Inspyder InSite
User's Reference Manual

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1 Introduction

InSite from Inspyder Software Inc. is a Windows based utility for checking entire websites for spelling mistakes, broken links and more! InSite works by analyzing each page on your website, then following the links found on that page to discover other pages. InSite is a desktop utility, so there's nothing to install on your server and it works with virtually all types of websites.

InSite features a number of innovative features, such as:

- Checks your entire website - InSite crawls all your website's pages for spelling mistakes, not just a single page.
- Custom dictionary - InSite's custom dictionary allows you to easily add words that are specific to your business or site.
- Quickly find broken links - InSite automatically finds broken links, missing images, and more.
- Find HTTP Redirects - InSite detects and reports HTTP redirections, useful information during search engine optimization.
- Scan password protected pages - InSite can access all the corners of your website, including password and form protected content.
- Scheduled reports - InSite is easily configured to automatically email you reports on a daily, weekly or monthly basis.

The details on how to get the most out of these features, and more, is explained on the following pages. If you have a question that is not addressed in this manual, please check our website for answers to other common questions and usage scenarios. If you need direct assistance you can also contact our support staff through our website.

2 Quick Start Guide

When you first run InSite the default project is automatically loaded but contains no settings. Follow the steps below to configure InSite for the first time.
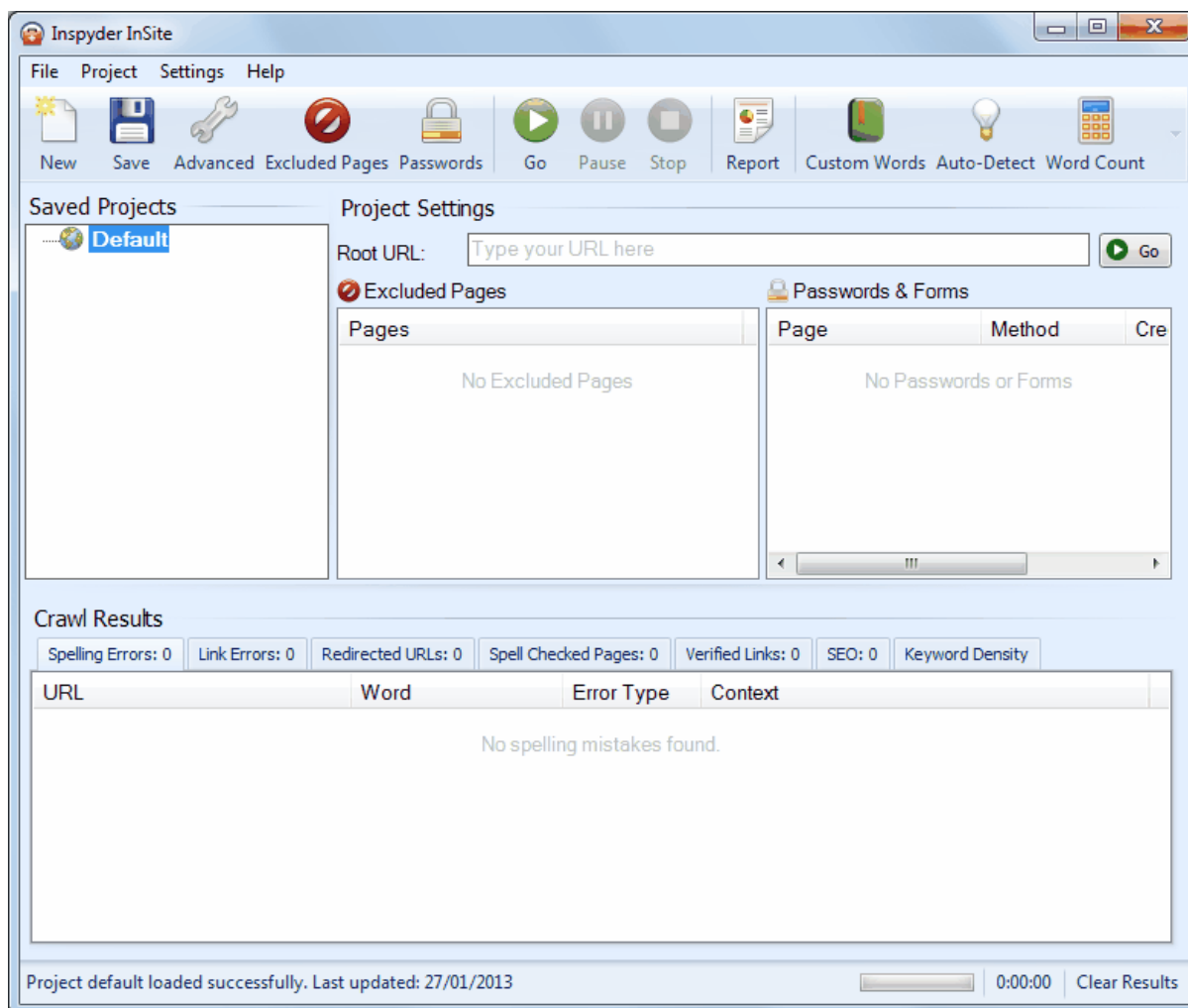
Step 1	Enter the URL of the website you wish to analyze in the '**Root URL**' field.
Step 2	Click the "**Go**" button. InSite will crawl the website to find spelling mistakes, broken links and gathering other information. (To change InSite's spell checking language, see Advanced Project Settings.)
Step 3	When crawling is finished, review your results and make corrections to your site.
Step 4 **(Optional)**	Schedule InSite to crawl your site automatic on a daily, weekly or monthly basis. Click "**Settings	Scheduler**" to get started!

Tip: To improve the accuracy of InSite's spell checker, build your custom dictionary quickly with the "Auto-Detect" tool.

Tip: InSite has many options and shortcuts that can be accessed by "Right-clicking". Try right-clicking on results, list items, and more.

3   Tool Bar

This section describes the functions of the tool bar shortcuts. These are the most often used features of InSite 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.).
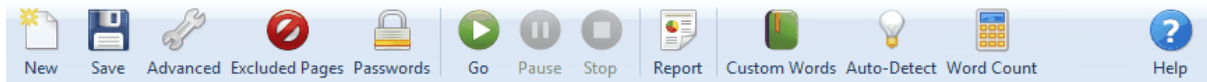
- **New** - The **New Project** button is used to establish a new website that you wish to create a sitemap for.
- **Save** - The **Save Project** button is used to save the current project settings. The main menu contains a "**Save As**" command if you want to replicate the current project. As well, you can right-click on any project name in the Saved Projects list to delete or rename the project.
- **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.
- **Excluded Pages -** Opens the Excluded Pages window which can be used to control which pages the crawler visits on a website.
- **Passwords** - Opens the Passwords and Forms window which is used for configuring access to password protected websites.
- **Go** - This button starts the crawling process on the current Root URL. The crawl can be interrupted at any time by clicking on the **Stop** button.
- **Pause** - This button pauses the crawling process (it may take InSite a moment or two to pause while it completes and pending HTTP requests).
- **Stop -** Use this button to stop the crawling process.
- **Report -** Opens the report wizard to create PDF, Excel or CSV reports. For more information please refer to the Reports section of this document.
- **Custom Words** - Opens the Custom Dictionary editor. This allows you to add of your own words to InSite's spell checking dictionary.
- **Auto-Detect** - Click this button to automatically detect words for the custom dictionary from the current list of spelling errors. This provides a fast shortcut to building up your custom dictionary.
- **Word Count** - Opens the Word Count window which displays the number of words found on each page.
- **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. You can create multiple projects in InSite using the "New" button located on the main tool bar. This section describes the basic options of the Project Settings area.
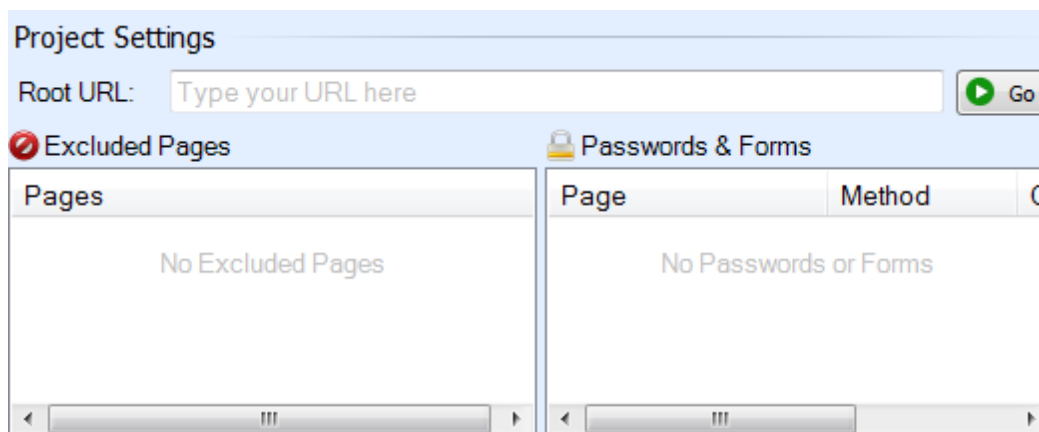
Root URL - Specify the address of the homepage for the website to be crawled. You can enter an IP address or the URL of the web page. The URL does not need to begin with the "http://" prefix. (If your site requires SSL, include the "https://" prefix.) If your website address begins with "www", then be sure to include it in the Root URL.

InSite will only crawl from your Root URL and deeper into your site. If you only want InSite to crawl a subsection of your website, use that particular subsection's URL as the Root URL value. For example, using "www.example.com/support/" as the Root URL will cause InSite to only crawl pages in the "/support/" path.

Excluded Pages - Excluded pages are used to explicitly exclude (or include) files or paths from InSite. More information on this is available in the Excluded Pages section.

Passwords & Forms Pages - Passwords & Forms are used by InSite to access password protected pages on your website. Here rules are configured that indicate what credentials InSite should supply when accessing a particular page or area of your website. More information is available in the Passwords & Forms section of this manual.

