Traffic Equalizer
Quick Start Guide

Congratulations on purchasing Traffic Equalizer 2!

Traffic Equalizer 2 is the latest version of the powerful, leading and widely respected page generation software that enables you to build thousands keyword rich pages that search engines really like, enabling you widely promote your PPC affiliate program or own products

Traffic Equalizer 2 has been completely redeveloped from the ground up for ease of use and many new features over those so familiar with the original version.

Installing Traffic Equalizer:

Before proceeding with the installation of Traffic Equalizer 2, please uninstall any existing version of Traffic Equalizer. You can do this in Windows by going to Settings, Control Panel, Add/Remove programs.

When you first purchased Traffic Equalizer 2 or received your upgrade on the Internet, you will have downloaded

the Traffic Equalizer install program. Simply click on the icon and follow the instructions to install Traffic Equalizer on your PC in the usual way.

Launching Traffic Equalizer:

To launch the Traffic Equalizer program, click the icon on your desktop. This will load the main menu:
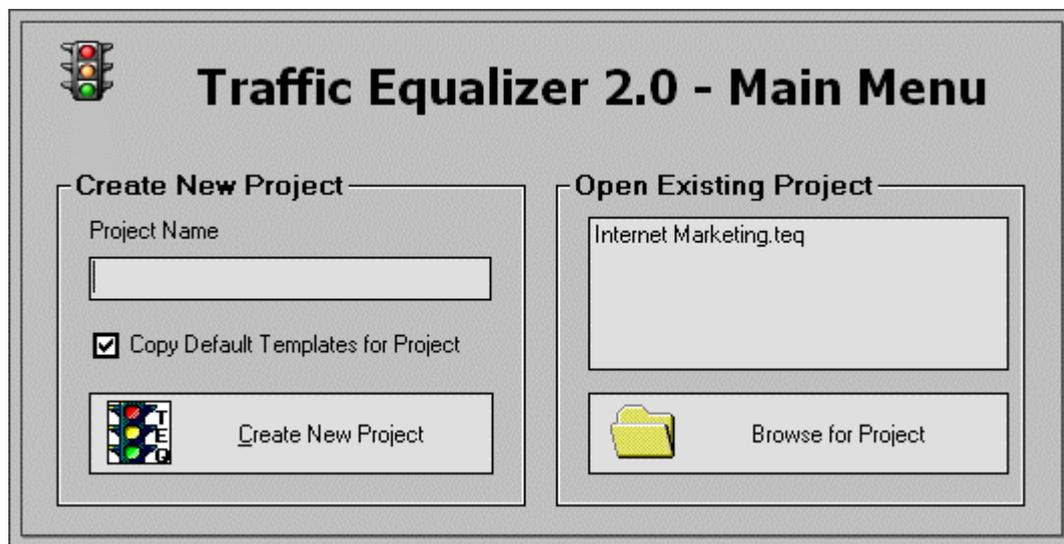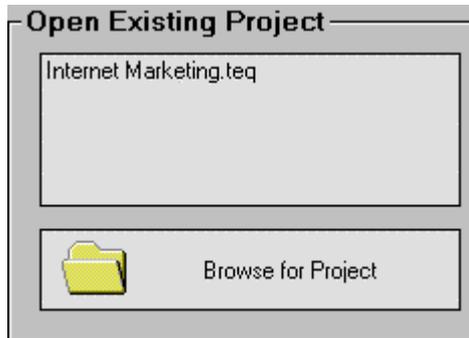

Using Traffic Equalizer:

To start the Traffic Equalizer process you will first need to add a project name to the **Create New Project** box:

If you have already used Traffic Equalizer 2 you will also have a list of available projects to choose from detailed in the **Open Existing Project** box:

After you have entered a project name click "**Create New Project**" to continue. You can also continue by clicking on an existing project. The first screen in the page generation process will then be launched:

1) Build/Manage Keyword List:
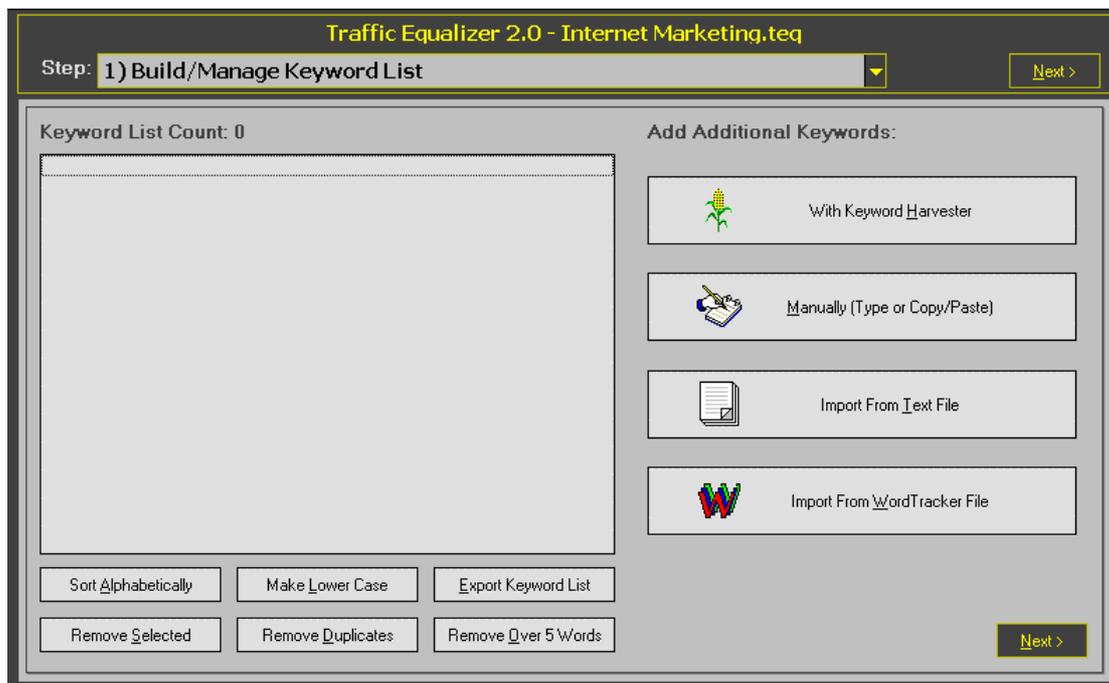
The first stage of the Traffic Equalizer page generation process is to build your targeted keyword list. This you can do in several ways including the following:

