SimpleSEO Rank Checker

Instruction Manual

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SimpleSEO Rank Checker Support

If you have any problems using the software, please contact support with full details of your problem, screenshot, log message, your system info (Operating System, 32/64 bit, .NET and IE version etc)

Support: http://simpleseostuff.com/support/

To get started with the Rank Checker Tool as quickly as possible, I highly recommend you watch the Rank Checker Training videos at:

http://simpleseostuff.com/tools/RankChecker/training.html

SimpleSEO Rank Checker - Introduction

The SimpleSEO Rank Checker software tool allows to verify the ranking positions for a list of Url/Keyword pairs on Google and Yahoo.

The tool also permits to create different projects (for example, for different websites) with distinct Url/Keyword pairs.

Also, the ranking history for all keywords in any project can easily be retrieved and a detailed keyword specific ranking history report can be created.

Another functionality provided by the software tool is the possibility to easily retrieve the Google and Yahoo ranking positions for different keyword variations of the currently selected keyword.

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Software Installation

The software is very easy to install. Simply double-click the file: **"Setup-RankChecker.msi"** and click 3 times the "Next" button - the entire installation process shouldn't take about 30 seconds.

IMPORTANT:

If the **Microsoft .NET Framework** is not already installed on your computer you will be prompted to install it. This component will automatically be downloaded and installed from the Microsoft website (http://www.microsoft.com/download/en/details.aspx?id=21)
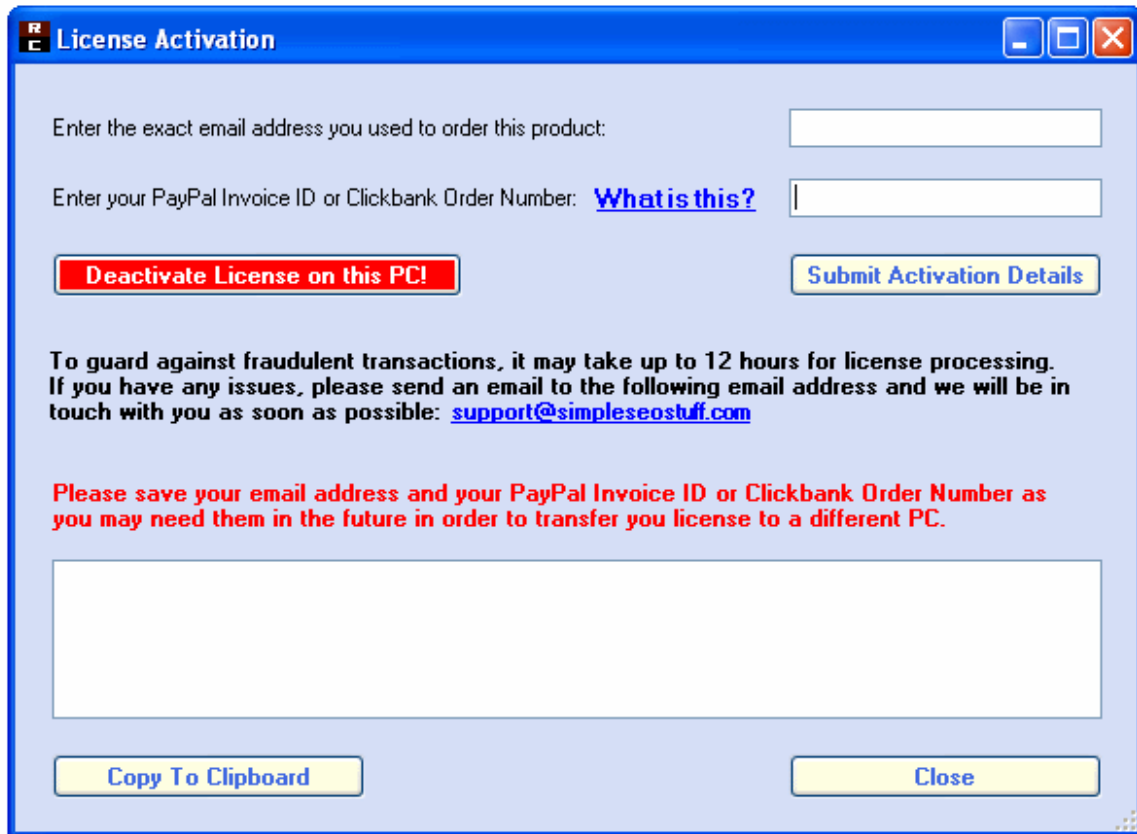
Running the Software Tool

After installation you can start the software by double-clicking the icon "**RankChecker**" which was added to your Desktop.

You can also start the application by clicking on the Windows Start button, then select All Programs -> RankChecker.

License Activation

Before you can use the software tool, you first need to activate the software license. When you run the tool for the first time, you will see the following screen:

To activate the license, do the following:

- Enter the exact email address you used to purchase this product into the first text field (on the top right)
- Enter your Invoice ID (or Order Number) into the text field below
- Click the "Submit Activation Details" button

Please make sure to use exactly the same email address you used to purchase this product and the exact Invoice ID (or Order Number) you received with the purchase of this product - otherewise the license will not work!

Your Invoice ID will look like:

Invoice ID: <mark>47623856</mark>   or

Invoice ID: <mark>67236093.sale</mark>   (please enter the complete Invoice ID - including the word .sale if it is stated on your PayPal receipt)

If you are not sure where to find your Invoice ID, please take a look at the following page: http://www.simpleseostuff.com/orderid.html

License Deactivation:

The software can only be run on one PC at a time. If you want to install the software on a different PC, you first need to de-activate the license on the PC where the software is currently installed.

To de-activate the license on the PC where it is currently installed, please click the **"Deactivate License On This PC"** button.

Now you can install the software on a different PC using the same purchase email address and OrderID you used for your previous installation.

Rank Checker Training Videos

As I already mentioned, the quickest and easiest way to get started using the Rank Checker tool is to watch the training videos on the following page:

http://simpleseostuff.com/tools/RankChecker/training.html

In the next chapter you can find a detailed description of the various features provided by the Rank Checker Tool. However, it will be quicker and easier if you watch the videos first and take a look at the more detailed description later if you are looking for some specific information.