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

Windows XP:
C:\Documents and Settings\[username]\Application Data\Inspyder InSite\

Windows Vista/7/8:
C:\Users\[username]\appdata\roaming\Inspyder InSite\

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. Advanced Project Settings affect the current project only. To change the default values used for new projects, see "Default Project Settings".
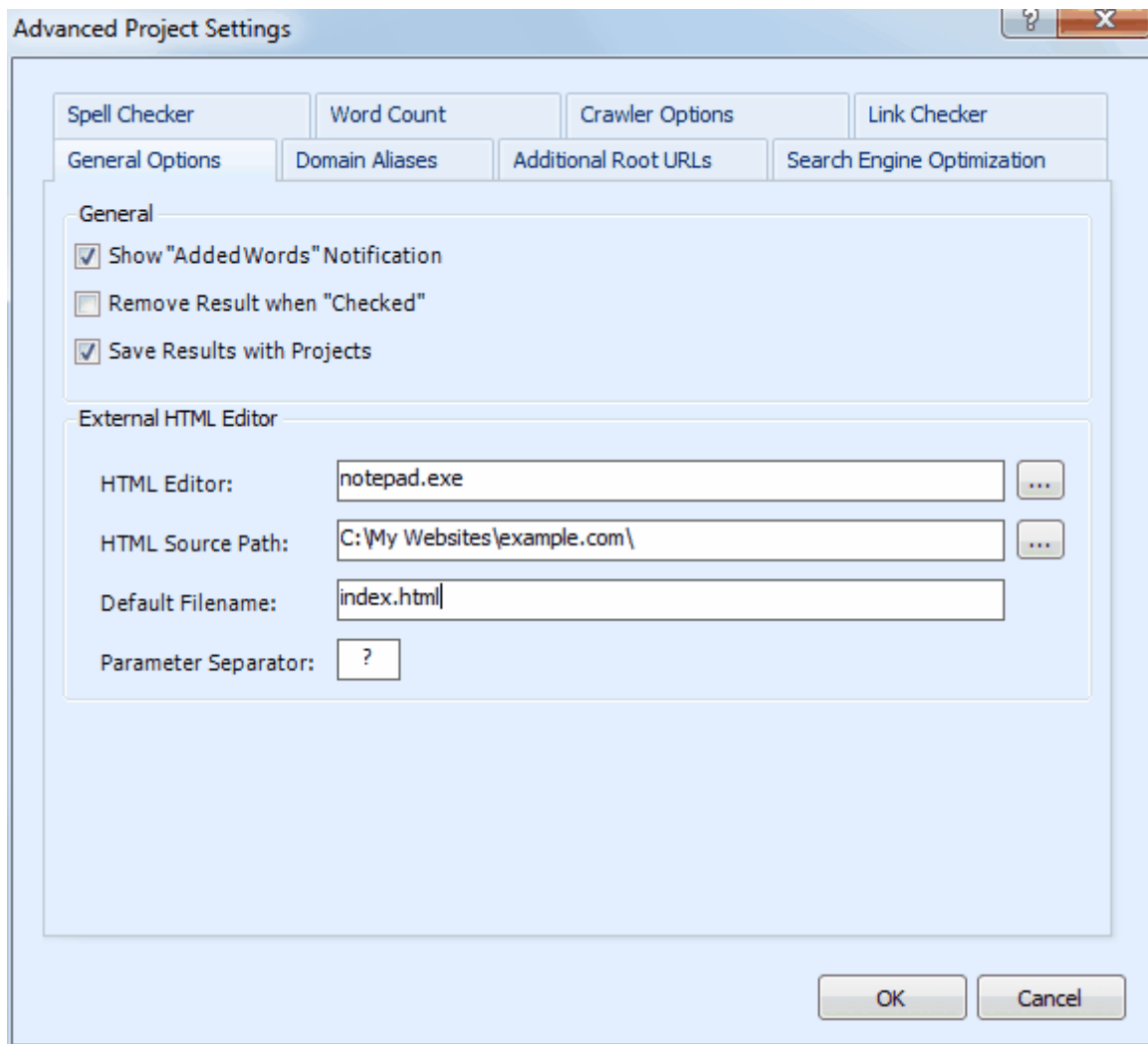
General Options

Save Results with Projects - If this box is checked, InSite will save the results of each crawl with that project. If this options is disabled, InSite will not save any project settings. If you have an extremely large site and do not wish to save the results, disable this option. Typically this is only used when large sets of results cause long delays when opening project files.

Remove Results when "Checked" - If this box is checked, InSite will remove any spelling mistakes and link errors that have their checkbox checked from the list of results. If this options is unchecked (default), then result simply has a line drawn through it.

Show "Added Words" Notification - If this box is checked, InSite will popup a window confirming when words are added to the custom dictionary from the result list.

External HTML Editor

Editor - This is the HTML editor that InSite should launch when you select 'Open Page in Editor' from the results shortcut menu ('Right-Click' on a spelling mistake to see the shortcut). Your editor must support a filename as a command-line argument in order for it to open the file from InSite.

Path - This is the location on the local hard drive (or network share) where the website's source files

reside. It is used to send the correct filename the HTML editor when opening a page from the results.

Default Filename - This filename will be appended to URLs where there is no filename when attempting to open the file in the Editor. For example, if a spelling error was reported on 'www.example.com/ support/' and the default filename was 'index.html'. Then InSite would attempt to open a file named 'index.html'.

Parameter Separator - This indicates the character that your server uses to distinguish URL parameters from filenames. (The default is '?'.) InSite will strip any characters following the parameter separator from URLs before opening the file.

Crawler Options

Crawler Delay - The Crawler Delay value specifies how long the crawler should pause between HTTP requests to your server. If InSite places too high a load on your server, increase this value to slow the crawl down.

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

User Agent - The User Agent value indicates how InSite should identify itself to your webserver. By default, InSite identifies as the Inspyder Crawler. If your site uses browser detection scripts, you may wish to have InSite masquerade as Internet Explorer or FireFox.

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 InSite, 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 InSite 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).

Maximum Link Depth - This option limits the depth of the crawl for the current project. The depth of the crawl is the number of links (or 'mouse-clicks' for a user browsing your website) from the root URL. For example, if the link depth limit was 1, then all the pages that could be reached in one mouse-click from the root URL would be crawled. If the link depth is 0, then there is no limit.

To limit the crawl by path depth (such as "no pages deeper than 3 subdirectories") you can create an entry in the Exclusion List that looks like: "/*/*/*". This would exclude any URLs that had 3 or more '/' characters.

Maximum File Count - This option limits the total number of links/files that InSite will crawl before stopping. If your site is extremely large and you wish to limit the crawl to a certain number of pages, set that value here. If the Maximum File Count is set to 0, there is no limit.

Number of Crawlers - This slider is used to adjust the number of simultaneous HTTP requests sent by InSite. By default InSite is set to use 5 crawlers (threads). Increasing this value can make InSite 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 InSite will attempt to locate URLs within JavaScript code.

Process Links in PDF - If this option is checked InSite will attempt to locate URLs within PDF documents on your website.

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 InSite 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 InSite 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 InSite 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 InSite 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 is may be necessary to uncheck this option to get a complete crawl.

Ignore HTTP Content-Type Encoding - This tells InSite 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 InSite does not include URLs found in the "Action" attribute of HTML forms. If this option is checked InSite will include these URLs when crawling.

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

Link Checker

Report Redirected URLs - If this option is enabled, HTTP redirections (such as 301, 302, etc.) will be reported by InSite.

Enable Link Checking -This option enables/disables the link checking component of InSite. If this box is not checked, then broken links will not be found or reported on your site.

Check External Links - This options allows you to toggle whether or not links external to the Root URL are checked by InSite. By default this option is enabled, to ensure that your website does not contain any broken links leading offsite.

Ignore Invalid Relative Path Errors - This option allows you to tell InSite to ignore and internally correct invalid relative path errors. By default this option is disabled, since these types of errors should be flagged for correction. However, in some cases it is desirable to remove these errors from the result list. With this option enabled InSite will correct invalid relative paths internally the same way a web browser does. For example, the relative link: "../../../../index.php" on the page:
http://www.example.com/support/kb/
will become:
http://www.example.com/index.php

Flag Pages with File Not Found Text as Errors - This feature allows you to have InSite report page with specific text as link errors. This is useful if you use a content management system that could report "Missing Pages" but don't necessarily return an HTTP status error. A common example of this is when an invalid product ID number is specified in some online shopping cart systems.

Flag Empty Links as Errors - If this option is checked, InSite will flag any links that have an empty "href" attribute as errors.

Flag Links with Only "#" as Errors - If this option is checked, InSite will flag any links that only include the hash-tag as errors. Using a "#" in the "href" tag is a common placeholder technique used by web developers. Enabling this feature is a good way to ensure that all your links have been assigned their correct destinations.

Search Engine Optimization

On this tab are the various SEO related website checks performed by InSite. You can disable all checks by unchecking the "Enable Search Engine Optimization Checking" box at the top of this page. If you wish to enable/disable a specific type of check you can toggle each test individually in the available list.

Note: You can also disable individual SEO checks directly from the results by right-clicking.

Domain Aliases

Domain aliases tell InSite that your site may use one of these as alternate domain names. If you consistently use the same domain name, or only use relative paths on your website, then you do not need to enter anything here. However, if you use multiple domain names ("www.example.com" and "example.com") to refer to the same site on the same server, than it is necessary to enter those alternate names here. You do not need to include the domain name given in the Root URL.

Additional Root URLs

Use this page to specify Additional Root URLs. Additional Root URLs are used the 'seed' the crawler before checking your site. You only need to specify Additional Root URLs if your site is not fully cross-linked. For example, if you had some pages that were only linked to by an external website, then you may want to add one of those pages as an Additional Root URL so that the crawler is able to find them and index them before performing orphan analysis.

