



SubmitWolf v6 Manual

Last changed 5 Dec 2005 17:52

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Overview

The Internet is growing at an exceptionally fast and exponential rate. With hundreds of millions of web pages on the Internet today it is very easy for your site to get lost amongst the incredible amounts of information available. To navigate through this mass of information, Search Engines are used as an efficient tool to help users find what they are looking for. Most Search engines will index your site for free, but firstly they must know about it's existence on the Internet. To achieve this task, you will need to submit your site address (URL) to each and every Search Engine. There are literally thousands of Search Engines and Link Directories available on the Internet today, and this number is steadily on the increase. To manually submit your web site address (URL) to all of the Search Engines will take months of your precious time. SubmitWolf can accomplish the same time consuming task in a matter of minutes!

SubmitWolf is a truly sophisticated automated Submission Wizard for the promotion of Web Sites on the Internet. It can list an URL with hundreds of Search Engines and Link Directories literally within minutes.

Features Overview

- Automated submission to thousands of Search Engines and Directories.
- Automatic submission to the most appropriate Category for each site. You need only select one Category and SubmitWolf does the rest.
- Improved Category selection with a wider variety and more specific Categories to choose from.
- Integrates with PrioritySubmit.com premium listing services and pay for inclusion engines including, Overture Site Match, Yahoo Directories, ScrubTheWeb, Slider, whatUseek and many others.
- SPAM control. Filter out your Search Engine selections based on the number of emails sent out by any particular site. Useful if you find you receive a lot of unsolicited SPAM from the many FFA link sites on the Internet today.
- MultiSubmit Sites. Send your submission to over 500,000 FFA Pages thus boosting the amount of traffic reaching your site in a very short amount of time. This done by attracting Spiders that will help improve your ranking.
- Submit your site with up to 50 concurrent connections at the one time. This feature helps your submission run faster and smoother and more 'trouble-free'.
- Windows Explorer style Engine management screen.
- Popup Help wizard.
- Self-Repairing Engine Scripts.
- Full browser emulation and cookie support.
- Free script upgrades for 12 months. To keep your program up-to-date, an upgrade is released daily.
- FREE e-mail support.

Program Versions

There are three basic versions of SubmitWolf, a Demo version, a standard version and an Enterprise Edition.

- **SubmitWolf Demo**
In the demo version, most Sites are disabled and URLs can be posted to 4 search engines. It is designed to give you a feel for what the product can do.
- **SubmitWolf**
This version is designed for the average user. There are no restrictions as to the number sites your URL will be submitted to. This version is intended for a single user to promote their own Web site.
- **SubmitWolf Enterprise**
The Enterprise edition is designed for users who wish to submit their own URLs but also for third parties. It can be used as the basis of a submission service. It contains additional import/export features, advanced reporting and batch submit functionality.

Registering Your Program

To register and upgrade your software, you will need to obtain registration details. To purchase a registration key from the Trellian web site, Select [Register](#) from the [Help](#) menu of SubmitWolf, and click on the "obtain registration key" link. Alternatively you may purchase the software from an authorized Trellian software reseller.

Once you have all of your details ready, follow these steps to register SubmitWolf.

Step 1. - Select [Register](#) from the [Help](#) menu.



Step 2. - Enter your registration details. Registration details are case sensitive. Your username will be the email address you registered with. If you have lost your registration details, click the relevant link on the registration window, and follow the instructions. Click the **Next** button to continue. If your registration details are accepted, a thank you message is displayed



Step 3. - SubmitWolf will then begin searching for any missing components that you may be entitled to download. It will then ask you whether you would like to download these components. Click **Yes** to upgrade now, or you can upgrade the components at a later date. The upgrade process that follows will update SubmitWolf to the latest version and download the latest submission scripts. If you do not upgrade, the full program features may not be available.

System Requirements

Operating Systems:

Microsoft Windows 95/98/Me
Microsoft Windows NT/2000/XP

Internet Browsers:

Microsoft Internet Explorer 5.x/6.x
Netscape Navigator 5.x/6.x

CPU/Processors:

Intel Pentium I, II, III, IV, AMD or compatible

RAM/Memory:

16Mb or greater (64Mb recommended)

For further information, we suggest you take a look at <http://www.trellian.com/swolf/index.html>.

Upgrading

To keep SubmitWolf current, script upgrades should be installed. These upgrades are released at daily.

To download the latest upgrades, select the Upgrade option from the File menu. LiveUpgrade will contact the upgrade server to check if there are any upgrades available.



All available components will be displayed in the selection list. All items that can be upgraded are marked with a red clock icon. To upgrade these items, tick the checkbox next to the program and/or component name and click the **Upgrade** button.

Items marked by a grey dot have not been installed.

Items marked with a green tick are current and no update is required.

Support

FREE email support is offered to all registered users of **SubmitWolf**.

If you are experiencing problems, or are requiring answers to a technical question, please send us an email detailing the issue, or issues that you are experiencing along with any other related information to our Support Department.

You may contact this department by sending an email to support@trellian.com.

Support Hours:

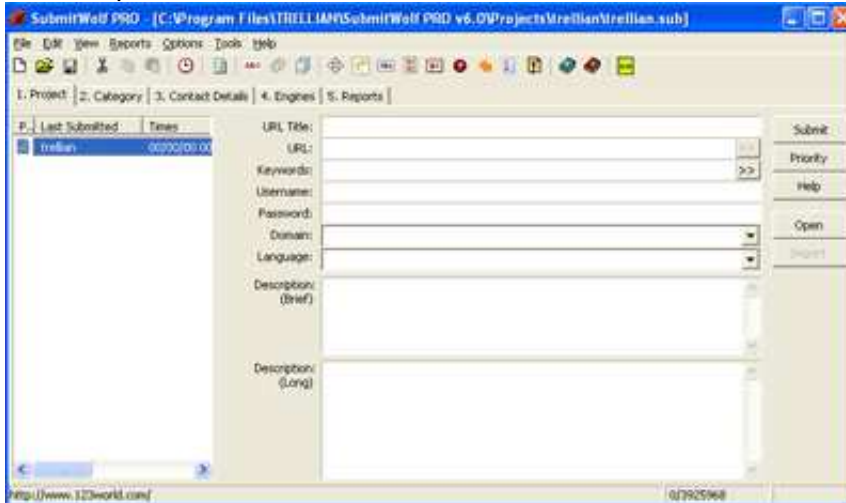
Open Mon - Fri, 9:00am - 5:00pm (Melbourne, Australia - Eastern Standard Time)

Please include your registration key, and some basic information about your computer and the Operating System you are running. Also, before emailing support, please check the FAQ first, as 90% of all questions we receive are already answered on these pages. You can view the FAQ by selecting [FAQ](#) from the [Help](#) menu.



Using SubmitWolf

This chapter describes how to submit a URL.



Submission Rules

The use of SubmitWolf is governed by an Acceptable use policy as outlined below.

Please note that these policies are in place for a very good reason: the use of SubmitWolf contrary to these policies will result in your IP address, URL or both being banned from many search engines.

1. *You may not use this program to SPAM search engines by submitting the same URL multiple times.*
2. *You may not submit different URLs which are identical, or similar copies of the same page on the same server. (Otherwise known as "mirror sites")*
3. *You may resubmit a URL if there is a significant change both to the URL title and page content.*
4. *You may not modify the submission rules to force the listing of inappropriate sites for a given engine.*
5. *You may not force the submission to regionally specific engines if your site is not related directly to the region. This includes submitting sites to domain specific engines if your site is unrelated to and/or outside the domain.*
6. *You may not submit more than one URL from the same site to search engines unless the pages are unrelated or have significantly different content.*

7. *You must select the most appropriate category for your URL and you may NOT submit the same URL to more than one category.*

For more information, please see the Frequently Asked Questions section.

Frequently Asked Questions

Can I submit each page of my website?

No. Most engines specifically request that only the index pages is submitted. There are two reasons for this:

1. To prevent multiple submissions creating a large backlog of sites for search engines to index. Some search engines have people manually checking each website before it is listed, so submitting each page is not necessary and will increase the size of the submission queue.
2. Most search engines will spider each page of your website anyway.

Many search engines will not index your website, or even ban your site if you submit it too many times.

How do I select an appropriate category for my website?

The category you select is important, as it dictates which search engines will be submitted to. If you select an inappropriate category, your site will be submitted to engines that are totally unrelated to your site. eg. submitting an Accountancy service website to the Automotive / Cars category will most likely result in your website not being listed, as its not about the automotive or car industry.

It is pointless submitting a website to an unrelated category. Not only will the engine not list your website, but you will be targeting the wrong visitor base. If someone is looking for a company to do Web design, they won't be looking in Automotive or Music search engines, they will be looking on Computer and Internet related search engines.

The SubmitWolf categories are grouped logically. Please read the entire list before selecting a category, as there may be a more suitable category further down the list.

To select a category, you need to think what your website is mainly about. eg. A site about cars would be in the Automotive category. A website selling shopping cart software would be in the Internet / Software category. Even though the Automotive industry may be able to use the shopping cart software, the shopping cart website is not about cars.

If you need help selecting a category, email support with your website URL and we will advise you of the most suitable category for your site.

What type of sites can be submitted to the Personal Home Pages category ?

The Personal Home Pages category is for personal sites, eg sites about John Smith, John Smith's holiday photos, John Smith's family, John Smith's dog etc.. This category is not for commercial / business websites.

Can I submit my website to different categories?

No. Most engines specifically request that websites are submitted to **ONE** category only. Performing multiple submissions to different categories via SubmitWolf will be seen as a multiple submission to a search engine, which is likely to result in a ban.

How often should I resubmit my website?

Many search engines request that you only submit your website once. These engines are marked as "No resubmission" in SubmitWolf, and any attempts to resubmit to them, will not be successful. This is to stop multiple submissions creating a large backlog of sites for search engines to index. Many search engines will not index your website, or even ban your site, if you submit it too many times. If you search for your website on a search engine or directory and it is indexed, then it does not require a resubmission.

Link lists can be submitted to on a daily basis. The oldest links are replaced with the newly submitted links, meaning that your link can be cycled off the list in a matter of hours. SubmitWolf automatically allows multiple submissions to be made to the link lists.

Why are some engines manual?

Manual engines cannot be submitted to automatically for various reasons such as:

- Some search engines and directories, such as Lycos and Yahoo, require the webmaster to register and respond to a confirmation email, then log into the engine and finally submit the website.
- Most directories require the webmaster to browse through the directory's category structure to find a suitable category, then submit the website.
- Some engines require very specific information in order to submit the website. eg. Do you accept Visa cards, which countries does your business ship to? etc.
- Engines with very specific categories, e.g. Aromatic oils, French poetry, Small town business directories, are also set to manual as they are too detailed to add as a SubmitWolf category.
- The submission page requires a unique security code to be entered in order to validate the submission. A different security code is generated for each page visit, and is designed to prevent automated submissions. Engines that receive a large number of spam or junk submissions will often implement security codes.
In Submitwolf, Manual engines are marked with a grey gear image.

Why doesn't Submitwolf submit to Hotbot, MSN, Lycos, Yahoo etc.?

Many major engines only accept paid listings. e.g. MSN, Fast/Lycos, Overture, Looksmart and Hotbot. For paid inclusion into these engines, visit <http://www.prioritysubmit.com>

Other engines, such as Yahoo, require manual submissions(see above FAQ item)

Why does SubmitWolf skip engines?

- All regionally specific engines are skipped if the URL being submitted does not correspond to the region. For example if your website domain ends in au, the website can only be submitted to Australian engines and standard english language engines.
- Many engines have specific rules as to the type of sites they accept for listing. If the data you have entered violates a rule for a given engine, it will be skipped. For example, some engines do not accept adult sites or gambling sites.
- Some engines only accept websites about a specific category. For example, a Travel search engine will only accept Travel related websites. If your website does not fall into the Travel category, the engine will be skipped.
- Some engines only accept commercial websites, some only accept non commercial websites. If your website is commercial, ensure your company/business name is entered in the company/business name in the contacts screen.
- A number of engines are marked for manual submission for various reasons such as:

- The engine only accepts websites about a very specific category that SubmitWolf does not list. eg. Aromatic oils, Dobermans, ASP code etc,
- The engine's submission process requires a constantly changing password or code to be entered.
- The engine only accepts websites from a specific region, state or province.

My website isn't in French and/or doesn't have a French domain. Can I submit my website to the French search engines?

Generally to be accepted in a foreign search engine, your site must contain information about the country, provide a service to residents of the country or provide information that is useful to people residing in that country.

Many search engines and directories will not list foreign sites in order to restrict their search engine to businesses within their own country.

For example, a website selling/advertising a house cleaning service in America, is not relevant or useful to residents of France.

In addition, many search engines will only list sites in particular languages. eg. German search engines will only accept German language sites. SubmitWolf automatically restricts submissions to search engines in countries that are not appropriate for your site. Websites that are not relevant are not accepted, and submitting non relevant sites is considered as spamming the engine. Spamming search engines in this way leads to engines restricting submissions by requiring a unique security code to be entered prior to accepting the submission, or even implementing a pay per submission scheme.

I have submitted my site, so why hasn't it been added to an engine?

The time taken for your site to appear varies greatly. It may be instant, or it may take several months depending on the engine. The submit pages on most sites will give you an approximation as to how long it will take for your site to appear. Submitting your site to an engine does not guarantee that it will be listed, some engines may ban your website if they receive multiple submissions. Some engines review all submissions manually and the administrators can add or reject your submission at their discretion without notice.

If you have any other questions, please contact the support team.

Before starting

If you are accessing the internet via a proxy server, first make sure that the proxy address and port settings are entered correctly in Preferences. If you have a direct connection to the internet, you can leave the proxy address blank, otherwise if the correct address is not specified, SubmitWolf will not be able to connect to the Internet. Your ISP will inform you whether you need to access the Internet via a proxy.

You may need to set the path to your web browser to view web pages and reports in SubmitWolf. Web browser settings can be changed in Preferences

Quick start

This section provides brief instructions to get you started quickly

Step 1: Create a new project

Enter a project name in the project name window.

Step 2: Enter URL details

Select on the **Project tab** Fill in the URL detail fields.

Step 3: Select categories

Select the **Category Tab** and select categories to submit your web site to.

Step 4: Enter your contact details

Select the **Contact Details tab** and fill in the contact details. If your site is commercial (sells something or is a business related site) ensure your Company name is entered. If your site is non commercial (personal homepage or information website) leave the Company field blank.

Step 5: Select the engines to submit to

Select the **Engines tab** and select the engines to submit to.

Step 6: Start the submission

Click the **Submit** button.

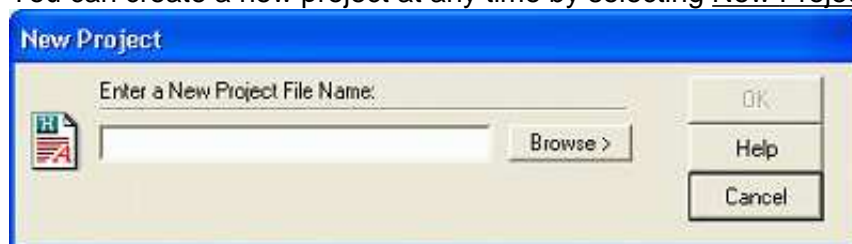
Results: You can view the submission reports by selecting the **Reports tab**.

Starting A New Project

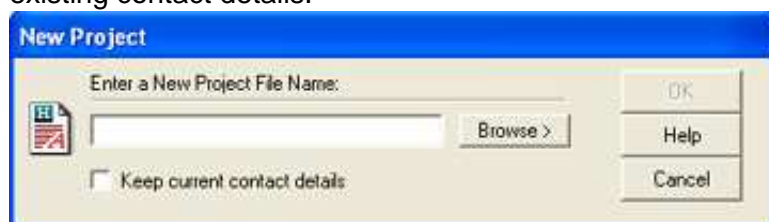
The first step is to create a new submission project file. Each URL to be submitted is treated as a separate project, and you can only submit one URL at a time.

When SubmitWolf is started for the first time, you are prompted to enter a new project file name. Enter a name for the project and click the **OK** button.

You can create a new project at any time by selecting New Project from the File menu.

