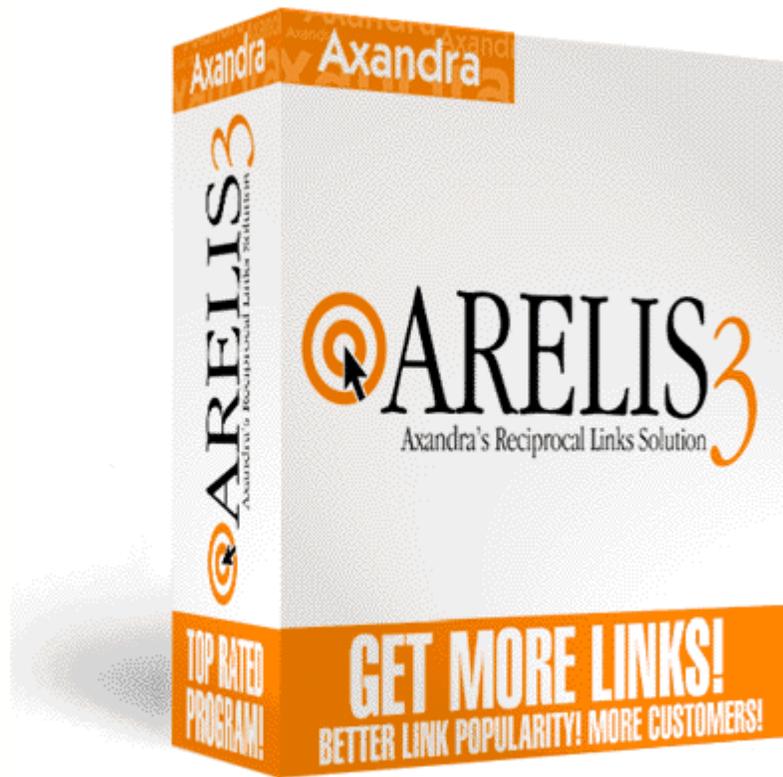# Increase your link popularity and get targeted traffic with ARELIS

# Table of Contents

# 1     The power of reciprocal links

**Targeted traffic and higher search engine rankings**

Do you want more targeted traffic to your web site? Do you want your site to rank higher in the search engines? Do you want to get more sales? If you answer "yes" to any of these questions, then reciprocal links can be the answer.

Reciprocal links mean that your web site links to another web site and that site links back to your site. We'll show you how this arrangement will improve your business.

**How reciprocal links can improve your business**



Reciprocal links will help you in 3 ways:

1. Other web sites send you visitors because they link to you. If you have just 500 links pointing to your site and each site sends you in average only 3 visitors per day, then you'll get 1,500 targeted visitors per day. Later in this book, we'll show you how to get many more link partners so that you'll get even more targeted traffic to your site.

2. Search engines like Google and AltaVista use "link popularity" to rank web sites. If your site has a high link popularity, then you'll have high rankings on the search engines. To improve your link popularity (and to improve your search engine ranking), you must have reciprocal links. We'll show you to get them later in this book.

3. Exchanging reciprocal links with other sites will build a great link directory. Your visitors will bookmark your site and visit your site again and again because you can offer them a valuable resource: your link directory. Later in this book, we'll show you how to build such a link directory automatically in the design of your web site.

# 2    Why ARELIS?
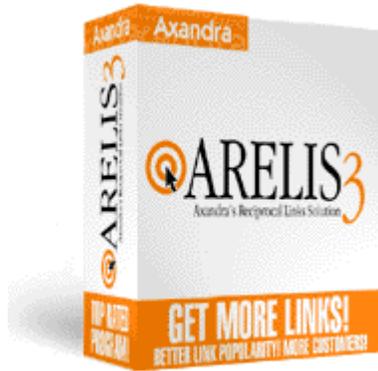
The name ARELIS is short for "Axandra's Reciprocal Links Solution". Since February 2002, it has been constantly improved and now it's the most complete solution for reciprocal links we know.

ARELIS will get a steady flow of free targeted traffic to your web site while seriously increasing the link popularity of your web site. You'll also benefit from new business contacts. In short, ARELIS means more customers and more sales for you.

*"After demo-ing many disappointing reciprocal link software packages, we were very excited to come across one which finally 'gets' link promotion. If you are looking to increase the number of links to your web site, we cannot recommend ARELIS strongly enough!"*
Barry Brooks, Link-Promotion.com and LinkPopularity.com

*"ARELIS linking software is the best tool on the market for finding and creating reciprocal links. This full featured product leaves the competition in the dust. We recommend this Reciprocal Linking Software."*
Gene Schallert, BetterSearchEngineMarketing.com

*"I must tell you that I am totally impressed by the quality and usefulness of your product ARELIS. I have no doubt that ARELIS is the best application for managing reciprocal links on the market today. --- Believe me, that I rarely make such bold claims about any software application. I literally test thousands of applications monthly and I have become very selective and hard to impress. The product turned out to be really excellent and, therefore, I admire it from the bottom of my heart."*
Arthur Joyner, www.SoftwareSeeker.com

*"I really like the concept of ARELIS. There's so much emphasis on trying to trick search engines into giving people high visibility. Your software (ARELIS) awards them high link-popularity points because they honestly have high link popularity!"*
Al Harberg, President DP Directory Inc., www.dpdirectory.com

*"ARELIS is an excellent program. The software interface is nicely layout. Set-up is quick and simple. The software is good at finding relevant sites, quickly. ARELIS includes all the features you would want in such a program. [...] It's no wonder that virtually every software library rates it 5 stars. [...] even a HTML expert couldn't tell if a link directory was created by hand, or a program such as ARELIS."*
Michael Wong, www.Search-Engine-Optimization-Strategies.net

*"It may be just what you are looking for. [...] If used judiciously and wisely, you can most likely uncover hundreds of non-competitive web sites who will be happy to cross-link to you."*
Steven Schneiderman, www.CoolToolAwards.com

ARELIS automates most of the previously tedious and time-consuming tasks, for example it automatically and immediately finds suitable link partners for you. It automatically creates link pages that are fully customizable so that they match the design of your web site.

