Manual covers all of the features of this new exciting version. We hope that you enjoy using our product and find this user guide to be informative.

If there is anything that you feel has been omitted from this user manual, then please let us know as we are passionate about providing excellent service.

Have fun using your new product, and happy PR hunting!

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PR Prowler 3.1 User Manual

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Part I Introduction

1.1 About PR Prowler v3.1

PR Prowler was built as a necessary aid in researching and obtaining highly relevant link partners. Link acquisition is the single biggest factor when it comes to search engine optimization, and this task had previously become far too tedious and labor intensive. Our team of programmers have created unique methods for parsing web pages to quickly analyze and extract relevant data that is essential to ascertain the relevance and value of any potential link partner.

Our first version was launched in March of 2004 and quickly rose to become the most popular link acquisition tool for professional search engine optimizers as well as countless webmasters. Thanks to our early market entry and the customers who put their trust in us, we've been able to develop PR Prowler into a leading search engine optimization solution used by thousands around the world.

The most exciting thing about PR Prowler for us is how we constantly hear from our clients how PR Prowler has finally enabled them to quickly and easily find and secure highly relevant link partners, thus boosting their search engine rankings dramatically. We hope to enable many more!

As for the future of PR Prowler, our product has really taken us aback with the huge uptake and acceptance in the market and we thank everyone who has purchased, downloaded or even taken the time to browse our site. We are always open to suggestions from our valued customers for future versions, and we plan to continue to increase the functionality and power of PR Prowler.

Thanks for your interest, and thanks for your business.

The PR Prowler Team

1.2 Features

The following is a bulleted list of features that can be found in v3.1 of PR Prowler:

- prowls keywords and URLs to find highly relevant and valuable potential link partners
- performs a quick "Limit each query" analysis (quickly shows trends for any keyword market). This feature allows you to limit the query to the top x ranking results in Google, rather than querying the entire results.
- ability to follow all links one level deep to find even more potential link partners (URL Prowl only)
- prowls backlinks for any URL
- returns backlink count and outbound link count of all results
- performs a custom "PR Boost To You" calculation for every potential link partner found (*assuming your PR is currently 0)
- option to search only for pages with a visible email address, and return this email address in the results
- option to search only for pages that also have a Contact/Feedback/About page and return the URL of this contact page in the results
- option to search only for pages with specific words on the page
- option to return "Whols" results where available (Whols queries display the email address of the party that registered that domain name)
- option to return age of domain to find "Trusted" sites
- option to search for link anchor text and link validity (URL Backlink Prowl only)
- ability to select which backlink engine to parse, Google or MSN
- ability to email potential link partners from within the program using the custom email interface

- ability to specify which link partners to link to (automatically removes duplicates)
- ability to display the age of the domain for the queried URLs
- shows the search engine rank of the results (Keyword Prowl only)
- URLs within the program results are hyperlinks
- ability to insert a delay between queries (in milliseconds) so as not to upset the search engines
- prowls complex pages efficiently and parses pages optimally using Regular Expressions parsing (can run in the background while you work)
- all reports can be saved as either HTML or CSV files

Part II GUI manual

2.1 Overview

PR Prowler allows you to input your keywords or URLs to find relevant link partners. This new version takes it one step further by allowing you to then email each potential link partner and customize each email you send out. We have made many changes to this new version that streamline the process of acquiring the right links to your site.

2.2 Features explained

There are many custom features to PR Prowler that you will not find in any other program. These will be discussed where appropriate throughout this User Manual. The main features of PR Prowler are:

- A) Keyword Prowl
- B) URL Prowl

Keyword Prowl

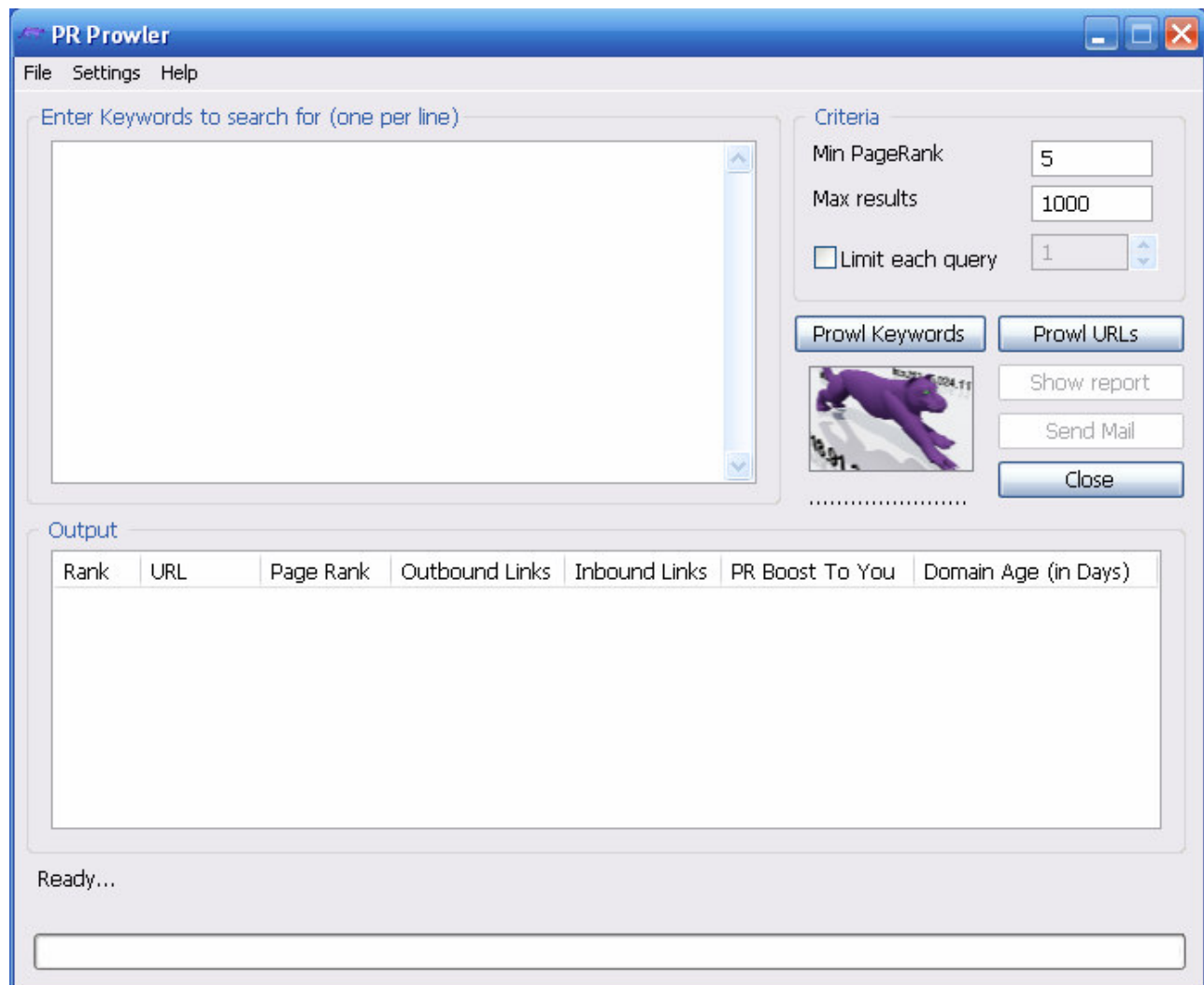


Fig. 2.2-a

The main entry field is where you input your relevant keywords, one per line (Fig.2.2-a). For example, if your site is about surf boards and you wanted to find related link partners you might use the keywords “surf boards”, “surf shop”, “wake boards”, “high tide”, “hawaii surf shop”, etc.

Then on the right-hand side you select the criteria, such as the minimum Page Rank for the results the program finds, and the number of potential link partners you want the program to return.

You also have the option to limit the query to only the top x number of results in the Google. Simply select the “Limit Each Query” checkbox then choose the number of results to limit your query to.

Once you have entered your keywords and selected your criteria, click the “Prowl Keywords” button to put the PR Prowler into action. As it finds results it will populate the Output area at the bottom of the main screen. These results can be sorted by clicking on the column headings, and any URL posted in the Output area of the main screen is a hyperlink that can be clicked to visit that page in a new browser window.

URL Prowl

Before clicking the “Prowl URLs” button you must enter your criteria for your results in the upper right-hand Criteria section of the main interface. After you have specified your criteria, click the “Prowl URLs” button.

