

# **Inspyder Rank Reporter User's Reference Manual**

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# **Inspyder Rank Reporter (IRR) User's Reference Manual**

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# 1 Introduction

Rank Reporter from Inspyder Software Inc. is a Windows based utility for tracking website's search engine ranking in all major search engines. Rank Reporter makes monitoring dozens of keywords across all multiple search engines easy. Just enter your URL, some keywords, and click 'Go!'

Rank Reporter is a web crawler so it captures your website's rank exactly as searchers see them, avoiding inaccuracies in search engine API results and human error. The integrated Search Template Editor allows you to customize how Rank Reporter views search engine results and provides transparency in the rank checking process.

There's no need to manually run hundreds of queries, just enter your keyword list and let Rank Reporter do the rest.

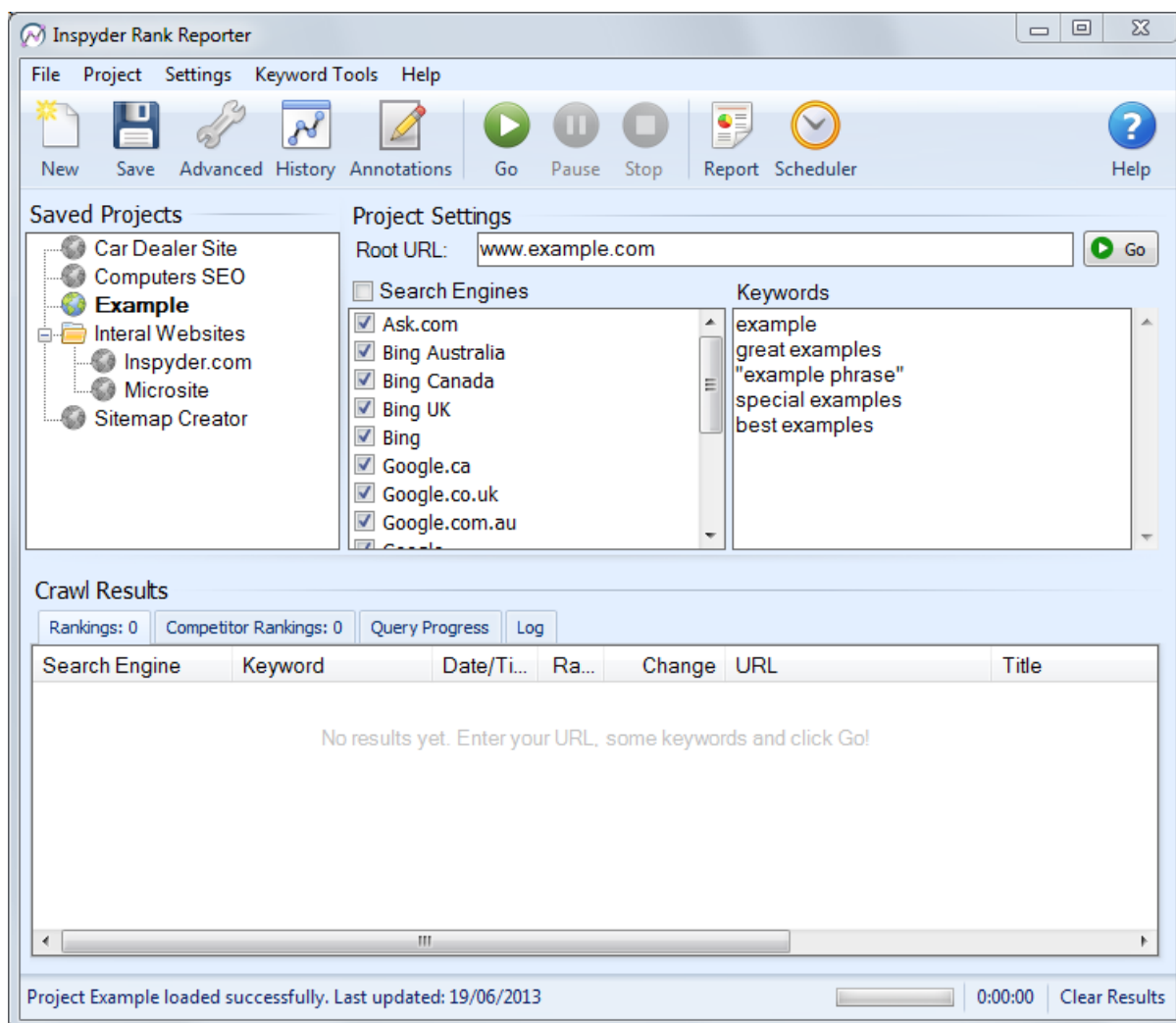
## Features and Benefits

- Ease of use - Just enter your URL, some keywords, and go!
- Internal Database - Ranking information is automatically saved after each successful run, so you don't have to worry about losing data.
- Template Driven Result Analysis - Rank Reporter uses user adjustable templates for parsing search engine results, so it's possible to add new search engine support or adapt Rank Reporter if search engine output changes.
- Copy and Paste from AdWords - You can easy import your keyword list from AdWords, just copy and paste! The 'Clean Keywords' tool automatically strips AdWords pricing and URL information.
- Fixed Cost - No tiered pricing or per-keyword fees.
- Automatic - Automatically check your website and get an email report every day, week or month.

Rank Reporter requires Windows XP/Vista/7/8 or Windows Server 2003 and later.

## 2 Quick Start Guide

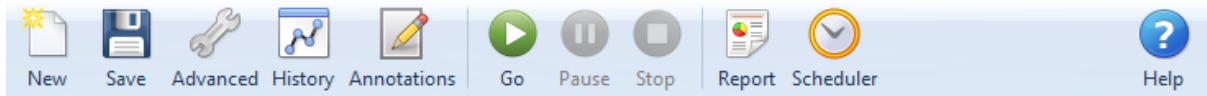
When you first run Rank Reporter the default project is automatically loaded but contains no settings. Follow the steps below to configure Rank Reporter for the first time.



- Step 1** The default project is now loaded but does not contain any settings. Enter the URL of your website in the "**Root URL**" field.
- Step 2** Check one or more search engines in the "**Search Engines**" check box list. These are the search engines that will be queries with your keywords.
- Step 3** Enter some keywords in the "**Keywords**" field, one keyword per line. Enter the keywords exactly as you would type them into a search engine's query field.
- Step 4** Click the "**Go**" button. Your results will appear in the "**Crawl Results**" field, on the "**Rankings**" tab.
- Step 5 (Optional)** Generate a report or review your keyword history by clicking the "**Report**" or "**History**" buttons.

## 2.1 Tool Bar

This section describes the functions of the tool bar shortcuts. These are the most often used features of Rank Reporter 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 track. You will be prompted for a project name, which will appear in the Projects list, and the Root URL of that website.
- **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.
- **History** - This button opens the [history](#) viewer for the current project. Your project history will be empty until you run Rank Reporter at least once to collect keyword ranking data.
- **Annotations** - This button accesses the [Annotation](#) list for the current project. Annotations allow you to store notes with your project, which can be included in the History and Reports.
- **Go** - This button starts the crawling/searching process on the current Root URL. The crawl can be interrupted at any time by clicking on the **Stop** button.
- **Pause** - This pauses Rank Reporter, use this if you're collecting data and you need to disconnect from the Internet temporarily (or wish to sleep/standby your PC).
- **Stop** - Use this button to stop the crawling process.
- **Report** - This button provides a way to generate a historical report of query results. For more information please refer to the [Exporting Results](#) section of this document.
- **Scheduler** - This button opens the scheduler window which allows you to automatically collect your keyword ranking information on a regular basis. More information is available in the Scheduler section of the manual.
- **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.

## 3 Project

This section describes the options, fields and features of a Project (and the Project menu).

### Root URL

Specify the address of the homepage for the website to be checked for. It is recommended that you do not include the "http://" or "https://" prefix, as not all search engines provide this in the results. If you wish to only find results for a specific page within your site, enter that page's exact URL here.

### Search Engines

The Search Engines check box list allows you to select which search engines you want queried for this project. By default, all search engines are checked. However, if you are targeting optimization of a single search engine (or family of engines), then any unrelated search engines can be unchecked.

### Keywords

The keywords field is where any keywords or queries should be entered. The keywords or keyphrases should be entered one per line. Queries are run exactly as they are entered here, so you can use search engine syntax in this field (such as enclosing a phrase in quotes).

To help create a list of keywords try using one of the available [Keyword Tools](#).

If you remove some keywords from the Keyword field, the historical data for those keywords remains with the project. To review or delete historical keyword data, use the [Keyword History](#) window.

### Competitors

Rank Reporter has the ability to also track the rankings of your competitors' websites. For more information on competitor tracking, see [Competitor Tracking](#).

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

#### Windows XP:

C:\Documents and Settings\[username]\Application Data\Inspyder Rank Reporter\

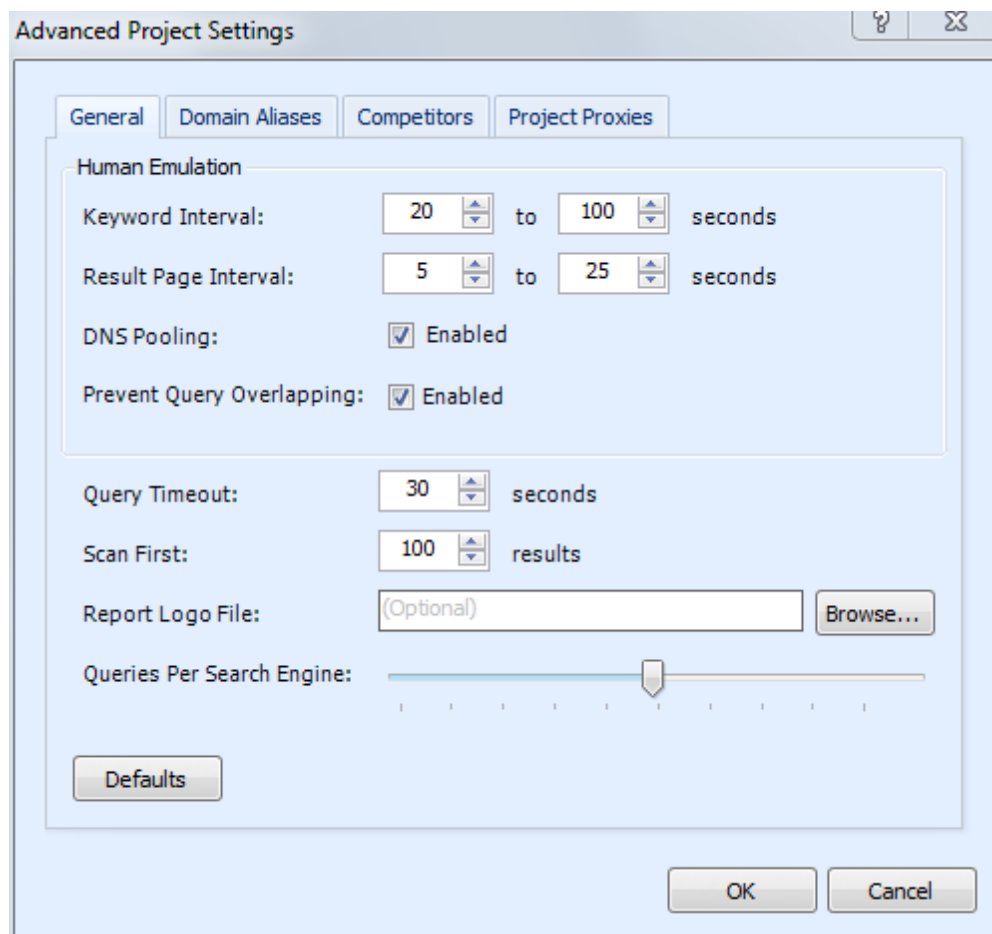
#### Windows Vista/7/8:

C:\Users\[username]\appdata\roaming\Inspyder Rank Reporter\

## 3.1 Advanced Project Settings

The Advanced Project Settings provide you with a way to further refine how Rank Reporter queries the search engines. These settings are project specific.