Detailed Description of All Buttons and Form Elements

The following provides a detailed overview and an explanation of the various buttons and fields of the user interface.
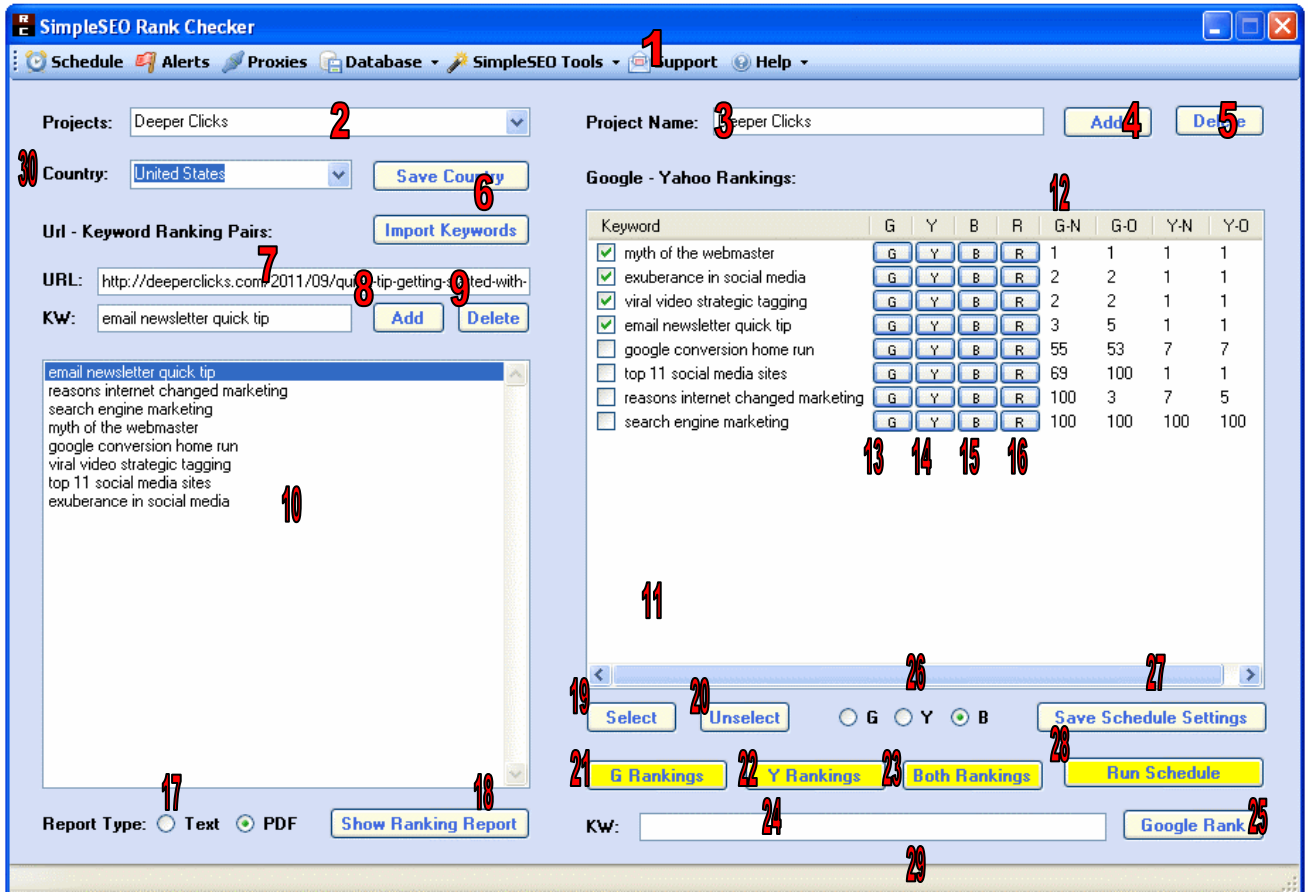
Fig. 1: Main Window

1: Toolbar: Provides access to various features and functionalities:

- *Schedule*: Setup a schedule for automatic ranking retrievals

- *Alerts*: Get an automatic email alert whenever one of your keywords falls below or rises above a specific position target

- *Proxies*: Provide a list of proxies for ranking retrieval

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- *Database*: Backup and Restore of all ranking projects

- *Help*: Displays the software instruction manual.

A more detailed explanation of the scheduling and proxy features can be found further below.

2: Project ComboBox: Here you can select any of the existing projects.

3: Project Name:

This field allows you to provide a name for a new project. You can create different projects for different websites or you could also have different projects for the same website - for example: "Product Reviews" and "Blog Posts".

4: Add New Project:

Provide a project name in textbox [3] and click this button to create the new project.

5: Delete Project:

Deletes the currently selected project.

6: Import Keywords:

This allows you to import a list of url - keyword pairs. When you click the "Import Keywords" button on the main screen, the following window opens:
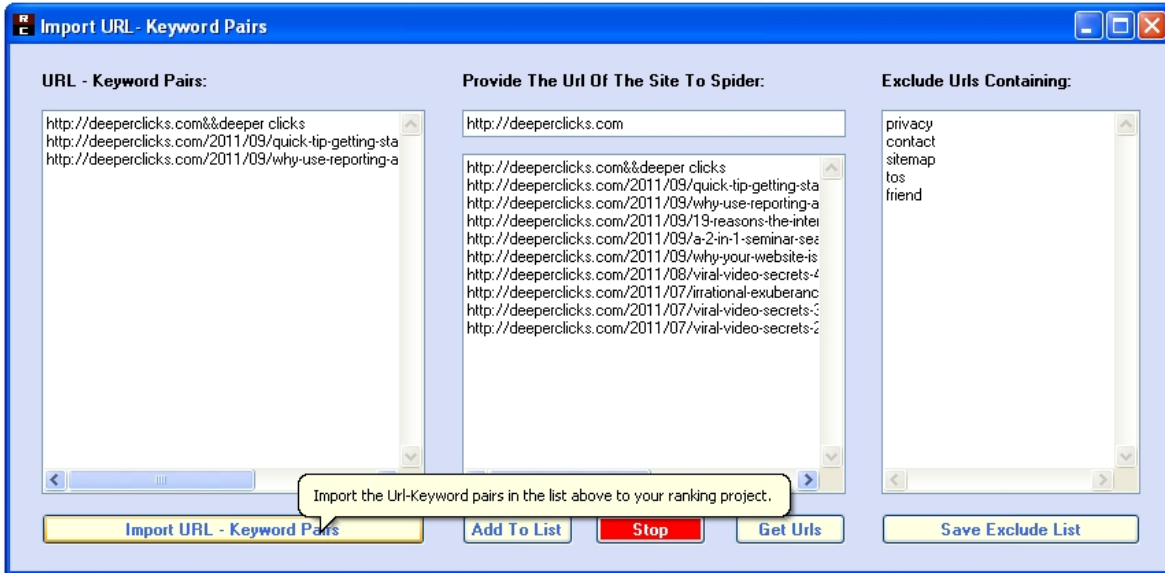
You need to provide a list of urls and keywords in the following format:

http://myUrl.com&&my keyword

A detailed explanation of the Keyword Import functionality can be found further down in the section: **4. Keyword Import**

7: Url and Keyword Textbox:

These fields allow you to add new Url/Keyword pairs to the currently selected project [2]. Simply provide the Url and the keyword for which you would like to retrieve the Google and/or Yahoo ranking.

8: Add Url/Keyword Pair:

As already indicated above, provide a Url and a Keyword in the textboxes [6] and [7] and click this button to add the Url/Keyword pair to the currently selected project.

