Traffic Equalizer Quick Start

Congratulations on your purchase of Traffic Equalizer. This manual will help you get up and running quickly with the PC version.

There are four major steps involved to implement Traffic Equalizer on a website:
1. Keyword research.
2. Run Traffic Equalizer to generate web pages.
3. Add a "sitemap" link on your home page, so that search engines can follow it to find all TE pages.
4. Upload generated pages to your web host.

Let's assume you have installed Traffic Equalizer on C:\Program Files\Traffic Equalizer. Suppose you want to generate web pages for a website: www.mysite.com.

On you PC, create a folder: mysite. This is the directory where we'll keep keyword file and all TE generated web pages.

Step 1. Keyword Research

We can use Keyword Harvester, a bonus that comes with Traffic Equalizer, to conduct your keyword research.

Open up Keyword Harvester, type in a keyword in the text box. For example, if we sell clothing, we can type in "shirt".

Save the result in a text file: "keywords1.txt", in "mysite" folder.

Continue to search for more keywords, for example, "pants". Save result in another text file: "keywords2.txt"

Repeat this process until you have complete all the related keywords. By now, you should have several keyword files: keywords1.txt, keywords2.txt, keywords3.txt, etc.

Another tool you can use to do keyword research is WorkdTracker (http://www.wordtracker.com).

Note, make sure you pick multiple phrased keywords. One and two phrased keywords are generally very competitive; you'll get a much better search engine ranking on those multiple phrased keywords.

Because Traffic Equalizer only reads a single keyword file, we need to concatenate all keyword files together.

Open up Windows command prompt: Start, Programs, Accessories, Command Prompt. Go to C:\mysite folder, where all keyword files are saved. Type this command:

```
cd mysite
```
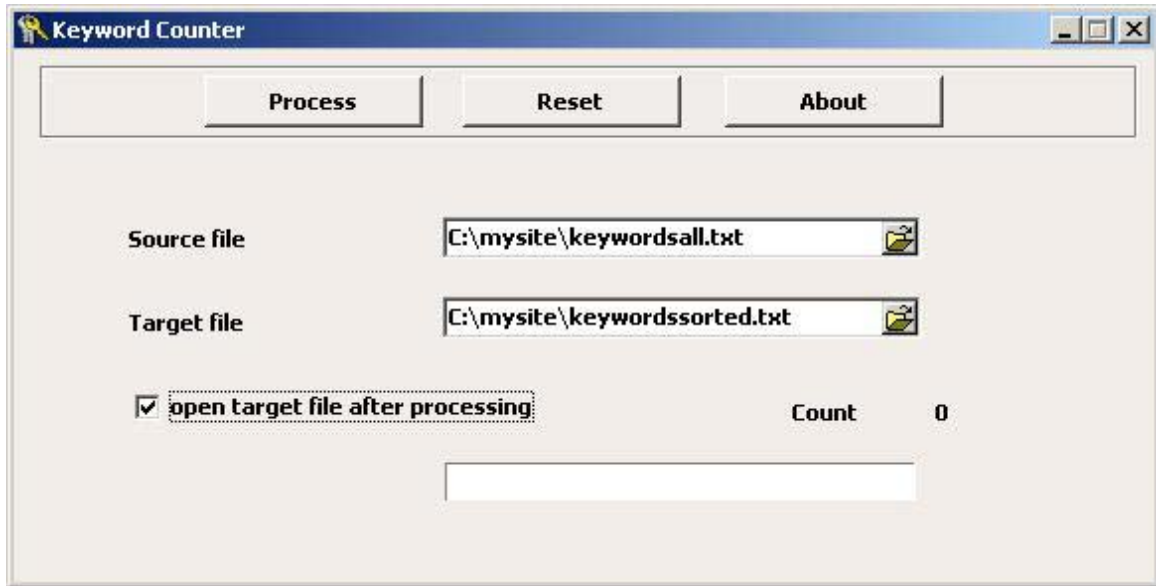
Then, type this line:

```
copy keywords*.txt keywordsall.txt
```

Now "keywordall.txt" contains all the keywords you have found. (If "keywordall.txt" already exists, don't forget to delete it first)

Open "keywordall.txt" file in a notepad, make sure there is no "/" in any keyword, and scroll to the bottom, remove any special characters at the end if there is any.

If you want to sort the keyword list and remove any keywords that have more than five words, you can use Keyword Counter, another bonus that comes with Traffic Equalizer.

Open up Keyword Counter, in "Source file" field, select C:\mysite\keywordsall.txt; in "Target file" fields, select C:\mysite\keywordssorted.txt; check "open target file after processing", then click on "Process" button.

After the process is completed, it tells you how may total keywords there are in the file, and "keywordssorted.txt" is opened in the notepad.

Step 2. Run Traffic Equalizer

The way Traffic Equalizer (PC version) works, is it generates a hierarchy of files: Site Map (sitemap.html) -> Indexes (index.html) -> Result pages.

Launch Traffic Equalizer by clicking on the icon on your desktop.

Let's look at each field on the control panel.

Source Data block.

Keyword File. Click on the folder button, locate the "keywordssorted.txt" file, and press "Open".

All default templates can be found in the folder that you installed Traffic Equalizer in. For example, C:\Program Files\Traffic Equalizer

Index Template. This is the index page that contains a list of result pages. Default is indextemplate.html.

Results Template. This is the template for the result pages generated by the software. Each result page is the search result of an individual

keyword in your keyword file. There could be hundreds of these pages, depending on the number of keywords you have. Default is resultstemplate.html

Sitemap Template. This is the site map file you will include in your home page. Default is sitemaptemplate.html

Output Location. This is the location where TE puts all generated files. Let's pick C:\mysite

Outbound Links. Leave it unchecked.