Spell Checker
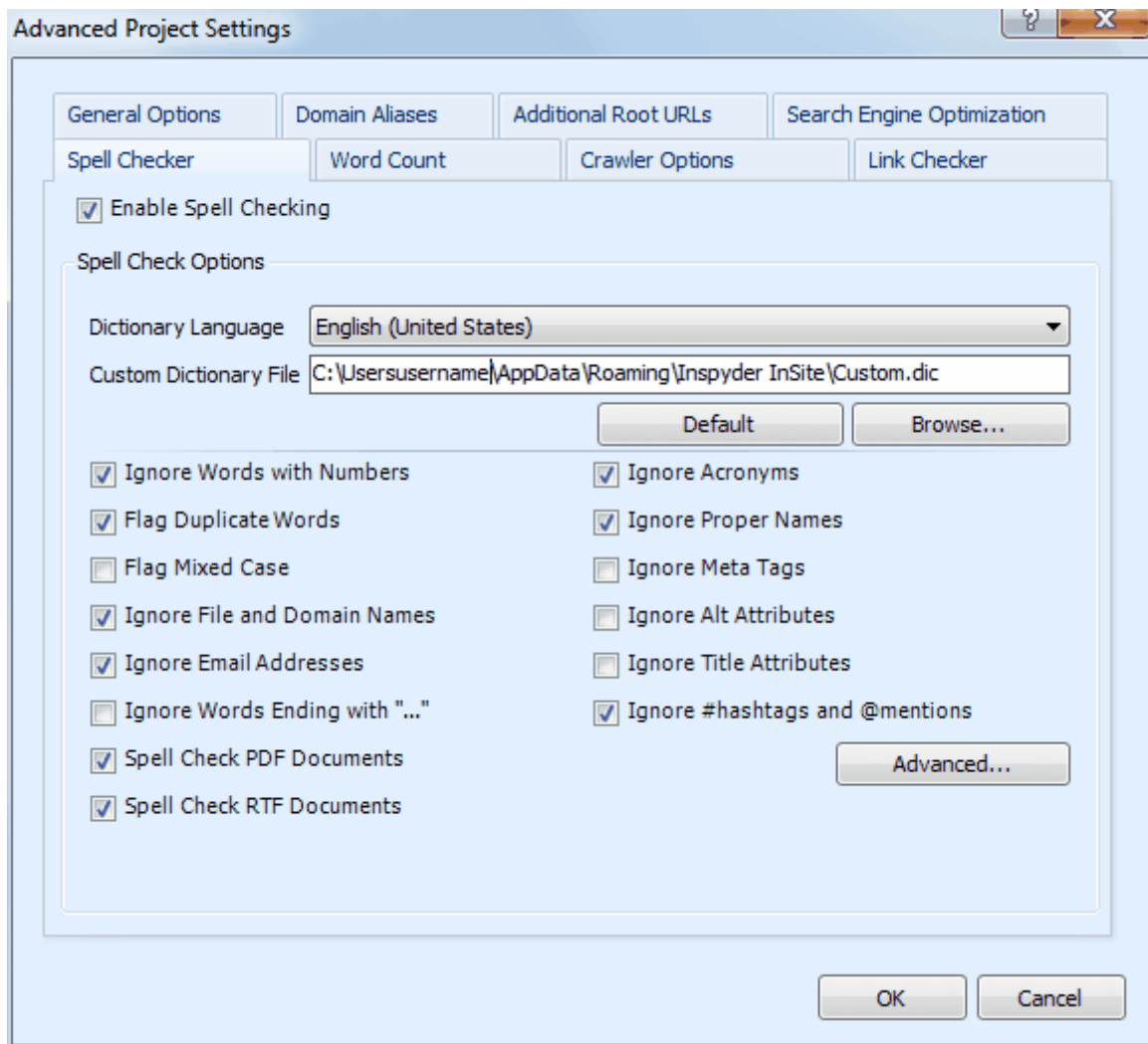
Enable Spell Checking - This option disables InSite's spell checking features. Uncheck this box if you do not wish to find any spelling mistakes on your site.

Dictionary Language - This is the language that will be used when spell checking the website. Additional languages are available on our website. If you add an additional language to InSite you will need to restart the software before the new language will be displayed in this drop down list.

Custom Dictionary File - This specifies the location of the custom dictionary file. By default, all projects use the same custom dictionary file. If you wish to share a custom dictionary between multiple computers or wish to use unique custom dictionaries for each project, you can change this value using the "Browse" button. If the dictionary file does not already exist, it will be automatically created when words are added to it.

Flag Duplicate Words - This option causes repeated words to be flagged as an error (for example: the the).

Flag Mixed Case - This option cause words with mixed case to be flagged as a potential error. For example, the word 'compuTer' would be flagged as an error. This setting can have a large impact on the number of errors reported, although they will be flagged as "Mixed Case" errors due to the proliferation of

custom spellings used today.

Ignore File and Domain Names - This feature causes file names and domain names to be excluded from any spell checking.

Ignore Words with Numbers - If this option is checked, words that contain numbers will not be flagged as spelling mistakes (for example: 23lbs).

Ignore Email Addresses - If this option is checked email addresses to be excluded from any spell checking.

Ignore Words Ending with "..." - If this option is checked any word that ends with an ellipsis ("...") will be ignored. This option is useful if your website contains pages that text mid-word.

Ignore Acronyms - This feature causes acronyms, words entirely in capital letters, to be excluded from any spell checking.

Ignore Proper Names - This feature causes proper names, words beginning with a capital letter but not at the start of a sentence, to be excluded from any spell checking. This is useful if your website contains a large number of names (not already in the dictionary) or names of locations (for example, if you have a travel related website).

Ignore Meta Tags - If this option is checked, any Meta Keywords or Meta Description tags found on your site will not be spell checked. This is useful if your meta tags contain deliberate spelling mistakes and you do not wish these to be found by the spell checker.

Ignore Alt Attributes - If this option is checked, any HTML "alt" attributes tags found on your site will not be spell checked.

Ignore Title Attributes - If this option is checked, any HTML "title" attributes tags found on your site will not be spell checked.

Ignore #hashtags and @mentions - If this option is checked, Twitter style tags and mentions will automatically be excluded from the list of spelling mistakes.

Spell Check PDF Documents - If this option is checked, InSite will spell check any PDF documents found on your website.

Spell Check RTF Documents - If this option is checked, InSite will spell check any RTF documents found on your website.

Advanced Spell Check Options

To access the Advanced Spell Check Options, click the "Advanced..." button in the lower right hand corner of the spell check options.

Excluded Text - This feature allows you to exclude text enclosed within a specific CSS class/ID from spell checking. This is useful on sites where some text should never be checked for spelling errors and is encapsulated within a unique CSS class name. An example would be a website with technical documentation. Some portions of the technical documentation (such as examples of HTML code, which would generate a large number of false spelling mistakes) are wrapped within a CSS class.

Auto-Detect Sensitivity - This slider allows you to set the sensitivity of the custom dictionary auto-detection technology. In general, increased sensitivity will decrease the number of words that InSite will

detect as unique to your web site. Whereas setting the sensitivity level too low may yield more words, but there is an increased chance that these words may include misspelled words that have been detected as unique to your site. The default has been set at a level that has empirically returned the best results.

Word Count Options

Enable Word Counting - Uncheck this box to prevent InSite from counting the words on your site. This can improve performance slightly if you have a very large site and do not require any word count information.

Include Numbers - If this option is selected the word count will include numeric values such as "1234". By default this setting is disabled so that numbers are excluded from the word counts.

Include Words with Numbers - If this option is selected then words that contain numbers, such as "3M" are included in the word counts.

Include Words in Meta Text - If this option is checked, words that are included on your pages, but not visible by default (such as alternate image text, description tags, etc.), will be included in the word count.

Include Numbers - If this option is checked, numbers that appear in the text of the website will be counted as words. By default this is unchecked.

Word Length Threshold - This setting is the minimum length of a word, in characters, that is included in the word counts. Words this length or less are excluded.

Include PDF/RTF Documents - If these options are checked, any PDF and/or RTF documents found on your website will be included when counting words.

Keyword Density Options

Keyword Density Options panel is used to configure options pertaining to InSite's keyword density analysis feature. Keyword density is the ratio of occurrences of a particular word or phrase to the total number of words or phrases in a particular page. The densities for phrases are calculated using the number of phrases that occur on the site (not the number of words).

Enable Keyword Density Analysis - Enables/disables keyword density analysis. If you have a very large website, and do not require keyword density information, disabling this feature can provide a small performance improvement.

Maximum Phrase Length - This setting is the maximum length of a phrase, in words, that is included in word/phrase density analysis. If this value were set to "3", then a phrase like "red brown fox" would be reported as a phrase, where "red brown fox jumps" would not be included.

Minimum Density - This setting is the lowest phrase density that will be included in the results.

Word Length Threshold - This setting is the minimum length of a word, in characters, that is included in the word/phrase density analysis. Words "equal to" or "less than" this value are excluded. For example, if the Word Length Threshold was 3, than "Quick Brown Fox" would not be considered a phrase since the word "Fox" is 3 characters (it excludes the phrase).

Include PDF/RTF Documents - If these options are checked, any PDF and/or RTF documents found on

your website will be included when calculating keyword density. Note that all the text in a PDF/RTF document will be marked as "Body" text (since there are no <title>, <meta> or <h> tags in these document types).

Include Keywords Meta Tag Contents - If this option is checked, InSite will include the contents of they keywords meta tag when computing the keyword density of a page. Since this tag is generally ignored by search engines, this option is disabled by default (so the meta tag is not included when computing keyword density).

4.2 Soft 404 Detection

Soft 404 Detection allows InSite to detect which links are broken even if your web server does not correctly return a "404 - Not Found" HTTP header. This is useful if you use a content management system that could report "Missing Pages" but don't necessarily return an HTTP status error. A common example of this is when an invalid product ID number is specified in some online shopping cart systems.

If you find that when crawling your website InSite crawls lots of incorrect or invalid URLs it's a good indication that you need to configure Soft 404 Detection. Another way to test this is to change your Root URL to point to a page on your website you know does not exist, for example:
http://www.yoursite.com/thispagedoesnotexist
(Replace "yoursite.com" with your actual hostname). If InSite doesn't detect an error on this bogus Root URL, then you'll need to configure Soft 404 Detection.