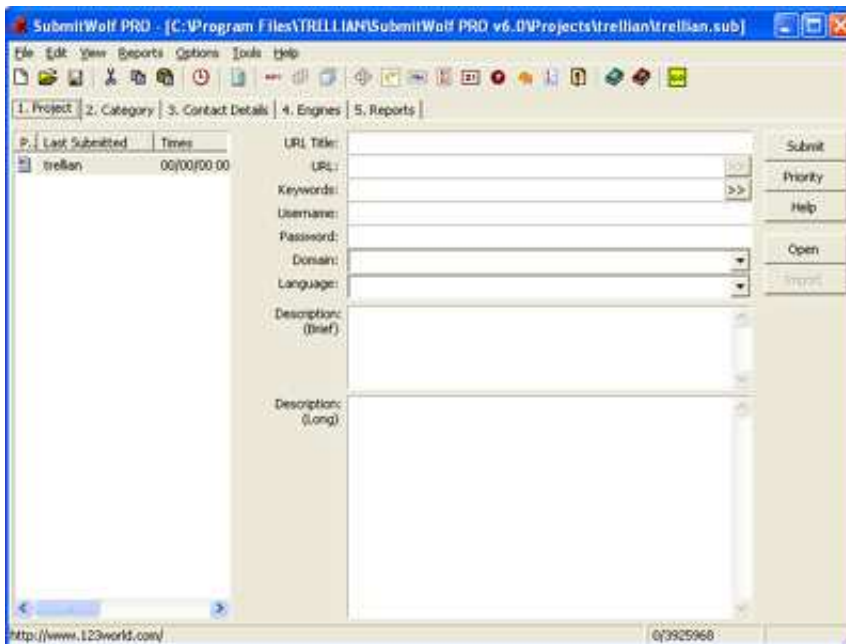


If you are starting a new project, but have entered contact details in a previous project, you can select the "Keep current contact details" checkbox. This checkbox is not displayed if there are no existing contact details.



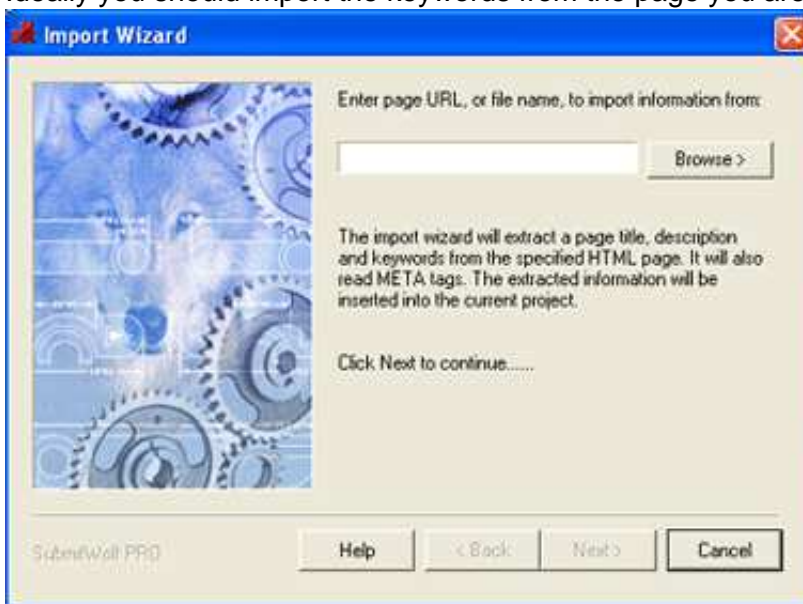
Entering URL Details

The next step is to enter as much information as possible about the URL (site location) of the web site you are submitting.



Enter the URL information in the Project tab. When you enter the URL, ensure that you include the http:// prefix at the beginning.

You can use Keyword Manager to easily fill in the URL Title, keywords and description fields. To start Keyword Manager select Keywords from the View menu. Click the **Import** button to import the META tags from your web page. This will start Import wizard which will take you through the import process. You can import META tags from a web page on your computer or directly from the Internet. Ideally you should import the keywords from the page you are submitting.



The most important keywords should be entered in the fifteen boxes provided in order of precedence. You may use single keywords or phrases, and try avoid using general keywords. Click the **OK** button to import URL Title, keywords and description fields into the Project tab. Most of the information on the project tab is required, and some search engines may not accept your submission if these fields are not all filled in. For more information about the fields in the project tab, see the Interface section of the manual.

Category Descriptions

The next step in the submission process is to select a category for your site. The tables below provide a description of the categories available in SubmitWolf.

Personal Home page

Category Name	Type of sites accepted
Personal Home page	Personal sites only. eg. Sites about John Smith, John Smith's dog/family/hobbies. Commercial sites not permitted.
Family Tree	Family tree / Genealogy sites

Adult

Category Name	Type of sites accepted
Adult BBS	Adult BBS (Bulletin Board System) related sites
Film & Video	Adult film and video related sites
CD Roms	Adult CD Rom related sites
General	Adult sites that are not covered by any other categories
Literature	Adult related literature eg. books and other media.
Live Sex Video Conferencing	Adult related Live video or webcams
Magazines	Adult magazines
Merchandise and equipment	Sex shops and other adult related merchandise not covered by other categories
Phone Sex	Phone sex services
Services	Other adult related services not covered by other categories eg. Escorts

Automotive

Category Name	Type of sites accepted
Accessories / Spares	Automotive accessories and spare parts sales
Aviation	Aviation related sites. Aviation sites specific to the tourism industry should be submitted to the Travel - Airlines category.
Bikes/Vans/Trucks	Motorbike/scooter/van/truck related sites
Boats	Boat related sites
Cars	Car related sites. Car dealers should submit to the Automotive - Dealers category.
Auto Clubs	Auto / car club sites
Dealers	Car dealer/sales sites
General	Automotive related sites not covered by any other categories
History	Automotive history sites
Insurance	Automotive insurance products and services
Manufacturers	Automotive manufacturer sites
Rental Cars	Rental car services
Services	Other automotive services not covered by any other categories

Business

Category Name	Type of sites accepted
Accounting	Sites promoting accounting services
Advertising/Marketing	Sites promoting advertising and marketing services
Agriculture	Agriculture related services
Banking	Banking related services. Mortgage related sites should be submitted to the Real Estate - Mortgage category. Sites promoting mortgage services should be submitted to the Real Estate - Mortgages category
Business to Business	Business services for other businesses (B2B)
Classifieds	Sites offering classified ad services
Communications	Communications services. Mobile phone related sites should be submitted to the Electronics - Mobile phones category.

Conferences and Meetings	Sites offering conference and/or meeting facilities/services
Consultants	Business consultant services
General	General business information not covered by any other categories. Other business services should be submitted to the Business - services category.
Import Export	Import / Export services
Industrial Goods	Industrial goods related sites
Legal	Sites offering legal information. Legal services/law firm sites should be submitted to the Services - legal category.
Mail Order	Mail order sales
MLM	MLM (Multi Level Marketing) sites. Also known as Network Marketing.
Office Equipment	Office Equipment related services
Office Supplies	Office supplies
Office furniture	Office furniture
Opportunities	Work from home / business for sale / franchise opportunities
Printing	Printing services
Resources	Business resource information
Services	Other business related services not covered by any other categories. Also check the Services category before selecting the Business/services category
Stock Market	Stock Market related services
Wholesale	Wholesale services

Computing

Category Name	Type of sites accepted
Books	Computer related books
Consultant	Computer consulting services
Dealers	Computer dealers / shops
Games	Computer game related. Gambling games should be submitted to the Entertainment - gambling category.
General	Other computer related sites not covered by any other categories
Hacking Phreaking	Hacking / phreaking related sites
Hardware	Computer hardware
Multimedia	Computer multimedia
Networking	Computer networking related sites
Security	Computer security related sites
Services	Other computer services not covered by any other categories
Software	Computer software. Sites promoting Internet related software should be submitted to the Internet - software category.
Training	Computer training services. Sites promoting Internet related training should be submitted to the Internet - Training category.

Consumer Products / shopping

Category Name	Type of sites accepted
Antiques	Antique products
Arts/Craft	Arts/craft products
Beauty	Beauty related products
Clothing	Clothing related products
Electrical / appliances	Electrical products. Computer related products should be submitted to the Computer categories.
Fashion	Fashion products
Food	Food and drink products
Furnishings	Furnishing related products eg. furniture,curtains,carpets.
Gardening	Garden products eg. plants, shovels, gloves.
General	Other products not covered by any other categories
Gifts/flowers	Gifts / flowers
Health	Health related products. Sites promoting Drugs/medicines should be submitted to the Health - medicine category
Jewelry	Jewelry
Toys/Novelties	Toys and other novelty/entertainment products. Adult related products must be submitted to the Adult - Merchandise & Equipment category

Education

Category Name	Type of sites accepted
Adult Education	Adult education services
Distance	Distance education services
High School	High schools
PreSchool	Preschool services
Schools	School sites
Services	Other education services not covered by any other categories
Supplies	Educational supplies
Universities/Colleges	University and College sites
Other	Other education related sites not covered by any other categories

Electronics

Category Name	Type of sites accepted
CD	CD sales/services
DVD	DVD sales/services
Mobile Phone	Mobile Phone sales and services (including ringtones)
Television	Television sales/services/information. Sites related to television programs should be submitted to the Entertainment - Television category.
Radio	Radio sales/services/information. Sites related to radio programs should be submitted to the Media - radio category
PDA	PDA (Personal Digital Assistant) sales/service/information. eg. Pocket PC, Palm devices.
WAP	WAP (Wireless Application Protocol) services/information
Other	Other electronics related sites not covered by any other categories

Employment

Category Name	Type of sites accepted
Agencies	Employment agencies/recruitment services
General	Other employment related sites not covered by any other categories. Work at home and other "opportunity" related sites should be submitted to the Business - Opportunities category.
Vacancies	Employment vacancies / job offers. Work at home and other "opportunity" related sites should be submitted to the Business - Opportunities category.
Job site	Job sites listing multiple vacancies eg. http://www.seek.com.au

Entertainment

Category Name	Type of sites accepted
Amusement Parks	Amusement Parks
Art	Art related sites. Sites selling Art should be submitted to the Consumer Products - Arts/crafts category.
Celebrities	Celebrity related sites

Cinema	Cinema related sites
Cultural Events	Cultural events
Gambling - offline	Gambling/betting/lottery sites that do not offer an online gambling service. This includes sites containing gambling tips/rules/information/bots etc.
Gambling - online	Gambling/betting/lottery sites that offer an online gambling service
Games	Games related sites. Computer game related sites should be submitted to the Computer - Games category. Gambling related sites should be submitted to the Entertainment - Gambling category
General	Other entertainment related sites not covered by any other categories
Exhibitions	Exhibitions and shows
Humor	Humor/comedy related sites
Literature	Literature related sites. Adult/sex related literature should be submitted to the Adult - Literature category. Magazines and Newspapers should be submitted to the Media - Magazines and Media - Newspapers categories.
Magic	Magic shows/services. Sites discussing magic should be submitted to the Paranormal - Magic category
Museums/Galleries	Museum and Gallery sites. Sites selling art/crafts should be submitted to the Consumer Products -Art/Crafts category
Music	Music entertainment services/ sites. Sites promoting music products should be submitted to the Music/CD's or Music DVD's category.
Restaurants/food	Restaurants, cafes and food services. Recipe and cooking related sites should be submitted to the Recreation - Eating/drinking category
Television/Radio	Television/radio related sites. Sites selling or servicing televisions/radios should be submitted to the Electronics - Television or Electronics - Radio categories.
Theatre	Theatre related sites
Visual Arts	Visual Arts related sites. Sites selling Art should be submitted to the Consumer Products - Arts/crafts category.

Finance

Category Name	Type of sites accepted
Accounting	Accounting related sites. Sites promoting accounting services should be submitted to the Business - Accounting category.
Banking	Banking related sites. Sites promoting banking services should be submitted to the Business - Banking category.
General	Other finance related sites not covered by any other categories .
Insurance	Insurance related sites. Sites promoting vehicle insurance services should be submitted to the Automotive - Insurance category.
Investments	Investment related sites.
Loans/Credit	Loans/Credit related sites. Sites promoting mortgage services should be submitted to the Real Estate - Mortgages category.
Mortgages	Mortgage related sites. Sites promoting mortgage services should be submitted to the Real Estate - Mortgages category

Health / Medical

Category Name	Type of sites accepted
Alternative Medicine	Alternative Medicine related sites
Disabilities	Disability related sites
Diseases	Disease related sites. Sites promoting medicine/drugs should be submitted to the Health - Medicine category. Sites promoting health products should be submitted to the Consumer products - Health category.
Hospitals	Hospital sites
Fitness	Fitness related sites. Sites promoting health products should be submitted to the Consumer products - Health category. Sites promoting medicine/drugs should be submitted to the Health - Medicine category.
Supplies	Other health/medical supply related sites. Sites promoting health products should be submitted to the Consumer products - Health category. Sites promoting medicine/drugs should be submitted to the Health - Medicine category.
Medical Centers	Medical Centers
Medicine	Medicine/drug related sites. Sites promoting health products should be submitted to the Consumer products - Health category.
Mental Health	Mental Health related sites. Sites promoting mental health services should be submitted to the Services - Health/Medical category.
Nursing Homes	Nursing Homes
Nursing Agencies	Nursing Agencies

Industry

Category Name	Type of sites accepted
Agriculture	Agriculture industry related sites. Sites promoting agricultural services should be submitted to the Business - Agriculture category.
Chemicals	Chemical industry related sites.
Construction	Construction industry related sites. Sites promoting building services should be submitted to the Services - Building category.
Electronics	Electronics industry related sites. Sites promoting electrical products/services should be submitted to the Electronics category or the Consumer Goods - Electrical / appliances category.
Food	Food industry related sites. Sites promoting food/drink products should be submitted to the Consumer Products - Food category. Sites promoting Restaurants, cafes and food services should be submitted to the Business - Restaurants category. Recipe and cooking related sites should be submitted to the Recreation - Eating/drinking category
Gas	Gas industry related sites
Machinery	Machinery industry related sites
Manufacturing	Manufacturing industry related sites
Metals	Metal industry related sites
Mining	Mining industry related sites
Oil	Oil industry related sites
Pharmaceuticals	Pharmaceuticals manufacturing industry related sites. Sites promoting health products should be submitted to the Consumer products - Health category. Sites promoting medicine/drugs should be submitted to the Health - Medicine category.
Plastics	Plastic industry related sites
Petrochemicals	Petrochemical industry related sites
Rubber	Rubber industry related sites
Textiles	Textile industry related sites. Sites promoting clothing/textile products should be submitted to the Consumer Products - Clothing category.

Internet

Category Name	Type of sites accepted
Access Providers	Internet Access providers. This is for sites that offer Internet access only (eg. an IP address only), not other services such as email, support, newsgroups etc. Sites promoting ISP services should be submitted to the Internet - ISP's category.
Consultants	Internet consultant services.
General	Other Internet related sites not covered by any other categories. Personal home pages should be submitted to the Personal Home Pages category. Online stores should be submitted to the Internet - Online Store category.
ISPs	ISP (Internet Service Provider) sites
Online Store	Online stores
Resources	Internet resources. eg. Script archives, image archives, information about the Internet, tutorials etc.
Software	Internet software related sites. Sites promoting software not related to the Internet should be submitted to the Computer - Software category.
Training	Internet training services. Sites promoting non-Internet related computer training should be submitted to the Computer - Training category.
Web site providers	Web site/hosting/domain services. Sites promoting Web site design services should be submitted to the Internet - Web site design category.
Web site design	Web site design services/information

Media

Category Name	Type of sites accepted
Advertising/Agencies	Media agencies
Consultants	Media consulting services.
Film	Film industry related sites. Sites discussing films, reviews etc. should be submitted to the Entertainment - cinema category.
Newspapers	Newspaper sites
Magazines	Magazine sites. Sites discussing magazines, reviews etc. should be submitted to the Recreation - Magazines category.
Productions	Media production sites. eg. Music/video/tv/radio production services.
Public Relations	Public Relations sites
Publishing	Publishing related sites
Radio	Radio industry. Sites selling or servicing radios should be submitted to the Electronics - Radio category. Sites discussing radio programs for entertainment purposes should be submitted to the Entertainment - Television/Radio category.
Services	Other media related sites not covered by any other categories.
Telecommunications	Telecommunications related sites. Sites selling or servicing radios or Mobile phones should be submitted to Electronics/Mobile Phones and Electronics/radio categories respectively.
Television	Television industry. Sites selling or servicing Televisions should be submitted to Electronics/Televisions category. Sites discussing Television programs for entertainment purposes should be submitted to the Entertainment - Television/Radio category
Video	Video industry.