It automatically checks outgoing links on your link directory pages and checks if your partner web site still link back to you. ARELIS allows you to improve your own your business and/or the business of your clients.

ARELIS has won more than a dozen awards (some of them are displayed below). It's recommended by recognized Internet marketing experts and thousands of satisfied customers .

Rated 5 out of 5
FileFlash.com

Recommended by
Lockergnome.com

Rated 5 out of 5 - Editor's Pick
SoftLandMark.com

Rated 5 out of 5
SharewareJunkies.com

Rated 5 out of 5 - Tucows.com

Rated 5 out of 5
SofoTex.com

Rated 5 out of 5 - FileHungry.com

Rated 5 out of 5 - Versiontracker.com

Rated 5 out of 5 - BlueChillies.com

Rated 5 out of 5 - FileTransit.com

Rated 5 out of 5 - BPSoftware.com

Rated 5 out of 5
SoftwareTransit.com

Editor's Pick
SoftwareSeeker.com

Best of all, you don't have to be an expert to use ARELIS. Although it's a professional tool used by marketing experts all over the world, beginners will find it easy to use.

# 3    7 easy steps to get more visitors and more sales

## 3.1    Important overview

**How ARELIS works in general (very important!)**

The following short explanation is very important. You must understand how ARELIS works in general to understand the seven steps. In short, ARELIS works the following way:

ARELIS finds potential link partners for you. Those link partners have a similar or complementary web site to your site. This means that their site doesn't compete directly with your site. You choose to whom you want to link to.

ARELIS will then create customized link pages that contain links to the approved link partners. You'll upload those link pages to your web site so that the potential link partners have a reason to link back to you (we'll show you how to not lose visitors by your outgoing links).

ARELIS will help you to email the potential link partners to let them know that you have linked to them and that you want them to link back to you. Don't worry, ARELIS comes with ready-to-use texts that you can edit to your needs.

Some of those link partners will link back to your site. You will get targeted visitors, higher link popularity, higher search engine rankings and - finally - more sales.

By the way, we have used ARELIS ourselves to promote ARELIS. Within several months, we have found many link partners and have received several very good search engine rankings for our key phrases. Now we get targeted visitors to our site every day and have a profitable business.

**In 7 easy steps you'll find out how to use ARELIS to get:**

- targeted traffic through reciprocal links
- higher link popularity
- higher search engine rankings
- more targeted traffic, more visitors, more sales

**The 7 steps to more visitors and more sales are:**

1. Download ARELIS.
2. Install ARELIS.
3. Collect potential link partners.
4. Decide to whom you want to link to.

5. Create customized link pages.
6. Email potential link partners.
7. Keep track of responses.

If you follow these steps one after the other, you'll join the success of all the other webmasters and companies that improved their business with ARELIS.

## 3.2    Step 1: Download ARELIS

**Downloading ARELIS is easy**. Just click this link. The download size is about 2 MB. ARELIS runs on Windows 98, Me, 2000 and XP. It's *not* supported on Windows 95 and Windows NT.

You'll download the free trial version of ARELIS. This means that you can test ARELIS for free and without obligations. However, the free trial version is limited:

- You can only manage 100 link partners (in the full version, you can manage an unlimited number of link partners).
- You can only find 20 web sites that link to your competitors (those web sites are likely to link to your site, too. In the full version, you can find thousands of links for an unlimited number of competitors).
- All links in your link directory link to www.Axandra.com instead of the actual web sites of your link partners (in the full version, your link directory is fully working).
- The link request mails will only be sent to you (in the full version, you can send link request mails to the potential link partners).

To remove all limitations mentioned above, you must purchase ARELIS. ARELIS comes with an unconditional 30 day money back guarantee and is 100% risk-free.

Not only can you test the trial version of ARELIS for an unlimited period of time, you'll also have a **30 day money back guarantee** after your purchase.

As you can see, we're so convinced that ARELIS is the right software solution for you, that we go one step further as most software companies. There is absolutely **no risk** for you. After your purchase, you'll have free ARELIS support.

Purchasing ARELIS is easy. Within minutes, you can have a fully working ARELIS software program to get targeted traffic, to improve your search engine ranking and to get more customers and more sales.

## 3.3    Step 2: Install ARELIS

If you've downloaded ARELIS, you should have a file with the name "ARELIS.exe" on your Windows desktop. Double-click that file to start the ARELIS installer. Follow the instructions of the installer to install ARELIS.

ARELIS also includes an uninstaller. If you don't like the software, you can remove it within seconds from your computer. There's no risk or hassle in trying ARELIS.

The ARELIS installer installs the following files:

- The ARELIS directory with the main application and appendant files.
- An ARELIS shortcut on your Windows desktop so that you can quickly start ARELIS.
- An ARELIS entry in the "Program Files" directory in your "Start" menu.

When you start ARELIS for the first time, the "First Start wizard" will ask you for basic information about your web site. The information you enter in that wizard will make it easier for ARELIS to find good potential link partners for your site.

Be sure that the information you enter in the wizard makes sense. If you just enter "test" or something like that, ARELIS cannot find good partner sites. (If you wish to change the information you've entered in the First Start wizard, you can do so by changing the options in the General Options window and in the Edit Project window.)

