

# **Inspyder Backlink Monitor User's Reference Manual**

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# **Inspyder Backlink Monitor (Backlink Monitor) User's Reference Manual**

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# 1 Introduction

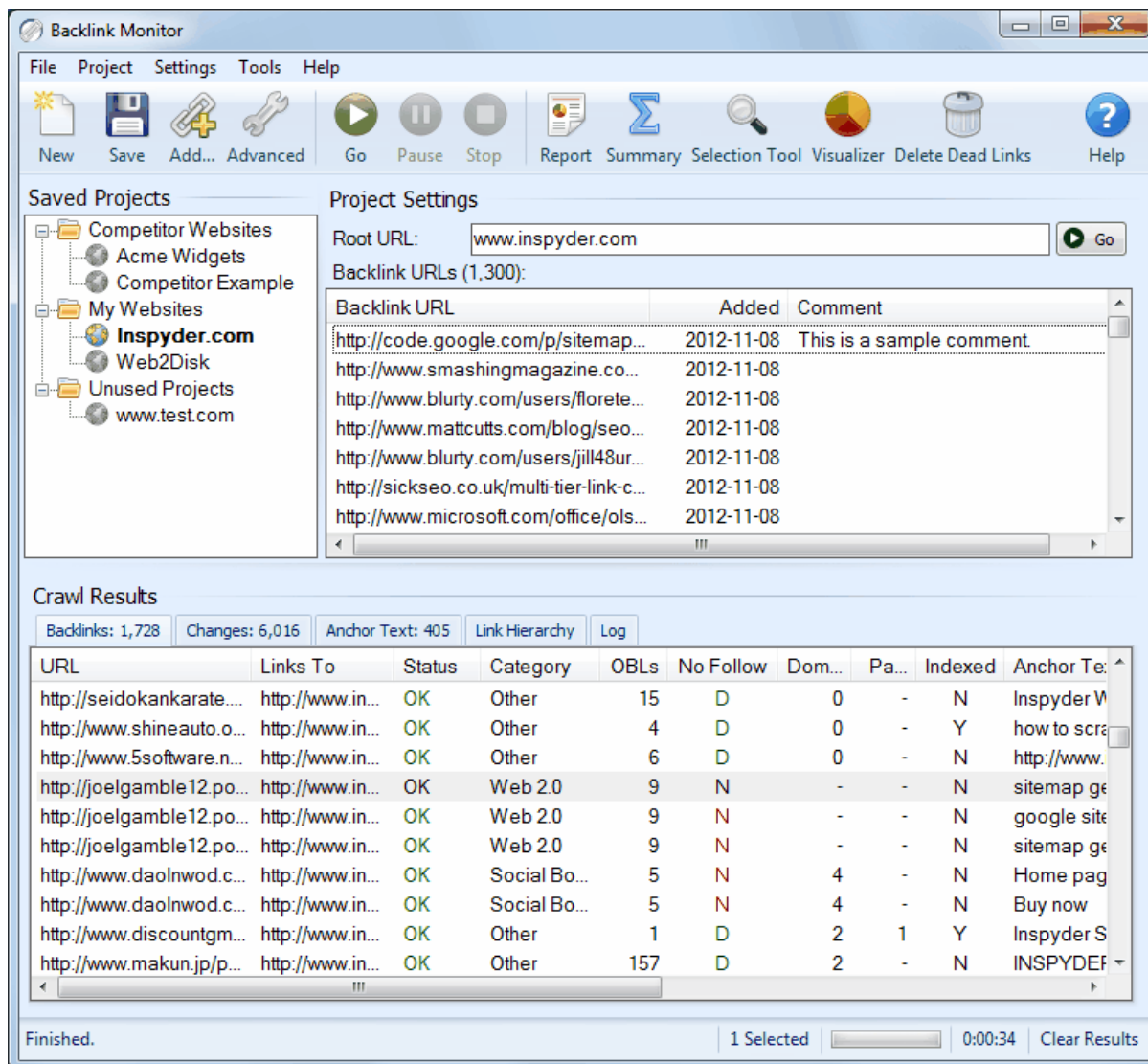
Backlink Monitor from Inspyder Software Inc. is a Windows based utility for bulk checking and managing website backlinks. Backlinks form a major part of any SEO campaign and keeping track of active and inactive backlinks will help you understand if your SEO efforts are working. Backlink Monitor can check backlinks on a scheduled basis and provide automated reports. Backlink Monitor also provides multi-tier backlink checking, allowing advanced link builders to monitor entire link hierarchies from a single project.

Backlink Monitor's most powerful feature is multi-tier backlink checking. In the backlink URL field you can enter all the backlink URLs (regardless of tier) and Backlink Monitor will automatically figure out the link structure. The link hierarchy will be presented in tree form in the "Link Hierarchy" result tab. This makes Backlink Monitor very easy to use yet still incredibly powerful.

Backlink Monitor is designed to be used along side your day-to-day link building activities. As you build backlinks you'll paste the new links into the main Backlink URLs list. You always want to be adding to this list (never remove from it directly, except by using the "Remove Dead Backlinks" option). This way, it becomes your master list of working backlinks that have an SEO influence. It becomes particularly valuable during multi-tier link building because it finds and removes broken tiers, so you won't waste time building new links to pages that don't influence your website's ranking.

## 2 Quick Start Guide

When you first run Backlink Monitor the default project is automatically loaded but contains no settings. Follow the steps below to configure Backlink Monitor for the first time.



- Step 1** Enter the URL of the website in the Root URL field. This should be the URL of the website that all your backlinks point towards.
- Step 2** Enter all your backlinks URLs in the "Backlink URL" field (one per line). The backlink URLs should be the full URL to the page that contains the backlink. These can be backlinks at any tier (all tiers should be included here).
- Step 3** Click the 'Go' button.
- Step 4** Review the backlinks that Backlink Monitor finds in the Crawl Results and Link Hierarchy section.

By default Backlink Monitor does not check PageRank or if the backlink pages are indexed in Google.

---

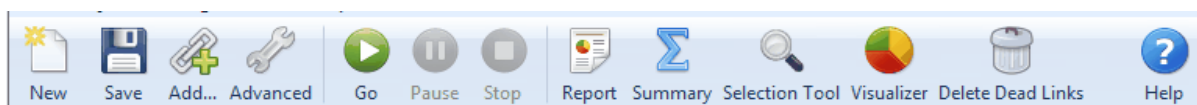
To do this manually, select one or more results in the "Backlinks" or "Link Hierarchy" tab, right click and select "Check PageRank" or "Check Indexed". If you intend to check if your pages are indexed by Google it is strongly recommended that you configure proxy servers to expedite this process.

**Hint:** Try modifying the [Advanced Project Settings](#) to refine how Backlink Monitor checks for backlinks. The Advanced Project Settings are accessible from the main menu bar. Click "**Project | Advanced Project Settings**" at the top of the screen.

As you continue to build additional backlinks to your site, add those new backlinks to the list of Backlink URLs in Backlink Monitor. You'll want Backlink Monitor to always contain a master list of all your backlinks URLs. You can remove dead backlinks automatically using the "Tools | Remove Dead Backlinks" shortcut from the main menu.

### 3 Tool Bar

This section describes the functions of the tool bar shortcuts. These are the most often used features of Backlink Monitor and are placed on the tool bar for convenience. Some of this functionality is available by right-clicking on controls in other parts of the user interface, or from the main menu bar at the top of the screen (File, Project, etc.).



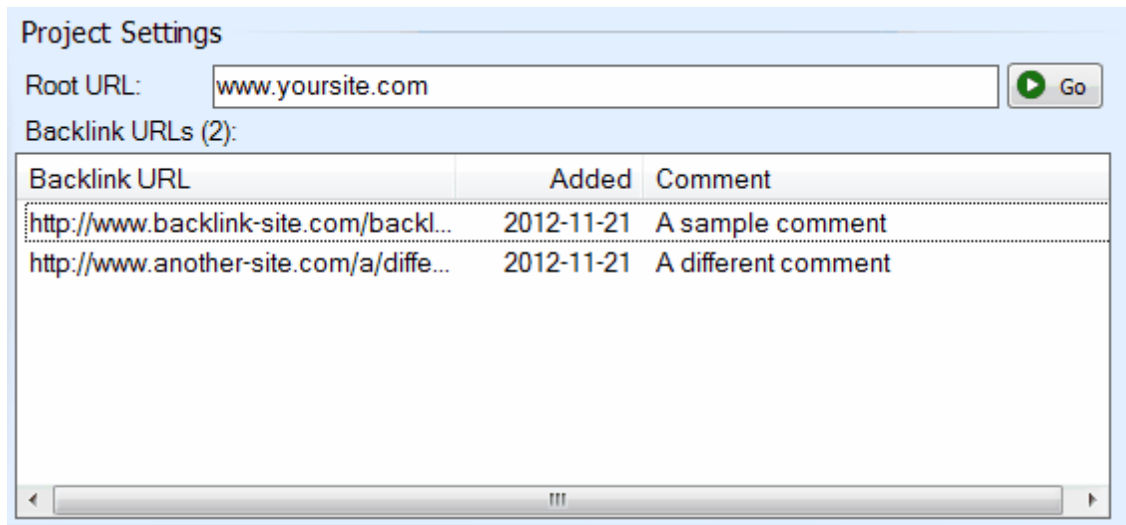
- **New** - The **New Project** button is used to establish a new website that you wish to analyze. You will be prompted for a shortcut name, which will appear in the Projects list, and the root URL of that web site.
- **Save** - The **Save Project** button is used to save the current project settings. The main menu contains a "**Save As**" command if you want to replicate the current project. As well, you can right-click on any project name in the Saved Projects list to delete or rename the project.
- **Add...** - The "Add..." button provides quick access to the primary methods to add new backlinks to your current project.
- **Advanced** - This button allows you to access the Advanced Project Settings for the current project. For more information please refer to the [Advanced Project Settings](#) section.
- **Go** - This button starts the backlink checking process on the URLs in the "Backlink URLs" field. The crawl can be interrupted at any time by clicking on the **Stop** button.
- **Stop** - Use this button to stop the crawling process.
- **Report** - This button provides a way to export the query results. For more information please refer to the Reporting section of this document.
- **Summary** - This button opens the [Backlink Summary](#) window which provides statistical information about the backlinks found.
- **Selection Tool** - This button opens the "Selection Tool" window
- **Visualizer** - This button opens the Visualizer tool window which displays a graphical representation of the incoming backlinks to the currently selected backlink results
- **Delete Dead Links** - This button automatically removes dead backlinks from the list of Backlink URLs based on your current results. Only backlinks that are known to have no more SEO influence are removed from the list of Backlink URLs.
- **Help** - Opens the help file.

