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1. INTRODUCTION - WHAT IS SITECLIMB?

At the core of SiteClimb's software is a content analyzer that enables search engine spiders, like Googlebot, to see a highly tuned view of your website's content in meta data. SiteClimb uses your web pages content and gives search engines the meta data that can't help but match your content. In other words, exactly what they want to see! SiteClimb also removes human error from what is probably the most tedious task of optimizing web page content to its meta data. How many of us have gotten lazy and optimized only the initial page, then cut and pasted those same tags over and over onto every page of your site? Install SiteClimb on every page and see the potential visitors you've been missing!

SiteClimb also keeps your secrets by only showing meta data to search engines and not just anyone trying to reverse engineer your keyword content. This is a method that has been in use for a number of years and is not going to cause any adverse reaction to your site. Meta tags are not of use to anyone but search engines, and not all search engines use them because they have been abused by so many webmasters trying to get a high ranking position. The only other audience of meta tag data is the SEO company that your competition hires to try and beat your ranking! Why make it easy for them? They would try to use your keywords as a guideline while they decipher your content and create their own magic formula that steals potential visitors away from you. Finally SiteClimb offers a simple technique to get image only type websites to index in top search engines! If your website is made up of images where the text is part of the image, search engines are blind to you. Not anymore! SiteClimb is ALT, TITLE, and LONGDESC aware and will use the keyword rich text it finds in these attributes to generate accurate meta tags for you.

2. INSTALLING SITECLIMB

Download the latest SiteClimb zip file from the Files tab of the your SiteClimb control panel. This compressed file contains the SiteClimb.php script and a siteclimb folder which contains an install folder and a LinkAgent.php script.

SiteClimb stores the page titles and link network information it generates into the siteclimb folder on your website for general visitor use. The siteclimb folder needs read/write permissions set for the program to do its work.

Unzip the files and folders from the SiteClimb zip file and upload them to your site. You can run a script to assist you in setting up your folders and web server for SiteClimb. Run the install verification script by pointing your browser to:

<http://yourwebsite.com/siteclimb/install>

2.1 ADDING SITECLIMB TO YOUR WEB PAGES

To use SiteClimb, add the following to the pages to optimize within your pages <HEAD> tags.

```
<?php
    include 'SiteClimb.php';
    $options = array();
    $options['Title'] = "Insert Your Page Title";
    echo GetSEOHeaders( $options );
?>
```

!!! REMOVE ANY TITLE AND META TAGS !!!

If you already have META tags on your pages, you should remove them before installing SiteClimb (don't delete them, save them or comment them out).

2.2 HTML INSTALLATION

If your web site is built on regular .html or .htm files, you will need to configure the server to redirect them to use the PHP preprocessor for SiteClimb to execute. The “<http://yourwebsite.com/siteclimb/install>” will test a number of settings to determine how to configure the .htaccess file.

LINUX WEB SERVERS

The SiteClimb install determines which of the following lines you need to add to your web sites .htaccess file:

AddHandler application/x-httpd-php .html .htm .php
AddType application/x-httpd-php .html .htm .php
<FilesMatch "\.(htm html php)\$">
SetHandler application/x-httpd-php
</FilesMatch>
AddHandler x-httpd-php .html .htm .php
AddType x-httpd-php .html .htm .php
<FilesMatch "\.(htm html php)\$">
SetHandler x-httpd-php
</FilesMatch>
AddHandler application/x-httpd-php5 .html .htm .php

WINDOWS WEB SERVERS

An .htaccess file is only good for a unix or linux system and will not work on a windows server with IIS. If your hosting company offers a control panel such as plesk or cpanel or hspace you can map file extensions in this control panel to use .htm or .html files PHP. This will allow you to specify the PHP processor to render the .html pages.

3. TELL SEARCH ENGINES ABOUT YOUR SITE

By now you've set up SiteClimb and added the snippet of code to your pages. The next few steps are required to let the search engines know that they have to crawl your web site.

3.1 ADD A SITEMAP.XML

If you haven't already done so, create an upload to your site a sitemap.xml file. Here is a link to a site to help you out:

<http://www.xml-sitemaps.com/>

3.2 SUBMIT YOUR SITE TO SEARCH ENGINES

This step is very important, submit your site! Follow these links to get started:

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

<http://www.dmoz.org/add.html>

<http://www.bing.com/toolbox/webmaster>

4. USING THE SITECLIMB CONTROL PANEL

The SiteClimb control panel is used to track your web site's performance over time and to fine tune SiteClimb's optimization settings. To access the control panel, log in with your user name and password on <http://www.siteclimb.com> home page. The control panel is organized into seven tabs.

4.1 SETUP DOMAINS

There are many things in this tab for configuring SiteClimb. You may add, remove, or purchase additional licenses for domains from this tab. When a domain is added and categorized, it will appear on this tab with spaces for up to 3 search terms or phrases that you would like to track your ranking with. A chart to the right of the entry represents the overall crawling activity generated by search engines visiting your site.

4.2 KEYWORD FILTER

The Keyword Filter tab is used to manually exclude words not automatically excluded by SiteClimb. This is a powerful yet simple way to fine tune the way SiteClimb analyzes your site. Select your domain, and SiteClimb will crawl your entire site and present you with a table of words it gathers and the total count of each. You may leave out words that have no keyword value from this tab.

4.3 RANKING

This tab shows the daily ranks on Google for each of the search terms entered on the Setup Domains tab. The graphs represent the past 4 months of search results of each term. The higher the line on the chart, the closer you are to number 1! The charts are updated daily and show the results from within the first 10 pages of results (the top 100). Clicking the link on the number of your rank will take you to Google and see the listing results.

Also on this tab is the Search Engine Pulse Report which displays a line chart depicting the day-by-day activity of each search engine spider to crawl your site. If you don't recognize the name, click its link to look it up.

4.4 BILLING INFO

This tab contains your billing and password information

4.5 HISTORY

This tab lists your billing account activity.

4.6 FILES

This tab contains all the files available for downloading and is where updated files can be found.

4.7 USER GUIDE

An HTML version of this guide.

5. SUPPORT

Email: support@siteclimb.com