



SubmitWolf v7 Manual

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Features Overview

- ◆ Automated submission to hundreds of search engines and directories.
- ◆ Automatic submission to the most appropriate category for each engine.
- ◆ Improved category selection with a wider variety and more specific categories to choose from.
- ◆ SPAM control. Filter out your search engine selections based on the number of spam emails sent out by each engine.
- ◆ Submit your site with up to 50 concurrent connections at the one time. This feature helps your submission run faster.
- ◆ Full browser emulation and cookie support.
- ◆ Popup Help wizard.
- ◆ Free engine updates for 12 months.
- ◆ FREE e-mail and Live chat support.

Program Versions

There are three versions of SubmitWolf 7: Demo version, standard version and the Enterprise version.

◆ **SubmitWolf 7 Demo**

In the demo version, submissions are restricted to the demo search engines. The demo version is designed to give you a feel for what the product can do. The demo expires after 15 days. If you require an extension of the demo, please contact support.

◆ **SubmitWolf 7**

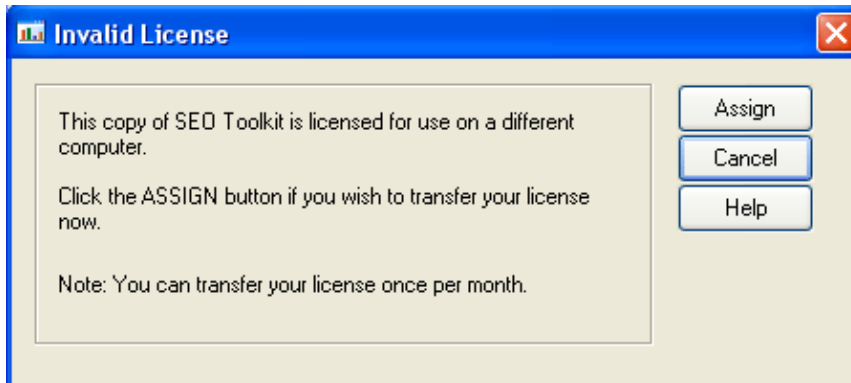
This version is designed for the average user. Users are limited to submitting 5 different domains. This version is intended for a single user to promote their own web sites.

◆ **SubmitWolf 7 Enterprise / SEO Toolkit 2 Enterprise**

The Enterprise edition is designed for users who wish to submit more than 5 domains or for users who wish to submit URLs for third parties. This version can be used as the basis of a submission service. The enterprise version has no restrictions on the number of domains that can be submitted. SubmitWolf 7 Enterprise registration requires the purchase of SEO Toolkit 2 Enterprise.

Licence information

SubmitWolf 7 can be used on one computer at a time only. The SubmitWolf 7 licence can be transferred between computers once every thirty days. If you wish to use SubmitWolf simultaneously on multiple computers, you will need to purchase an additional copy of the software.



Usage of SubmitWolf is governed by an acceptable use policy. The policy can be viewed on the Trellian website and is also listed in this manual under the [Submission rules](#) section. Failure to abide by this policy can result in your licence being suspended or cancelled. Cancelled users are not entitled to a refund.

System Requirements

Operating Systems:

Microsoft Windows 2000/XP/Vista

CPU/Processors:

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

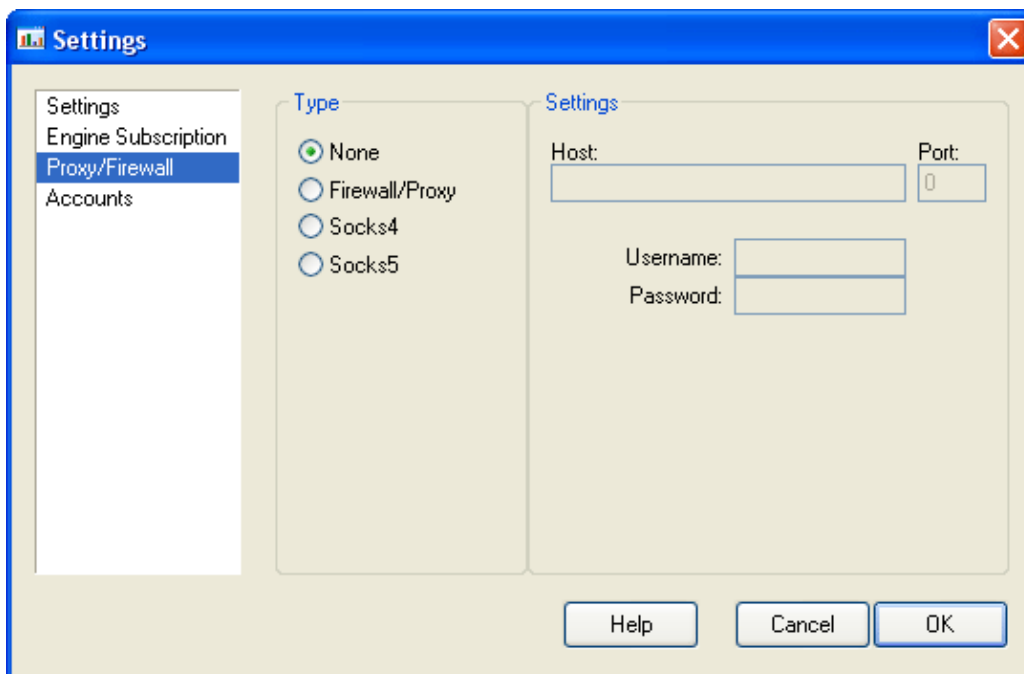
RAM/Memory:

64Mb or greater

Before Starting

If you access the Internet via a proxy server or require firewall authentication, you will need to enter these settings in SubmitWolf's Options.

Click the SubmitWolf Options menu and select Settings to access the Firewall/proxy settings.



If you are using a software firewall, such as Zone Alarm, Norton Internet Security, or Windows XP service pack 2 firewall, you will need to configure the firewall to allow SubmitWolf to connect to the Internet.

SubmitWolf uses the http protocol which uses port 80. If you are having problems configuring the firewall/internet protection software, please seek support from the relevant software manufacturer.

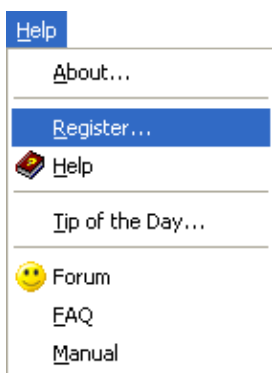
Registering

SubmitWolf 7 can be purchased via the Trellian website, stores or authorised resellers.

To purchase the software from the Trellian web site, click the Help menu of SubmitWolf 7 and select Register. Click on the "obtain registration key" link. This will open the order form in a browser window.

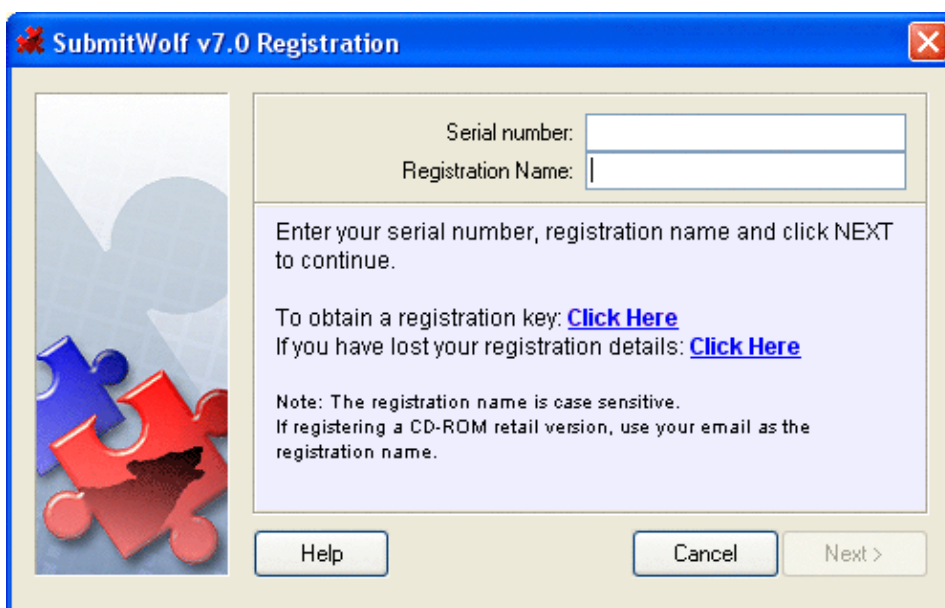
Follow these steps to register SubmitWolf.

Step 1. – Select Register from the Help menu.



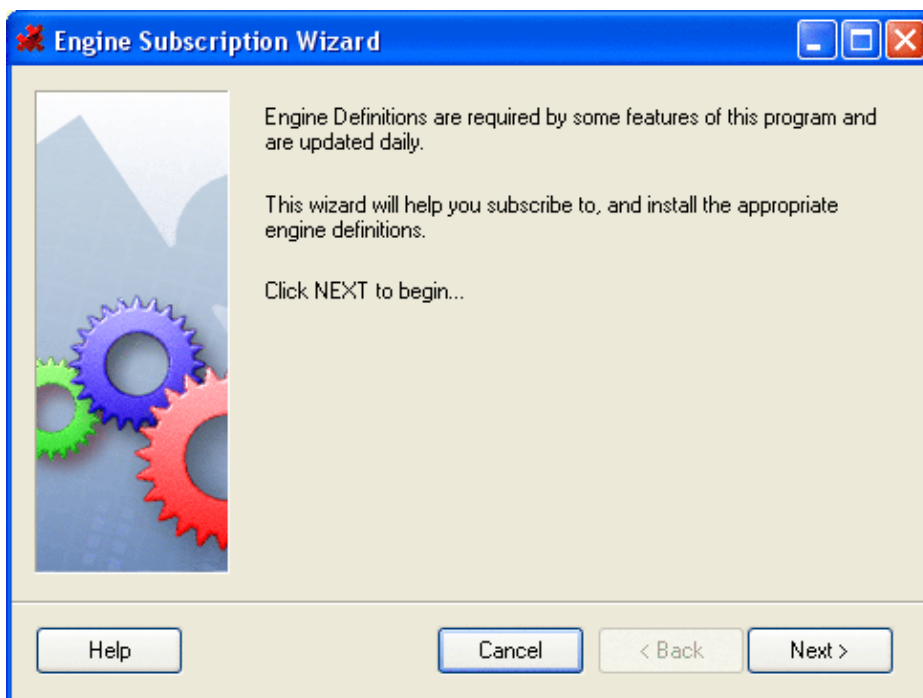
Step 2. – Enter your registration details. Note that registration details are case sensitive. SubmitWolf 4, 5 or 6 serial numbers will NOT register SubmitWolf 7.

Software purchased from stores display the serial number in the CD jewel case. Use your email address as the registration name.



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 start the Engine Subscription Wizard, which will download the engines based on your selections. If you do not proceed with the wizard, the full program features will not be available. See the Engine subscription section of the manual for more information.

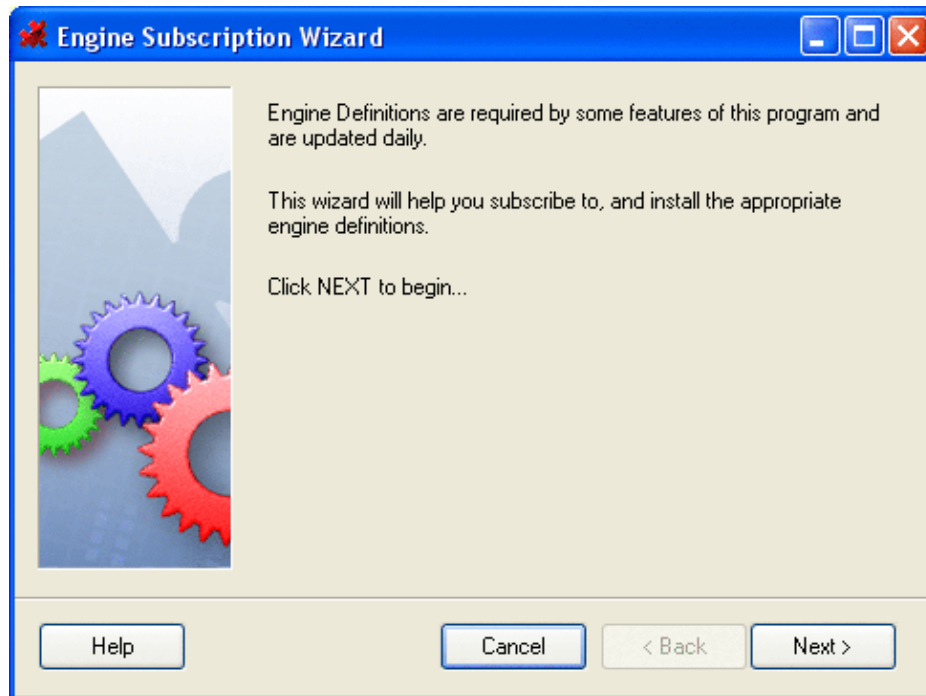


Engine subscription wizard

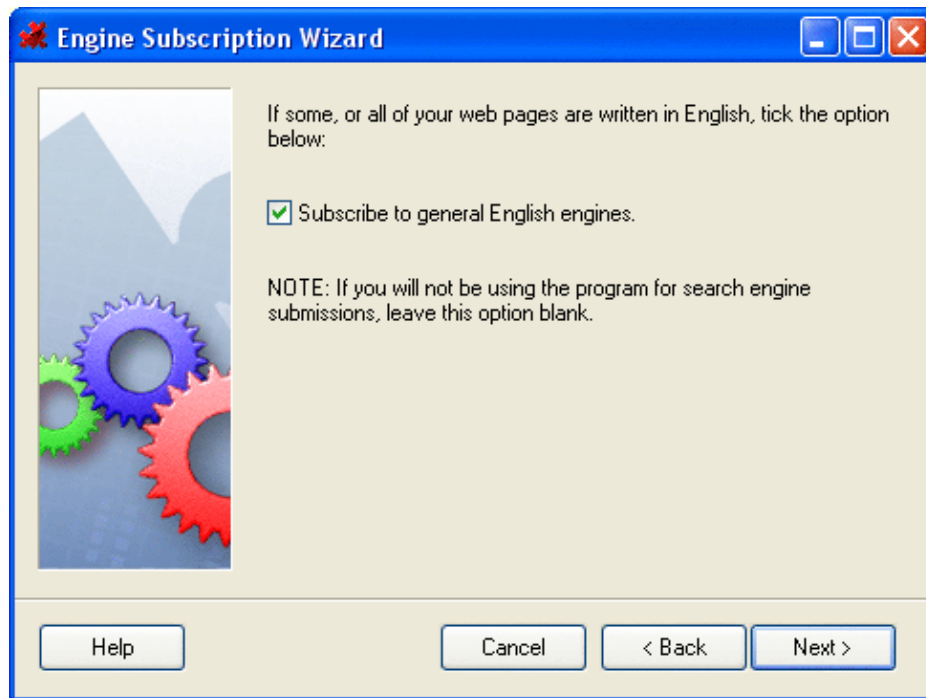
The engine subscription wizard will download engines based on your selections. The wizard will be automatically started when SubmitWolf is registered, or if you have clicked the Subscribe button to change your preferences. This wizard can also be accessed by clicking the SubmitWolf Options menu and selecting Settings.

Engines are automatically updated prior to each submission, so there is no need to run this wizard to update the engines. Please note that SubmitWolf needs to be restarted after downloading the engine updates.

1. When the wizard is displayed, click the Next button to continue, or Cancel to exit the wizard.



2. If your website content is in English, then select the checkbox to subscribe to the English language engines. This will download the English engines for submission.



3. Select the country that your web site(s) are based in.

eg. If your site is based in France then select France from the list.

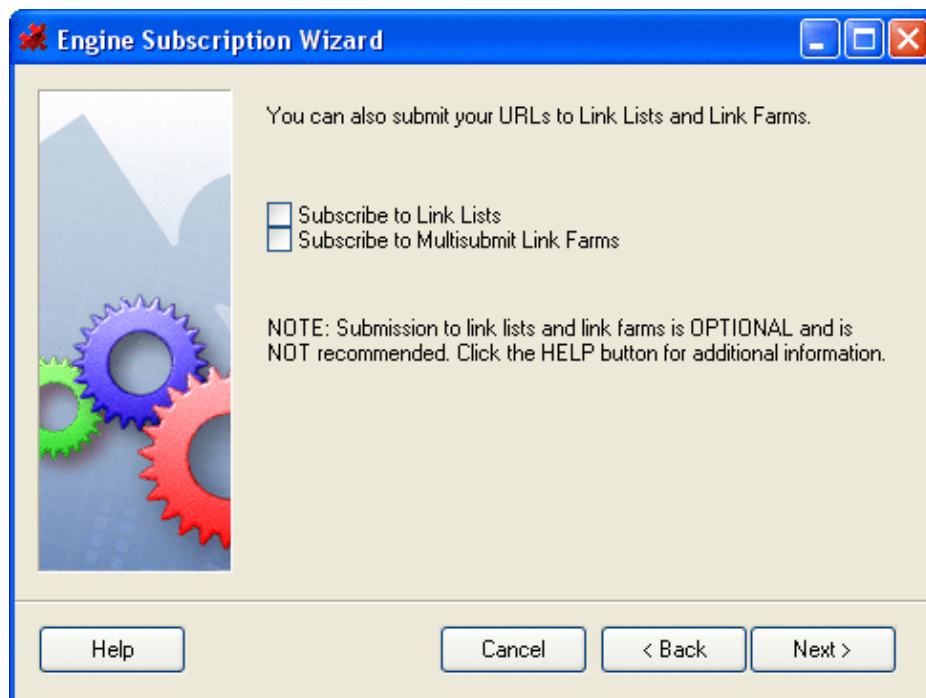
If your site is based in the US, select United States from the list.

NOTE: 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 country specific engines if your site is unrelated to and/or outside the country.



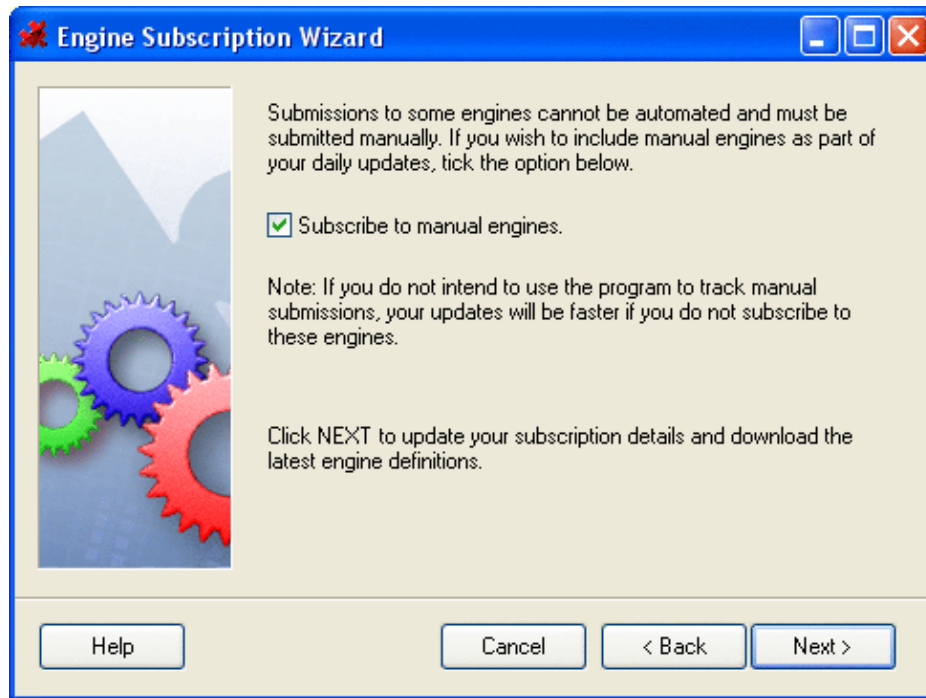
4. Select the checkboxes to subscribe to the Link Lists and multisubmit link farms.

This option is not recommended.

