

## Using Linkmachine

*Linkmachine is a useful piece of software that we can install for you to enable automatic management of link exchanges for your site.*

Linkmachine comes in 2 forms. First is a free simplified version, which is what we will install for you onto your website. It can also be upgraded to a more advanced paid for version. This is available from within the tool. Most of the work is in installing within your website, which we will do for you. This document covers all aspects of regular tasks that you might want to perform with Linkmachine.

First, sign on to Linkmachine within your website. To do this, type in your website name, followed by /linkmachine, for example **http://www.example.com/linkmachine**. Enter the email address and password we provided you for using linkmachine, this will normally be links@, e.g. links@example.com.

When you are logged on, you can add sites, check for existing links and remove sites.

### To request a site to link to you.

This is best achieved by your first adding a link to their site. To do this, have a look around the site for a links directory as that might contain the required link text and contact details. Once you know the site's name and contact email address you are ready to continue.

Click on 'Add Sites To The List' followed by 'Add a site by hand' then continue (at the bottom of the screen).

On the next screen, enter all of the details that you know for the site. At the very least this should be:

- Contact Email - to send the request
- Site Name - e.g. Compare Mortgage Rates or www.comparemortgagerates.co.uk
- Site Category - pick the category that best fits the site you are adding
- Site Description - any description of the site will do
- Status - set this to 'Email not yet sent' Then press submit.

You will now be back at the administration home page (same as after you logged on). Under the new site's listing will be a link in red - 'Send exchange request'. Click this and send the email.

After this, the site owner may get back quickly and update the details themselves. Or they might add a link back but email you instead of updating the details, in which case use the Modify link to add the location of their link back. If they do not respond after about a week, click the Send Reminder link and send that email. If after that they do not link back to you, press the Remove button against their name to remove the link from your directory.

**Note:** after removing sites, change the 'Show' drop down box to 'Status: Removed', click the check boxes next to each site's name (or the checkbox at the top), then press 'Delete All Marked Sites' to permanently delete the sites from the list. After doing this, change the status back to 'All Active Sites' to review the list of link exchanges.

### Checking Links Are Still In Place

This is simply achieved by pressing the "Check All Sites For Reciprocal Links" link. Should an error message occur during this process, restart it by pressing F5 (or refresh) on the keyboard.

Once the process completes, change the Show dropdown to 'Status: Link-Back Missing' to view the sites that are no longer linking back. You can then email a reminder to the site in question. If they do not respond to the email,



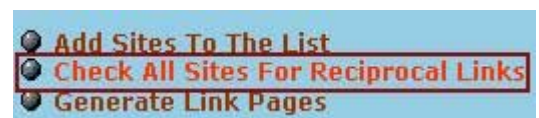
The screenshot shows a login form with a light blue background. It has two input fields: one for 'E-mail Address' with the instruction 'Enter the e-mail address used as your account ID.' and one for 'Password' with the instruction 'Enter the password you chose for your account.' Below the fields is a 'Submit' button.



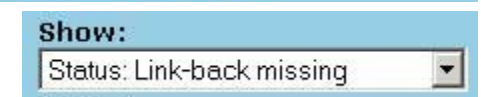
The screenshot shows a navigation menu with five items, each with a radio button icon: 'Change Settings', 'Add Sites To The List' (highlighted with a red box), 'Check All Sites For Reciprocal Links', 'Generate Link Pages', and 'Remove All Marked Sites'.



The screenshot shows a dropdown menu labeled 'Show:' with 'Status: Removed' selected.



The screenshot shows the same navigation menu as above, with 'Check All Sites For Reciprocal Links' highlighted by a red box.



The screenshot shows the 'Show:' dropdown menu with 'Status: Link-back missing' selected.

or you prefer not to send a reminder, click the box next to the site's name (or use the check box at the top of the screen to select all) then press 'Remove All Marked Sites'.

After removing all non-linking sites, change the 'Show' drop down box to 'Status: Removed', click the check boxes next to each site's name (or the checkbox at the top), then press 'Delete All Marked Sites' to permanently delete the sites from the list. After doing this, change the status back to 'All Active Sites' to review the list of link exchanges.



It is advised that you run this process at least once per month and at the same time check for inappropriate sites appearing in the list.

## Responding To A Link Request

Site owners may sometimes email you directly asking for a link exchange. In this case you can either add the site in the same way as described above for requesting links, or send them a link directly to you add link page and ask them to complete the form.

## Other Tasks

We will have set up Linkmachine for you to automatically accept all link requests. You should check the list of sites you are linking to at least once per month to check that inappropriate sites are not linking to you. You may wish to stop this from happening by approving every link exchange. To do this, from the main menu press Change Settings then Link Approval Settings then tick 'Require Admin Approval Before Posting Submitted Links'.

If you are receiving requests from sites you would prefer not to link to, from the main menu press Change Settings then Link Approval Settings. In the Content Filter box enter words that you would like to use to prevent links being accepted. Such words could include 'Casino', 'pharmacy' etc - it depends what you want to block.

If you wish to add more categories to the list we have provided, from the main menu press Change Settings then Link Categories. Enter the new category under 'Add a Custom Link Category or Subcategory' then press 'Add Category'. This screen can also be used to delete existing categories.