The main menu contains most of the functionality of the button bar, but extends that capability with a few additional commands. The most notable menu additions are the "**File | Save As**" and "**Settings | Scheduler**" commands.



## 4 Project

A project contains settings that are typically associated with a single website. This section describes the options, fields and features of the Project Settings area.



Project Settings

Root URL:

Backlink URLs (2):

Backlink URL	Added	Comment
<a href="http://www.backlink-site.com/backl...">http://www.backlink-site.com/backl...</a>	2012-11-21	A sample comment
<a href="http://www.another-site.com/a/diffe...">http://www.another-site.com/a/diffe...</a>	2012-11-21	A different comment

**Root URL** - Specify the address of the homepage that the backlinks will be pointing to. If you wish to detect all backlinks to a single domain, just enter the hostname in this field (such as "[www.example.com](http://www.example.com)"). If you wish to only detect backlinks to a specific page then include the full URL (such as "[www.example.com/products/widgets.html](http://www.example.com/products/widgets.html)"). The URL does not need to begin with the "http://" prefix.

**Backlink URLs** - Right click the Backlink URLs list to view the methods of adding backlinks to the list (you can add individual backlinks or paste a list). You can also use the "Add..." shortcut on the main toolbar. This will become your master list of backlinks. You should never manually remove backlinks from this list, only add to it, and remove them automatically when a backlinks is found to be dead. (Use the "Tools | Remove Dead Backlinks" shortcut, or delete dead backlinks from the result lists.)

Tip: The "Added" date is automatically assigned when Backlink URLs are added to the project. When you "Paste" multiple URLs into the list, anything after the first "space" on each line will be added to the Comment field.

**Go Button** - Use this control to begin the backlink checking process. This button has the same functionality as the **Go** button on the tool bar. It is included in this location for convenience.

For advanced users it may be of value to note that Backlink Monitor Projects and settings are stored in folder:

**Windows 2000/XP:**

C:\Documents and Settings\[username]\Application Data\Inspyder Backlink Monitor\

**Windows Vista/7/8:**

C:\Users\[username]\appdata\roaming\Inspyder Backlink Monitor\

## 4.1 Advanced Project Settings

To access the advanced project settings, click the 'Wrench' icon from the button bar, or choose "**Project | Advanced Project Settings**" from the main menu bar.



### General

**Check for Multi-Tier Backlinks** - If this option is checked, Backlink Monitor will automatically search each page in the list of Backlink URLs to links to other Backlink URLs. This allows you to place any number of tiered links inside the list of Backlink URLs. If you disable this feature then your list of Backlink URLs should only contain pages that directly link to your Root URL site.

**Use Individual Pages as Hierarchy Roots** - If this option is checked, the link hierarchy will contain a separate "Root" for each page that is linked to by your Backlink URLs. If this option is disabled, there will be one root in the Link Hierarchy view regardless of what pages are linked to (this simplifies the display, but contains less information).

### Backlink Detection Mode

This setting affects what Backlink Monitor reports when multiple backlinks from one page to another are detected. An example is when one page, such as:

<http://www.example.com/page1.html>

has two or more backlinks pointing to the URL:

<http://www.yoursite.com/>

These backlinks usually have different anchor text; one might be a "Naked" backlink (where the anchor text is the same as the URL) and the other may be keyword anchor text.

**Best Backlink Only** - When this mode is selected, Backlink Monitor will only report a **single "best" backlink** when multiple backlinks are detected. If this option is checked you will only ever see one unique "URL" and "Links To" pair in the results. "Best" is determined by the link's anchor text. Keyword text is preferred over naked URLs, and naked URLs are preferred over empty anchor text. In the case of two links with keyword anchor text the first backlink found on the page is reported.

**All Backlinks** - When this mode is selected, Backlink Monitor will report all the backlinks when multiple between two pages are found. If this option is enabled you may see backlink URLs duplicated in the results (usually with distinct anchor text). These results can be confusing to some users but are more precise. **This option is recommended for experienced users only.**

### Index Detection Mode

This setting affects how Backlink Monitor detects if a page is indexed in Google or not. The default setting is to use the classic "info:" query. See the notes below.

**Use Natural Language Query** - When this mode is selected, Backlink Monitor will use a natural looking search query to determine if a page is indexed. The benefit of this approach is that it doesn't tell Google explicitly which URLs you are analyzing and the query looks more natural. This helps hide your SEO activities from Google and will allow you to run more index checking through proxies without them becoming blocked. Occasionally this method will not detect newly added pages as they are not yet included in Google's full search index yet.

**Use "info:" Query** - When this mode is selected, Backlink Monitor will query Google like this: "info:http://url" to find out if a particular URL is indexed. This method is more reliable, but tells Google exactly which pages you are analyzing. This method is more accurate, but results in proxies becoming banned more quickly.

## Crawler Settings

**Crawler Timeout** - The Crawler Timeout value specifies the number of seconds that the crawler should wait for a response from a server. If your server is slow to respond or has long running scripts, increase this value.

**Crawler Delay** - The Crawler Delay value specifies how long the crawler should pause between HTTP sending requests. If you increase this value Backlink Monitor will crawl the backlinks more slowly.

**User Agent** - The User Agent value indicates how Backlink Monitor should identify itself to remote web servers. By default, Backlink Monitor masquerades as Internet Explorer 8. The "Custom" option

allows you to enter a free form User Agent string. This feature is useful if you have a specific browser you want Backlink Monitor to mimic (such as a mobile browser or iPhone).

**Maximum File Size** - This option limits the amount of data the crawler will download from a single URL. This is useful for websites that have either very large HTML pages (1 MB or more) or script errors that cause pages to generate infinite amounts of HTML. If you receive "Out of Memory" errors while crawling your website with Backlink Monitor, try setting a limit of 1024 KB. For most websites setting this value is not required (use 0 for no limit).

**Maximum URL Length** - This option limits the maximum URL length the crawler will follow. This provides a mechanism to limit the crawler from crawling endlessly on websites that have infinitely recursive links. If you notice that Backlink Monitor seems to be crawling similar URLs over and over again, try setting this value to limit the problem. For most websites setting this value is not required (use 0 for no limit).

**Number of Crawlers** - This slider is used to adjust the number of simultaneous HTTP requests sent by Backlink Monitor. By default Backlink Monitor is set to use 5 crawlers (threads). Increasing this value can make Backlink Monitor crawl more quickly, but puts more load on your local computer and on servers. If you find that your website is running slowly while running with many crawlers, you may need to decrease this value.

**Process Links in JavaScript** - If this option is checked Backlink Monitor will attempt to locate URLs within JavaScript code.

**Process Links in PDF** - If this option is checked Backlink Monitor will search PDF documents for backlinks.

## Advanced Crawler Options

To access the Advanced Crawler Options window, click the "Advanced..." button on the Crawler Options tab page.

**Use HTTP Compression** - This option tells Backlink Monitor to use compression when communicating with your web server. If you see error messages that indicate problem with the "Zip Header", try disabling this feature.

**Use HTTP 1.0** - This option tells Backlink Monitor to use HTTP 1.0 (rather than 1.1) when communicating with your web server. This should be unchecked unless you experience difficulties crawling a website.

**Use HTTP Keep-Alive** - This option tells Backlink Monitor to keep the HTTP connection (if possible) between multiple requests. Disabling this feature can have a negative impact on performance, but may be necessary with some older servers.

**Obey "nofollow" Meta Tag** - If checked the crawler will not follow URLs on pages with the no-follow meta tag.

**Ignore Protocol Prefix** - If checked Backlink Monitor will ignore the "http://" or "https://" protocol prefix when determine if a URL has already been crawled. With some websites that mix secure and non-secure sections together it may be necessary to uncheck this option to get a complete crawl.

**Ignore HTTP Content-Type Encoding** - This tells Backlink Monitor to ignore the HTTP "Content-Type" header and use the document encoding (if specified). You should only enable this option if instructed by technical support.

**Parse Form "Action" Attribute** - By default Backlink Monitor does not include URLs found in the "Action" attribute of HTML forms. If this option is checked Backlink Monitor will include these URLs when crawling.

**Accept Cookies** - This option tells the crawler to accept cookies from the website. The default is enabled.

## Domain Aliases

Domain aliases are used to tell Backlink Monitor that your site has more than one domain name. This feature is useful if your site is referenced internally by more than one domain. For example, many sites use "www.example.com" and "example.com" interchangeably. If the root URL has the "www" prefix, links using the other domain name will be ignored unless it is specified as a domain alias.

## Additional Root URLs

Additional Root URLs are used by Backlink Monitor if you are looking for links to multiple specific pages. If you are counting backlinks to your entire site you do not need to use this feature. If you wish to track backlinks to a handful of specific pages then they can be included here as Additional Root URLs.

To add a new Root URL, simply enter it in the URL field and click 'Add'. To remove a URL from the list, select it and press the delete key ('Del') on your keyboard.

## Other

**Automatically Check PageRank/Alexa Rank** - If checked, Backlink Monitor will automatically begin checking PageRank and Alexa Rank after backlink checking is completed. (Note: Only backlink pages that have status "OK" are checked.)

**Use Cache** - If this option is checked, Backlink Monitor will use its internal cache to avoid checking the same URL twice if an actual PageRank value has already been found once. We recommend leaving this setting enabled to avoid sending duplicate queries. PageRank values change rarely, so it's usually not necessary to recheck these values.

**Automatically Check Indexed** - If checked, Backlink Monitor will automatically begin checking in Google to see if each backlink page is indexed. (Note: Only backlink pages that have status "OK" are checked.)