## Human Emulation Settings

Search engines actively work to prevent automated querying tools from capturing search results. To overcome this, Rank Reporter features a number of settings that allow it to behave like a human searcher. This allows Rank Reporter to avoid detection as an automated tool. If you adjust the human emulation settings to make Rank Reporter run faster it may result in your IP address being temporarily blocked by search engines. If you suspect this may be happening to you, check the "Log" result tabs for any error messages related to your queries.

### Keyword Interval

This is the delay between querying the same search engine with the next keyword. The delay is randomized between each query to make the query pattern appear more "humanlike". This randomize decreases the chances of Rank Reporter being detected as an automated querying tool. If this value is too low, the search engine may detect Rank Reporter as an automated querying tool and block future queries. A range of 10 to 50 seconds is the default and should suffice in most cases.

### Result Page Interval

Similar to Keyword Interval, the Result Page Interval is the delay to wait before querying the same search engine for additional result pages. If this range of values is too low, the search engine may detect Rank Reporter as an automated querying tool and block future queries. A range of 5 to 25 seconds is the default.

### DNS Pooling

If this option is selected, Rank Reporter will attempt to use the global DNS pool provided by Inspyder. This allows Rank Reporter to access additional search engine data centers to reduce the chances of being detected as an automated querying tool. If you are using Proxies, this option has no effect.

### Prevent Query Overlapping

If this option is enabled, Rank Reporter will automatically detect if other instances of Rank Reporter are currently running queries. If Rank Reporter is running through the scheduler it will silently wait until the other copy has finished before proceeding. This can prevent your IP address from getting blocked by accidentally running too many concurrent queries.

### Query Timeout

This is the maximum number of seconds that Rank Reporter should wait for a response from the search engine.

### Scan First

This is the number of top results that should be "searched" for your site using your keywords. Reducing this value improves performance (since less results must be checked) and can be used if you are not interested in results ranked beyond a certain point (such as the top 30). A value greater than 100 is not recommended.

### Report Logo File

This field is optional. Use this option if you wish to customize the report logo on a per-project basis. Typically this is done if you are creating branded reports with the end user logos on them. If you wish to change the logo for all projects, then use the [Report Designer](#).

IMPORTANT: If you delete the default logo from the reports using the Report Designer, the "Report Logo File" feature will not work. Rank Reporter looks for the default logo object on the reports and substitutes it with the Report Logo File at report time. If the default logo cannot be found, Rank Reporter will not make any report changes. (If you do customize the report and are unable to get the Report Logo File feature to work, try resetting the customizations using "Settings | Report | Reset Changes" from the main menu.)

### Queries Per Search Engine

This slider adjusts the number of parallel queries per search engine that will be run (if proxies are used). If your project is not using rotating proxies this setting will have no effect. If you have a slow computer or are checking many different search engines you may want to reduce this value to prevent too many queries from running at the same time.

### Domain Aliases

Domain aliases are used to tell the crawler that your site has more than one domain name. This feature is useful if your site is referenced by more than one domain. For example, many sites appear in search results using "www.example.com" and "example.com" interchangeably. By defining domain aliases, Rank Reporter can match multiple domains for a single project.

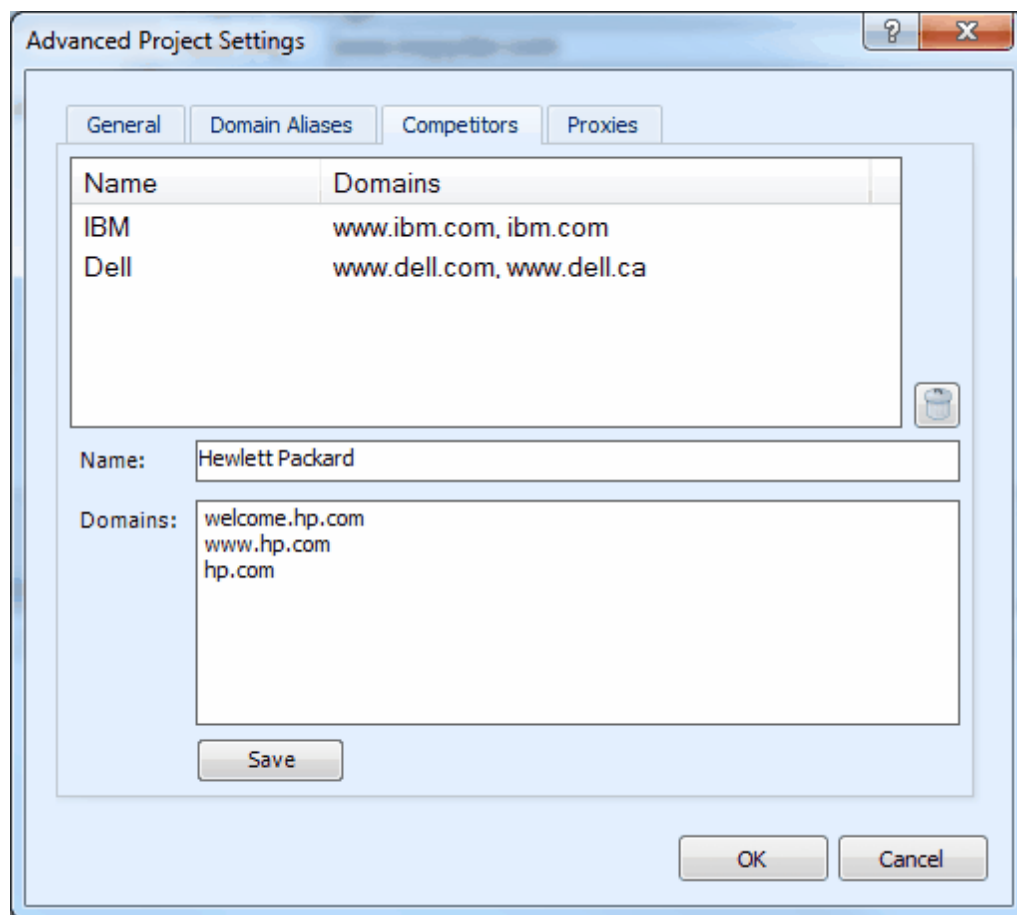
### Project Proxies

Proxy server's specified here are unique to this project. They are not shared or used by other projects. For more information on proxy configuration, see "[Common Proxies](#)".

Using a project specific proxy server is useful if you wish to masquerade as a search user from another physical location. For example, if you are a Rank Reporter user located on the east coast and you wish to view ranking results as a searcher would see them on the west coast, then using a proxy server physically located on the west coast would allow you to appear as a west coast searcher.

## 3.2 Competitor Tracking

In addition to your own website rankings, Rank Reporter allows you to track your competitors websites as well. This can provide insight into your SEO campaign performance as you will be able to track how your ranking is changing relative to other websites. To configure Competitor Tracking click the "Wrench" button to access the Advanced Project Settings. Select the "Competitors" tab.



Sample Competitor Configuration

To track competitors you must assign a name and one or more domains (or URLs) to track. In the example above, we've added a number of computer manufacturers as competitors. Enter a new name in the "Name" field, then add domains/URLs to the "Domains" field. Enter one domain per line. The domains entered here should only be domains used by that particular competitor (in the example above you can see that we have both [www.dell.com](http://www.dell.com) and [www.dell.ca](http://www.dell.ca) defined for Dell. We would want to treat both these domains as the same competitor). Click "Save" to save this competitor entry to the list of competitors. There is no limit to the number of competitors you can track in a single project.

To edit a competitor, double click the entry in the competitor list. The "Name" and "Domains" fields will populate.

To remove a competitor select the competitor entry and click the small "Trash" button located to the lower right of the competitor list. Please note that this will not remove the previously tracked rankings for this competitor. To remove the historical data, see "History Management".

Once your competitors are defined, the Competitors tab in the main window will be populated with results the next time you gather ranking data. Historical ranking data can also be seen on the "History" window (select the Competitor History tab).

### 3.3 Reporting

To generate PDF, Excel and CSV reports Inspyder Rank Reporter provides an easy to use Wizard interface. Before you can generate any reports you must collect keyword ranking information at least once with Inspyder Rank Reporter. For best results, schedule Inspyder Rank Reporter to run automatically on a scheduled basis to build your keyword history.

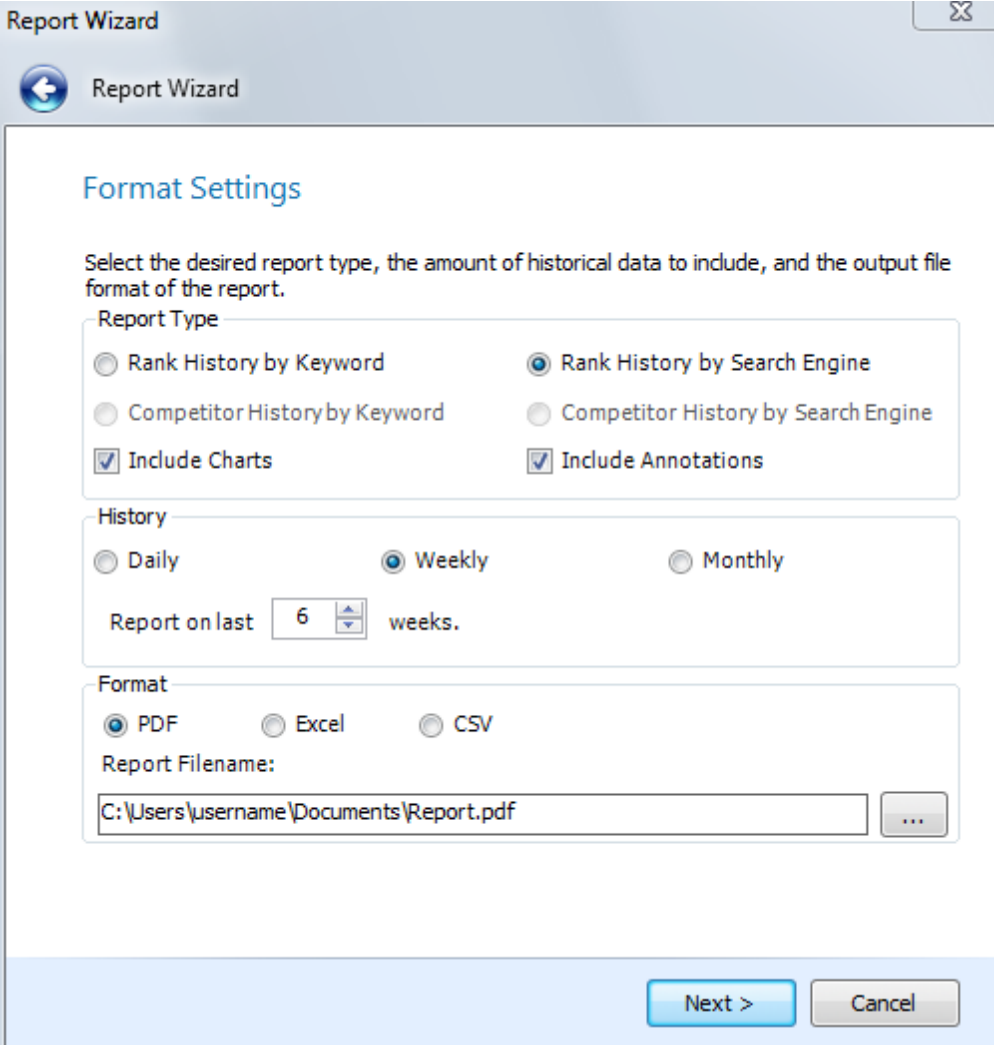
#### Step 1 - Select Project

Select the project which you would like to generate the report for.

