

PR Ninja

User Guide

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1 INTRODUCTION

This document is a detailed guide for using the “PR Ninja” application. Instructions for each part of the application are located in appropriate sections of this document.

1.1 Installation Procedure

In order to begin installing the “PR Ninja” double click the “PR Ninja.exe” file. The following screen will be displayed.

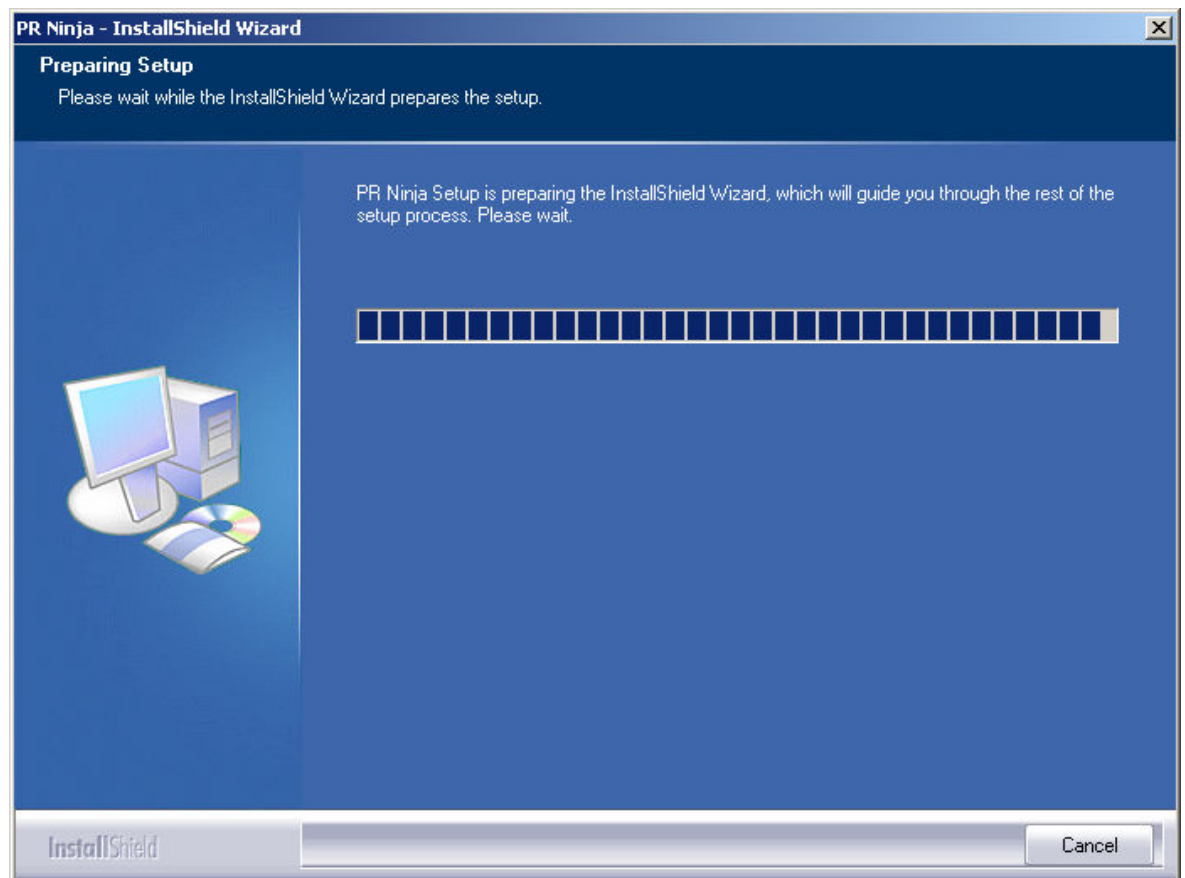


Figure 1: Installation procedure (step 1/7)

Wait until the progress indicator reaches the end and the following screen will be displayed.

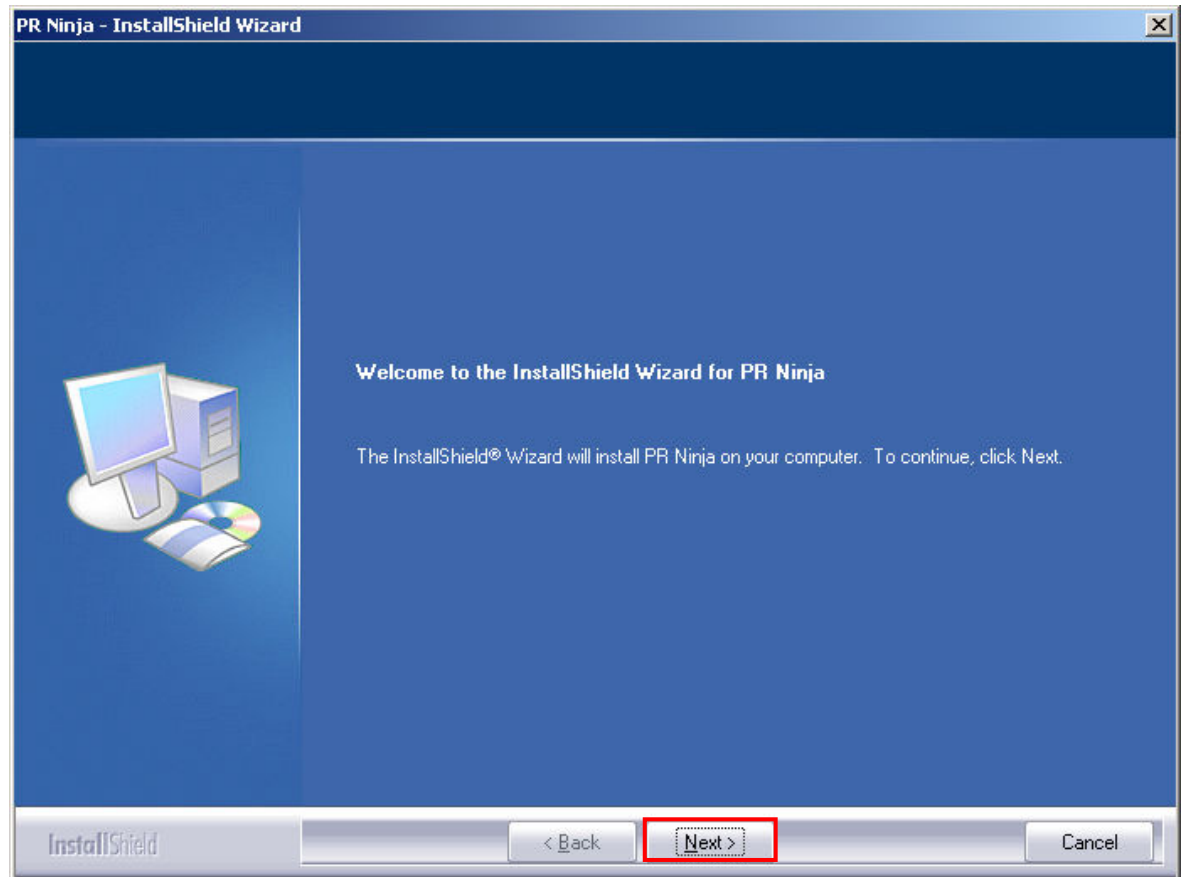


Figure 2: Installation procedure (step 2/7)

In order to continue installing “PR Ninja” click on the “Next” button and the “License Agreement” screen will be displayed.