**Use Index Cache** - If this option is checked, Backlink Monitor will use its internal cache to avoid checking the same URL twice if it's known to already be indexed. We recommend leaving this setting enabled to avoid sending duplicate queries. Once a page is indexed it is fairly unusual for Google to deindex that page, so it's usually not necessary to recheck it.

**Automatically Check Moz Rank** - If checked, Backlink Monitor will automatically begin querying the Moz API to get Moz rank data. **You must have a Moz API key configured for this feature to work.** (Note: Only backlink pages that have status "OK" are checked.)

**Use Index Cache** - If this option is checked, Backlink Monitor will use its internal cache to avoid checking the same URL twice if it's known to already be indexed. We recommend leaving this setting enabled to avoid sending duplicate queries.

**Custom Report Logo** - If this option is set, the chosen logo file will be used when generating PDF reports. This feature is useful if you need to include a client's logo on a specific report. (To change the logo for all projects, use the Default Project Settings or the report designer to make the change.)

**Log Level** - Specifies the amount of detail to include in the Log tab. More logging data can have an

adverse effect on performance, but can be useful for troubleshooting.

## 5 Crawl Results

The Crawl Results section contains 5 tabs: Backlinks, Changes, Anchor Text, Link Hierarchy and Log. On each set of results you can right click to gain access to a variety of helpful tools.

### Backlinks

The Backlinks tab shows a list of all backlinks that were found (or not) and page errors. The Backlinks tab shows every backlink that is found on a site. If a particular page has multiple links back to your site, there will be multiple entries in the Backlinks list. (This is why the result tab sometimes has more entries than there are in the "Backlink URLs" list.) For pages that are not responding (status "Page Error") or no backlink was found (status "No Backlink") there will be a single entry.

### Status Definitions

**OK** - A working backlink was found on this page

**Page Error** - An HTTP error (or timeout) occurred while trying to access this page

**No Backlink** - This page was accessed without error, but no backlink was found for your website (or your tiers)

**Broken Tier/Not Shortest Path** - This indicates that a backlink was found that points to another tier, but that tier was either broken (it never leads back to your Root URL), or it wasn't the most direct route back to your Root URL (not shortest path)

**Category** - This is the page type that Backlink Monitor detected. You can override Backlink Monitor's settings and add new page types by clicking "Settings | Analysis Settings" from the main menu. (Refer to the Custom Categories" feature.)

**OBLs** - column shows the number of Outbound Links from that site (to all sites, including yours). Pages with a high OBL count are generally considered low quality.

**No Follow** - "N" indicates if a no-follow attribute was found on the page (or the backlink). "D" indicates that the link is a "Do-Follow" link.

**Domain PR/Page PR** - Shows the Google PageRank (if available) for the Domain and Page respectively.

**Alexa Rank** - Shows the Alexa rank for the page.

**Moz Page Authority/Domain Authority/Trust Rank** - Shows the Moz scores for this page (requires a Moz.com API key).

**Anchor Text** - Displays the anchor text used for the backlink (this is the text between the HTML "a" tags).

**IP Address** - Shows the IP address of the website hosting the backlink.

**Tier** - Shows the tier (if available) of this backlink.

**Server Country** - Shows the country that this server is located in.

**Date Added** - Shows when this backlink was added to your project.

**Date Indexed** - Shows when this backlink was first detected as indexed by Backlink Monitor.

**Date Submitted** - Shows when this backlink was last submitted to an indexing service from Backlink Monitor.

**Comment** - Shows any comments you've added to this backlink.

## Changes

The Changes tab show a summary of all the backlink changes that were detected since the last time this project was crawled. When you run a new project the changes list will be populated with all new URLs (since each URL will appear to be newly added). Subsequent crawls will show any new, changed or removed backlinks. This information is useful when running scheduled reports as you can quickly tell when backlinks have been changed or removed.

## Anchor Text

The Anchor Text tab displays link summary by the link anchor text.

**Anchor Text** - The actual text used in the link.

**Count** - The number of times this anchor text appears for a backlink.

**Percentage** - The overall percentage of backlinks that use this anchor text. A high percentage for keyword specific terms can be considered a sign of artificial link building.

**Domain Percentage** - The percentage of unique referring domains that host links using this anchor text.

**Indexed** - The number of backlinks with this anchor text which are indexed by Google.

**Index Rate** - The percentage of backlinks indexed with this anchor text.

**Unique IPs** - The number of unique server IPs hosting this anchor text. A single IP address can host many websites. If this number is low relative to the number of backlinks it can indicate artificial link building.

**Unique Class C** - The number of unique Class C subnets that host this anchor text. A class C subnet is the first three octets in an IP address (i.e. 123.123.123.XXX).

**Unique Domains** - The number of unique domains that host this anchor text.

**Unique Percentage** - A relative percentage of the number of unique domains compared to the number of times this anchor text is used. A higher value indicates more domain diversity (a low value indicates the same domain has the same anchor text many times).

## Link Hierarchy

The link hierarchy tab displays the backlink hierarchy detected by Backlink Monitor. If your list of Backlink URLs only contains sites with direct backlinks then the hierarchy tree will only have one level. If your list of Backlinks includes multiple level link hierarchies then the tree will have more levels. In the case of cyclic links or cross-linking only the most direct (shortest) backlink route is displayed on the tree.



## Log

The Log tab contains information that can be useful when troubleshooting crawling problems. The log indicates each time a crawl starts and stops, as well as information regarding errors that have occurred. To save the log to a file, right click and select "Save Log...".

To clear all results from the Crawl Results section, click the "**Clear Results**" button located in the lower right hand corner of the Backlink Monitor window.

## 5.1 Summary

The Backlink Summary window can be access by clicking the "Summary" button from the toolbar after checking backlinks.

The screenshot shows the 'Backlink Summary' window with three tabs: 'General', 'PageRank', and 'Anchor Text'. The 'General' tab is active, displaying the following data:

Total		
Total Backlinks	Do-Follow Rate	Index Rate
<b>1728</b>	<b>82% (1423 of 1728)</b>	<b>30% (514 of 1681 Verified)</b>

Categories	Anchor Text	
Other	1,481 Naked Anchor Text	244
Social Bookmark	117 Inspyder Software Inc.	162
Web 2.0	110 Inspyder Sitemap Creator	154
Article Directory	9 Download	139
Profile	7	72
Other Categories	11 Other Anchor Texts	1,029

PageRank											
	0	1	2	3	4	5	6	7	8	9	10
Domain	<b>545</b>	<b>255</b>	<b>142</b>	<b>198</b>	<b>330</b>	<b>104</b>	<b>124</b>	<b>12</b>	<b>18</b>	<b>0</b>	<b>0</b>
Page	<b>1,498</b>	<b>133</b>	<b>60</b>	<b>23</b>	<b>11</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

An 'OK' button is located at the bottom right of the window.

Backlink Summary Window

### General

The general summary statistics are shown first as the total of all tiers, the broken down into the individual tiers (scroll down).

**Total Backlinks** - This is the total number of active, working backlinks.

**Do-Follow Rate** - This is the number of Do-Follow backlinks that were found (all other backlinks were "no-follow").

**Index Rate** - This is the percentage of backlinks that are indexed out of the backlinks that are known to

be indexed or not-indexed. (If a backlink's index status has not been verified in Google, it will not be included in this summary.)

**Categories** - This is a breakdown of all the top 5 backlink categories used at this tier.

**Anchor Text** - This is a breakdown of the top 5 anchor texts used at this tier.

**Page Rank** - This displays the breakdown of PageRank at this tier by Domain and Page PageRank values.

## PageRank

The PageRank tab provides a breakdown of backlinks by Domain PageRank and Page PageRank. This allows you to see your backlink distribution by PR at their various tier levels. These values can be copied by selecting one or more rows and right-clicking.

## Anchor Text

The anchor text summary tab provides a breakdown of backlinks by the "type" of the anchor text by tier. There are three anchor text types:

- **Generic** - These are anchor texts like "click here" or "click me" that generally do not contain your target keywords. You can adjust the list of Generic Anchor texts that Backlink Monitor in the Generic Anchor Text settings.
- **Naked** - These are anchor texts that are the same as the URL being linked to (with or without the http:// protocol prefix).
- **Keywords** - These are backlinks with anchor text that is neither Generic nor Naked. It is assumed that the backlink text contains some of your target keywords if it's neither of the previous two types.

You can copy these values in CSV format by selecting one or more rows and right-clicking. This information is useful if you are concerned about "over optimizing" (or "de-optimizing") your backlink profile.

## 5.2 Selection Tool

It is often useful to select a specific subset of the results from the Backlinks list or the Link Hierarchy so that you can copy the backlinks for input into other applications. The "Selection Tool" enables you to do this. To access it, select "Tools | Selection Tool" from the main menu. The Selection Tool window should appear.

The Selection Tool dialog box is shown with the following settings:

- Indexed:  Yes,  No,  Unknown
- Follow:  No-Follow,  Do-Follow
- Tier: Any
- Category: Any
- OBLs: 0 - to - 99999
- Inbound Links: 0 - to - 99999
- Anchor Text: Optional (Use \* for Wildcard)
- Anchor Text Negative Match

To use the selection tool simply set your criteria and click the "Apply" button. Any backlinks that match all the chosen criteria will be selected. For example, if you want to select all the unindexed backlinks that are **not** marked "no follow", you would:

1. Uncheck "Yes" and "Unknown" beside Indexed
2. Uncheck "No-Follow"
3. Click "Apply"

Now any backlinks that match this criteria should be selected (Index is "No" and No-Follow is "No").

### Sub-Select

Clicking the down arrow beside the "Select" button presents some additional selection options. The "Sub-Select" option allows you to apply the Selection Tool to the children of the currently selected backlinks only. This allows you to create multi-step backlink selections. For example, if you want to choose all the unindexed Tier 2 backlinks that linked to Tier 1 backlinks with the anchor text "Backlink Monitor", you would first use the selection tool with the anchor text set to "Backlink Monitor". The second step would be to "Sub-Select" all the backlinks that were unindexed.

### Other Tips

If you set the "Tier" field to "Deepest" it will automatically select any backlinks that do not have any inbound links in the Link Hierarchy. This is useful if you wish to select the deepest links regardless of tier.