With Keyword Harvester: Selecting this option will launch the Keyword Harvester program. Here you can add your main keyword, e.g. "marketing" and Keyword Harvester will build a keyword list for you. When Keyword Harvester has completed the process, you can select "**Add Results to Master List**" to automatically merge them in your Traffic Equalizer keyword list.

Import from Text File: This will enable you to choose a text file to import directly into Traffic Equalizer.

Manually (Type or Copy/Paste): Selecting this option will allow you to manually type a keyword list into Traffic Equalizer or paste the keywords from another list.

Import from Wordtracker: This will enable you to import a basic Wordtracker format file directly into Traffic Equalizer. This process will remove the Wordtracker numbers to import the basic keywords.

Keyword Equalizer: Keyword Equalizer is a new product that will help you to find the very best potential keywords for use with Traffic Equalizer. You can export a keyword list from **Keyword Equalizer** and then use the **Import from Text File** option of Traffic Equalizer. Future updates of Traffic Equalizer will allow importing Keyword Equalizer project keyword lists directly.

After compiling your keyword list, the **Keyword List Count** information screen will appear like this:

```
1 engine internet marketing search
1 internet marketing master web
1 internet marketing seo
1 internet marketing solution stop
1leadlightning affiliate internet marketing program.com
99 internet marketing minutes success
administrative internet marketing web
advanced internet marketing tool traffic
adverting internet marketing success tool
advertising agency campaign internet marketing
advertising agency internet marketing
advertising alabama internet marketing
advertising arkansas internet marketing
advertising business internet marketing
advertising california internet marketing
advertising carolina internet marketing south
advertising colorado internet marketing
advertising connecticut internet marketing
advertising dakota internet marketing north
```

At this stage you have the following additional options to clean up your list:

Sort Alphabetically: Sorts your keyword list into alphabetical order.

Make Lower Case: Converts keywords to lower case.

**Export Keyword List:** Exports keywords to a text file.

Remove Selected: You can select multiple keywords in the main keyword list by holding down the <Ctrl> key, and clicking on each keyword you would like to process. The keywords will then be highlighted so that clicking **Remove Selected** will remove them from the list.

Remove Duplicates: This option will remove all instances of keywords that are identical.

Remove over 5 Words: This will remove all instances of keyword phrases that are over 5 words in length.

Once this has been done you can proceed to the next stage by clicking on a **Next** button located at the upper and lower right sections of the interface to proceed to the next screen:

2) Select/Edit Output Templates:
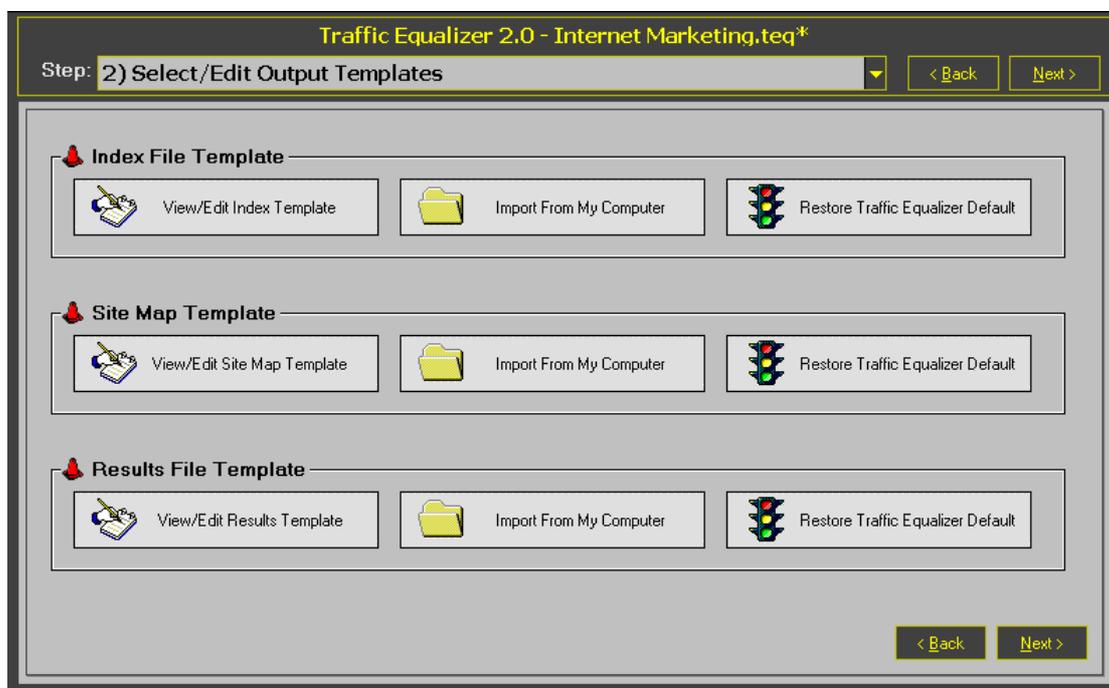
Traffic Equalizer makes use of 3 different templates as the basis for its output. These templates can be used in their standard form as provided with the software, or they can be customised for your own specific needs e.g. to match the general look and feel of your main site. Although the default templates have been proven to be highly effective, for those with Web page design capabilities we highly recommend designing your own.