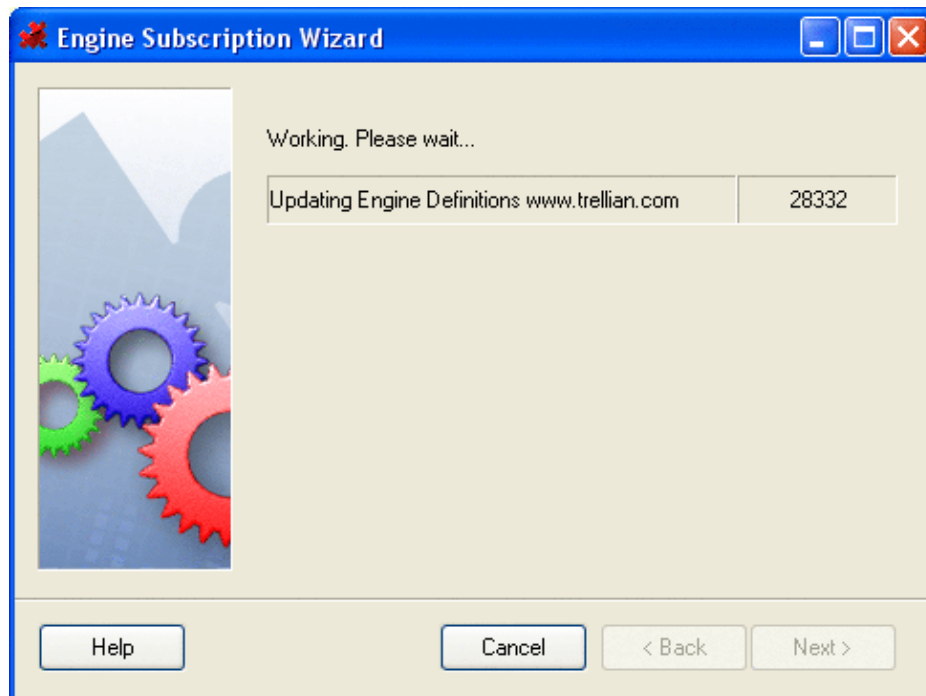


5. Manual engines cannot be automated for various reasons. If you do not wish to

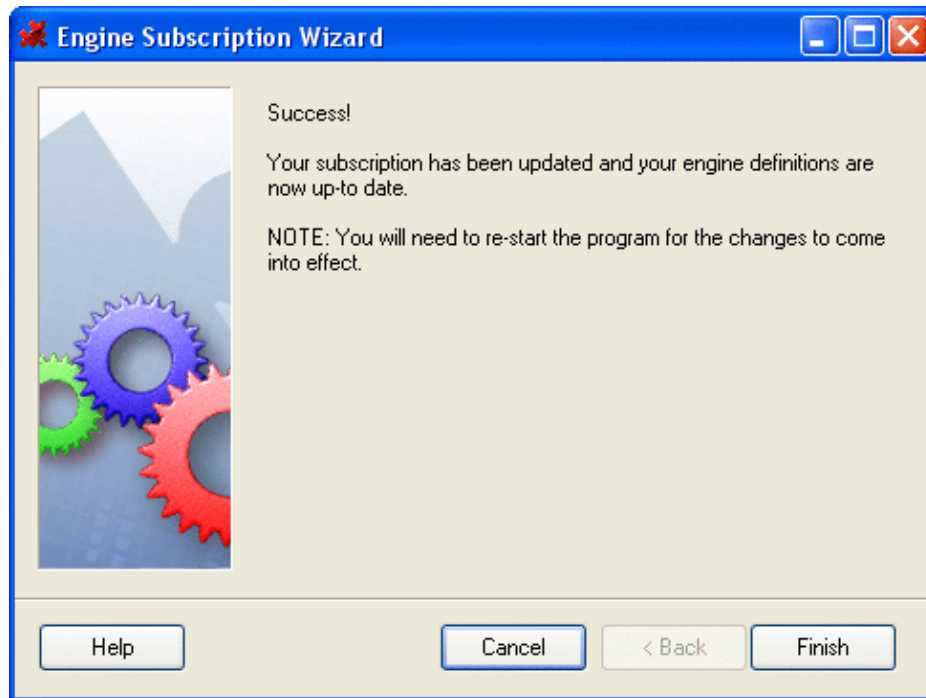
submit to the manual engines, leave this option unselected.



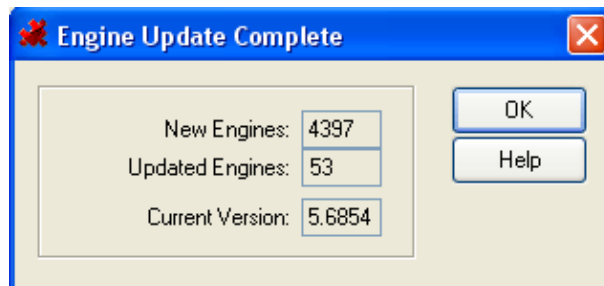
6. The wizard will then download the engines.



7. When the download has completed, restart SubmitWolf to reload the engines.

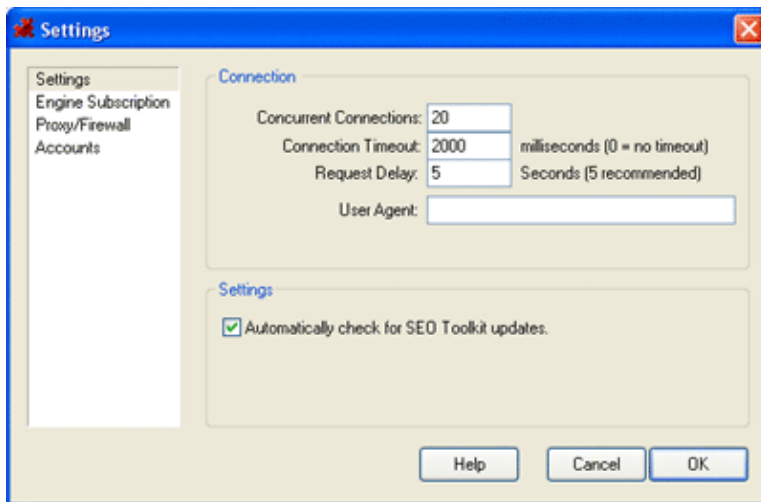


8. When SubmitWolf is restarted, the Engine update complete message will be displayed.



Settings

To change the settings for SubmitWolf, click on the Options menu and select Settings



Concurrent Connections:

SubmitWolf can submit to a number of sites concurrently. This means that the program can send and receive information simultaneously. This setting defines how many concurrent connections will be used. The maximum number of connections that can be used at any one time is 50 for standard users and 1024 for Enterprise users.

Connection Timeout:

The length of time that SubmitWolf will wait before attempting to retry and/or abort an unresponsive connection. The default value is 2000 milliseconds. If you are experiencing frequent timeout errors or connection problems during a submission, try specifying a larger value.

Request Delay:

The length of time that SubmitWolf will wait between requests. The default value is 5 seconds.

User Agent:

The user agent name to send in outgoing requests. This setting is for advanced users only and can be left blank.

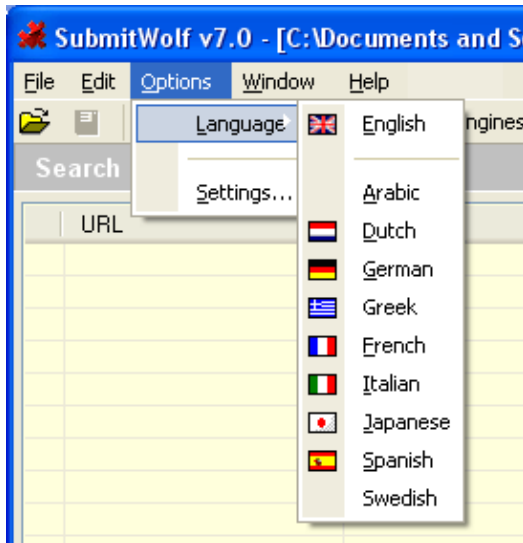
Automatically check for SubmitWolf updates:

Enables automatic update checking.

Note: Updates are not automatically downloaded

Changing the software language

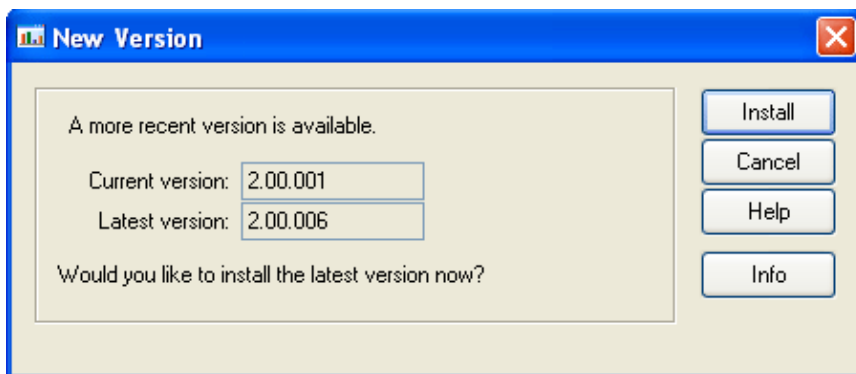
The language used by SubmitWolf can be changed via the Options menu.



Upgrading

SubmitWolf 7 will automatically update the engines prior to a submission or ranking check.

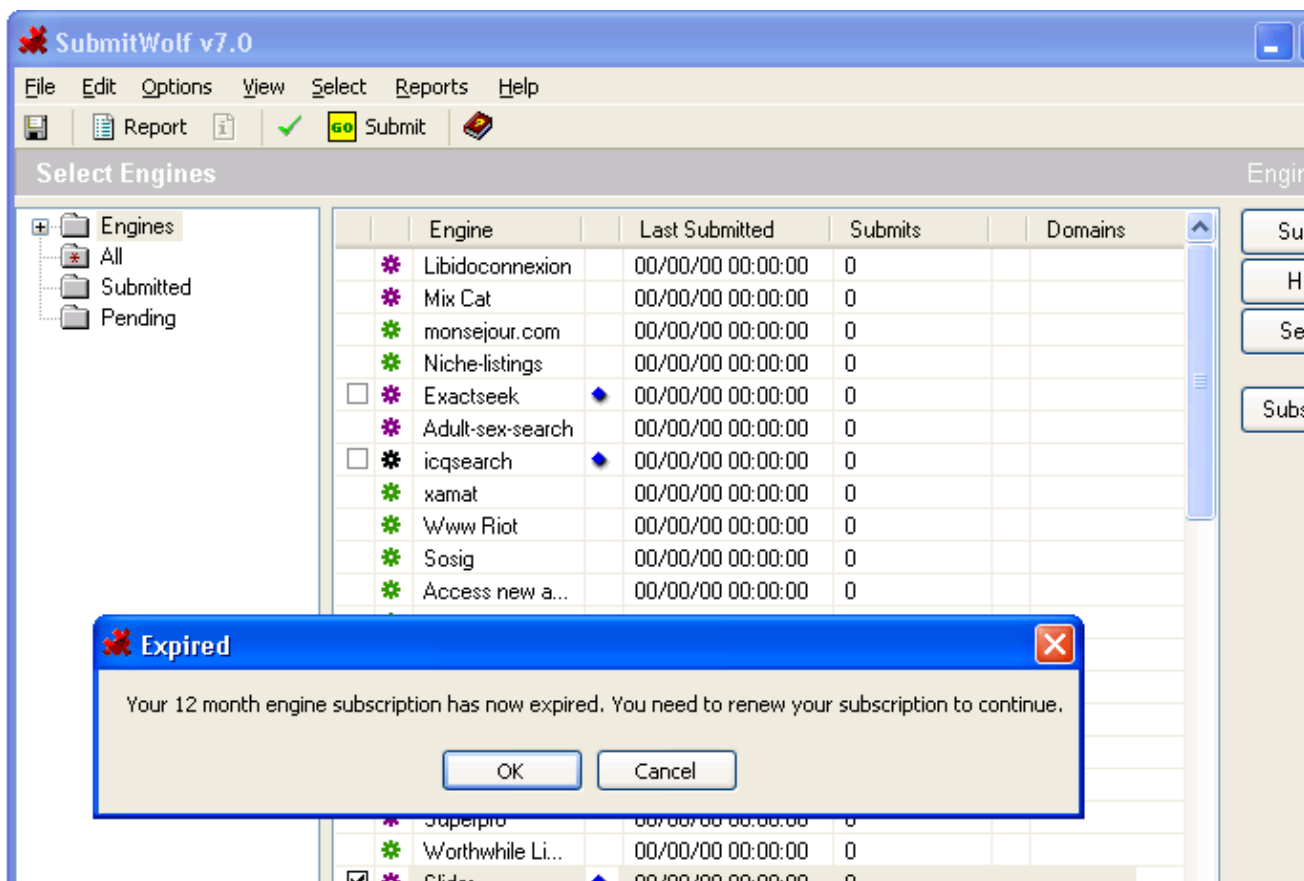
To download the latest program upgrade, select the Upgrade option from the File menu. SubmitWolf will contact the upgrade server to check if there are any upgrades available.



To install the new version, click the Install button. To install at a later date, click the Cancel button.

Engine subscription renewal

SubmitWolf comes with 12 months free engine updates. The engines are used by SubmitWolf for submission. After the 12 months has elapsed, you will be prompted to renew the engines.



The engine subscription can be renewed by clicking on the OK button, as an order form will be launched in your web browser. Alternatively the engines can be renewed via this URL: <https://trellian-secure.vendercom.com/seotoolkit/pack.htm>

Support

Trellian provides **FREE** email support for SubmitWolf.

If you are experiencing a problem or have a question, contact the support department by filling out the form at <http://www.trellian.com/contact.htm>.

We also offer a Live Chat service at <http://www.trellian.com/livesupport.htm>

Support hours are Mon – Fri, 9:00am – 5:00pm (Melbourne, Australia – Eastern Standard Time)

Please include your registration details, and some basic information about your computer and the operating system you are running. 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.

Submission Rules

Most search engines have strict rules as to the type of sites and the number of submissions they accept.

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 other country's engines if your site is unrelated to and/or outside the country.
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
8. You may not use the non-Enterprise version of the Software as the basis for an URL submission service or to submit third party sites.

Frequently Asked Questions

Please read through this list of questions and answers, as misuse of SubmitWolf can result in your site being ranked badly, rejected or even banned from the search engines.

Can I submit each page of my website?

No. Most engines specifically request that only the index page 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 delete your submissions and refuse to index your site if you submit it multiple times.

What is search engine spam?

Search engine spam is defined as pages created deliberately to trick the search engine into offering inappropriate, redundant, or poor-quality search results. Examples of search engine spam are:

- ◇ Submitting MLM (Multi Level Marketing eg. Make money fast!!!) sites to inappropriate categories.
- ◇ Submitting domains that are for sale and offer no useful content
- ◇ Submitting keyword stuffed websites
- ◇ Submitting a mirror site
- ◇ Submitting a website that redirects to another site
- ◇ Submitting a website that uses a doorway page. A doorway page is page created specifically for search engines and is optimized for specific phrases that generate large amounts of traffic. Generally these pages are totally unrelated to the site's content, hence the spam categorization.
- ◇ Submitting machine generated web pages.
- ◇ Submitting websites with offensive content to inappropriate categories.
- ◇ Submitting websites that offer no content other than links to other websites.

Search engines do not add these types of websites to their index, and many engines will simply delete the submission or use algorithms to filter out such websites.

Search engine spam causes problems for legitimate website owners. Some engines review each submission manually and in these cases, the spam submissions extend the waiting time for site reviews. Engines that experience a large number of spam submissions will often implement a pay for inclusion scheme, a manual log in or registration prior to submission, or simply no longer accept any submissions at all.

What will prevent a search engine from indexing a website?

Many search engines cannot crawl sites that use frames, or sites that are created using flash. Sites using frames should be converted to an unframed site. CSS (cascading style sheets) can be used instead of frames.

Most search engines, including Google, cannot crawl pages that use "&=" as a parameter in the URL. Websites that use dynamic URLs for user tracking, must allow robots to crawl a website without requiring session IDs or URL parameters.

Search engines cannot read/follow JavaScript links. Replace JavaScript links with plain HTML links or place an additional section for HTML links on your website if the JavaScript links are necessary.

Most search engines do not index IP addresses – you must submit a domain name, not an IP address.

A search engine cannot index a website where the robots.txt file specifies a disallow statement for that engine.

Can I submit a free hosting URL eg. Geocities?

Many search engines will not index sites that use free hosting URLs. eg. Geocities, Freewebs, ISP hosting etc. due to their transient nature.

Examples of these URLs are:

<http://www.myisp.com/~johnsmith>

<http://www.geocities.com/aaaaa/bbbbb/123456/>

<http://www.freewebs.com/sitename>

Most engines specifically request that only top level URLs are submitted, and many request that no free hosting sites are submitted. This request is due to free hosting sites being indexed, only to become dead links when the site owner loses interest or the free hosting is terminated.

A top level URL is a URL with no subdirectories or page names specified.
eg. <http://www.trellian.com>

To ensure that your URL can be indexed by all engines, it is suggested that you purchase your own domain name and web hosting.

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, and the category your site will be listed under in directories. If you select an inappropriate category, your site will be submitted to engines that are inappropriate for your site. eg. submitting an Accountancy service website to the Automotive / Cars category will result in the site not being indexed, as Automotive search engines aren't looking to index accounting websites.

If someone is looking for a company to do accounting, they won't be looking in Automotive or Music search engines, they will be looking on business and accounting 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 primarily car related.

If you need help selecting a category, contact support with your website's 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?

99% of engines specifically request that websites are submitted to **ONE** category only.

You can select multiple categories for your site, however SubmitWolf will select the category at the top of the list when submitting. If the top category is not supported by an engine, SubmitWolf will then select the next category on the list, and so on. For this reason it is very important to place the most relevant category at the top of the list.

Submitting a URL to multiple categories in a directory or search engine will result in the website or your IP address being banned from the search engine.

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 prevent multiple submissions, which can result in bad ranking, rejection or banning by the search engines. (see the first question on this page)

In addition, multiple submissions just create a large backlog of sites for search engines to index, so it will take longer for your site to be indexed. If you search for your website on a search engine or directory and it is indexed, then it does not require a resubmission. Generally search engines do not remove listings unless a site is non functional or if it violates the engine's policies.

Link lists (FFA sites) 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. Link lists are not recommended as they result in a large amount of spam emails being sent to the email address used on the submission.

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?

Many major engines only accept paid listings. e.g. Overture and Looksmart.. 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?

- ◇ SubmitWolf will skip engines if your site is not appropriate for the engine.
- ◇ 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 require that a site is in a specific language.
- ◇ Some engines only accept commercial websites, some only accept non commercial websites. If your website is commercial, ensure that you select the Commercial option from the Site type drop down menu in the URL details window.
- ◇ 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. eg. MSN
 - 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.

Submitting inappropriate sites is considered as spamming, and can result in your SubmitWolf licence being revoked. 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 submission pages on

most engines 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. Many engines are now sending confirmation emails, that require an action to be performed in order to index the website. Failing to comply with the instructions in the email will result in the website submission being ignored.

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

Icon legend

The icon legend below explains the meaning behind the symbols used in SubmitWolf.

 Success	 Search Engine
 Pending	 Multi Submit Engine
 Failed	 Directory
 Connection timeout error.	 Link List
 Engine does not accept automated submissions	 Reciprocal Link Required
 Missing Map File	 Powered by a third-party index
 Outdated script	 Manual Search Engine / Directory
 No form found on Add URL page.	 Manual Multi Submit Engine
 Engine spams, or publishes user emails.	 Manual Link List
 Email authorization required before can submit.	 Deleted Engine
	 Skipped Engine.
	 302 Page Moved Error.

Category Descriptions

The category you select is important, as it dictates which search engines will be submitted to, and the category your site will be listed under in directories. If you select an inappropriate category, your site will be submitted to engines that are inappropriate for your site. eg. submitting an Accountancy service website to the Automotive / Cars category will result in the submission being deleted, as Automotive search engines generally don't index accounting websites.

If someone is looking for a company to do accounting, they won't be looking in Automotive or Music search engines, they will be looking on business and accounting 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 primarily car related.

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

Adult (sex)

Category Name	Type of sites accepted
Image/ TGP	Adult images and thumbnail gallery pages.
Film & Video	Adult film and video related sites
CDs	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
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Arts and humanities

Category Name	Type of sites accepted
Art	Art related sites. Sites selling Art should be submitted to the Consumer Products – Arts/crafts category.
Cultural Events	Cultural events
General	General arts/humanities sites. Sites selling Art should be submitted to the Consumer Products – Arts/crafts category
History	History
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.
Museums/Galleries	Museum and Gallery sites. Sites selling art/crafts should be submitted to the Consumer Products – Art/Crafts 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.
Photography	Photography sites. Sites promoting photography services should be submitted to the Business and services – photography category. Sites selling photographs should be submitted to the Consumer products – Arts/Crafts category
Theatre	Theatre related sites
Visual Arts	Visual Arts related sites. Sites selling Art should be submitted to the Consumer Products – Arts/crafts category.

Automotive

Category Name	Type of sites accepted
Accessories / Spares	Automotive accessories and spare parts sales
Auto Clubs	Auto / car club sites
Aviation	Aviation related sites. Aviation sites specific to the tourism industry should be submitted to the Travel – Airlines category.
Cars	Car related sites. Car dealers should submit to the Automotive – Dealers category.
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
Motorbikes and scooters	Motorbike/scooter related sites
Rental Cars	Rental car services
Services	Other automotive services not covered by any other categories
Trucks and vans	Trucks and van related sites

Business and services

Category Name	Type of sites accepted
Accounting	Sites promoting accounting services
Advertising/Marketing	Sites promoting advertising and marketing services
Announcements	Announcement 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
Building	Building services
Business to Business	Business services for other businesses (B2B)
Charities	Charities
Classifieds	Sites offering classified ad services
Cleaning	Cleaning 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
Courier	Courier services
Dating agencies	Dating services
Electrical services	Electrical services / electricians
General business	General business services not covered by any other

services	categories.
Graphic Design	Graphic Design services
Import Export	Import / Export services
Industrial Goods	Industrial goods related sites
Investigation	Investigative services
Legal	Sites offering legal information.
Logistics	Logistics services
Mail Order	Mail order sales
MLM	MLM (Multi Level Marketing) sites. Also known as Network Marketing.
Opportunities	Work from home / business for sale / franchise opportunities
Organizations	Organizations. eg. Non profit, community
Other services	Other services not covered by other categories. Business services should be submitted to the Business services category
Photography	Photography services
Plumbing	Plumbing services / plumbers
Printing	Printing services
Quality Control	Quality Control services
Resources	Business resource information
Restaurants/cafes	Restaurants, cafes and food services. Recipe and cooking related sites should be submitted to the Entertainment and recreation – Eating/drinking category
Scientific consultants	Science/technology consultants. Internet/computer consultant sites should be submitted to the Internet – consultants or Computer – consultants categories.
Science services	Science related services
Security	Security services
Spiritual	Spiritual services
Veterinary	Veterinary services / vets
Wholesale	Wholesale services

Computing

Category Name	Type of sites accepted
Books	Computer related books
Computer consultants	Computer consulting services
Dealers and shops	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
Other services	Other computer services not covered by any other categories
Security	Computer security related sites
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 and shopping

Category Name	Type of sites accepted
Antiques	Antique products
Arts/Craft	Arts/craft products
Beauty	Beauty related products
Books	Books
CDs	CDs sales. Sites selling music CDs should submitted to the Music CD category
Clothing	Clothing related products
DVDs	DVD sales. Sites selling music DVDs should submitted to the Music DVD category
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
Music CDs	Music CD's
Music DVDs	Music DVD's
Office Equipment	Office Equipment related services
Office Supplies	Office supplies
Office furniture	Office furniture
Online Store	Online stores e.g. sites that allow purchase online. Select this category if there are no specific categories for your store listed in this category section
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
Audio and Hi-fi	Audio and hi-fi equipment sales, information and 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
Telecommunications	Telecommunications related sites. Sites selling or servicing radios or Mobile phones should be submitted to Electronics/Mobile Phones and Electronics/radio categories respectively.