As soon as you finish the wizard, you can start collecting potential link partners (step 3).

## 3.4     Step 3: Collect potential link partners

After having installed ARELIS, collecting potential link partners is the next step. ARELIS tries to find potential link partners for you. It will present the corresponding web sites in a list in the main window. Then you must decide which of those web sites should be your link partners.

But first, you must collect some link partners. Fortunately, ARELIS automates this task for you. It offers you two easy ways to find good potential link partners:

- ARELIS finds link partners based on competitor web sites.
- ARELIS finds link partners based on keywords that describe your business.

**Find Sites By Competitors**

Let's start with the "Find sites by competitors" feature of ARELIS. Web sites that link to your competitor sites are web sites that should also link to your site. A web site that links to one of your competitors has shown that it links to other sites and that it is related to your business. Therefore, these sites are very good link partners for your site.

To find web sites that link to your competitors, do the following:

1.  Click the  button in ARELIS' main window. ARELIS will open a new window.
2.  Enter the web site URL of one of your competitors and then ARELIS will list the sites that link to the competitor site.
3.  When you think that ARELIS has found enough partner sites, click the "Stop" button.
4.  Click the "Add Checked Web Pages To Web Site List" button (at the bottom right of the window) to add these web pages to the web site list of the main window.

**Note:**

After clicking the ""Add Checked Web Pages To Web Site List" button, ARELIS will visit every link partner page. It will automatically add a title, a description and an email address (if available) to the list entry so that you don't have to do that. That process takes a little time but in the end, it also saves you a lot of time because you don't have to manually write a title and description for every link partner.

**Find Sites By Keywords**

ARELIS can also find link partners based on keywords that are important for your business. You entered these important keywords in the First Start wizard window when you started ARELIS  the first time. Of course, you can always change these keywords in the "Edit

Project" window but for a start, we'll take the keywords you entered in the First Start wizard window.

Do the following:

1. Click the  button in ARELIS' main window. ARELIS will open a new window and it will start to query search engines to find potential link partners for you.
2. When you think that ARELIS has found enough new sites, click the "Stop" button.

The quality of the found web sites heavily depends on the keywords you entered. If the found web sites aren't related to your site, take some time to fine-tune the keywords. Start with only one keyword or a keyword phrase that is very relevant for your site. You can change the keywords in the "Edit Project" window. To open the "Edit Project" window, click the "Edit Project" button (you can find it in the top-right corner of the main window).

**Tip:**

If the found web sites are not relevant for your site, delete the keyword list in the "Edit Project" window, add a new keyword and try it again. Ask yourself who might be willing to link to your site and enter a search term you would use on search engines to find such sites.

When ARELIS has found many potential link partners for you, you must decide to which web sites you want to link to and which web sites you don't want to have on your link pages.

**Note:**

The free trial version allows you to collect only 100 link partner web sites. If you purchase ARELIS, you can collect as many link partner sites as you want.

## 3.5 Step 4: Decide to whom you want to link to

If you have followed the previous steps, you should have a large list of potential link partners in the ARELIS main window by now.

This is an example of how your list might look like:



All web sites in the web site list are potential link partners for your site. Remember, you'll want to link to those web sites first before contacting the webmasters and asking them for a link back to your site.

Linking to them first increases your chances that the webmasters will want to link back to your site. You must now tell ARELIS which potential link partner web sites should be included in your link directory.

To decide to which web pages you want to link to on your link pages, do the following:

1. Double-click the URL of a potential link partner to visit the site in ARELIS' preview browser.
2. If you think that you want that web site could be a good link partner for you, tick the "Include in link pages" box for that link partner.
3. Select a category and a sub category for that link partner.
4. Proceed to the next potential link partner.
5. Continue at 1. until you have enough link partners included in your link pages.

With ARELIS, you can quickly preview the web site of a potential link partner to find out whether that site is suitable as a link partner for your own web site or not. ARELIS also takes care of duplicates so that you don't have to visit the same site twice.

When you're manually searching for good link partners, it can easily happen that you come to the same site more than once and that you also contact the owner of that site more than once. With ARELIS, such embarrassing mistakes cannot happen. You'll always know which web sites you've already visited and which webmaster has already received an email from you. It's easy to keep track of your link partners with ARELIS.

**Tip:**

Don't link to every Tom, Dick and Harry. Be selective. In general, you should only link to web sites that are similar or complementary to your site. Search engines and your visitors will reward web sites that link to sites of the same topic. Tips about how to chose your link partners can be found in chapter "Tip: Keep your links related".

When you've chosen the web sites you want to include in your link directory, you should build your link pages. Don't worry, it's very easy with ARELIS. All you have to do is to click a few buttons.

## 3.6    Step 5: Create link pages

Before contacting potential link partners and asking them for a link to your site, you should create you own link pages first. If you link to a site before you ask for a link back, people are much more likely to answer your request.

Creating your link pages is very easy with ARELIS.

Do the following to create your link pages:

1. Switch to the "Create Link Pages" panel in ARELIS (at the bottom of the main window).
2. Choose a link page template in the list. If you have many links and categories, choose a multiple pages link directory template. If you have only a few links and categories, choose a single page link directory template.
3. Click the [🔗 Create Link Pages...] button.

ARELIS will then create your link directory pages and save them to a directory on your hard disk. You can specify that directory in the "Link Pages Options" window.

After having created the files, you must upload them to your web server.

ARELIS creates regular HTML pages. You can upload them to your web server just like any other HTML page you have on your site. You don't have to edit the web pages that have been created by ARELIS in any way. Just upload them to your server. That's all there is to it.