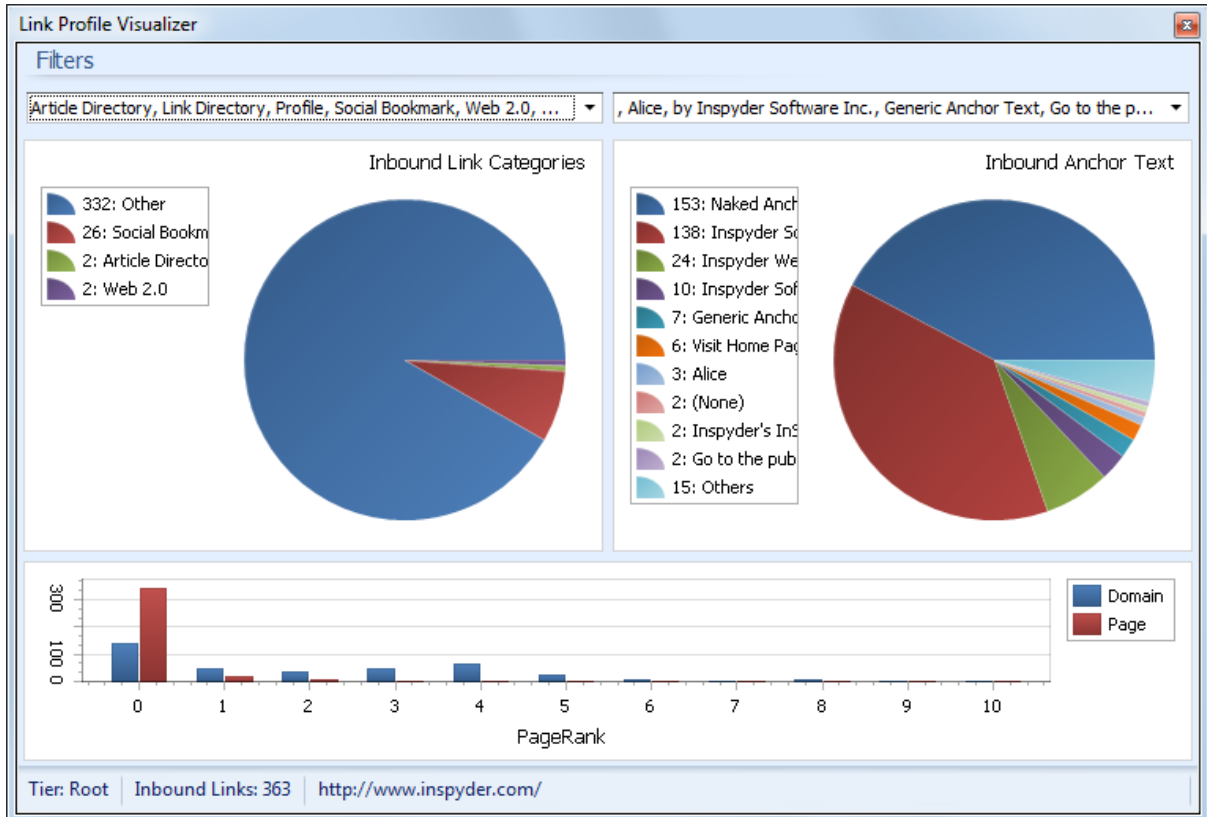
The "Anchor Text" field can be used to select backlinks based on their anchor text.

- Use "\*" as a wildcard to match 0 or more letters.
- The anchor text filter is not case sensitive.

## 5.3 Visualizer

The Visualizer is a tool window that works in conjunction with the main window to provide a graphical representation of the inbound links.

Based on the selected item in the **Backlinks** list or the **Link Hierachy** view, the Visualizer will adjust to show the profile of incoming links to the current selection. That means that you can use the **Visualizer and the Selection Tool together** to find detailed information about your backlink profile.



**The Visualizer Tool Window**

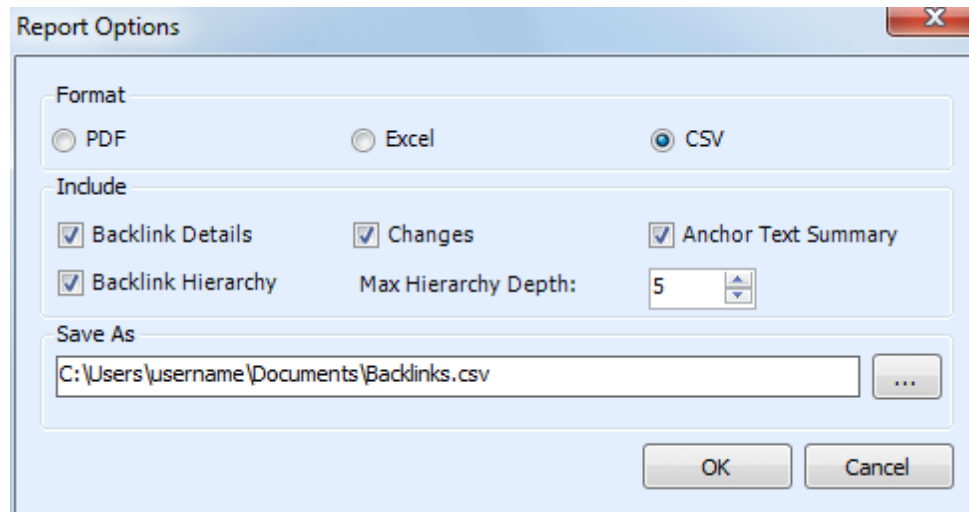
The Filters at the top of the Visualizer allow you to further refine what information is presented graphically. You can limit the site Categories that are presented (to help narrow down which anchor text points to which site category), you can limit by anchor text (to see the category breakdown for a specific anchor text), or you can use both filters together.

As you change the filters and/or your selection in the main window, the Visualizer will update in realtime to reflect your changes.

## 6 Exporting Results

The report capabilities of Backlink Monitor allow you to export your results in CSV (Comma Separated Value) format. CSV format is a text based format that can be opened in Notepad or Excel for further processing/analysis.

A printable PDF format is also available. The PDF report shows summary data (as opposed to raw data) and is designed as a high-level report. If you wish to export the results from Backlink Monitor for input into another application use the CSV format.



The "Include" checkboxes allow you to selective include/exclude the various result types in the CSV file. By default all content is included (checked). The "**Max Hierarchy Depth**" option can be used to limit the number of tiers that are exported in the Backlink Hierarchy portion of the CSV report.

## 7 Indexing Services and 3rd Party APIs

Backlink Monitor supports integration with several popular backlink indexing services. To use this feature you must first setup Backlink Monitor with the services you use. Click "Tools | Configure Indexing Services...".

Name	Service	API Key	Username
------	---------	---------	----------

**Add/Edit**

Service:

Name:

API Key:

Username:

Password:

For each indexing service that you wish to use, select the service name from the "Service" drop down field. Provide a unique name in the "Name" field (if you have multiple accounts with the same indexing service, you can use this field to distinguish them). Enter the API Key provided by the service provider (or username and password if applicable), then click the "Save" button to save these settings.

To edit a service's settings, double click it's entry in the list above. To delete a service, select the service item and press the "Delete" key on your keyboard.

Once your indexing services are setup you can submit URLs by using the context menus (right click) on

---

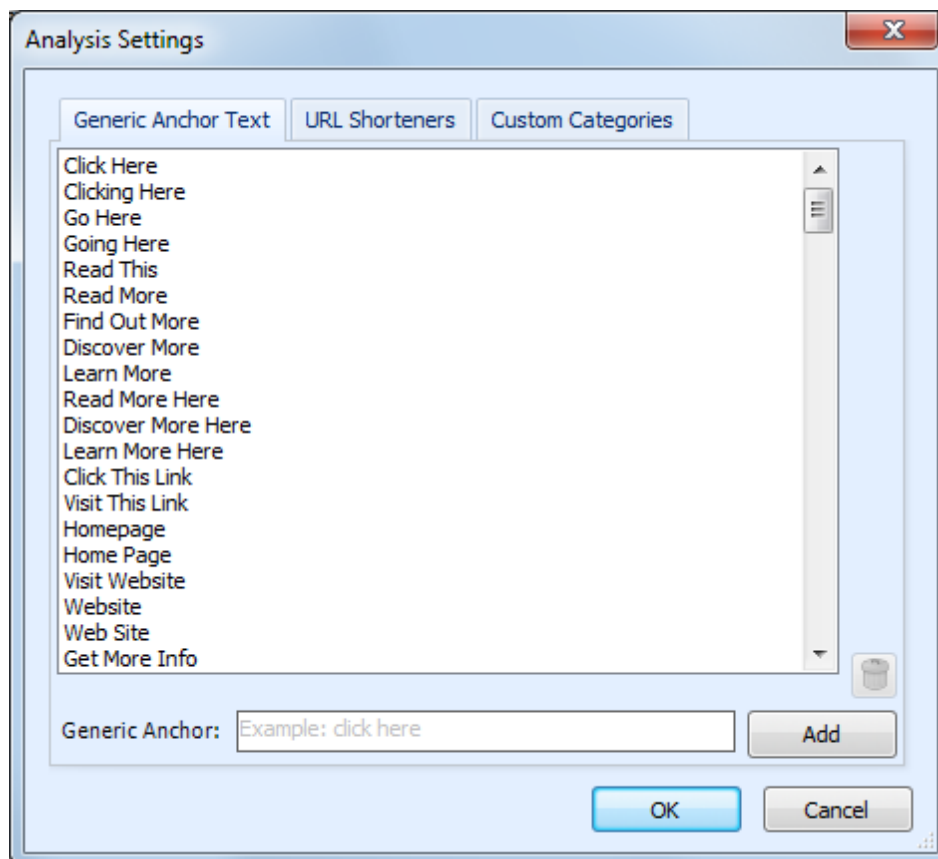
the "Backlinks" and "Backlink Hierarchy" hierarchy views. Select the "Submit to Indexing Service" menu item, then choose the desired service to use.