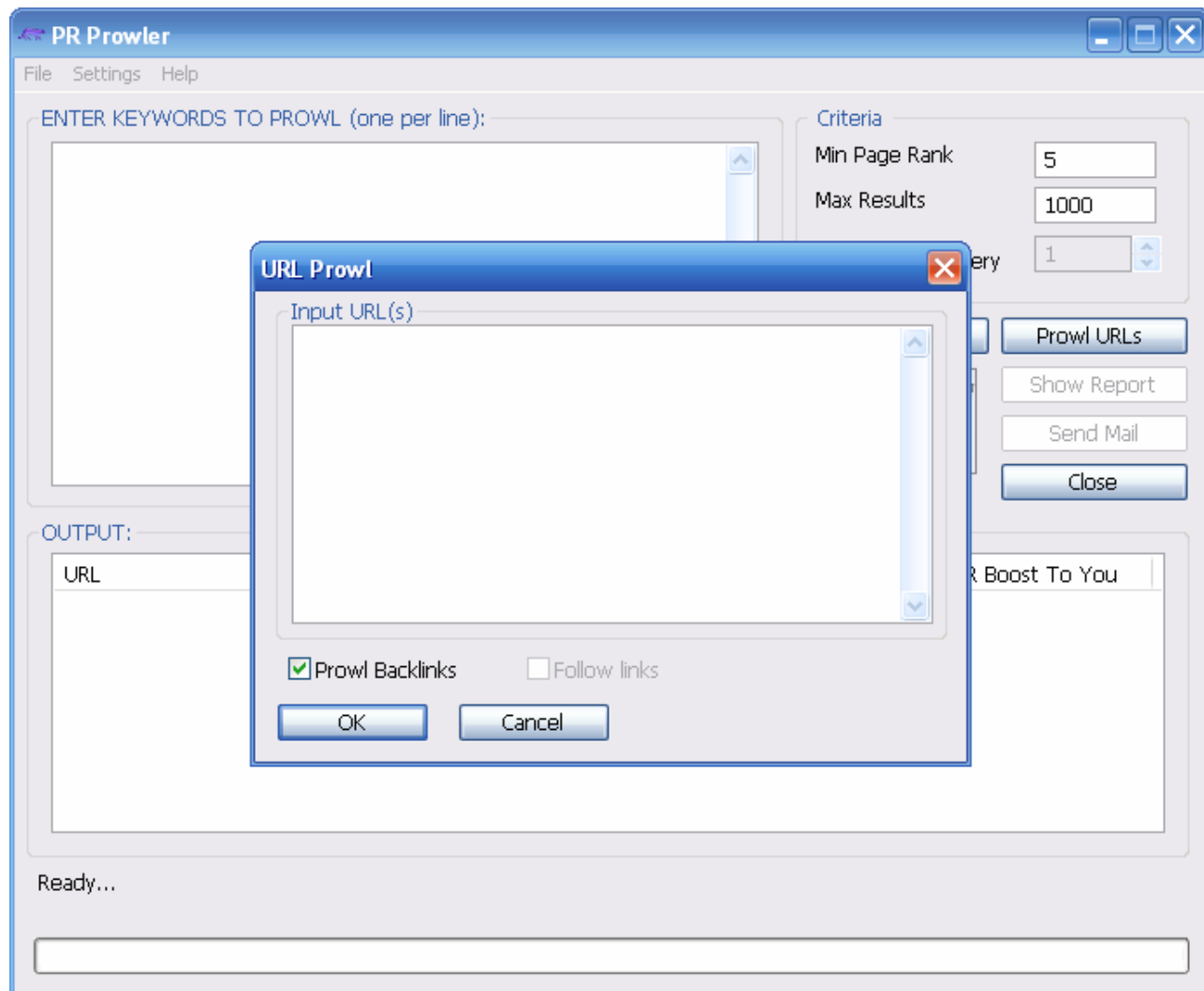


Fig. 2.2-b

Here you will input one URL per line (Fig.2.2-b). The program will then return results that match your criteria after prowling all the URLs in this field. This is a good way to determine the PR of a number of pages, if you want to check on hundreds of pages quickly. PR Prowler will analyze each one and will return the analysis of each one just as it does with the keyword prowling, showing you the Page Rank of the pages, displaying the number of backlinks each page has, the number of outbound links, the “PR Boost To You” estimate*, and any other optional information you have requested from the Options section (this is covered later in this manual). *Note that the “PR Boost To You” is an estimated calculation of how much PR it will give your page if your page currently has a PR of 0.