To configure Soft 404 Detection just enter some unique text that appears on your website's error page. In the example screenshot below we have configured "Page Not Found" and "Oops...sorry" as our Soft 404 Text. Any time InSite sees a page with this text on it, it will treat it as an error page. To find out what text your website uses, use a regular web browser to access a URL on your website that you know does not exist.

Soft 404 Text:

Page Not Found
Oops...sorry

New Text: [Example: File Not Found] [Add]
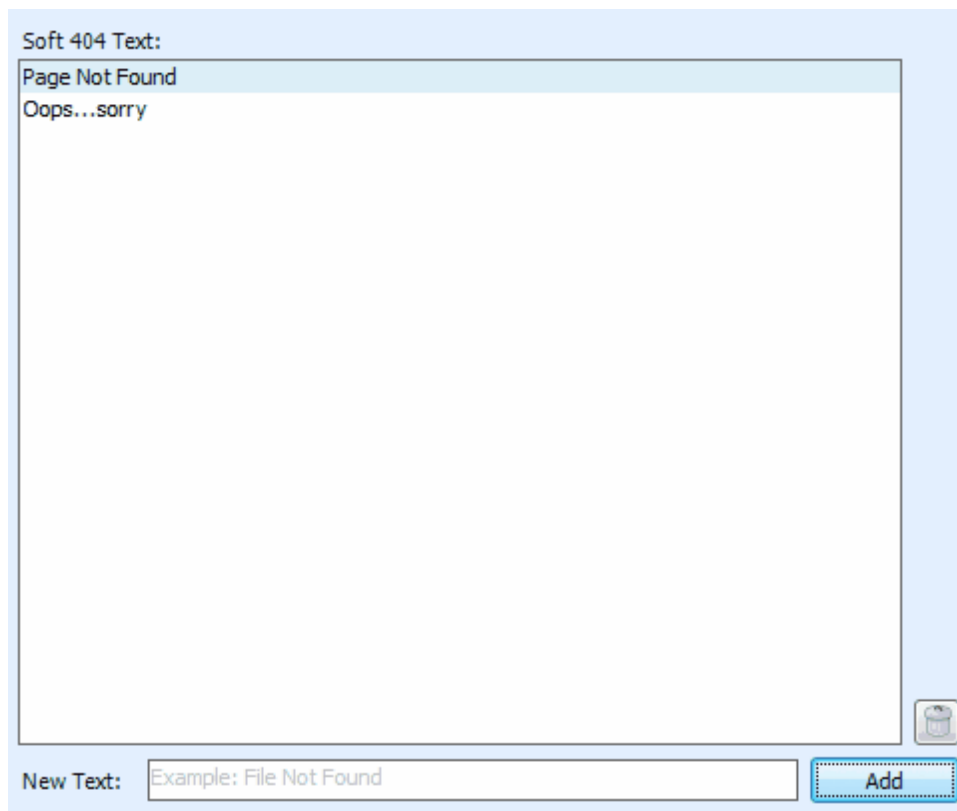
4.3   Excluded Pages

Often it is necessary to exclude some sections of a website from crawling. To do this, InSite provides the ability to exclude specific URLs or groups of URL from crawling. To access the Excluded Pages window, click "**Project | Edit Excluded Pages**" from the main menu bar.

The Excluded Pages window contains full or relative URLs that should be skipped when crawling. This is important if you have pages or scripts that generate a large amount of redundant content (such as a message board or article pages that are formatted for printing). You might not want these included in the crawl. To add a new URL to the list of Excluded Pages enter the full or relative path in the **Relative Path** field. (As you type the "Actual URL" field will show how your URL is combined with the project's Root URL.) Click the **"Add Rule"** button to save the new URL to the list.

To remove a URL from the list, select it then click **"Delete URL"** (under Actions), or press the "Del" key on your keyboard.
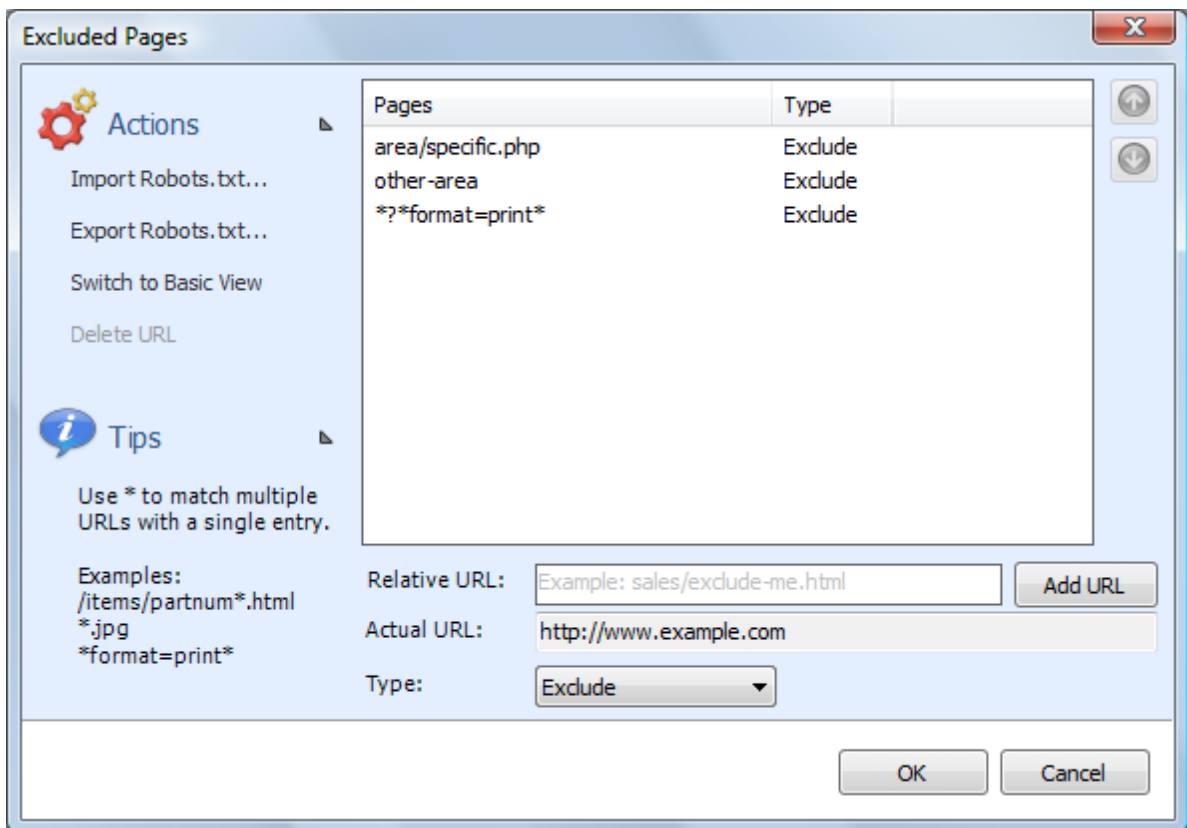
By clicking the "**Switch to Advanced View**" link on the left hand "**Action**" menu you are able to mark a page or section as specifically **included**. The list is matched from top to bottom. If you want to exclude all pages under "www.example.com/content/" except "www.example.com/content/important" than you would create an entry that includes "/content/important" above the rule that excludes "/content". You can move the rules up and down with the arrows on the right.

When a directory (like "/blog") is specified as an Excluded Page, then all of its sub-directories will be excluded (such as: www.example.com/blog/index.html and www.example.com/blog/archives/january2005.html).

Wildcard matching is also supported through the use of the '*' (asterisk) character. The '*' will replace zero or more characters as shown in the examples below. The '*' can be used multiple times in the Relative Path field.

*inventory/warehouse*index*	will exclude the following: *inventory/warehouse1index* *inventory/warehouse125index* *inventory/warehouseindex*
userreports/.txt*	will exclude all files with an extension of ".txt"

It is also possible to use the Exclusion List to exclude URLs that contain a particular parameter. For example, to exclude all urls that contain "format=print" in the URL parameter list, you could enter:
    *?*format=print*
This will exclude all URLs that contain 'format=print' somewhere in the URL parameter list (after the '?').

Advanced Tip: The * matches every character including "/". If you want to match any text but **NOT** the path separator ("/"), use an exclamation point in front of the asterisk: "!*". This special case will match any characters **EXCEPT** the path separator.

The "$" can be used to match the end of the URL, like this:

inventory/index.php$ will exclude the following:
                                inventory/index.php

                                but will NOT exclude:
                                inventory/index.php?product=xyz

Internal URLs should be relative to the root URL. URLs beginning with '/' are taken from the domain root (this is recommended). URLs **not** beginning with '/' are relative to your project's Root URL. For example, if the Root URL is "www.example.com/somepage/":

      'apage.html' *becomes* 'www.example.com/somepage/apage.html'
   '/apage.html' *becomes* 'www.example.com/apage.html'

URLs beginning with 'http://' are treated as full URLs, and can be used to exclude links to external sites. For example:

      'http://www.anothersite.com' **remains** *'http://www.anothersite.com'*

As a shortcut, a page can also be added to the exclusion list by right clicking the URL in the Crawl Results.