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 and services – Opportunities category.
Positions Vacant	Employment vacancies / job offers. Work at home and other "opportunity" related sites should be submitted to the Business and services – Opportunities category.
Job site	Job sites listing multiple vacancies eg. http://www.seek.com.au

Entertainment and recreation

Category Name	Type of sites accepted
Amusement Parks	Amusement Parks
Books	Books reviews/discussions. Sites selling books should be submitted to the Consumer products – books category
Celebrities	Celebrity related sites

Cinema	Cinema related sites
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 Business and services – Restaurants/cafe category
Exhibitions	Exhibitions and shows
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
Gardening	Hobby gardening related sites. Sites promoting gardening products should be submitted to the Consumer products – Gardening category
General	Other entertainment related sites not covered by any other categories
Hobbies	Hobbies
House and home	House and home related sites. Sites promoting products should be submitted to the Consumer products category
Humor	Humor/comedy related sites
Magazines	Magazine discussion. Sites promoting magazines should be submitted to the Media – Magazines category
Magic	Magic shows/services. Sites discussing magic should be submitted to the Paranormal – Magic category
Music	Music entertainment related sites. Sites promoting music products should be submitted to the Music/CD's or Music DVD's category. Sites about music as a hobby should be submitted to Arts and Humanities – music category.
Outdoors	Outdoor activity sites
People and society	Sites about people and society. Celebrity related sites should be submitted to the Entertainment – Celebrities category.
Pets/Animals	Pets/Animal sites
Television/Radio	Television/radio related sites. Sites selling or servicing televisions/radios should be submitted to the Electronics – Television or Electronics – Radio categories.

Finance

Category Name	Type of sites accepted
Accounting	Accounting related sites. Sites promoting accounting services should be submitted to the Business and services – Accounting category.
Banking	Banking related sites. Sites promoting banking services should be submitted to the Business and services – 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
Stock Market	Stock Market related services

Health / Medical

Category Name	Type of sites accepted
Alternative Medicine	Alternative Medicine related sites
Disabilities	Disability related sites
Diseases and illnesses	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.
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.
Hospitals	Hospital sites
Massage	Massage services
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 psychology services should be submitted to the psychology category.
Optical	Optical services
Other services	Other health and medical services not covered by other categories.
Psychology	Psychology related sites.
Nursing Homes	Nursing Homes
Nursing services	Nursing services
Nutrition	Nutrition related sites
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.

Industry

Category Name	Type of sites accepted
Agriculture	Agriculture industry related sites. Sites promoting agricultural services should be submitted to the Business and services– Agriculture category.
Chemicals	Chemical industry related sites.
Construction	Construction industry related sites. Sites promoting building services should be submitted to the Business and services – Building category.
Electronics	Electronics industry related sites. Sites promoting electrical products/services should be submitted to the Electronics category or the Consumer products – 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 and services– Restaurants category. Recipe and cooking related sites should be submitted to the Entertainment and 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.
Internet 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
Promotion and SEO	Web site promotion and SEO related sites
Resources	Internet resources. eg. Script archives, image archives, information about the Internet, tutorials etc.
Search Engines	Search Engines eg. http://www.google.com . NOTE: This category is for sites that ARE search engines.
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 hosting	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 Entertainment – 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.
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
Blues and roots	Blues and roots music sites
Classical	Classical music sites

Country	Country music sites
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
Instrumental	Instrumental music sites
Jazz	Jazz music sites
Latin	Latin music sites
MP3	MP3 related sites
Musical Instruments	Musical Instruments
New Age	New age music sites
Opera	Opera related sites
Pop	Pop music sites
Rock	Rock music sites
Soul	Soul music sites
Techno	Techno /electronic music sites
World Music	World music sites

Paranormal

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

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

Politics/Government

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

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 Business and 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

Reference

Category Name	Type of sites accepted
Directory	Directories eg. http://dmoz.org NOTE: This category is for sites that ARE directories.
Encyclopedia	Encyclopedias
Libraries	Libraries
Other	Other reference related sites not covered by other categories
Weather	Weather information

Religion

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

Science & Technology

Category Name	Type of sites accepted
Agriculture	Agricultural science related sites. Sites promoting agricultural services should be submitted to the Business and services – 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.
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
Research	Scientific Research sites
Science	Science sites
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
Boating	Boating related 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

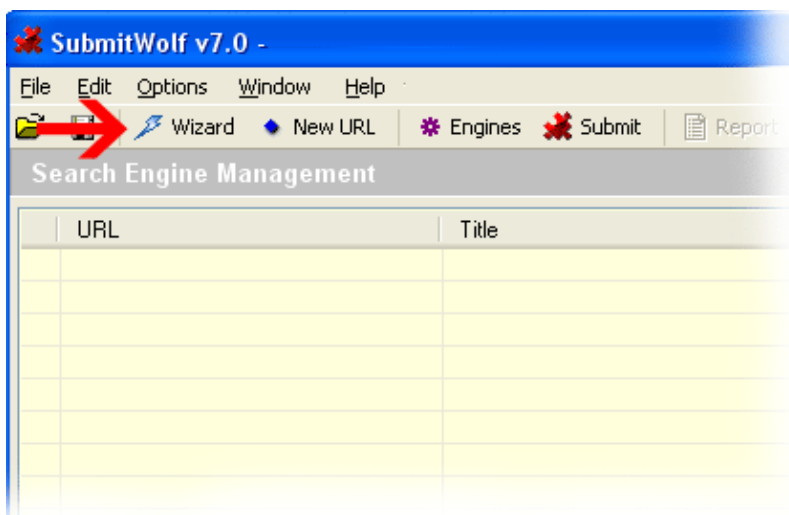
Travel

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

Submission Wizard

Please read the [Submission rules](#) and [frequently asked questions](#) **BEFORE** submitting your site. The information in these sections may prevent your site from being banned from the search engines.

To start the submission wizard, click the Wizard button on the toolbar. You can also start the Wizard via the Window menu.



1. Enter a URL

Enter the URL to submit.

Most engines specifically request that only the index page of the site is submitted. eg. <http://www.example.com>

Submitting multiple pages from the same URL is regarded as spamming the search engines.

For example, <http://www.example.com/page1.html>,

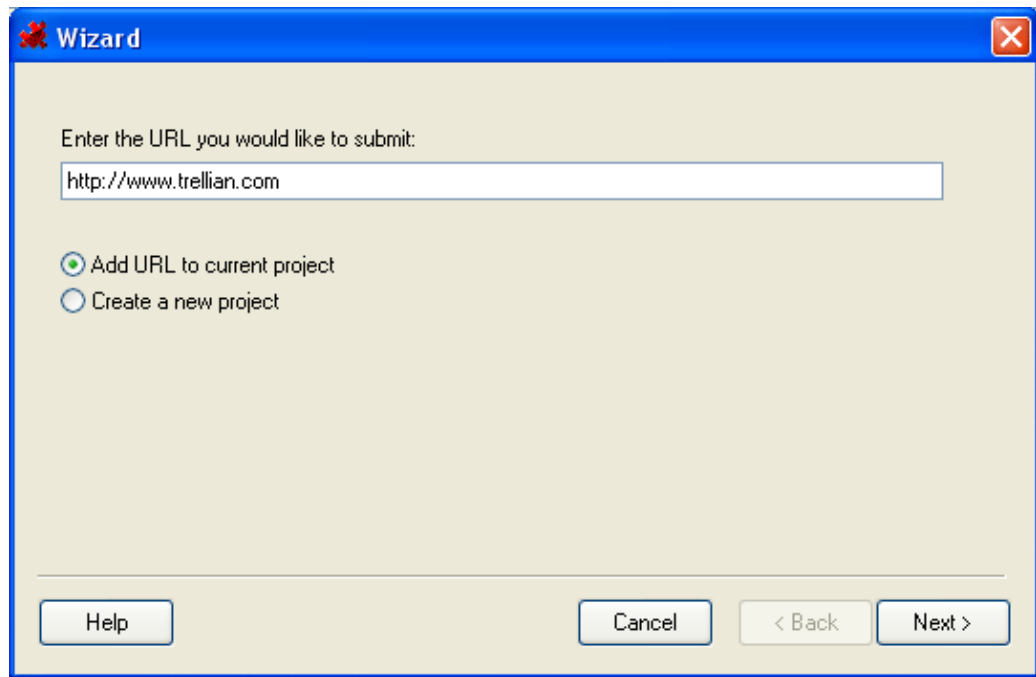
<http://www.example.com/page2.html>, <http://www.example.com/page3.html> etc

The search engines will spider (crawl through all the pages on your site) and index the pages automatically.

To add the URL to the current project, select the first option.

To create a new project, select the second option.

Click the Next button to continue.



2. Enter the URL details

Enter the URL title, brief description and long description.

To import this information from a URL's meta tags, click the Import button and enter the URL to import from.

- ◇ The title should be a brief one line description that summarizes the page or its content. Avoid using the URL or keywords as a title.
- ◇ The brief description should be a one line description (250 chars or less) that summarizes the page or its content.
- ◇ The long description should be a longer description (500 chars or less) that summarizes the page or its content.

For a description of each field, see the [URL details](#) section.

Click the Next button to continue.

3. Enter site and login details

Select a site type from the list.

- ◇ Select Commercial if your site is business related or is selling or promoting a product and/or service.
- ◇ If your site is not commercial in nature, select the non-commercial option.
- ◇ If your site is promoting MLM (Multi level marketing – also known as network marketing) select the MLM option.
- ◇ If your site is gambling related i.e. casino, bots, online gambling, gambling tips, betting etc. select the Gambling option
- ◇ If your site is adult related i.e. sex, nudity, pornography, promoting adult products and/or services etc. select the Adult option.

Select the main language used on the site from the language field.

Enter a username and password for your submission. Some engines require this information and it can be used to edit a listing on a search engine at a later date.

Click the Next button to continue.

Wizard

Enter Site Details:

Site Type: Commercial

Language: english

Enter Login Details

Username: *****

Password: *****

Note: Some engines require a username and password. This is used to make subsequent changes to your submission details. Please select a username and password that you would like to use.

Help Cancel < Back Next >

4. Enter keywords for the URL

Enter up to 15 keywords, with the most important keywords listed first.

To import keywords from a URL's meta tags, click the Import button and enter a URL.

Click the Next button to continue.

5. Enter submission email address(es)

Enter a valid email address in the Email field.

Most engines require an email address to be entered as a requirement of submission. The email address may appear in the listing on some directories. An invalid email address may result in the site not being indexed. We recommend creating a yahoo, hotmail, gmail or other free web based email account for use with submissions. Some engines send a confirmation email, and if a response is not received, then your site will not be listed.

You may use a different email address for the engines that send confirmation emails. Enter the email address in the Confirmation email field. Even if a confirmations email is entered, it is advisable to check both emails accounts to ensure that any stray confirmation emails are replied to.

Click the Next button to continue.

Wizard

Enter Email:

Email:

Note: Many sites will not accept a submission without a valid email address, however please note that some engines will use the submitted email for spam.
We recommend that you do not use your primary email address for submissions.

Enter Confirmations Email:

Some engines require an email confirmation that involves an action such as clicking a link, or filling in a puzzle. If you want such confirmations to go to a different email address, enter it above.

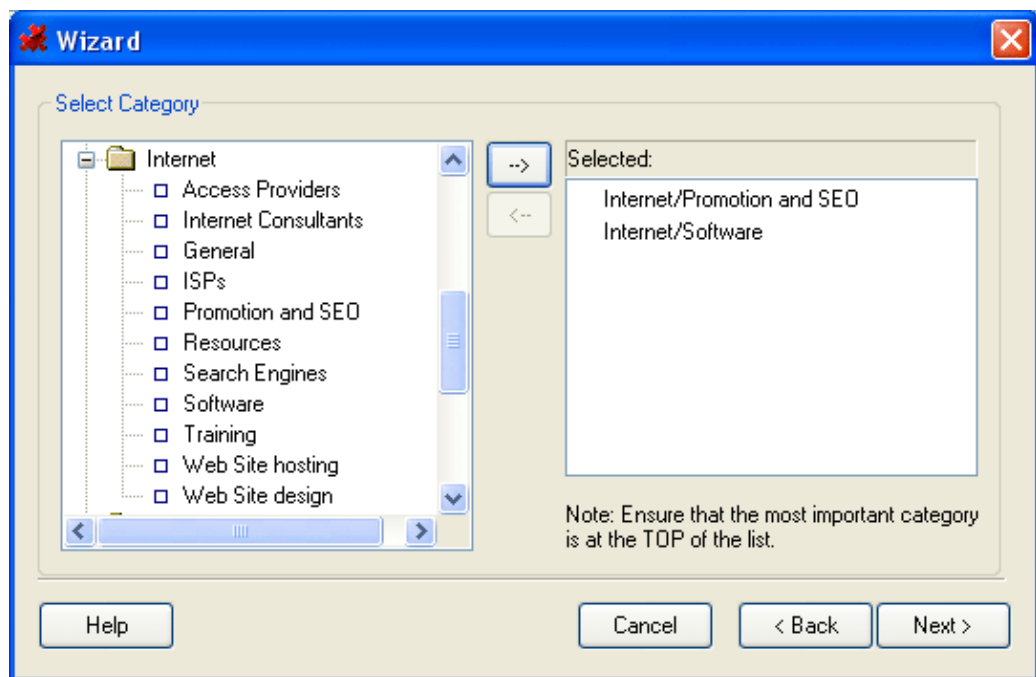
Help Cancel < Back Next >

6. Select a category

Select the most appropriate category for your site. A brief description of each category along with category selection guidelines is available in the [category description](#) section of the manual.

The most relevant category should be listed first, as this category will be used for submissions. If an engine does not accept submissions in the top category, the next category in the list will be used, and so on.

Click the Next button to continue.



7. Enter contact details

Enter the contact details for your submission. Some directories will display this information in your listing. Compulsory fields are listed in red.

Click the Next button to continue.

Wizard

Enter Contact Details

Company:

First Name:

Surname:

Title:

Street:

City:

State:

State Code:

Zip:

Tel:

Fax:

Mobile:

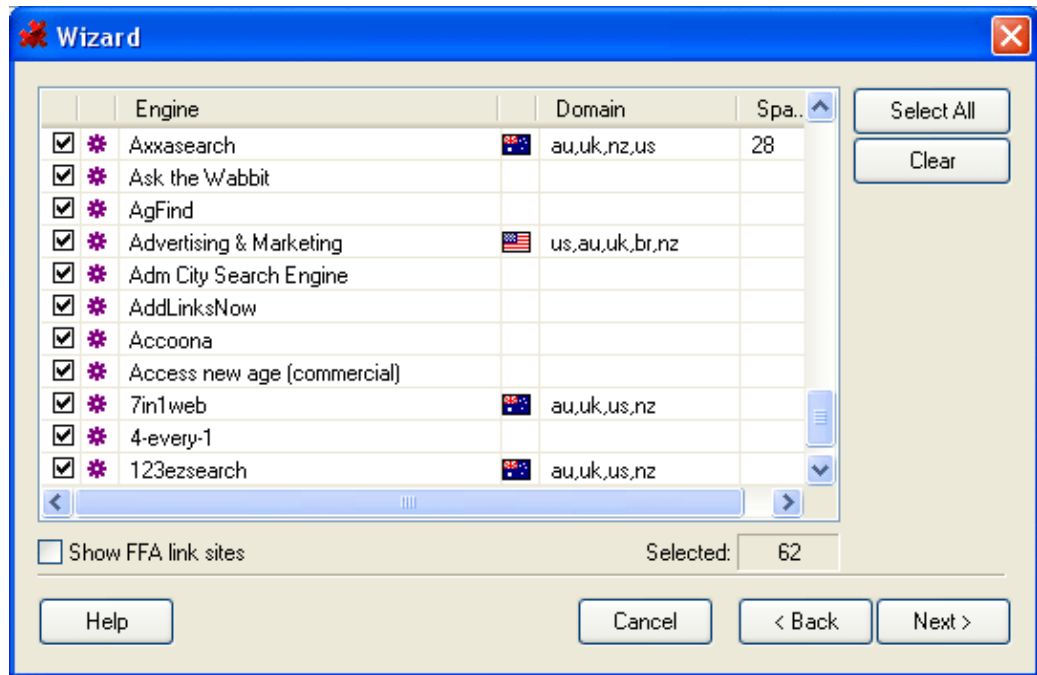
Toll Free:

Country:

Buttons: Help, Cancel, < Back, Next >

8. Select engines for submission

Select the engines to submit your site to. To submit to all the available engines, click the Select All button.



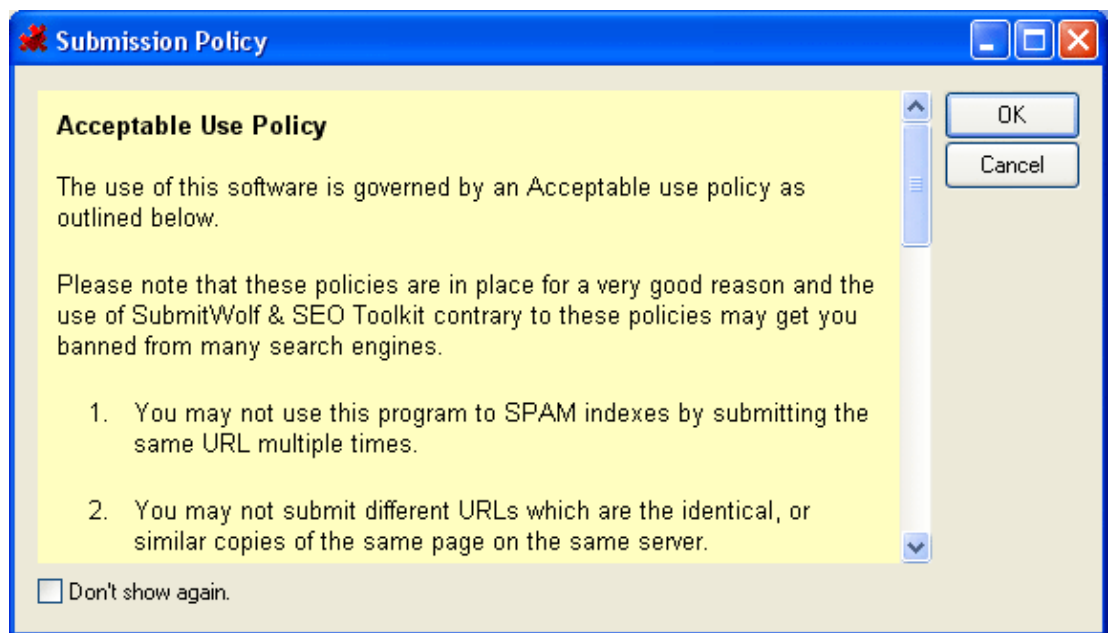
Tick the "show FFA link sites" to display the FFA/link list sites. This option is not recommended. A link list (or Free For All) is a web page that contains a list of links to web sites. The link list can hold a specific number of links. When this limit is reached and a new link is submitted, the oldest link drops off the list. In return for listing your link, the link list owner will send advertising emails promoting their products/services to your email address.

Click the Next button to continue.

9. Acceptable use policy

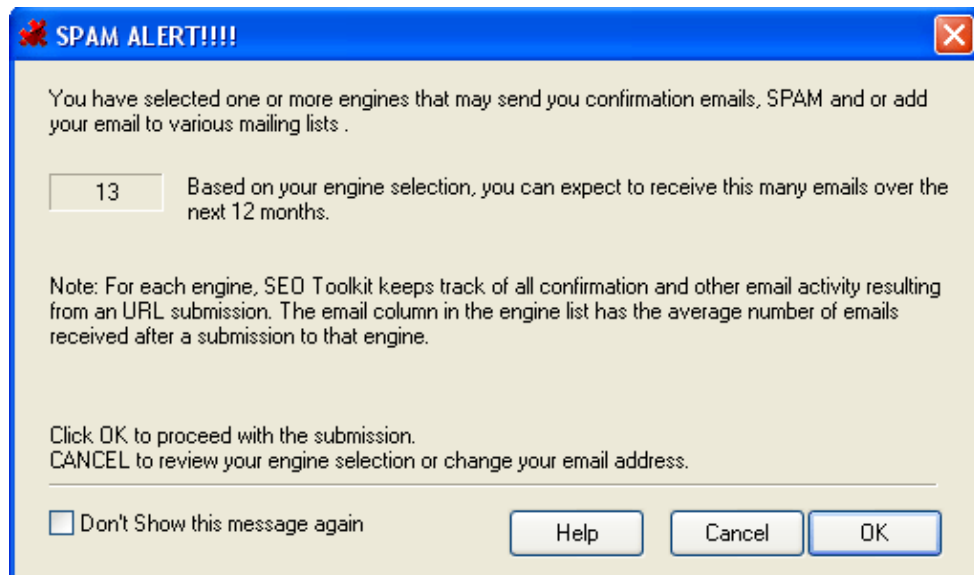
The acceptable use policy will then be displayed. Please take the time to read this, as improper use of SubmitWolf may result in your licence being suspended.