Music

Category Name	Type of sites accepted
Asian	Asian music sites
CDs	CDs sales
Classical	Classical music sites
Country	Country music sites
DVDs	Music DVD sales
Fan sites	Band/artist fan and information sites
General	Other music sites not covered by any other categories
Gospel	Gospel music sites
Heavy Metal	Heavy Metal music sites
Hip hop	Hip hop music sites
Instruments	Musical Instruments
Jazz	Jazz music sites
Pop	Pop music sites
Latin	Latin music sites
MP3	MP3 related sites
New Age	New age music sites
Opera	Opera related sites
Rock	Rock music sites
Soul	Soul music sites
Techno	Techno music sites
World Music	World music sites

Paranormal

Category Name	Type of sites accepted
ESP	ESP (Extra Sensory Perception)
Ghosts	Ghost related sites
Kryptozoology	Kryptozoology sites
UFOs	UFO (Unidentified Flying Object) sites
Magic	Magic sites. Sites promoting a magic service/show should be submitted to the Entertainment/Magic category.
Parapsychology	Parapsychology sites
Spectrology	Spectrology sites
Telekinesis	Telekinesis sites
Fairy Appreciation	Fairy related sites

Politics/Government

Category Name	Type of sites accepted
City	City level of politics/government
Embassies	Embassies
Federal	Federal level of politics/government
General	General political/government related sites not covered by any other categories
Regulatory	Governmental Regulatory sites
Consultants	Political/government consultants
Legislative	Legislative related sites
Military	Military sites
Services	Political/government services
Tax	Tax information. Sites promoting accounting/tax services should be submitted to the Business - Accounting category
County	County level of politics/government
Provincial	Provincial level of politics/government
State	State level of politics/government
Other	Other political/government related sites not covered by any other categories

Real Estate

Category Name	Type of sites accepted
Agents	Real estate agents
Architecture	Architects/architecture
Brokers	Real estate brokers
Builders	Building/construction information. Sites promoting building services should be submitted to the Services - building category
General	Other real estate related sites not covered by any other categories
Mortgages	Mortgage/home loan products and services
Properties	Properties for sale
Rentals	Rental properties
Repair	Repair services
Surveying	Surveying services
Services	Other Real estate related services not covered by any other categories

Recreation

Category Name	Type of sites accepted
Books/Videos	Books and videos reviews/discussion. Sites selling books should be submitted to the Reference/books category
Clubs/Hobbies	Clubs/Hobbies
Dating	Dating services
Eating/Drinking	Recipe and cooking related sites. Sites promoting food and drink products should be submitted to the Consumer products - Food category. Restaurant/cafe/food service sites should be submitted to the Entertainment - Restaurants/food category
Garden	Gardening related sites. Sites promoting gardening products should be submitted to the Consumer Goods - Gardening category
General	Other recreation sites that are not covered by any other categories
Home	House and home related sites. Sites promoting products should be submitted to the Consumer Goods category
Magazines	Magazine discussion. Sites promoting magazines should be submitted to the Media - Magazines category
Music	Hobby related music sites. Sites promoting music products should be submitted to the Music/CD's or Music DVD's category. Sites providing a music service should be submitted to the Entertainment - music category.
Outdoors	Outdoor activity sites
Pets/Animals	Pets/Animal sites
Photography	Photography sites. Sites promoting photography services should be submitted to the Services - photography category. Sites selling photography should be submitted to the Consumer goods - Arts/Crafts category

Reference

Category Name	Type of sites accepted
Books	Books
Directory	Directories eg. http://dmoz.org NOTE: This category is for sites that ARE directories.
Encyclopedia	Encyclopedias
History	History
Libraries	Libraries
Search Engine	Search Engines eg. http://www.google.com . NOTE: This category is for sites that ARE search engines.
Other	Other reference related sites not covered by other categories
Publishers	Publishers

Religion

Category Name	Type of sites accepted
Experiences	Religious experiences
Services	Religious services
News	Religious news
Churches	Churches
Philosophy	Philosophy
Supplies	Religion related products
Other	Other religion related sites not covered by other categories

Services

Category Name	Type of sites accepted
Announcements	Announcement services
Building	Building services
Charities	Charities
Cleaning	Cleaning services
Courier	Courier services
Electrical	Electrical services / electricians
General	Other services not covered by other categories
Health/Medical	Health and medical services. Massage and optical relates sites should be submitted to the relevant category in services.
Investigation	Investigative services
Legal	Legal services
Logistics	Logistics services
Massage	Massage services
Optical	Optical services
Organizations	Organizations ?
Photography	Photography services
Printing/Graphic Design	Printing/Graphic Design services
Plumbing	Plumbing services / plumbers
Quality Control	Quality Control services
Security	Security services
Spiritual	Spiritual services
Veterinary	Veterinary services / vets
Weather	Weather services

Science & Technology

Category Name	Type of sites accepted
Agriculture	Agricultural science related sites. Sites promoting agricultural services should be submitted to the Business - agriculture category. Sites related to the agricultural industry should be submitted to the Industry - agriculture category.
Biotechnology	Biotechnology sites
Chemistry	Chemistry sites. Sites related to the chemical industry should be submitted to the Industry - chemicals category.
Consultants	Science/technology consultants. Internet/computer consultant sites should be submitted to the Internet - consultants or Computer - consultants categories.
Engineering	Engineering sites
General	General science sites not covered by other categories
Geography	Geography sites
Mathematics	Mathematics sites. Sites promoting Mathematics software should be submitted to the Computer - software category.
Medicine	Medical science related sites. Sites promoting medicine/drugs should be submitted to the Health - medicine category.
Other	Other science sites not covered by other categories
Paleontology	Paleontology sites
Physics	Physics sites
Psychology	Psychological science sites. Sites promoting psychology services should be submitted to the Services - Health/medical category
Research	Scientific Research sites
Science	Science sites
Services	Science and technology services
Space/Astronomy	Space/Astronomy sites

Sports

Category Name	Type of sites accepted
Athletics	Athletics sites. Sites promoting health products for athletes should be submitted to the Health - medicine category.
Billiards	Billiards sites

Badminton	Badminton sites
Basketball	Basketball sites
Baseball	Baseball sites
Bowling	Bowling
Chess	Chess sites
Cycling	Cycling sites
Equestrian	Equestrian sites
Extreme Sports	Extreme Sports sites
Fishing	Fishing sites
Flying	Flying/recreational aviation sites
Football	Football sites
Formula 1	Formula 1 sites
Gymnastics	Gymnastics sites
Golf	Golf sites
Handball	Handball sites
Hockey	Hockey sites
Ice Skating	Ice Skating sites
Martial Arts	Martial Arts sites
Motor Sport	Motor Sport sites. Sites promoting automotive products and/or services should be submitted to the Automotive categories.
Olympics	Olympics sites
Other	Other sports sites not covered by other categories
Para Gliding	Para Gliding and other aerial flight related sites
Rugby	Rugby sites
Skateboarding	Skateboarding sites
Skating	Skating sites
Skiing	Skiing sites
Snowboarding	Snowboarding sites
Softball	Softball sites
Soccer	Soccer sites

Surfing	Surfing sites
Table Tennis	Table Tennis sites
Tennis	Tennis sites
Shooting	Shooting sites
Squash	Squash sites
Swimming	Swimming sites
US Football	US Football sites
Volleyball	Volleyball sites
Wrestling	Wrestling sites
Water Sports	Water Sports sites

Travel

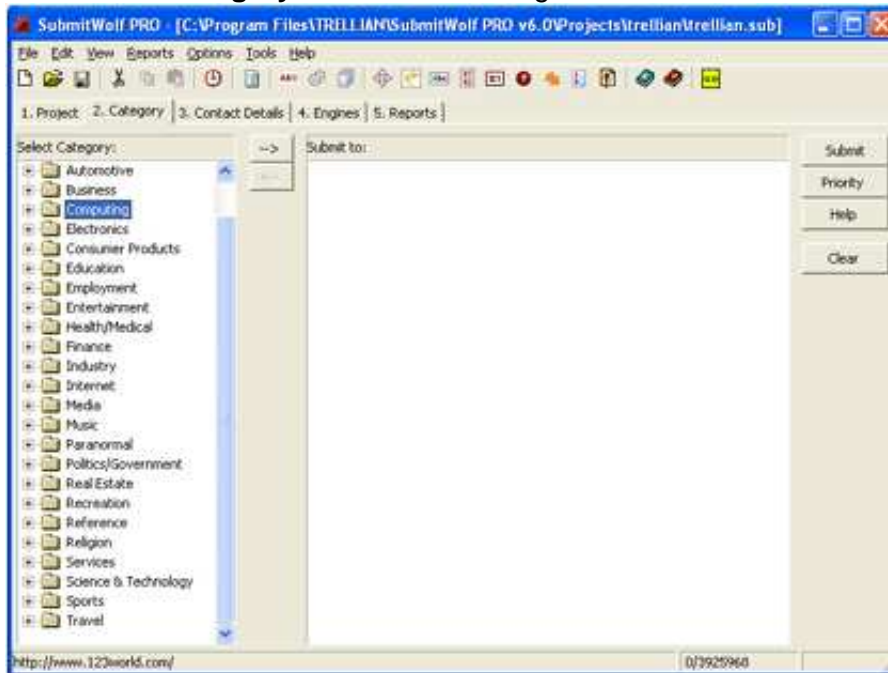
Category Name	Type of sites accepted
Activities	Travel related activities sites
Airlines	Airline sites
Car Rentals	Car Rentals specifically for tourists/tourism
Cruises	Cruises
General	General travel related sites not covered by other categories
Holidays	Holidays
Hotels/Accommodation	Hotels/Accommodation sites
Hot Springs	Hot Springs
Tourist Info	Tourist Information
Tours	Tours
Transport	Transport sites related to the Travel/tourism industry
Travel Agencies	Travel agents

Selecting a category

The next step is to select the categories that describe the purpose of your web site. Directories will only list your site under ONE category, so it's very important to select the most suitable category for your website.

Generally search engines are not based on categories unless they are category specific search engines. eg. Travel search engines, or Animal search engines.

Click on the **Category** Tab to select categories.

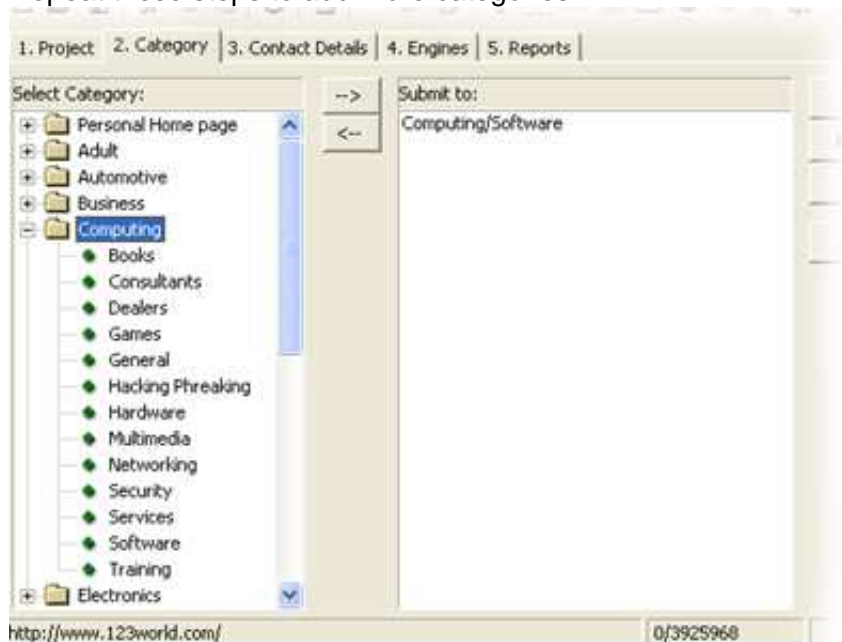


Adding a category

Identify which category your web site fits into from the list. Select the most Expand the category listing by clicking the plus symbol next to the category name.

The available sub categories are marked with a green diamond. Select the sub category that best describes your web site and either drag it into the "Submit to" part of the window, or click the --> button.

Repeat these steps to add more categories.



Removing a category

To remove a category, select the category from the "Submit to" part of the window, and either drag it back to the category lists, or click the <-- button.

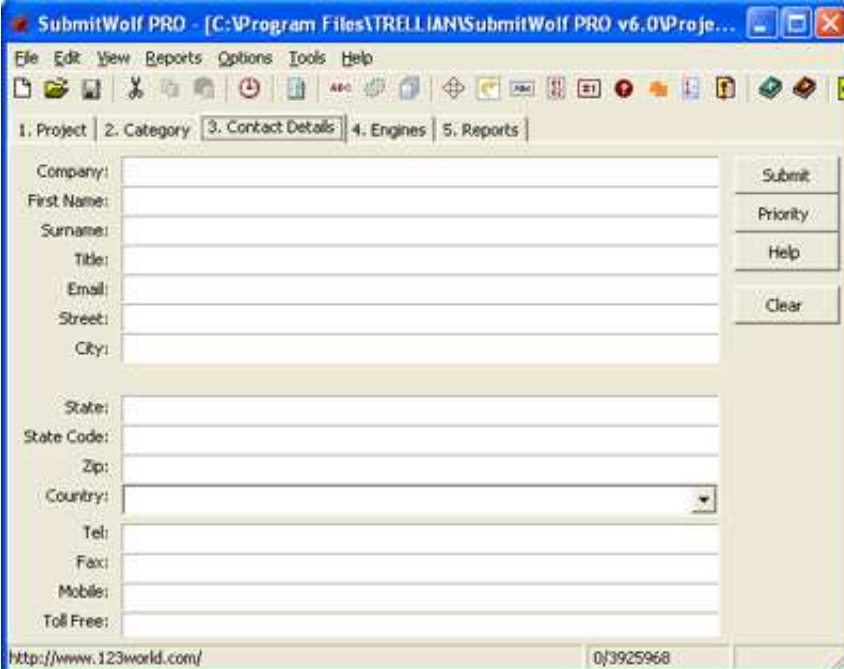
Note: Submitting URLs to inappropriate categories is contrary to the acceptable use policy.

Directories request that only one submission per site is made, using one category only. Any further submissions made to the directories using different categories may result in your site being totally banned from the directory.

Entering contact details

The next step is to enter your contact details.

Select the **Contact Details** tab.

The image shows a screenshot of the SubmitWolf PRO software interface. The window title is "SubmitWolf PRO - [C:\Program Files\TRELLIAN\SubmitWolf PRO v6.0\Proje...". The menu bar includes "File", "Edit", "View", "Reports", "Options", "Tools", and "Help". Below the menu bar is a toolbar with various icons. The main interface has five tabs: "1. Project", "2. Category", "3. Contact Details", "4. Engines", and "5. Reports". The "3. Contact Details" tab is selected. The form contains the following fields: "Company:", "First Name:", "Surname:", "Title:", "Email:", "Street:", "City:", "State:", "State Code:", "Zip:", "Country:" (with a dropdown arrow), "Tel:", "Fax:", "Mobile:", and "Toll Free:". On the right side of the form, there are four buttons: "Submit", "Priority", "Help", and "Clear". At the bottom left of the window, there is a URL "http://www.123world.com/" and at the bottom right, there is a number "0/3925968".

Most of the information on the Contact Details tab is required, and some search engines may not accept your submission if these fields are not all filled in. The email address entered must be valid as some engines will send a confirmation email that must be replied to.

If your website is commercial (sells something or is a business site) ensure your Company name is entered. If your site is non commercial (personal homepage or information website) leave the Company field blank. Some search engines only accept business websites, and SubmitWolf determines which engines to submit to based on the Company field.