#### Step 2 - Select Keywords

Select one or more keywords to include in this report. Your project must have at least one current or historical keyword to report on.

#### Step 3 - Format Settings



The screenshot shows the 'Report Wizard' dialog box, specifically the 'Format Settings' page. The window title is 'Report Wizard' and it has a close button in the top right corner. Below the title bar, there is a back arrow icon and the text 'Report Wizard'. The main content area is titled 'Format Settings' and contains the following sections:

- Select the desired report type, the amount of historical data to include, and the output file format of the report.**
- Report Type:** Four radio button options: 'Rank History by Keyword', 'Rank History by Search Engine' (selected), 'Competitor History by Keyword', and 'Competitor History by Search Engine'. Two checked checkboxes are present: 'Include Charts' and 'Include Annotations'.
- History:** Three radio button options: 'Daily', 'Weekly' (selected), and 'Monthly'. Below this is a text field 'Report on last' with the value '6' and a spinner control, followed by the text 'weeks.'.
- Format:** Three radio button options: 'PDF' (selected), 'Excel', and 'CSV'.
- Report Filename:** A text field containing 'C:\Users\username\Documents\Report.pdf' and a browse button (three dots).

At the bottom right of the dialog, there are two buttons: 'Next >' and 'Cancel'.

**Report Type (Excel and PDF Formats only):** The Report Type section allows you to configure which report style to use when generating the report. There are two available report styles. The first, "**Rank History by Keyword**" shows ranking for each keyword as a section, with the results for each search engine within. This format is useful if you wish to compare how your site performs for each keyword across all search engines.

In contrast, the "**Rank History by Search Engine**" report shows the ranking for each search engine as a section, with the results for each keyword within. This format is useful if you wish to compare the performance of all keywords, search engine by search engine. The two "**Competitor**" reports are similar to the Rank History report, but only show one keyword and one search engine per section. The table/chart data is broken down by competitor.

The "**Include Charts**" options enables graphical charts but can increase the time required to generate the report.

The "**Include Annotations**" option enables annotations in the report if your project has annotations. A single annotation page will be included at the beginning of the report. Dates that include an annotation will be denoted with a "\*" on the keyword ranking detail pages.

**History:** The Report History section allows you to configure how far back and what frequency of data should be reported on. Selecting Day, Week, or Month will include daily, weekly or monthly data respectively in the report. The data used in the report is sampled from the history database using the closest possible data to the time the report is run. This makes it possible to run a report using the 'Day' frequency, even if keyword data is collected weekly. The data closest recorded date is used for any missing dates. If data is collected more than once a day, the closest time to the time when the report is run will be used.

**Include Search Engines:** These check boxes allow you to configure which search engines should be included in the report. For example, if you were creating a report targeting the Google family of search engines, you would uncheck the other engines, excluding their data from the output.

**Include Keywords:** These check boxes allow you to configure which keywords should be included in the report.

**Output Format:** This sections allows you to select the desired file type for the report. If CSV is selected the Report Type options become disabled. CSV reports can be opened in a spreadsheet application, like Microsoft Excel, and are formatted for easy analysis.

**Report Filename:** This is the filename of the report file (either in PDF or Excel). Use the Browse (...) button to change the file name and/or location.

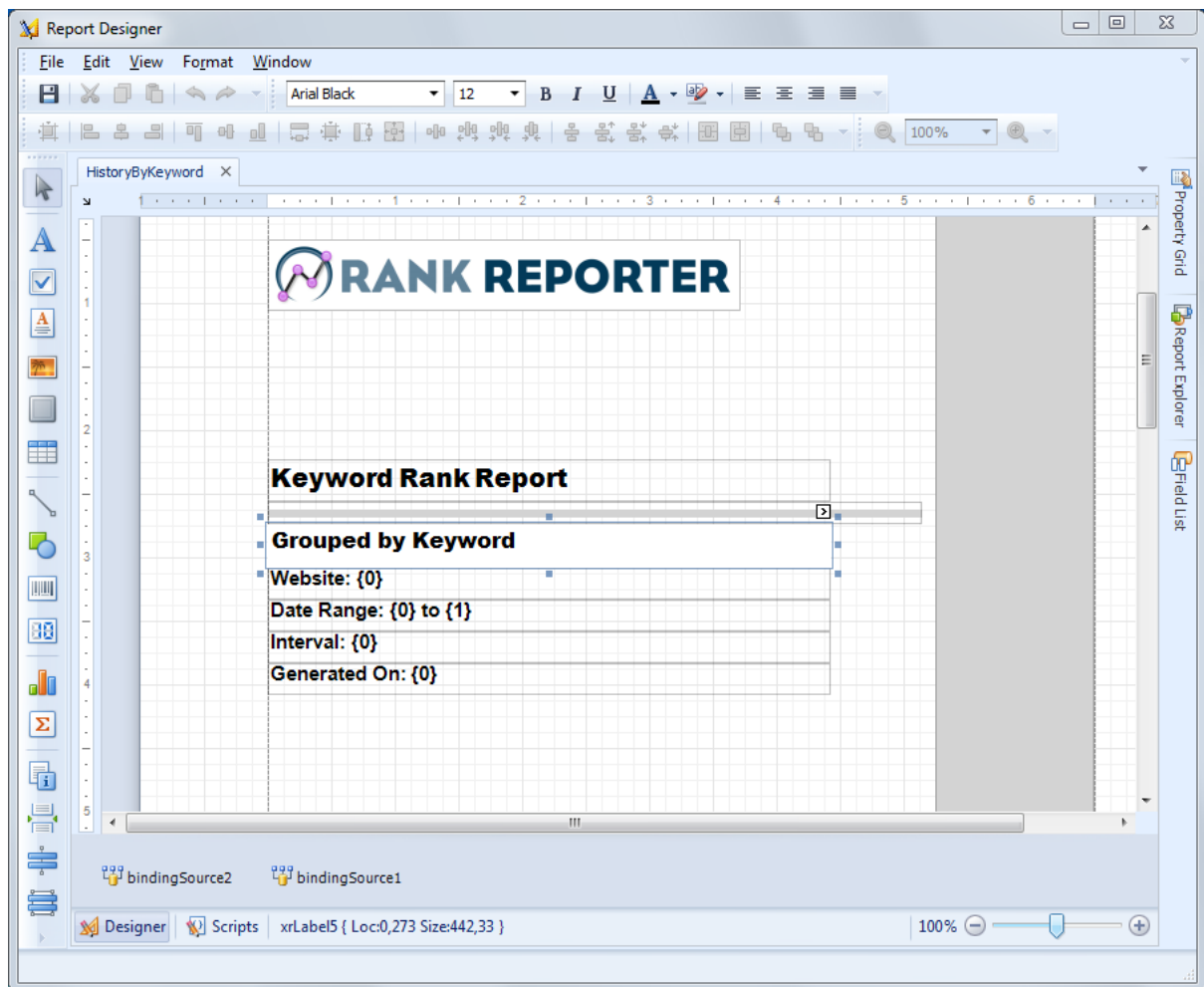
### Step 4 - Complete

This page confirms your settings. When you click "Finish" the report generation will begin.

**Open report after export:** If this option is checked, Inspyder Rank Reporter will automatically try to open the PDF or Excel report in the default application (either your PDF viewer or spreadsheet application).

## 3.3.1 Report Designer

Rank Reporter 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 Rank Reporter. 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 Rank Reporter will include the changes made in the report designer.

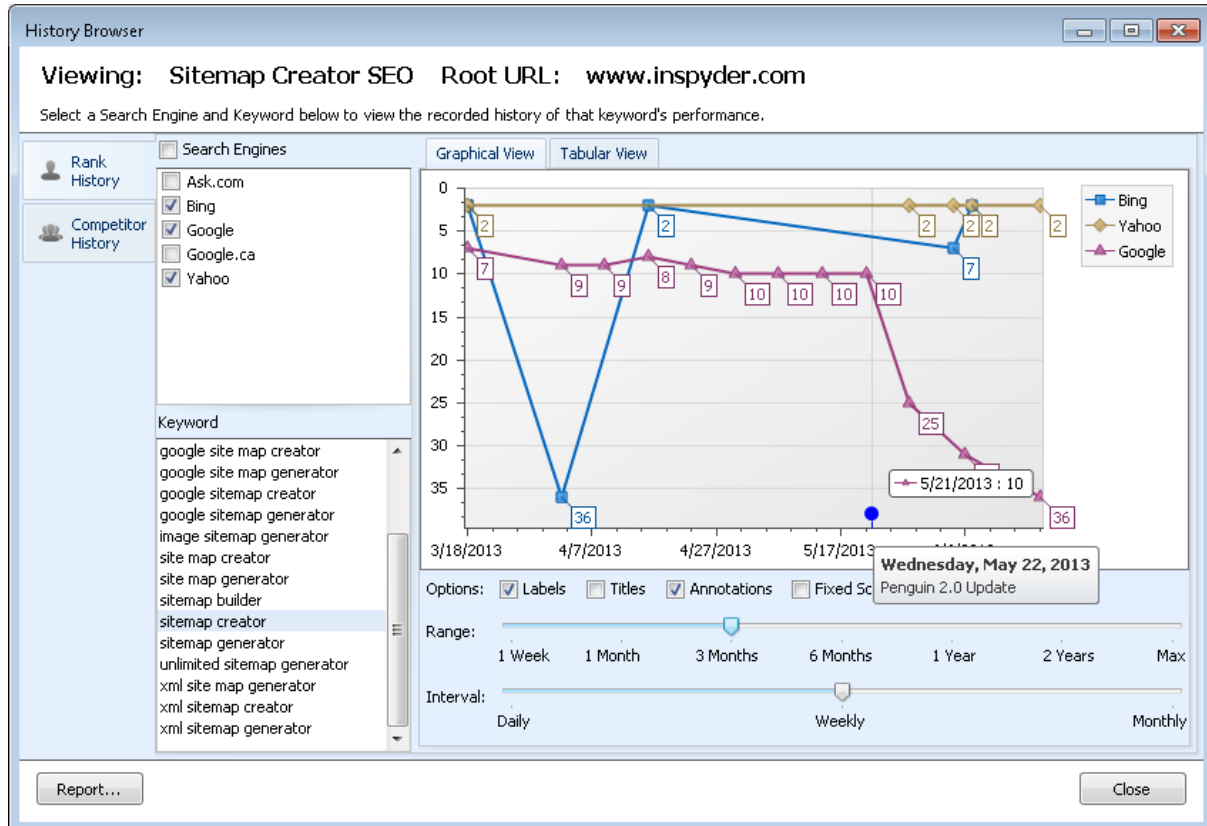
**Note:** It is possible to delete existing report elements, but it is not possible to restore these deleted elements without reverting all report changes.