4.3.1 Importing Robots.txt

Some websites already contain a special file called "robots.txt" which tells crawling software which URLs (or paths) to ignore. InSite does not automatically obey robots.txt because it is often desirable to crawl the entire website. However, InSite has the ability to import a robots.txt file into the Excluded Pages list. To access this feature, click **"Import Robots.txt..."** under **"Actions"** on the Excluded Pages window.
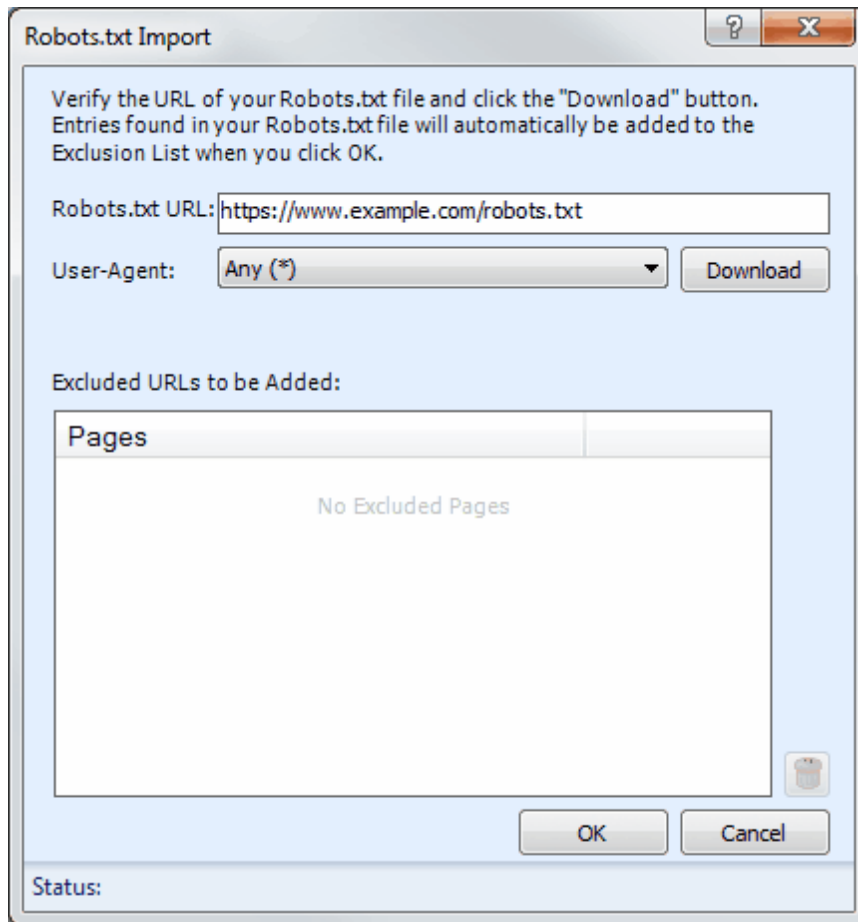
When the Robots.txt Import window opens, it will automatically populate the "Robots.txt URL" field based on your Root URL. You can modify this field if necessary. Click "Download" to fetch and load the file from the website.

The User-Agent field is used to select which rules you wish to import from the robots.txt file. By default the "*" user-agent will be loaded (any bot).

Once InSite loads the file successfully, the results will be placed in the "Excluded URLs to be Added" list. You can remove any unwanted entries now by highlighting the entry and clicking the "Trash" button (or pressing "Del" on your keyboard). If you click "Cancel" at any time no changes will be made to your Excluded Pages.

When you click "OK", any entries found in the "Excluded URLs to be Added" list will be automatically added to your "Excluded Pages" list.

4.3.2 Exporting Robots.txt

In addition to being able to import an existing robots.txt file, InSite is also capable of creating (or exporting) it based on the current entries in the Excluded Pages list.

The contents of the Excluded Pages list will be converted into "Allow" and "Disallow" rules and normalized automatically.

The robots.txt file generated by InSite must be placed at your domain root. For example, if you Root URL was "www.example.com/products/", the robots.txt file created by InSite must be placed so that it's accessible from "www.example.com/robots.txt" (not in the "products" sub-folder).

The robots.txt file created by InSite will only have entries under the "*" user-agent field. If you require different rules for different user-agents, you will need to manually edit your robots.txt file in a text editor (such as Notepad).

4.4   Passwords and Forms

If your website is password protected or contains content hidden behind a form submission, you can configure InSite to access that content using the "Passwords and Forms" feature. To access the Passwords & Forms window, click **"Project | Passwords & Forms"** from the main menu bar.

Passwords and Forms allows you to create rules which InSite will use each time it crawls your website. If a page is encountered with a form (or POST) rule, it will post the specified form data (usually a username and password) to the server when that page is encountered.

Refer to the Excluded Pages section of the manual for more information on how to format the Relative URL field.

The "Method" field tells InSite what type of credentials to supply to the remote server. There are two methods for supplying login information to a website, POST and HTTP.

Post Method

This is the most common method of logging into a website. If you enter your login information by

filling out some type of web based form, then use this method. To configure the login credentials click the '**Form Wizard...**' link under **Actions** to launch the Inspyder mini-browser. Use this browser to log into your website. When you complete the login form, InSite will ask if you want to save the form data, click 'Yes' and InSite will automatically create the necessary login rule for you.

Prompt for Manual Login

If you don't want InSite to store your login credentials, you can enable the '**Prompt for Manual Login**' option. This option only works with websites using cookies for authentication (most websites using form/post based authentication also use cookies). When you click the 'Go' button to start crawling your site InSite will launch the mini-browser to capture your login session on-the-fly. When you close the mini-browser InSite will resume crawling with your logged in session.

HTTP Method

The second method is the HTTP method. This is used when the server (rather than the website) is providing the authentication method. If you see a popup login window (with username and password fields) when you access your website with Internet Explorer or FireFox, then your website is using this authentication method. To configure this rule, enter the Relative Path of your login page (if it is your Root URL, just enter "/"), along with the username and password in the corresponding fields (the domain field is optional). Click 'Add' to save the rule.

To remove a rule, select the rule to remove from the list, then click the **"Delete Page"** link under **"Actions"**.

4.5   Custom Dictionary

Often it is desirable to create custom lists containing terms that are specific to your business or website that may not be found in common grammar. InSite supports this capability with both a Custom Word List (or Dictionary) which is applied to all of the projects, and through the use of a special meta tag which can be embedded into your websites.

4.5.1 Custom Word List

The Custom Word List is a private dictionary for words that are specific to your site. By default, the Custom Word List is common to all Projects on the system regardless of the dictionary language chosen. (To change this behaviour see Advanced Project Settings.)

For example: If you were to add the word "Inspyder" to the custom word list, this word could then appear on any of your project pages in any language and it would not be flagged as an incorrect spelling.

The Custom Word List can be viewed by clicking the **"Custom Words"** button or clicking 'Project | Edit Custom Dictionary' from the main menu bar. Words can be added by entering them into the text box, one word per line.
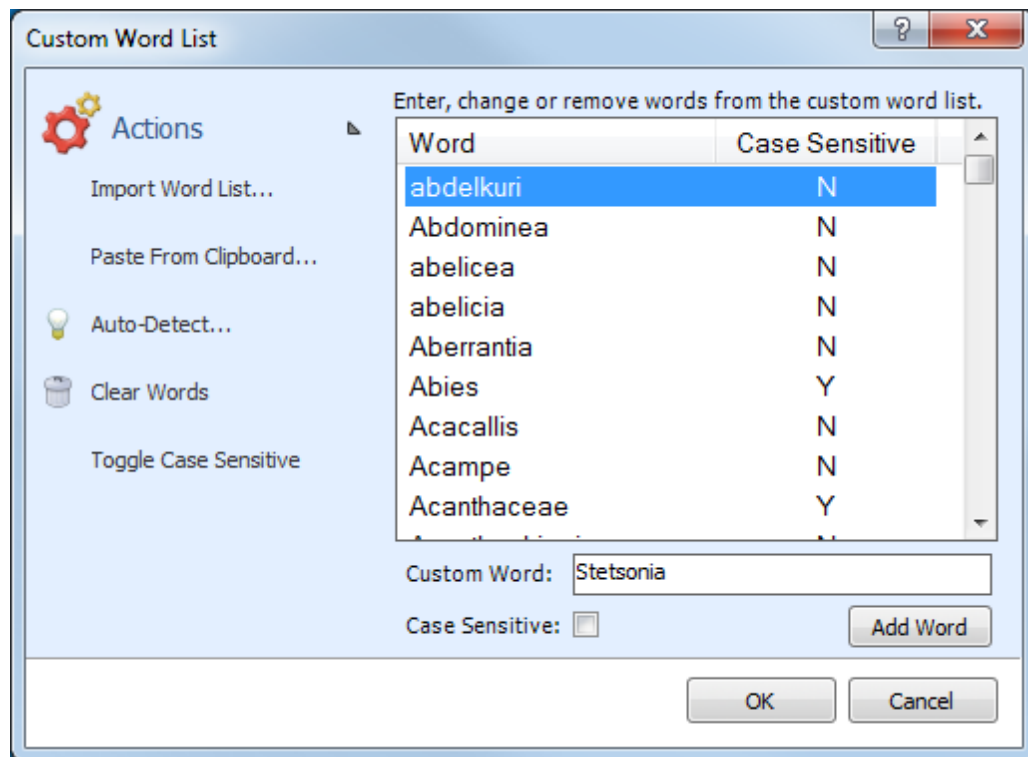
Bulk Loading

You can bulk load words into the custom word list using any one of the following methods:

- Use the **"Import Word List"** action: This allows you to import words from a UTF-8 encoded text file. The text file must only contain one word per line. This feature is useful if you have an existing dictionary you wish to import (for example, a medical dictionary or a list of product names).
- Copy and paste (using "**Paste From Clipboard**" action): This allows you to import words from the Windows clipboard. If you are adding multiple words, they must be listed one per line on the clipboard.
- Use the **"Auto-Detect"** action: This automatically generates suggestions for the custom word list based on the current spelling mistakes. Words occurring with enough regularity throughout your website are presented and you can then add those words to the custom word list.

When bulk loading words the case sensitivity setting is automatically determined by the casing of the source word. If the word is all lower case, then it is assumed to be not case sensitive. If the word contains any upper case letters then the word is treated as case sensitive. You can change the case sensitivity by selecting the word (or using "Ctrl-Click" to select multiple words) and then click the "Toggle Case Sensitive" action.

The **"Clear Words"** action removes all entries from the custom word list. Use this if you wish to recreate your custom word list from scratch.

Custom words can quickly be added to the list by selecting them in the Spell Check result tab. Right-clicking the word will present the option to add the word to the custom word list. Multiple words can be added at once by using Ctrl-Click to select several words at a time.

4.5.2 InSite Meta Tag

The InSite_Words meta tag provides a mechanism to add words to the custom dictionary on-the-fly (as InSite crawls the site). This provides a mechanism to share the custom dictionary words between copies of InSite (useful if your organization has several individuals working on one website), or to make special words specific to one particular website.