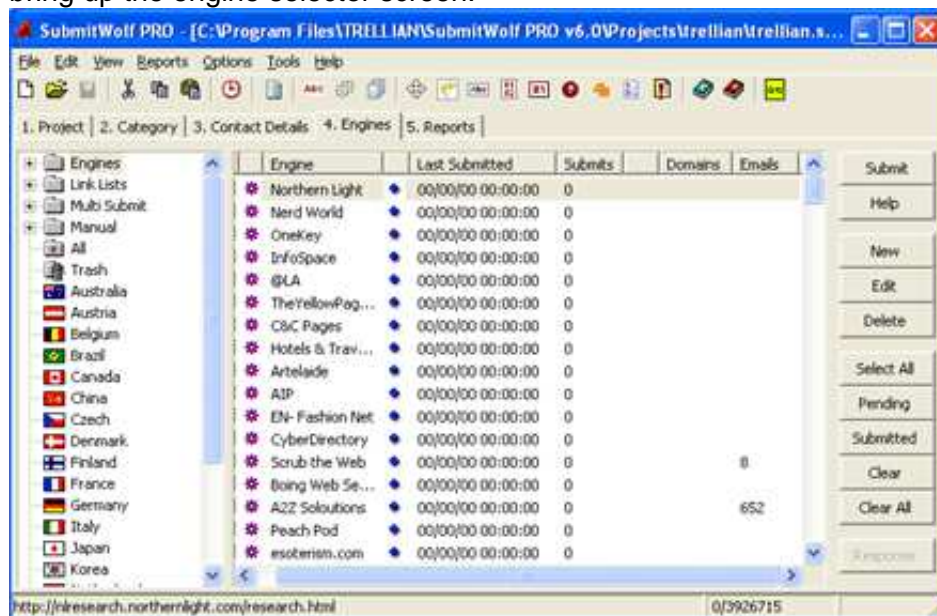
Warning: The email address entered may be used to send you unwanted email (spam). The email column in the Engine tab shows the average number of emails received after a submission to the engine. Using a free email address (hotmail, yahoo etc) or a non important email address is recommended.

For more information about the fields in the Contact Details tab, see the Interface section of the manual.

Note: Most engines do not publish your contact details, however they may appear as part of your listing on some online directories.

Selecting Engines

Once you have entered all the details and selected your category, click on the **Engines** tab to bring up the engine selector screen.



You will be presented with a list of engines that will accept your URL based on the details you have entered.

Select the engines you wish to have your URL submitted to, by ticking the checkbox next to each engine name. You can select/deselect all sites at once by selecting the **All** folder on the left hand side and clicking the **Select All** button on the right hand side.

The engines are divided into a number of categories. These are accessed via the folders on the left hand side. Engines in each category can be selected separately.

Image: Category: **Description:**



Engines All the engines are found in the **Engines** folder



Link Lists These sites are link directories. Link directories usually list URLs by category. Most Link lists are not searchable are found in the **Link Lists** folder



Multi Submit These sites list your URL with more than one page or site at once. Most are not searchable. Multi Submit engines are found in the **Multi Submit** folder



Manual Sites These are sites for which SubmitWolf does not have an automated submission script. This is either because it is too difficult to create such a script, the site is too specialized, or a script has not yet been written and may be available in the next upgrade. For manual submission details see the Manual submission section of the manual. Manual Submission engines are found in the **Manual** folder



Trash The trash folder contains sites that have been deleted from the other sections. To restore an engine, drag it from the trash into the desired folder.

Note: The FFAnet Link Lists requires a one time validation of your email address BEFORE any submissions are accepted. Enter the email address you will use for submissions at <http://www.ffanet.com/auth/>, wait for the reply message, then confirm your email address. You can then submit to any FFAnet Link List.

For more information about the fields in the Engines tab, see the Engine Selector section of the manual.

Submitting Your URL

You should now be ready to submit your URL.

Make sure that you are connected to the internet, and click the **Submit** button. SubmitWolf will display a confirmation screen with a summary of the information to be submitted. All fields with headings that are highlighted in grey are mandatory. SubmitWolf will display an error message if one or more of these fields have not been filled in. You will have to fill in these fields before being able to submit.



This is your last chance to modify any details before submission. Click the **Submit** button to proceed.

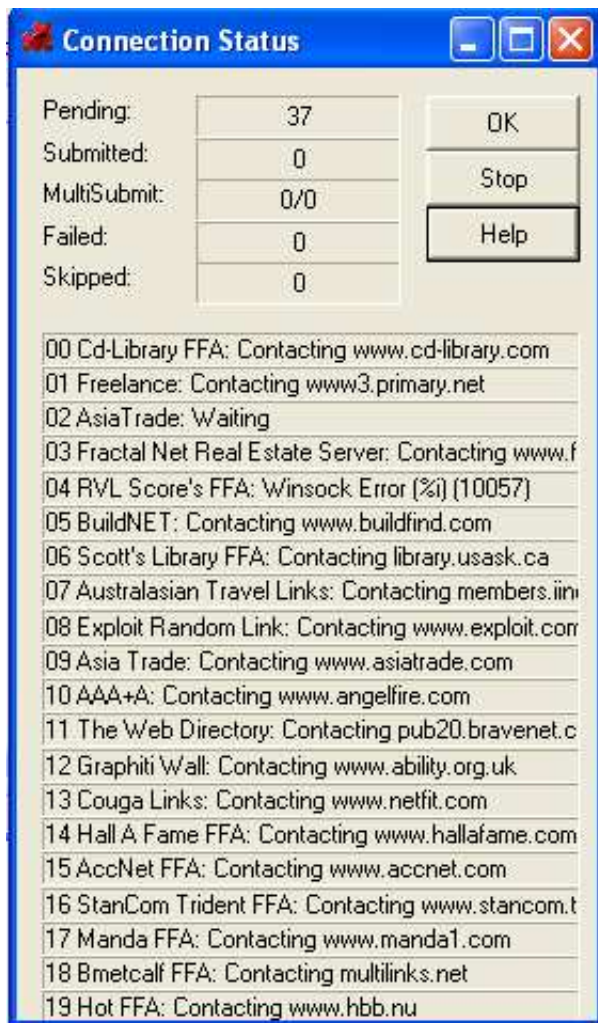
Depending on the speed of your connection, and the number of sites selected, the submission process should take between 2 to 10 minutes.

The **Skip** button is used only in the Enterprise version, and can be used to ignore certain projects in batch submissions.

Connection status window

The Connection status window of SubmitWolf is designed to provide a visual feedback of all the web sites that are being contacted and submitted to. It provides an indication as to which sites are being contacted, which sites are responding to the contact, and the sites that have failed or are still yet to respond. To cancel the submission, click the **Cancel** button.

SubmitWolf can submit up to 50 web sites concurrently during submission. In the Enterprise version, 1024 web sites can be submitted to concurrently.



Connection status values

Pending:

Sites that have either not received a submission or are yet to respond.

Submitted:

Sites that have successfully received your submission.

MultiSubmit:

Sites that have received your submission and re-submitted it many thousands of times to other sites. These numbers represent how many sites have been successfully submitted to.

Failed:

Sites that have experienced errors with their servers, may have moved or removed their submission page without warning, or that they are simply experiencing temporary network problems. The sites that are experiencing problems or are not responding will usually cause a timeout error and be regarded as a 'Failed' submission. You may view the response the submission received from most sites by pressing the Response button from within the Report Tab.

Skipped:

Sites that have not yet been selected for submission will be skipped, as will sites that are not appropriate for the category or domain that you selected.

Note: If you wish to stop a submission without completing the process, select OK from the status screen and then cancel from the main screen.

Idle:

This means that SubmitWolf has either queued the web page and is simply 'waiting' for a connection to become available, or there is no response from the web site as of yet.

Connecting:

This indicates that the web site in question has been contacted and SubmitWolf is attempting to make a connection.

Connected:

This indicates that the web site in question has been contacted and has made a successful connection.

Resolved:

This indicates that the web site's domain name has been resolved to an IP address.

Timed Out:

This indicates that the web page has not responded, or has taken too long to respond. If this is occurring frequently, try increasing the Time out setting in Preferences.

Manual Submissions

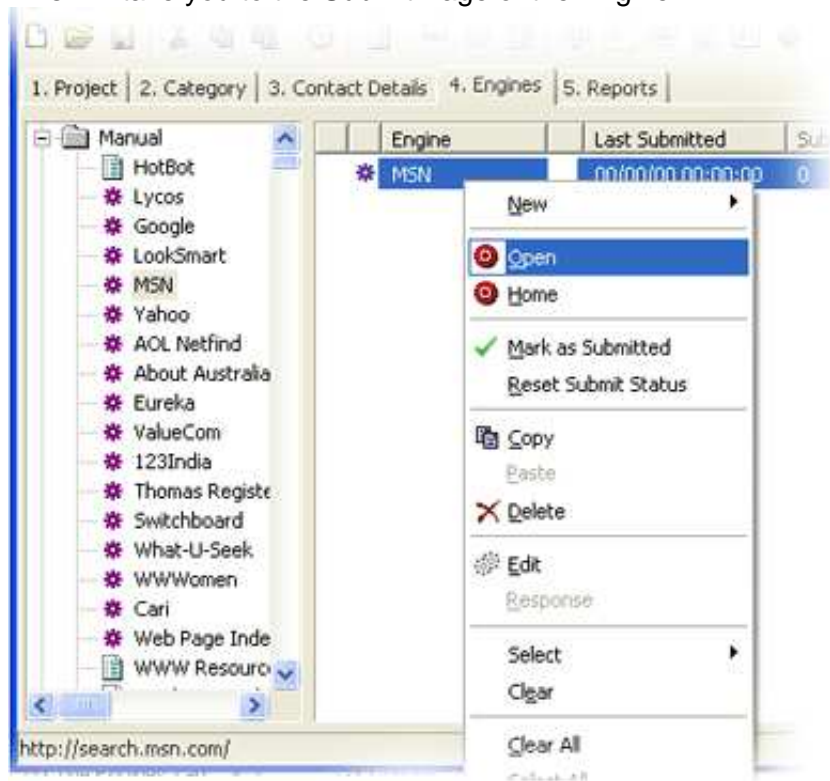
SubmitWolf has several hundred Search Engines in its database which are not automated at this time. These Engines, which need to be submitted to manually, are listed inside the Manual Folder under the Engines Tab.

If you wish to submit your site to these engines, this has to be done by visiting the submit page of each engine individually. The following steps show how simple it is to perform this type of submission:

Step 1.

From the Engines Tab view, right click on an Engine entry and select Open from the popup menu.

This will take you to the Submit Page of the Engine.



Step 2.

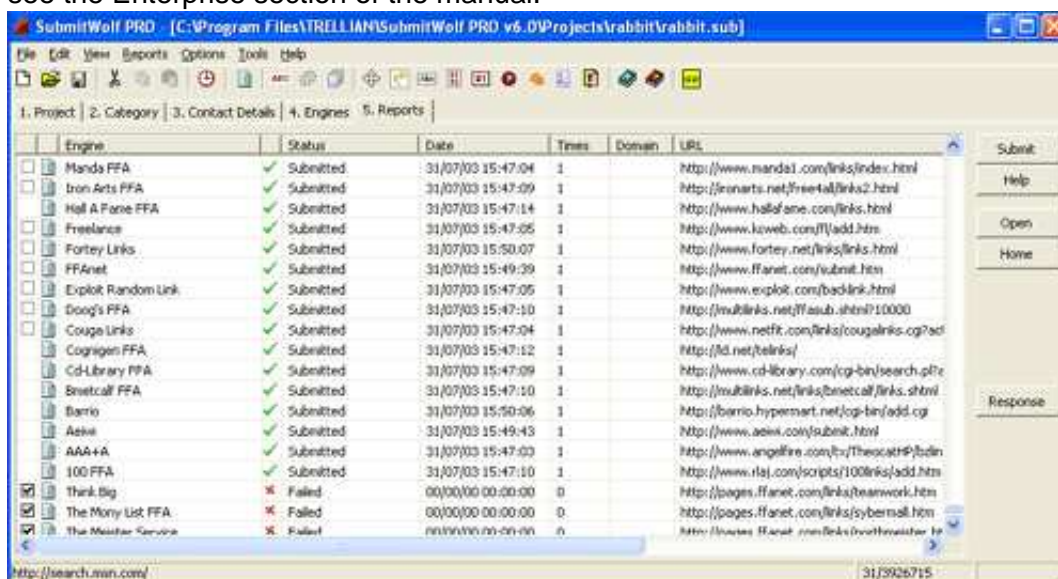
To submit your site, cut and paste the relevant information from SubmitWolf into the online Submission Form.

You can keep track of your manual submissions by marking a manual site as Submitted.

Right click on a Manual Engine entry and select Mark as Submitted from the popup menu.






Submission Report

To view the submission report, click on the **Report Tab**. The Report Tab contains detailed information about your submission. For information on report generation for the Enterprise version, see the Enterprise section of the manual.



A small icon next to each Engine name indicates the submission status of that site. This key is also used on the **Engine tab**. The following key explains the meaning of each icon:

Icon: Meaning: Description:

-  **Submitted** The URL has been successfully submitted to the site
-  **Pending** A submission has not been made to this site.
-  **Failed** A submission to the site failed or returned an error. The exact cause for the failure is given in the report
-  **Moved** The response page of this site has moved and SubmitWolf has not been able to determine whether the submission has failed or succeeded
-  **Timeout** An attempt has been made to submit to the site, but the connection timed out before the submission was complete.

To view the individual engine response, select the engine from the list and click the **Response** button.

1. Project | 2. Category | 3. Contact Details | 4. Engines | 5. Reports

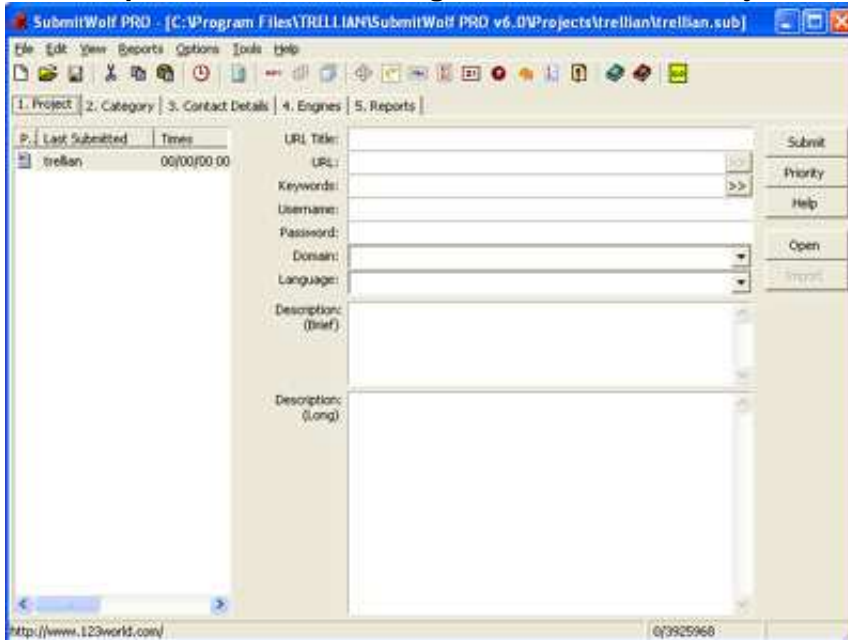
	Engine	Status	Date	Time
<input checked="" type="checkbox"/>	The Money List FFA	✘ Failed	00/00/00 00:00:00	0
<input checked="" type="checkbox"/>	Think Big	✘ Failed		0
<input type="checkbox"/>	100 FFA	✔ Submitted		1
<input type="checkbox"/>	AAA+A	✔ Submitted		1
<input type="checkbox"/>	Aelwi	✔ Submitted		1
<input type="checkbox"/>	Barrio	✔ Submitted		1
<input type="checkbox"/>	Bmetcal FFA	✔ Submitted		1
<input type="checkbox"/>	Cd-Library FFA	✔ Submitted		1
<input type="checkbox"/>	Cognigen FFA	✔ Submitted		1
<input type="checkbox"/>	Couga Links	✔ Submitted		1
<input type="checkbox"/>	Doog's FFA	✔ Submitted		1
<input type="checkbox"/>	Exploit Random Link	✔ Submitted		1
<input type="checkbox"/>	FFAnet	✔ Submitted	31/07/03 15:49:39	1
<input type="checkbox"/>	Fortey Links	✔ Submitted	31/07/03 15:50:07	1

For more information about the Reports tab, see the Interface section of the manual.



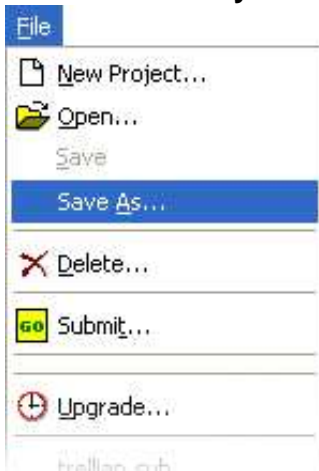
Submission Projects

This chapter describes working with Submission Projects.