You can also add a new Url/Keyword pair by simply clicking the *Enter* key on your keyboard.

9: Delete Url/Keyword Pair: Delete the currently selected Url/Keyword pair.

You can also delete the selected Url/Keyword pair by simply clicking the *Delete* key on your keyboard.

10: Keyword List:

This is a list of all the keywords that are associated with the currently selected project. If you click on any of the keywords in the list, the Url and Keyword textfields [6] and [7] will automatically be updated. This allows you to easily add new (and related) Url/Keyword pairs or to delete the currently selected Url/Keyword pair.

11: Google - Yahoo Rankings:

List of all the keywords and rankings that are part of the currently selected project.

Columns of the Google - Yahoo rankings window:

- Keyword + Checkbox: You can select a group of keywords to retrieve rankings only for those keywords.

- G: Google Ranking Button: Get the Google ranking

- Y: Yahoo Ranking Button: Get the Yahoo ranking

- B: Both Rankings Button: Get the Google and the Yahoo ranking

- R: Ranking History Button: Get the Google and Yahoo ranking history for an individual keyword.

- G-N (Google New): The Google ranking position of the very last ranking check.

- G-O (Google Old): The Google ranking position of the ranking check that was done before the very last ranking check.

- Y-N (Yahoo New): The Yahoo ranking position of the very last ranking check.

- Y-O (Yahoo Old): The Yahoo ranking position of the ranking check that was done before the very last ranking check.

If the ranking position for a specific keyword is not within your defined Search Depth (see *Settings Chapter 5* below), a dash (-) is displayed. For example, if you provided 100 for

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your maximum search depth (this means, that only the top 100 ranking positions are searched) and your keyword ranking would be 103, a - would be displayed, because the software won't search beyond position 100.

Or, if you provided 10 for your maximum search depth (this means, that only the top 10 ranking positions are searched) and your keyword ranking would be 14, also a - would be displayed, because in this case, the software won't search beyond position 10.

12: Sorting By Column:

All the columns of the Google - Yahoo rankings window can be sorted in ascending or descending order by clicking any of the column headers.

13: G - Button:

This is the Google ranking button - whenever you click this button, the Google ranking for the associated keyword (the keyword in the same line as this button) will be retrieved.

14: Y - Button:

This is the Yahoo ranking button - whenever you click this button, the Yahoo ranking for the associated keyword (the keyword in the same line as this button) will be retrieved.

15: B - Button:

This is the Both ranking button - whenever you click this button, the Google and Yahoo ranking for the associated keyword (the keyword in the same line as this button) will be retrieved.

16: R - Button:

This is the Ranking Report button. Whenever you click this button, a ranking report in .txt, .pdf or .csv format (depending on what you selected in Ranking Report Type [17]) will be created for the associated keyword (the keyword in the same line as this button).

Whenever Google and/or Yahoo rankings are retrieved, the ranking positions are stored in a database and those data are used for the creation of your ranking reports.

Here is an example for a keyword ranking history report with graphical charts in .pdf format:

Ranking Report For Email Newsletter Quick Tip

Keyword: email newsletter quick tip
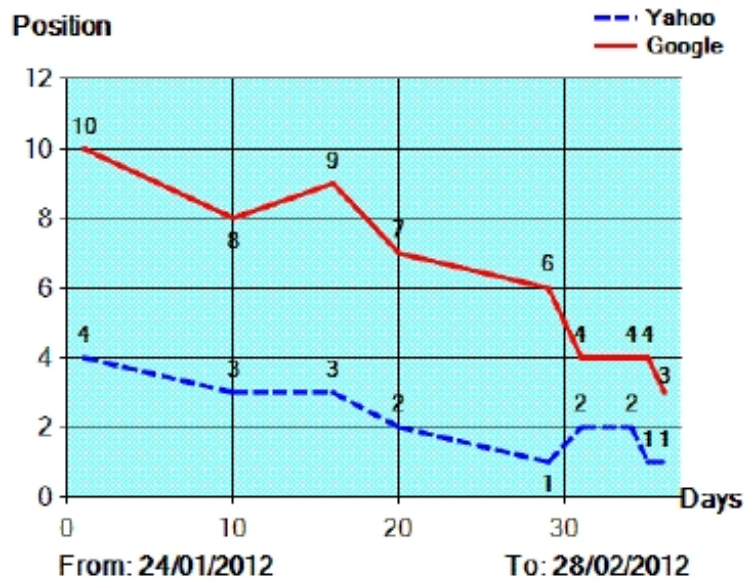
URL: http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/

Position

Date	Google	Yahoo
28/02/2012:	3	1
27/02/2012:	4	1
26/02/2012:	4	2
23/02/2012:	4	2
21/02/2012:	6	1

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And here is an example for a keyword ranking history report in .txt format:

```
Ranking History For: google conversion home run
http://deeperclicks.com/2011/08/14-easy-tests-to-hit-a-conversion/

Date            Google      Yahoo

10/02/2012:       58           7
14/02/2012:       55           7
17/02/2012:       51           6
```

And here is an example for a ranking report in .csv format:

	A	B	C	D	E
1	Date	Keyword	Url	Google Ranking	Yahoo Ranking
2	11/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
3	10/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	5	1
4	09/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	5	1
5	05/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
6	04/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
7	03/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	2
8	02/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
9	01/03/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
10	28/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	3	1
11	27/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	4	1
12	26/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	4	2
13	23/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	4	2
14	21/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	6	1
15	12/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	7	2
16	08/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	9	3
17	02/02/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	8	3
18	24/01/2012	email newsletter quick tip	http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/	10	4
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17: Ranking Report Type:

This allows you to chose between a simple ranking report in .txt format, a ranking report in .csv format (this type of file can be imported into Excel or a similar spreadsheet program), and a more advanced report with ranking charts in .pdf format - see images above.

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18: Ranking History:

Clicking this button displays the ranking history for all the Url/Keyword pairs of the currently selected project as text file - see image above.

If **PDF** is selected, a complete report with graphical charts and ranking history data (ordered by date) for all the keywords and urls in currently selected project is generated - see image above (*Point 16: R-Button*).

If **CSV** is selected, a .csv file with ranking history data for all the keywords and urls in currently selected project is generated.

If **Text** is selected, a simple text report with ranking history data for all the keywords and urls in currently selected project is generated.

Here is an example of a ranking report in .txt format that includes all the Url/Keyword pairs of a specific project:

```
Ranking Report For Project: Deeper Clicks

Keyword: email newsletter quick tip
URL:        http://deeperclicks.com/2011/09/quick-tip-getting-started-with-an-email-newsletter/

Date            Google      Yahoo

28/02/2012:      3           1
27/02/2012:      4           1
26/02/2012:      4           2
23/02/2012:      4           2
21/02/2012:      6           1
12/02/2012:      7           2
08/02/2012:      9           3
02/02/2012:      8           3
24/01/2012:     10           4




Keyword: reasons internet changed marketing
URL:        http://deeperclicks.com/2011/09/19-reasons-the-internet-has-changed-marketing-forever/

Date            Google      Yahoo

28/02/2012:      3           1
27/02/2012:      3           2




Keyword: search engine marketing
URL:        http://deeperclicks.com/2011/09/a-2-in-1-seminar-search-engine-marketing-social-media/

Date            Google      Yahoo

28/02/2012:     100         100
27/02/2012:     100         100
```

19: Select All:

This allows you to select all the keywords in the Google - Yahoo Rankings window. This can be useful, if you have a large keyword list and if you want to retrieve the ranking positions for all of your keywords in one go.