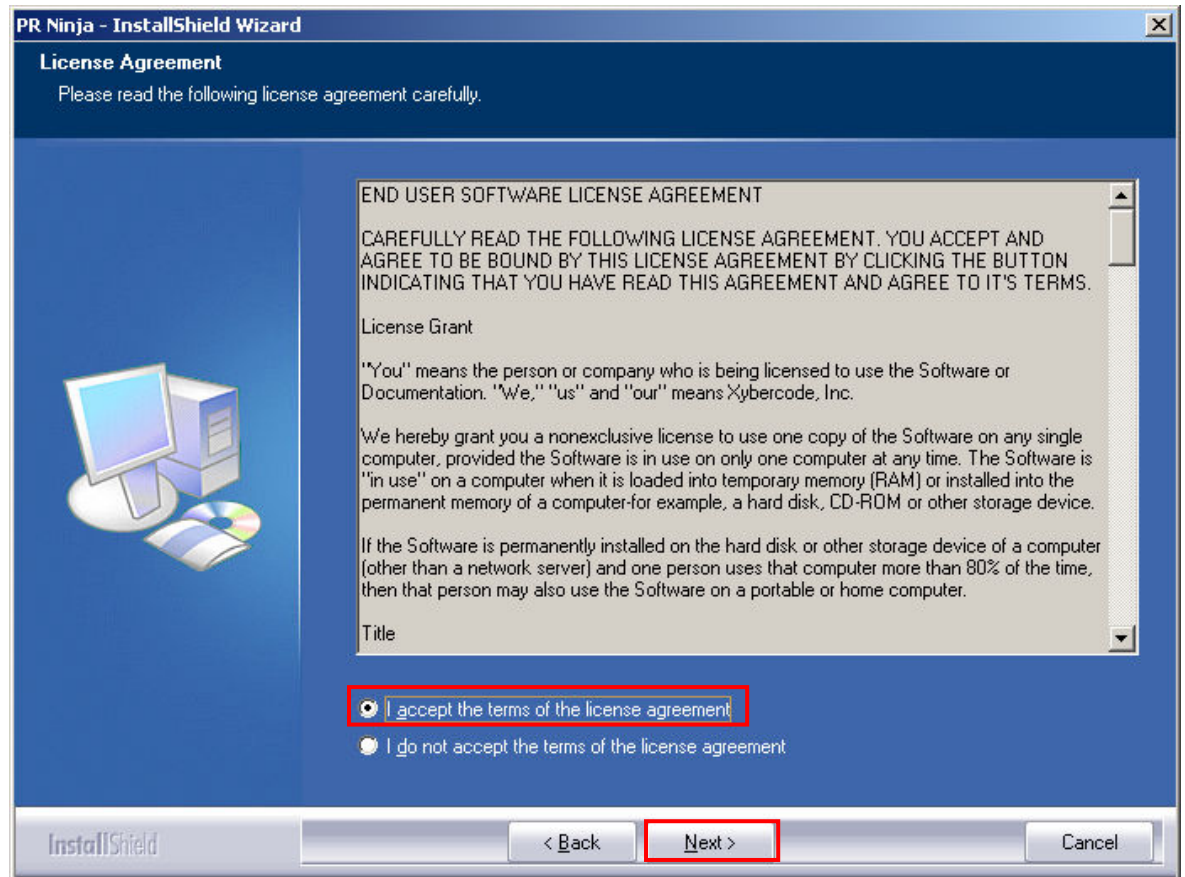


Figure 3: Installation procedure (step 3/7)

Select the "I accept the terms of the license agreement" radio button and click the "Next" button. The following screen will be displayed.

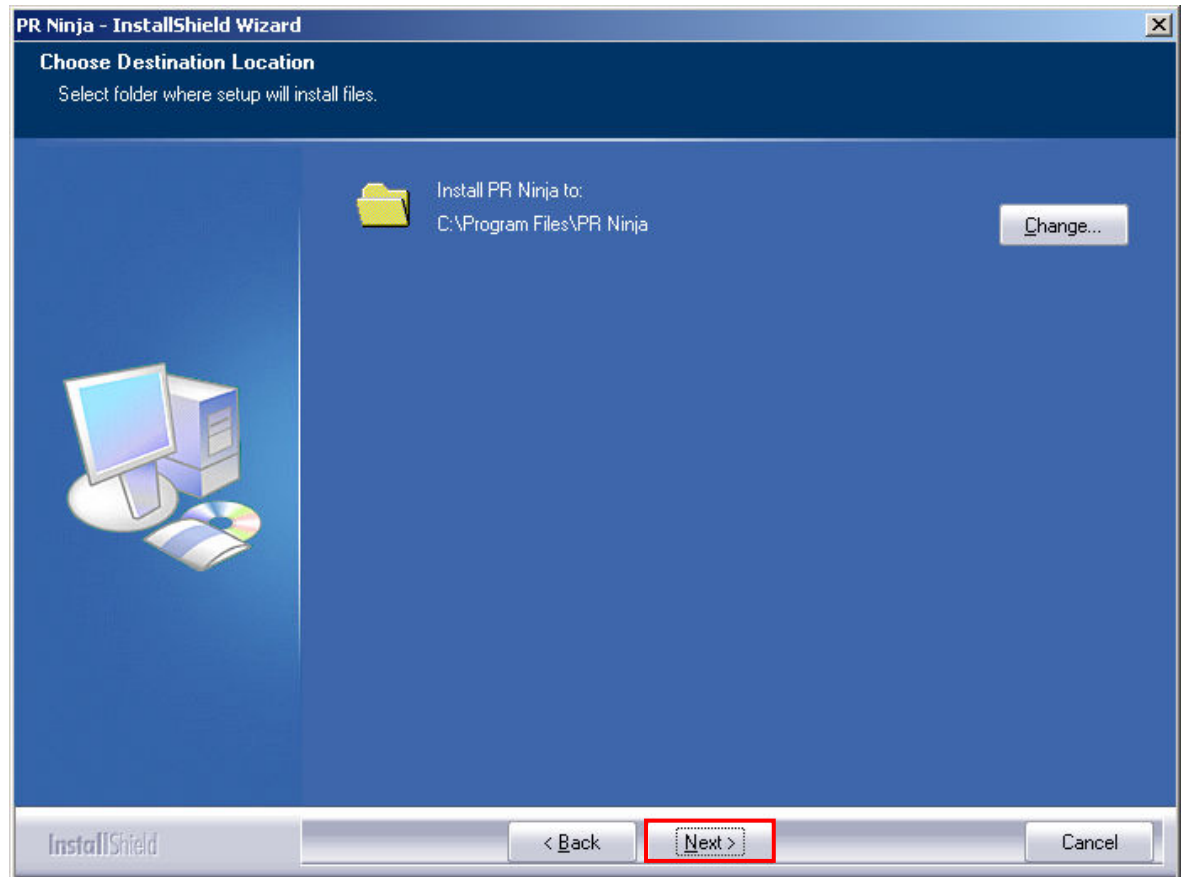


Figure 4: Installation procedure (step 4/7)

You can choose to install the application to the default directory or set the desired article by clicking the “Change” button. Once you have defined the destination location, click the “Next” button. The following screen will be displayed.