**Tip:**

You'll get much better results if you use a customized link page template. ARELIS can create link directory pages in the design of your web pages. The better your link directory looks, the better your results will be. Further information about this topic can be found in the chapter "Tip: Optimize your link directory layout" (reading that chapter is highly recommended).

Note:

With the free trial version of ARELIS, all links on your link pages will link to www.Axandra.com instead of the actual web sites.
Purchasing ARELIS will remove this limitation.

## 3.7    Step 6: Email potential link partners

If you have followed the previous steps, you will now have a link directory on your web site.

Before you start contacting your link partners, make sure that your link directory looks good (see "Optimizing your link directory layout" for more information). When you're sure that your link directory is alright, you can contact your link partners.

Do the following:

1. Click the "Include in Link Pages" column header in the ARELIS main window. ARELIS will rearrange the list so that all web sites that are included in your link directory are listed first in the list.
2. Select the first entry in the list and switch to the "Send email message" panel.
3. Choose an email template in the "Replace message with template" popup menu and adjust that message so that it fits to your site.
4. Click the [Send Message (F10)] button. ARELIS will send your email message and it will automatically change the status of that link partner to "Waiting for answer to link request mail".
5. Switch to the next link partner in the list and proceed with Step 2.

**Tip:**

Your response rate highly depends on the contents of your email messages. If you want a high response rate, you should read our tips "Personalize your emails", "Include your phone number", "Offer an incentive" and "Sample success letter" to learn how to write a good link request email message.

**Note:**

ARELIS can only send email messages if you've entered your email server information in the "Email Options" window. To do that, click the "Edit Email Options" button in the "Send email message" panel and enter the name of your SMTP and POP server. Ask your Internet Service Provider (ISP) for your SMTP and POP information. Tick the "Sending emails requires POP login first" box if you're unsure if you have to login by POP first.

If ARELIS cannot find an email address on a web page, open the web site of the link partner in the ARELIS preview browser and manually search for a contact form or an email address.

**Why sending a personal email message to each link partner is much better than mass emailing all link partners at once**

You might think that it might save you time if you sent a link request email message to all web pages at once. That's wrong and the biggest mistake of beginners. If you sent a mass mailing, you would quickly find out that you'd get a very poor response rate to your link request message. Some web sites would even accuse you of spamming and they would report your site to numerous "spam cop" sites.

In order to get positive results, you must convince your link partner that you've really visited their web site and that your email is not a mass mailing. Otherwise, your email message will be deleted quicker than you can say "Spam!".

ARELIS makes it easy for you to personalize your email messages. It can automatically insert the URL on which you've placed the link to your link partner in the email message and much more. ARELIS offers many email variables you can use in your link request messages. You can find a complete reference list in the Help file (to open the Help file, select "Help Topics" in the "?" menu).

Always take a look at the web site of your future link partner. Mention the link page you'd like to be on, say something about the pictures, design or colors of the site, etc. Again, take a look at our tips before sending your messages.

If you include unrelated web sites in your directory just to get as many links as possible, you'll be seen as a spammer by both your link partners and search engines. Keep your category pages themed and only contact web sites that are related to the topic of your web site.

Emailing each link partner with a personal link request message might look as if it takes longer than a mass mailing. However, you'll find out that personal messages will produce much better and longer lasting results and that you'll get a much higher response rate. In the end, mass emailing does not pay. On the contrary mass emails will harm your business.

When you've sent your email messages, you should keep track of the responses. Read on to learn how to do that.

## 3.8 Step 7: Keep track of responses

Now you've sent email messages to all potential link partners. Make sure that you've read our email message tips before sending them so that you get a good response rate to your emails. Within a week or two, you should get replies to your link exchange requests.

**1. When you've received an email message from your link partner**

When a link partner has put up a link to your site on his site, enter the URL of that web page in the "Edit Reciprocal Link" panel in ARELIS for that link partner. This allows you to periodically check if the link to your site is still there or if it has been removed.

Use the "Link Check" feature in ARELIS to check if your link partners still link back to your site. You can start the link check in the "Check Links" panel at the bottom of the main window.

The link check feature of ARELIS allows you to quickly check if your link partner sites still exist, if they still link back to your site and if the banners your link partner provided still work (optional). That way, you will always have an up-to-date link directory if you use ARELIS.

**2. When your potential link partner hasn't replied yet**

If a potential link partner doesn't reply to your link exchange request, send him another email message. Adjust your link request email message and check the email address you used when contacting that link partner the first time.

You can quickly find web sites you've contacted in the main list in ARELIS by clicking the "Status" column header. Just look for "Waiting for answer to link request mail" in the status column. After you've contacted a link partner again, the status will be automatically changed to "Waiting for answer to 2nd link request mail".

That way, ARELIS allows you to quickly find out which link partners you've already contacted and how often you've contaced them.

**Tip:**

Keep in contact with your link partners. After all, they have a web site that is related to your site. Maybe you can build a good relationship with your link partners and find other ways to work together.

**What to do next?**

If you work steadily with ARELIS, you'll quickly see results. You'll see the first results after the first 4 weeks when your traffic slightly increases. Usually, after about 3 months, you'll see that your traffic increases significantly from month to month. You'll find out that getting free targeted traffic from your link partners works much better than just relying on traffic from the ever changing search engines.

Just keep on working with ARELIS. Working 30 to 60 minutes a day with ARELIS really makes a difference! Try to get more links to your site than your competitors have (see chapter "Recommended resources" for a free tool that helps you to find out how many links your competitors have).

Don't worry if the potential link partners don't answer the first time you mail them. Adjust and test your email messages again and again until you find an appealing message.

You'll soon find out that good reciprocal links will greatly contribute to your web site traffic and that it will bring more customers to your site.