20: Unselect All:

This allows you to unselect all the keywords in the Google - Yahoo Rankings window.

21: G Rankings:

Clicking this button allows you to retrieve the Google ranking positions for all selected keywords in the Google - Yahoo Rankings window at once.

22: Y Rankings:

Clicking this button allows you to retrieve the Yahoo ranking positions for all selected keywords in the Google - Yahoo Rankings window at once.

23: Both Rankings:

Clicking this button allows you to retrieve the Google and the Yahoo ranking positions for all selected keywords in the Google - Yahoo Rankings window at once.

24: Related Keyword Google Ranking:

This function provides a quick and easy way to verify the Google ranking for a keyword that is related to one of the keywords in your list - without the need to add a new Url/Keyword pair.

For example: Let's assume, the keyword "Google Sniper 2" is already in your list and you would like to verify your ranking position for the keywords " Google Sniper 2 Review" and " Google Sniper 2 Bonus".

Simply double-click the keyword " Google Sniper 2" in the Google - Yahoo Rankings window [11] - the keyword field [24] will automatically be updated and you simply enter the word "Review" at the end of the phrase and click the "Google Rank" button [25] to retrieve the Google ranking position for the keyword "Google Sniper 2 Review".

25: Google Rank Button:

As already explained above, this allows to retrieve the Google ranking for a related keyword.

26: Search Engine Schedule Settings:

This allows you to select for which search engine you would like to retrieve ranking positions for a specific project when the scheduling mode is used

- G: Retrieve Google Rankings
- Y: Retrieve Yahoo Rankings
- B: Retrieve Google and Yahoo Rankings

27: Save Schedule Settings

This allows you to save the schedule settings for a specific ranking project.

The following settings will be saved:

- Search engine: Google, Yahoo or both - see *26: Seach Engine Schedule settings*

- Keywords: You can schedule the retrieval of ranking positions for all keywords in a specific ranking project or only for specific keywords by selecting the corresponding checkboxes in the *Google - Yahoo Ranking Window (Point 11)*.

Careful: If no keywords are selected (via the checkbox next to the keyword) in a specific projects, no ranking positions will be retrieved - you need to select all keywords for which you would like to perform a scheduled ranking retrieval.

28: Run Schedule:

This allows you to immediately retrieve ranking positions for all projects and keywords that are set up for scheduling (*see Point 27: Save Schedule Settings*).

This is sort of a "manual scheduled ranking retrieval", the same thing can also be done fully automatically on a daily, weekly or monthly basis using the *Scheduler* (see below) without the need to launch the Rank Checker software tool and to click any buttons.

29: Statusbar:

Displays information about currently performed actions, such as ranking retrievals for specific keywords, generation of ranking reports...

30: Country Selection:

This allows you to evaluate the ranking positions of your keywords in different countries. Simply select a country from the country selection combo-box (you can choose from over 150 different countries) and click the **"Save Country"** button to save your country choice for the currently selected ranking project.

The country selection is valid all keywords in the currently selected ranking project.

Additional Features From The Toolbar:

1. Schedule:

This feature allows you to fully automate the retrieval of ranking positions for some or all of your ranking projects.

For each of your projects, you can specify if ranking positions should be retrieved on Google, Yahoo or on both search engines. You can also specify if ranking positions should be retrieved for all keywords in a specific project or only for some of them (*see Point 27: Save Schedule Settings*).

The retrieval of ranking positions happens automatically and there is no need to launch the application or to keep it running (the Rank Checker starts automatically at the date and time you specify in the scheduler window - see below)

Here is a screenshot of the window that opens up when you click the "Schedule" toolbar button:
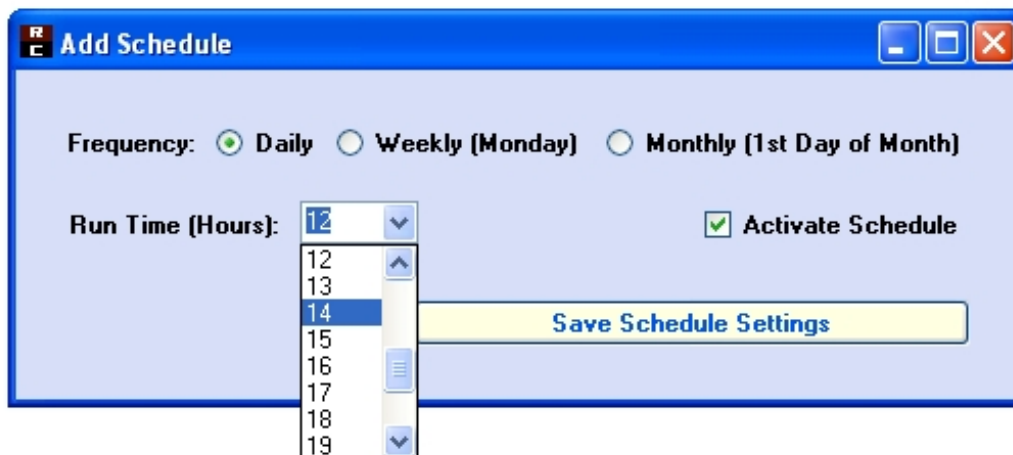
- **Frequency:** Select if you would like to retrieve ranking positions every day, once a week or once a month.

- **Run Time:** Specify at what time you would like to run the scheduler and retrieve ranking positions. You can program the scheduler so that it runs during your lunch break or at night... For example, if you select Frequency: Weekly ; Run Time: 12 , the scheduler will run every Monday at 12 AM.