Saving A Project

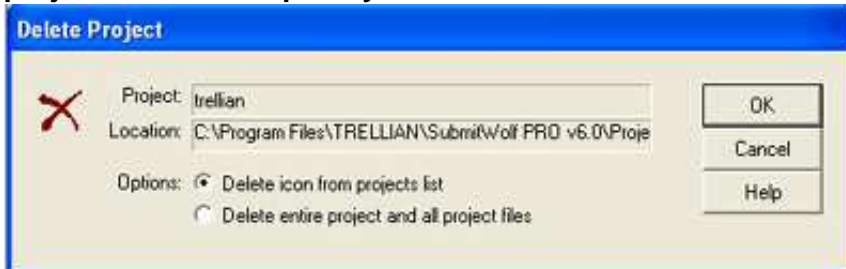
You can force SubmitWolf to save any changes to your Submission Projects by selecting the **Save** option from the **File** menu. Projects can also be saved under a different name by using the **Save As** option instead.



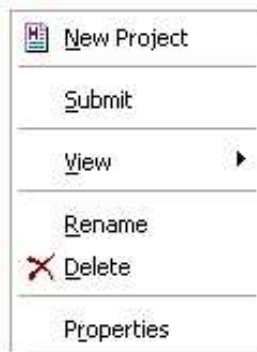
Note: SubmitWolf also saves changes to your Submission Projects automatically. This activity is mainly performed before and during a submission. Also, SubmitWolf will automatically save your project when you load a New Project into the Project List, or when you exit the program.

Deleting Projects

To delete a Submission Project, click on the Project tab. Select the project to delete and select **Delete** from the **file** menu. SubmitWolf will then confirm that you want to delete the project, or to remove the icon from the project list without deleting the project. Select the option you desire and click the OK button.



Projects can also be deleted using the Project Manager or by right clicking the project to be deleted, and selecting **Delete** from the popup menu.

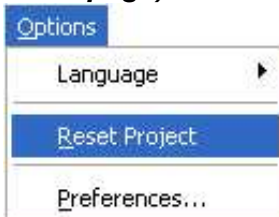


Warning: Deleting a Submission Project is PERMANENT, and once deleted, a project can not be restored.

Resetting A Project

The **Reset Project** command in the **Options** menu can be used to reset the status of the project. This will restore the Project to a default state clearing all previous Submission Status flags and settings.

This option should be used **ONLY** if you wish to re-submit your page to all the Search Engines. (eg: If the page content has changed since the last time you submitted the same page).

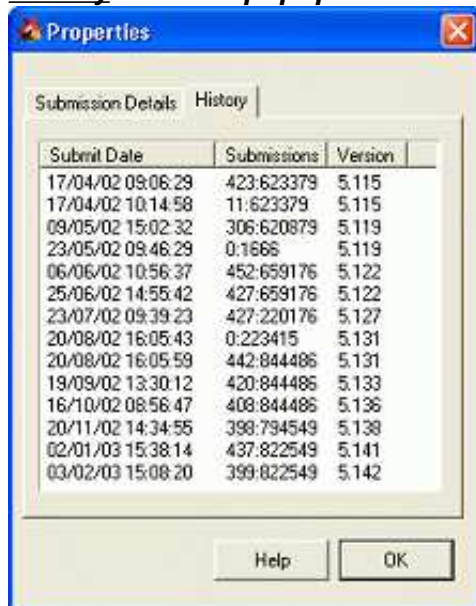


Note: There are strict policy guidelines for re-submissions, so please read the **Acceptable Use Policy** first before re-submitting a site. Frequent re-submissions are considered as SPAM and this may result in the removal or downgrading of your listing from some engines. What this means is that if Search Engines receive the same submission often in a short period of time, they might reject your submission, give

you a lower ranking, or even ban you from re-submission all together. We suggest that you do not resubmit the same web page to the same Search Engines more than once a month.

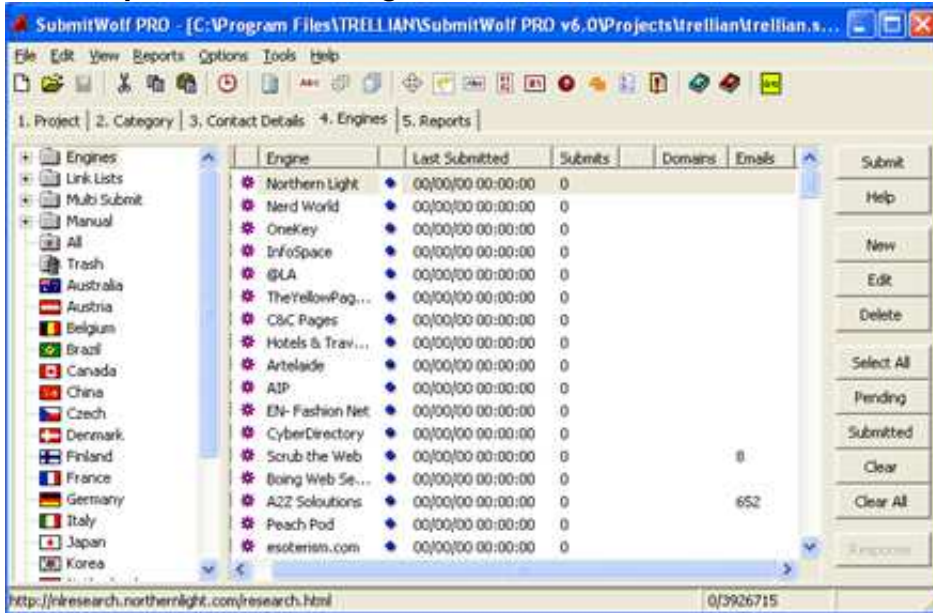
Project History

Each project has its own submission history which you may use to keep a record of your submissions with. This is a most useful feature and allows you to keep track of the progress of your submission success. Each submission project records the time/date and the number of successful submissions made. To display the Submission History window right click the project icon in the Project Tab and select View then History from the popup menu



The Engine Tab






This chapter covers the Engine Tab.



Site Status

A small icon next to each Engine name indicates the submission status of that site. The following key explains the meaning of each icon:

Icon: **Meaning:** **Description:**

- 
Submitted The URL has been successfully submitted to the site
- 
Pending A submission has not been made to this site.
- 
Failed A submission to the site failed or returned an error. The exact cause for the failure is given in the report
- 
Moved The response page of this site has moved and SubmitWolf has not been able to determine whether the submission has failed or succeeded
- 
Timeout An attempt has been made to submit to the site, but the connection timed out before the submission was complete.

* Note: if you get too many timeout errors, you should either check your proxy settings in preferences, and/or increase the timeout delay value.

Program Buttons



Button	Description
Submit	<i>Starts the submission process to the currently selected engines.</i>
Help	<i>Launches the pop-up help dialog to provide help on any selected item.</i>
New	<i>Creates a new engine in the list.</i>
Edit	<i>Allows you to edit the currently selected engine.</i>
Delete	<i>Places the currently selected engine(s) into the trash bin.</i>
Select All	<i>Selects All items in the current folder.</i>
Pending	<i>Selects the sites that have not been submitted in the current folder.</i>
Submitted	<i>Select all sites that have been successfully submitted to in the past.</i>
Clear	<i>Deselect all sites in the current list.</i>

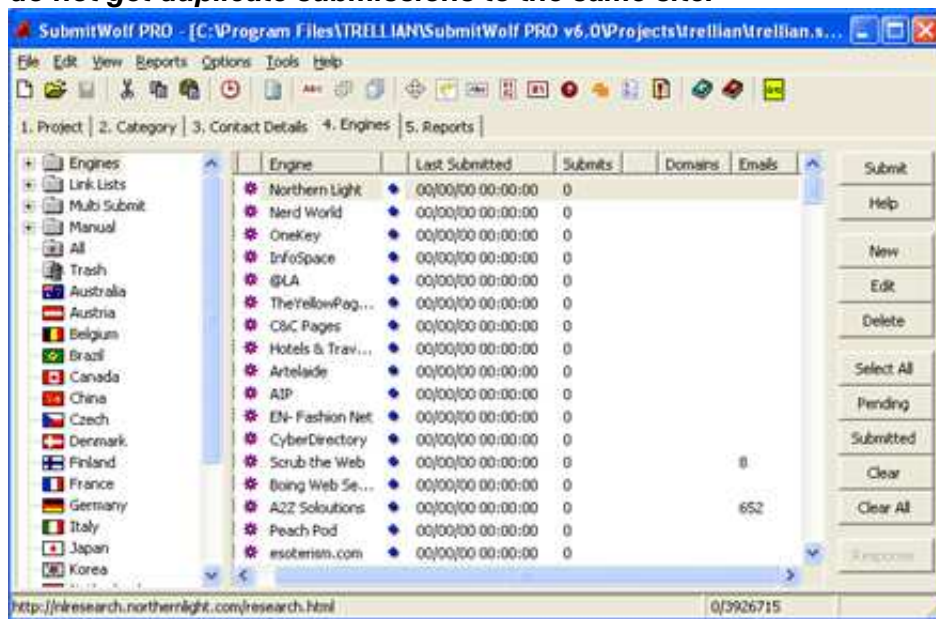
Selecting All Engines

To select all engines, go to the Engines tab, then press the Select All button on the right hand side of the interface. You can also select all of the engines in a particular category using the same method. On the Engines tab click on the appropriate category, then press the Select All button on the right hand side of the interface.

You cannot Select All engines in the manual tab. You can only right-click and open

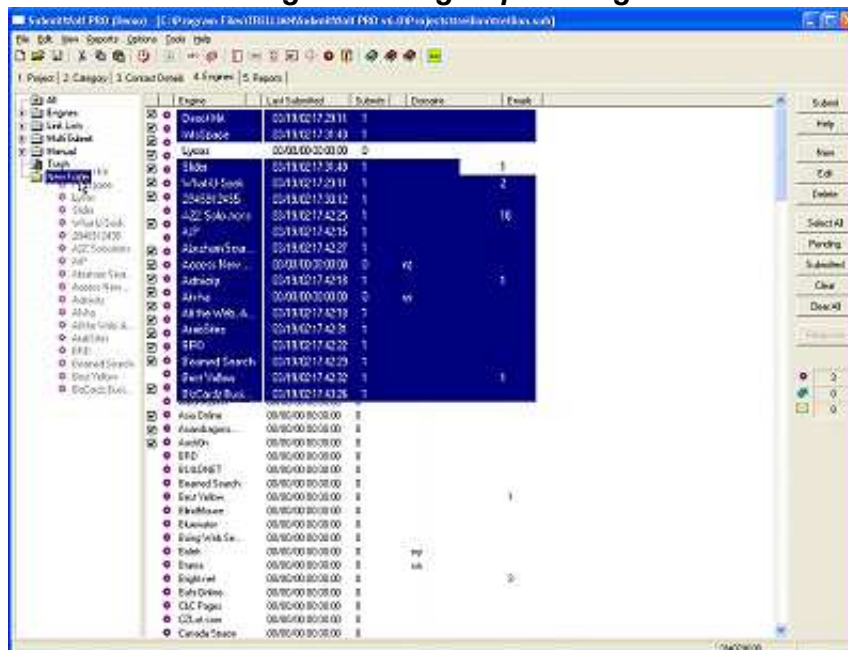
to visit the site.

The Pending button should be used if you are re-submitting a project so that you do not get duplicate submissions to the same site.



Grouping Engines

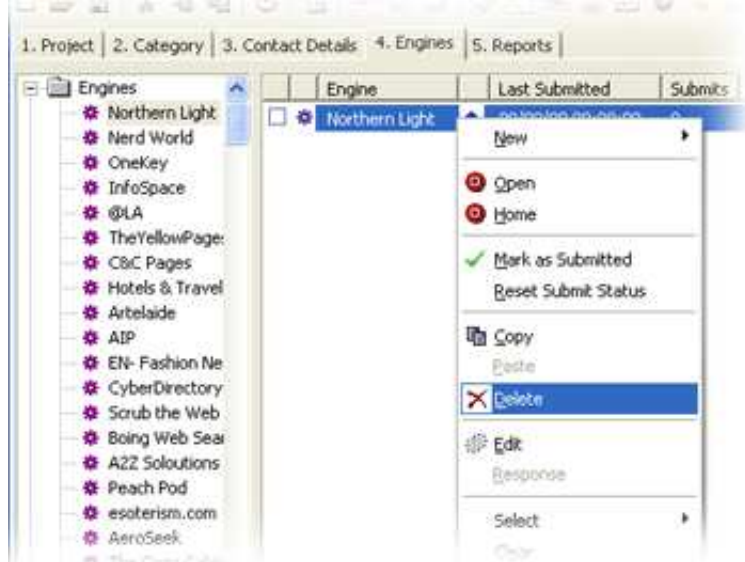
Select the engines tab, in the left hand side of the tab, with in the folder tree right click and select **New Folder** within the folder tree, from the pop-up menu to create your own folder to store engines in. You can then drag and drop engines into your folder or create new ones in the folder using the engine wizard. This is particularly useful for submitting to select groups of engines.



Deleting Engines

To delete an engine, right click on the engine name and select Dellete from the popup menu.

Deletion of Custom engines is permanent. Default engines can be undeleted by simply dragging them from the trash back into the engine list.



Displaying Engine Properties

The submission status of each engine can be modified. In the engine list, Right Click on an engine entry you wish to view, and select Properties from the popup menu:



Editing Submission Status

Engine Submission status can be modified from the Properties dialog. Right-click on an Engine entry, then select Properties from the popup menu that appears.

Status *The current status of a submission as it appears on the reports.*

Time/Date *The time and date of the last submission.*

Times *How many times the current URL has been submitted to the engine.*

Mark *Sets the status of the engine to Submitted. This option is typically used to keep track of submissions done outside SubmitWolf.*

Reset *Resets the Submit Status back to zero.*

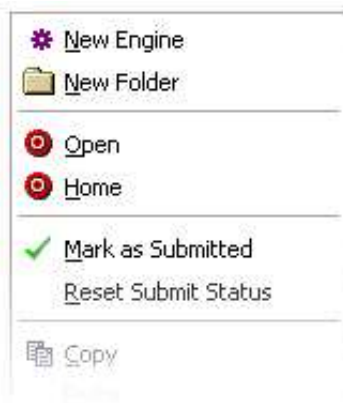
Report *Displays the response returned by the engine to the last submission.*



To make your changes permanent, click the OK button.

Clearing Submission Status

Right Click on an Engine Entry and Select Properties from the popup menu. Click Reset to clear the submit status of the selected engine. To make the changes permanent, click the OK button.



The Reset button, in the Engine Properties Dialog, will also erase all submission statistics for the current engine. This can be used to force a second submission to engines which have the NOSPAM rule, which would otherwise prevent multiple submissions of the same URL, by deleting the submission history.

Engine Expansion Pack

You can now update your SubmitWolf subscription to include regional Search Engines. The cost ranges from only US\$14.95 to US\$49.95 per domain and includes 12 months of free updates.

To activate these, simply run SubmitWolf click on the Engines tab and select the region (FLAG) you would like activated.



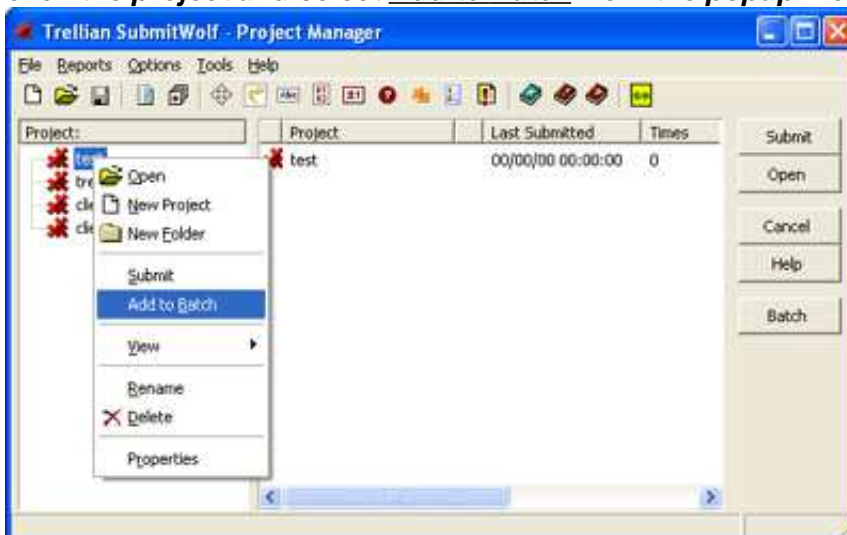
Enterprise Edition

The Enterprise Version of SubmitWolf has many additional features which are not available in the standard version. Most of these are designed to make the task of submitting multiple projects even easier, with an emphasis on providing all of the features necessary to start a full-scale submission service of your very own. The Enterprise Version and all of it's features are covered in the following chapter.

