

Absolute News Manager
TrafficBooster

TrafficBooster Plugin for Absolute News Manager
Developed by XIGLA SOFTWARE
Copyright© 2004 – All Rights Reserved



Visit Our Site at
<http://www.xigla.com>

TABLE OF CONTENTS

- OVERVIEW _____ 3**
- USING THE TRAFFICBOOSTER PLUG-IN _____ 4**
 - UPDATING YOUR ABSOLUTE NEWS MANAGER DATABASE _____ 4
 - SETTING THE TRAFFICBOOSTER PLUG-IN _____ 4
 - MODIFY YOUR HOME PAGE _____ 5
 - SUBMIT TO GOOGLE _____ 7
- FOUND A BUG? LET US KNOW! _____ 7**

OVERVIEW

Absolute News Manager is a content management system specially designed for article management and news publishing online, which provides through a database, a centralized content repository that is dynamically rendered every time one of your articles is requested by a visitor on your site and parsed using your zone's templates.

This type of dynamically generated content offers a lot of advantages as being very easy to control and maintain but unfortunately it also has the disadvantage of not being very "friendly" to search engines.

While that idea might be a myth, it is true that it is much easier for a web spider like Google to crawl and index a static page over a dynamically generated page. Search engine spiders have a much tougher time with dynamic sites. Some get stuck because they can't supply the information the site needs to generate the page. Other spiders deliberately stay away from dynamic pages to avoid getting trapped in the site, that's the reason why the TrafficBooster plugin was developed.

The TrafficBooster is an Absolute News Manager plug-in which generates a complex tree of search engine friendly pages for each of your articles so that they can be easily indexed by web spiders like Google.

It works by creating unique and content rich static pages that web spiders "enjoy" to crawl and therefore can index without any problem. Furthermore, it also creates a complex tree of links interrelating your articles and content so that the web spider can easily follow and index the entirety of your articles.

By having your content on Google, more and more users will be able to find your site. The more content you have, the more the number of persons that will be able to find your site and therefore, the larger the traffic sent to your site.

This plug-in is extremely easy to install, all you need to do is to upload some files and click a button to set it up. We hope you'll enjoy using this plug-in with your Absolute News Manager in many ways. Please e-mail us with any questions you may have regarding this tool, including any wishes you have for future plug-ins. We're committed to making the Absolute News Manager the best news content management system on the web.

XIGLA SOFTWARE
<http://www.xigla.com>

USING THE TRAFFICBOOSTER PLUG-IN

To install the TrafficBooster plug-in all you need to do, is to unzip the contents of the trafficbooster.zip file into your Absolute News Manager root directory and update your Absolute News Manager database by running the SQL Server script. Then, you have to modify your home page to secretly link to the pages created by the plug-in and submit the site to Google so that it is aware of these new pages.

Updating your Absolute News Manager Database

1. From the SQL Server Query analyzer, select the Absolute News Manager database and load and execute the SQL Server script file PPLTB.sql
2. The SQL Server database will be modified and prepared to work with the TrafficBooster plugin.

Setting the TrafficBooster Plug-in

To install the TrafficBooster plug-in all you need to do, is to unzip the contents of the PPLTB.zip file into your Absolute News Manager root directory.

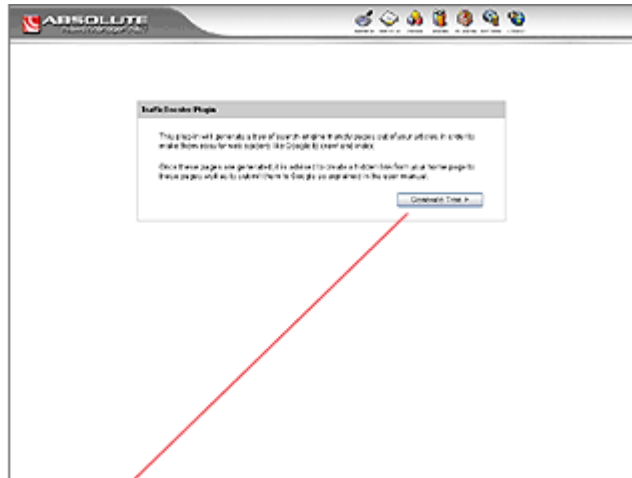
Once ready, you need to register it in Absolute News Manager in order set it up and make it work.

Log into your Absolute News Manager using your administrator username and password and click on the "Plugins" button from the top menu.

Click on the "Register Plug-In" button and fill the following fields and click on the register-Plugin button.

- Plug-In Name : TrafficBooster
- Plug-In file : PPLTB.aspx
- Description: Search engine friendly pages generator.