Templates are formatted as HTML pages containing Traffic Equalizer "tokens" which are used in the generation of pages. Each token refers to your input data in order to generate unique pages based on your data.

The default Traffic Equalizer templates can be easily modified using an HTML editor, but it is important to ensure that the editor does not modify the tokens in any way otherwise it can cause problems with the generation of the pages or cause the data not to be generated.

Traffic Equalizer templates can also be completely designed from the beginning, adding the tokens in the appropriate places wherever required. This is the recommended method for producing Traffic Equalizer pages for maximum effectiveness and uniqueness.

New, modified or customized Traffic Equalizer templates can either be copied and pasted into the software or imported from an HTML file. To copy and paste select **View/Edit Index Template**, paste in the HTML and then select **Save & Close**. To import from an HTML file, select **Import From My Computer** and then browse your PC or other storage location for your HTML file and click on it. To restore the default templates, click **Restore Traffic Equalizer Default.**

The purpose of each Traffic Equalizer template and available tokens for use within templates are as follows:

Index File Template: This template generates an index page consisting of the links to your main results pages.

Your Sitemap page is in turn linked to this page. The tokens used in the Index File Template are as follows:

%INDEXNAME%: The name of the index file as specified in the configuration settings.

%NUMBER%: The number of the index file. This is generated automatically and should not be altered.

%BGCOLOR%: Generates the page background color as specified in the configuration settings.

%KEYWORDURL%: Generates the URL of the corresponding Index page, which is named based upon the keywords for the page. Keyword phrases are hyphenated for each individual keyword in the phrase.

%KEYWORD%: Generates the anchor text, sometimes known as "link text" for the URL consisting of the keywords for the page.

%URL%: Generates the home page URL as specified in the configuration settings.

%SITEMAP%: Generates a link to the Sitemap page.

Note: These tokens are placed between two Traffic Equalizer specific tags:

<!--REPEATBEGIN--> and <!--REPEATEND-->

It is important that these tags, and the tokens that are placed within the tags remain within the page template, but positioning of the tags and the tokens within the tags can be modified for your own specific purposes.

Sitemap Template: This template generates a Sitemap HTML file that is in turn used for linking your main site to your Traffic Equalizer generated pages. After the generation process is complete you will need to create a link to your Sitemap, usually from your home page, for the search engines to follow while indexing your site. The tokens used in Sitemap Template are as follows:

%BGCOLOR%: Generates the page background color as specified in the configuration settings.

%NUMBER%: Generates the index file number.

%EXT%: Generates the file extension, e.g. .html, .php, .asp as specified in the configuration settings.

%INDEXNAME%: Generates the index name as specified in the configuration settings.

%URL%: Generates the home page URL as specified in the configuration settings.

Note: In the default templates, some specific tokens are placed between the two Traffic Equalizer specific tags:

<!--REPEATBEGIN--> and <!--REPEATEND-->

It is important that these tags, and the tokens that are placed within the tags remain within the page template, but positioning of the tags and the tokens within the tags can be modified for your own specific purposes.

Results File Template: This template generates your results pages. The results pages are your main Traffic Equalizer pages which will contain the main layout, content and monetization links e.g. contextual advertising and affiliate program links. The design of the results template is therefore very important as these will generally be the pages that will be listed in the search engines and therefore the pages that will be most viewed.

It is well worthwhile spending the time to make these pages look as original, appealing and useful as possible. You can design your own templates or alternatively there are some excellent pre-designed Traffic Equalizer template packs available from various online sources.

The tokens used with the results pages are as follows:

%KEYWORDCAPS%: Generates the keyword for the page in upper case, capitalized letters.

%KEYWORD%: Generates the anchor text, sometimes known as "link text" for the URL consisting of the keywords for the page.

%BGCOLOR%: Generates the page background color as specified in the configuration settings.

%URL%: Generates the home page or sponsored link URL as specified in the configuration settings.

%TITLE%: Generates the home page or sponsored link title as specified in the configuration settings.