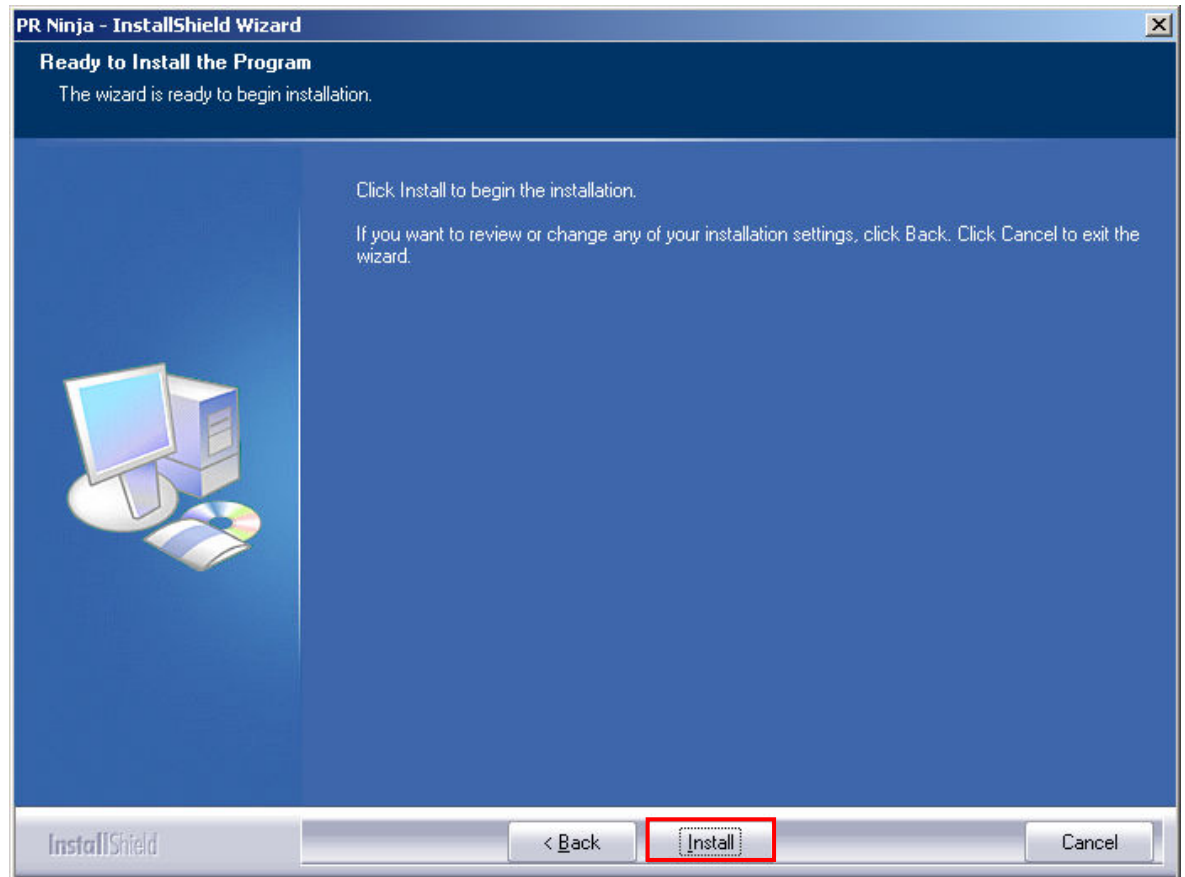


Figure 5: Installation procedure (step 5/7)

Inside this screen you can still determine to go back and change the settings, or click the "Install" button in order to install the application. The following screen will be displayed once you click the "Install" button.

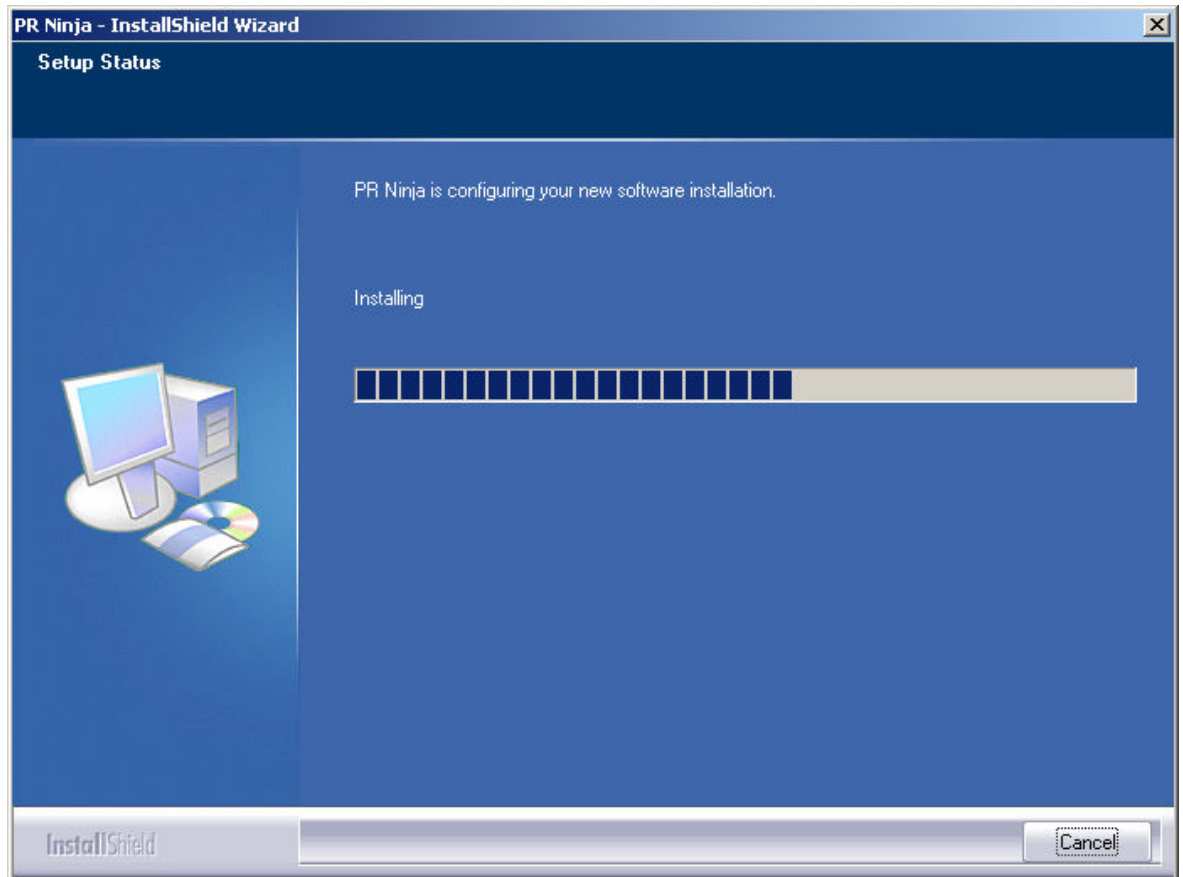


Figure 6: Installation procedure (step 6/7)

The progress indicator will be displayed. Wait until it reaches the end and the following screen will be displayed.

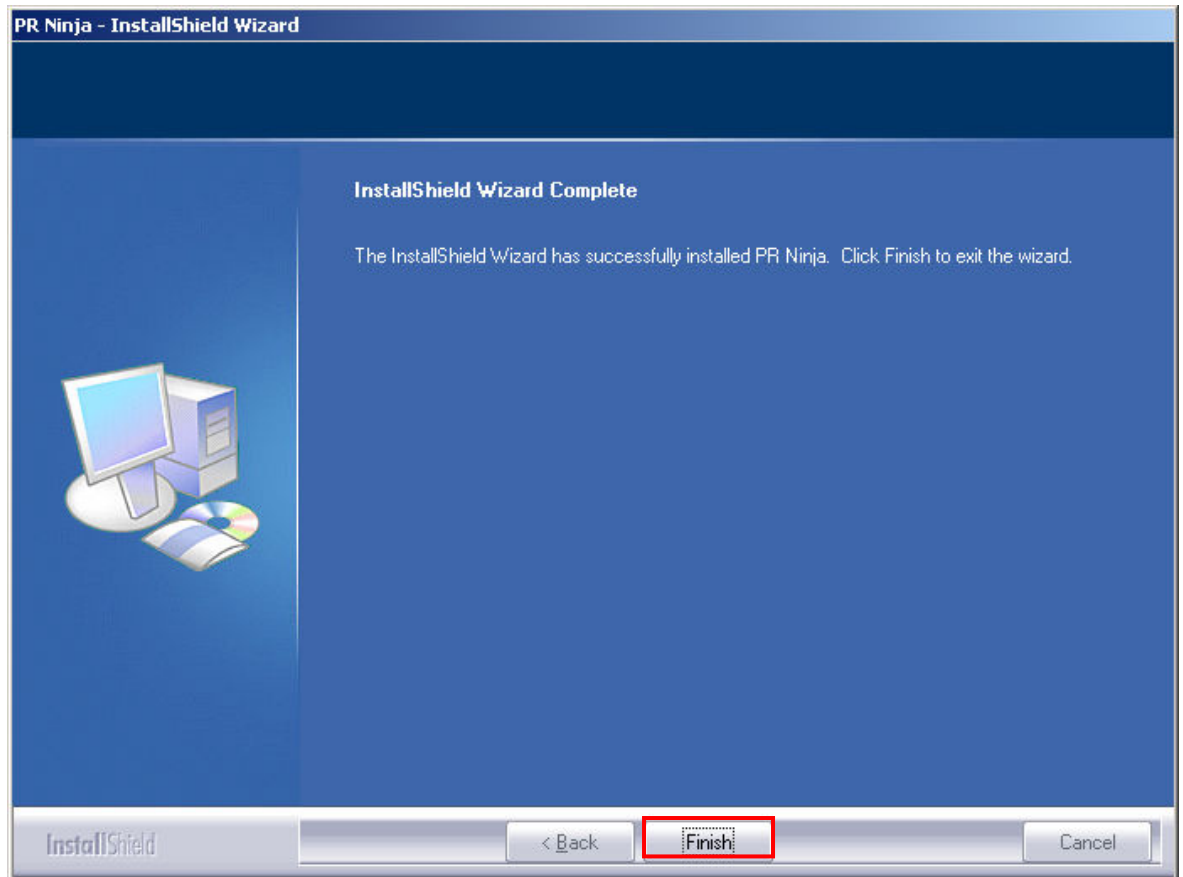


Figure 7: Installation procedure (step 7/7)

This screen contains confirmation on successful installation. Click “Finish” to complete the installation procedure.