### **Moz.com and Ahrefs.com**

If you'd like Backlink Monitor to include MozRank data (or be able to import backlinks from the web) you must configure your Moz API key. An Ahrefs.com API key is also required if you wish to import backlinks from their API. Using either API is entirely optional. If you don't have an API key, signup URLs are provided in Backlink Monitor for your convenience.

## 8 Analysis Settings

The Analysis Settings windows allows you to adjust a variety of settings related to how Backlink Monitor analyzes and interprets your backlink profile.



### Generic Anchor Text

The Generic Anchor Text tab allows you to specify anchor text that Backlink Monitor should treat as "Generic" when analyzing your backlink profile. This information is only used on the [Summary](#) window's Anchor Text tab.

Backlinks are identified in the Anchor Text Summary as either "Naked" (URL as anchor text), "Generic" (non-keyword specific anchor text, but must be included in the Generic Anchor Text list), and "Keyword" (all other anchor text). The Generic Anchor Text list comes pre-populated with a large number of standard generic anchor texts, but power users will want to customize this list. This information is useful if you are concerned about "over optimizing" (or "de-optimizing") your backlink profile.

You can add your own generic anchor text by entering it in the "Anchor Text" field and clicking add. If you have a large number of anchor text items you wish to add to this list you can Paste directly into the list by right clicking (copy your text to the windows clipboard one anchor text per line).

### URL Shorteners

New in Backlink Monitor 4.0 is the ability to follow URL shortening services to discover if those URLs lead back to your website. This feature is particularly useful with sites that automatically shorten



embedded URLs in articles or other user generated content.

When adding a URL shortening service include the "http://" prefix and as much of the URL as is common between all URLs used by that shortening service. By default Backlink Monitor is configured with several popular services.

### Custom Categories

You can override Backlink Monitor's default backlink categories by creating one or more custom categories. Your Custom Categories are applied before the defaults included with Backlink Monitor, so any categories you add will override Backlink Monitor.

**Category** - Here you can add a new category or select an existing category from the drop down list.

**URL Contains** - If you want to categorize a site based on the URL, add whatever text that URL must contain to be placed in this category.

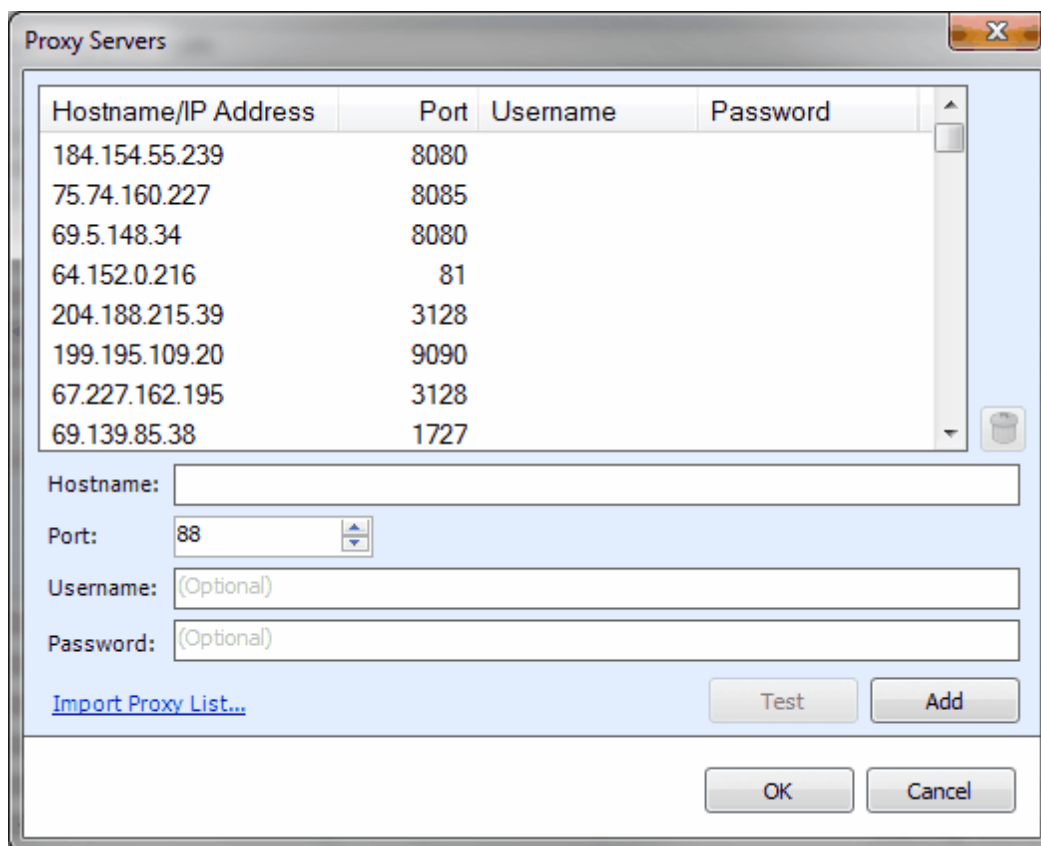
**Page Contains** - If you want to categorize a site based on the page content, add whatever text that the page must contain to be placed into this category.

When adding a new Custom Category you must provide some text in either the URL Contains or Page Contains fields (or both). If both values are provided they must both match for the page to be placed into that category.

## 9 Proxy Settings

To configure proxy servers in Backlink Monitor select "Settings | Configure Proxies..." from the main menu.

Proxies allow Backlink Monitor to automatically distribute your PageRank and Index lookups across multiple IP addresses (the IP addresses of the proxies). This is useful if you wish to use Backlink Monitor to check the PageRank and/or indexed status of a large number of URLs.



Proxies can be added manually by providing a hostname (or IP address) and port number. If your proxy server uses authentication then you must also provide a username and password. If you wish to bulk load a large number of proxies, use the "Import Proxy List..." link to access the import wizard. Proxies can be imported from text/CSV files.

Once proxies have been added you can use the "Test" button (located at the top right) to verify that all proxies are working. The test feature will automatically remove non-working proxies from the list.

### 9.1 Importing Proxies

If you have a large number of proxies to import into Backlink Monitor, there are two ways that you can bulk load them.

#### Method 1: Copy and Paste

If you have a text file of proxies in one of the following formats:

```
123.123.123.123:1234,username,password
```

```
123.123.123.123:1234
```

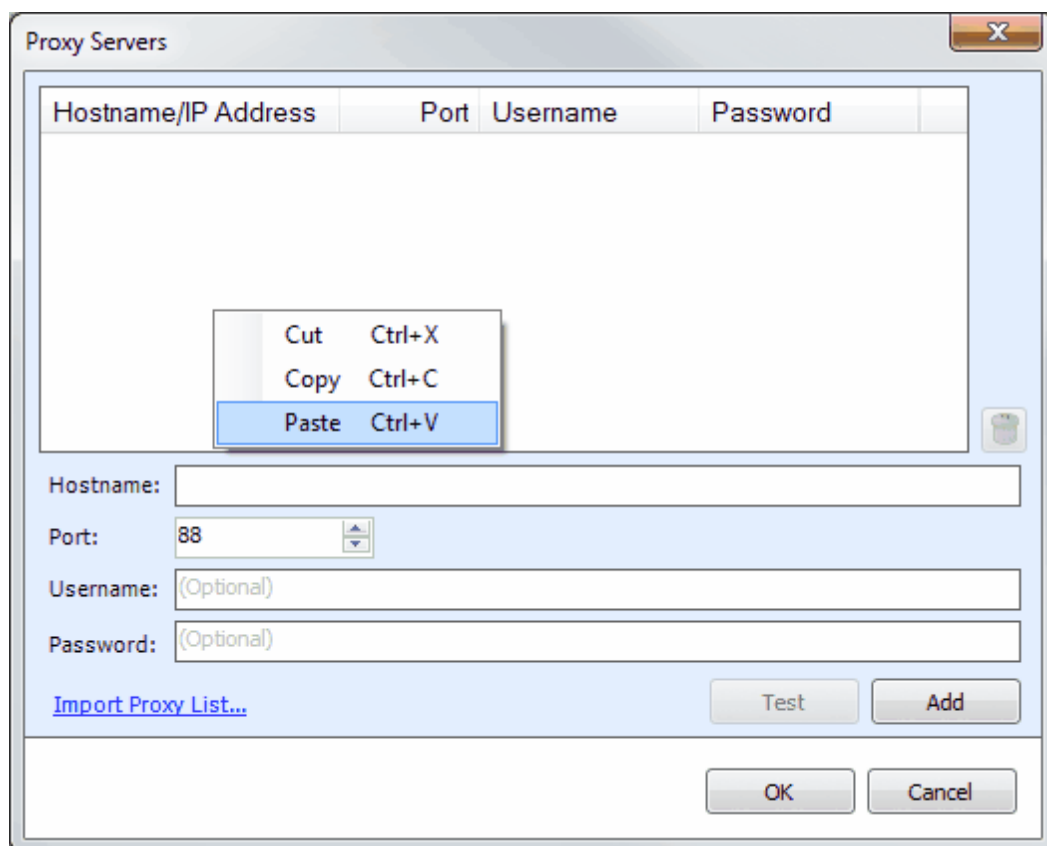
```
123.123.123.123,1234,username,password
```

```
123.123.123.123,1234
```

```
username:password@123.123.123.123:1234
```

```
123.123.123.123:1234:username:password
```

You can copy and paste these in bulk (one per line) into the main proxy editor window. Just right click on the list of proxies and select "Paste". Note that the proxy IP address (or hostname) and port number **MUST** be separated by a colon (:) not a comma. The username and password fields are optional (as shown in the second example).