To remove all the customizations done in the report designer, select "**Settings | Report | Reset Changes**" from the main menu bar.

### 3.4 Keyword History

The Keyword History Browser provides a way to review the previously collected keyword ranking data. It is a viewer for Rank Reporter's internal database. To access the Keyword History Browser, click 'Tools |

View Keyword History... from the main menu bar. The history is broken up into two main sections accessible using the large tabs on the left. "**Rank History**" shows the rank history for your website only. The "**Competitor History**" tab shows your rank as well as your competitors. (To use Competitor History you must configure at least one [Competitor](#) in Advanced Project Settings.)



Keyword history is stored by search engine and keyword combination. The Keyword list contains all keywords that are present in the current Project's historical keyword database. This includes keywords that have been removed from the Project's main keyword list. To remove unwanted historical data see History Management.

To begin viewing the history, select one or more Search Engines and a single Keyword. The ranking history will be retrieved and plotted on the **Graphical View** tab. You can change the data interval that is plotted on the chart by changing the "**Range**" and "**Interval**" sliders. The Range slider determines how much history is shown, the interval slider displays how frequently the data is plotted on the chart (daily shows the rank for each day, monthly will select a monthly ranking).

The "**Titles**" checkbox toggles whether or not text titles are shown on the chart. "**Labels**" toggles if the rank for each data point is drawn on the chart. The "**Fixed Scale**" checkbox forces the chart to have the same scale (For example, 1 - 100) regardless of the ranking data. This can make comparing charts easier. The "**Annotations**" checkbox toggles the presence of annotations on the chart. Annotated dates will be shown with a vertical line and a colored dot on the chart. If you hover over the dot the annotation text will appear.

You can save the chart to an image file by right-clicking anywhere on the chart area.

The **Tabular View** tab shows the same information as the Graphical View tab, except in text form.

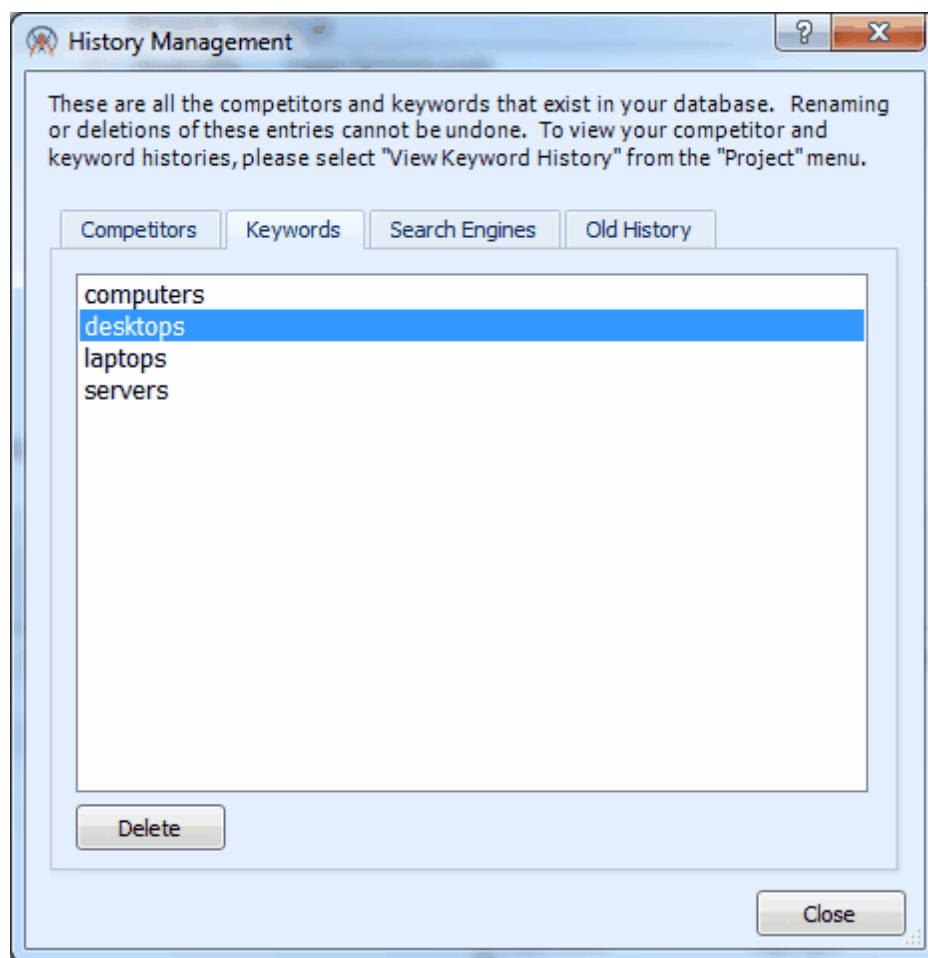


Improvements in rankings are highlighted as green entries. Decreases in rankings are highlighted as red entries. You can export the data from the tabular view by right clicking on the table.

The 'Report' button provides quick access to the [Exporting/Reporting](#) function.

### 3.5 History Management

History Management allows you to remove unwanted ranking history from Rank Reporter's internal database. This feature is typically used to remove search engine history that is no longer needed, old keywords or competitors. To access the History Management interface click "Project | History Management" from the main toolbar.



**History Management Interface**

The History Management Interface is broken up into four tabs. One of each of Competitors, Keywords and Search Engines. On these tabs you can select a single item for removal, or multiple items using "Ctrl-Click". The "Old History" tab allows you remove old ranking data by date. This is useful if you have a very large keyword history database and wish to remove old data to save space or improve Rank Reporter's performance.

Changes made in the History Management interface are project specific. It only removes the historical

data from the currently loaded project.

**Be careful when removing historical data.** Once your keyword history data has been deleted it can not be recovered.

## 3.6 Keyword Tools

Rank Reporter provides a number of keyword tools to help you generate a list of relevant keywords to query search engines with. To access these tools, use the "Keyword Tools" menu located on the main menu bar. The usage of each individual tool is explained in the following sections.

### Clean-Up Keywords

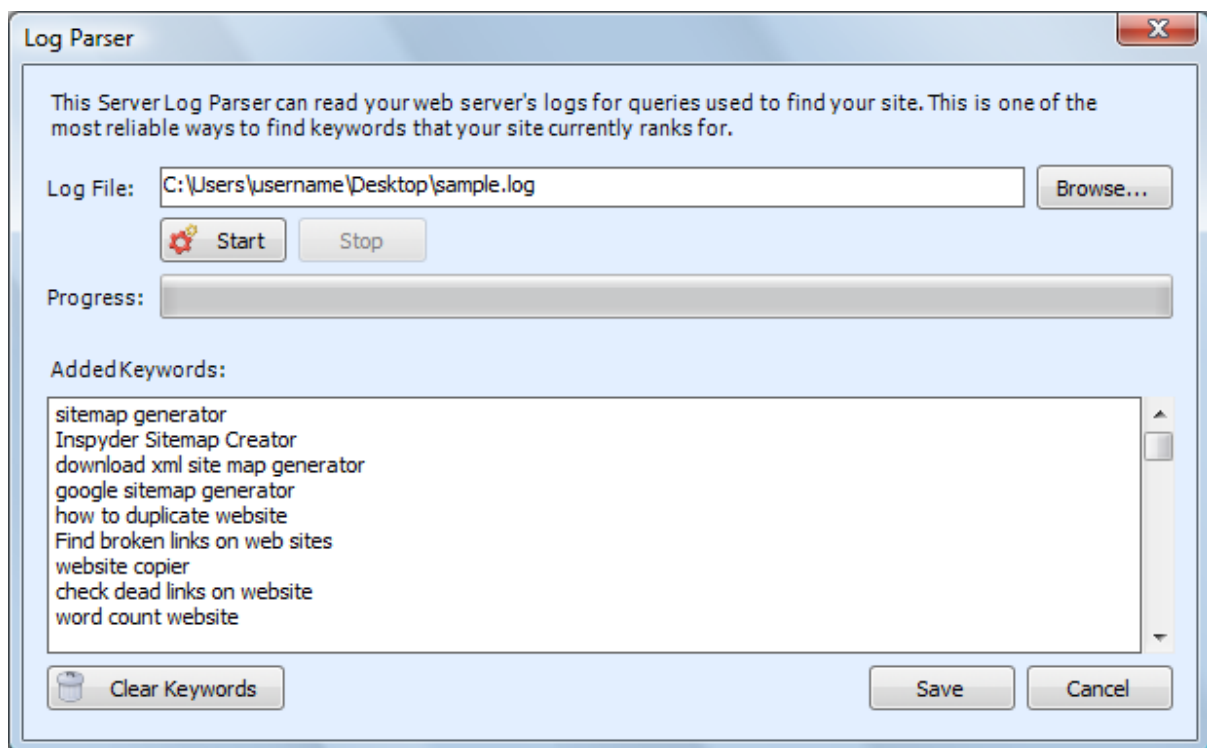
The clean-up keywords menu option is used to automatically make basic adjustments to the keyword list. It should be used after importing or adding a large number of keywords to the list.

When this button is clicked, the keyword list is automatically:

1. Sorted
2. Duplicates are found and removed
3. Trailing and leading whitespace (spaces, tabs, blank lines, etc.) are automatically removed
4. AdWords pricing syntax is removed (for example: "keyword \*\* 0.50 \*\* http://www.example.com" is converted to "keyword")

### 3.6.1 Server Log Parser

The Server Log Parser extracts actual queries from your web server's log files.