2 DEFINING THE SEARCH

Once you click on the “PR Ninja” icon, the screen for defining the search will be displayed.

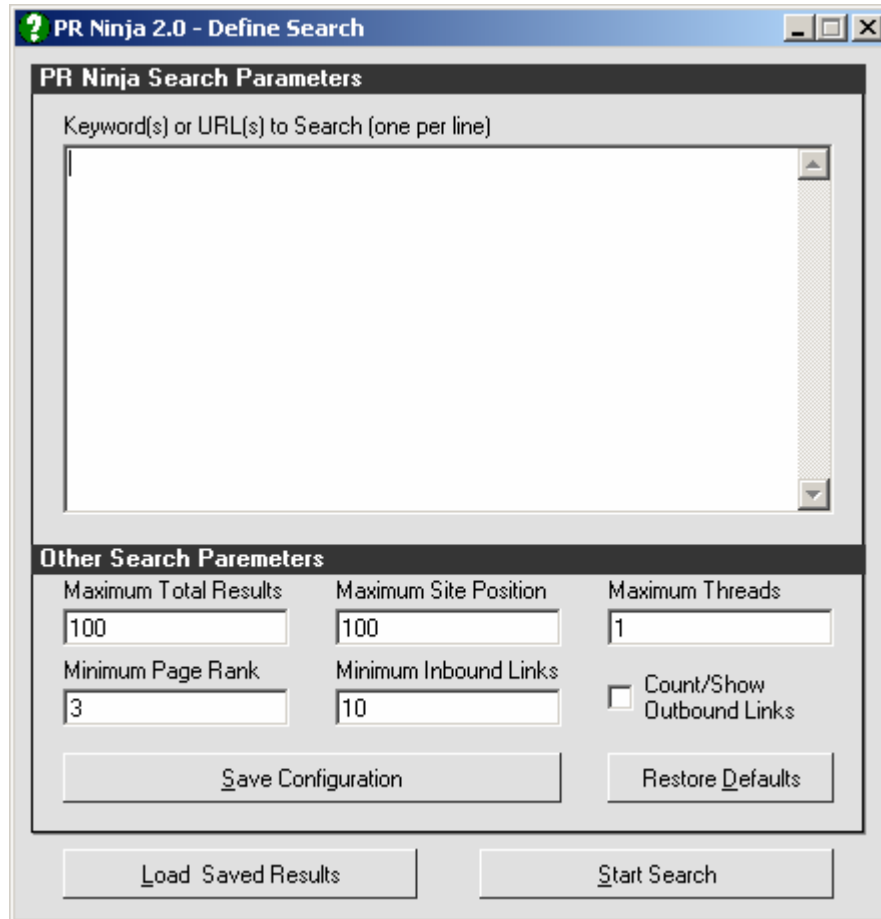


Figure 8: Defining the search

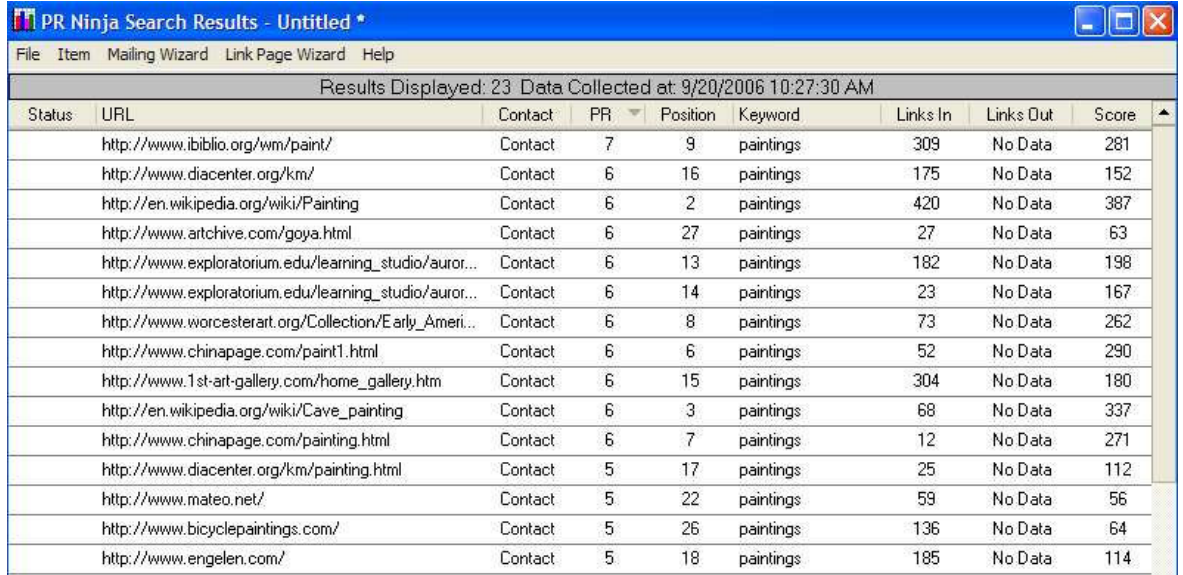
The following are the parameters you can define inside this screen (see 8 for definition of terms):

- **Keywords** – enter one keyword per line
- **Maximum Total results** - the total number of websites you want returned
- **Maximum Site position** - the number of positions you want returned. For example, if you specify '50', you will get the top '50' websites relating to the word you enter.
- **Maximum Threads** - get faster search results by increasing this number up to as much as '10'.
- **Minimum Page Rank** - generally, you can leave this number as '1'. Depending on your resources (bandwidth), you may enter a number between 0 and 10. The higher the number, the greater the relevance the particular website relates to your keyword search. You may start with 8 and find that you do not get enough results back and have to lower your ranking.
- **Minimum Inbound Links** – the fewest acceptable inbound links
- **Count/Show Outbound Links** - Marking this box will show you the number of outbound links on the websites the search engine brings back. Checking this box increases the time it takes to collect the data.

And the available options are:

- **Save configuration** – option for saving the parameters configuration you set
- **Restore Defaults** –option for restoring the default configuration
- **Load Saved Results** – option for loading the previously saved results
- **Start Search** – option for starting the search

Once you set the desired parameters, click on the “Start Search” button and “PR Ninja” will start collecting the data based on the set criteria.



The screenshot shows a window titled "PR Ninja Search Results - Untitled *". The window contains a table with the following data:

Status	URL	Contact	PR	Position	Keyword	Links In	Links Out	Score
	http://www.ibiblio.org/wm/paint/	Contact	7	9	paintings	309	No Data	281
	http://www.diacenter.org/km/	Contact	6	16	paintings	175	No Data	152
	http://en.wikipedia.org/wiki/Painting	Contact	6	2	paintings	420	No Data	387
	http://www.artchive.com/goya.html	Contact	6	27	paintings	27	No Data	63
	http://www.exploratorium.edu/learning_studio/auror...	Contact	6	13	paintings	182	No Data	198
	http://www.exploratorium.edu/learning_studio/auror...	Contact	6	14	paintings	23	No Data	167
	http://www.worcesterart.org/Collection/Early_Ameri...	Contact	6	8	paintings	73	No Data	262
	http://www.chinapage.com/paint1.html	Contact	6	6	paintings	52	No Data	290
	http://www.1st-art-gallery.com/home_gallery.htm	Contact	6	15	paintings	304	No Data	180
	http://en.wikipedia.org/wiki/Cave_painting	Contact	6	3	paintings	68	No Data	337
	http://www.chinapage.com/painting.html	Contact	6	7	paintings	12	No Data	271
	http://www.diacenter.org/km/painting.html	Contact	5	17	paintings	25	No Data	112
	http://www.mateo.net/	Contact	5	22	paintings	59	No Data	56
	http://www.bicyclepaintings.com/	Contact	5	26	paintings	136	No Data	64
	http://www.engelen.com/	Contact	5	18	paintings	185	No Data	114

Figure 9: Collecting data

Once the search has been completed (or after you click on the “Stop Collecting” button) the screen with the results will be displayed. See the next section for further information.