You will also see in this dialog the option to “Follow Links”. What this does is queries each URL and follows all links on those URLs one level deep to find even more pages that match your criteria. This will return an even greater number of potential link partners.

When the “Follow links” option is de-selected this enables the “Prowl Backlinks” option. This is one of the most powerful and useful features of the URL Prowl functionality of PR Prowler. This will allow you to see exactly who is linking to any URL and give you a complete analysis of these backlinks. You may also use the Options (see below) to display the Link Anchor text as well as the Link Validity.

2.3 Options

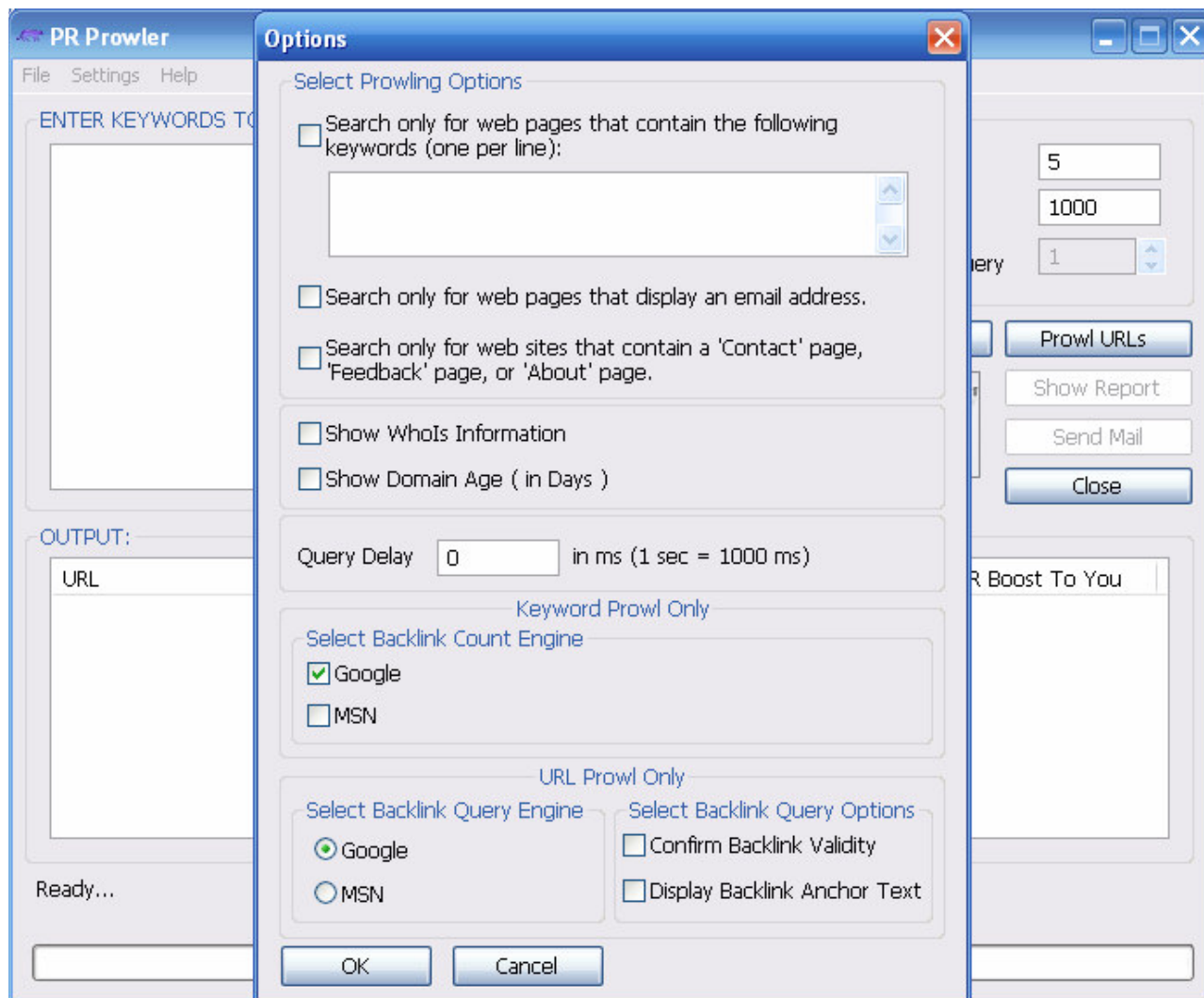


Fig. 2.3

Before starting a prowl, you can set your Prowling Options by selecting Settings>Options (see Fig. 2.3). Here you have 9 options:

1 – “Search only for web pages that contain the following keywords”

This feature allows you to further pinpoint potential link partners by not only finding them based on keywords inputted on the main screen, but also by looking for specific text within the result pages. For example, if you wanted to find all potential link partners for the keyword “country lyrics” you could do this from the main screen. But if you only wanted results that contained the keyword “Johnny Cash” within the results pages for “Country Lyrics” you would specify this here by checking this box and inserting “Johnny Cash”.

2 – “Search only for web pages that display an email address”

When checked, this will only return results that match your criteria but also have an email address listed on the page that matches your criteria. Email addresses found using this option can be emailed using the built-in Send Mail feature of PR Prowler.

3 – “Search only for web sites that contain a ‘Contact’ page, ‘Feedback’ page, or ‘About’ page.”

When checked, this will only return URLs that have an associated Contact, Feedback, or About page. PR Prowler will search for all pages on domains that meet your search criteria for all combinations, such as /contactus.html, /contact.asp, /contact.asp, /about.html, /aboutus.php, /feedback.htm, /feedback.asp, etc. PR Prowler will list the URL of the Contact, Feedback, or About page for the results that match your criteria.

4 – “Show Whols Information”

When this checkbox is checked PR Prowler will perform a “Whols” query on the domain name that owns the URL in the results. It will then return, where available, the email address of the party that registered that domain name. This is another way to contact the owner of that page for a link exchange request through the built-in Send Mail feature.

5 – “Show Domain Age”

When checked, this will display the age of the domain for every result returned by the program. This is extremely valuable information these days since search engines are giving much more weight to “aged domains”.

6 – “Query Delay”

When set to any number higher than 0, this feature will insert a forced delay between queries. Sometimes the search engines frown upon fast automated queries, so by setting this option you are satisfying the requirements of the search engines (your prowling activities are basically seen as a regular human searching the web). The drawback to this is that the queries performed by the program will obviously run much more slowly.

7 – “Select Backlink Count Engine (Keyword Prowl Only)”

This gives you the option to use either Google or MSN or both to find the backlink/inbound link count when doing a Keyword Prowl.

8 – “Select Backlink Query Engine (URL Prowl Only)”

This gives you the choice whether to use Google or MSN to find the backlinks/inbound links of the URL(s) being analyzed.

9 – “Select Backlink Query Options (URL Prowl Only)”

When “Confirm Backlink Validity” is checked this will parse the resulting backlink URL to determine if the backlink still exists. When “Display Backlink Anchor Text” is checked and the link is a valid link, this will display the anchor text that is used to link to the URL being queried.