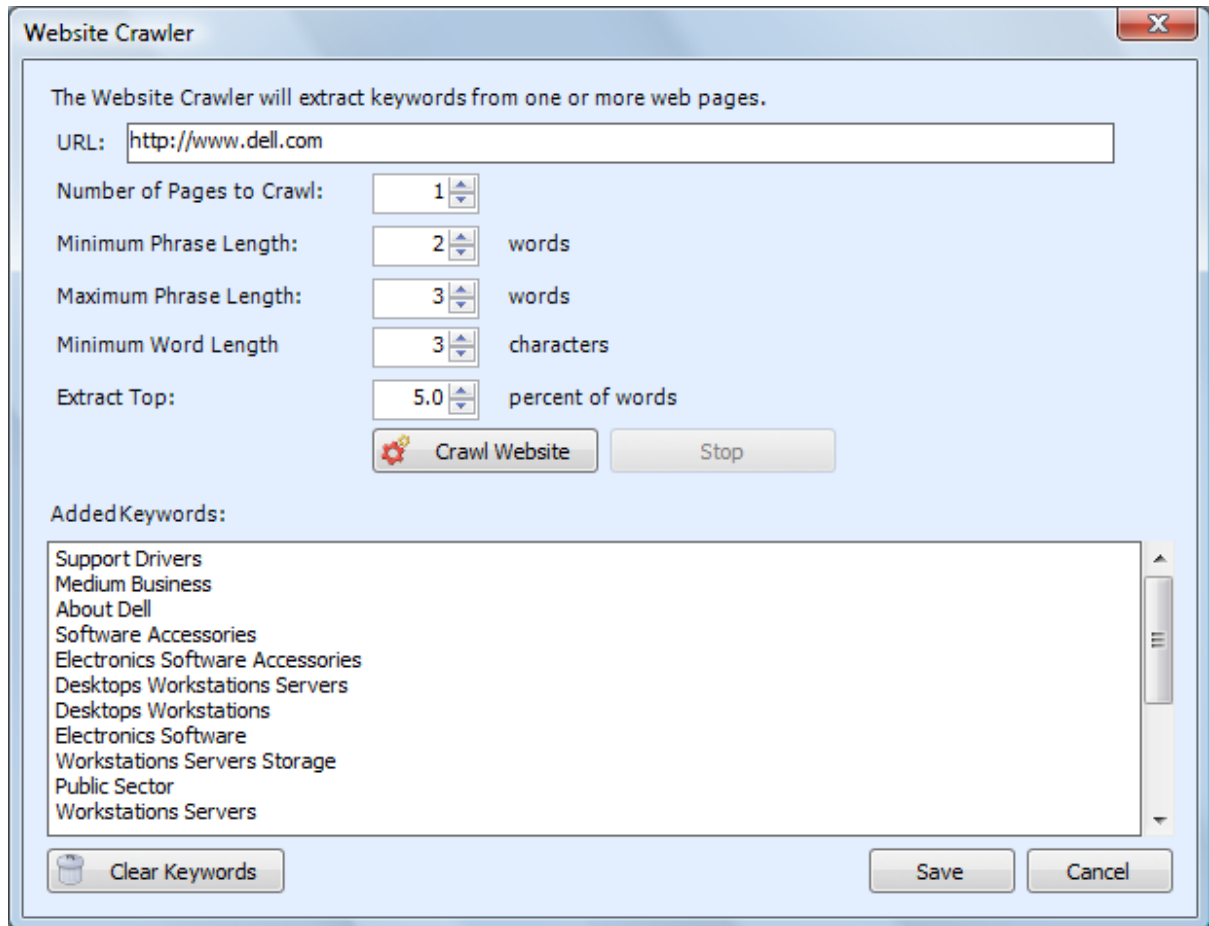


To use the Log Parser, enter the local file path to your web server log file in the 'Log File' field (or use the Browse button to locate the file). Then click the "Start" button to begin parsing. When the process is complete any query keywords that are found in the log will be automatically added to the list of new

keywords.

### 3.6.2 Website Crawler

The Website Crawler tool is used to extract possible keywords from a live website's content.



Enter the URL of the webpage you wish to crawl in the URL field. Click the 'Crawl Website' button to begin extracting keywords. The other settings located here can be used to fine-tune the keywords that are extracted.

**Number of Pages to Crawl** - Increase this value to increase the number of pages that the crawler will sample from the site. If you only wish to extract keywords from a single page set this value to 1.

**Minimum Phrase Length** - The minimum length of phrases to extract in words. If this value is set to 2, phrases as short as 2 words long will be extracted from the page. This value must be less than or equal to the Maximum phrase length. To extract single words, set both Minimum and Maximum Phrase Length to 1. (For practical purposes it is best to use a minimum value of 2 or 3 to prevent the detection algorithm from detecting generic words.)

**Maximum Phrase Length** - The maximum length of phrases to extract in words. If this value is set to 3, phrases up to 3 words long will be extracted from the page. If this value is set to 1, only individual words will be extracted from the site. This value must be greater than or equal to the Minimum Phrase

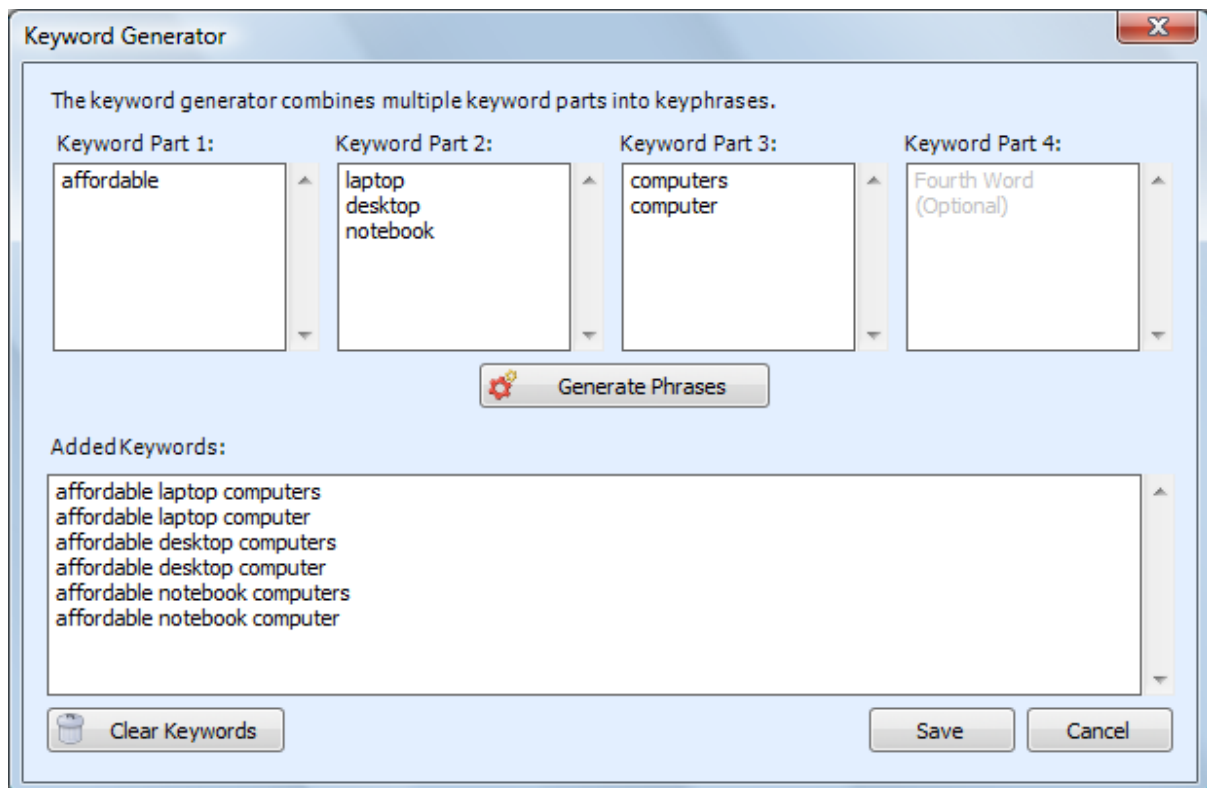
Length.

**Minimum Word Length** - This is the minimum number of characters in a word to be included as a possible keyword. Setting this value to 3 eliminates words like: a, the, in, and, etc. Set this value to 0 to include all words as possible keywords.

**Extract Top** - This is the percentage of keywords to extract from the total list of words found on the site. For content heavy pages it may be necessary to decrease this value to 5%, or even 1%, if too many words are found. The lower this value is, the fewer words will be detected on the website.

### 3.6.3 Keyword Generator

The Keyword Generator is used to create a large number of queries quickly from lists of synonyms. In the upper portion of the word generator window are four parallel areas for keywords. Each box corresponds to the first, second, third or fourth section of the keyword/keyphrase respectively. For example, if you had a website targeting affordable computers and laptops, your keywords might be something like "low cost laptop" and "affordable notebook". To generate all the permutations on that, enter in synonyms for "low cost" in the first keyword area, and synonyms for "laptop" in the second keyword area.

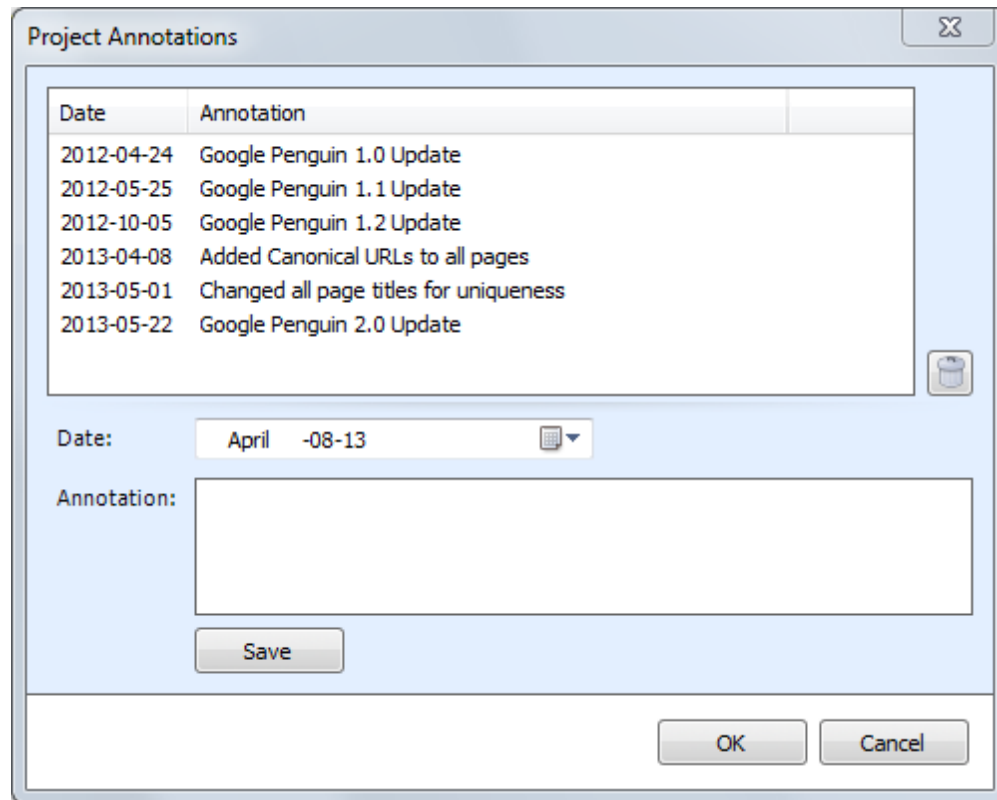


The screenshot shows a window titled "Keyword Generator" with a close button (X) in the top right corner. Below the title bar, there is a descriptive text: "The keyword generator combines multiple keyword parts into keyphrases." Below this text are four input boxes labeled "Keyword Part 1:", "Keyword Part 2:", "Keyword Part 3:", and "Keyword Part 4:". Each box has a vertical scrollbar. The first box contains "affordable", the second contains "laptop", "desktop", and "notebook", the third contains "computers" and "computer", and the fourth contains "Fourth Word (Optional)". Below these boxes is a "Generate Phrases" button with a gear icon. Below the button is a text area labeled "Added Keywords:" containing the following phrases: "affordable laptop computers", "affordable laptop computer", "affordable desktop computers", "affordable desktop computer", "affordable notebook computers", and "affordable notebook computer". At the bottom of the window are three buttons: "Clear Keywords" (with a trash icon), "Save", and "Cancel".