3 PR NINJA INTERFACE

This section of the document will give the definition of the “PR Ninja” interface. The interface contains the following elements

- **File menu** - see section 4 for further information
- **Item menu** - see section 5 for further information
- **Mailing Wizard** - see section 6 for further information
- **Link Page Wizard** - see section 7 for further information
- **Help** - information on the version of the program

The screenshot shows the PR Ninja application window. The menu bar includes File, Item, Mailing Wizard, Link Page Wizard, and Help. The 'Item' menu is open, showing options: Mark As (with a sub-menu), Search for Contact Info (Ctrl+I), Search for Link to My Site (Ctrl+M), Edit Item (Ctrl+N), and Delete Item (Del). The 'Mark As' sub-menu is also open, showing: No Status (Ctrl+Z), Contacted (Ctrl+C), Linked (Ctrl+L), Refused (Ctrl+R), and Unlinked (Ctrl+U). The main window displays a table of data collected at 9/20/2006 10:27:30 AM. The table has columns for Status, PR, Position, Keyword, Links In, Links Out, and Score. The data rows are as follows:

Status	PR	Position	Keyword	Links In	Links Out	Score
Contact	7	9	paintings	309	No Data	281
Contact	6	16	paintings	175	No Data	152
Contact	6	2	paintings	420	No Data	387
Contact	6	27	paintings	27	No Data	63
Contact	6	13	paintings	182	No Data	198
Contact	6	14	paintings	23	No Data	167
Contact	6	8	paintings	73	No Data	262
Contact	6	6	paintings	52	No Data	290
Contact	6	15	paintings	304	No Data	180
Contact	6	3	paintings	68	No Data	337
Contact	6	7	paintings	12	No Data	271
Contact	5	17	paintings	25	No Data	112
Contact	5	22	paintings	59	No Data	56
Contact	5	26	paintings	136	No Data	64
Contact	5	18	paintings	185	No Data	114
Contact	5	19	paintings	48	No Data	85
Contact	5	1	paintings	237	No Data	374

Figure 10: PR Ninja Interface

4 USING THE FILE MENU

This section will give detailed instructions on using the file menu and all available options.

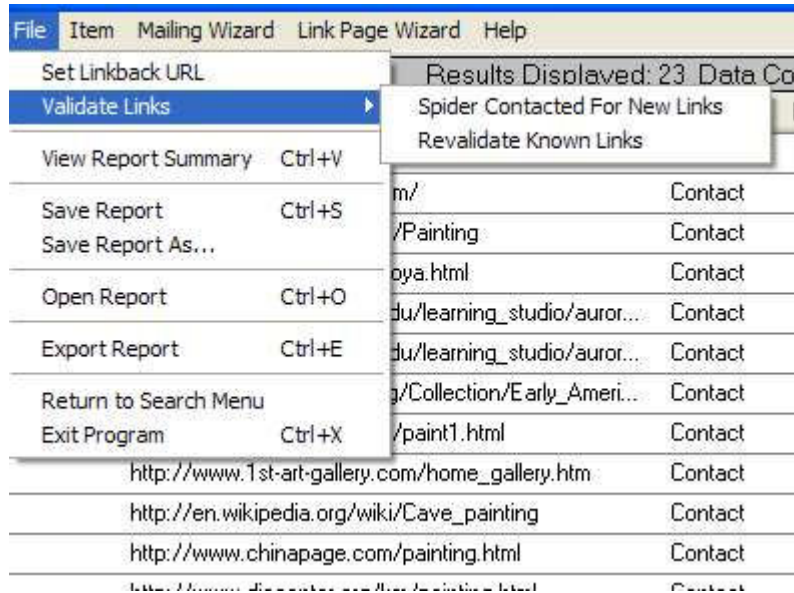


Figure 11: Using the file menu

The following are the available options inside the file menu:

- **Set Linkback URL** – option for setting Linkback URL (further information available in section 4.1)
- **Validate Links** – validating the links with following options
 - **Spider Contacted For New Links** – this option will spider all sites marked as contacted for a link to the site that was set as your Linkback URL
 - **Revalidate Known Links** - this option will spider all sites marked as linked for a link to the site that was set as your Linkback URL
- **Save report** – option for saving the report
- **Save Report as** – option for saving the report under a different name
- **Open Report** – option for opening a previously saved report
- **Export Report** – further information available in section 4.3
- **Print Report** – option for printing the report
- **Return to Search Menu** – option for returning to search menu
- **Exit** – option for exiting the application

4.1 Setting Linkback URL

A Linkback URL is a 'link back' to your website. For instance, if you set up a link with a partner website, it points the web traffic to your website. In order to set LinkBack URL, choose option "Set Linkback URL" from the "File Menu".

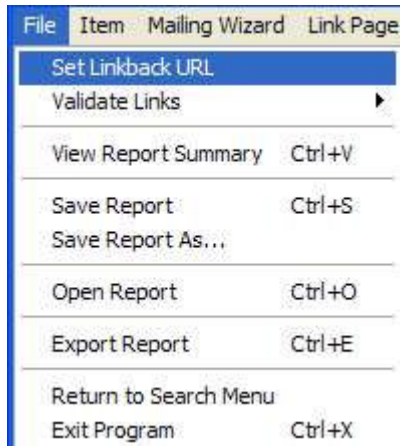


Figure 12: Setting Linkback URL (step 1/2)

The dialog for entering the Linkback URL will be displayed.

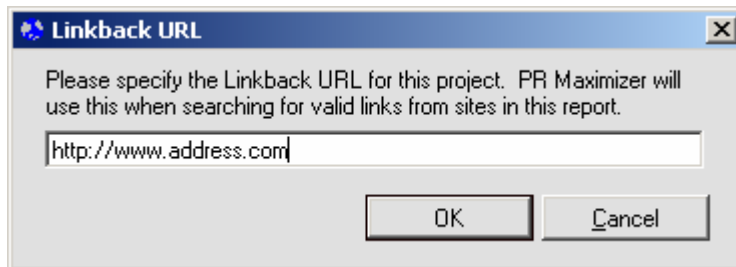


Figure 13: Setting Linkback URL (step 2/2)

Enter the desired URL and click on the “Ok” button to complete the procedure.

Note: this link will be used by “PR Ninja” when searching for valid links from sites in this report.

4.2 Validating Links

The 'Validate Links' option in PR Ninja is a *spider* that verifies if any links you have made with a particular link partner are still active.

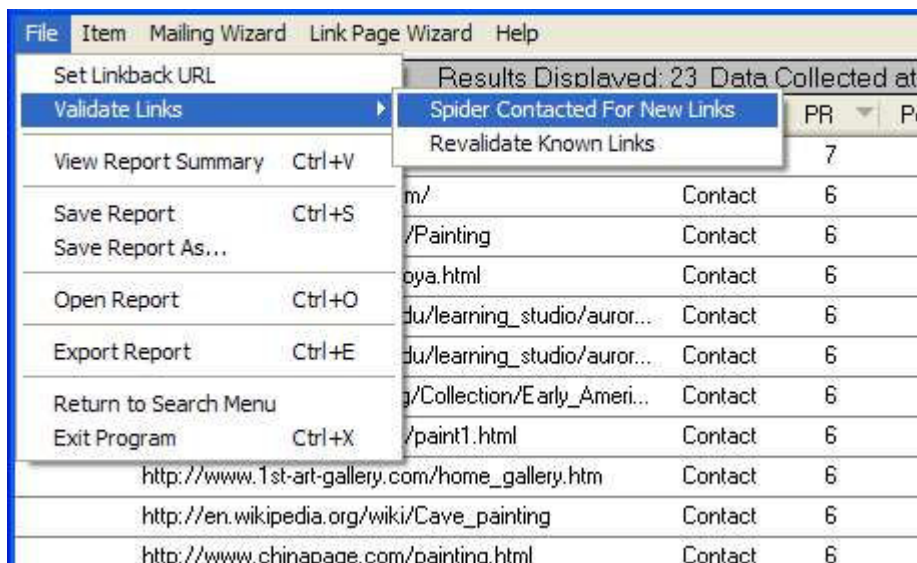


Figure 14: Validating links

The following are the available options:

- **Spider Contacted For New Links** – option which spiders all sites marked as contacted for a link to the site that was set as your Linkback URL
- **Revalidating Known Links** – option which spiders all sites marked as linked for a link to the site that was set as your Linkback URL

Note: see section 4.1 for further information on Linkback option.