## 3.9    Ordering ARELIS

Before purchasing ARELIS, you can test the trial version of ARELIS for an unlimited period of time.

After your purchase, you'll still have an **unconditional 30 day money back guarantee**. This means that **purchasing ARELIS is 100% risk-free for you**.

**Buy ARELIS now and you will be able to:**

- find an unlimited number of potential link partners
- create a working link directory
- use email templates to email potential link partners
- get steady, free targeted traffic
- improve your link popularity
- improve your search engine ranking because of the improved link popularity
- get more customers and more sales

**Detailed pricing information is available here:**
http://www.Axandra.com/arelis/pricing.htm

**You can order ARELIS at**
http://www.Axandra.com/arelis-store.htm

There are no monthly fees and no hidden charges. **You only pay ARELIS once and you can use it forever.**

Did we say that we offer an unconditional 30 day money back guarantee? :-) We have thousands of satisfied customers all over the world.

After your purchase, we'll immediately send you an email message with your personal unlock code and detailed instructions on how to turn the free trial version into a full version.

ARELIS is sold by our reseller Kagi, Inc., Berkeley, USA. Kagi accepts credit cards, checks, money orders and cash. You can pay online or by mail if you go to
http://www.Axandra.com/arelis-store.htm

If you ever lose your unlock code, we can send it back to you.

# 4 ARELIS Tips and Tricks

## 4.1 Tip: Getting help

If you ever have a question about ARELIS or if you encounter a problem, then you won't be left alone. There are several ways to help you:

1. ARELIS comes with a comprehensive manual. Just select "Help Topics" from the "?" menu. The manual has short "How do I..." chapters that explain many tasks that you may want ARELIS to do.

2. The ARELIS manual is also available online.

3. There's an online troubleshooting page for ARELIS.

4. Axandra.com, the developers of ARELIS, provide a support web site where frequently asked questions are answered.

5. Re-reading some parts of this book may help to get one or two new tricks out of ARELIS.

6. If you have tried all other ways, then you can always write directly to support@Axandra.com. You'll likely get an answer to your email within 24 hours.

## 4.2 Tip: Personalize your emails

It's very important that you personalize each and every email message that you send to potential link partners.

Webmasters get dozens and sometimes even hundreds of email messages every day. Many of those email messages are unsolicited messages with advertising (so called spam mails).

Your email message must not have a subject that sounds like advertising. Meanwhile, even email messages with the infamous subject line "Let's trade links!" will be deleted immediately without reading the body text. Too many people have used that subject line in the past and therefore it's not effective anymore.

You should also refrain from salutations like "Dear Sir / Madam", "Dear webmaster," or "Hi!". If you use a personalized salutation, then you'll get many more webmasters to read your email message at all.

That's why we recommend that you take a look at the web site of the potential link partner before sending an email message. Try to find the name of the contact person. If the webmaster is called Paul, then write "Dear Paul,". Ask yourself: Which email message would you trust more, one that says "Hello Internet user!" or one that says "Hello <your name>"?

You must make sure that you've really visited their site. Tell them what you like specifically of their web site, for example the clear navigation, the blue buttons, the friendly pictures, a special article, etc.

Only include links to your own web site in the email message. Never include links to other web sites or even advertising links. Your email message will look like another spam email message and it will be deleted immediately.

Starting with version 3.7, ARELIS can tell you if your email message sounds like a typical spam or advertising message.

The key to getting many potential link partners to link back to your site is **personalization**.

## 4.3 Tip: Offer an incentive to link back to you

You can offer your link partners incentives to link back to you. For example, you can write the following:

*"If you decide to link back to me, I'll put your link at the top of the category page and I'll also mark your link with a special "Tip!" picture. If you want, I can also display a banner next to your link if you link back to my site."*

ARELIS makes it easy to offer your link partners these incentives:

1. To move a web page that links back to you at the top of its category page, simply tick the "List web sites that link back first" box in the the "Link Pages Options" window.

2. If you want to display a speical "Tip!" picture or any other picture you want next to the web pages that link back to you, just open the "Link Pages Options" window and enter the URL of that picture in the "Picture URL for web sites that link back" edit field.

To open the "Link Pages Options" window, switch to the "Create Link Pages" panel and click the "Link Pages Options" button.

You only have to enter these settings once. Then ARELIS will automatically move web sites with a ticked "Links back" box to the top of the list and mark them with a special picture.

If you want to display a banner next to the link of a link partner, simply switch to the "Edit Link" panel and enter the URL of that banner in the "Picture or banner URL" edit field for that link partner.

## 4.4 Tip: Keep your links related

For search engines and your visitors, it's important to keep your links related. If you're selling shoes, then put up only links to web sites that are related to shoes. If your web site is about fish, then include only web sites are related or complementary to the topic "fish" in your link directory.

Do not send link request email messages to unrelated web sites. Those web sites are not interested in exchanging links with you. And even if they did link to you, that link would be worthless to you:

1. A link from an unrelated web site does not bring targeted traffic to your site. When you're selling camping equipment, then you don't want visitors interested in keyboards. You want visitors interested in camping, camping grounds, caravans or trailers.

Visitors from unrelated web sites will leave your site immediately, and they will cost you traffic and bandwidth without buying anything.

2. You'll get better search engine rankings if you get links from related sites. Some search engines check which topic sites link to other web sites. If more sites of the same topic link to you, then you'll get a better search engine ranking for your keywords.

3. Your visitors don't want a link directory that contain links to all possible web sites. This is what search engines are for. Your visitors like to see interesting, new and useful links to the same topic that they're interested in.

## 4.5　Tip: Include your phone number in link request mails

If possible, include your phone number in your link request email messages.

Including your phone number tells the webmaster that you're a real person that one can talk to. In addition, they can call you if they have further questions.