Sponsored Link block.

Title. Your web site title, such as "The Best Clothing Store On the Net".

Description. Describe what your web site is, we can say: "Come here to find great bargains on quality clothing."

Sponsored URL. Put your own web home page url: http://www.mysite.com

Appearance block.

Index Name. Use whatever is the most important keyword for your site, such as "Clothing" (without the quotes).

Keywords. This is the number of result pages you want to show on each index page, let's use 80.

Results. This is the number of search results on your result page. Default is 20.

BG Color. Default is white color for background.

Home page URL. Your home page address, such as http://www.mysite.com

Sitemap Name. Default is "sitemap.html".
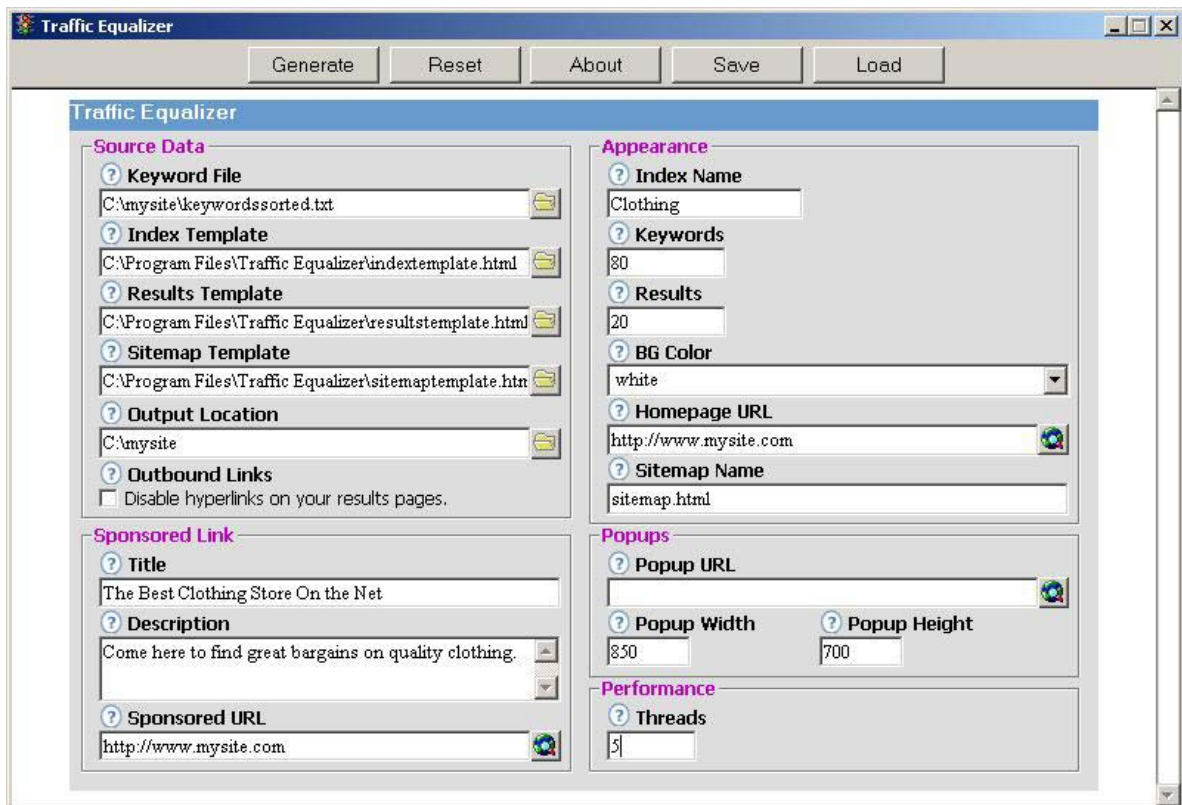
Popups block.

Popup URL. This is the page location where you want pop up window to display when visitors exit one of your result pages. If you don't want to display any popup window, simply leave it blank.

Popup Width, Popup Height. Leave them as default.

Performance block.

Threads. This is the number of concurrent searches the software performs when it generate files. If you have a fast connection and powerful computer, you can increase the number. Range is 1 – 9. Default is 5.

Here is a screen shot.

Click on "Generate" button. You'll be notified when the program finishes.

You can save setting by clicking on "Save" button. Give it a name, such as "mysite". Next time you want to run TE again, simply click on "Load" button, select "mysite" to load the setting.

Step 3. Add a "sitemap" Link in Home Page

Use your favorite HTML editor, open your home page file, usually it's called "index.html".

Add this line toward the bottom of the file:

`<a href="sitemap.html">Site Map</a>`

This link points to the sitemap files generated by Traffic Equalizer.

Step 4. Upload Files to Web Host

The final step is to upload all generated folder and files, including modified index.html file to your web host.

You can download a free ftp program WS_FTP LE from
http://download.com.com/3000-2160-10018456.html

Here is a detailed instruction on how to use WS_FTP LE:
http://sherwoodhosting.com/email-ftp-support/ftp/WS_FTP-Lite.htm

Make sure you upload the following items to your html root folder:
1. newly modified home page: index.html
2. sitemap.html
3. all subfolders created by Traffic Equalizer: 1, 2, 3…etc.

After you complete this process, browse you web site with a browser, to make sure all pages are in the right places, and there is no broken link.

The default templates are for general purpose. To achieve the best results, we strongly suggest you customize those three templates to fit your site theme.

One of our users, William Shi, has created an excellent **Action Guide** and instructional video, which shows you step-by-step, how to modify the templates and convert traffic to profits. It's highly recommended. Check it out at http://www.SuccessOnlineMarketing.com