Batch Submissions

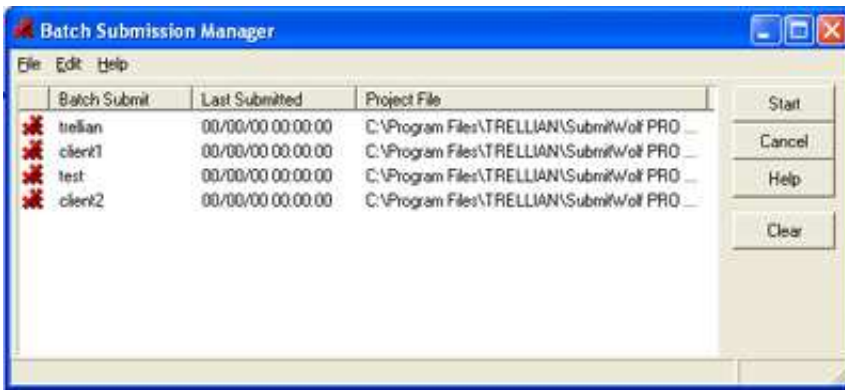
Multiple projects can be submitted simultaneously as a single batch job. This is useful if you have a very large collection of client submissions or own multiple URLs that you wish to submit in a single, continuous process but simply do not have the time to submit each individually. You can select a group of projects and then submit these automatically in a batch, even allowing them to run overnight. To submit a batch of submission projects, you will first need to create a separate project for each URL that is to be submitted, and then enter the project details as described in Chapter 2 of this manual.

Once you have created all of the projects you wish to submit, select Project Manager from the View menu. To add a project to the batch submission list, right click the project and select Add to Batch from the popup menu.



To remove a project from the batch submission list, select the project then right click and select Delete from the popup menu. To remove all projects from the submission queue, click the Clear button.

To start the batch submission click the Start button.

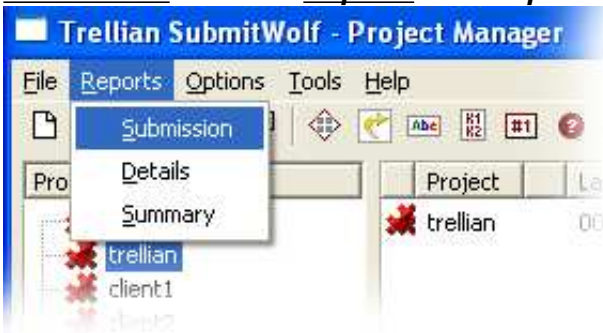


Submission Report

A **Submission Report** is created for each project in the project directory. This report is called **report.htm**. This report is retained permanently. The Submission report contains the name of the site submitted to, submission status, last submitted date and times, link to the submission web page and the category the site was submitted into.

Site Name:	Status:	Last Submitted:	Times:	Submit Page:	Category:
HotBot	Unsupported		0	Submit	
Lycos	Submitted	31/07/03 12:03:09	1	Submit	
Google	Submitted	31/07/03 12:03:09	1	Submit	n/a
Northern Light	Submitted	31/07/03 12:03:09	1	Submit	n/a
Nerd World	Submitted	31/07/03 12:03:09	1	Submit	n/a
OneKey	Submitted	31/07/03 12:03:09	1	Submit	n/a
InfoSpace	Submitted	31/07/03 12:03:09	1	Submit	n/a
Freelance	Submitted	31/07/03 12:03:09	1	Submit	n/a
AsiaTrade	Submitted	31/07/03 12:03:09	1	Submit	n/a
123India	Submitted	31/07/03 12:03:09	1	Submit	n/a
Elcano	Submitted	31/07/03 12:03:09	1	Submit	n/a
@LA	Submitted	31/07/03 12:03:09	1	Submit	n/a
Fractal Net Real Estate Ser...	Submitted	31/07/03 12:03:09	1	Submit	n/a
TheYellowPages.com	Submitted	31/07/03 12:03:09	1	Submit	n/a
C&C Pages	Submitted	31/07/03 12:03:09	1	Submit	n/a
BVL Score's FFA	Submitted	31/07/03 12:03:09	1	Submit	
BuildNET	Submitted	31/07/03 12:03:09	1	Submit	
Arteiaide	Submitted	31/07/03 12:03:09	1	Submit	
NoCards Business Directo...	Unsupported		0	Submit	

To view the Submission report, select **Project Manager** from the **View** menu option. Select the project you want a submission report for, and select **Submission** from the **Reports** menu option.



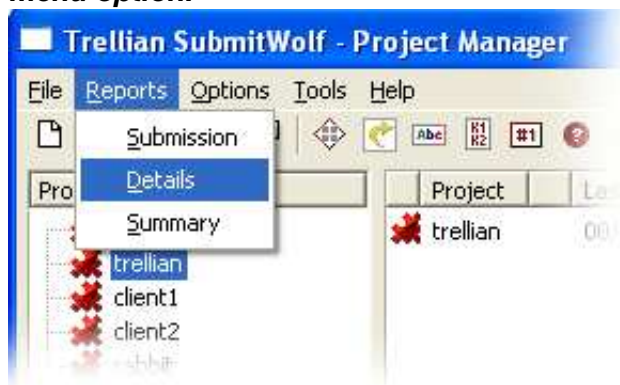
Detail Report

A Detail Report is created for each project in the project directory. This report is called details.htm. This report is retained permanently. The detail report contains the URL details and the contact details but have no submission information in them.



Unlike the submission report, the detail report can be customized to include a company name, logo etc. The look and feel of the detail report can be changed and fully customized by modifying the files found in the Template directory inside the SubmitWolf directory.

To view the Detail report, select Project Manager from the View menu option. Select the project you want a detail report for, and select Detail from the Reports menu option.



Note: Please note that you should have some knowledge of HTML before attempting to modify these files on your own, and we recommend that you create a backup of this summary report before making any changes.

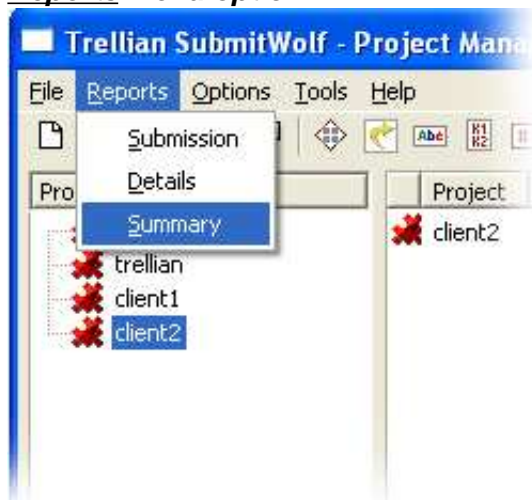
Summary Report

A Summary Report is created for each project in the project directory. This report is called *summary.htm*. This report is retained permanently and is intended for the end customer who is being provided a submission service.

File: C:\Program Files\TRELLIAN\SubmitWolf PRO v6.0\Projects\trellian\trellian.sub Date: 31/07/03 12:03:07

Uri Title:	Trellian Software - eCommerce and software solutions - Home Page
URL:	http://www.trellian.com/
Category:	Computing/Software
Domain(s):	
Language:	english
Keywords:	SEOToolkit, SEO Toolkit, InternetStudio, Internet Studio, trellian, FTP, Trellian FTP, award, web, site, traffic, engines, SubmitWolf PRO, more traffic, SubmitWolf, classify, Classify PRO, submit, WebWolf, search, SiteMapper, ecommerce, hosting, inexpensive, create, web, graphics, buttons, banners, icons, Trellian Button Factory, MP3-WoE, ImageWolf, eComm, eComm PRO, eCommerce
Description:	Trellian Software - A leader in the development of Internet software application, ecommerce solutions and Web Promotion. The flagship product, SubmitWolf PRO, is a professional URL submission program that can dramatically increase the traffic to your website
Username:	

Unlike the submission report, the summary report can be customized to include a company name, logo etc, so as to provide your client with a more professional service. The look and feel of the customer summary report can be changed and fully customized by modifying the files found in the Template directory inside the SubmitWolf directory. To view the Summary report, select Project Manager from the View menu option. Select the project you want a summary report for, and select Summary from the Reports menu option.

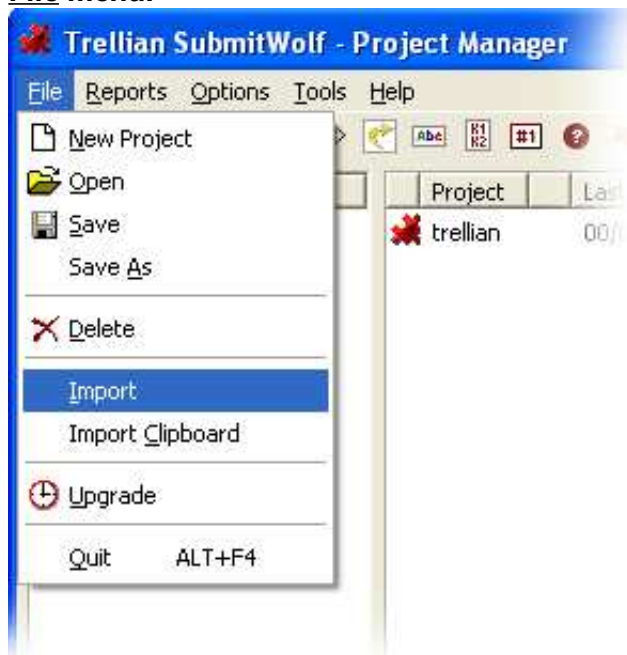


Note: Please note that you should have some knowledge of HTML before attempting to modify these files on your own, and we recommend that you create a backup of this summary report before making any changes.

Importing Project Data

SubmitWolf can build projects from data files created by external sources such as online submission forms. The data format required is described below.
Importing a data file

To import a form submission data file, start the Project Manager by selecting Project Manager from the View menu. Then select Import from the Project Manager File menu.



Importing Projects from the Clipboard

Form submissions in the above described format that are received via email, for example, can be imported directly from the windows clipboard. Copy the project data from your email client, and start the Project Manager by selecting Project Manager from the View menu. Then select Import Clipboard from the Project Manager File menu. SubmitWolf will prompt you for the name of a new project to create. Enter a new name and click OK. The new project will be created and all available fields populated using the data from the clipboard.

Data file format

The output of the form must be decoded into a tagged file format with one field per line. This is the default format of many available FormMail CGI's. eg:

```
FIELD_NAME1=VALUE  
FIELD_NAME2=VALUE
```

The following field name tags are recognized by SubmitWolf:

FIRST=	First Name
SURNAME=	Surname
TITLE=	Title
COMPANY=	Company name
STREET=	Street Address
CITY=	City
STATE=	State
POSTCODE=	State Code (eg: DC)
COUNTRY=	Country
TEL=	Telephone

FAX=	Fax
MOBILE=	Mobile
TOLLFREE=	Toll Free Number
EMAIL=	Email Address
URLTITLE=	Title of Web Page
DOMAIN=	Additional Domain of regional engines to submit to
LANGUAGE=	Main language used on the page
DESCRIPTION=	Ad Description
URL=	Associated Url
USERNAME=	Username
PASSWORD=	Passwords
KEYWORDS=	Keywords (eg: keyword1,keyword2)
CATEGORY2=	Category Code
FIRST2=	Replaces FIRST if encountered
SURNAME2=	Replaces SURNAME if encountered
COMPANY2=	Replaces COMPANY if encountered
STREET2=	Replaces STREET if encountered
CITY2=	Replaces CITY if encountered
STATE2=	Replaces STATE if encountered
POSTCODE2=	Replaces POSTCODE if encountered
COUNTRY2=	Replaces COUNTRY if encountered
TEL2=	Replaces TEL if encountered
FAX2=	Replaces FAX if encountered
MOBILE2=	Replaces MOBILE if encountered
TOLLFREE2=	Replaces TOLLFREE if encountered
EMAIL2=	Replaces EMAIL if encountered

Notes:

Each field name corresponds directly to an input field of SubmitWolf. The data must be on a single line with the exception of the DESCRIPTION field which can span several lines. eg:

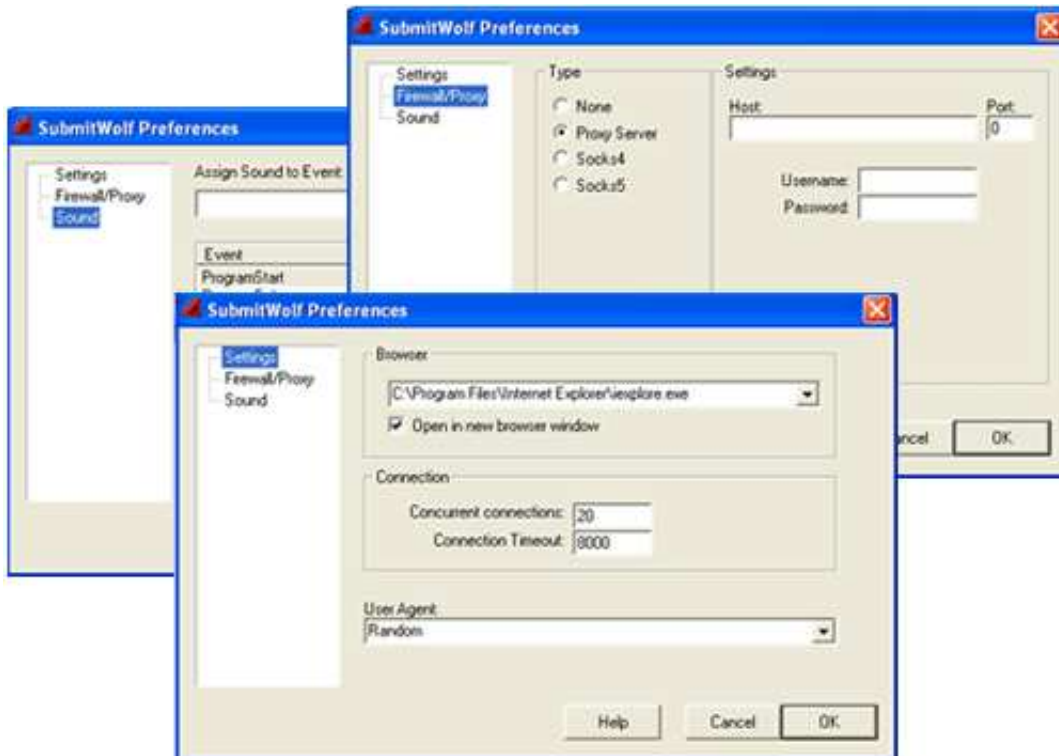
**DESCRIPTON=Line 1
Line 2
Line 3
Line 4**

The CATEGORY field must have a numerical value representing a code of one of the SubmitWolf categories. These values can be found in the 'types.dat' file.



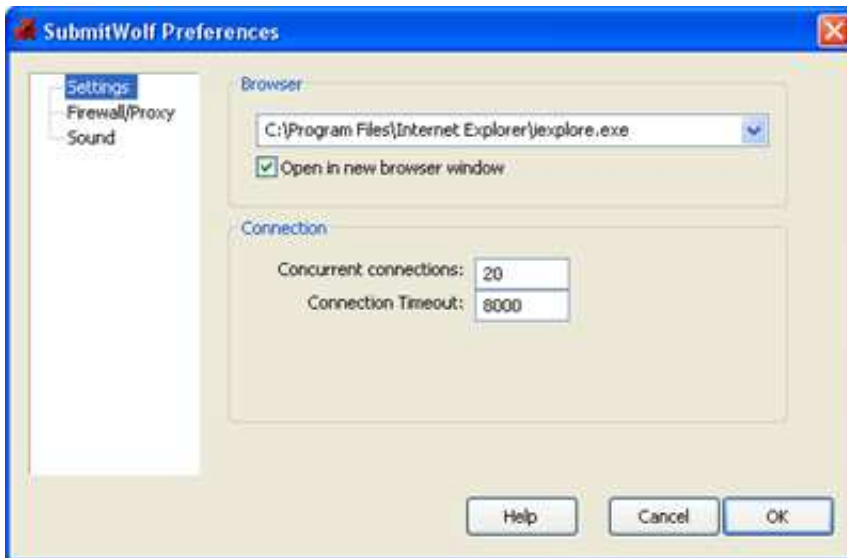
Preferences

This Chapter will provide you with information on how to change the SubmitWolf Preferences.