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- **Activate Schedule:** This allows you to activate and deactivate the scheduler. The scheduler will only run, if you check this box and click the "*Save Schedule Settings*" button.
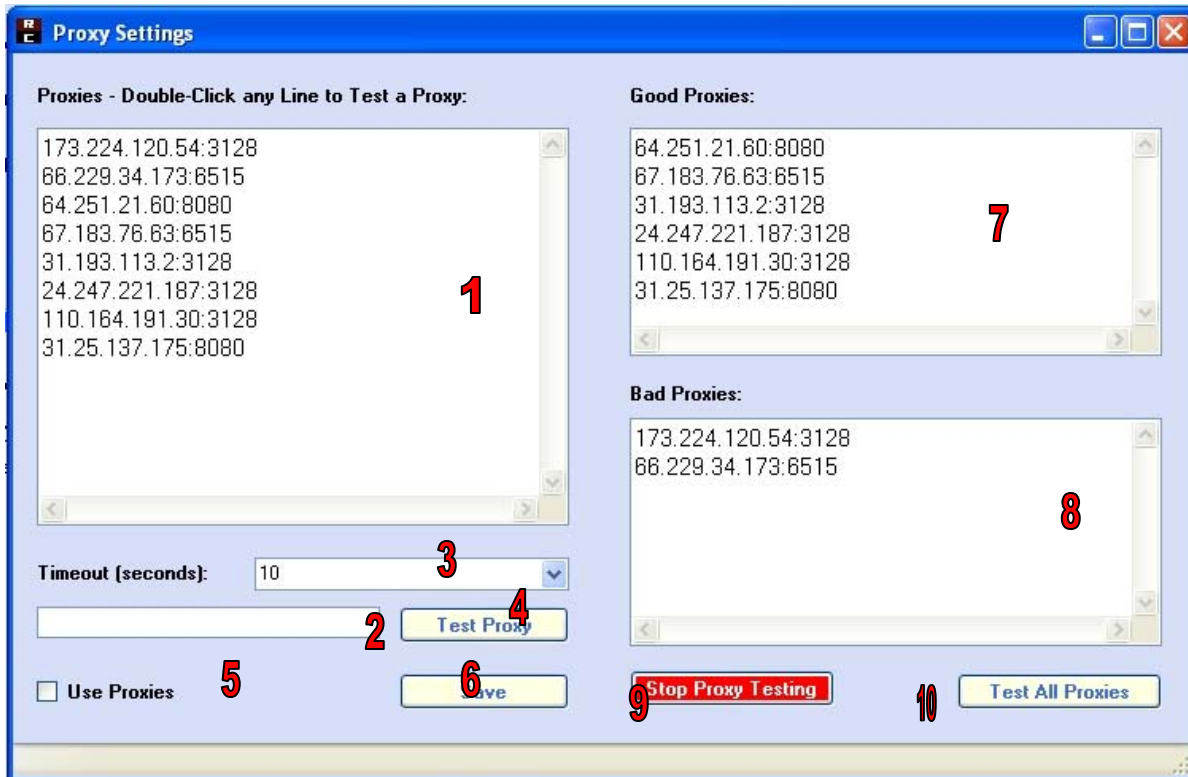
  If you no longer need scheduled ranking retrievals, uncheck this box and click the "Save Schedule Settings" button.

- **Save Schedule Settings**: Save all your settings

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2. Proxies

This allows you to retrieve ranking positions via one or several proxies.

Here is a screenshot of the window that opens up when you click the "Proxies" toolbar button:

1: Proxies Main Window:

Proxies need to be provided in the following format:

IPADDRESS:PORT (for example: 110.164.191.30:3128)

Or, if you also require a username and password:

IPADDRESS:PORT: (for example: 110.164.191.30:3128:myname:password)

2: Currently Selected Proxy:

Double click any of the proxies in the Main Window [1] in order to select it. The currently selected proxy appears in textbox [2]

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3: Timeout:

In order to test a proxy, you can specify a maximum timeout in seconds. For example, if you specify a timeout of 10 seconds, the proxy has a maximum of 10 seconds to respond.

4: Test Proxy:

Click this button to verify if the proxy responds in the specified timeframe [3]. If the proxy responds in time, a "***Proxy OK***" message will be displayed, otherwise, a "***Proxy Failed***" message will be displayed.

Careful: Free proxies are often unreliable and many of them will not work. Some free proxies allow you to access websites (such as www.Google.com) , but most of them won't allow you to execute more complex queries in order to retrieve Google rankings (Google blocks most of those free proxies).

So, if you use a free proxy, it may allow you to access www.google.com, but the Proxy Test may still fail, because Google may block the IP address for more complex queries that are required to retrieve ranking positions.

If you are looking for a quick and easy way to find a large list of free and working proxies, I recommend you take a look at **Proxy Goblin**

5: Use Proxies: Tick this checkbox if you want to use proxies

6: Save: Save your proxies and proxy settings (if proxies should be used or not).

7-10: Testing multiple proxies at once:

You also have the possibility to test a large number of proxies at once. Simply copy/paste all your proxies (in the correct format as explained above) into the Proxies textbox [1] and click the **"Test All Proxies"** button [10].

All working proxies will be added to the **"Good Proxies"** window [7] and all failed proxies will be added to the **"Bad Proxies"** window [8]. You can stop the proxy verification any time by clicking the **"Stop Proxy Testing"** button [9]
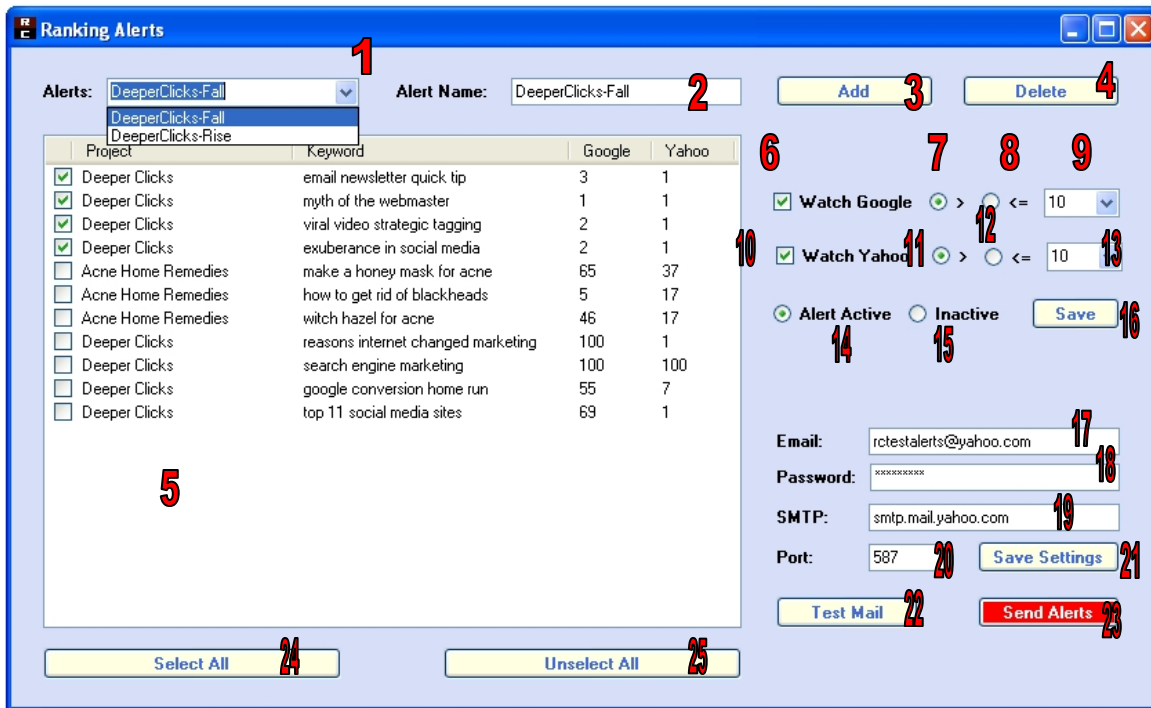
3. Alerts

This allows you to automatically receive email alerts whenever one or more of your keywords fall below or rise above a specific position target.