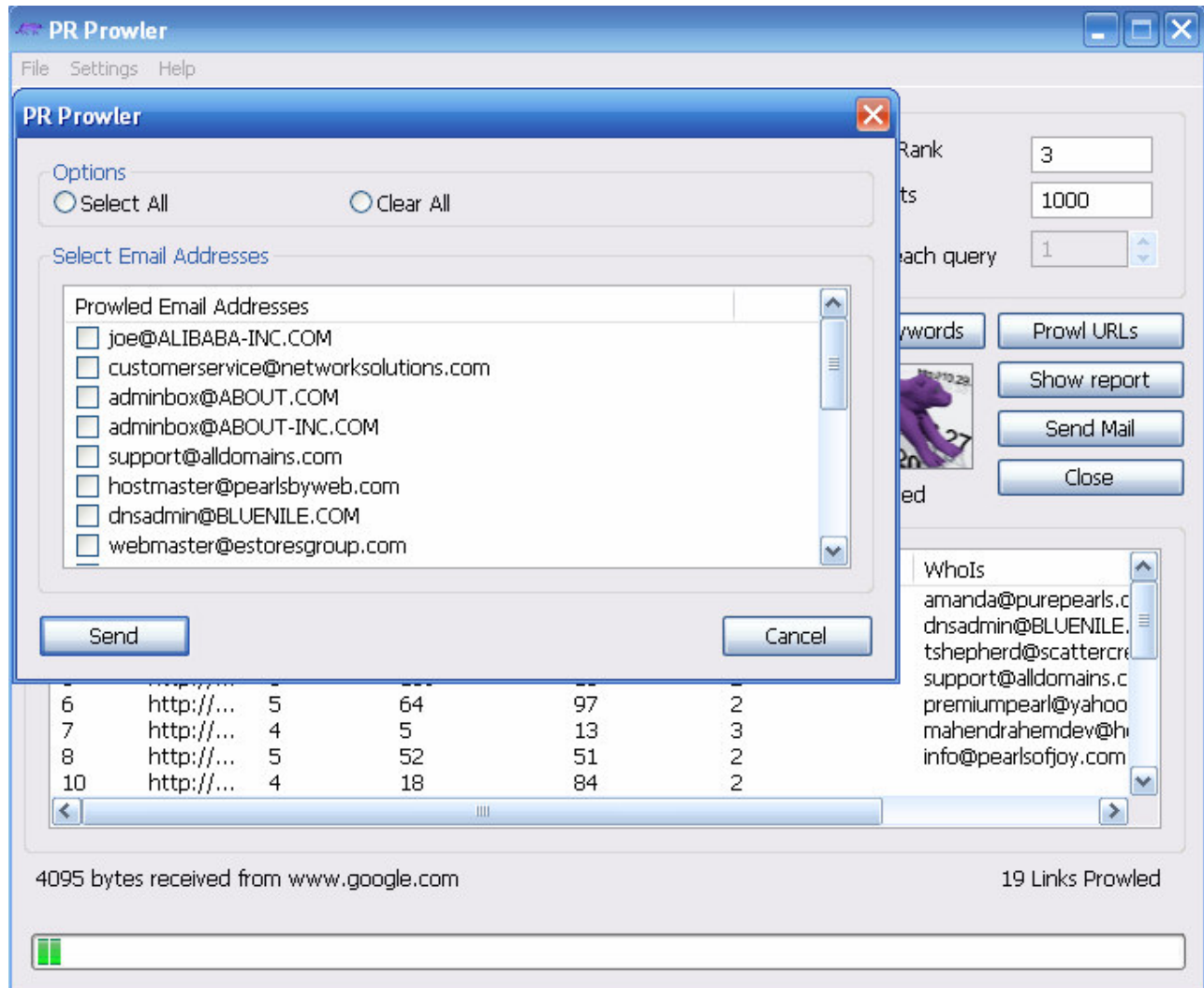
2.4 Send Mail feature

After PR Prowler finds email addresses of potential link partners (after you set your Prowling Options) you can send customized emails to the recipients of your choice by pressing the “Send Mail” button. Each email can be customized to suit that particular link partner by inserting the URL of the page the program has found that matches your criteria. This can be done by inserting the text #URL# wherever you would like that party’s URL to appear in the body of the email.

You can construct your email in any way you choose, either by requesting a link in exchange for a link on your site, or by offering something in exchange for a link to your site. This depends largely on what you have to offer, but the juicier the offer the better the chance that you’ll get several one-way links to your site. These links are important, so perhaps offer each potential link partner a free ebook you wrote, or a membership to your site if you have a membership site, or a free product of whatever it is you sell. It doesn’t matter, really, as long as you make it an attractive offer for them.

What’s in it for them if they link to you? If you can give them something they would want then you can acquire a lot of quality one-way links to your site in very little time. Of course you could always offer to purchase a one-way link to your site for a small fee.

The first Send Mail screen allows you to choose who to email:



Then the second screen allows you to craft your email and personalize it for each recipient:

PR Prowler

File Settings Help

Send Email to Prowled Email-Ids

Sender's Information

Your Email Address:

Sender's Name:

SMTP Server Information

Outgoing (SMTP):

Port Number:

Login Information

Requires authentication

User name: Password:

Message

Subject:

Note: You may customize each email by inserting the text #URL# anywhere you would like the recipient's URL to be displayed.

Message Id	E-Mail Id	Status
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Send Cancel

To use the Send Mail feature, you simply enter your email address, your name, and your SMTP information. This should be all that's required to send your email, but if for some reason it does not go through then select the "Requires authentication" checkbox and specify your User Name and Password for that email account.

Then you type in your link request message and subject, inserting #URL# wherever you want the recipient's URL to be displayed (in the body only), and press Send. The program will then send this email to the email addresses you selected. As it sends the emails it will show you the status of the deliveries in the bottom pane.