Once finished, the plug-in will be registered and added to the plug-ins list. You can now click on its name (or run button) to set up and configure the TrafficBooster.



Click to set and configure the TrafficBooster Plugin

There, you'll be shown a very simple page with a short description and a single button. Once you click on the "Generate tree" button, the TrafficBooster plug in will be configured and ready to run on your site.

Note:

Make sure to set the PPLTB/ folder with both read and write permissions. The TrafficBooster Plug-in needs write access to this folder in order to generate the friendly pages for your site.

If no write permissions are set on this folder, no pages will be generated and the plug-in won't work as expected.

Modify your Home Page

At this point, the TrafficBooster plug-in has generated several pages inside the PPLTB/ folder, specially designed to be seen and crawled by Web Spiders.

Now, in order to make it easy for the web spiders to find this content, we need to create a link from your home page to the PPLTB folder. In this way, every spider that comes to your home page, will see the link to the tree and therefore follow it.

With your favorite HTML editor (or even Notepad) open your home page in HTML view and add the following lines of code just before the </head> tag :

```
<META NAME="robots" CONTENT="index, follow">  
<META NAME="revisit-after" CONTENT="30 days">
```

This code will tell any web spider that hits your home page to follow every link it finds here as well as to schedule a revisit to the homepage again after 30 days (Don't be tempted to change it for a lower number, 30 days will provide the best results)

Now, scroll down a little and just after the <BODY> tag, add the following code to the page, make sure to change the URL in red so that it points to the Index.aspx of the PPLTB subfolder inside the Absolute News Manager folder:

```
<div style="position:absolute;left:-1000;top:-1000;">
<a href="absolutenm/PPLTB/index.aspx">Articles</a>
</div>
```

This code creates a hidden link to the PPLTB folder that the web spider can follow as it is at the very beginning of your home page. We want it to be hidden as it is exclusively for any visiting web spiders, not for the human visitors of your site.

Now, your home page HTML code may look similar to this (with our added lines in red):

```
<html>
<head>
<TITLE> YourSite.com : The best site for everything</TITLE>
<META NAME="description" CONTENT="Your description goes here">
<META NAME="keywords" CONTENT="Your,keywords,may,go,here">
<META NAME="robots" CONTENT="index, follow">
<META NAME="revisit-after" CONTENT="30 days">
</head>

<BODY bgcolor="#FFFFFF" leftmargin="0" topmargin="0">
<div style="position:absolute;left:-1000;top:-1000;">
<a href="absolutenm/PPL.TB/index.asp">Articles</a>
</div>
.
.
.
.
.
</body>
</html>
```

Note:

If you want, you can add that hidden link to any number of pages on your site. Though not necessary, this might help the web spiders to find the tree faster if there are other pages already indexed by it.

Submit to Google

Now that the pages are ready and your links in position, you can optionally submit the site to Google so that it adds it to its indexing queue.

To do so, we'll submit both your Index page and the TrafficBooster PPLTB folder which contains the tree to all your articles.

Using your web browser, navigate to the following URL :

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

There, you'll find a page to submit your URL to Google.

Type the full URL to your home page or to the page with the hidden link (I.E <http://www.yoursite.com/index.htm>) and click the ADD URL button

A confirmation will be shown, the page has been successfully added to Google's queue. Now, click the BACK button of your browser and submit the full URL to the index.aspx file in the PPLTB folder of your Absolute News Manager directory : <http://www.yoursite.com/absolutenm/PPLTB/index.aspx>

This will add the articles index tree to the Google Queue.

Note:

Please DO NOT SPAM Google by submitting the pages several times, you might get banned. Just submit it once and forget about it, it's now safe on queue and submitting again will not provide better results.

Also, please note that the inclusion of your site in Google may take several weeks depending on the number of sites on its indexing queue.

Now, it only takes time for Google's Spider to go and visit your site, find the articles tree and begin to index it. Soon, your articles will began to appear on Google and therefore more and more users will start to find your articles and to raise your site traffic.

FOUND A BUG? LET US KNOW!

We've tried our best to make this a bug-free solution, however, with all the different server configurations out there, some minor problems may arise.

If you find that something isn't working the way it should, please e-mail us ASAP so that we can quickly work to resolve the problem. This won't cost you and you'll be helping to improve the System and to deliver a better program to all of our current and future users.

The best way to report a bug is by contacting us at the Absolute News Manager web site: <http://www.xigla.com/absolutenmnet>.

TrafficBooster Plugin
Developed by XIGLA SOFTWARE
Copyright © 2000 - 2004 All Rights Reserved



For more applications, visit our web site at
<http://www.xigla.com>