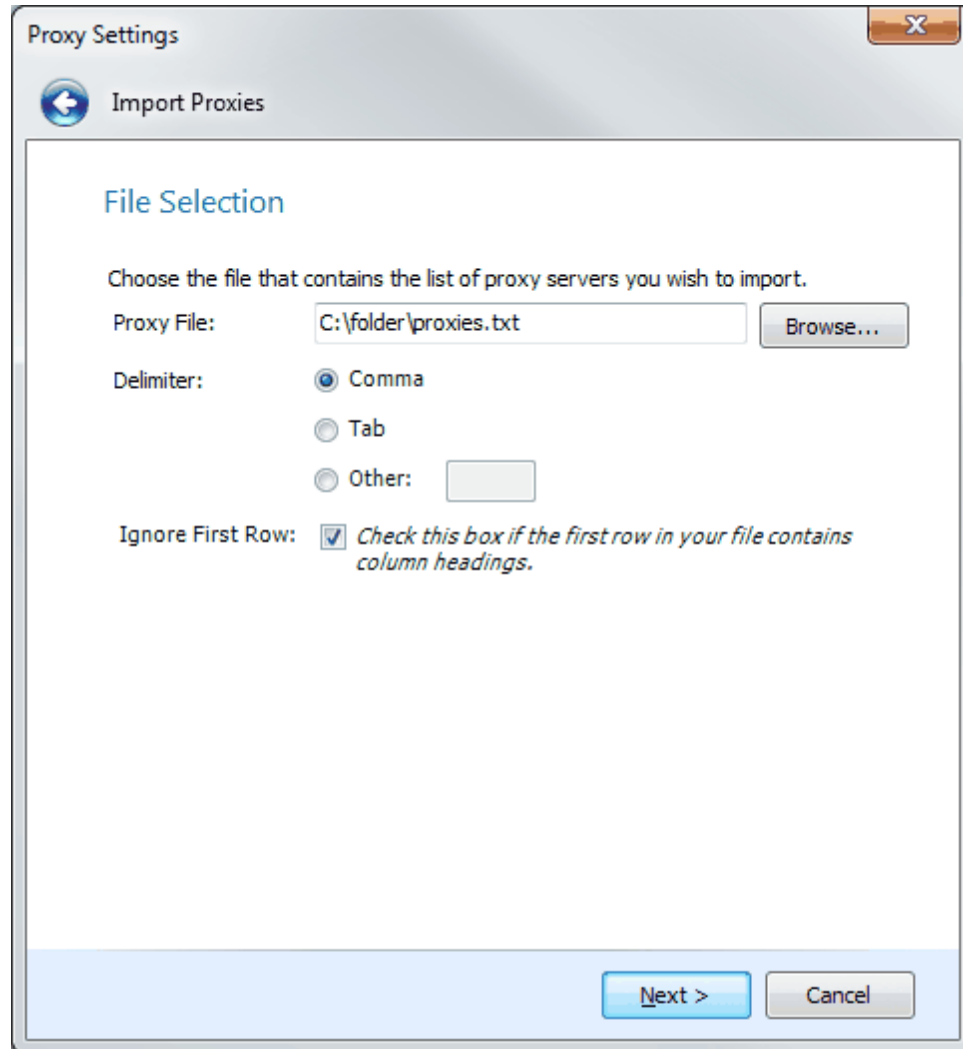


## Method 2: Import Wizard

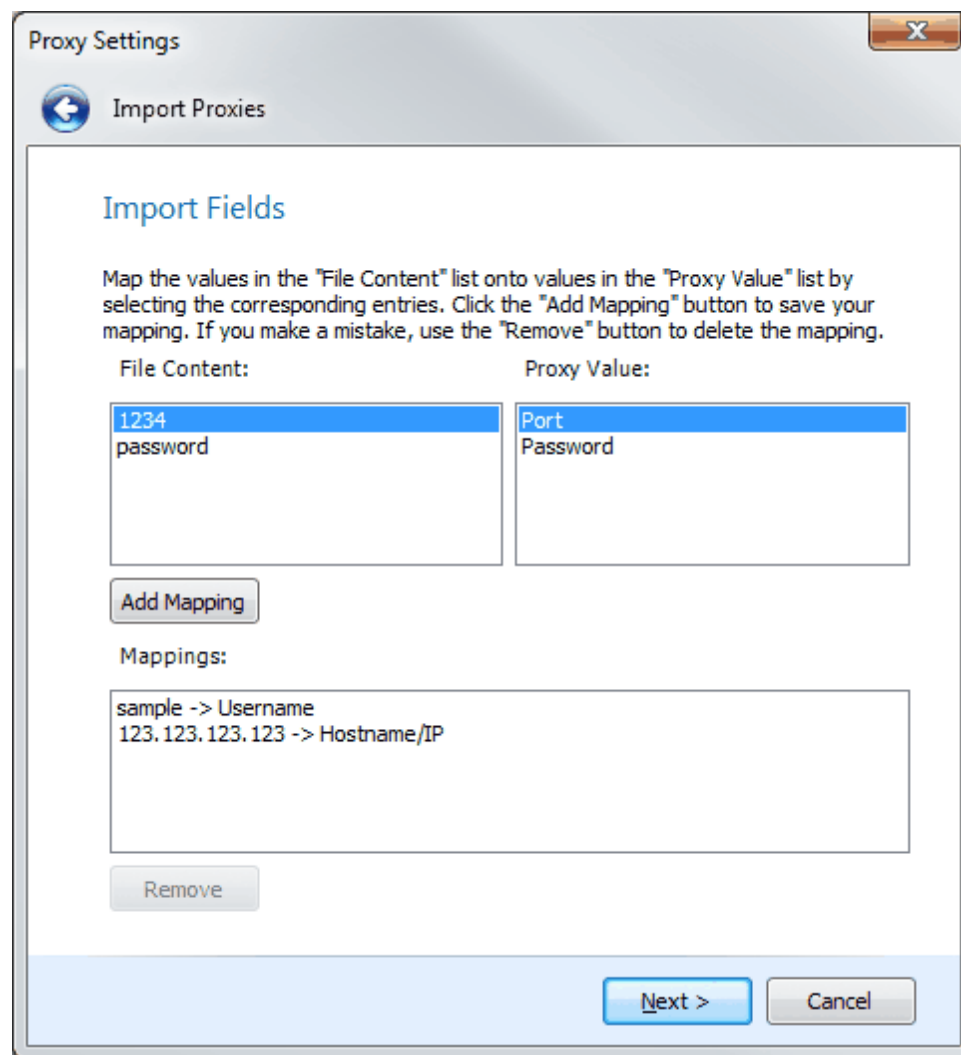
If you have proxies in a different format and are unable to use the copy/paste method, use the Proxy Import Wizard by clicking the "Import Proxy List..." link located on the Proxy Servers window. The wizard will open and guide you through the steps to loading your proxies from a text file.

**Step 1:** Use the "Browse..." button to select the file that contains your proxies. Select the delimiter

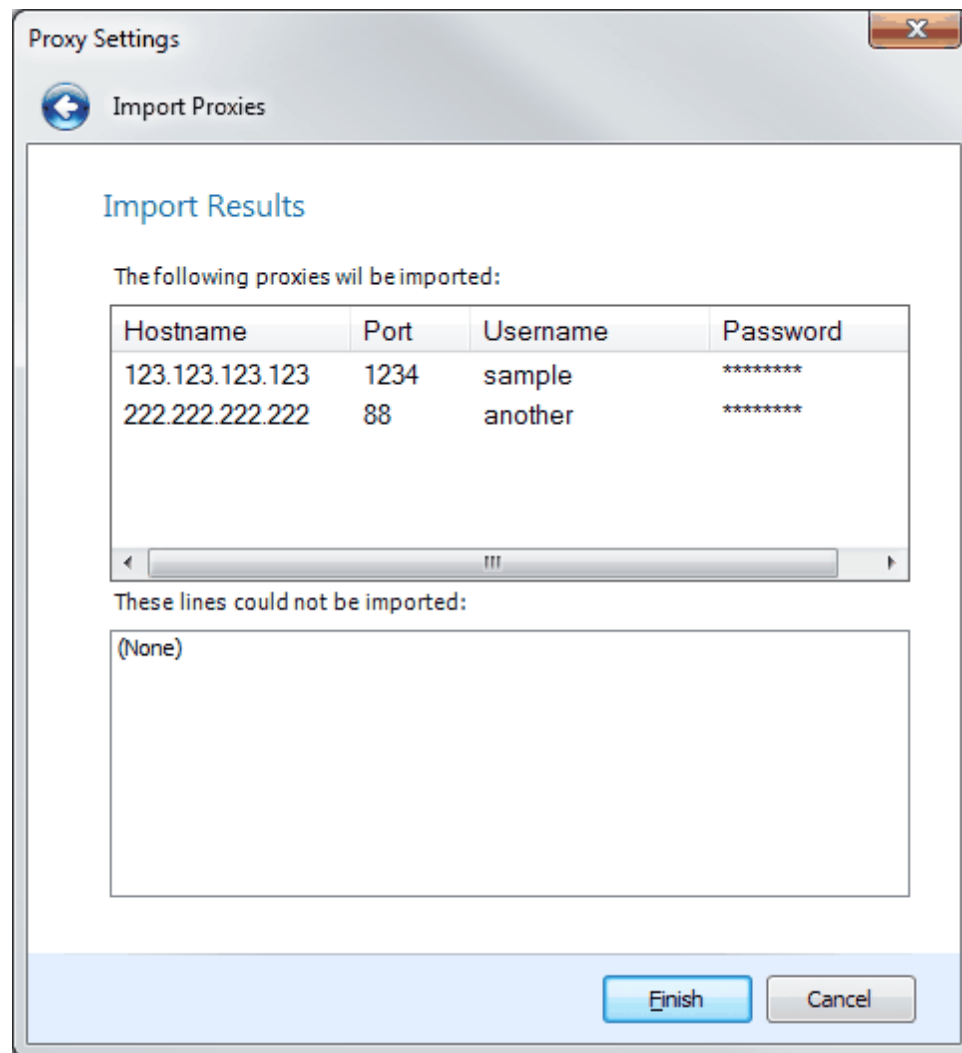
(separator) that your file is using (usually a comma, but your file may use tabs or something different to separate the various fields). If your file contains a line of header names then remember to check off the "Ignore First Row" box so that Backlink Monitor knows that this first line doesn't include actual proxy information.



Step 2: Backlink Monitor now needs you to tell it which columns within your proxy text file contain a particular field. Select a field from the "File Content" list and match it to a field in the "Proxy Value" list and click "Add Mapping". Do this until all the fields that Backlink Monitor requires are matched. (The username and password fields are optional.) If you make a mistake, select the mapping and click "Remove".