By using a meta tag, the custom words are stored with the page, but not shown to users and ignored by browsers. InSite is the only software which reads and processes this particular meta tag.

The tag is simple to use and has a very straightforward structure. The following is an example of the *InSite_words* meta tag:

```
<META name="InSite_words" content="Inspyder, InSite, OrFind">
```

The *name* of the meta tag is *InSite_words*, and the custom word spellings must be in the *content* attribute. Note that the spellings are enclosed in double quotes and separated by a single comma (,).

The meta tag must be in the <HEAD> section of the webpage. The content attribute can span multiple lines and all spellings are case insensitive. Keep in mind that once a word is added to the custom dictionary by the meta tag, it is kept for the duration of the crawl. If you have a word that appears across all pages, it only needs to be included once on the Root URL page.

Words read from the meta tag are not added to the permanent custom word list, so they will not appear in the Custom Word List window.

5   Crawl Results

This section describes the options, fields and features of the Crawl Results area of the main window.

Spelling Errors

The contents of this tab provide a list of spelling errors that were detected on the website. The **URL** column contains the URL where the spelling error was detected. The **Word** column contains the word that caused the error and the **Context** column contains the text surrounding the spelling error (making it easier to locate on the page). If the spelling error is detected in the page's meta text, page title, etc. then the context field will be prefixed with text that indicates such.

You can right click on any entry in the Spelling Errors tab to access a convenient menu with the following options:
- **Word**
  - **Suggestions** - Expand this menu item for a list of possible correct spellings. Selecting a correct spelling copies that spelling to the clipboard.
  - **Add to Custom Dictionary -** This automatically adds the word to the custom dictionary and removes any occurrences of this word from the list of spelling errors.
  - **Copy** - This option copies the misspelled word to the clipboard.
- **Open**
  - **URL** - Opens the Link Error URL in your default browser.
- **Edit**
  - **URL -** Opens the page in the HTML editor.
- **Exclude URL from Future Crawls -** This will automatically add an entry in the Excluded URLs list to exclude this link error from any future crawls.
- **Set Password/Form Info -** This opens the Passwords and Forms window and populates the Relative URL field with this URL. This shortcut is useful if you need to configure a password for a 401 or 403 authorization error. Refer to the Passwords and Forms section for additional information.
- **Recheck Only this Page -** This option forces InSite to spell check the current page again.

Link Errors

The Link Errors tab shows any HTTP errors that occurred while crawling your website. In addition to server errors and broken links, the Link Errors tab can also shows pages that contain specific error text (see Advanced Project Settings for more information).

The **Page** column provides the URL of the page that cannot be accessed. The **Error** column displays the type of error encountered. Note that not all errors are from missing or invalid references. You may get a 'Timeout Error' if the site is extremely busy or very slow. The number preceding the error message is the HTTP response code from your web server. The **Referrer** column provides the URL of the page containing the reference to the inaccessible page. The **Context** column shows the HTML/CSS/ JavaScript context of the link error on the referring page. All referring pages to this link error will be shown in the results.

You can right click on any entry in the Link Errors tab to access a convenient menu with the following options:
- **Open**
  - **Referrer** - This will open the default browser to the page containing the error.
  - **URL** - Opens the Link Error URL in your default browser.
- **Edit**
  - **Referrer -** Opens the referring page in the HTML editor.

- **Find**
  - **Referrer in Redirected URLs** - Use this to check if the list of redirected URLs contains this particular referrer. This feature is useful if an HTTP redirection leads to a broken page.
  - **Referrer in Verified Links** - Use this to check if the list of Verified Links contains this particular referrer.
- **Exclude URL from Future Crawls -** This will automatically add an entry in the Excluded URLs list to exclude this link error from any future crawls.
- **Set Password/Form Info -** This opens the Passwords and Forms window and populates the Relative URL field with this URL. This shortcut is useful if you need to configure a password for a 401 or 403 authorization error. Refer to the Passwords and Forms section for additional information.

Redirected URLs

The Redirected URLs tab shows any HTTP redirections that were found while crawling your site. The **Redirected URL** column shows the URL that when accessed was redirected to the **Destination URL**. The **Count** column shows the number of times this redirection occurred on this particular referring page. The **Type** column shows the HTTP status code that was returned by the server and a brief description. The **Destination** column shows the URL that the Redirect URL is directed to. The **Referrer** column shows the page that linked to this particular Redirect URL.

You can right click on any entry in the Redirected URLs tab to access a convenient menu which allows you to:
- **Open**
  - **Referrer** - This will open the default browser to the page containing the error.
  - **URL** - Opens the URL in your default browser.
- **Edit**
  - **Referrer -** Opens the referring page in the HTML editor.
- **Find**
  - **Referrer in Redirected URLs** - Use this to check if the list of redirected URLs contains this particular referrer.
  - **Referrer in Verified Links** - Use this to check if the list of Verified Links contains this particular referrer.

Spell Checked Pages

This tab contains a complete list of all of the pages accessed in the analysis that were checked for spelling errors. You can right click on any entry to open a page using the default browser or set page password and form information.

You can right click on any entry in the list of Spell Checked Pages to open a menu that allows you to:
- **Open**
  - **URL** - Opens the URL in your default browser.
- **Find**
  - **Referrer in Redirected URLs** - Use this to check if the list of redirected URLs contains this particular referrer.
  - **Referrer in Verified Links** - Use this to check if the list of Verified Links contains this particular referrer.
- **Set Password/Form Info -** This opens the Passwords and Forms window and populates the Relative URL field with this URL. This shortcut is useful if you need to configure a password for a 401 or 403 authorization error. Refer to the Passwords and Forms section for additional information.

Verified Links

This tab contains a complete list of all of the unique URLs that were checked for errors. These URLs are

any content that make up your website, such as HTML pages, images, stylesheets, etc. You can right click on any entry in the list of Verified Links to open a menu that allows you to:

- **Open**
  - o **Referrer** - This will open the default browser to the page containing the error.
  - o **URL** - Opens the URL in your default browser.
- **Find**
  - o **Referrer in Redirected URLs** - Use this to check if the list of redirected URLs contains this particular referrer.
  - o **Referrer in Verified Links** - Use this to check if the list of Verified Links contains this particular referrer.

Keyword Density

The contents of this tab provides detailed keyword density analysis for each page on your website. Keywords and phrases are automatically determined based on the most frequently occurring words or phrases. Click on an entry in the **Page** panel to review the **Keyword Statistics** for that page. The contents of this tab are highly dependent on the settings in the Advanced Project Settings window. Please refer to this section for details on how the words and phrases are accumulated. The following is a description of the columns associated with the Word/Phrase Density tab:

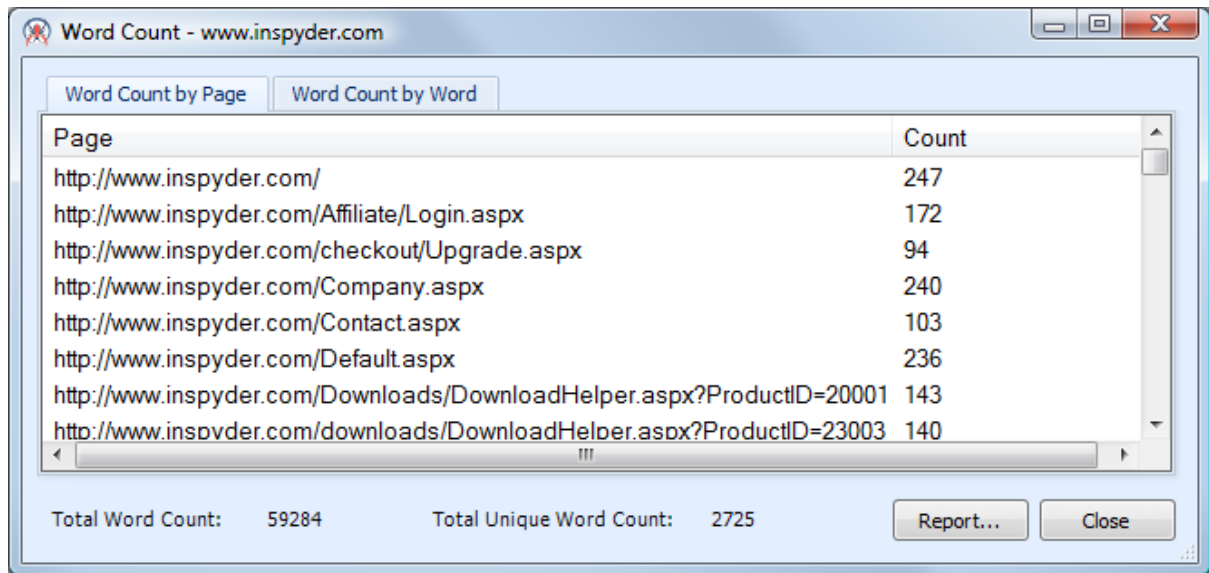|	
Word/Phrase	The keyword or phrase that was detected
Count	The number of occurrences of this particular keyword or phrase on the page
Density	The relative number of occurrences of this keyword or phrase
Body	Indicates the keyword was found in the page body
Alt	Indicates the keyword was found in an ALT attribute
Meta	Indicates the keyword was found in a META tag
Title	Indicates the keyword was found in the page title

You can right click on any entry in the list of URLs to open a menu that allows you to:

- **Open**
  - o **URL** - Opens the URL in your default browser.
- **Edit**
  - o **URL -** Opens the URL in the HTML editor.

5.1 Word Count

After your site has been crawled, it is possible to view the number of words found on each page. To view the Word Count dialog, click "**Project | Word Count**" from the main menu bar, or click the "Word Count" button on the toolbar. Remember, you must let InSite crawl your site before accessing the word count dialog. Failure to do so will result in no words being shown or an incomplete/inaccurate count.

Any pages excluded from checking (through the Excluded Pages feature) will not be included in the word count.

Word Count by Page - This view shows the total number of words found on each individual page.