Click the OK button to continue or cancel to revise the submission.



10. Spam warning

If you have selected engines that send a large number of emails to the submission address, the spam warning will be displayed.

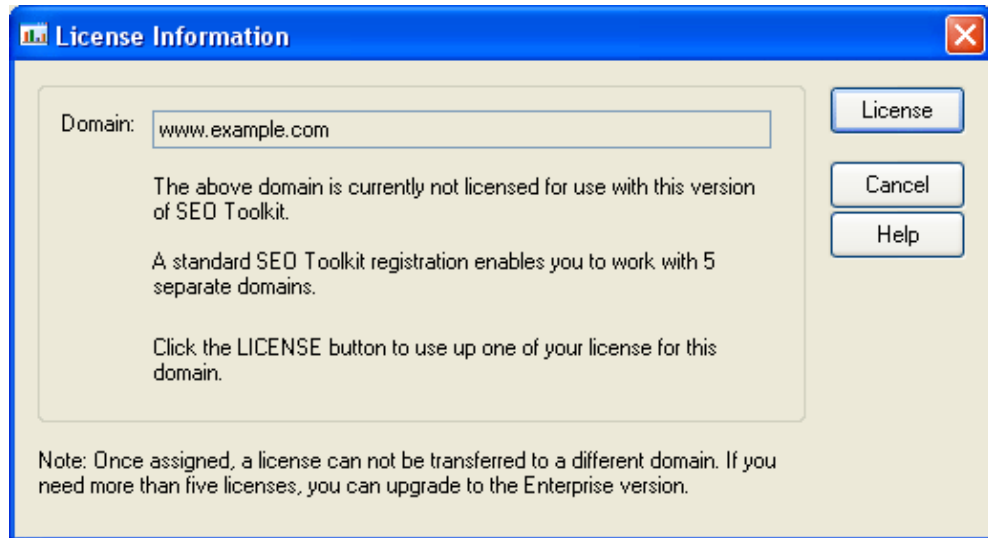


Click the Cancel button to go back and change the engine selection. Click the OK button to continue with the submission.

11. License and engine update check

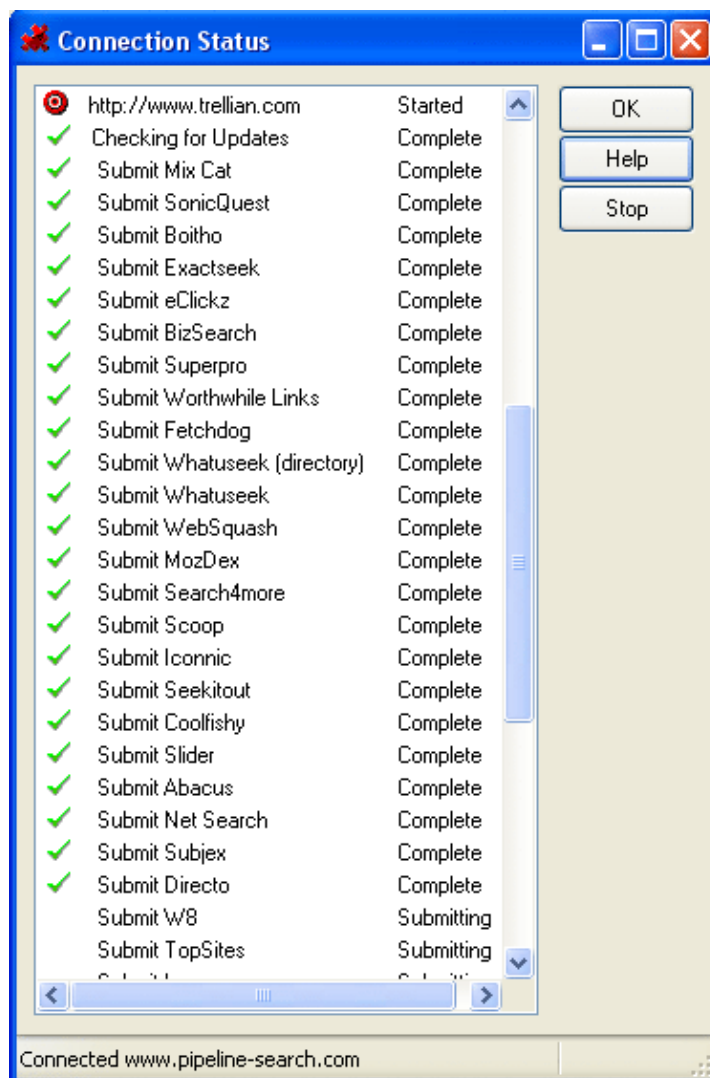
SubmitWolf will then contact the upgrade server to check that the latest engine updates have been installed.

If you are using the non enterprise version of SubmitWolf you will be prompted to use one of the domain licences for the submission. You can use up to 5 different domains with the non enterprise version.



12. Submission complete!

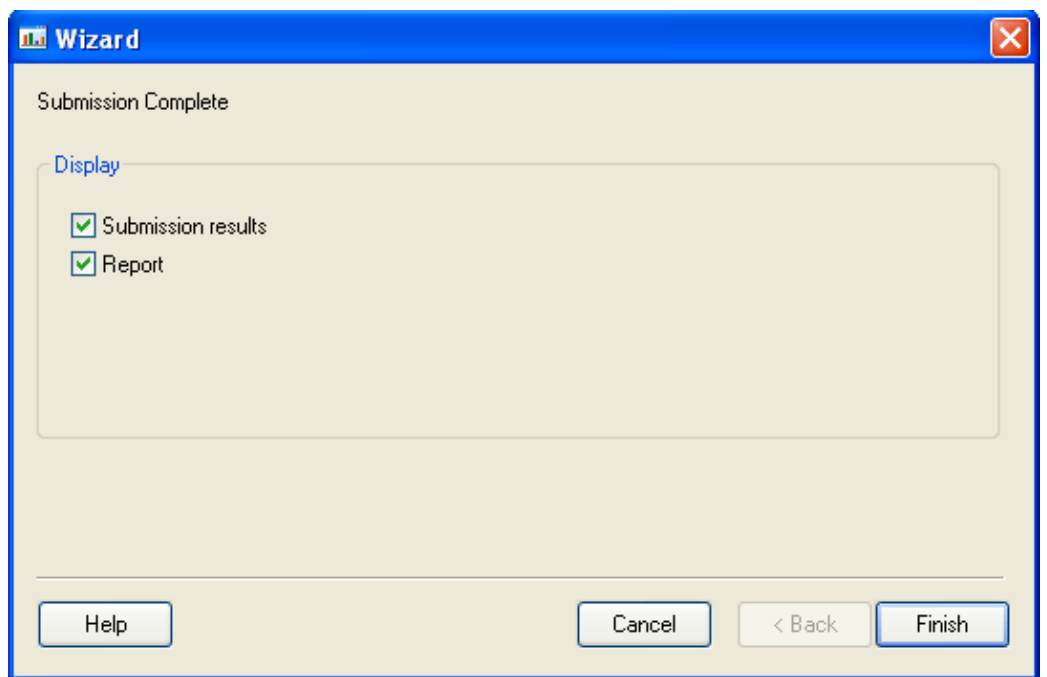
SubmitWolf will submit your site, and display the connection status window. For more information about this window, see the Connection status section of the manual.



After submission, SubmitWolf will display selection of submission reports that you can view.

- ◇ Submission results – displays the engine list with the submission date, number of submissions and submission status fields e.g. submitted, failed, skipped etc.
- ◇ Report – displays custom report builder with the options of displaying the submission details, submitted engine status, and/or the full engine report.

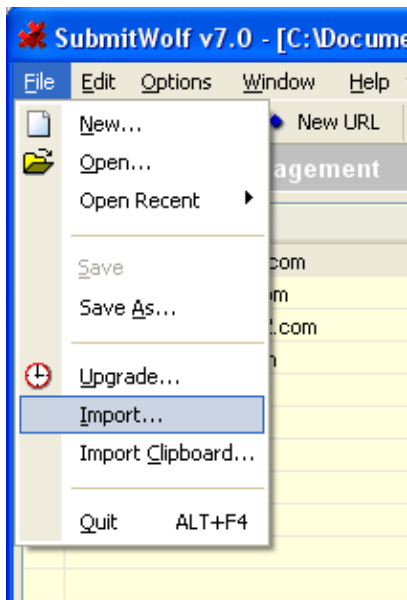
Select the reports to view, then click the Finish button. The report details are described in the Reporting and maintenance section of the manual.



Importing previous SubmitWolf projects

SubmitWolf 7 will try to import projects from older versions automatically.

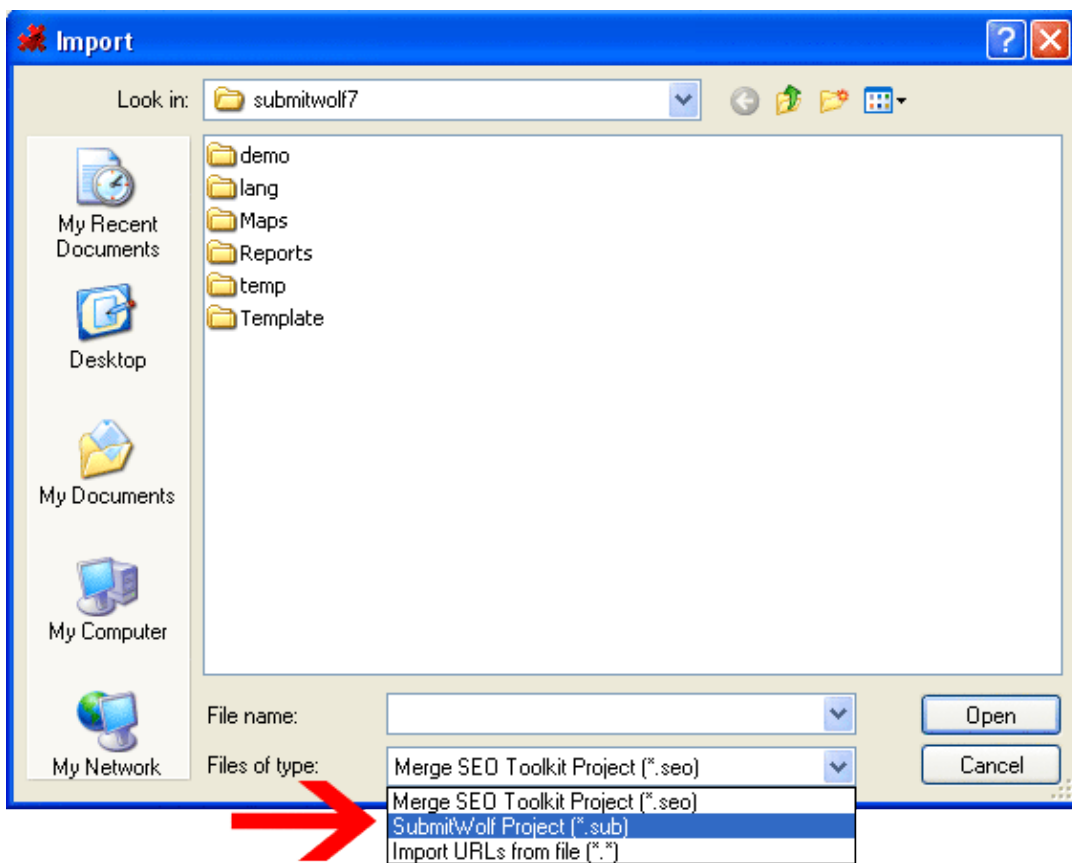
Projects can be manually imported by clicking on the File menu and selecting the Import menu option.



Change the file type to SubmitWolf projects, locate the project to import then click the Open button.

The default projects folder for SubmitWolf 6 is
C:\Program Files\TRELLIAN\SubmitWolf v6.0\Projects

The default projects folder for Submitwolf 5 is
C:\Program Files\TRELLIAN\SubmitWolf PRO v5.0\Projects



SubmitWolf 7 requires more information than the previous versions, of submitWolf, therefore some fields may be blank after importing a project.

Submitting a URL

There are two ways to submit a URL. The submission wizard is an easy to use tool that walks through each step of the submission process.

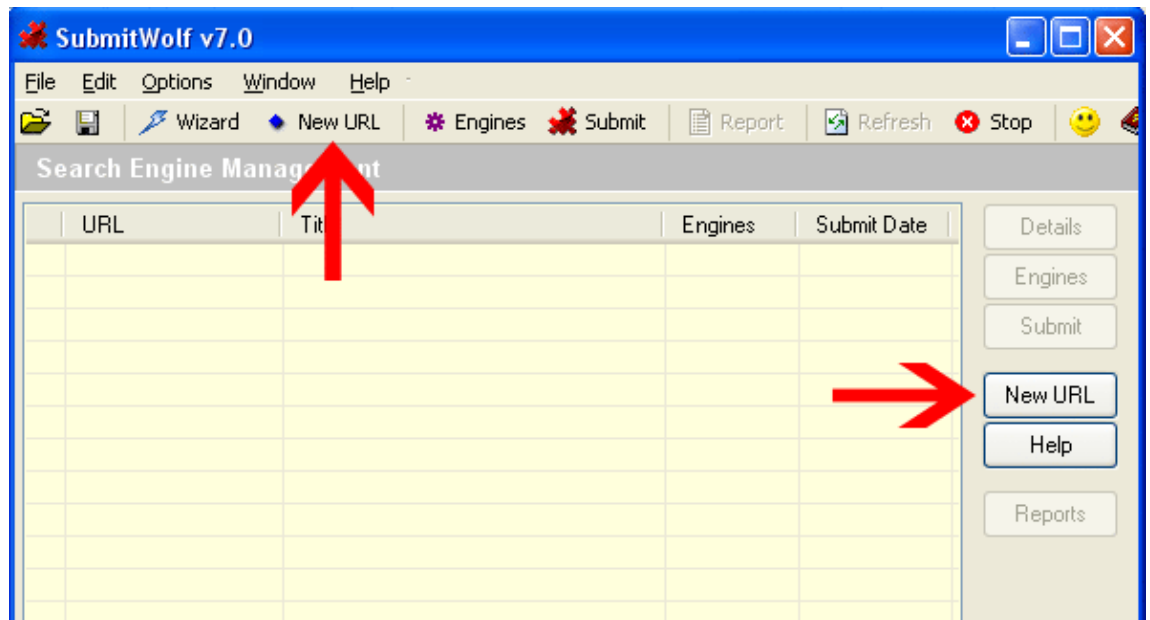
For advanced users, SubmitWolf offers an interface similar to the previous SubmitWolf versions. The next section covers submission via the advanced interface.

Note: Non enterprise users are limited to 5 different domains for submission. If you wish to submit more than 5 different domains, you will need to upgrade to the enterprise version

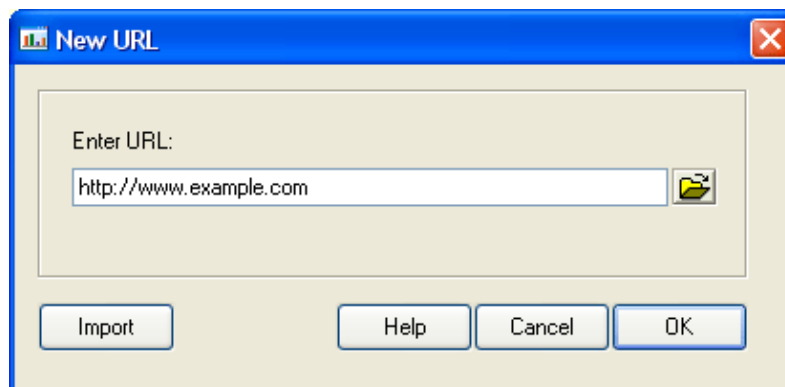
Entering a URL

Please read the [Submission rules](#) and [frequently asked questions](#) BEFORE submitting your site. The information in these sections may prevent your site from being banned from the search engines.

1. To submit a new URL, click either of the "New URL" buttons.



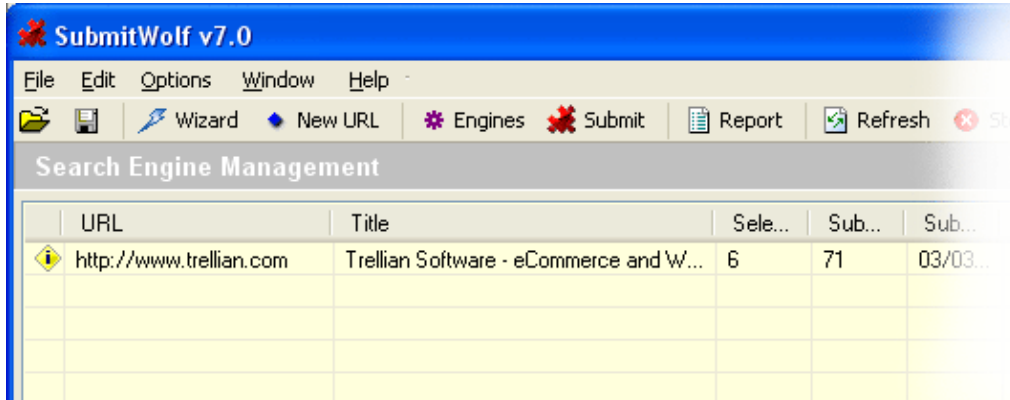
2. Enter the URL, including the http://



Most engines specifically request that only the index page of the site is submitted. eg. <http://www.example.com>

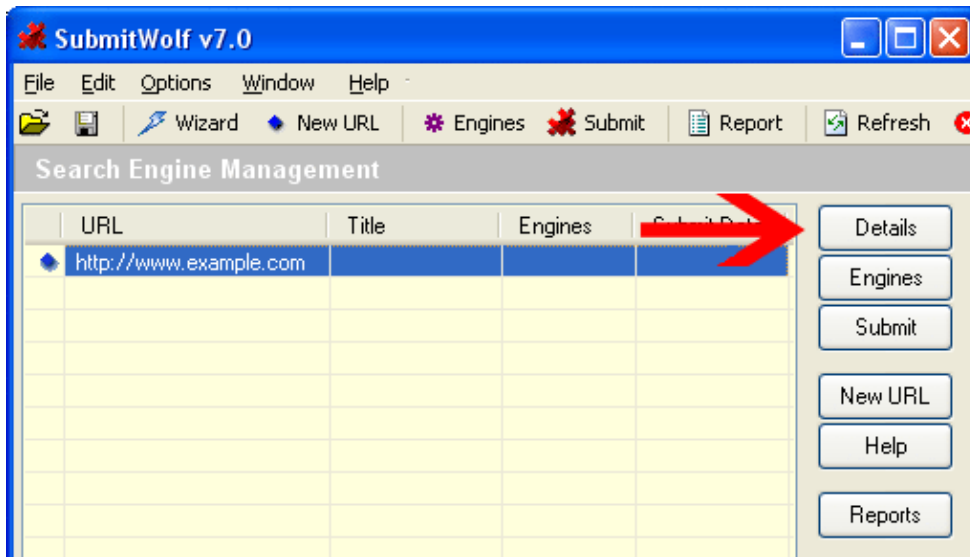
Submitting multiple pages from the same URL is regarded as spamming the search engines. The search engines will spider (crawl through all the pages on your site) and index the pages automatically.

An "i" symbol will appear next to a URL if the URL is missing information required for submission. For example, the symbol will appear if one or more of the compulsory fields is incomplete and/or the URL has no engines selected for submission.



Entering URL details

The next step is to enter as much information as possible about the web site you are submitting. Click the details button to enter URL details.



Below is an example showing the data entered for the details window.

Red field labels indicate a compulsory field, all other fields can be left blank if not appropriate. See the table below for a description of each field.