4.3 Exporting the report

The “PR Ninja” offers the possibility of exporting the report into a CSV file. In order to export the report click on the “File” menu and choose option “Export Report”

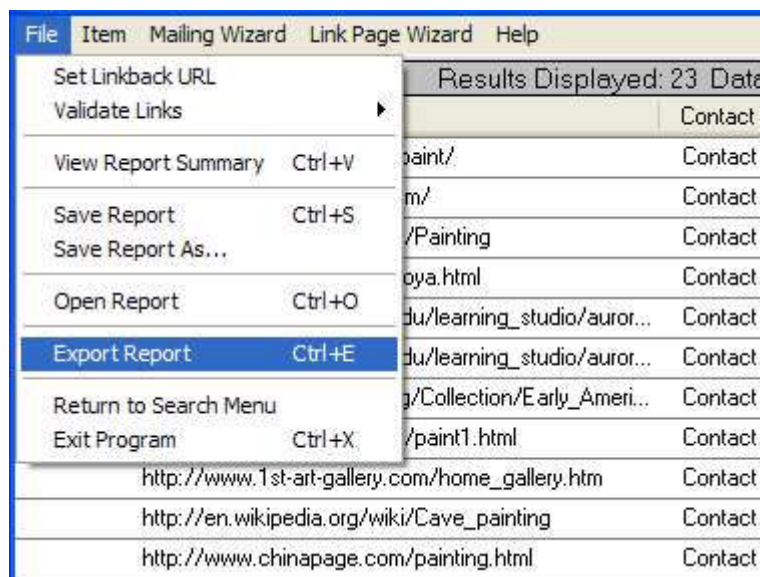


Figure 15: Exporting the report (step 1/2)

The following screen will be displayed.

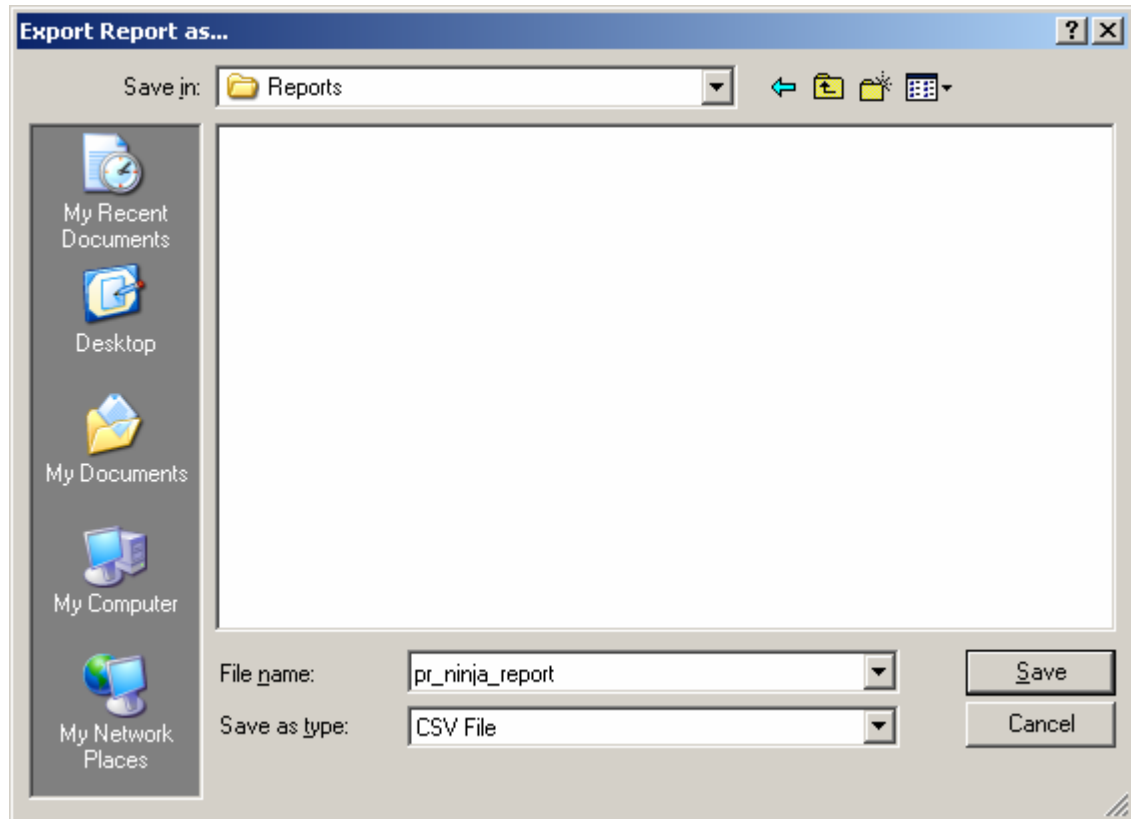


Figure 16: Exporting the report (step 2/2)

The following are the parameters inside this screen:

- **Save** – choose the desired location for saving the report file
- **File Name** – field for setting the report name
- **Save as Type** – the report can be saved as CSV or HTML file

Once you set the desired export parameters, click on the “Save” button and the export confirmation dialog will be displayed.

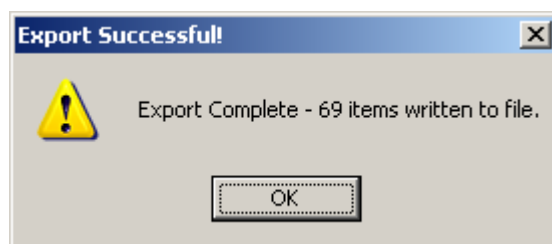


Figure 17: Export complete confirmation dialog

Click on the “Ok” button to complete the export report procedure.

5 USING THE ITEM MENU

This section will give detailed instructions on using the item menu and all available options.

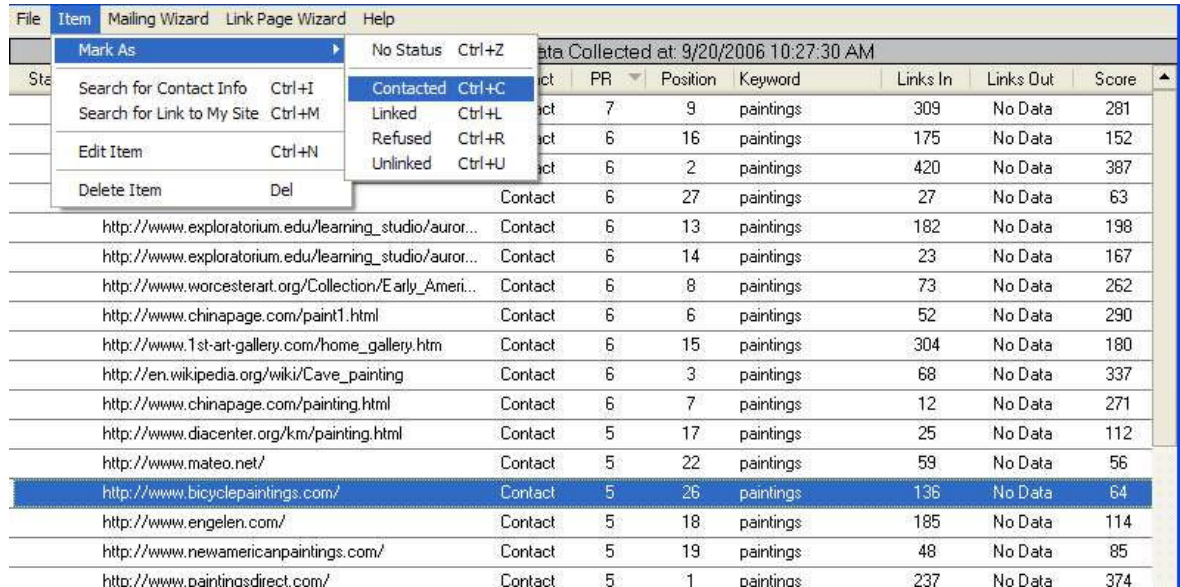


Figure 18: Using the Item Menu

The following options are available inside this menu:

- **Mark As** – option for assigning the desired status to an item (see section 5.1)
- **Search For Contact Info** – searching for item’s contact info (see section 5.2)
- **Search for Link to My Site** – option for searching the links to your site (see section 5.3)
- **Edit Item/Add Note** – option for adding a note to the item (see section 5.4)
- **Delete Item** – option for deleting the desired item (see section 5.5)

Note: these options are also available if you right click the link.