Word Count by Word - This view shows each word that was found on the website and the number of times that word appeared.

**Total Word Count** - The total word count is the total number of words found on all pages.

Total Unique Word Count - This is the total number of distinct words that appeared on all pages.

Word count information can be exported in the same way as spelling and link checking results. Click the "**Report...**" button and chose "**Word Count by Word**" or "**Word Count by Page**" as the Report Components.

6   Reports

InSite's crawl results can be used to create PDF, Excel or CSV report files. CSV is a text based format and is useful if you wish to do further analysis on the data in the report.

The Report Options dialog is used to specify which of the analysis results from the Crawl Results section of the screen are to be included in the export as well as the export format and the filename.
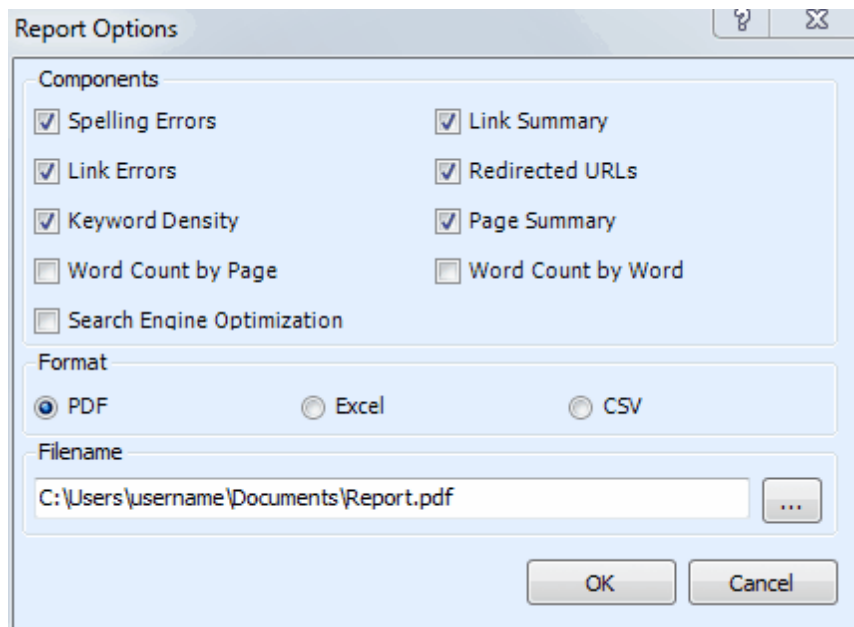
Components
This allows you to select which components you would like included in the report. By default, the two Word Count components are not included because they greatly increase the size of the report.

CSV Format
If the CSV Output format is selected, you can load the exported file into a word processor, database, or spreadsheet for additional manipulation. Since each tabbed divider contains data in a slightly different format titles separating the data types are inserted into the export file.

Once the data has been imported into your favorite utility, it is a simple matter to cut and paste data from the different tabbed dividers for further sorting, analysis, and reporting.

PDF/Excel Format
The PDF/Excel formats produce a website report that is suitable for printing or distribution. Both version provide formatting not found in the CSV format to improve readability and appearance. To customize the logo image in these reports, replace the file located at:
C:\Program Files\Inspyder Software Inc\Inspyder InSite\Reports\ReportLogo.jpg
with your own logo image. For printed reports, a 300 DPI resolution (or higher) image is recommended.

Note: By default, when generating a report in Excel format, InSite will produce an Excel 2007 (.xlsx) document. If you manually change the report filename extension to .xls InSite will produce an Excel 2000 compatible file.

Filename

This is the location where the report should be saved on your hard drive. Use the "..." to open a file browsing window.

6.1 Report Designer

InSite includes a Report Designer tool that allows you to make **limited** customizations to the look and feel of the PDF/Excel reports. To access the report designer, click "Settings | Report Designer" from the main menu bar.
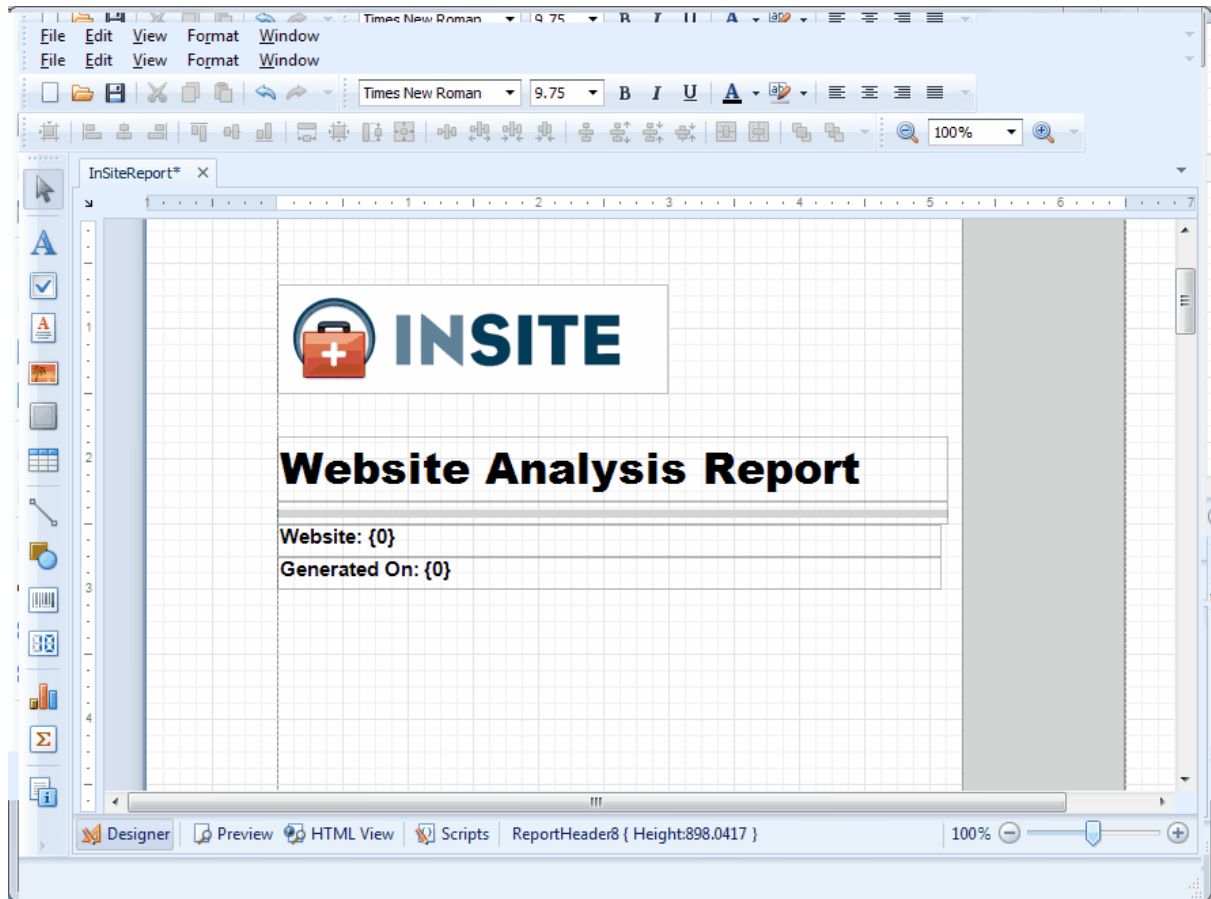
The main purpose of the report designer is to facilitate translation of the report text and provide basic branding. Changes made using the Report Designer affect all reports created with InSite. The report customizations are **not** project specific.

To begin modifying a report, select the element on the main window. To edit the element text, double click the element and enter new text as necessary.

When you have finished making changes to the report template, click the "Save" button to save your changes. Any new reports created by InSite will include the changes made in the report designer.

Note: It is possible to delete existing report elements, but it is not possible to restore these deleted elements without reverting all report changes.

To remove all the customizations done in the report designer, select "**Settings | Report | Reset**

Changes" from the main menu bar.

7 Scheduler

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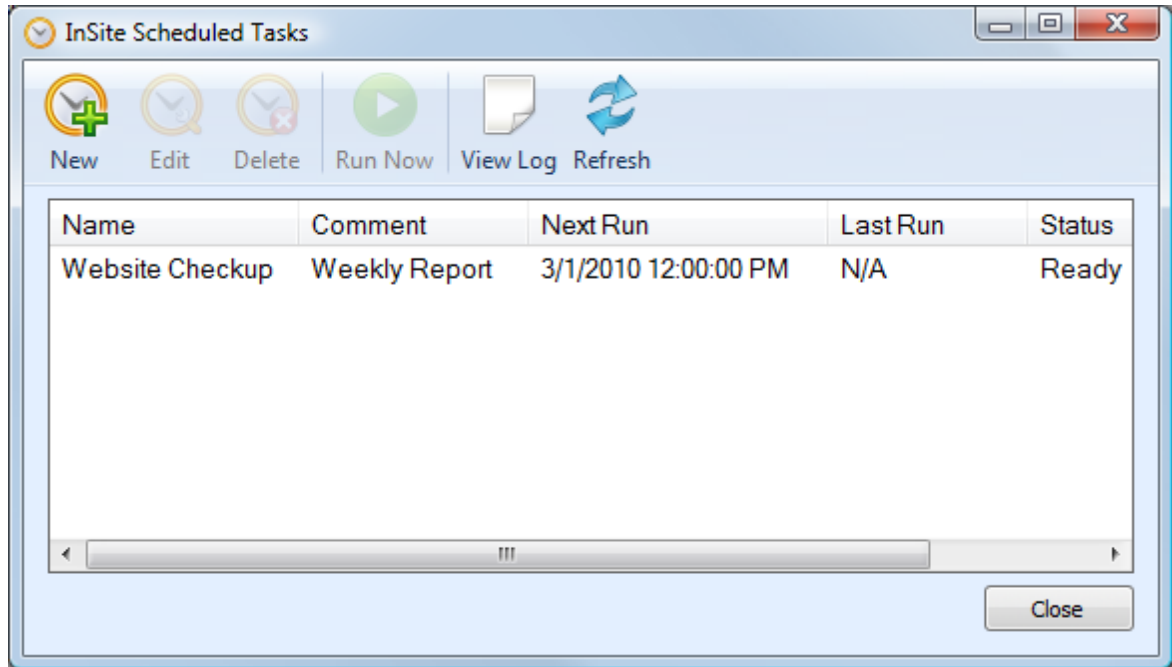
7.1 Scheduling Basics

Scheduling InSite to run automatically is done by creating one or more tasks in the InSite Task Scheduler. Each scheduled task contains the settings that will be used when running InSite automatically. Basic settings include:
- The InSite 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 InSite does not need to be open for the scheduled tasks to run, but your computer must be turned on (it will not wakeup automatically).