Field:	Description:
URL Title	This should be a brief one line description that summarizes the page or its content. Avoid using the URL or keywords as a title.
URL	The URL field should already contain the URL to submit.
Site Type	Some search engines only accept specific types of sites. Selecting the appropriate site type will ensure that your site is submitted to relevant search engines. <p>Commercial – if your site is business related or is selling or promoting a product and/or service.</p> <p>Non commercial –If your site is not commercial in nature, select the non–commercial option.</p>

	<p>MLM – If your site is promoting MLM (Multi level marketing – also known as network marketing) select the MLM option.</p> <p>Gambling – If your site is gambling related i.e. casino, bots, online gambling, gambling tips, betting etc. select the Gambling option</p> <p>Adult / sex – If your site is adult related i.e. sex, nudity, pornography, promoting adult products and/or services etc. select the Adult option.</p>
Category	<p>For the most appropriate placement in directories and specialty search engines, you need to categorize your web page.</p> <p>You can select multiple categories for your site, however SubmitWolf will select the category at the top of the list when submitting. If the top category is not supported by an engine, SubmitWolf will then select the next category on the list, and so on.</p> <p>To view a description of each category, see the Category description section of this manual.</p> <p>Please ensure that the MOST appropriate category is the first one you select. This is important because some directories will only list your URL once, in a single category.</p> <p><i>Note: ONLY submit your web site to categories that are appropriate and relevant to your web site. Submitting to categories not related to the web site is contrary to the SubmitWolf acceptable use policy, and can result in your submissions being banned from some engines.</i></p>
Language	Select the primary language of your site.
Username	<p>Some engines require you to specify a username and password. This username and password is required to make subsequent changes to your listing.</p> <p>Both the username and password should be 6 characters long and contain no spaces or punctuation characters.</p> <p><i>Note: Do NOT use your ISP logon password or your SubmitWolf registration details in these fields.</i></p>

Password	<p>Some engines require you to specify a username and password. This username and password is required to make subsequent changes to your listing.</p> <p>Both the username and password should be 6 characters long and contain no spaces or punctuation characters.</p> <p><i>Note: Do NOT use your ISP logon password or your SubmitWolf registration details in these fields.</i></p>
Keywords	<p>Enter a list of keywords relevant to your web page. Click the >> button to edit your keywords using the Keyword Manager. List the most relevant keywords first as some engines will only use the first 10 keywords.</p> <p>Some engines use META tags to obtain the keyword list for the page, and ignore this field. You should ensure that your keywords are also present in your META tags. You can use the Meta Tags editor for this purpose.</p>
Description (brief)	<p>Enter a short description of your website. (250 characters or less)</p> <p><i>Note: 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. It is thus a good idea to keep the description brief and ensure that the most relevant information is contained in the first few lines.</i></p> <p><i>Some engines use META tags to obtain the description and extract, and will ignore this field. You should thus ensure that your description is also present in your page as a META tag. You can use the Meta Tags editor for this purpose</i></p>
Description (long)	<p>Enter a longer description of your website. (500 characters or less)</p> <p><i>Note: 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. It is thus a good idea to keep the description brief and ensure that the most relevant information is contained in the first few lines.</i></p> <p>Some engines use META tags to obtain the description and extract, and will ignore this field. You</p>

	should thus ensure that your description is also present in your page as a META tag. You can use the Meta Tags editor for this purpose
Company	Enter your company name. If your site is non commercial (personal homepage or information website) leave the company field blank.
First Name	First name of the site owner/webmaster/submitter.
Surname	Surname of the site owner/webmaster/submitter.
Title	Title of the site owner/webmaster/submitter.
Email	<p>Ensure that you enter a valid email address as some engines will reject submissions with invalid email addresses.</p> <p>Some engines will send indexing/listing notifications to this address.</p> <p>A free based email address, such as hotmail, yahoo or gmail is recommended. <i>Note: Some directories may use the email address as part of the URL listing.</i></p>
Confirm	Some engines will send a confirmation email that requires an action to be performed in order for the site to be listed/indexed. Confirmation emails will be sent to the confirm email, if entered.
Street	Enter your street number and name. Note: This may appear in the listings. You can put a dash or n/a in the field, however some engines will not accept the submission without an address.
City	Enter your City name. Note: Some directories may classify your listing based on locality, and may use this field.
State	Enter your state name. Some directories may classify your listing based on region, and may require/use this field.
State Code	Enter the State Code. e.g. DC, VIC etc. If not appropriate, leave this field blank.
Zip	Enter your ZIP or Post Code.
Country	Enter the website's country of origin. Some search engines/directories will use this field to determine the category/section that your site will be listed in.
Tel	Enter your telephone number. On some directories the telephone number may appear as part of your listing.

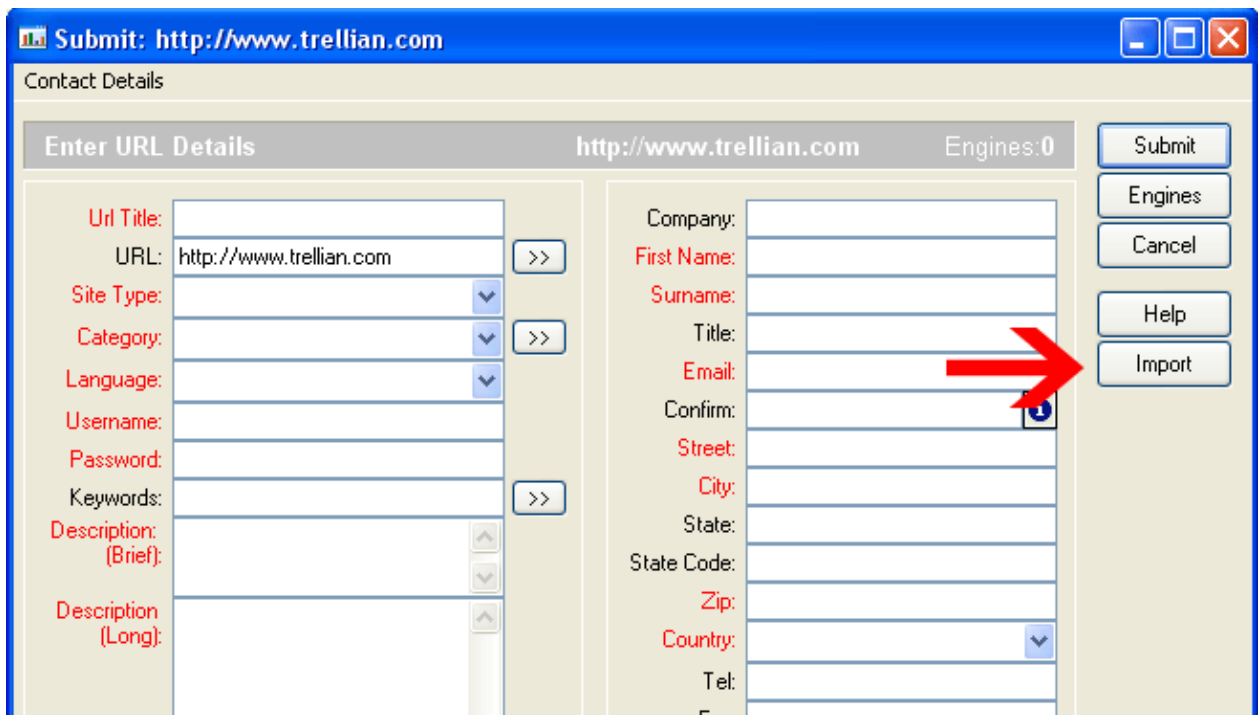
	This field is optional, however some directories may not list your site without a valid phone number.
Fax	Enter your fax number. On some directories the fax number may appear as part of your listing. this field is optional.
Toll Free	Enter your toll free phone number. On some directories the toll free number may appear as part of your listing. This field is optional.

Importing URL and contact details

SubmitWolf features helpful functions to import URL details and to load previously saved contact detail sets. This significantly speeds up the data entry process so that only the site type, category and language fields require manual input.

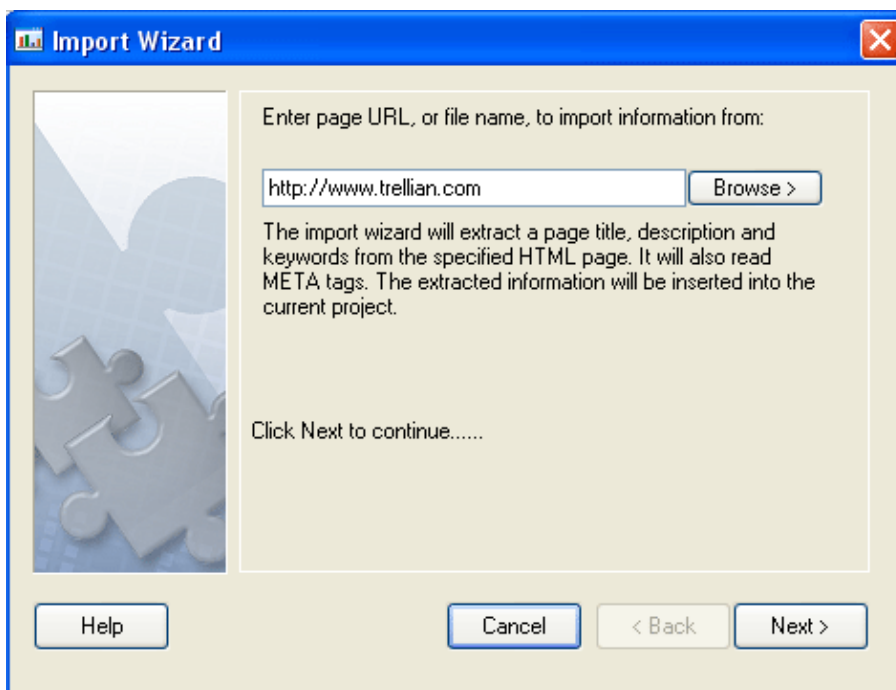
Importing URL details

To import a URL's details, such as title, description, keyword etc, directly from the URL, click the Import button on the details window.



The screenshot shows a window titled "Submit: http://www.trellian.com" with a "Contact Details" tab. The "Enter URL Details" section is active, showing the URL "http://www.trellian.com" and "Engines: 0". The form contains various input fields for contact information, including "Company:", "First Name:", "Surname:", "Title:", "Email:", "Confirm:", "Street:", "City:", "State:", "State Code:", "Zip:", "Country:", and "Tel:". A red arrow points to the "Import" button on the right side of the form.

The wizard will step through the import process, and populate the relevant fields in the URL details window.



Importing contact details

Contact details can be saved and imported to allow for quick data entry. Generally this function would be used by Enterprise users, who are submitting websites on behalf of clients.

To use this function, a set of contact details must first be saved. To save the contact details, ensure that the relevant fields are filled out. This function will save the following field data:

- ◆ Company
- ◆ First Name
- ◆ Surname
- ◆ Title
- ◆ Email
- ◆ Confirm
- ◆ Street
- ◆ City
- ◆ State
- ◆ State code
- ◆ Zip
- ◆ Country
- ◆ Tel
- ◆ Fax
- ◆ Mobile
- ◆ Toll Free
- ◆ Username
- ◆ Password

Then click on the *Contact details* menu, and select *Save*.

Submit: http://www.trellian.com

Contact Details

Load
Save
Import

Details http://www.trellian.com Engines:0

Trellian Software - eCommerce and

URL: http://www.trellian.com >>

Site Type: >

Category: >>

Language: >

Username: trellian

Password: trellpass

Keywords: >>

Description (Brief):

Description (Long):

Company: Trellian

First Name: Hilton

Surname: Rutgers

Title: Mr

Email: sales@trellian.com

Confirm: sales@trellian.com ⓘ

Street: 8 East concourse

City: Beaumaris

State: Victoria

State Code: VIC

Zip: 3193

Country: Australia >

Tel: 61 3 9589 7946

Fax: 61 3 9589 7951

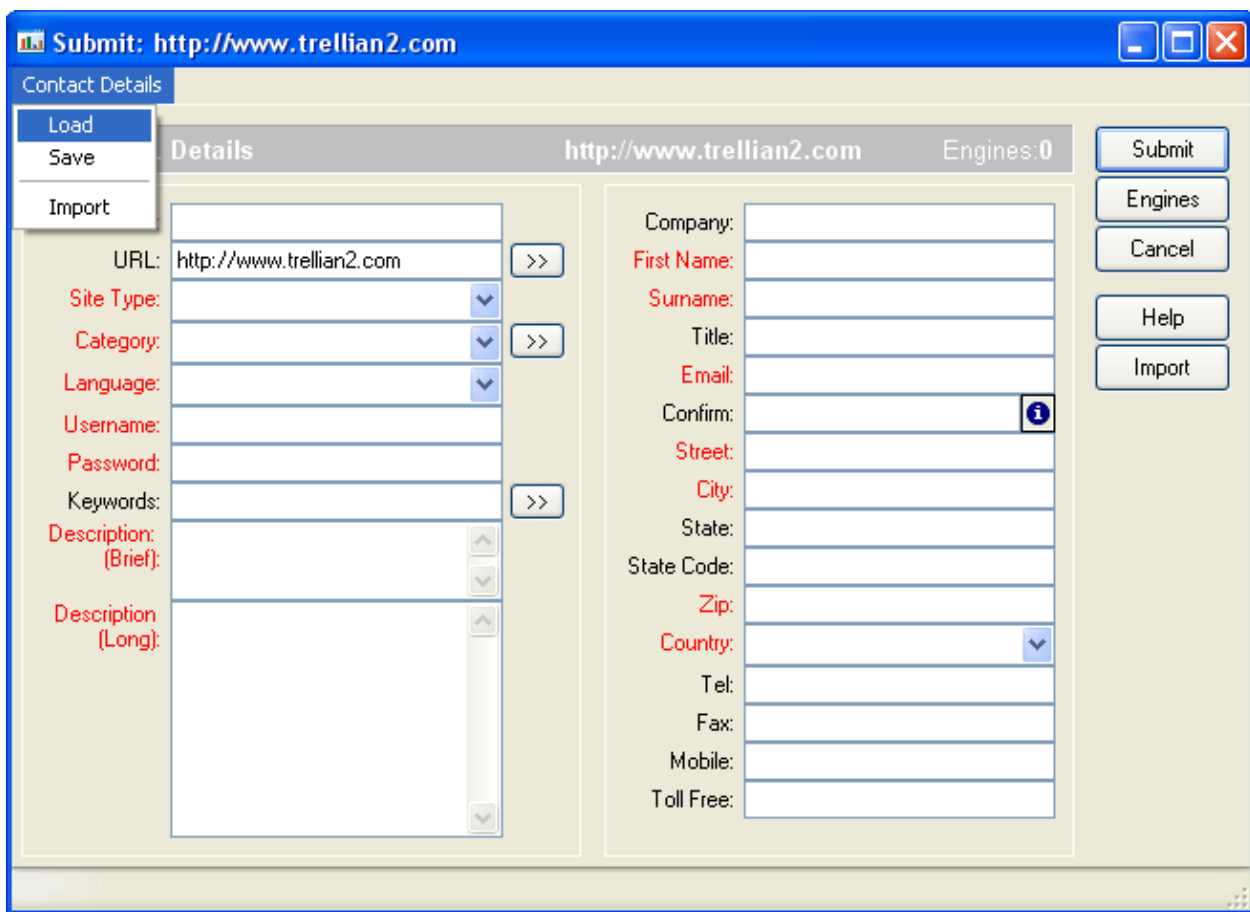
Mobile:

Toll Free:

Submit
Engines
Cancel
Help
Import

Enter a filename to complete the save process.

To load the contact details, enter the new URL and click on the details tab. Click on the *Contact details* menu and select *Load*.



The Contact details will be loaded into the URL details window. Any existing data will be overwritten.

Submit: http://www.trellian2.com

Contact Details

Enter URL Details http://www.trellian2.com Engines:0

Url Title:	<input type="text"/>	
URL:	http://www.trellian2.com	>>
Site Type:	<input type="text"/>	
Category:	<input type="text"/>	>>
Language:	<input type="text"/>	
Username:	trellian	
Password:	trellpass	
Keywords:	<input type="text"/>	>>
Description (Brief):	<input type="text"/>	
Description (Long):	<input type="text"/>	

Company:	Trellian
First Name:	Hilton
Surname:	Rutgers
Title:	Mr
Email:	sales@trellian.com
Confirm:	sales@trellian.com i
Street:	8 East concourse
City:	Beaumaris
State:	Victroia
State Code:	VIC
Zip:	3193
Country:	Australia
Tel:	61 3 9589 7946
Fax:	61 3 9589 7951
Mobile:	<input type="text"/>
Toll Free:	<input type="text"/>

Search engine selection

1. To select search engines for submission, click the Engines button on either the main toolkit window or on the URL details window. The URL, language and country fields must be filled in prior to engine selection.

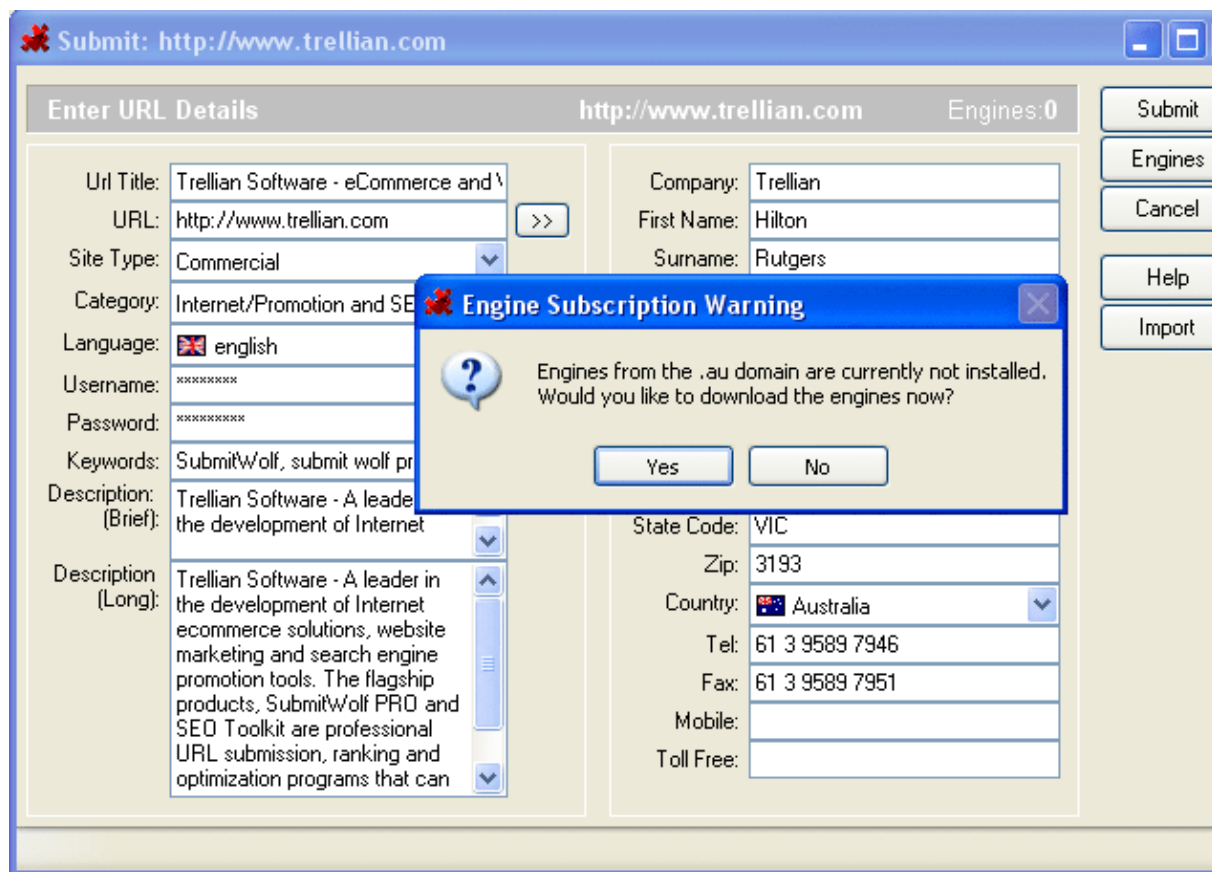
Submit: <http://www.trellian.com>

Enter URL Details <http://www.trellian.com> Engines:0

Url Title:	Trellian Software - eCommerce and \
URL:	http://www.trellian.com >>
Site Type:	Commercial
Category:	Internet/Promotion and SEO >>
Language:	english
Username:	*****
Password:	*****
Keywords:	SubmitWolf, submit wolf pro, SubmitW >>
Description (Brief):	Trellian Software - A leader in the development of Internet
Description (Long):	Trellian Software - A leader in the development of Internet ecommerce solutions, website marketing and search engine promotion tools. The flagship products, SubmitWolf PRO and SEO Toolkit are professional URL submission, ranking and optimization programs that can
Company:	Trellian
First Name:	Hilton
Surname:	Rutgers
Title:	Mr
Email:	submissions@trellian.com
Confirm:	confirm@trellian.com
Street:	8 East Concourse
City:	Beaumaris
State:	Victoria
State Code:	VIC
Zip:	3193
Country:	Australia
Tel:	61 3 9589 7946
Fax:	61 3 9589 7951
Mobile:	
Toll Free:	

Submit Engines Cancel Help Import

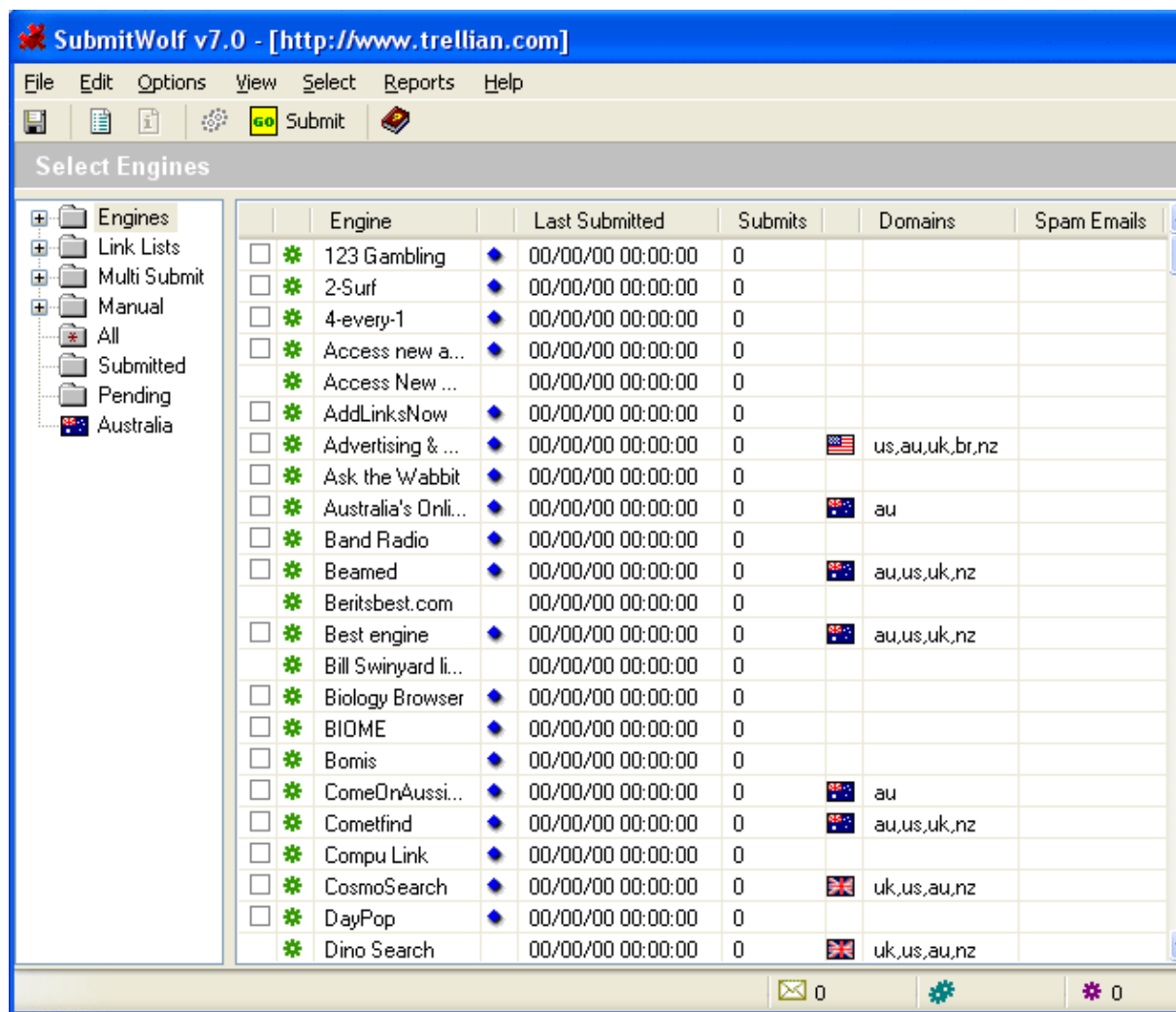
2. If you have selected a country for which you do not have an engine subscription, a warning message will be displayed.
To install the engines, click the Yes button. Click No if you do not want to install the engines.