%DESCRIPTION%: Generates the sponsored link description. This is used for sales information etc..

%EXT%: Generates the file extension, e.g. .html, .php, .asp as specified in the configuration settings.

Note: These tokens responsible for generating unique pages are placed between the two Traffic Equalizer specific tags:

<!--REPEATBEGIN--> and <!--REPEATEND-->

It is important that these tags, and the tokens that are placed within the tags remain within the page template, but positioning of the tags and the tokens within the tags can be modified for your own specific purposes.

3) Configure Output Appearance Options:

After designing your templates click one of the **Next** buttons at the top and lower right of the program interface to move to the "Configure Output Appearance Options" screen.

Here you need to enter the following parameters:

Index Name: The name for your generated index file. This name should not have any spaces. If using multiple words, hyphenate the words e.g.; internet-marketing.

Tags: Checking or un-checking the **"Remove all Bold Tags from Output"** box will determine whether the keywords appearing on your generated pages are highlighted in bold text. This is a matter of preference. Some search engine optimisation experts believe bold text assists rankings and some do not. Bold text does however draw attention to your keywords making them stand out on the page much more to a visual inspection.

BG Color: This option sets the background color for your generated pages based upon the "BGCOLOR" tags.

Homepage URL: The URL for your site homepage.

Sitemap Name: The name of your Sitemap page.

After completing these options click one of the **Next** buttons at the upper or lower right side of the page to move to the next stage.

4) Configure Sponsored Link Options:

This screen provides you with the options for configuring the sponsored link section of your generated pages, positioned in accordance with the tokens positioned on your results pages as previously described. The options are as follows:

Title: The title of your Sponsored Link.

Description: Here you can describe your sponsored link. This text is to sell the product or service that you are promoting, so this text should be as effective as possible.

Sponsored URL: This is the URL for your sponsored link, and might for example be a Website home page, a sales page or an affiliate program link.

After completing these options, click one of the **Next** buttons at the upper or lower right side of the interface.

5) Configure Results Files Options

These configure how your Results Pages are generated. The first section relates to the Structure settings:
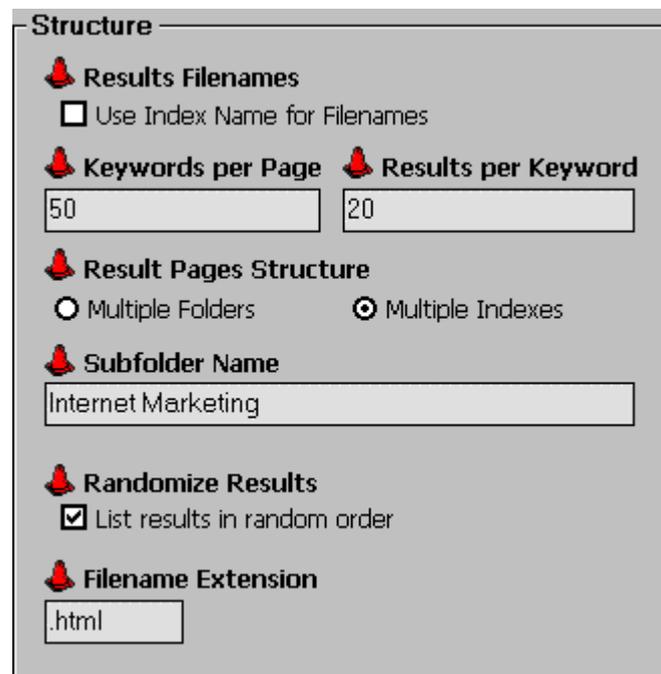
Results Filenames: Checking the **Use Index names for Filenames** box will cause your results pages to be generated with the same name as specified for your Index files. If this box is not checked, pages are generated using hyphenated keyword phrases for the page, e.g.: internet-marketing.html.

Keywords Per Page: This setting will determine how many Index Page links will appear on each of your individual Index Pages. Note that the search engine guidelines state that they will not usually spider more than 100 links per page. The less links you specify for this setting, the more Index Pages will be generated.

Results per Keyword: This setting determines how many search engine results will appear on each Results Page. This setting should ideally be between 10 and 20 for the best balance of page size and keyword densities.

Results Page Structure: This setting determines whether results pages are generated in multiple numbered directories or in a single named directory. **Multiple Folders** will result in the generation of numbered directories each with its own "index.html" page, and containing a number of results pages as calculated in accordance with the **Keywords per Page** and **Results per Keyword** options. **Multiple Indexes** results in a single Results Page directory containing numbered Index files and all Results Pages. Again this is a matter of preference, but Multiple Indexes does mean that all pages will be located in a single named directory.

Subfolder Name: This is the name of the directory in which all of the Index and Results pages will be generated. When using multiple words it is highly recommended that you hyphenate the words, e.g. internet-marketing-software rather than have spaces.

Randomize Results: Checking this option will cause the search engine results to be generated on your Results

Pages in a random order, i.e. not in the order in which they actually appeared in the search engine data source.

Filename Extension: Enables you to specify the extension of your results pages, e.g. .html, .php, .asp.