You can create as many alerts as you want. For each alert you need to select all those keywords that should be monitored by the alert and you need to provide various settings that indicate if an alert should be issued if the ranking positions on Google and/or Yahoo fall below or rise above a specific position target.

A detailed explanation of those settings can be found below.

Here is a screenshot of the window that opens up when you click the "Alerts" toolbar button:

1: List of Alerts:

Select an already created alert to display alert specific settings.

2: Alert Textbox:

This displays the currently selected alert. To create a new alert, simply type an alert name (whatever you want) and click the "Add" button [3].

3: Add Alert:

Enter an alert name into the "Alert Name textbox [2] and click this button to create a new alert.

4. Delete Alert:

Click this button to delete the currently selected alert.

5. Keyword List:

This window provides a list of all keywords from all ranking projects together with the name of the ranking project and the previously retrieved Google and Yahoo ranking.

You can order the list in ascending or descending order by clicking on any of the column headers: Order by selected checkboxes, project name, keyword, Google ranking or Yhaoo ranking.

After having created a new alert [3], you need to select one or more keywords (or, even all keywords if you want), specify alert settings on the right (Watch Google, Watch Yahoo... - all settings are explained below) and click the "Save" button to save your keyword selection and all alert settings for the currently selected alert.

Alert Settings:

6. Watch Google:

Tick this checkbox if the currently selected alert should monitor Google ranking positions.

7. Google Ranking Position is Bigger Than...

Select this radio button if an alert should be sent when the Google ranking position for one or more of your selected keywords [5] exceeds the value selected in the combo-box on the right [9].

8. Google Ranking Position is Smaller or Equal Than...

Select this radio button if an alert should be sent when the Google ranking position for one or more of your selected keywords [5] becomes smaller or equal to the value selected in the combo-box on the right [9].

9. Google Ranking Position:

Select a target ranking position on Google. For example, if you select the value 10 and you select the radio button "Google Ranking Position is Bigger Than" [7] you will get an alert whenever the Google ranking position of one or more of your selected keywords rises above position 10.

This kind of alert may be used as a reminder to build more backlinks in order to get back into the top 10.

Or, if you select the value 10 and you select the radio button "Google Ranking Position is Smaller or Equal Than" [8] you will get an alert whenever the Google ranking position of one or more of your selected keywords gets into the top 10 (first page on Google).

Such an alert may be used to inform you that you can cut back (or even stop) building backlinks for certain keyword(s) and that you can focus on other keywords that are not yet ranking so well.

10. Watch Yahoo:

Tick this checkbox if the currently selected alert should monitor Yahoo ranking positions.

11. Yahoo Ranking Position is Bigger Than...

Select this radio button if an alert should be sent when the Yahoo ranking position for one or more of your selected keywords [5] exceeds the value selected in the combo-box on the right [13].

12. Yahoo Ranking Position is Smaller or Equal Than...

Select this radio button if an alert should be sent when the Yahoo ranking position for one or more of your selected keywords [5] becomes smaller or equal to the value selected in the combo-box on the right [13].

13. Yahoo Ranking Position:

Select a target ranking position on Yahoo - the same rules apply as explained under point 9 (Google Ranking Position).

14. Activate Alert:

Select this radio button if you want to activate the currently selected alert. If this radio button is not selected, you won't get any email alerts.

15. Deactivate Alert:

Select this radio button if you no longer want to receive alert emails and if you temporarily want to deactivate the currently selected alert.

16. Save Alert Settings:

Click this button to save your alert settings.

Important: Alerts are only sent at the moment when a ranking positions falls below or rises above a specific position target.

For example, let's assume you are using "Scheduling" to automatically retrieve ranking positions on a daily basis and you have an alert that sends an email when keyword xyz gets into the top 10.

Let's assume, on day 1, the ranking position for your keyword is: 12 - nothing happens
On day 2, the ranking position for your keyword is: 9 - you will get an alert email.
on day 3, the ranking position for your keyword is: 8 - nothing happens, because an alert was already sent for this keyword.

Now you could use a second alert that informs you when this keyword drops out of the top 10. I recommend you setup 2 types of alerts - something like ProjectName-Drop and ProjectName-Rise to get an alert whenever a keyword falls below a specific target and whenever the keyword rises above a specific target.

If you want to receive again email alerts for keywords for which you already received an alert, simply click the "Save Settings" button - this is kind of a reset function.

SMTP Settings:

17. Email Address:

Provide an email address to which you would like your alerts to be sent.

18. Password:

Enter the password that is associated with your email account and with the SMTP service you are using.

19. SMTP Service:

Provide the address of your SMTP service. For example, if you want to use Yahoo, provide the following value: smtp.mail.yahoo.com

20. SMTP Port:

Port the port number of your SMTP service. The standard port number for most SMTP services is 25. If you want to use Yahoo, the port number is 587.

21. Save SMTP Settings:

Click this button to save your SMTP settings.

22. Send Test Email:

Click this button to send a test email in order to verify if all your SMTP settings are correct.

23. Send Alerts:

Click this button to verify all of your alerts and to send an alert email for all those keywords that either fell below or rose above a specific position target.

Remember, alerts are sent only once! This is to avoid getting the same alerts every day if you use "Scheduling". So, if you click this button again (immediately after you have clicked it for the first time), you won't get a second alert email.

However, if you click this button for example a day later and after having done a new retrieval of ranking positions, you may get another alert email, because the positions of some of your keywords may have changed.

Also, as I already mentioned, you can click the "Save" button [16] to do a reset. In this case, you will receive again an alert email if you click the "Send Alert" button a second time.

Important: There is no need to do a manual alert verification by clicking the "Send Alerts" button. If you use the "Scheduling" feature (as described earlier in the document), you will receive those alert emails automatically.

Here is an example:

- Let's assume, you use the "Scheduling" feature to automatically retrieve ranking positions on a daily basis.

- On day#1, the scheduler automatically starts and retrieves ranking positions at a specific time. Let's assume, none of your rankings improved or declined - no alerts will be sent.

- On day#2, the scheduler runs again. Now, let's assume that keyword xyz (for which you have an alert setup whenever it gets a top 10 ranking) reaches position #8 - an alert email will be sent.

- On day#3, the scheduler runs again... and keyword xyz reaches position #7 - no alert email will be sent, because you already got an alert email the previous day that xyz reached the top 10.

- On day#4, xyz falls to position #12 - no alert will be sent unless you have a second alert setup that notifies you when one or more of your keywords fall out of the top 10.