3. You will be presented with a list of engines in your subscription that will accept your URL, based on the details you have entered. To change your engine subscription, click the Subscribe button





Some engines may not be selectable. SubmitWolf will automatically determine which engines are not appropriate for your site.

eg. If your site is not commercial, then all commercial based engines will be unavailable for selection. If your site is not Travel related, all Travel search engines will be unavailable for selection. etc..



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. The Engines folder contains all automated search engines and directories.

Image:	Category:	Description:
	Search engines	These engines are search engines and are located in the Engines folder
	Directory	These engines are directories and are located in the Engines folder
	Link Lists	These sites are link lists (FFA) sites. A link list is a web page that contains a list of links to web sites. The link list can hold a specific number of links. When this limit is reached and a new link is submitted, the oldest link drops off the list. In return for listing your link, the link list owner will send

		advertising emails (spam) to your email address. Link list submission is not recommended. Link lists are found in the Link Lists folder
	Multi Submit	A single submission to a multisubmit engine results in the URL being submitted to multiple FFA sites. This option is not recommended. 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
	Reciprocal	Reciprocal engines require a link on your web site to the engine's web site before they will list your site. For this reason, the reciprocal engines are found in the Manual folder
	Shadow	Shadow engines are powered by a third party indexes. For example, the AOL search engine uses results from the Google index. These engines are marked as submitted when you submit to their powering index.

4. There are several ways to select engines:

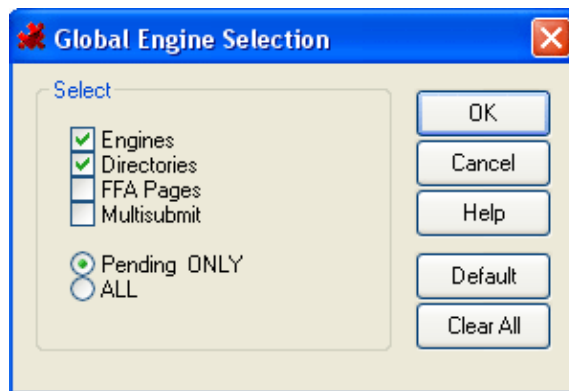
Selecting engines one at a time

To select the engines one at a time, simply tick the checkbox next to the engine(s) you wish to submit your site to.

	Engine	Last Submitted	Submits	Domains
<input type="checkbox"/>	1001annuaire	00/00/00 00:00:00	0	fr,lu,ca,ch
<input type="checkbox"/>	123 Gambling	00/00/00 00:00:00	0	
<input checked="" type="checkbox"/>	2-Surf	00/00/00 00:00:00	0	
<input checked="" type="checkbox"/>	4-every-1	00/00/00 00:00:00	0	
<input type="checkbox"/>	91india	00/00/00 00:00:00	0	in
	AA Immobilier	00/00/00 00:00:00	0	fr
	aavoo	00/00/00 00:00:00	0	fr
	abccmm	00/00/00 00:00:00	0	br
	Abruzzoturismo	00/00/00 00:00:00	0	it
<input checked="" type="checkbox"/>	Access new a...	00/00/00 00:00:00	0	
	Access New ...	00/00/00 00:00:00	0	
	acopex	00/00/00 00:00:00	0	fr
	Actimonde	00/00/00 00:00:00	0	fr
<input checked="" type="checkbox"/>	AddLinksNow	00/00/00 00:00:00	0	
<input type="checkbox"/>	Advertising & ...	00/00/00 00:00:00	0	us,au,uk,br
	Affari	00/00/00 00:00:00	0	

Quick selection

Click the Select button (or use the Select menu) to specify the types of engines to select for submission.



There are several different types of engines that can be selected:

- ◇ True engines – These engines are search engines. Search engines do not organize websites in category listings, rather they determine which websites to display based on an entered search term. An example of a search engine is Google. <http://www.google.com>
- ◇ Directories – A directory indexes websites by placing each site into a particular category. A directory displays a list of the available categories, and when a category is viewed, all the sites listed in the category are displayed. Some directories also offer a search function. An example of a directory is DMOZ at <http://dmoz.org>
- ◇ FFA pages – An FFA page (also known as a Free For All or link list) is a web page that contains a list of links to web sites. The link list can hold a specific number of links. When this limit is reached and a new link is

submitted, the oldest link drops off the list. In return for listing your link, the link list owner will send advertising emails (spam) to your email address. This option is not recommended.

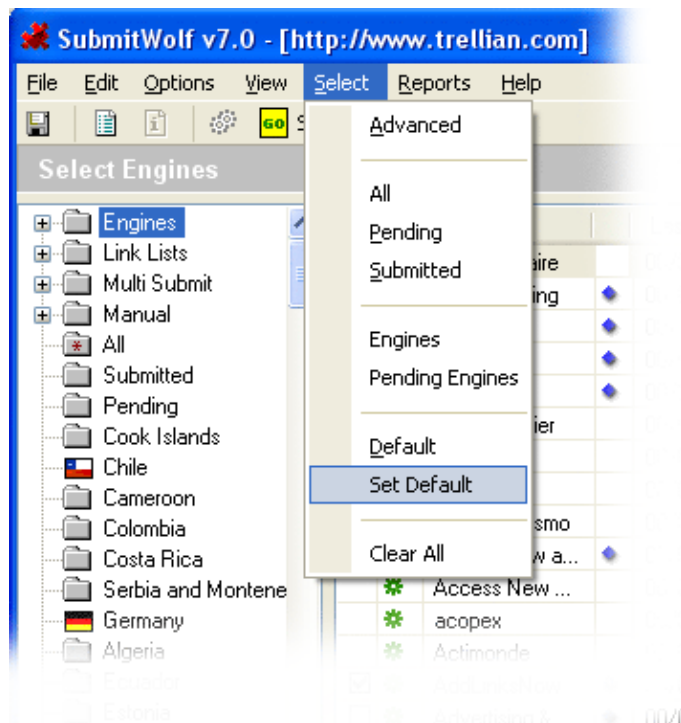
- ◇ Multisubmit – A single submission to a multisubmit engine results in the URL being submitted to multiple FFA sites. This option is not recommended.

Pending engines are engines that have not had a prior successful submission. To select the pending engines, select the Pending ONLY option. To select all engines, select the ALL option.

Setting default engines

To define a default selection of engines, select the engines that you wish to include in the default setting.

Then click the Select menu and choose the Set Default option.



To apply the default engine selection, click the Select menu and choose the Default option. A default button also appears in the Select button options.

When finished ...

Click the Submit button to begin the submission process.

Submission confirmation

You should now be ready to submit your URL.

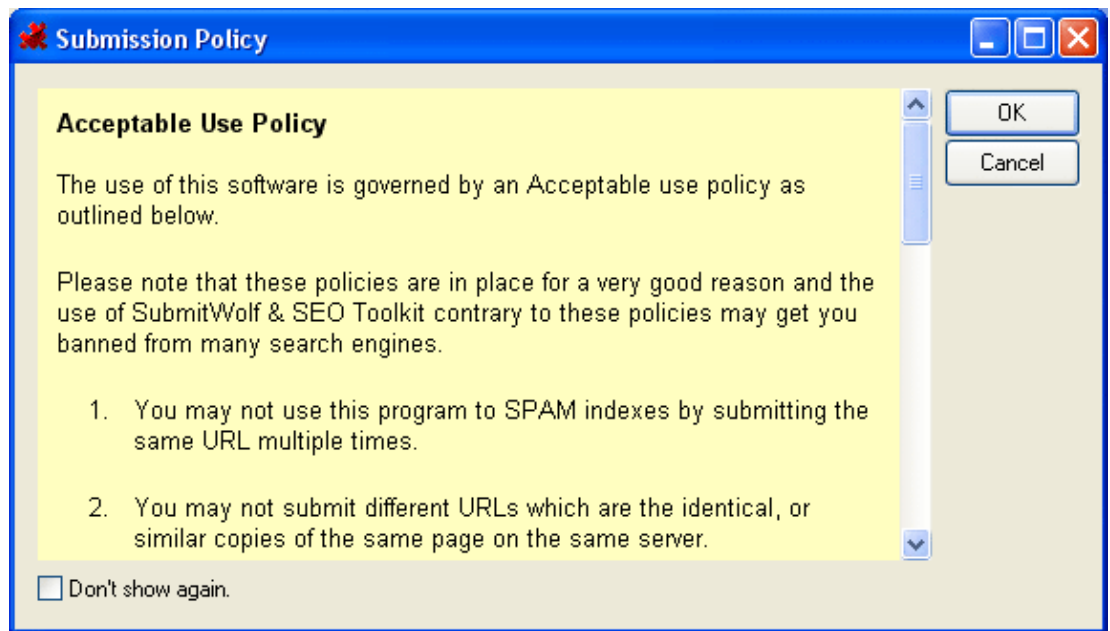
1. Check submission details

Check that the submission details are correct, as this is the final opportunity to change this information.

Ensure that you are connected to the internet, and click the Submit button.

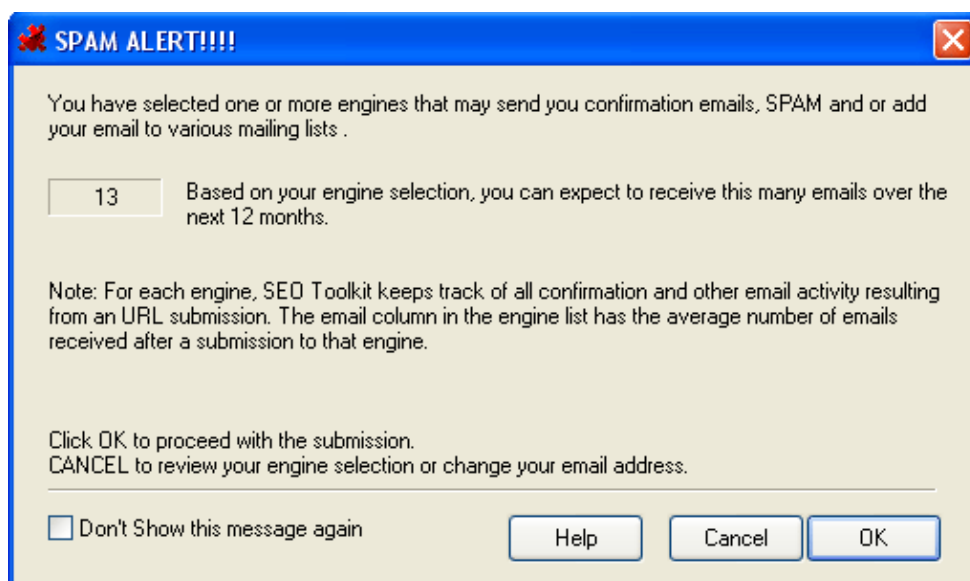
2. Acceptable use policy

The Acceptable use policy will be displayed. Please read the policy and check that your submission will not violate any of the conditions listed.



3. Spam warning

If you have selected engines that send a large number of emails to the submission address, the spam warning will be displayed.

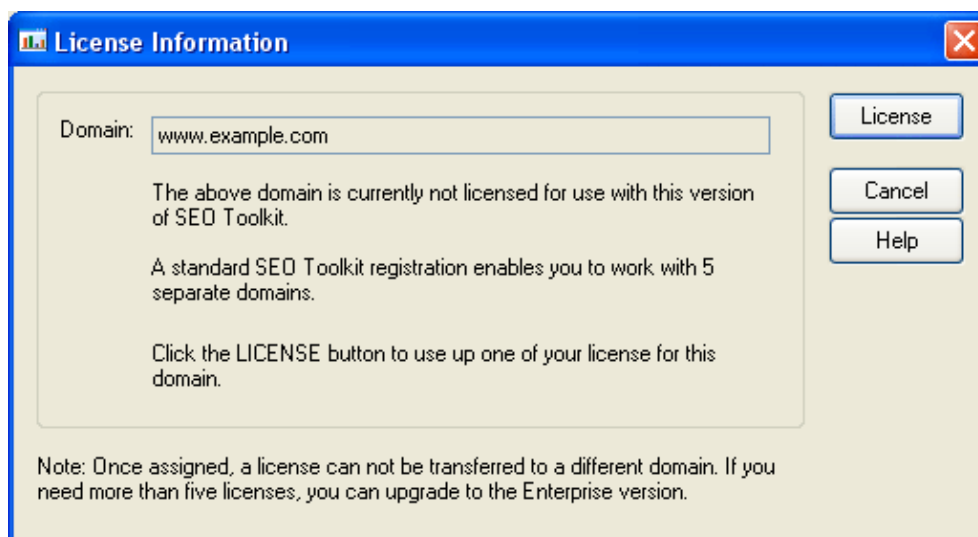


Click the Cancel button to go back and change the engine selection. Click the OK button to continue with the submission.

4. License and engine update check

SubmitWolf will then contact the upgrade server to check that the latest engine updates have been installed.

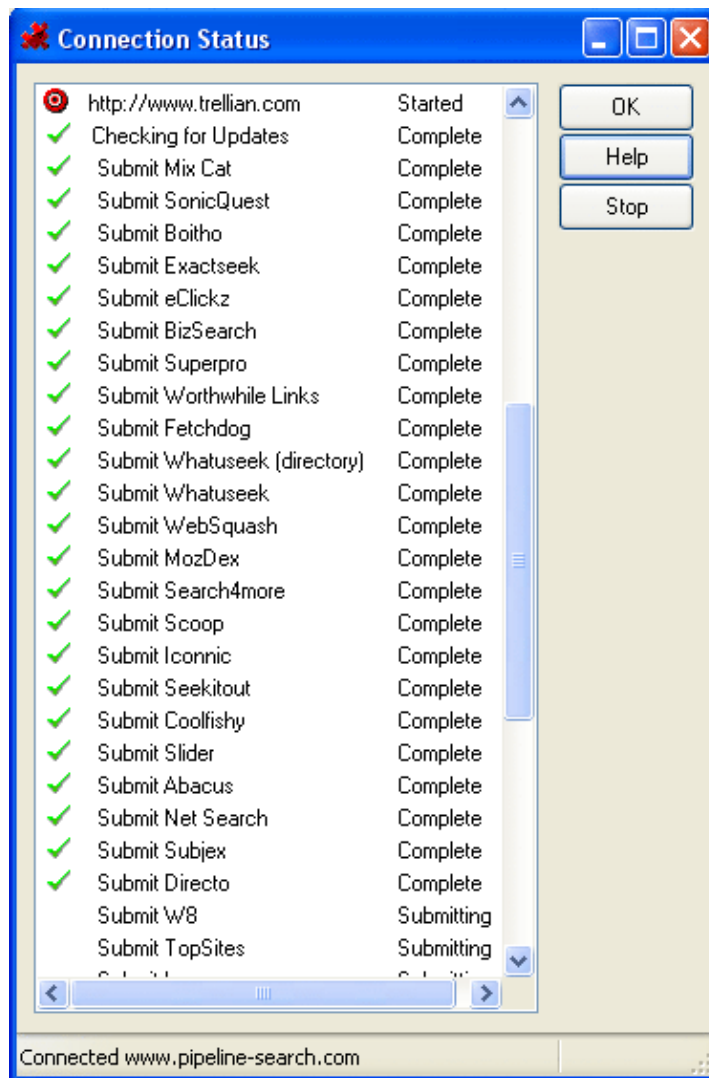
If you are using the non enterprise version of SubmitWolf, you will be prompted to use one of the domain licences for the submission. You can use up to 5 different domains with the non enterprise version.



5. Connection status

The connection status window will show the status of the submission process. For more information about the Connection status window, please see the Connection

status section of the manual.



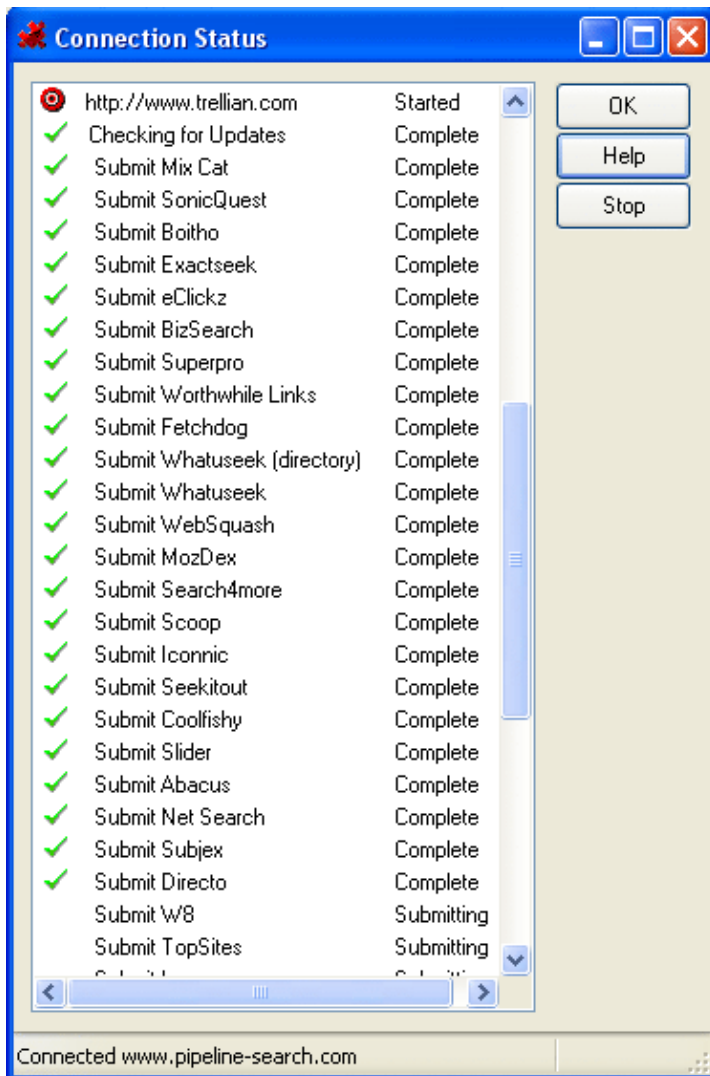
6. Submission completed

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

Connection status

The Connection status window provides a visual feedback of the submission status. To view the connection status window, click on the Window menu and select the Status menu item. To cancel the submission, click the Stop button.