You can increase your response rate even further if your link request mails include your phone number and if they are very short.

## 4.6     Tip: Sample Success Letter

For beginners, it's difficult to create a link request email that gets webmasters to link back to your site. Here's an example for a successful link request email message with a very high response rate (the names and addresses have been changed):

---
Subject: Partnership request between camping sites

Dear Richard,

My web site is about camping places and is very popular among camping friends. Therefore, I think that exchanging links with your camping equipment site would benefit both of us.

I've already linked to your site at "http://www.camping-places-123.com/links.htm".

I'd be glad if you linked back to my site. You can find sample linking code at "http://www.camping-places-123.com/link-examples.htm".

If you have further suggestions for a partnership, or if you have any questions or comments, don't hesitate to drop me a line. You can also call me at 123-456-789.

Best regards,

Tom Walters
http://www.camping-places-123.com
---

Do you already see the reasons for the success of this email message? Let's go through the message step by step:

*Subject: Partnership request between camping sites*
> The subject line is personalized. The recipient knows that you've visited their site because the sender knows the topic "camping sites". In addition, the subject line does not contain any typical advertising words or excessive punctuation marks.

*Dear Richard,*
> The salutation is personalized. Everybody likes to be called by their own name instead of the anonymous "Dear webmaster". It also shows them that you've visited their site. The recipient immediately recognizes that it may be worthwhile to read on.

*My web site is about camping places and is very popular among camping friends. Therefore, I think that exchanging links with your camping equipment site would benefit both of us.*

Again, we show that we have visited the site of the potential link partner. We also tell the webmaster what's in it for him or her.

*I've already linked to your site at "http://www.camping-places-123.com/links.htm".*
With this line, we show that we've already done a favor to the webmaster, so it's much more likely that the webmaster wants to return the favor. In addition, we have told the webmaster the exact place where the link to their site can be found.

*I'd be glad if you linked back to my site. You can find sample linking code at "http://www.camping-places-123.com/link-examples.htm".*
Webmaster would often like to link back to you but they think it's too much work at the moment. If you provide easy linking code then you've removed another burden that prevents other web sites to link back to you. Visit our Add URL page to see how such a web page could look like.

*If you have further suggestions for a partnership, or if you have any questions or comments, don't hesitate to drop me a line. You can also call me at 123-456-789.*
We show interest in a long-term partnership and we show that we have nothing to hide. The phone number allows an easy way to contact you if someone wants to discuss partnership possibilities.

In addition, the sample link request mail is successful because

- The email message is very short. Webmasters don't have the time to read lengthy email messages.
- The email message does not contain any advertising for anything, for example affiliate links.
- The email message uses as much personalization as possible.
- The email message is clearly structured and easy to read.
- The links will be underlined and can be clicked at in almost any email application because they are in an extra line and are framed by quotation marks.
- The email message tells the webmaster who you are and why you write exactly to that webmaster.
- The email message mentions your real name and your real phone number.
- The recipient knows that this email message has been written specifically for him or her. That makes your email message special.
- The email message goes to a web site that is related or complementary to your site.

It's important that write your unique link request email message. ARELIS comes with ten default link request messages. Take the time to personalize these messages and you'll soon have many link partners that are glad to link back to you.

## 4.7    Tip: Submit your link partner URL to the search engines

As soon as someone links back to your site, you want to submit their URL to the search engines. That way, the search engines will find another web site with a link to your site. This will improve your link popularity and thus your search engine ranking.

To submit a web site to Google, go to http://www.google.com/addurl.html .

To submit a web site to AltaVista, go to http://addurl.altavista.com/addurl/new .

To submit a web site to AllTheWeb, go to http://www.alltheweb.com/add_url.php .

The search engine links may change at any time, so if one of the links above don't work anymore, go to the homepage of the search engine and search for the Add URL or Submit Site page.

## 4.8    Tip: Arranging the web site list

Did you know that you can arrange the web site list the way you want?

You can arrange the web site list in the main window alphabetically by column: Relevance, URL, Link Text, Status, Links Back, Include in Link Pages, Category and Sub Category.

Just click the column header and ARELIS will sort the list. Click again to reverse the sort order. For example, if you want to sort the list by category, just click the "Category" column header.

## 4.9    Tip: Use the right link text

A text link is better than a banner link. The reason for that is that search engines index the words of a text link to your site and use it for your ranking. Search engines cannot index the words of pictures. For example, if you're selling shoes in Brooklyn, a text link that reads "Shoe shop Brooklyn" is much better than a link like "Click here for Myer and Partners" even if that's the name of your company. Your potential visitors are more likely to be interested in "shoe shop" instead of your company name.

Choose your link text wisely and let your link partners know how you want your link text worded. Your most important keywords should be included in the links to your site. The more links you get with these keywords, the higher your search engine rankings will be for these keywords.

## 4.10   Tip: Optimizing your link directory layout

The layout of your link directory pages is an important factor for the success of your linking campaign. If you want to get the best results, you should consider the following:

**1. Your link directory pages should look good.**

It's very important that your link directory pages have a nice design. ARELIS allows you to customize the link directory templates so that they perfectly match the design of your web site. You should really take the time to adjust the link directory of your choice so that it looks like a common web page of your site.

The ARELIS help files offers a whole chapter "Link Page Templates" to help you with this. If you don't want to adjust the link directory templates yourself, you can use our link directory template service for a small fee.

*If your link partners see a link to their web site on a good-looking web page, they'll give that link a higher value than a link from a generic page with a simple design.*

**2. Your link directory pages should be accessible from your web site.**

Make sure that web surfers can access your link directory pages from your web site. That means that you have to link at least once to your link directory. It's even better to add a "Recommended resources" link to every page of your site. If people cannot find your link directory page when they surf your web site, a link in your link directory won't mean much to potential link partners and they won't link back to you.