After clicking 'Generate Phrases' all the entries from each keyword box are combined into phrases. To save these keywords to your project, click 'Save'.

## 3.7 Annotations

Annotations are a new feature in Rank Reporter 4.0. Annotations allow you to add notes to a project that will appear on the charts and reports. To add an annotation to a project click the "Annotations" button on the toolbar. The annotations window will appear. You can add or edit any annotations. You can only specify one annotation per date, but there is no limit on the number of annotations that can be saved.



Annotations can be edited by double clicking on an item in the list. To remove annotations, select the items you wish to remove and click the "Del" button on your keyboard (or click the "Trash" button to the lower right hand side of the annotation list).

**Note:** There are two types of annotations: **Project Annotations** which are specific to a single project, and **Common Annotations** which appear in all projects. Project annotations should be used to track project specific events, such as changes to your on-site SEO. Common annotations are a convenient way to track events that affect all projects, like changes in Google's algorithm. Common annotations can be created/edited through the "Settings | Common Annotations" menu bar item.

## 4 Project Import and Export

Rank Reporter 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.

### 4.1 Exporting Project Files

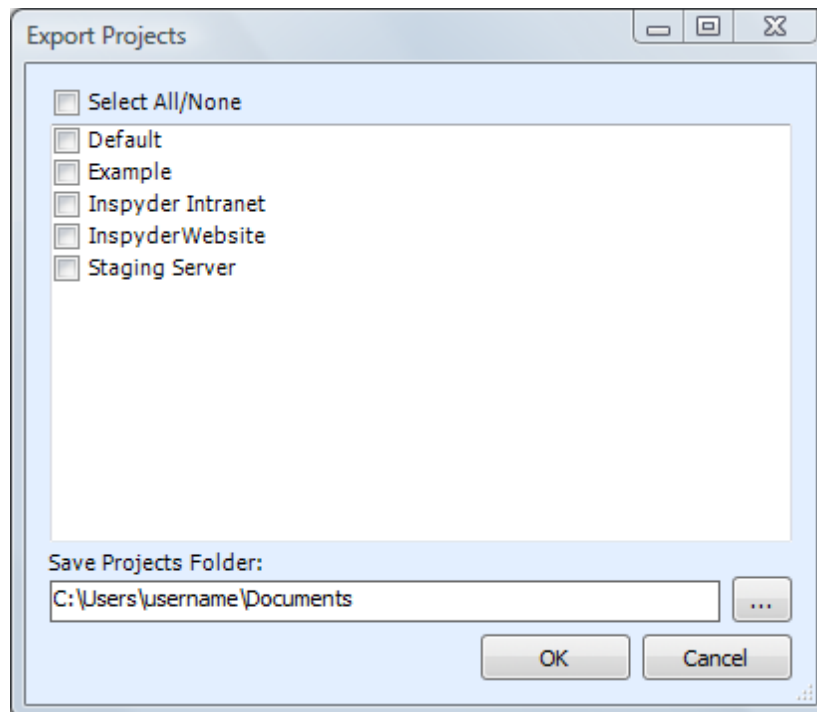
To export one or more projects, click "**File | Export Project Files...**" from the main menu bar. The Export Projects window will open. Here you can select one or more project files to export and the location where they will be saved.

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 Rank Reporter. "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 Rank Reporter 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 Rank Reporter.

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'.



## 4.2 Importing Project Files

To Import one or more project files into Rank Reporter, 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 Rank Reporter. 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 Rank Reporter project back into Rank Reporter, then all settings will be used.

## 5 Crawl Results

The Crawl Results screen area shows the ranking information that Rank Reporter collected. After successfully querying each search engines for all keywords, the results are automatically stored in Rank Reporter's internal database and can be viewed in the [Keyword History](#) window.

Crawl Results						
Rankings: 12		Competitor Rankings: 0		Query Progress: 0		Log
Search Engine	Keyword	Date/Time	Rank	Change	URL	Title
Bing	computers	19/06/201...	17	+∞	http://www.dell.com/	Dell Official Site - The
Google	computers	19/06/201...	3	+∞	http://www.dell.com/	Dell Official Site - The
Yahoo	computers	19/06/201...	4	+∞	http://www.dell.com/	Dell Official Site - The
Ask.com	computers	19/06/201...	9	+∞	http://www.dell.com/	Dell Official Site - The
Google	laptops	19/06/201...	4	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks
Ask.com	laptops	19/06/201...	7	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks
Bing	laptops	19/06/201...	4	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks
Yahoo	laptops	19/06/201...	13	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks
Yahoo	notebooks	19/06/201...	10	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks
Ask.com	notebooks	19/06/201...	-	0		
Bing	notebooks	19/06/201...	11	+∞	http://www.dell.com/ca/p/lapto...	Dell Laptops - Noteb
Google	notebooks	19/06/201...	35	+∞	http://www.dell.com/us/p/lapto...	Laptops, Ultrabooks

### Rankings

**Search Engine** - The search engine column contains the name of the search engine for this particular ranking.

**Keyword** - This column indicates the keyword/keyphrase/query used for this ranking.

**Date/Time** - This column shows when the rank was recorded.

**Position** - The ranking of the website (1 = 1st position). If the Root URL is not found on any SERP, than a dash is shown.

**Change** - Any change since the last time this keyword was found. If the keyword was not previously found a "-" will be shown.

**URL** - The URL of the first search result that contains the Root URL.

**Title** - The page title given by the search engine for the matching result.

**Description** - The page description given by the search engine for the matching result.

**Proxy** - This column shows the IP address of the proxy used to check this result (if rotating proxies are used).

Right-Clicking on any result will open up a menu with the following options:

**Open SERP in Browser** - This option will open the SERP on which this result was found in your default browser.



**Open Page in Browser** - This option will open the page listed in the URL field in your default browser.

**Quick Export** - Quick Export allows you to save the results shown to a CSV file (comma separated values). This file format can be opened in most spreadsheet applications (such as Microsoft Excel).

## Competitors

The competitors results is broken down into two panes. The left pane shows the competitor summary information. Each competitor is listed and the number of results which they rank higher and lower than you. The right pane shows the detail information for the competitor selected in the left pane. Each keyword and search engine is shown along with your rank, the competitor's rank and the difference between the two.

**Competitor** - The name of the competitor.

**Above You** - The number of results which this competitor ranks higher than you. (This is the sum of all search engine results.)

**Below You** - The number of results which this competitor ranks lower than you. (This is the sum of all search engine results.)

**Keyword & Search Engine** - These two columns show you the keyword and search engines that correspond to the result.

**Competitor Rank** - This is the search rank for the competitor for this search engine/keyword combination.

**Your Rank** - This is the search rank for your website.

**Difference** - This is the difference between your website's rank and your competitor's rank.

## Query Progress

The query progress tab shows the current progress of any active queries currently running. This tab displays the over-all completed percentage as well as the current state of the query (running, waiting, etc.).

## Log

The Log tab shows Rank Reporter's progress as is queries the search engines with your keywords and any errors that occur. To save the log, right click on any log entry and select "Save Log...".

## 6 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.

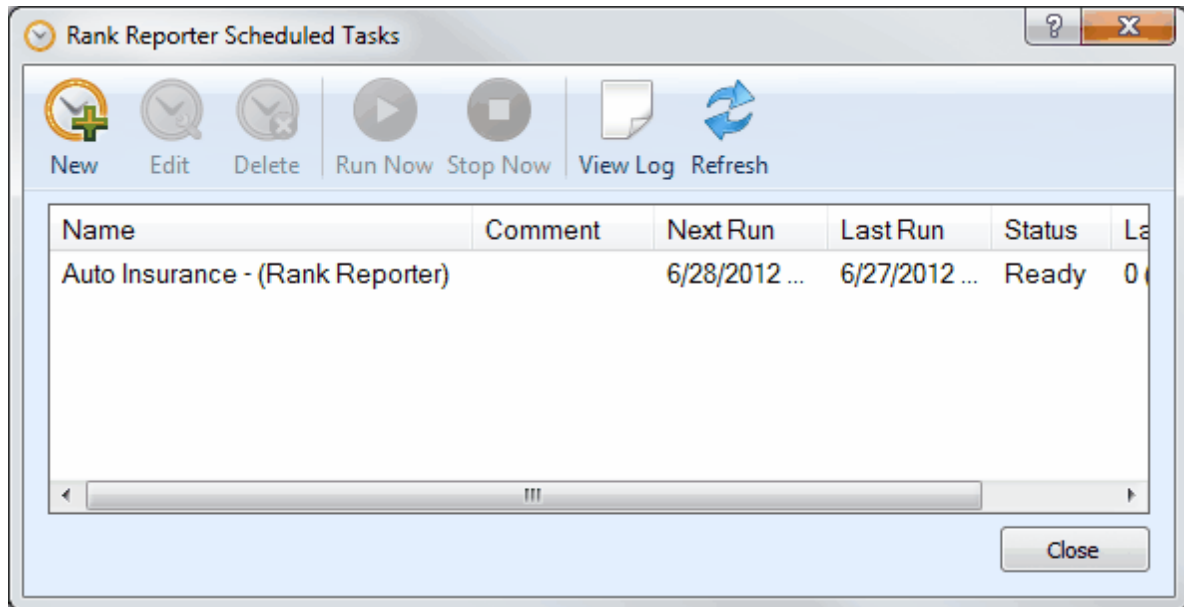
Changes made to the Default Project Settings will also effect **current projects** that use the **same default values**. For example, if you have 10 projects already created in Rank Reporter and you have not changed the "Crawler Delay" setting in any of them (so they are still using the original "0 seconds" 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.

## 7 Scheduler

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



### 7.1 Scheduling Basics

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

- The Rank Reporter 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 Rank Reporter 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 Rank Reporter are visible in the Windows Task scheduler. For scheduling options more advanced than those provided by Rank Reporter, 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).

## 7.2 Adding/Editing a Task

To add a new task to the Rank Reporter 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 Rank Reporter 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.

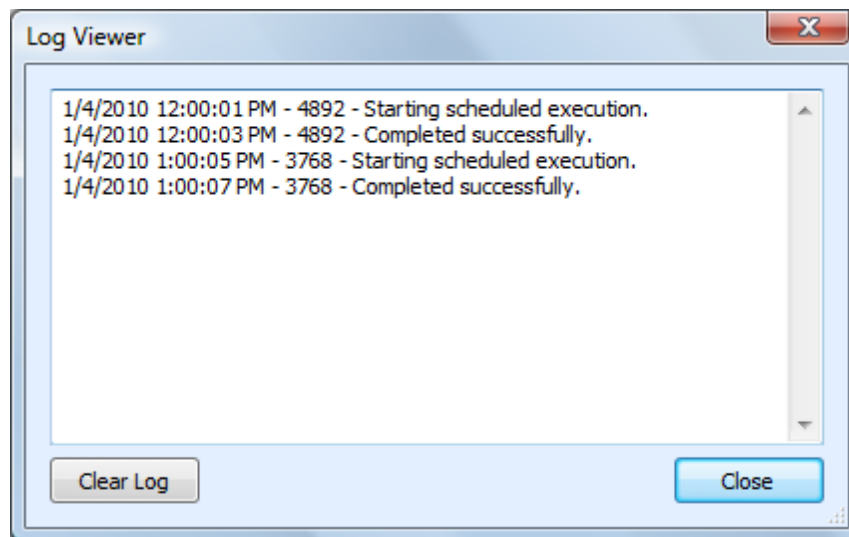
Tasks can also be set to "**Disabled**" by right clicking and then un-checking the "**Task Active**" item. When a task is disabled its settings are still saved by the scheduler, but it will not run automatically.