- As already explained, I recommend you always use 2 types of alerts: One that alerts you when your keywords fall below a specific position (top 10, top 5... whatever you want) and another, that alerts you when your keywords rise beyond a specific position.

- On day #5, xyz rises to position #9 - now you will get again an alert email, because your keyword previously left its target position.

- On day #6, xyz rises to position #6 - - no alert email will be sent

The image below shows what such an alert email may look like:

```
|
Simple SEO Rank Checker Alert Report:
=====================================

Alert:   DeeperClicks-Rise
Project: Deeper Clicks
Keyword: reasons internet changed marketing
Url:     http://deeperclicks.com/2011/09/19-reasons-the-internet-has-changed-marketing-forever/

Latest Yahoo Ranking Position: 1
Alert Type: Yahoo Ranking Improved To A Position Higher Or Equal To: 10


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Alert:   DeeperClicks-Rise
Project: Deeper Clicks
Keyword: google conversion home run
Url:     http://deeperclicks.com/2011/08/14-easy-tests-to-hit-a-conversion-home-run-with-google-website-optimizer/

Latest Yahoo Ranking Position: 7
Alert Type: Yahoo Ranking Improved To A Position Higher Or Equal To: 10


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Alert:   DeeperClicks-Rise
Project: Deeper Clicks
Keyword: top 11 social media sites
Url:     http://deeperclicks.com/2009/12/top-11-social-media-sites/

Latest Yahoo Ranking Position: 1
Alert Type: Yahoo Ranking Improved To A Position Higher Or Equal To: 10
```

25: Select All:

This allows you to select all the keywords in the "Keyword List" [5]. This can be useful, if you have a large keyword list and if you want to select all keywords for alert notification.

25: Unselect All:

This allows you to unselect all the keywords in the "Keyword List" [5].

4. Import Keywords:

This allows you to import a list of url - keyword pairs. When you click the "Import Keywords" button on the main screen, the following window opens:
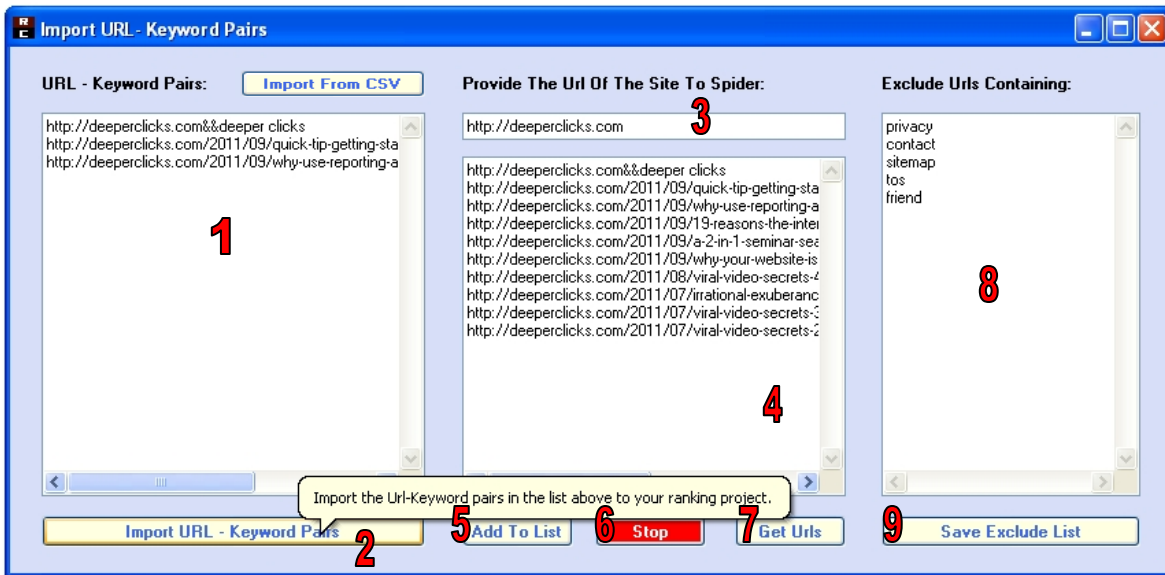
You need to provide a list of urls and keywords in the following format:

http://myUrl.com&&my keyword

Provide one url - keyword pair per line and make sure to separate the url from the keyword with the following 2 characters: &&

Copy/paste your list of Url-Keyword pairs into the textbox on the left *[1]*

If you have a list of Url-Keyword pairs in a .csv file, you can simply drag & drop the .csv file into the textbox on the left *[1]*

You can also click the "Import From CSV" button and select a .csv file from your hard drive.

Please make sure that the .csv file is in the correct format. The first column needs to contain a list of urls and the second column needs to contain a list of keywords.

To import all keywords, simple click the **"Import Url - Keyword Pairs"** button *[2]*

Web Spider Functionality:

You can also spider any of your websites in order to automatically retrieve a list of urls and keywords.

Running the Web Spider:

Simply provide the url of the site you want to crawl in the textbox labeled as "Provide The Url Of The Site To Spider:" *[3]* and click the **"Get Urls"** button. *[7]*

All page urls of the specified site will be retrieved automatically with the first META keyword in the correct format (www.pageUrl.com&&keyword) . If there is no META keyword on any of your pages, the following result will be retrieved: www.pageUrl.com&&??? And you have to replace the ??? with the keyword of your choice.

Stop The Web Spider:

You can stop the web spider at any time by clicking the **"Stop"** button. *[6]*

Add results to main Url-Keyword List:

If you are happy with the Url-Keyword pairs that have been retrieved, you can click the **"Add To List"** button *[5]* in order to add the newly retrieved Url-Keyword pairs to the main Url-Keyword pair (textbox on the left side of the window).

Again: To import all keywords, you need to click the **"Import Url - Keyword Pairs"** button *[2]*

Exclusion List:

In the textbox on the right side of the window (underneath the label: "Exclude Urls Containing:") *[8]* you can provide an exclusion list.

Any url returned by the web spidering process that contains any of the words provided in this list will not be included in the final list of Url-Keyword pairs.

Provide one word per line and click the **"Save Exclude List"** button *[9]* in order to save your exclusion list.