A good looking link directory with good links can be a valuable resource for your visitors. They'll bookmark your web site and come back if they search more sites of the same topic.

You won't lose visitors with a good link directory. Just open links to other web pages in a new window. That way, your own web site will remain open and Internet users will come back to your site when they have finished surfing other sites.

Opening links to other web sites in a new window is easy. Just add `target=_blank` to your <a href> links. For example, change `<a href="http://www.Axandra.com">` to `<a href="http://www.Axandra.com" target=_blank>`. Of course, all link directory templates that come along with ARELIS automatically open links to other sites in a new window.

*If your link partners see that the web page with your link to them can easily be accessed, they will give your link to them a high value. If your link partners cannot find your link to them easily, they won't link back to you.*

### 3. Your link directory pages should be easy to navigate.

If you have many links and categories, don't use a single page for your links. ARELIS allows you to have multiple page link directories. Multiple page link directories offer a separate page for every category and sub-category. A confusing long link page won't get good results.

*If your link partners cannot find your link to their site because there are too many links on a single page, they probably won't link back to you. Make your link directory pages clear and easy to navigate.*

### 4. Your category pages should be themed

Don't link to link partners that aren't related on the same page. ARELIS allows you to use categories and sub categories. The better you categorize your link partners, the higher they will value your link and the more likely they will link back to your site.

Imagine that you're selling shoes and that you're searching for potential link partners. You would contact a potential link partner who's selling shoe polish. If that link partner finds your link to his site on a page that only contains "Shoe polish" links, that's much better for him than a link on a web page that contains links to butchers, search engine optimization companies and local car dealers.

Keep your categories tightly themed. Create a web resource for your visitors. Offer the best links of your business area. Your visitors don't want a link directory that contain links to all possible web sites. This is what search engines are for. Your visitors like to see interesting, new and useful links to the same topic that they're interested in. As a positive side effect, tightly themed category pages are much better for search engines.

*The more related the links in a category are, the better results you'll get.*

### In summary

When you build your link pages, make sure that they look good, that your visitors can find them, that they are easy to navigate and tightly themed. A well designed link directory offers several benefits:

- your potential link partners are much more likely to place a link to your site
- you offer your visitors a valuable resource so that they come back often
- you don't lose visitors
- your visitors are more likely to bookmark your site

## 4.11 Tip: Use context menus

ARELIS offers two context menus that let you quickly select the most needed commands. You must use the right mouse button to open the context menus.

In the web site list in the main window, click the right mouse button to open the list context menu.

In the main window, you can click the right mouse button to open the main window context menu.

Get used to the context menus and you'll soon work faster.

## 4.12   Tip: Quickly switching the panels

You can switch the panels in the main window by pressing F2 to F9 for the panels 2 to 9. Since F1 is reserved for the Help file in all Windows applications, you can access the first panel with Shift + F1.

By the way, did you know that you can use ARELIS entirely with the keyboard? Each window supports so-called accelerator keys. These are the underlined letters in the windows and in the controls. Just hold down the Alt key and press the underlined letter to select the corresponding menu or control.

With the Delete key, you can quickly remove the selected web site from the list, and with the F10 key you can quickly send an email message.

## 4.13   Tip: Enlarge the preview browser

If you want to make the preview browser in ARELIS bigger, simply click the "splitter" line between the preview browser and the web site list and drag it to make the preview browser bigger or smaller.

## 4.14 Tip: Housekeeping ARELIS

It's a good idea to regularly check the integrity of the ARELIS database files. ARELIS can check if there is any damage or corruption that may occurred in the project database files due to an improper operating system or application shutdown.

Shutting down the application or operating system improperly will almost always cause corruption to a database that has been recently updated in any way. If the database is damaged or corrupted, ARELIS tries to repair the database automatically.

For these reasons, you should select the menu command "Check Database Integrity" from the Tools menu from time to time.

## 4.15    Tip: Include the link URL in your link request mails

When you send a link request email message to a potential link partner, then you should always include the link location in your link request emails.

Webmasters don't like to search your web site high and low to verify that you've linked to them. Therefore, you should tell them on which exact web page they can find the link to their site.

This means that you must upload your link directory with the updated links **before** sending email messages with your link request.

## 4.16   Tip: How to make ARELIS faster

ARELIS saves all information about the web sites, your projects, the link directory templates, etc. to your hard disk. This means that the speed of your hard disk is a big factor for the work speed of ARELIS.

Defragment your hard disk regularly, about once a month, to ensure the full speed of ARELIS (and of all other parts of the operating system). Of course, a fast processor and plenty of RAM also help. :-)

## 4.17 Tip: Make your link pages searchable

Many search engines offer you a free site search solution. For example, Google offers a [free site search solution](#) that you can use to make your link pages searchable.

We can also recommend the free site search solution from [FreeFind](#) to make your web site and your link directory searchable.

## 4.18    Tip: Make a backup

You should always make a backup of your most sensitive files. If you use ARELIS to improve your business, then the ARELIS database files should be among the files that should be regularly saved to a different place.

To make a complete backup of ARELIS and all your data, simply copy the whole ARELIS directory to your backup media. That's all there is to it!

This is possible because ARELIS does not use any DLL files and doesn't change the system registry. All project data, web site data, etc. is saved in the same directory where ARELIS.exe is located. Most likely, you can find the ARELIS directory on your hard disk at "C:\Program Files\ARELIS\".

We recommend making a backup whenever you add a significant number of new link partners.