Settings

To change browser and connection settings, select Preferences from the Options menu.



Browser:

Allows you to set the location of your default Internet browser. SubmitWolf will use this browser to open any web pages or reports from within the program. If you find that selecting some menu commands from within SubmitWolf are causing the program to 'lock up' or freeze, try setting this preference.

Open in new browser window:

Opens each URL in a new web browser window

Concurrent Connections:

SubmitWolf can submit to a number of sites concurrently. This means that the program can submit information to a large number of Search Engines simultaneously. This particular parameter defines how many concurrent connections are to be used. The maximum number of connections that can be used at any one time is 50 for SubmitWolf PRO and 1024 for SubmitWolf Enterprise.

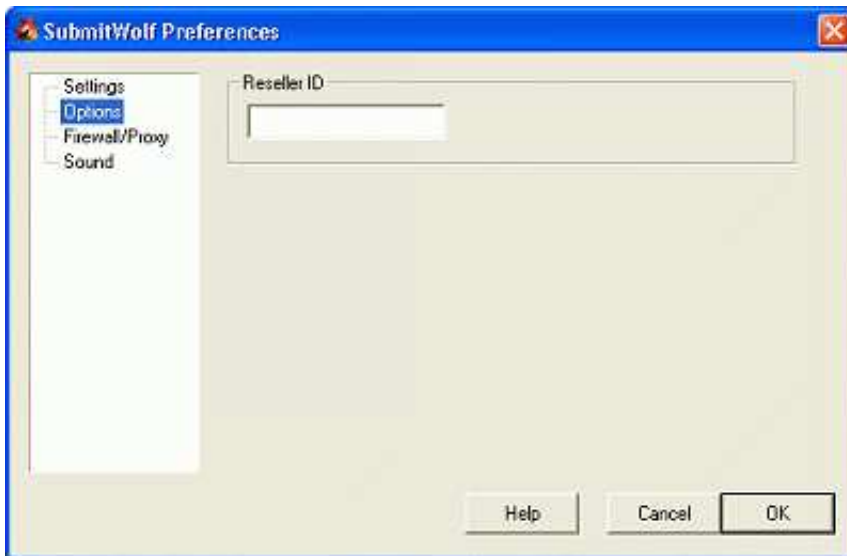
Connection Timeout:

The length of time SubmitWolf will wait before attempting to retry and/or abort an unresponsive submission. The default timeout value is 8000 milliseconds. You should specify a larger value if you are experiencing frequent timeout and abort errors during a submission. If you specify a small timeout value, SubmitWolf will run faster, however SubmitWolf may begin skipping engines that are too slow to respond. Unless you have a very fast internet connection you should not use a delay of less than 2000 milliseconds as SubmitWolf may not function correctly.

Note: SubmitWolf will attempt to make contact with each unresponsive engine twenty times before issuing an abort command.

Options

To enter a reseller id, select Preferences from the Options menu.



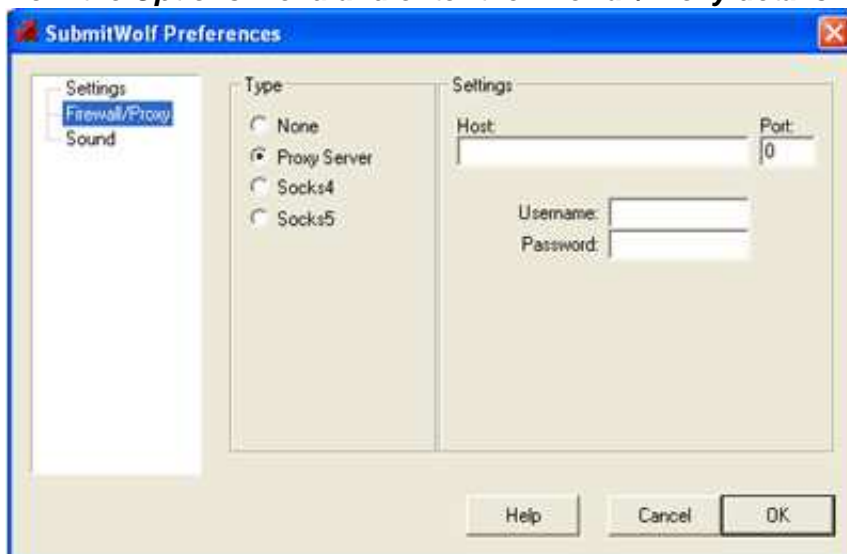
Reseller ID:

Allows the user to enter a reseller ID. The ID can be obtained from the Trellian Partner program

Note, this feature is only available with in the Enterprise version of SubmitWolf

firewall/Proxy Settings

If you need to use a Firewall or Proxy to access the Internet, select Preferences from the Options menu and enter the Firewall/Proxy details.



Proxy:

If you need to use a Proxy Server to connect to the internet, you should specify the address of the proxy. If you find that you are getting constant 'Host not Found' messages, you should check and make sure that both the address and the port of your proxy are correct.

Port:

Specifies the port to use if using a Proxy/Firewall.

Username:

Specifies the username to use when accessing the Proxy/Firewall.

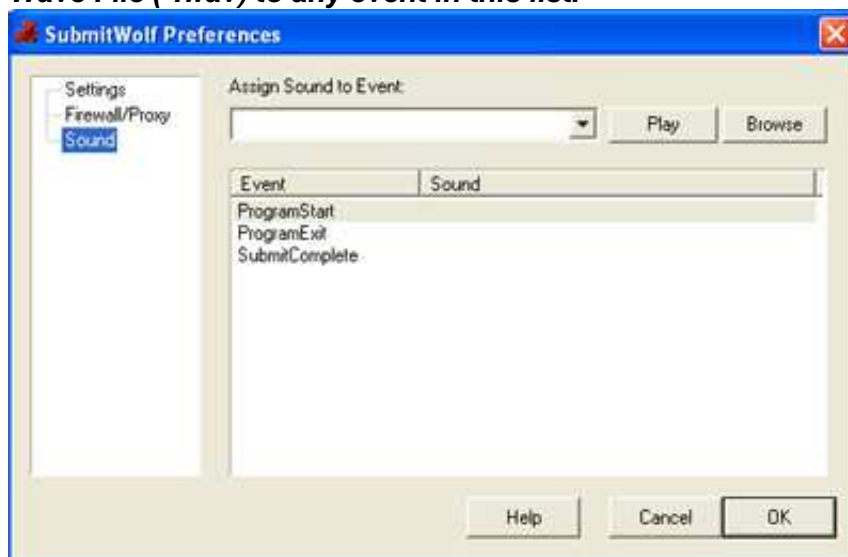
(Not required on all proxy servers, please ask your System Administrator for help if unsure)

Password:

**Specifies the password to use when accessing the Proxy/Firewall.
(Not required on all proxy servers, please ask your System Administrator for help if unsure)**

Sound Settings

To change sound settings, select Preferences from the Options menu. The Sound settings in SubmitWolf allow the customization of sounds that can be triggered by the program in response to certain events or actions. To use this feature you simply select the event from the list provided. You can then assign a different Wave File (*.wav) to any event in this list.



Browse:

Allows you to browse your hard drive for sound files that you may assign to certain program events

Play:

This function allows for the preview and playback of all sound files you select

Event/Sound:

Provides a list of program events and all of the sounds assigned to that particular event

OK:

Assigns the sounds to the events you have selected

Note: SubmitWolf currently supports only standard Microsoft Windows Wave (.wav) files and is limited to loading up to 3 common program events:

ProgramStart, ProgramExit and SubmitComplete.

Changing the program language

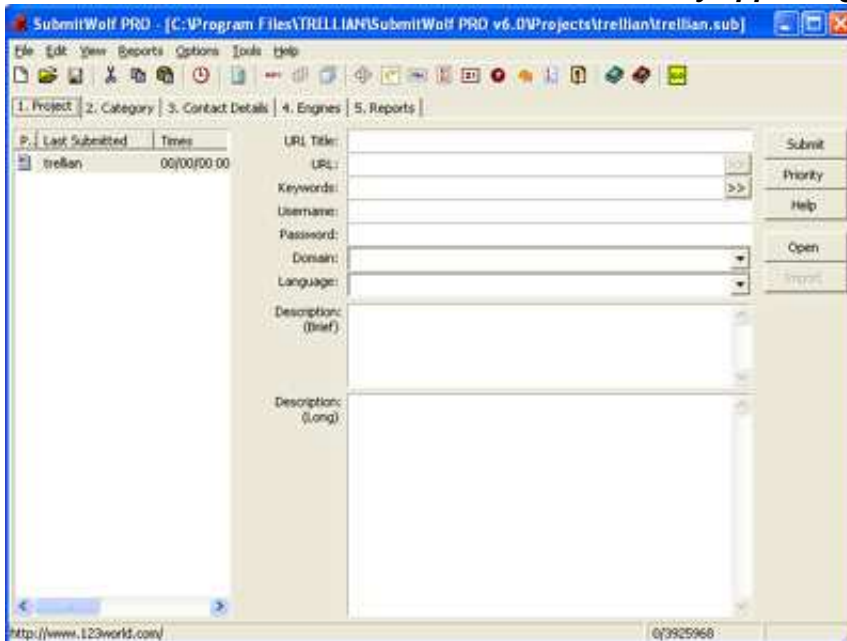
To change the language that SubmitWolf uses, select a language from the Options menu.





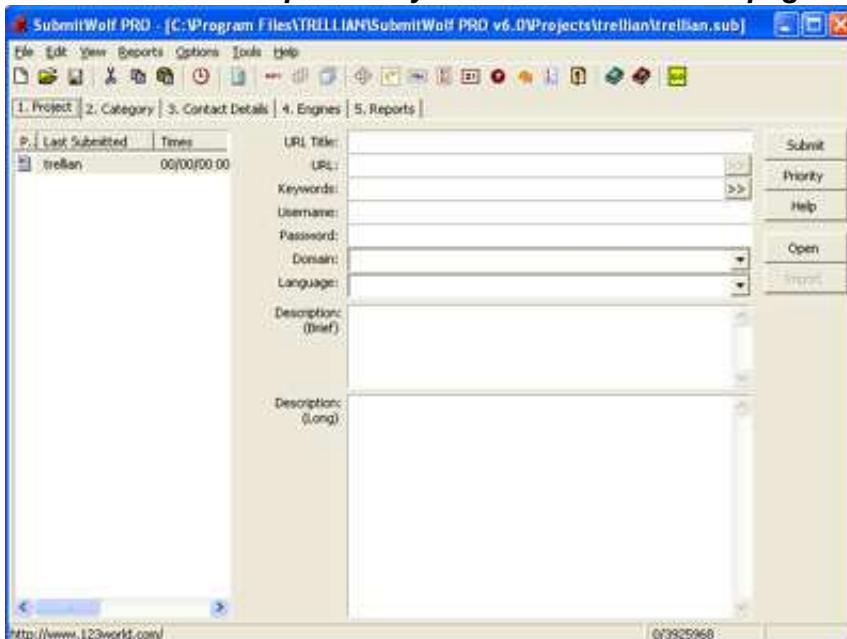
Interface

The main interface of SubmitWolf contains all of the most commonly used functions available to the user and is packed with features. From here you can see all of the submission sections laid out in a visually appealing and intuitive way.



The Project Tab

This section deals specifically with the URL and web page details.



The Project tab fields

Field:	Description:
URL Title	This is the title of your web site
URL	The URL of your web site. Include the http:// prefix when entering the URL. A URL looks like http://www.trellian.com .To view the URL, click the >> button.
Keywords	Enter a list of keywords relevant to your web page. Click the >> button to edit your keywords using the Keyword Manager. Put the most relevant keywords first as some engines will only use the first 10 keywords
Username	Some engines require you to specify a Username and Password. The username is required to make subsequent changes to your listing
Password:	Some engines require you to specify a Username and Password. The password is required to make subsequent changes to your listing. The password is arbitrary, so pick any password you like
Domain:	The domain extension of your URL. For example .au, .de, .fr If your site is related to a specific region, but has a different URL suffix (eg: .com), you can force submission by specifying an additional domain in this field.
Language:	Select the language your web site is in
Description (Brief):	Enter a brief description of your web page or its content. (256 Characters or less). This description may appear in search engine results.
Description (long):	Enter a description of your web page or its content. (512 characters or less). The search results of most engines will only display a short extract. Usually, the extract is composed from the first few lines of your description.

The Project tab buttons

Button:: Description:

Submit Submits the project with the current selections

Priority Starts PrioritySubmit Desktop to submit your web site to engines in 48 hours. Visit Priority Submit for more information on paid inclusion.

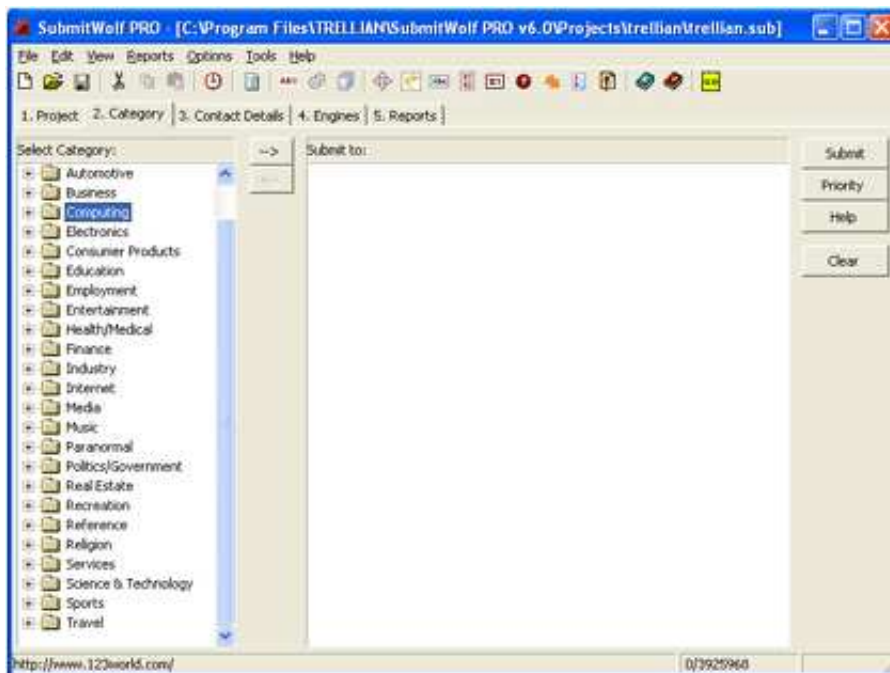
Help Displays popup help

Open Opens an existing project

Import Imports URL title, description and keywords from a web page. This saves you from typing the information already contained in your web page META tags.

The Category Tab

This section deals specifically with the category or categories your web site falls into.



Many Search Engines sort and categorize URLs once they have been received. The next step is to select the categories which best describe your web site. Ensure that the most relevant category is listed first. The categories are listed in the left window pane. The categories your web site will be submitted to are in the right window pane. The Category tab buttons

Button:: Description:

Submit Submits the project with the current selections

Priority Starts PrioritySubmit Desktop to submit your web site to engines in 48 hours. Visit Priority Submit for more information on paid inclusion.