5.1 Marking an item by a status

Each item can be assigned a status so that you can track the information more easily. In order to assign a desired status, choose option “Mark as” from the “Item” menu.

The following are the statuses you can choose from:

- Contacted
- Linked
- Refused
- Unlinked
- No Status

The chosen status will be displayed in the results part of the screen.

Refused	http://en.wikipedia.org/wiki/Cave_painting	Contact	6
Unlinked	http://www.chinapage.com/painting.html	Contact	6
Contacted	http://www.diacenter.org/km/painting.html	Contact	5
	http://www.mateo.net/	Contact	5
Linked	http://www.bicyclepaintings.com/	Contact	5

Figure 19: Available Item statuses

5.2 Searching For Contact Info

In order to search for the item contact info, choose option “Search Contact Info” from the Item menu or right click the desired item. The following screen will be displayed.

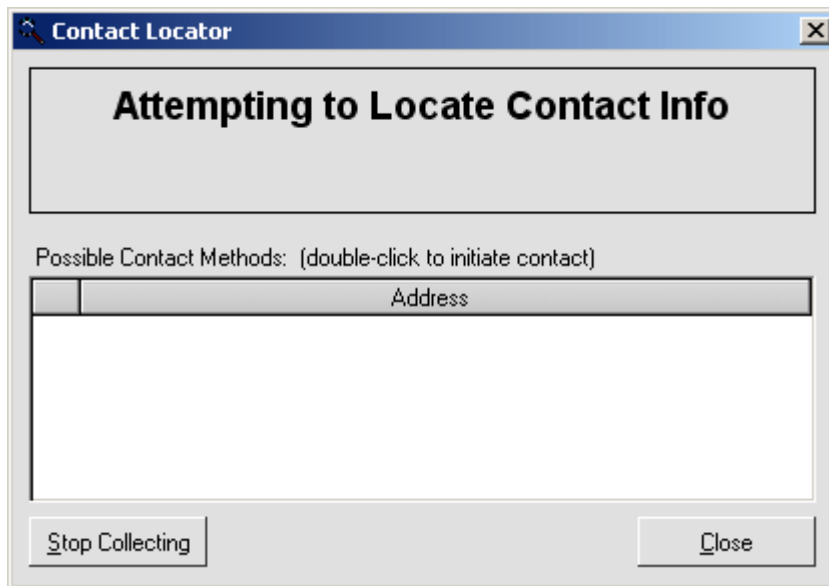


Figure 20: Attempting to Locate Contact Info

The application will attempt to locate the contact info for the chosen item and display the following dialog once information has been collected.



Figure 21: Contact information collection complete

Click on the “Ok” button and the screen with contact info will be displayed.

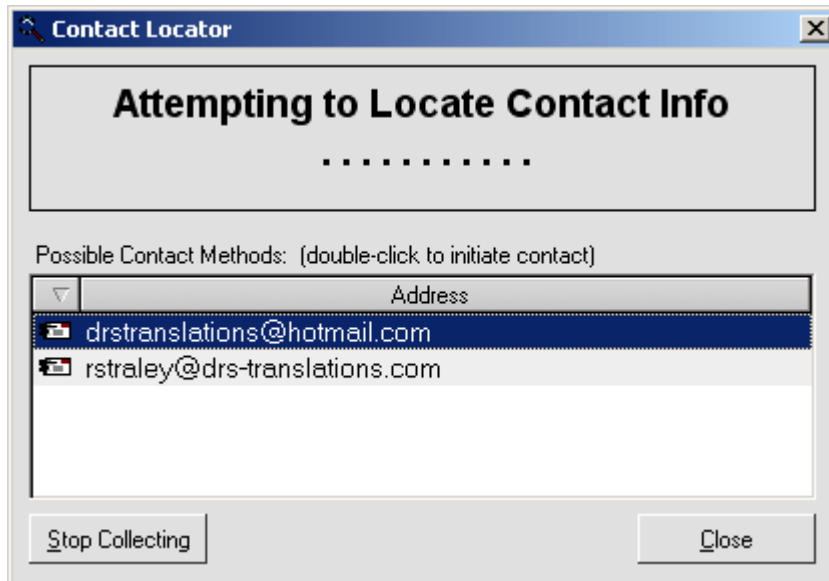


Figure 22: Collected contact information

The “PR Ninja” will either locate the contact page or an email address. Double click the desired contact method in order to initiate contact.

5.2.1 Creating an email message

In order to create an email message double click the desired email address and the following screen will be displayed.

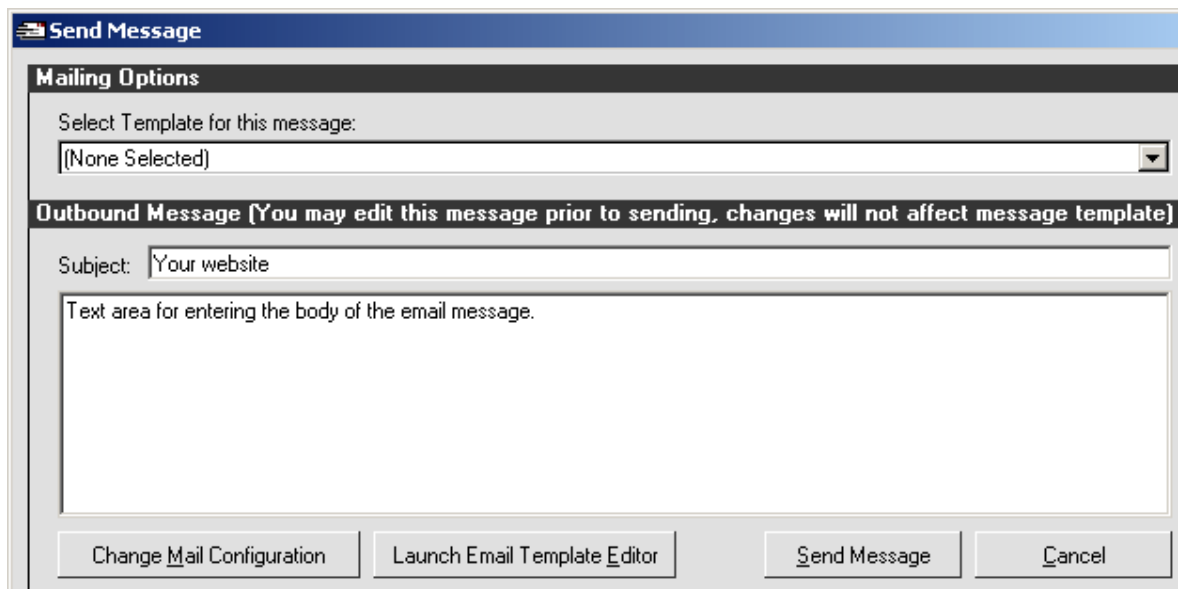


Figure 23: Creating an email message

The following are the available parameters for an email message:

- **Select Template** – pull down menu for choosing the desired template for this message (**note:** changes applied to this message will not affect the message template) – for more information on how to create a message template, see section 6.2
- **Subject** – field for entering the subject of the email message
- **Body of the message** - field for entering the body of the email message

Once you create the email message, click on the “Send Message” button in order to send it.