## 4.19   Tip: Suggest a new feature

ARELIS wouldn't be the most complete solution for managing reciprocal links if it wasn't for all the great people who shared their ideas with us and suggested new features.

Customer feedback is vital in our efforts to make a good software program even better. If you miss a feature, or if you a great idea to simplify things, or if you just want to tell us what you think of ARELIS, just [drop us a line](#).

Thank you very much for your help.

## 4.20   Tip: Lost unlock code

As you might know, if you purchase ARELIS, you can turn the free trial version of ARELIS into a fully working software program with your personal unlock code.

If you ever lose your personal unlock code, don't despair. Just go to

http://www.Axandra.com/unlockcode.htm

to get your personal unlock code back.

# 5 Recommended resources

## 5.1 Free link popularity check

**Do you want to know how popular your web site is in the search engines?**

"Link Popularity Check" is a **freeware program** that checks the link popularity status of your web site on several search engines and compares it to other web sites on the Internet (for example, your competitors).

Link Popularity Check is very easy to use. Just download it, start the software, enter the address of your web site and click the Update All button.
Download Link Popularity Check now.

Best of all, it's completely free. It has no nag screens, no annoying popup windows and it makes no unauthorized connections to the Internet.

Link Popularity Check is recommended by TheFreeSite.com, rated 5 out of 5 by SofoTex.com, rated 5 out of 5 by NoNags.com, rated 5 out of 5 by BPSoftware.com, rated 5 out of 5 by CompletelyFreeSoftware.com and is the Editor's Pick of WebAttack.com.

Did we mention it's free? :-) [Click here to download Link Popularity Check now](#) .

## 5.2    Get weekly search engine facts

We at Axandra.com not only develop ARELIS, the reciprocal links solution. We also publish a weekly search engine ranking facts newsletter.

The newsletter contains the latest news about search engine ranking as well as tips and tricks on how to improve your web site.

> *"Just a quick note to thank you for your brilliant ezine. The information about Google was just the ticket!"*
> Roger Burke, online-wealth.com

> *"Highly recommended!"*
> Mark Wickman, FreeSticky.com

The Search Engine Ranking facts newsletter is completely free and it contains no third party advertising.

Click here to subscribe to the newsletter for free. Of course, you can unsubscribe at any time and we will not share your email address with anyone, ever.

We also offer you free access to our newsletter archive that contains tons of articles, tips and tricks to improve your web site in the search engines. The newsletter archive is searchable.

The newsletter archive also contains special articles, for example:

- The Google resource page - all about Google
- 10 ways to link popularity
- How link popularity can help your rankings
- 19 common mistakes that prevent your web site from getting top ranking on search engines

Click here to subscribe to the newsletter for free.

## 5.3    Earn 35% of ARELIS sales

**We pay you up to US$139.98 every time one of your visitors buys our products**

We offer an affiliate program for ARELIS. You can earn money for every recommendation that leads to a purchase of ARELIS. Our affiliate program is an easy way for you to earn extra money with your web site.

We pay 35% per sale. That's up to US$139.98 per sale (for the ARELIS Business edition).

And it's getting better: If you refer someone to our site and that person joins our affiliate program, you'll get 10% for every sale *they* refer to us.

**There's absolutely no risk and no cost for you**

- No fees. You pay nothing to get started.
- No minimum commitment. Stop anytime you like.
- Minimal setup required. Set up the link in minutes.
- No limit on how much you can earn.
- Nothing to lose - everything to gain!

How does it work in detail?

Frequently asked questions and answers

Join our affiliate program and start earning 35% per sale within the next 5 minutes.

# 6 Appendix

## 6.1 About the authors

**How it all began**

Axandra/Voget Selbach Enterprises GmbH is based in Ransbach-Baumbach, Germany. We are a privately held, debt-free corporation.

It is lead by André Voget and Johannes Selbach. They know each other since high school and started working together by developing shareware games on the Amiga platform back in the late 80s.

André apprenticed as a programmer in the assurance branch of Deutsche Bank while Johannes apprenticed in a big German publishing house. After two years of apprenticeship, both went to the University of Applied Sciences Bonn-Rhine-Sieg and studied computer science (André) and business management (Johannes). Both are married and living in Germany.

**We're helping webmasters since 1997**

In 1997, André and Johannes quit university and founded Voget Selbach Enterprises to develop successful webmaster software for Apple Macintosh computers. Their web site promotion tool VSE Be Found is the leading web site promotion tool on the Macintosh platform. According to a survey of the I-Search newsletter, VSE Be Found had a cross platform market share of 9.4% although it was only available for Macintosh computers.

Voget Selbach Enterprises GmbH released its first software programs for Windows computers in 2000. In 2001, Voget Selbach Enterprises GmbH developed one of the first bid management software programs for pay per click search engines. In early 2002, ARELIS (Axandra's Reciprocal Links Solution) was released, the first software program that provides a serious, spam-free reciprocal links solution for professional webmasters. It received several 5 out of 5 ratings shortly after its release and is still getting top ratings from various software sites.

In April 2002, Axandra conducted a big search engine ranking study and analyzed 103,260 top 10 web pages to get a deeper insight into the ranking algorithms of search engines. Among many other information, Axandra uses the results of this study to ensure that their products create top results.

Axandra's latest tool is Internet Business Promoter, a software program that allows webmasters to promote their business efficiently on the Internet. Axandra wants to make Internet Business Promoter the most complete Internet marketing tool available. New features for IBP are on the way.

## Our mission

The mission of Axandra is to provide webmasters with high quality software programs and information products combined with great customer service. We want to help you to get the most out of your business.

André Voget, Johannes Selbach – Executive Directors Axandra.com

Beyond business.

## 6.2 Contact us

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