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5. Settings:

This allows you to modify various settings. When you click the "Settings" button on the toolbar, the following window opens:
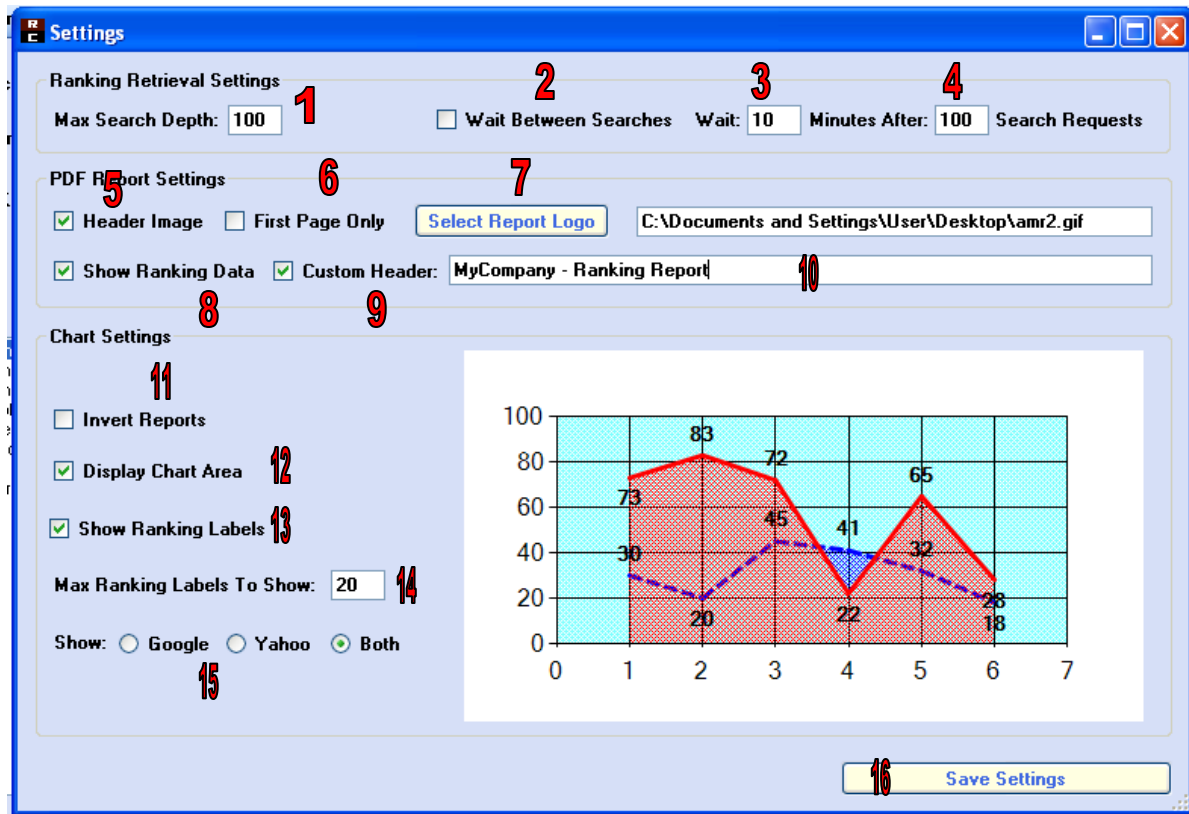
Ranking Retrieval Settings:

1: Maximum Search Depth:

This allows you to modify how many positions you want to search on Google and/or Yahoo when retrieving your ranking positions. Some people only care about the top 10 (provide a value of 10 for this setting), whereas others would like to evaluate their ranking positions up to position 100 ((provide a value of 10 for this setting).

The advantage of providing a lower value for this setting is that your ranking positions will be evaluated fairly quickly and you will also be able to evaluate a large number of ranking positions without getting your IP address blocked temporarily by Google and/or Yahoo.

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I don't recommend providing a value bigger than 100 for this setting, as this may require a large amount of search requests to Google and/or Yahoo, which may get your IP address blocked temporarily after retrieving only a few ranking positions!

If the ranking position for a specific keyword is not within your defined Max. Search Depth, a dash (-) will be displayed for this keyword in the Google - Yahoo Rankings window on the right.

For example, if you provide a value of 100 for your maximum search depth (this means, that only the top 100 ranking positions are searched) and your keyword ranking would be 103, a - would be displayed, because the software won't search beyond position 100.

Or, if you provided 10 for your maximum search depth (this means, that only the top 10 ranking positions are searched) and your keyword ranking would be 14, also a - would be displayed, because in this case, the software won't search beyond position 10.

2: Wait Between Searches:

Select this checkbox if you would like to pause your ranking retrievals for a certain amount of time and after a certain number of ranking search requests.

If you have a large number of ranking positions to retrieve and you are not using any proxies, then this setting will prevent you from getting your IP address blocked temporarily.

3: Wait:

Provide a value for how many minutes you would like to pause your ranking retrievals. 15-20 is a good value.

4: Search Requests:

Provide a value after how many search requests you would like to pause your ranking retrievals. 50-100 is a good value.

Careful! A search request is not the same as a ranking retrieval. The number of search requests to retrieve a ranking position depend on the value you provided for *Maximum Search Depth [1]* and on the actual ranking position.

Every 10 ranking positions, 1 search request is required. For example, if your Maximum Search Depth is 100 and your keyword position is 83, then 9 search requests are required to retrieve the keyword ranking position. But, if your Maximum Search Depth is 10 and your keyword position is 83, then only 1 search request is required.

PDF Report Settings:

5: Header Image:

Select this checkbox if you would like to provide a custom header image for the PDF reports. You can provide a banner image, a company logo... that will be added at the top of the PDF ranking reports.

6: First Page Only:

Select this checkbox if you would like to show the header image only on the first page of the report. Unselect this checkbox if you would like to show the header image on top of every page of your ranking reports.

7: Select Report Logo:

Click this button to select an image that will be shown on top of your PDF reports.

8: Show Ranking Data:

Select this checkbox if you would like to display the ranking history data ordered by date on your PDF ranking reports. Unselect this checkbox if you would like to show only the graphical ranking charts.

9: Custom Header:

Select this checkbox if you would like to display your custom header text on top of the PDF ranking reports. Unselect this checkbox to show the standard text header: "Ranking Report For ProjectName"

10: Header Text:

Provide the custom header text that will be shown on top of the PDF ranking reports. If you leave this field empty and check the *Custom Header checkbox [9],* no text header will be displayed.

Chart Settings:

11: Invert Reports:

Select this checkbox to invert the y-axis of your ranking chart.

12: Display Chart Area:

Select this checkbox to display ranking positions as chart area.

13: Show Ranking Labels:

Select this checkbox to display ranking position labels.

14: Maximum Ranking Labels To Show:

Define a maximum number of ranking labels that should be displayed. If you collect ranking data over several months, your chart will look very cluttered if you try to display all those ranking positions. Therefore it is a good idea to set a maximum number of ranking labels that should be displayed.

15: Show Google and/or Yahoo Rankings:

This allows you to show Google rankings, Yahoo ranking or both rankings in your chart.

16: Save Settings:

Click this button to save all your settings and to close the Settings window.

Once again, thank you very much for your purchase!

If you have any questions regarding the software tool, please contact support:

http://simpleseostuff.com/support/

If you have any suggestions or ideas on how to improve the tool please let us know.

Thank you very much.

Enjoy the software.

ClickAds Marketing
Robert Spadinger
http://simpleseostuff.com

Other SimpleSEO Tools:

Google Auto Complete Search Engine
Google PageRank Checker & Url Scraper Tool