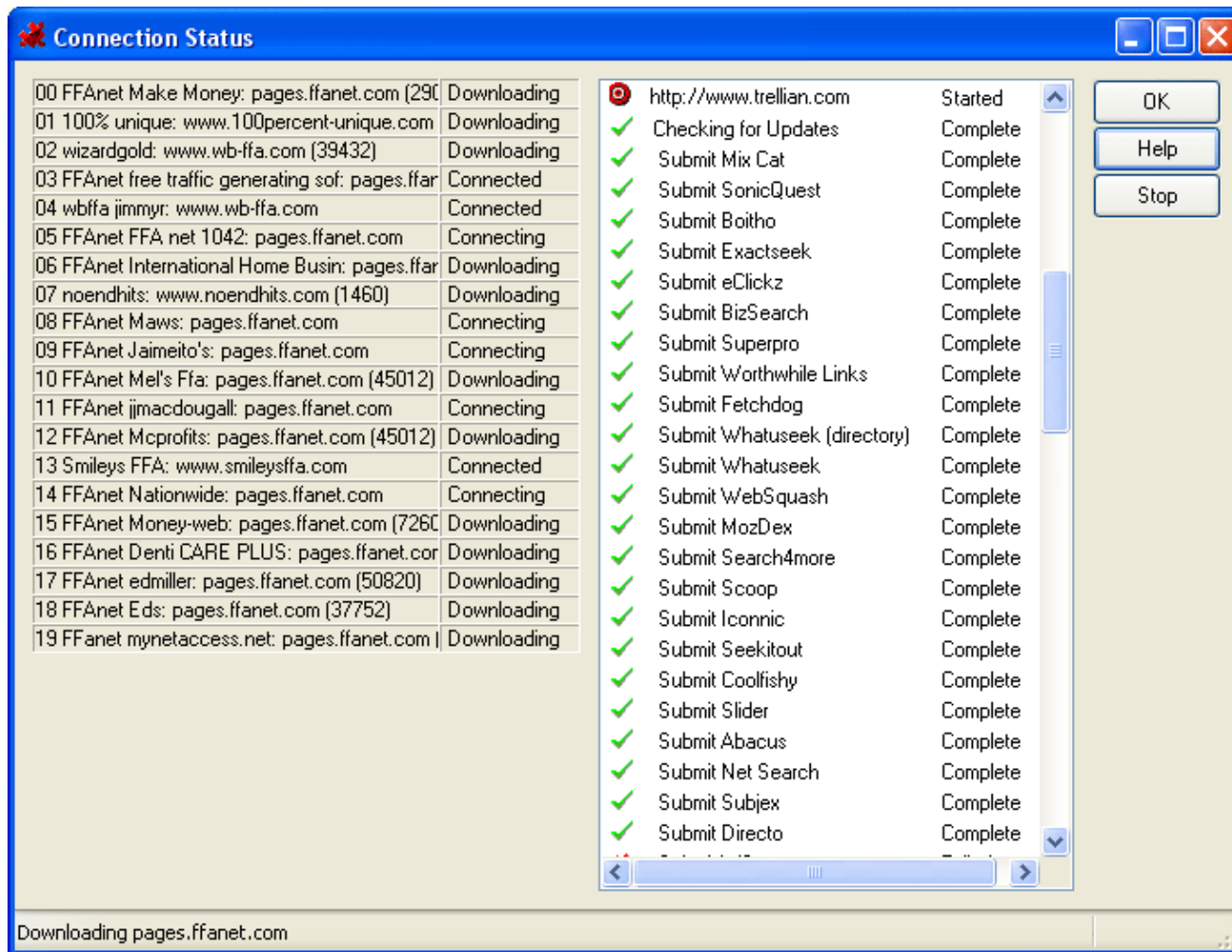
When the submission has finished, the connection status window will display "Submission complete".



Advanced Connection Status view

An advanced view of the connection status can be viewed by resizing the connection status

window. This will display the engines that are being contacted, the engines responding to the contact, and the engines that have failed or are still yet to respond.



Connection status values

Pending:

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

Submitted:

Engines that have successfully received your submission.

Failed:

Engines that result in a submission failure. The engine may have an error on submission , eg. server errors or database errors, they may have moved or removed their submission page without warning, or they may be experiencing network problems. You can view the response received by right clicking on the engine in the Engines window, and selecting the Response menu item from the popup menu.

Skipped:

Engines that are not appropriate for the category or country that you selected are skipped.

Idle:

The engine is either queued for submission and is simply waiting for a connection to become available, or there is no response from the engine as yet.

Connecting:

This indicates that the engine has been contacted and an attempt to make a connection has been initiated.

Connected:

This indicates that the engine has been contacted and has made a successful connection.

Resolved:







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

Timed Out:

This indicates that the engine has not responded, or has taken too long to respond.

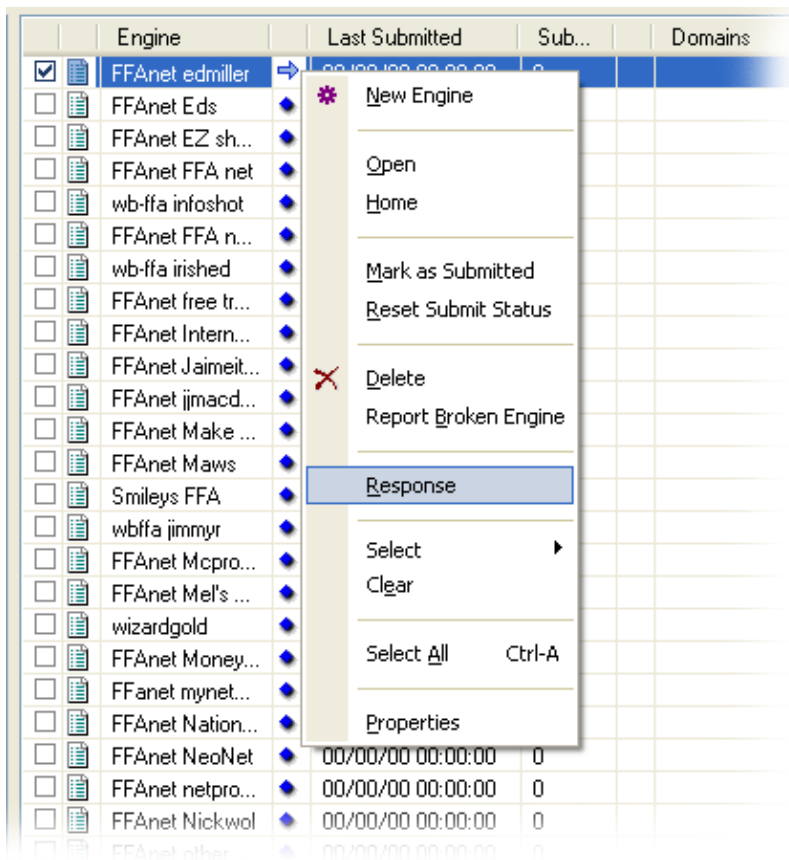
Submission status

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 cause for the failure may be provided in the engine response.
	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.
	Skipped	The engine was not appropriate for the URL that was submitted.

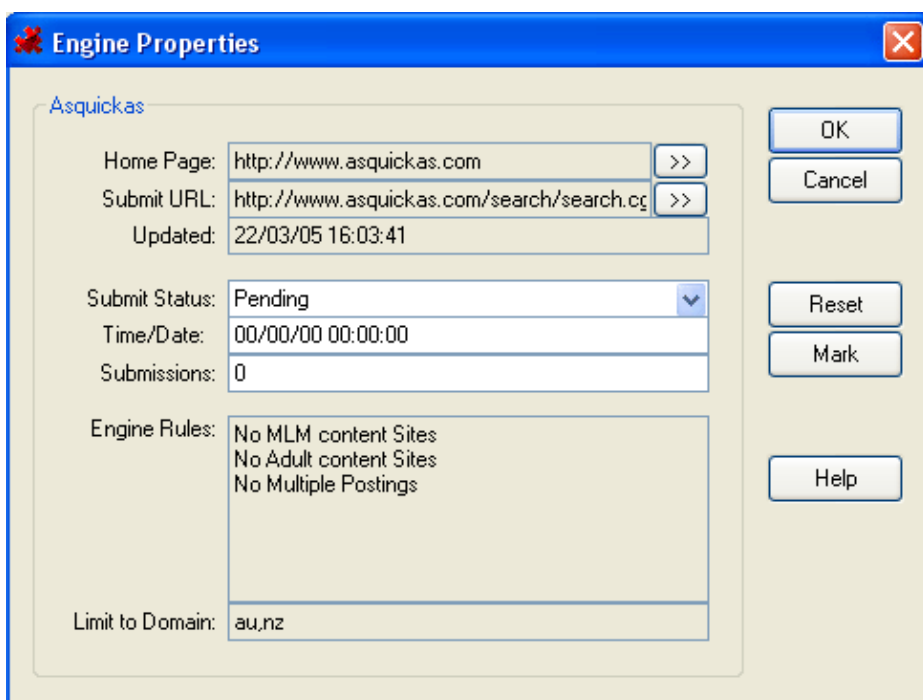
Engine response

To view an engine's response page, right click the engine and select the Response menu option. If the engine returned a response, a browser window will be opened, displaying the engine's response to your submission. Useful information can be obtained for failed submissions as the engine's often provide an error message. eg. URL title too long.



Engine properties

The submission status of each engine can be modified. In the engine list, right click on the engine, and select Properties from the popup menu. You can edit the submission status by changing the relevant fields, or clicking the Mark button to add a current timestamp. The reset button will reset the engine's submission status.



Warning: when resetting the submission status for engines with the "No multiple postings" rule, note that this will allow another submission to these engines. This will result in the engine receiving multiple submissions of your URL, which may violate the engine's submission rules and result in a ban of your URL.

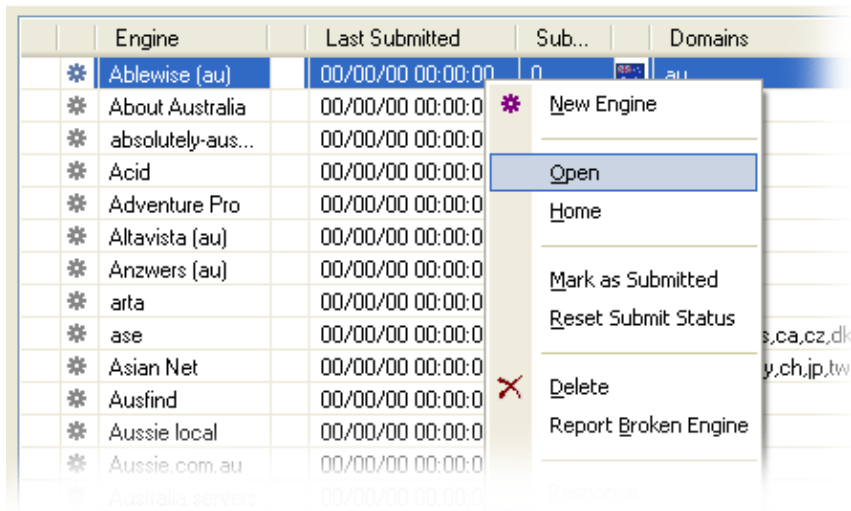
Manual submissions

SubmitWolf has several hundred engines in its database which are not able to be automated (See the submission frequently asked questions for an explanation). These Engines are listed inside the Manual Folder in engines selection window.

Follow the instructions below to submit to a manual engine:

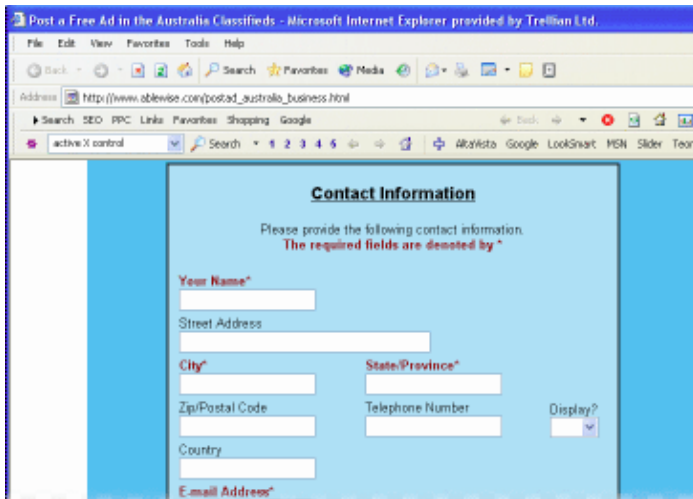
Step 1.

From the Engines window click on the Manual folder. Right click on the engine to submit to, and select Open from the popup menu. This will open a browser window displaying the engine's submission page.



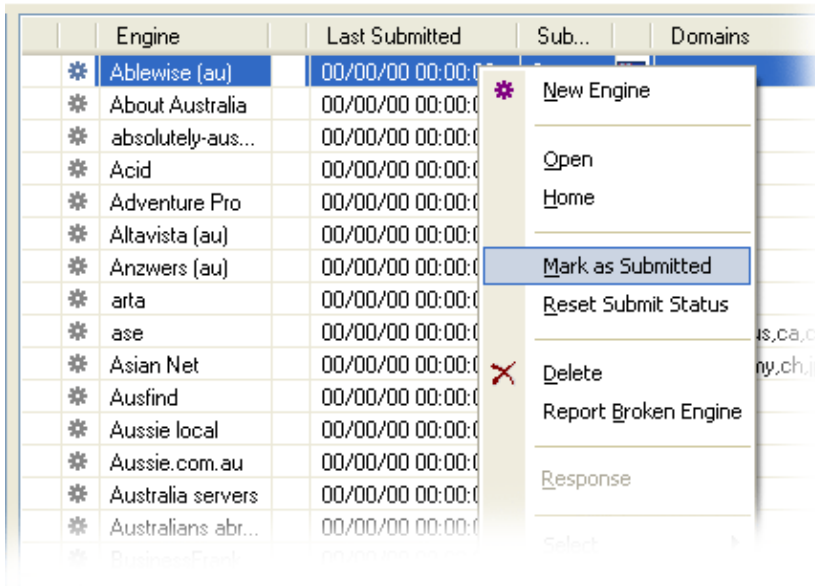
Step 2.

Enter your web site's information into the submission form and follow the submission instructions. eg. enter security code etc.



Step 3.

When the submission has been completed, mark the engine as submitted. To do this, right click on the engine and select Mark as Submitted from the popup menu.



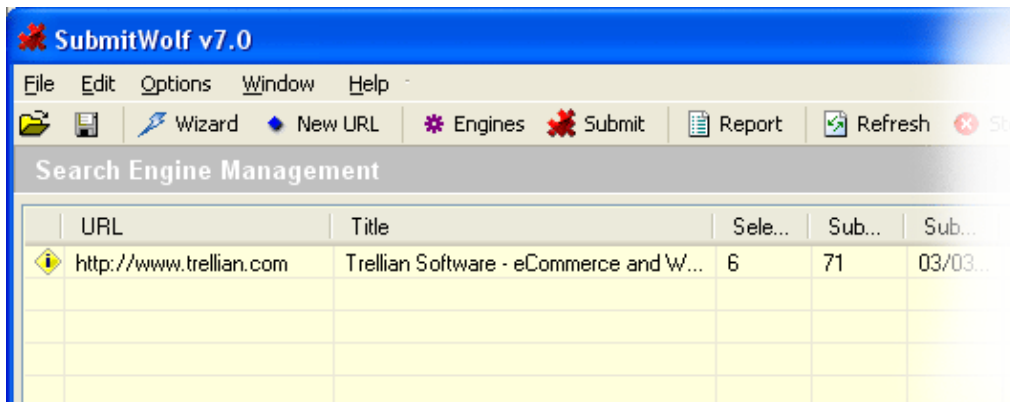
The engine will then display a green tick and a timestamp.

	Engine	Last Submitted	Sub...	Domains
*	Ablewise (au)	02/11/05 15:53:35	1	au
*	About Australia	00/00/00 00:00:00	0	au
*	absolutely-aus...	00/00/00 00:00:00	0	au
*	Acid	00/00/00 00:00:00	0	au
*	Adventure Pro	00/00/00 00:00:00	0	au,nz
*	Altavista (au)	00/00/00 00:00:00	0	au
*	Answers (au)	00/00/00 00:00:00	0	au
*	arta	00/00/00 00:00:00	0	au
*	ase	00/00/00 00:00:00	0	au
*	Asian Net	00/00/00 00:00:00	0	au
*	Ausfind	00/00/00 00:00:00	0	au
*	Aussie local	00/00/00 00:00:00	0	au
*	Aussie.com.au	00/00/00 00:00:00	0	au
*	Australia servers	00/00/00 00:00:00	0	au
*	Australians abr...	00/00/00 00:00:00	0	au
*	BusinessFreak	00/00/00 00:00:00	0	au

Batch submissions

To perform a batch submission (to submit more than 1 URL at once) enter the URLs and their details.

If any compulsory URL details have not been entered, or if there are no engines selected for submission, an "i" symbol will appear next to the URL. URLs with missing information will NOT be submitted if selected for batch submission.



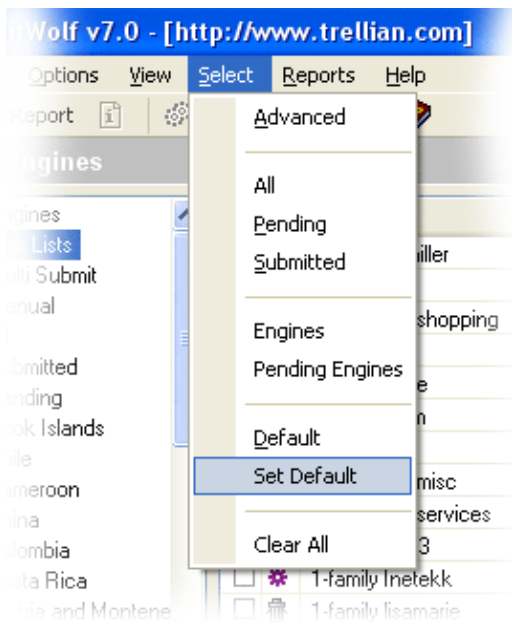
Default engines

Default engines can be set in SubmitWolf, and the default selection can be applied to the URLs to help speed up the submission process.

To define a default selection of engines, open the Engine selection window and select the engines that you wish to include in the default setting.

	Engine	Last Submitted	Sub
<input checked="" type="checkbox"/>	Searchengine.com	00/00/00 00:00:00	0
<input type="checkbox"/>	Search-engine-adult	00/00/00 00:00:00	0
<input type="checkbox"/>	SexyLiens	00/00/00 00:00:00	0
<input type="checkbox"/>	Shamrock	00/00/00 00:00:00	0
<input type="checkbox"/>	siteoo	00/00/00 00:00:00	0
<input type="checkbox"/>	Sites-do-brasil	00/00/00 00:00:00	0
<input type="checkbox"/>	sitesearch2000	00/00/00 00:00:00	0
<input checked="" type="checkbox"/>	Soccer Highway	00/00/00 00:00:00	0
<input type="checkbox"/>	Socio Site	00/00/00 00:00:00	0
<input type="checkbox"/>	Som-hi	00/00/00 00:00:00	0
<input type="checkbox"/>	Sosig	00/00/00 00:00:00	0
<input type="checkbox"/>	sos-multimedia	00/00/00 00:00:00	0
<input type="checkbox"/>	Sportalen	00/00/00 00:00:00	0
<input type="checkbox"/>	sportmagazin-schwarzwa...	00/00/00 00:00:00	0
<input checked="" type="checkbox"/>	Sports Highway	00/00/00 00:00:00	0
<input checked="" type="checkbox"/>	Starting Point (commercial)	00/00/00 00:00:00	0
<input type="checkbox"/>	Starting Point (personal)	00/00/00 00:00:00	0
<input type="checkbox"/>	Stick Liste	00/00/00 00:00:00	0
<input checked="" type="checkbox"/>	Stop Dog	00/00/00 00:00:00	0
<input type="checkbox"/>	studio-graphique	00/00/00 00:00:00	0

Click the Select menu and choose the Set Default option.

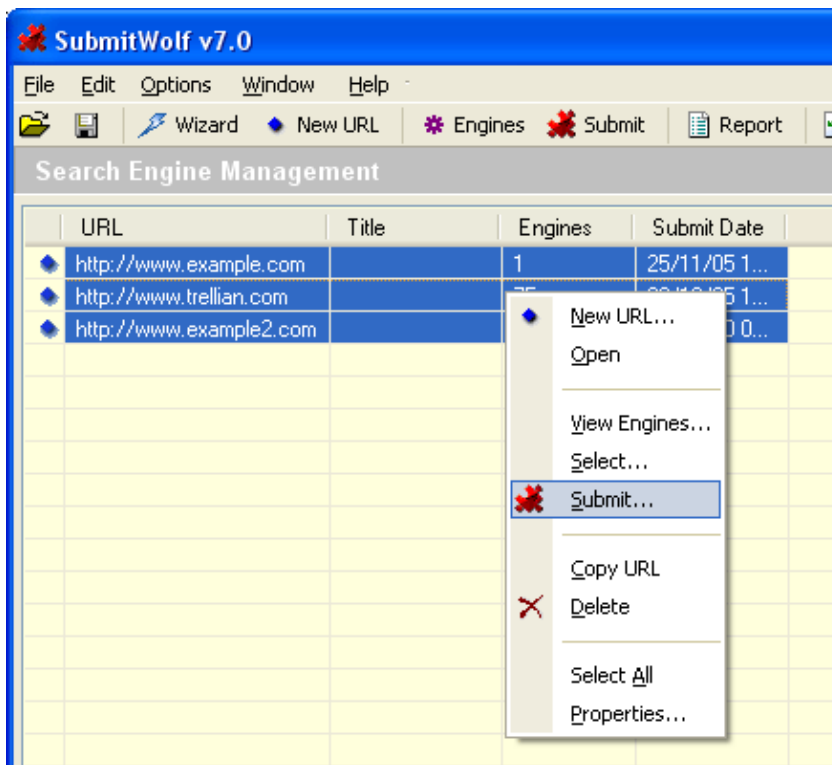


To apply the default engine selection after entering a new URL, right click the URL, and choose the Select menu item. Click the Default button to select the default engines.