## 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 Rank Reporter 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 (e.g. -project=default)
<b>-email=</b>	(Optional) This specifies the email address of the email notification recipient (do not use this option if you do not wish to receive an email notification)
<b>-changes</b>	(Optional) Indicates that the email notification should only be sent if keyword changes are detected

The following command line options are only required if you wish to run (and attach) a report on a scheduled basis. If you do not wish to run any report automatically, do not include any of these command line parameters:

<b>-filename=</b>	(Optional) Indicates that Rank Reporter should create and attach a report to the notification email. If this parameter is not specified, no report will be attached.
<b>-template=</b>	(Required for Report) The report template that should be used when generating the attached report. One of the following values must be used: HistoryByKeyword HistoryBySearchEngine CompetitorByKeyword

<b>-searchengines=</b>	CompetitorBySearchEngine (Optional) A comma separated list of search engines to include in the attached report. If this parameter is not specified, all search engines will be used.
<b>-keywords=</b>	(Optional) Indicates which keywords should be included in the attached report file. If this option is omitted, all keywords found in the keyword history database will be automatically included. Keywords should be separated with a comma, and quotes must be preceded by a backslash (\").
<b>-interval=</b>	(Required for Report) One of either "Day", "Week" or "Month", indicating the reporting interval that should be used
<b>-history=</b>	(Required for Report) A number indicating how many days/weeks/months the report should include
<b>-format=</b>	(Required for Report) Either "Excel", "PDF" or "CSV" indicating the desired output format
<b>-graphs</b>	(Optional) Indicates that the attached report should include graphs (this can increase the file size of the report)
<b>-annotations</b>	(Optional) Indicates that the attached report should include annotations (if the project has at least one annotation)
<b>-zip</b>	(Optional) Indicates that the attached report should be compressed into a zip file

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 Rank Reporter 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** Invalid Project  
**Solution:** That the project exists and the project name specified on the command line is spelled correctly.
- 3** Crawler Error  
**Solution:** The crawler detected some type of unhandled error during crawling. Run this project in interactive mode and check for errors.
- 4** Email Error  
**Solution:** A problem occurred when sending the email report. Check your [Email Configuration](#) and try again.
- 5** Reporting Error  
**Solution:** Check the Scheduler Log for more information related to the cause of this problem.

## 8 Email Settings

Rank Reporter has provisions for customizing the emails that can be sent when scheduled scanning 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 Rank Reporter to send automated emails. To access your mail server settings, click "**Settings | Email Settings...**" from the main menu bar.

The screenshot shows the 'Email Settings' dialog box. It features a sidebar on the left with an 'Actions' section containing 'Test Email Settings' and 'Restore Defaults'. The main content area includes the following fields:

- SMTP Server:** smtp.example.com
- Security Mode:** None
- SMTP Username:** (Required by some ISPs)
- SMTP Password:** (Required by some ISPs)
- Sender Address:** someone@example.com
- Subject:** (empty)
- Message Body:** (empty text area)

Buttons for 'OK' and 'Cancel' are located at the bottom right of the dialog.

### 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 Rank Reporter will not attempt to use SMTP authentication.

**Sender Address** - This is the email address that Rank Reporter 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 Rank Reporter before the email is sent.

Tag	Value
#URL#	The project Root URL
#PROJECT#	The name of the project
#CHANGES#	The keyword changes that were detected

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

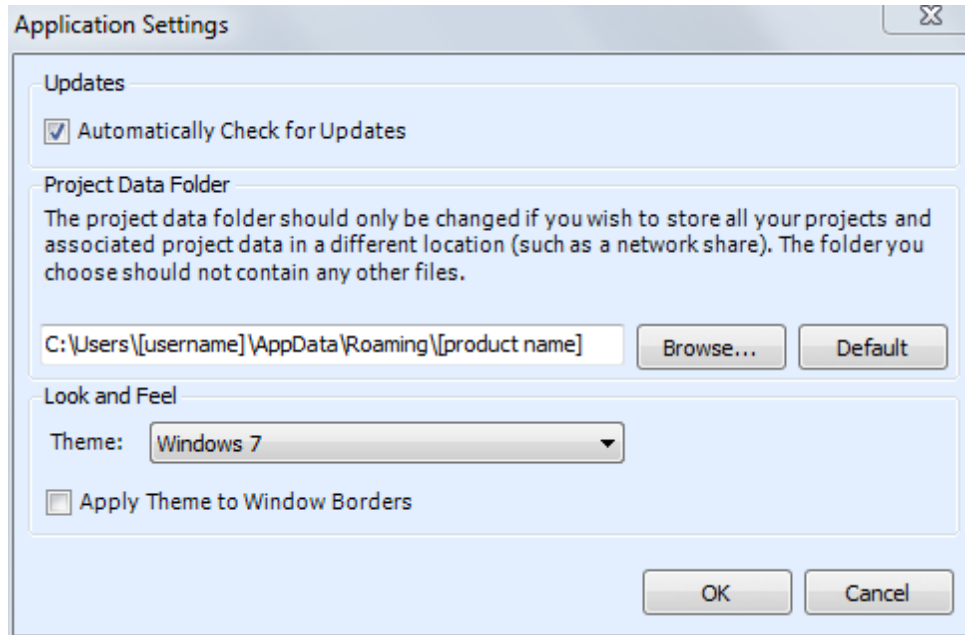
Also keep in mind that the report with the full keyword history can be with the email as an attachment.



The format of the attachment are specified in the [Scheduler](#) set up.

## 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...".



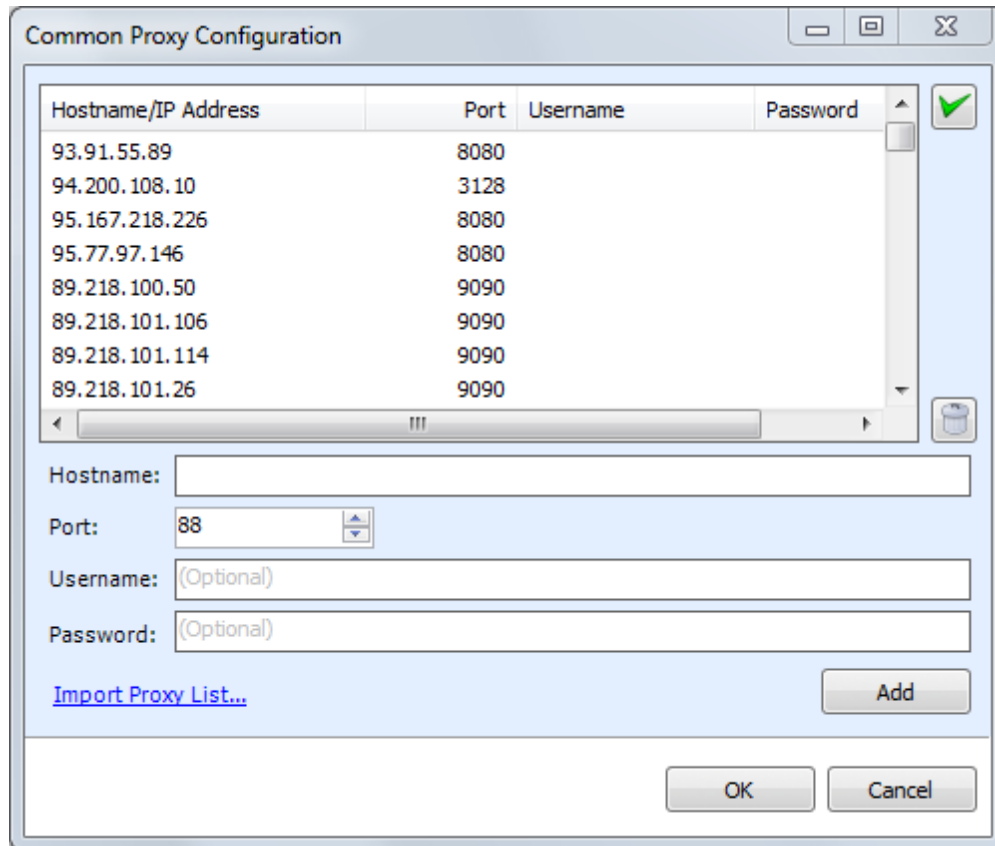
**Updates** - If this option is enabled, Rank Reporter will automatically check for a new version each time it runs. Unselect this option if you do not wish to see the "A new version is available" message when you start Rank Reporter.

**Project Data Folder** - This setting allows you to change where Rank Reporter 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 Rank Reporter 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 Rank Reporter.

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

## 10 Common Proxies

Common proxies allow you to configure rotating proxy settings that are used by all projects. If you wish to configure proxy servers that are only used by a single project, see the "Proxies" setting under "Advanced Project Settings".



Rank Reporter supports the use of multiple proxy servers for two primary reasons:

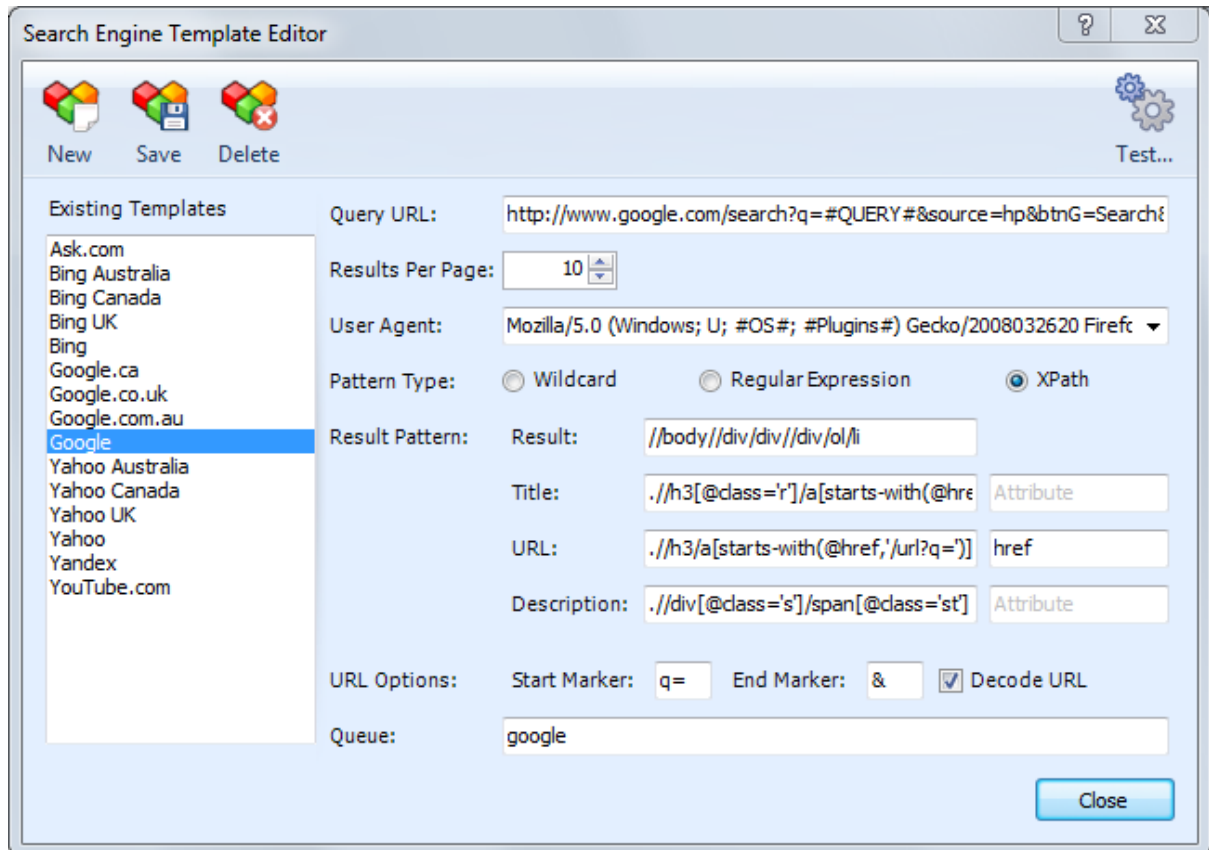
1. To use a location specific proxy for local result analysis. For example, if you are located on the east coast and need to see results as a west coast user, if you have access to a proxy located on the west coast Rank Reporter can route your queries through that proxy.
2. To facilitate a higher number of queries than your single IP address will allow. If you have access to multiple proxy servers then Rank Reporter can search each search query through a different proxy server reducing the likely hood that your IP address will be associated with automated queries.