On the right side of the interface are the **Excluded Domains** options. Here you can specify what domains you would like to exclude from your results pages. You have the option of entering the excluded domains manually, either by Type or Copy/Paste, or by importing a list of domains to be excluded, from a plain text file containing the domains to exclude, listed one on each line. You can remove selected domains by highlighting a domain and clicking **Remove Selected**. If you have a long list of domains you can also clean the list by clicking **Remove Duplicates**. When you have completed this section, click one of the **Next** buttons at the upper or lower right of the interface.

6) Configure Popup/Data Source Options
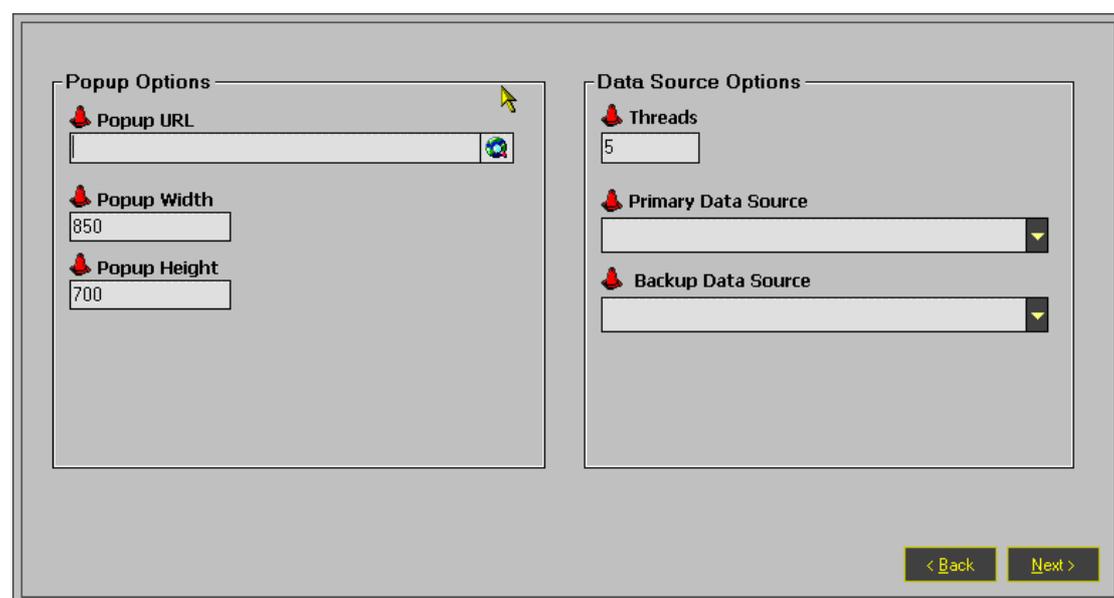
In this section of the page generation process you can specify the following additional page generation options:

Popup Options (Optional):
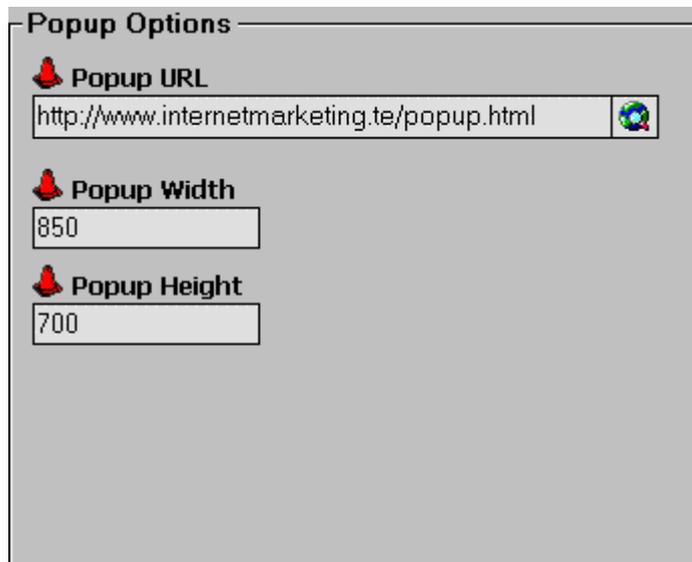
Popup URL: If you are using a popup screen to collect opt-in email addresses for newsletters for example, or to promote an affiliate program, you can place the URL of the popup page in this area. The popup code is already included within the Traffic Equalizer popup template so there is no need to add any additional popup code.

Popup Width: Specify the width of the popup window.

Popup Height: Specify the height of the popup window.

Please note that you must select the popup template in step 2 for the Results File Template or the popup won't work. Once again, adding a popup is optional.

Data Source Options:
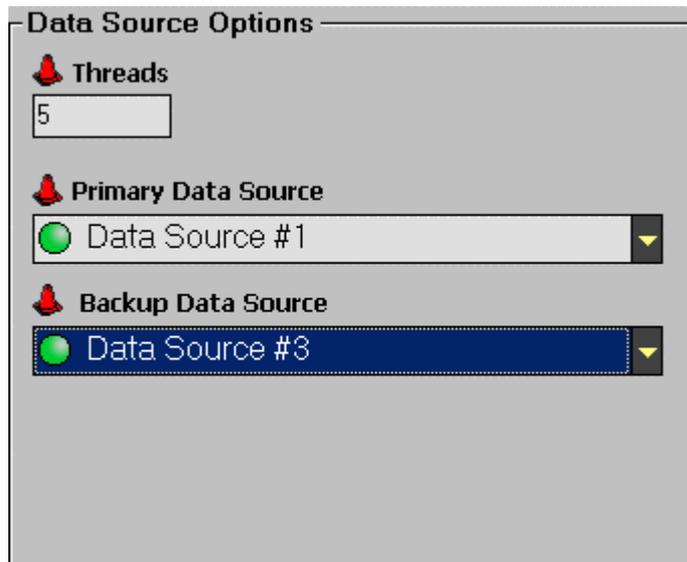
  Traffic Equalizer generates page content by fetching the content from search engines if the results tokens are included in the results page templates. Each search engine corresponds to a different Data Source. The Data Source configuration options are as follows:

Threads: This sets the number of concurrent queries to the search engine Data Source being used. The higher the number of Threads the faster the page generation process can be. However, more threads does not always translate to greater speed, but it does place more pressure on the search engines, which is undesirable. It is recommended therefore that this setting be left at the default of 5.

Primary Data Source: This is your main Data Source and the one that will be used first if available.

Backup Data Source: Backup Data Source which will be used should your Primary Data Source be unavailable.

Should a Data Source become unavailable for any reason, there will be a red indicator on the Data Source bar:

Once your Data Source options have been set, you can then proceed by clicking one of the **Next** buttons on the upper or lower right side of the page.
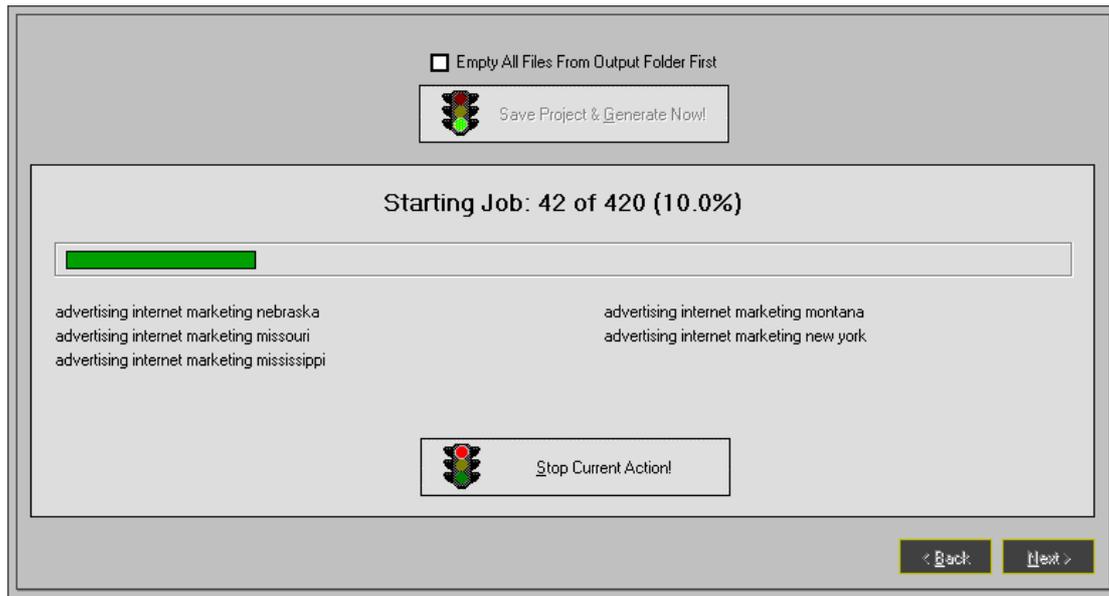
7) Generate Pages!
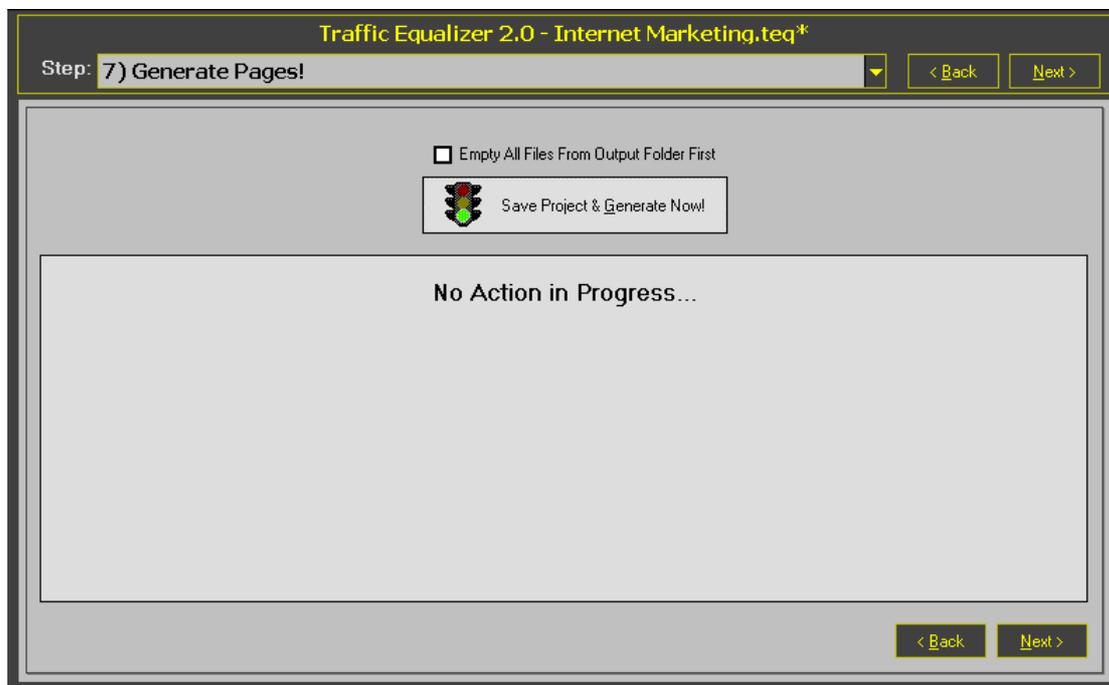
You are now ready to generate your pages!