Tasks configured within InSite are visible in the Windows Task scheduler. For scheduling options more advanced than those provided by InSite, 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 if not zero than an error may have occurred (the Scheduler Log may have more details on any errors that occurred).

7.2   Adding/Editing a Task

To add a new task to the InSite 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 InSite 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.

7.3   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.

7.4   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.
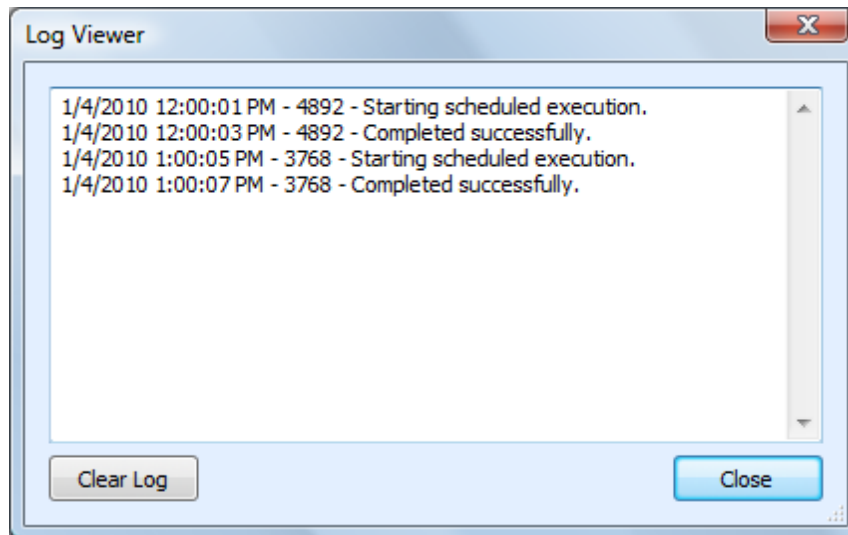
Each line in the log file provides the following information:

• 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.

7.5   Command Line Interface

If you wish to run InSite 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:

-spelling	(Optional) Selects Spell Check content from Scan Results to be included in output
-linkerrors	(Optional) Selects Link Errors content from Scan Results to be included in output
-redirections	(Optional) Selects Redirected URLs content from the Scan Results to be included in output
-wordcountbyword	(Optional) Selects Word Count by Word from Scan Results to be included in output
-wordcountbypage	(Optional) Selects Word Count by Page from Scan Results to be included in output
-worddensity	(Optional) Selects Word Density from Scan Results to be included in output
-pagesummary	(Optional) Selects Crawled HTML Content from Scan Results to be included in output
-linksummary	(Optional) Selects Verified Links content from Scan Results to be included in output
-seo	(Optional) Selects SEO content from the Scan Results to be included in output
-output=	Specified the output file for the results (i.e. C:\MyFile.pdf)
-outtype=	Specifies output format; CSV, PDF or Excel (i.e. -outtype=PDF)
-project=	The project name to be analyzed (i.e. -project=Inspyder Local)

-email=	(Optional) The email recipient if an email notification should be sent after crawling
-attachreport	(Optional) If specified, the report will be attached to the email notification
-zip	(Optional) If specified, the attached report will be zipped
-rooturl	(Optional) Overrides the project Root URL

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. "-output=My Report.csv")

7.6 Result Codes

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

0   Success (no errors)
1   Not registered
       Solution: Run the program interactively and enter your registration information when prompted.
2   Report Generation Error
       Solution: If exporting to email, verify that the SMTP server is configured and that a valid return email address is used. If not exporting to email, verify that a valid template is chosen. Try running the report in interactive mode, and check for errors.
3   Crawler Error
       Solution: 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
       Solution: Check your SMTP settings and verify they are correct using the "Test" button. If necessary, review the Scheduler Log for more information.

8 Email Settings

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

8.1 Server Settings

Configuring your email server settings (SMTP) allows InSite 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 us 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 InSite will not attempt to use SMTP authentication.

Sender Address - This is the email address that InSite 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.

8.2   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 InSite before the email is sent.

#Date#   Creation date of the report
#Time#   Creation time of the report
#Project# The project name used within InSite
#URL#   The Root URL of the project
#Spelling#   The number of spelling mistakes found
#SeoSummary#   The number of SEO suggestions found
#LinkErrors#   The number of broken links found
#PageSummary#   The number of pages that were spell checked
#LinkSummary#   The number of unique links that were checked

Keep in mind that the report with the full scan results listing is included with the email as an attachment. The sections to include in the email and the format of the attachment are specified in the Scheduler setup.

9 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...".
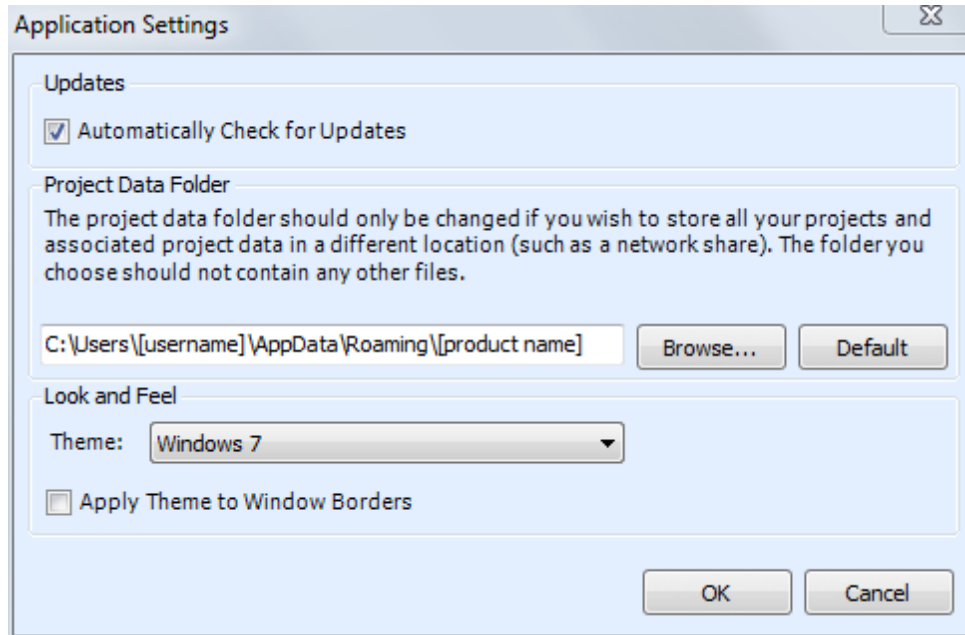
Updates - If this option is enabled, InSite will automatically check for a new version each time it runs. Unselect this option if you do not wish to see the "A new version is available" message when you start InSite.

Project Data Folder - This setting allows you to change where InSite stores it's 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 InSite 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 InSite.

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

10   Project Import and Export

InSite 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.
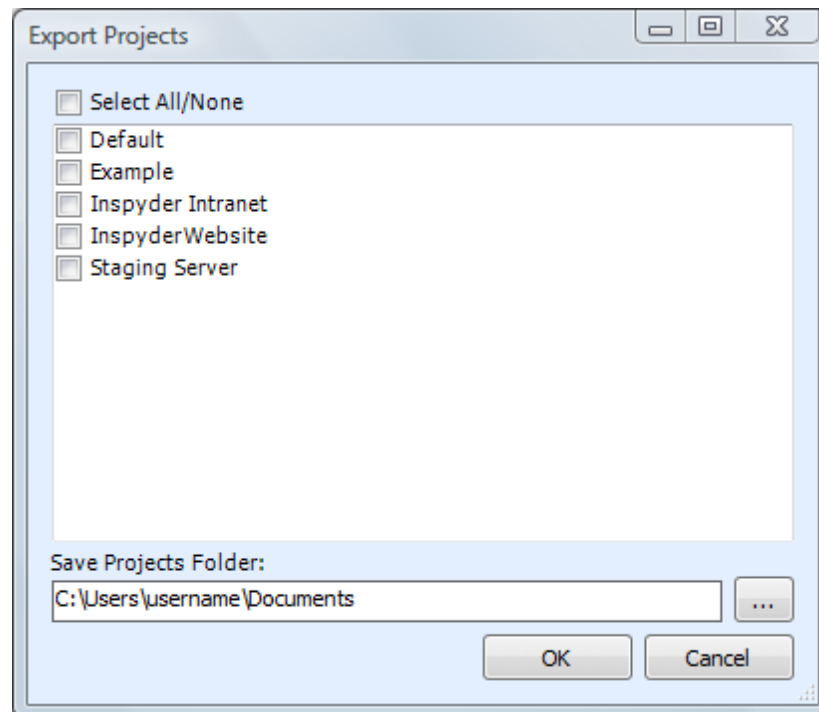
10.1   Exporting Project Files

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 InSite. "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 InSite 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 InSite.

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 InSite, 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 InSite. 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 InSite project back into InSite, then all settings will be used.

11   Defaut 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 InSite 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 About Inspyder Software

Founded in 2004, Inspyder Software is a leading provider of web crawling technologies for content analysis, SEO and website management. These technologies have formed the foundation of our software products and made 'Inspyder' a recognizable brand in the software industry.

Our products are used all over the world by large and small businesses, from independent web designers to Fortune 500 companies. Our user base includes customers in over 50 countries around the world.

For more information regarding future products, custom development or consulting services, please contact us at sales@inspyder.com.

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