Step 3: Verify that your mappings are correct and click "Finish". Backlink Monitor will now load your proxies.



## 10 Project Import and Export

Backlink Monitor provides the ability to import and export projects. These features are useful if you need to move projects to a different PC, wish to backup your existing projects, or copy projects between different Inspyder applications.

### 10.1 Exporting Project Files

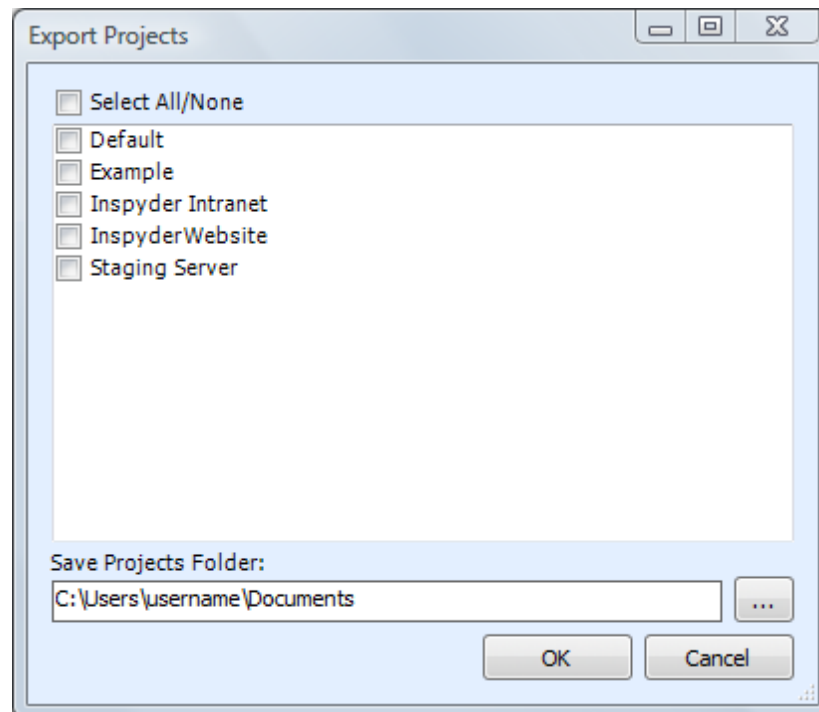
To export one or more projects, click "**File | Export Project Files...**" from the main menu bar. The Export Projects window will open. Here you can select one or more project files to export and the location where they will be saved.

Each exported project is saved to a unique file. If you chose to export multiple projects, multiple files will be created in the selected output folder. The filenames will have the following format:  
"Project Name"."Application".projx

"Project Name" is the name of the project in Backlink Monitor. "Application" will be the Inspyder application abbreviation and is used to determine which application generated the project export. All Inspyder project files end with the ".projx" file extension.

Exporting projects from Backlink Monitor will not remove them from your list of saved projects. Exporting a project makes a copy of the project file. Any changes made to the project file will not be reflected unless you Import the project back into Backlink Monitor.

If you wish to remove a project after exporting it, right click the Project name in the list of Saved Projects and select 'Delete Current Project'.



## 10.2 Importing Project Files

To Import one or more project files into Backlink Monitor, select "**File | Import Project Files...**" from the main menu bar. An Open File window will appear that will enable you to select one or more Inspyder project files.

It is possible to import a project file from an Inspyder application other than Backlink Monitor. If you do, only the common elements between applications will be imported (such as Root URL, Excluded Pages, etc.). Application specific settings will be ignored. If you are importing a Backlink Monitor project back into Backlink Monitor, then all settings will be used.



## 11 Default Project Settings

Default Project settings specify the initial configuration used for any newly created projects. Options that are unique to every Project (such as Root URL) cannot be defined as a default setting, however common options (such as Crawler Timeout) can be configured here.

Changes made to the Default Project Settings will also effect **current projects** that use the **same default values**. For example, if you have 10 projects already created in Backlink Monitor and you have not changed the "Crawler Delay" setting in any of them (so they are still using the original "0 seconds" value), then those projects are still using the "Crawler Delay" value from the Default Project. Now, if you change the crawler delay in the Default Project from 0 to 1 second, that change will affect all 10 of your current projects.

If you had another project where you had explicitly changed the Crawler Delay, for example, from 0 to 5 seconds, then any change made to the Crawler Delay in the Default Project Settings would not affect this project. This project had the "Crawler Delay" changed within it, so the Default Project Setting value is ignored.

To edit the Default Project Settings click '**Settings | Default Project Settings...**' from the main menu bar. The settings in the Default Project Settings window are nearly identical to those found in **Advanced Project Settings**. For details on what each specific options means, please review the settings in the 'Advanced Project Settings' section of the manual.

## 12 Scheduler

Backlink Monitor has the ability to run in an unattended mode and automatically export the results. To configure Backlink Monitor for scheduled operation simply select "**Settings | Scheduler**" from the main menu bar.

### 12.1 Scheduling Basics

Scheduling Backlink Monitor to run automatically is done by creating one or more tasks in the Backlink Monitor Task Scheduler. Each scheduled task contains the settings that will be used when running Backlink Monitor automatically. Basic settings include:

- The Backlink Monitor Project to load before crawling
- The date and time the task will run next
- How often the task should be re-run

Tasks are run by the Windows Task Scheduler, so Backlink Monitor does not need to be open for the scheduled tasks to run, but your computer must be turned on (it will not wake up automatically).

Tasks configured within Backlink Monitor are visible in the Windows Task scheduler. For scheduling options more advanced than those provided by Backlink Monitor, please see the Windows Task Scheduler documentation included with Windows.

Name	Comment	Next Run	Last Run	Status	Last Result
Sample Task	Nightly Crawl	1/4/2010 12:00:00 PM	N/A	Ready	1

Any scheduled tasks will appear in the scheduler window. The list of scheduled tasks shows the following information:

**Name** - The user-friendly name of the scheduled task

**Comment** - Any comments that were entered when this task was created

**Next Run** - The next time the task will automatically run

**Last Run** - The last time the task ran automatically

**Status** - Indicates if the Task is "Ready" (ready to run), "Running" (is currently running) or "Disabled" (will never run)

**Last Result** - The result code of the last run. If this number is not zero then an error may have occurred (the Scheduler Log may have more details on any errors that occurred).

### 12.2 Adding/Editing a Task

To add a new task to the Backlink Monitor Task Scheduler, click the "**Add**" button. The scheduling wizard will launch, which will walk you through the steps to creating your new task. When you are

finished, click "Close" to save your task to the Windows Task Scheduler. The new task will appear in the list of scheduled tasks.

You can edit a task at any time by highlighting the task item in the list and clicking the "**Edit**" button. This will launch the same scheduling wizard as before with your corresponding settings already populated. Please note, if you have made changes to your scheduled tasks outside of Backlink Monitor then those changes will be lost when you edit your task with the scheduling wizard.

It is possible to force a task to run immediately by selecting the Task item, then clicking the "**Run**" button.

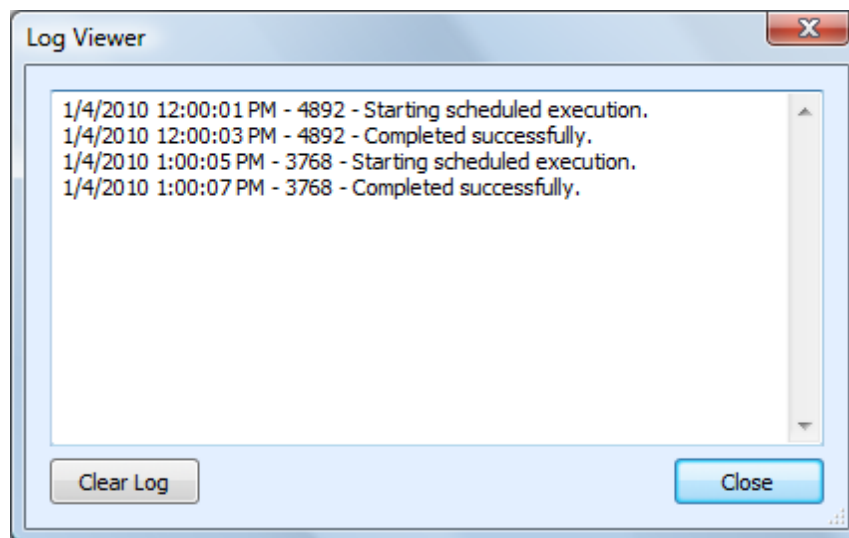
Tasks can also be set to "**Disabled**" by right clicking and then un-checking the "**Task Active**" item. When a task is disabled its settings are still saved by the scheduler, but it will not run automatically.

## 12.3 Deleting a Task

To remove a task from the scheduler, select the task item from the list of tasks and click the '**Delete**' button. This will permanently remove the task from the Windows Task Scheduler, but will not remove any projects, reports or other data associated with that task.

## 12.4 Scheduler Log

The scheduler log provides a mechanism to review what happened while a scheduled Task was running. To view the log click the '**View Log**' button.



Each line in the log file provides the following information:

- Date/Time the event occurred
- Process ID of the running Task (this is useful for tracing events if you have multiple scheduled tasks running at the same time)
- The log message

To remove all entries from the log, click the "**Clear Log**" button.

## 12.5 Command Line Interface

If you wish to run Backlink Monitor from the Windows command line interface, the following parameters can be used. These parameters are also used by the Task Scheduler when scheduling tasks. If you want to manually adjust your scheduled tasks in the Windows Task Schedule refer to these parameters.

The following are the command line arguments:

<b>-project=</b>	The project name to be analyzed (i.e. -project=Local)
<b>-reportpath=</b>	Specified the output file for the results (i.e. C:\MyFile.csv)
<b>-email=</b>	(Optional) If specified an email notification will be sent to the following email address (multiple email addresses should be separated with a comma)
<b>-attachreport</b>	(Optional) Indicates that the exported file should be attached to the email notification
<b>-details</b>	(Optional) Indicates that the report should include Backlink Details
<b>-changes</b>	(Optional) Indicates that the report should include Backlink Changes
<b>-anchortext</b>	(Optional) Indicates that the report should include Backlink Anchor Texts
<b>-hierarchy</b>	(Optional) Indicates that the report should include the Backlink Hierarchy
<b>-hdepth</b>	(Optional if -hierarchy is specified) Select the maximum hierarchy depth to include in the report. If this option is omitted, a maximum depth of 5 is assumed.