Empty All Files from Output Folder First: Checking this box will ensure that your Output Folder is empty before generating your latest Web pages

Save Project and Generate Now!: This will save your entire project for retrieval at a later date, and at the same time launch the page generation process:

During the page generation process you can monitor the progress by means of the green bar that will increase as page generation advances. You can also observe what keywords are being processed for the pages being generated. At any time you can halt the page generation process by clicking the **Stop Current Action** button.

When your pages have successfully generated, Traffic Equalizer will produce a report:
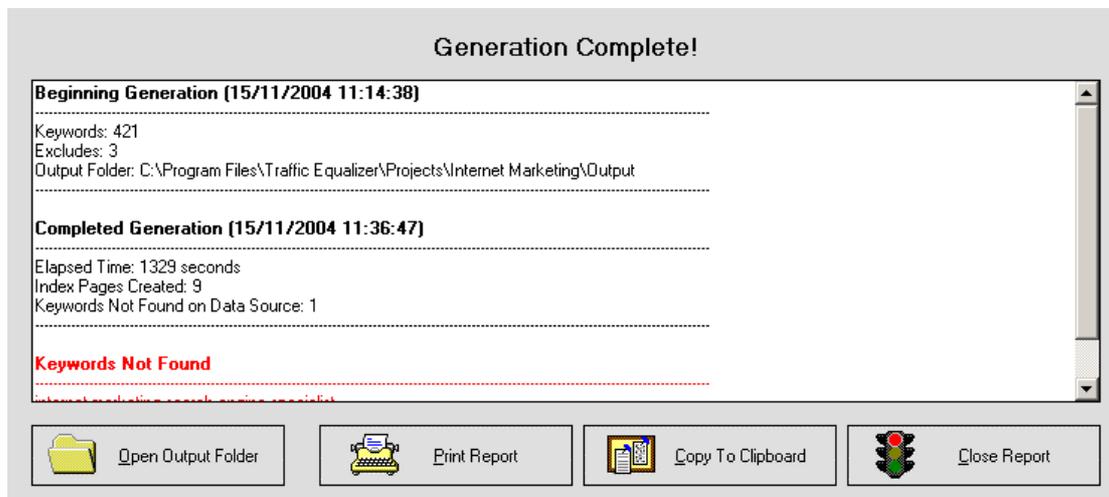
You then have options to:

Open Output Folder: To browse, view and check the files that have been generated.

Print Report: Print the page generation report.

Copy to Clipboard: Copy the report to your Windows clipboard to paste into another editor such as Notepad.

Close Report: Close the report screen.

8) Upload Pages (Optional)

Once you have generated your pages with Traffic Equalizer you can upload them to your Web server. To do this you can either use your regular FTP client or alternatively you can make use of the integrated FTP function within the Traffic Equalizer program.

After your pages have been generated, click one of the **Next** buttons at upper or lower right of the interface. This will bring you to this screen:
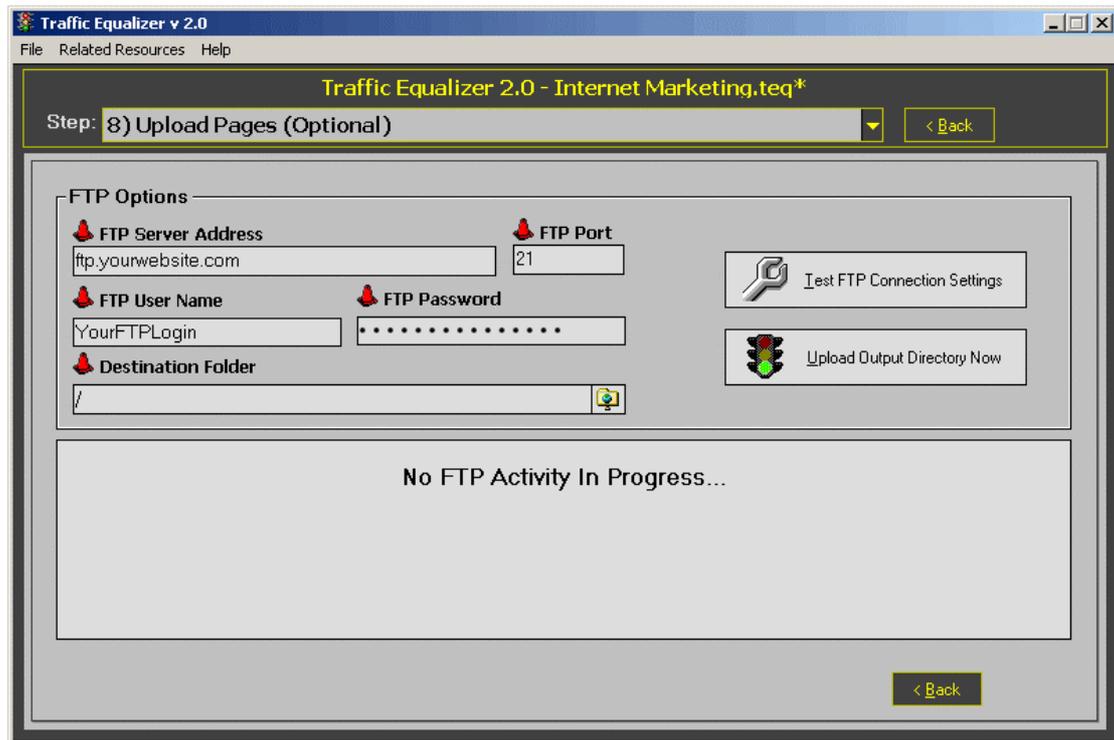
To upload your Traffic Equalizer generated files first enter the FTP details for your Website:

FTP Server Address: The FTP login address of your Website, usually in the format **ftp.yourwebsite.com**

FTP Port: The TCP port number for your Website FTP, usually port 21

FTP User Name: The login name for your Website FTP

FTP Password: The password for your Website FTP

Destination Folder: The destination folder for your Website. **Note:** It is very important that you enter this correctly otherwise all of your generated files will be uploaded to the wrong location on your Webserver.

Although this has been left as the default **"/"** on the FTP screen above, your **Destination Folder** will often be: **public_html**, in which case this should be entered for the destination folder option. If you have any doubts about this location, please contact your hosting provider and ask them for the directory name for your Web files, and then enter it in the Destination Folder area of this screen.

Test FTP Connection Settings: Test the FTP connection to your Website.

Upload Output Directory Now: Clicking this option will start the file upload process of your Traffic Equalizer generated Web files.

As the FTP upload progresses, you can monitor the progress within the lower part of the screen.

Navigating Traffic Equalizer:

You can go directly to any screen in the Traffic Equalizer page generation process by using the **Step** menu:
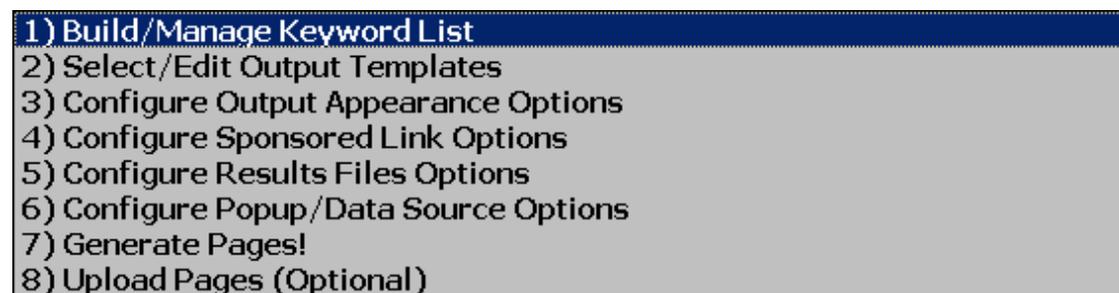
In addition, there are further options available from the main **File** menu accessible from the top of your screen:

New Project	Ctrl+N
Open Project…	Ctrl+O
Recent Projects	▶
Save Project	Ctrl+S
Open Project Folder	
Open Output Folder	
View Last Generation Report	
Exit	Ctrl+F4

Also at the top of the screen next to the file menu, is a menu of related resources, all of which are worth visiting as products that compliment Traffic Equalizer:

CSS Templates
Keyword Equalizer
Link Equalizer
PR Maximizer
RSS Equalizer

Modifying Your Home Page:

Once your Traffic Equalizer generated files have been uploaded you need to make a link on your home page to the sitemap file that was generated by Traffic Equalizer. This is to provide a path for the search engine spiders to follow when they spider your Website. Simply create a link called "Sitemap" and link it to your Traffic Equalizer generated Sitemap, usually called "sitemap.html". After you have modified your Website Homepage you can upload it to your Website.

Acquiring Visitors to your Website:

Congratulations! You have now created your Traffic Equalizer site. You next task is to provide the means by which visitors can find your new Traffic Equalizer pages.

If your site is new it is a good idea to acquire links to the home page or sitemap of your site from other sites, ideally of a similar theme. If you do not have any other such sites available to acquire links from, you can submit your site directly to the major search engines by use of the submission forms on the site of each search engine.

Acquiring links to your site, ideally with a high Google Page Rank in the case of Google, and from sites of a similar theme is extremely important both to boost the rankings of your site in the search engines, and also for keeping your site and its pages fully indexed in the search engines. A site with no incoming links will not remain in the search engines for long! There are many ways of acquiring quality links, and there are numerous Websites that provide information on this subject.

Congratulations once again on purchasing Traffic Equalizer 2, the latest version of the leading keyword based page generation software! To your success!