To use the proxy feature specify one or more proxy servers by including the hostname/IP and port that the proxy server is using. If your proxy server requires authentication then provide a username and password as well. Click "**Add**" to save your settings to the list of proxies. Double click and existing proxy server in the list to edit it. To remove a proxy server, select the server in the list and click the "Trash" button (or press "Delete" on your keyboard).

The **Test** button allows you to run a brief test to verify that Rank Reporter is able to access your proxy server and that it is working correctly.

## 11 Search Engine Templates

The Search Engine Template editor allows you to add, remove and modify the search engine's that Rank Reporter is capable of querying. To access the editor click '**Settings | Edit Search Engine Templates**' from the main menubar. Changes made to the Search Engine Templates effect every project configured in Rank Reporter.



### Existing Templates

These are the search engines that Rank Reporter knows how to query. These templates can be modified, copied or deleted from the system. If a template is deleted, any keyword history for that search engine is saved, but no future queries can be run on that search engine (unless a new template with the same name is created).

### Template Name

The template name is usually the name of the search engine. It must be unique (two templates cannot have the same name). Keywords are stored by "Search Engine" internally, and the "Search Engine" name is derived from the template name. Therefore it is not permitted to rename a template (as that keyword history will be lost).

### Query URL

These are the URLs that Rank Reporter will create to query each search engine with. The following items can be embedded in the query URL and it will automatically be replaced by Rank Reporter at query time:

- #Query# - The query text (automatically URL encoded)
- #Page# - The page number (starts at 1, can be as high as necessary, depending on the number of keywords to check and the number of Results Per Page)
- #LastResult# - The number of the last result seen (starts at 0, if Results Per Page is 10, then second query will have value '10')
- #NextResult# - The number of the next expected result (starts at 1, if Results Per Page is 10, then second query will have value '11')
- #ResultsPerPage# - This number of results per page to request from the server

### Results Per Page

This is the number of results that are expected per result page. It's possible to query some search engines in such a way that 10, 20, 50 or even 100 results are returned per page. This value should match whatever the Query URL returns. (For performance reasons, 10 Results Per Page is recommended.)

### User Agent

This is the User Agent string that Rank Reporter will send to the search engine along with the query. This field can be manually edited, or a User Agent string can be selected from the drop down list.

It is often desirable to select a User Agent that represents a web browser with limited capabilities so that the search engine will return a simplified result set (which is easier to parse). If this field is left blank, no User Agent is supplied with the query. The user agent field also accepts the following placeholders for human emulation/randomization:

- #OS# - Will be replaced with a random version of Windows.
- #Plugins# - Will be replaced by a random set of possible browser plugins

### Pattern Type

This indicates whether or not the pattern is in Wildcard Format or Regular Expression formation.

### Result Pattern

This is the actual format of each result entry as provided by the search engine. The template is based on the HTML output of the search engine.

#### Wildcard Format

The following markers can be embedded in the Result Pattern to match various dynamic portions of the result page:

- #URL# - (Required) The URL portion of the result. This is what Rank Reporter will compare your Root URL value to when checking to see if a match is for your site or not.
- #Title# - (Required) The result's title provided by the search engine
- #Desc# - (Required) The Description blurb provided by the search engine
- \* - Matches 0 or more characters but does not match HTML tags.
- {xxx,yyy} - Match "xxx" or "yyy". Some search engines include optional content, this syntax can be used to match that content or nothing (For example: "{<div>#desc#</div>}" matches anything between two <div> tags as the description, or nothing if that result has no description.)

Result patterns are case insensitive. The URL, Title and Desc markers will match anything, including HTML tags. The open/close HTML tags that surround the tag are used as the delimiters (so you cannot use the markers at the very start or very end of a pattern).

#### Regular Expression Format

Regular expressions provide a more comprehensive way to capture search engine results, but requires a much more complicated syntax. A regular expression tutorial is beyond the scope of this manual, but many tutorials are available online. Rank Reporter uses the .NET Regular Expression syntax.

When using Regular Expressions you must provide the following named matches: "URL", "Title", "Desc" for URL, Title and Description respectively.

#### **XPath Format**

XPath format is a totally different way to extract results from a search engine that uses the structure of the HTML document (rather than a pattern based approach). Search engine templates that use XPath are more durable than Regular Expression or Wildcard patterns because they are not affected by small changes in the HTML results.

When using XPath format a number of new options appear. They are described below.

### **XPath Specific Options**

**Result** - This is the main XPath query that is used to capture an entire result element. After this query is run, the Title, URL and Description queries will be run against the result to capture the individual text elements. This XPath query should capture all the results from the search engine result page from the root of the HTML document.

**Title, URL and Description** - These queries capture the title, URL and description text relative to each result. Use the Attribute field if you wish to extract a specific attribute (rather than the inner text of the XPath result).

**URL Start Marker** - This field is optional. If a URL Start Marker is specified Rank Reporter will search the URL captured by the XPath query and extract a substring starting with the Start Marker text.

**URL End Marker** - This field is optional. If a URL End Marker is specified Rank Reporter will search the URL captured by the XPath query and extract a substring ending with the End Marker text.

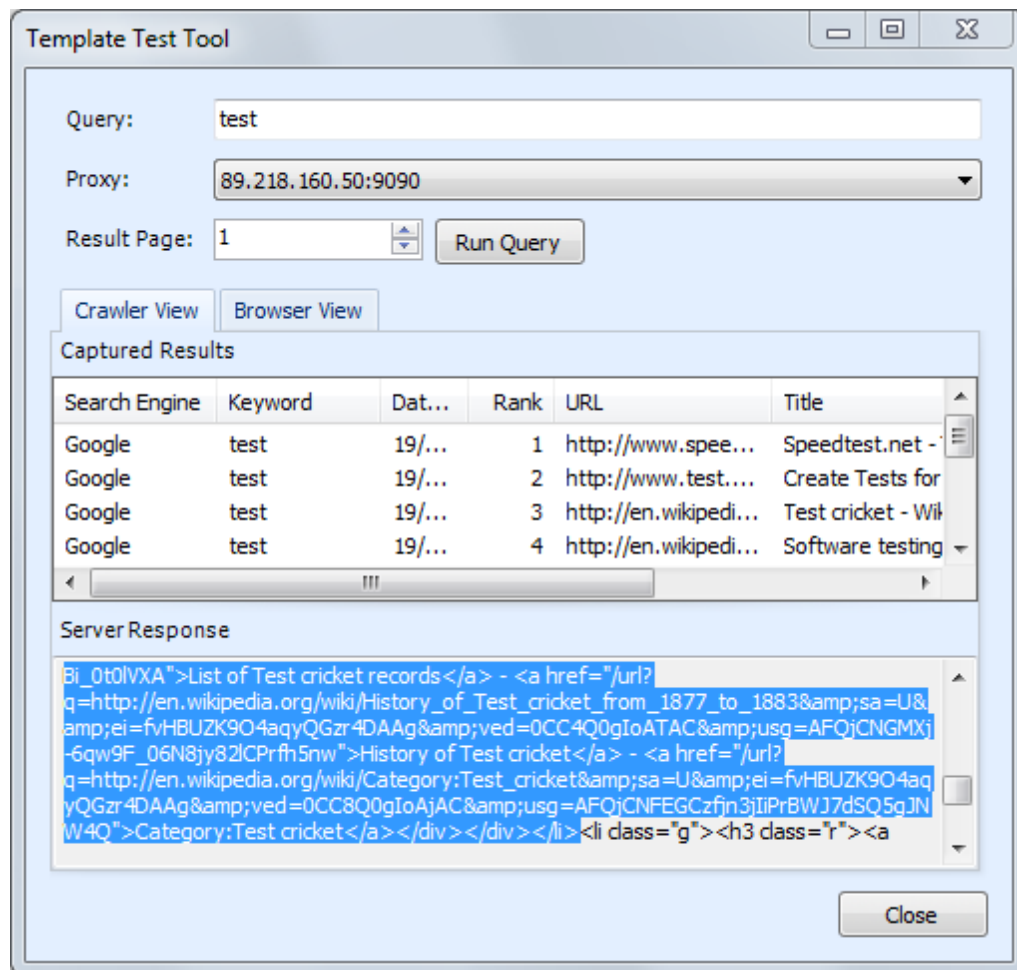
**Decode URL** - If this option is checked then Rank Reporter will perform URL decoding on the captured URL before storing it as a result.

### **Queue**

The "queue" field is an option field. It tells Rank Reporter which search queries should be queued together. For example, all "Google" related templates use the "google" queue. This tells Rank Reporter to only run one query to any Google search engine at a time. This is done to prevent detection as an automated querying tool. If you use multiple proxies you may wish to blank out the queue fields so that all queries are run in parallel (through sperate proxy servers).

## **11.1 Testing Templates**

To help create and verify new search engine templates Rank Reporter provides a Template Testing Tool. To access this feature of Rank Reporter, click "Test" on the Search Engine Template window toolbar.



The Template Test Tool window allows you to run the current Search Engine Template and view the results as Rank Reporter sees them internally. To start, enter a search query in the "**Query**" field and click "**Run Query**". Rank Reporter will execute the query against the search engine and show the results it finds. Results that are extracted with the template are shown in the "**Captured Results**" list. The HTML response sent by the server is provided in the "**Server Response**" field. By selecting an entry in Captured Results, the corresponding HTML will be highlighted in the Server Response field.

Select the "**Browser View**" tab to view the Server Response HTML as it would appear in a browser. This is useful for understanding what results the search engine is returning for your query.

The Template Test Tool works with the Search Engine Template Editor. Any changes that are made to the current template in the Template Editor are automatically used when entering a test query in the Test Tool.

The "**Result Page**" value indicates which page of results to request from the search engine. The default is 1 (showing results 1 through 10).

## 12 License Agreement

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