Note that if the command line argument's parameter contains one or more spaces, then the enter argument must be enclosed in quotes. (i.e. "-reportpath=My Report.csv")

## 12.6 Result Codes

These are the codes returned to the Task Scheduler after the Backlink Monitor task has been executed. You can view them in the Scheduler window to help troubleshoot any problems.

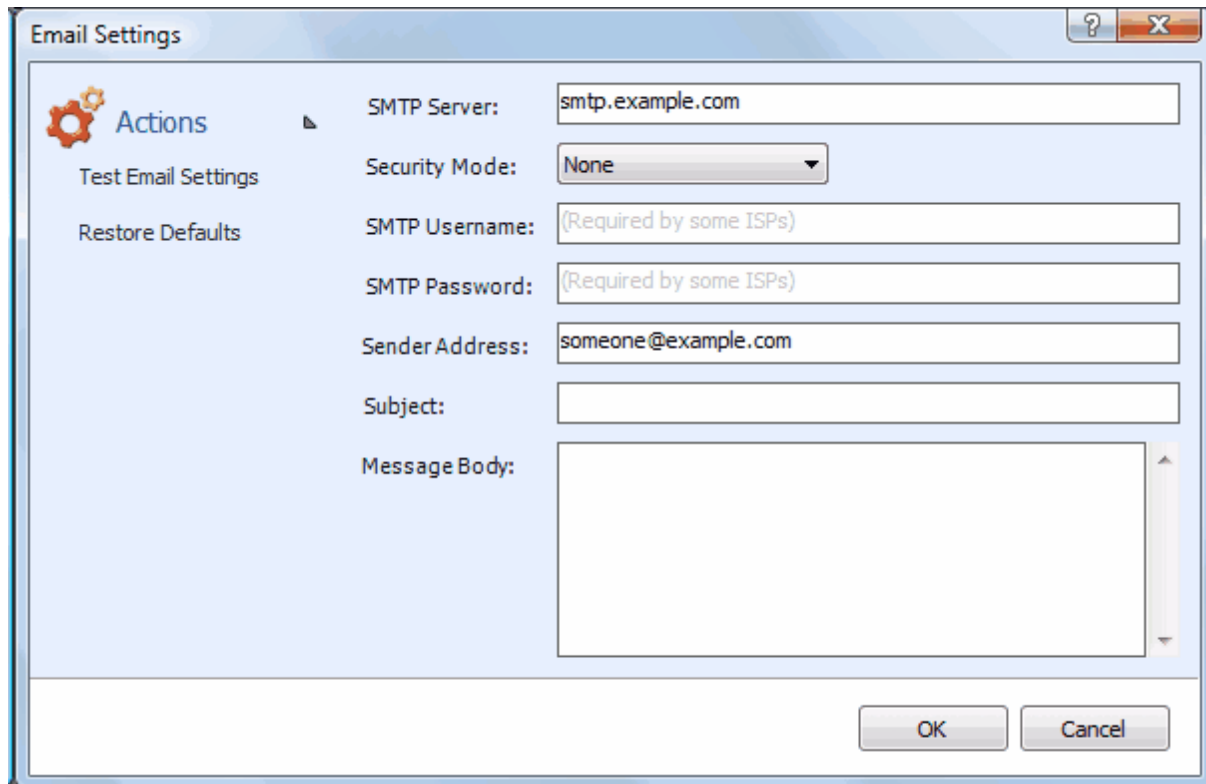
0	Success (no errors)
1	Not registered <b>Solution:</b> Run the program interactively and enter your registration information when prompted.
2	Export Error <b>Solution:</b> Try running the project and exporting in interactive mode. Check for file in-use, disk full and other possible errors.
3	Crawler Error <b>Solution:</b> The crawler detected some type of unhandled error during crawling. Run this project in interactive mode and check for errors (corrupt HTML, etc.).
4	Email Error <b>Solution:</b> Check the scheduler log and verify that your SMTP settings are correct. Try sending a test email and check for errors.

## 13 Email Settings

You can customize the emails that Backlink Monitor sends when scheduled crawling has completed. The customization screen is accessed by clicking on the "**Settings | Email Settings**" menu item.

### 13.1 Server Settings

Configuring your email server settings (SMTP) allows Backlink Monitor to send automated emails. To access your mail server settings, click "**Settings | Email Settings...**" from the main menu bar.



#### Settings

**SMTP Server** - This is the hostname of your outgoing (SMTP) mail server. If you are unsure what to use, check with your Internet service provider (ISP) or your email provider (such as Google if you use Gmail).

If your provider uses a non-standard port (25 by default, or 465 if SSL is enabled) you can append it to the hostname by separating it with a colon (for example: "mail.example.com:1234").

**Security Mode** - If your provider uses SSL (Implicit SSL) or TLS (Explicit SSL) select that option here. SSL mode uses port 465 by default. "None" and TLS modes use port 25.

**SMTP Username and Password** - This is your SMTP username and password. Use these fields if your service provider requires SMTP authentication. If no username and password are supplied Backlink Monitor will not attempt to use SMTP authentication.

**Sender Address** - This is the email address that Backlink Monitor will use as the "From:" address

for any emails.

**Subject and Body** - See the Message Body section in the manual for details.

### Actions

**Test Email Settings** - This action tests your configuration by sending an email to the email address specified in the **Sender Address** field. If you receive this message then your email settings are correct. If an error occurs or you do not receive the email, verify your settings and try again.

**Restore Defaults** - This action resets the **Subject** and **Message Body** fields to their default values.

## 13.2 Message Body

Modify the **Subject** line or the email **Body** as desired and click the **OK** button to save your changes. Special tags can be used which are replaced with specific values by Backlink Monitor before the email is sent.

Tag	Value
#URL#	The project Root URL
#PROJECT#	The name of your Backlink Monitor project
#TOTALBACKLINKS#	The total number of pages checked for backlinks
#ACTIVEBACKLINKS#	The total number of active backlinks found
#DEADBACKLINKS#	The total number of pages that were not working or contained no backlink
#ACTIVEPERCENT#	The percentage of backlinks that were active
#NOFOLLOW#	The total number of "no follow" backlinks
#FOLLOW#	The total number of backlinks that did not contain the "no follow" attribute

The sample screen illustrates the usage of the tags in customizing the email message **Subject** and **Body**.

**Email Settings**

**Actions**

- Test Email Settings
- Restore Defaults

SMTP Server: mail.example.com

Security Mode: None

SMTP Username: sampleuser

SMTP Password: \*\*\*\*\*

Sender Address: someone@example.com

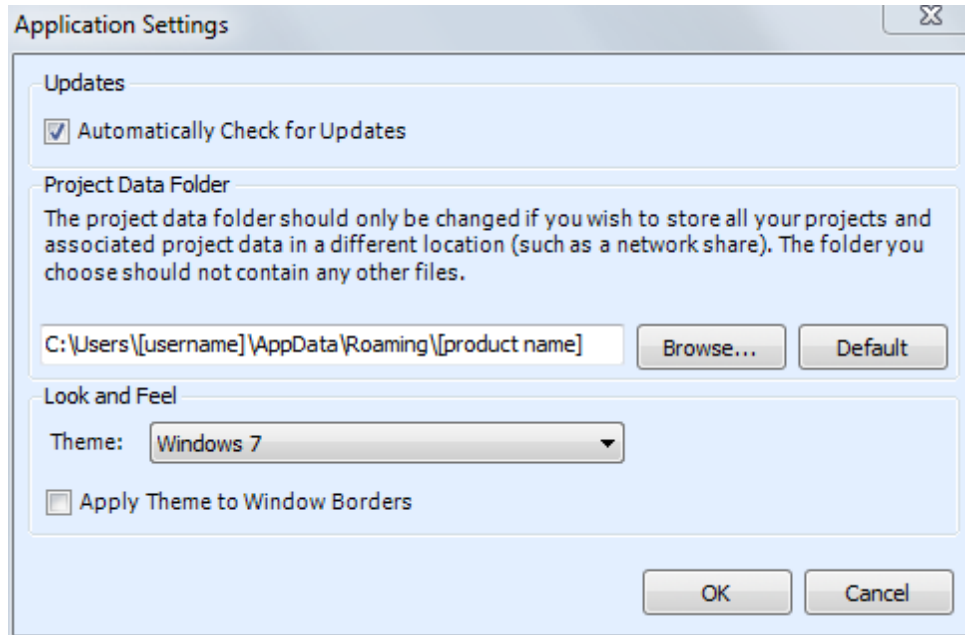
Subject: Backlink Monitor Report - #Project# (#URL#)

Message Body: Customized Backlink Report Summary  
Total Checked: #TotalBacklinks#  
Active Backlinks: #ActiveBacklinks#  
Dead/Missing Backlinks: #DeadBacklinks#  
Percent Active Links: #ActivePercent#

OK Cancel

## 14 Application Settings

The Application Settings window allows you to change application wide settings that do not affect individual projects. You access this window from the main menu, under "Settings | Application Settings...".



**Updates** - If this option is enabled, Backlink Monitor will automatically check for a new version each time it runs. Unselect this option if you do not wish to see the "A new version is available" message when you start Backlink Monitor.

**Project Data Folder** - This setting allows you to change where Backlink Monitor stores its project and data files. This is useful if you wish to change the default location to a shared network location, or to a folder that is easier for you to backup. Note that you must restart Backlink Monitor for any changes to take effect. If you change the Project Data Folder your existing projects will not be moved (you must move them manually). Finally, the folder you select as the Project Data Folder should not be used for anything else. It should only contain projects and files created by Backlink Monitor.

**Look and Feel** - These options allow you change the theme of Backlink Monitor. "Apply Theme to Window Borders" allows you to over-ride the Windows border with a style that matches the current theme.



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