Submitting the URLs

To submit the URLs, hold down the control key while selecting each URL, then right click

and select Submit. SubmitWolf will submit the URLs sequentially.



Reporting and maintenance

SubmitWolf can generate different types of submission reports, and provides methods for reporting non functioning engines and suggesting new engines.

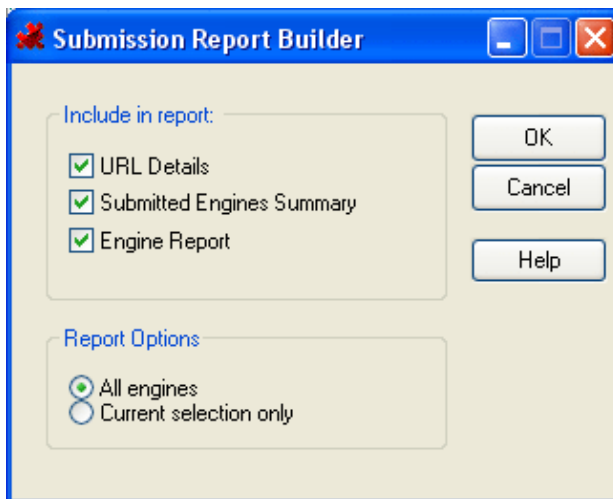
These tools are described in the following manual sections.

Reports

To create a report, open the engines window, click the Report menu and select Build report. There are three different report sections that can be included in the report:

- ◆ URL details – displays the details of the URL that was submitted.
- ◆ Submitted engines summary – displays the engines that have been submitted to.
- ◆ Engine report – displays a list of all engines and their submission status.

The build report window allows you to select which report sections to include.



The report will be displayed in a web browser window. For information about the Enterprise reports, see the Enterprise features section of the manual.

Example of the URL details report section

1.0 URL Details

<i>Url Title:</i>	Trellian Software - eCommerce and Website Marketing software solutions
<i>Category:</i>	Internet/Promotion and SEO
<i>Domain(s):</i>	au,com
<i>Language:</i>	english
<i>Keywords:</i>	SubmitWolf, submit wolf pro, SubmitWolf PRO, SEOToolkit, SEO Toolkit, Internet Studio, website promotion, website marketing, seo, search engine optimization, search engine optimisation, web site traffic, search engine marketing
<i>Description:</i>	Trellian Software - A leader in the development of Internet ecommerce solutions, website marketing and search engine promotion tools. The flagship products, SubmitWolf PRO and SEO Toolkit are professional URL submission, ranking and optimization programs that can dramatically increase the traffic to your website.
<i>Username:</i>	*****
<i>Password:</i>	*****
<i>First Name:</i>	Hilton
<i>Surname:</i>	Rutgers
<i>Title:</i>	Mr
<i>Email:</i>	submissions@trellian.com
<i>Company:</i>	Trellian
<i>Street:</i>	8 East Concourse

Example of the Submitted engines summary report section

2.0 Engine Summary

A successful submission has been made to the following engines:

- | | | |
|----------------------|---------------------------------|---------------------------|
| 1. Mix Cat | 2. TowerSearch | 3. Amazon (A9) |
| 4. Subjex | 5. Excite | 6. Lookclick |
| 7. Exactseek | 8. Aeiwi | 9. Earthlink |
| 10. Dogpile | 11. icqsearch | 12. Metacrawler |
| 13. Netscape | 14. Search.com | 15. Amidalla |
| 16. webcrawler | 17. Hot Launch | 18. Ixquick |
| 19. Searchengine.com | 20. Yellow Pages Superhighway | 21. Superpro |
| 22. Fetchdog | 23. Whatuseek (directory) | 24. Whatuseek |
| 25. WebSquash | 26. Starting Point (commercial) | 27. W8 |
| 28. Search4more | 29. Slider | 30. AOL |
| 31. Onekey | 32. Traffic Dispatch | 33. Google |
| 34. PleaseRetrieve | 35. Search Hippo | 36. Mozbot |
| 37. 2-Surf | 38. FreshLinks | 39. Compu Link |
| 40. C4 | 41. etracking | 42. Blinkx |
| 43. AbrahamSearch | 44. Unasked | 45. Dirone |
| 46. Goto411 | 47. Snap | 48. Scrub the web |
| 49. Find Once | 50. Active7 | 51. Cipinet |
| 52. Macarmo | 53. InfoTiger | 54. onseek |
| 55. Netartic | 56. Search It | 57. Very Good Search |
| 58. Searchramp | 59. Www Search | 60. Walhello |
| 61. Netsearch | 62. Freemail123 | 63. Hotbot |
| 64. Amfibi | 65. Entireweb | 66. Aesop |
| 67. Searchsight | 68. Stop At | 69. Nerd World (business) |
| 70. AuctiOn | 71. Homerweb | 72. SearchWarp |
| 73. Knowbe | 74. Infoseek | 75. Stop Des |

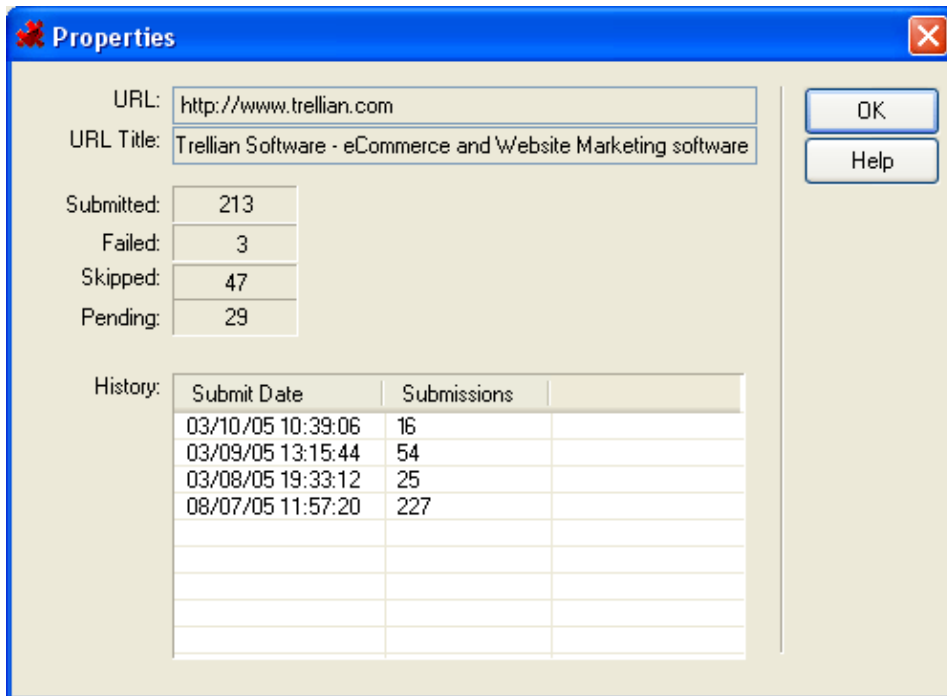
Example of the engines report section

3.0 Engine Report

Site Name:	Status:	Last Submitted:	Times:	Submit Page:	Category:
Mix_Cat	Submitted	09/11/05 10:13:05	1	Submit	n/a
100% unique	Pending		0	Submit	
TowerSearch	Submitted	09/11/05 10:13:05	1	Submit	n/a
apple_creek	Pending		0	Submit	
Profitcenter	Pending		0	Submit	
Computer know how	Pending		0	Submit	
raycentral	Pending		0	Submit	
gottabesmart	Pending		0	Submit	
Libidoconnexion	Skipped		0	Submit	
hauntedhits	Pending		0	Submit	
iworkinmyunderwear.com	Pending		0	Submit	
metromkt	Pending		0	Submit	
noendhits	Pending		0	Submit	
FFAnet 3,368,420 Hits	Pending		0	Submit	
FFAnet a1webhosting	Pending		0	Submit	
FFAnet Adstand	Pending		0	Submit	
FFAnet American Dream Nutritio...	Pending		0	Submit	
FFAnet Angels	Pending		0	Submit	
FFAnet Bryanwillis	Pending		0	Submit	
FFAnet cellcom	Pending		0	Submit	
FFAnet Deductive Detective's...	Pending		0	Submit	

Submission history

To view a URL's submission history, select the submission tool, right click on the URL and select properties.



URL

The URL

URL title

The URL title

Submitted

The number of engines that have been submitted to successfully.

Failed

The number of engines to which submission failed.

Skipped

The number of engines to which submission was skipped.

Pending

The number of engines to which submission is pending. i.e. Engines that have not been submitted to yet.

History

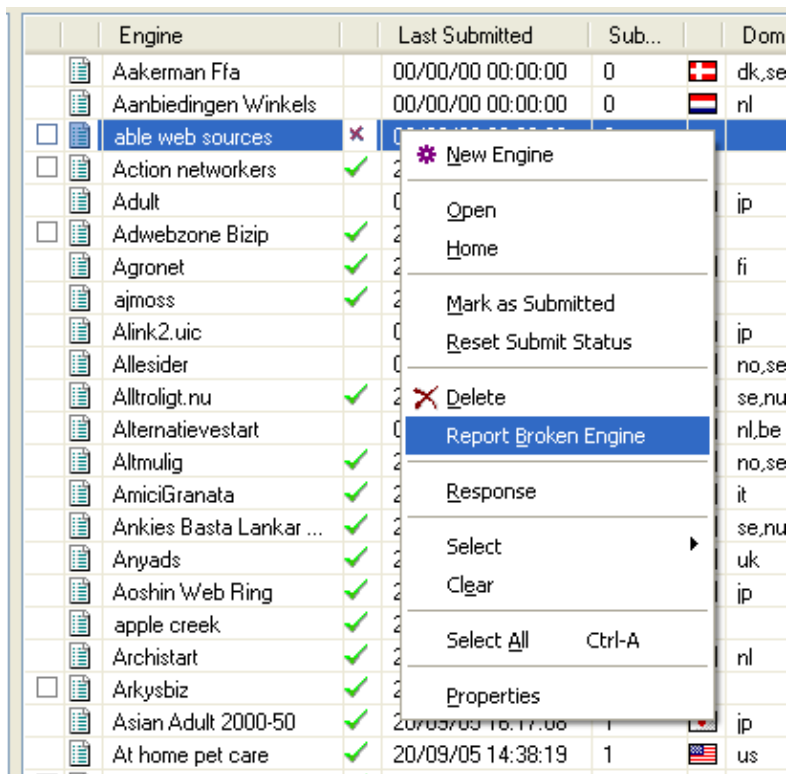
The submission history.

Reporting non functioning engines

Non functioning engines can be reported directly to the support team via SubmitWolf. Prior to reporting an engine, the engine's response should be viewed. A failed submission does not always mean that the engine is not working. The failure may be due to the data that was submitted. Some engines will return a response page that contains information about the failure.

To view an engine's response page, right click the engine and select the Response menu option. If the engine returned a response, a browser window will be opened, displaying the engine's response to your submission. Useful information can be obtained for failed submissions as the engine's often provide an error message. eg. URL title too long.

To report a non functioning engine, open the engines window and highlight the engine to report. Click on the Options menu and select Report broken engine. You can also right click on the engine, and select the Report broken engine option from the popup menu.



Engine	Last Submitted	Sub...	Dom
Aakerman Ffa	00/00/00 00:00:00	0	dk,se
Aanbiedingen Winkels	00/00/00 00:00:00	0	nl
able web sources			
Action networkers			
Adult			ip
Adwebzone Bizip			
Agronet			fi
ajmoss			
Alink2.uic			ip
Allesider			no,se
Allroligt.nu			se,nu
Alternatievestart			nl,be
Altmulig			no,se
AmiciGranata			it
Ankies Basta Lankar ...			se,nu
Anyads			uk
Aoshin Web Ring			ip
apple creek			
Archistart			nl
Arkysbiz			
Asian Adult 2000-50	20/09/05 16:17:00	1	ip
At home pet care	20/09/05 14:38:19	1	us

The context menu for 'able web sources' includes the following options: New Engine, Open, Home, Mark as Submitted, Reset Submit Status, Delete, Report Broken Engine, Response, Select, Clear, Select All (Ctrl-A), and Properties.

Enter a brief description of the problem, and click the submit button.

Report Engine

Enter Details

Engine Name:
able web sources

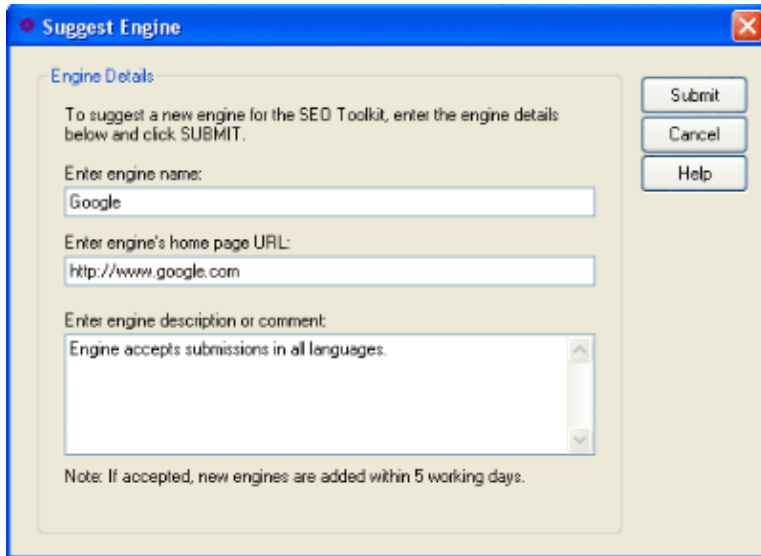
To report a problem with this engine, describe the problem below and click the SUBMIT button.

Submit
Cancel
Help

The support team will review the report and make any changes as required.

Suggesting new engines

New engines can be suggested to the support team via the Engines window. Click on the Options menu and select Suggest new engine.



The image shows a dialog box titled "Suggest Engine" with a blue header bar and a close button (X) in the top right corner. The main area is light beige and contains the following elements:

- Engine Details** (Section Header)
- Instructional text: "To suggest a new engine for the SEO Toolkit, enter the engine details below and click SUBMIT."
- Form fields:
 - "Enter engine name:" with a text box containing "Google".
 - "Enter engine's home page URL:" with a text box containing "http://www.google.com".
 - "Enter engine description or comment:" with a text area containing "Engine accepts submissions in all languages."
- Buttons: "Submit", "Cancel", and "Help" are stacked vertically on the right side.
- Note: "Note: If accepted, new engines are added within 5 working days."

All suggestions are reviewed by the support team prior to inclusion.

SubmitWolf Enterprise

SubmitWolf Enterprise allows submission of an unlimited number of URLs. SubmitWolf Enterprise can be used to run a submission service, or to submit 3rd party URLs. Enterprise users may wish to use the batch submission function to streamline submissions. See the Batch submissions section of the manual for more information.

Importing Data

SubmitWolf can build projects from data files created by external sources such as online submission forms.

Importing Projects from the Clipboard

Form submissions (in the format described below) received via email, for example, can be imported directly from the Windows clipboard. Copy the data from the email, then click on the File menu and select Import Clipboard

The data will be entered as a new URL in the current project, with the relevant URL detail fields populated.

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 CGI scripts. eg: Formmail.

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

The following field name tags are recognized by SubmitWolf: Note that some fields require a specific value eg. country, language, and category. A list of these values and/or a sample HTML submission form using these values, can be obtained from support.

FIRST=	First Name
SURNAME=	Surname
TITLE=	Title
COMPANY=	Company name
STREET=	Street Address
CITY=	City
STATE=	State
STATECODE=	State code
ZIP=	ZIP / post code
COUNTRY=	Country. Country list available from support
TEL=	Telephone
FAX=	Fax
MOBILE=	Mobile
TOLLFREE=	Toll Free Number
EMAIL=	Email Address
CONFIRM=	Email Address for submission confirmations
URLTITLE=	Title of Web Page

CNTCODE= Country code eg. au or fr. List available from support
 LANG= The language used on the site. Language list available from support
 SDESCRIPTION= Brief Description
 DESCRIPTION= Long Description
 URL= Url
 TYPEID= Type of site. eg Commercial, non commercial. Value list available from support
 USERNAME= Username
 PASSWORD= Passwords
 KEYWORDS= CSV Keywords (eg: keyword1,keyword2)

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:

```

DESCRIPTION=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.

Setting up an online submission form

SubmitWolf enterprise users may wish to use an online form to accept customer website submission information.

To take submission orders online, a HTML form is required. A client based form submission i.e. mailto is not recommended. For users not experienced in cgi programming, the Formmail cgi-script is a free simple server side form processing script. The home page for the script can be found by searching for Formmail on Google.

The form needs to have specific field names and values in order for SubmitWolf to use the data.

Here is a sample section of a submission form:

Sample submission form

All fields marked with a * are compulsory

*** Title of website:**

*** URL:**

Keywords:
(Max 15)
Separated by commas

***Short Description:**

***Long Description:**

***Category:**

***Site Type:**

***Language:**

You may wish to use JavaScript on your submission form to enforce the following rules:

- ◆ The Personal Home Pages category is NOT for commercial sites
- ◆ All site types except non-commercial sites, MUST have a company name entered
- ◆ All adult/sex related sites MUST be submitted to the adult categories
- ◆ All gambling / betting sites must be submitted to the Entertainment – Gambling category.
- ◆ All compulsory fields must contain data in order to perform a submission

Failing to abide by the SubmitWolf submission policy may result in your licence being suspended or cancelled. It is advisable to check that a submission will not violate the policy prior to submitting the site.

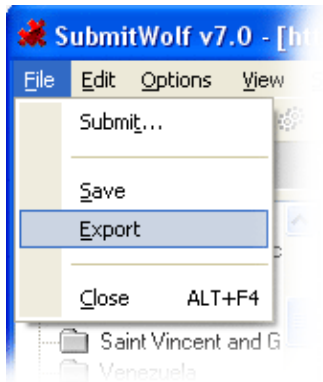
You may wish to display or link to the category descriptions on your submission page to assist with correct category selection.

If you wish to use your own email address as the confirmation email, you can hard code your email address as a hidden field on the form, or hard code it into the CGI script. The same applies for any other fields, such as username/password.

To obtain HTML code for a submission form, contact Support.

Exporting submission data

To export the submission data for a project in a CSV (comma separated values) file, ensure that the URL is currently selected, open the engines window, click on the File menu and select the Export item.



Reports

To create a report, open the engines window, click the Report menu and select Build report. There are three different report sections that can be included in the report:

- ◆ URL details – displays the details of the URL that was submitted.
- ◆ Submitted engines summary – displays the engines that have been submitted to.
- ◆ Engine report – displays a list of all engines and their submission status.

Enterprise users can customize the report to include a company name, logo etc, to provide your client with a more professional service.

The look and feel of the report can be changed and fully customized by modifying the HTML code of the report.htm file in Template directory.

Note: Please note that you should have some knowledge of HTML before attempting to modify files , and we recommend that you create a backup of template files before making any changes.

Submitted engines summary report

An example of the engines summary report section:

Submission Report

<i>URL:</i>	http://www.trellian.com
<i>Date:</i>	09/11/05 10:12:58

1.0 Engine Summary

A successful submission has been made to the following engines:

1. Mix Cat	2. TowerSearch	3. Amazon (A9)
4. Subjex	5. Excite	6. Lookclick
7. Exactseek	8. Aeiwi	9. Earthlink
10. Dogpile	11. icqsearch	12. Metacrawler
13. Netscape	14. Search.com	15. Amidalla
16. webcrawler	17. Hot Launch	18. Ixquick
19. Searchengine.com	20. Yellow Pages Superhighway	21. Superpro
22. Fetchdog	23. Whatuseek (directory)	24. Whatuseek
25. WebSquash	26. Starting Point (commercial)	27. W8
28. Search4more	29. Slider	30. AOL
31. Onekey	32. Traffic Dispatch	33. Google
34. PleaseRetrieve	35. Search Hippo	36. Mozbot
37. 2-Surf	38. FreshLinks	39. Compu Link
40. C4	41. etracking	42. Blinkx
43. AbrahamSearch	44. Unasked	45. Dirone
46. Goto411	47. Snap	48. Scrub the web
49. Find Once	50. Active7	51. Cipinet

URL details report

An example of the URL details report section:

Submission Report

<i>URL:</i>	http://www.trellian.com
<i>Date:</i>	09/11/05 10:12:58

1.0 URL Details

<i>Url Title:</i>	Trellian Software - eCommerce and Website Marketing software solutions
<i>Category:</i>	Internet/Promotion and SEO
<i>Domain(s):</i>	au.com
<i>Language:</i>	english
<i>Keywords:</i>	SubmitWolf, submit wolf pro, SubmitWolf PRO, SEOToolkit, SEO Toolkit, Internet Studio, website promotion, website marketing, seo, search engine optimization, search engine optimisation, web site traffic, search engine marketing
<i>Description:</i>	Trellian Software - A leader in the development of Internet ecommerce solutions, website marketing and search engine promotion tools. The flagship products, SubmitWolf PRO and SEO Toolkit are professional URL submission, ranking and optimization programs that can dramatically increase the traffic to your website.
<i>Username:</i>	*****
<i>Password:</i>	*****
<i>First Name:</i>	Hilton