Help Displays popup help

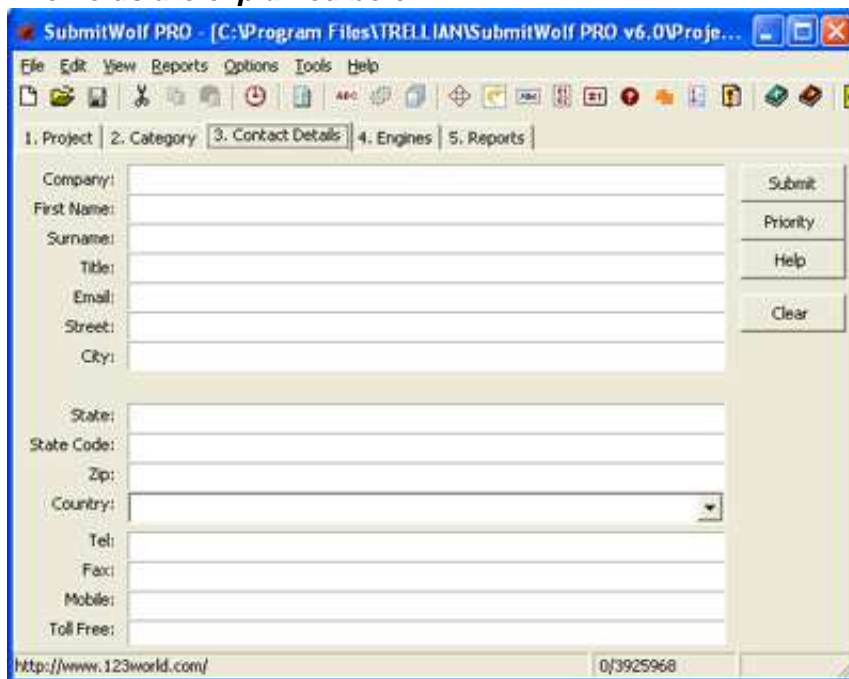
Clear Clears all the selected categories

The Contact Details Tab

This section deals specifically with the contact details of the web site's owner. Many of the fields can be left blank if they are not appropriate. Most search engines need all the details entered or they may reject your submission. Most engines do not publish your contact details, however they may appear as part of your listing on some online directories.

To clear all the contact details, click the Clear button.

The fields are explained below.



The screenshot shows the 'SubmitWolf PRO' application window. The title bar reads 'SubmitWolf PRO - [C:\Program Files\TRELLIAN\SubmitWolf PRO v6.0\Proje...'. The menu bar includes 'File', 'Edit', 'View', 'Reports', 'Options', 'Tools', and 'Help'. The toolbar contains various icons for file operations and navigation. Below the toolbar, there are five tabs: '1. Project', '2. Category', '3. Contact Details', '4. Engines', and '5. Reports'. The 'Contact Details' tab is active, displaying a form with the following fields: Company, First Name, Surname, Title, Email, Street, City, State, State Code, Zip, Country (a dropdown menu), Tel, Fax, Mobile, and Toll Free. To the right of the form are four buttons: 'Submit', 'Priority', 'Help', and 'Clear'. At the bottom of the window, the status bar shows the URL 'http://www.123world.com/' and the number '0/3925968'.

Field:	Description:
Company	Contact's company name. If your website is commercial (sells something or is a business site) ensure you enter a Company name. If your site is non commercial (personal homepage or information website) leave the Company field blank. Some search engines only accept business websites, and SubmitWolf determines which engines to submit to based on the Company field.
First Name	Contact's first name
Surname	Contact's surname
Title	Contact's title eg. Miss, Mr, Dr etc.
Email	Contact's email address. Ensure that the email address is valid as some engines will send you a confirmation email that requires you to respond.
Street	Contact's street number and name
City	Contact's city name
State	Contact's state name. Some directories may classify your listing based on region, and may require/use this field.
State code	Contact's state code eg: DC (optional)
Zip	Contact's zip or post code
Country	Contact's country of residence. Some directories may classify your listing based on region, and may require/use this field.
Tel	Contact's telephone number. On some directories the contact telephone number may appear as part of your listing, so this field is optional, however, some directories may not list your entry without a valid phone number.
Fax	Contact's fax number. On some directories the fax number may appear as part of your listing, this field is optional.
Mobile	Contact's mobile/cell phone number. On some directories the mobile number may appear as part of your listing, this field is optional.
Toll free	Contact or company's toll free phone number. On some directories the toll free number may appear as part of your listing, this field is optional.

The Contact Details tab buttons

Button: **Description:**

Submit **Submits the project with the current selections**

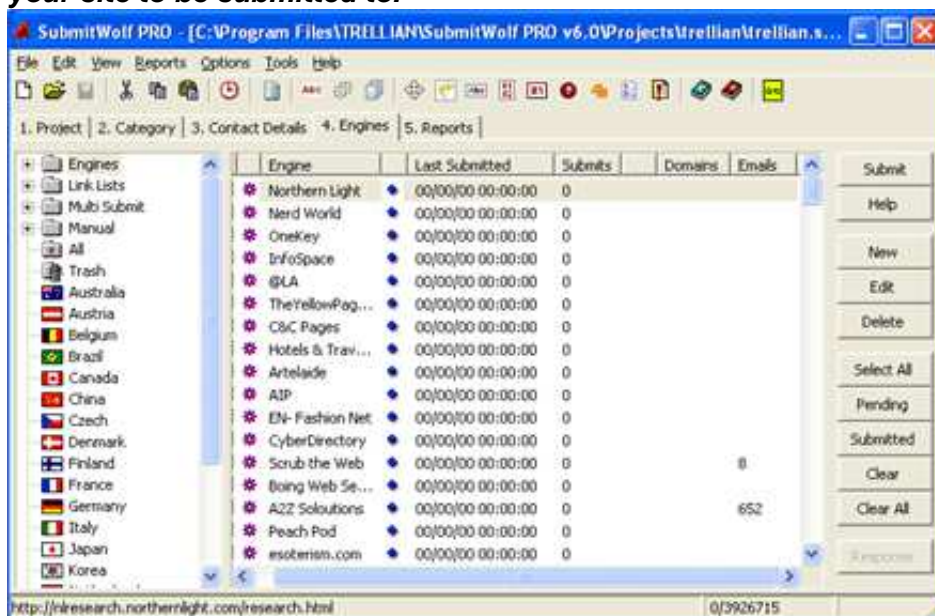
Priority **Starts PrioritySubmit Desktop to submit your web site to engines in 48 hours. Visit Priority Submit for more information on paid inclusion.**

Help **Displays popup help**

Clear **Clears all the fields on the Contact Details tab**

The Engines Tab

This section deals specifically with the engines, link lists and directories you wish your site to be submitted to.



To clear all the engine selections, click the Clear button.

The engine tab is explained in detail in the Engine Selector section of the manual.

The Engines tab columns

Column: Description:

The first column allows you to select the engine if it is on your submission list. You can resubmit failed engines by selecting their checkbox and clicking the Submit button.

The second column contains an image to show the type of engine. To see the icon legend, select Icon Legend from the Help menu.

Engine *This column displays the engine/list/directory name*

The fourth column shows an image displaying either a green tick, blue diamond(pending) or a red cross for the status of the submission.

Last Submitted *The date and time the web site was last submitted to the engine.*

Submits *The number of times a web site has been submitted to the engine.*

Domains *If the engine accepts submission from specific domains, the domain is shown in this column.*

Emails *Shows the number of emails you can expect to receive from the engine after submission*

The Engine Tab buttons

Button *Description*

Submit *Starts the submission process to the currently selected engines.*

Help *Launches the pop-up help dialog to provide help on any selected item.*

New *Creates a new engine in the list.*

Edit *Allows you to edit the currently selected engine.*

Delete *Places the currently selected engine(s) into the trash bin.*

Select All *Selects All items in the current folder.*

Pending *Selects the sites that have not been submitted in the current folder.*

Submitted *Select all sites that have been successfully submitted to in the past.*

Clear *Deselect all sites in the current list.*

The Reports Tab

This section deals specifically with the submission reports.

The screenshot shows the SubmitWolf PRO application window. The title bar reads "SubmitWolf PRO [C:\Program Files\TRELLIAM\SubmitWolf PRO v6.0\Projects\rabbit\rabbit.sub]". The menu bar includes File, Edit, View, Reports, Options, Tools, and Help. Below the menu bar are tabs for 1. Project, 2. Category, 3. Contact Details, 4. Engines, and 5. Reports. The main area displays a table with the following columns: Engine, Status, Date, Times, Domain, and URL. The table lists various engines and their submission status. The status column uses green checkmarks for "Submitted" and red X marks for "Failed".

Engine	Status	Date	Times	Domain	URL
Mands FFA	Submitted	31/07/03 15:47:04	1		http://www.mand1.com/links/index.html
Iron Arts FFA	Submitted	31/07/03 15:47:09	1		http://ironarts.net/freetal/links2.html
Hall A FFA	Submitted	31/07/03 15:47:14	1		http://www.hallafame.com/links.html
Freelance	Submitted	31/07/03 15:47:05	1		http://www.kzweb.com/f/add.htm
Fortey Links	Submitted	31/07/03 15:50:07	1		http://www.fortey.net/links/links.html
FFAnet	Submitted	31/07/03 15:49:39	1		http://www.ffanet.com/submit.htm
Exploit Random Link	Submitted	31/07/03 15:47:05	1		http://www.exploit.com/backlink.html
Dogg's FFA	Submitted	31/07/03 15:47:10	1		http://multilinks.net/ffasub.shtml#10000
Couge Links	Submitted	31/07/03 15:47:04	1		http://www.netfit.com/links/cougalinks.cgi?scf
Cogigen FFA	Submitted	31/07/03 15:47:12	1		http://ld.net/be/links/
Cd-Library FFA	Submitted	31/07/03 15:47:09	1		http://www.cd-library.com/cgi-bin/search.cgi
Bnetcall FFA	Submitted	31/07/03 15:47:10	1		http://www.multilinks.net/links/bnetcall/links.shtml
Barrio	Submitted	31/07/03 15:50:06	1		http://barrio.hyperart.net/cgi-bin/add.cgi
Aeivi	Submitted	31/07/03 15:49:43	1		http://www.aeivi.com/submit.html
AAA+A	Submitted	31/07/03 15:47:03	1		http://www.angelina.com/~TheocatHP/tdm
100 FFA	Submitted	31/07/03 15:47:10	1		http://www.r1aj.com/scripts/100links/add.htm
Think Big	Failed	00/00/00 00:00:00	0		http://pages.ffanet.com/links/teamwork.htm
The Money List FFA	Failed	00/00/00 00:00:00	0		http://pages.ffanet.com/links/sybermail.htm
The Master Service	Failed	00/00/00 00:00:00	0		http://www.ffanet.com/links/northwaister.html

On the right side of the window, there are buttons for Submit, Help, Open, Home, and Response. The status bar at the bottom shows the URL "http://search.usn.com/" and the number "31/3926715".

The submission details for each search engine, directory or link list are available in the reports tab.

Exporting the report details:

After performing a submission, the reports can be exported. The reports are exported in CSV (Comma Separated Values) format. If you have Microsoft Excel installed, SubmitWolf will open Excel and display the exported table. If you don't have Excel, you are prompted to save the file as a CSV file. You can view this file in a text editing program eg. Wordpad. To export all the reports, select **Export** from the **Reports** menu. To export only the selected reports, select the reports by holding down the Control key and left clicking the reports. Then right click and select **Export** from the popup menu.

The Reports tab columns

Column: Description:

The first column allows you to select the engine if it is on your submission list. You can resubmit failed engines by selecting their checkbox and clicking the Submit button.

The second column contains an image to show the type of engine. To see the icon legend, select Icon Legend from the Help menu.

Engine This column displays the engine/list/directory name

The fourth column shows an image displaying either a green tick or a red cross for the status of the submission.

Status The status column describes the status of the submission to the engine. The possible status options are: Submitted, Failed, Skipped, Pending, Timeout and Unsupported. To view the response for an engine submission, select the engine and click the Response button. To view the engine's submission page, click the Open button. This can often show you why an engine submission has failed eg. a 404 error means the submission web page cannot be found.

Date The date and time the web site was submitted to the engine.

Times The number of times a web site has been submitted to the engine.

Domain If the engine accepts submission from specific domains, the domain is shown in this column.

URL Displays the URL of the engine submission web page.

The Reports tab buttons

Button: Description:

Submit Submits the project to the currently selected engines

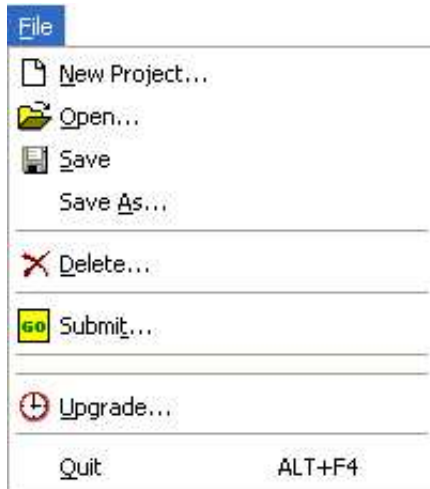
Help Displays the popup help

Open Opens the submission web page for the selected engine in your web browser

Home Opens the home page for the selection engine in your web browser

Response Opens the response web page for the engine submissions that returned a response to SubmitWolf. This is shown in your web browser.

Menu Options



File

New Project

Creates a new Submission Project

Open

Opens an Existing Submission Project File

Save

Saves the current Project

Save As

Saves the current Project into a different Project File

Delete

Deletes the current Project

Submit

Submits the current Project to all the selected search engines

Upgrade

Connects to the Trellian server then checks for Software and Script Updates

Quit

>Saves the current Project and then Exits



Edit

Cut

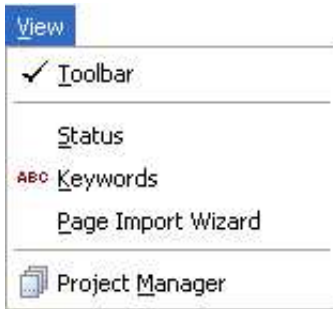
Cuts the selected item or text from the program and places it onto the clipboard

Copy

Copies the selected item or text to the clipboard

Paste

Pastes the current data from the clipboard to the currently selected field



View

- Toolbar** *Toggle on or off to view/hide the Toolbar*
- Status** *Displays the connection status window*
- Keywords** *Opens the Keyword Manager, a tool to help you manage and maintain a list of Keywords for your web page*
- Page Import Wizard** *Imports Keywords, Title and Description directly from a web page*
- Project Manager** *Opens the Project Manager, which allows for the organization and batch submission of a group of projects*



Reports

- Submission** *Displays the Submission Report for the current Project*
- Export** *Exports the submission results in csv format*



Options

- Language** *Sets the language that SubmitWolf uses*
- Reset Project** *Resets the current project to a default state. (Reports and Project History are deleted)*
- Preferences** *Allows you to change SubmitWolf's Settings*

Tools

- Engine Manager

- Search Term Suggestion
- Keyword Analysis
- Meta Tag Editor

- BeOnTop Ranking
- Ranking Analysis
- Ranking Advisor
- Link Popularity
- Reciprocal Link Checker

- Calculators ▶
- SEO Knowledge Base

- PPC Bid Comparison
- Paid Inclusion PrioritySubmit

Tools

Engine Manager	<i>Allows you to edit and add new Engine Profiles to the Engine List</i>
Search Term Suggestion	<i>Provides statistical information about the most popular search terms used in most major search engines</i>
Keyword Analysis	<i>Allows for the analysis of any given web site to test the page content in terms of engine ranking</i>
Meta Tag Editor	<i>Helps you create effective meta tags to improve page ranking on search engines</i>
BeOnTop Ranking	<i>A statistical analysis and ranking tool which will help you analyze the top results from the major search engines</i>
Ranking Analysis	<i>A tool to help you analyse a web site to see how it ranks in the major search engines</i>
Ranking Advisor	<i>Analyzes the HTML code of any given page and then provides you with suggestions and tips on how to improve the existing MetaTags</i>
Link Popularity	<i>Provides a quantitative measure of how many other sites link to yours</i>
Reciprocal Link Checker	<i>Allows you to see which web sites are linking to a particular URL</i>
Calculators	<i>3 in 1 calculator that allows you to determine your return on investment of your Pay Per Click advertising costs</i>
SEO Knowledge Base	<i>Provides indispensable information about Search Engine Optimization</i>
PPC Bid Comparison	<i>Instantly and easily scout multiple pay per click engines for the top bids on any keyword</i>
Paid Inclusion	<i>Allows for direct access to the leading Priority Submission services</i>



Help	
About	<i>Shows information about the program</i>
Register	<i>Lets you enter your registration details into the program to turn it into a fully-licensed version</i>
Help	<i>Provides a handy Help window that offers advice on almost all SubmitWolf features</i>
Manual	<i>Selecting this will open up the manual that you are currently reading</i>
Tip of the day	<i>Provides simple, yet informative Tips and Tricks to help you understand SubmitWolf better</i>
Icon Legend	<i>This is a list of SubmitWolf icons and provides clear explanations of what each symbol means</i>
FAQ	<i>Gives you a list of 'Frequently Asked Questions' to help you identify and solve common issues with SubmitWolf</i>
Acceptable Use Policy	<i>This is an informative and clearly written policy on the acceptable usage of SubmitWolf</i>