The other available options inside this screen are:

- **Change Mail Configuration** – further information available in section 6.1
- **Launch Email Template Editor** - further information available in section 6.2

5.3 Searching for Link to My Site

In order to search for the link to your site right click the desired item in the list and choose option “Search link to my site” from the Item menu. The following screen will be displayed.

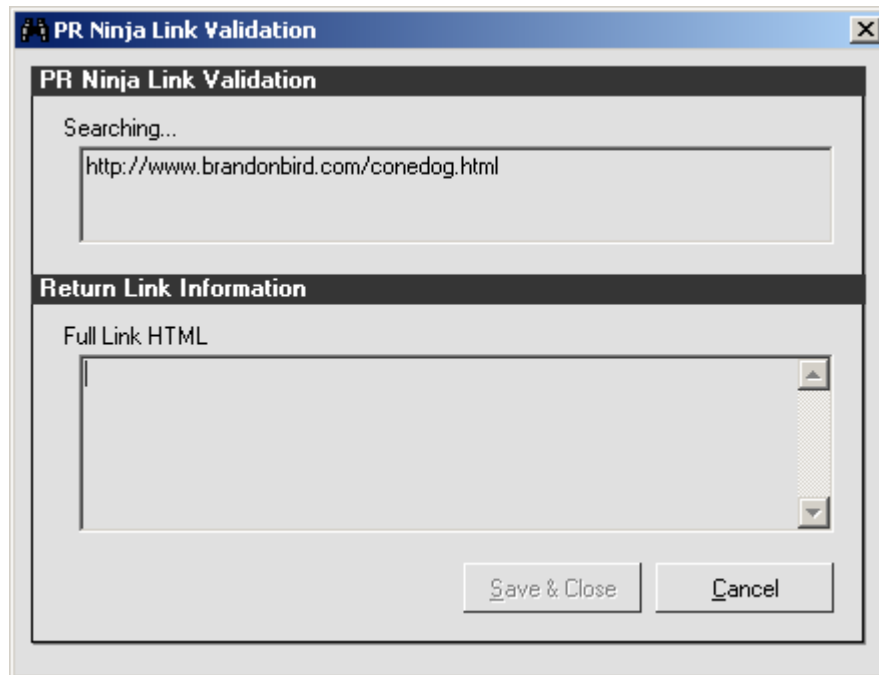


Figure 24: Validating link information

The “PR Ninja” will attempt to gather return link information and display it in the lower part of the dialog. Click “Save&Close” to complete the procedure.

5.4 Editing an Item/Adding a Note

In order to edit the item, or add a note, choose option “Edit Item/Add Note” from the item menu or right click the item in the results list. The following screen will be displayed.

Figure 25: Editing an item

You can use the following parameters inside this screen:

- **Status** – pull down menu for assigning the status to an item
- **Note** – text area for entering a note about the site
- **Linked on URL** – specifying the URL an item is linked to

After entering the desired parameters, click on the “Save Changes” in order to complete the procedure.

5.5 Deleting an Item

In order to delete an item, go to the Item menu and select “Delete Item”.

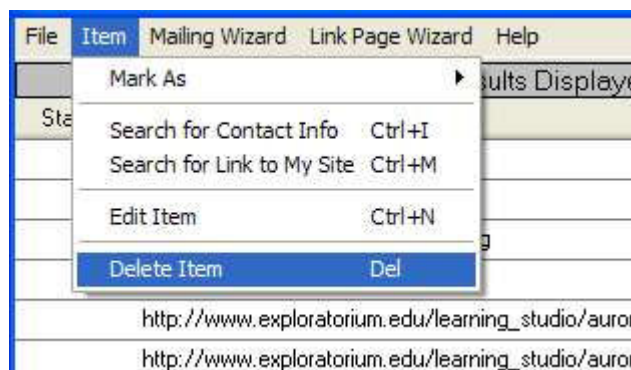


Figure 26: Deleting an Item (step 1/2)

The deletion confirmation dialog will be displayed where you should click “Ok” in order to delete it.

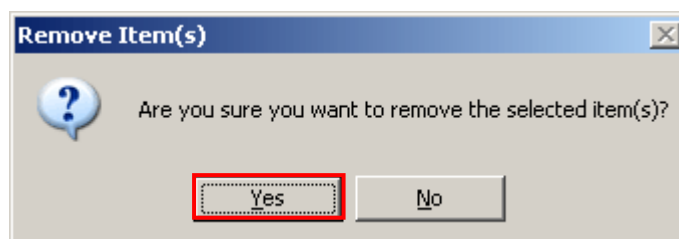


Figure 27: Deleting an Item (step 2/2)

6 USING THE MAILING WIZARD MENU

This section will give detailed instructions on using the mailing wizard menu and all available options.



Figure 28: Using the Mailing Wizard Menu

The following options are available inside this menu:

- **Mail Configuration** – further information available in section 6.1
- **Mail Template Editor** - further information available in section 6.2

6.1 Setting Mail Configuration

In order to be able to send email messages to the contacts found by using “PR Ninja” (see section 5.2) you have to set the mail configuration.

In order to start setting the mail configuration, click on the “Mail Configuration” option inside the “Mailing wizard” menu (see Figure 28). The following screen will be displayed.

Figure 29: Setting email configuration

The following are the mailing options:

- Email from Name
- From Email Address
- SMTP Server
- SMTP port

In the lower part of the screen you can see the message template preview and launch the template editor (further information available in the next section).

Once you set the desired parameters, click on the “Save&Close” button.

6.2 Using Mail Template Editor

The “PR Ninja” offers the possibility of creating mail templates for your email messages. In order to start creating a template, choose option “Mail Template Editor” from the “Mailing Wizard” menu. The following screen will be displayed.

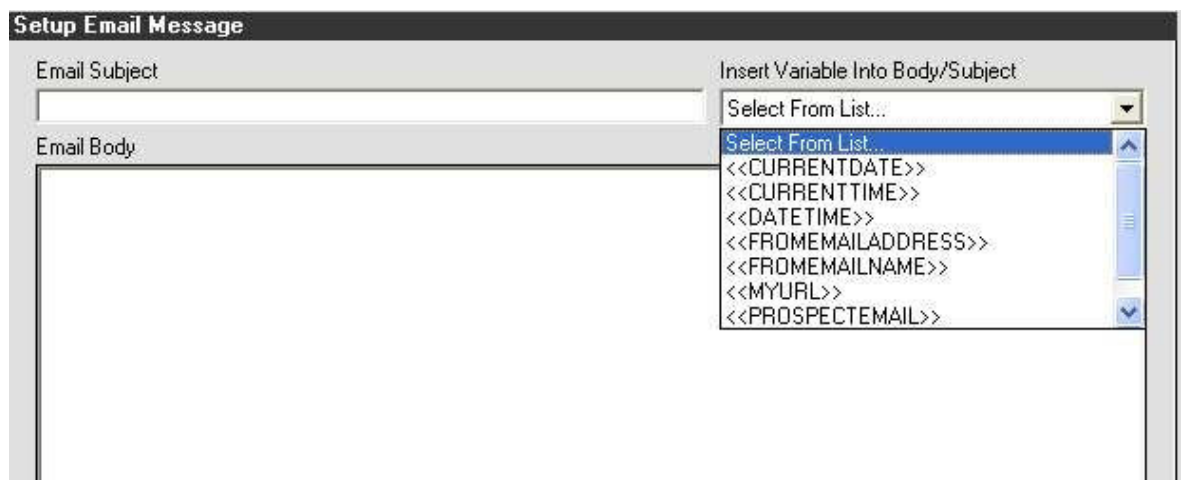


Figure 30: Setting the email template

The following options are available inside this screen:

- **Email subject** – field for entering the email subject which can be used in combination with the variable; put the cursor inside this field and choose the desired variable from the variable pull down menu (e.g. <<PROSPECTURL>> will display the contact’s website address inside the email message you create based on the template)
- **Email body** - field for entering the body of the email message which can be used in combination with the variable; put the cursor inside this field and choose the desired variable from the variable pull down menu (e.g. <<MYURL>> will display your URL inside the body inside the email message you create based on the template)
- **Insert variable into Body/Subject** – the variable which can be used in combination with email subject and body fields with following values:
 - Current Date
 - Current Date&Time
 - From Email Address
 - From Email name
 - My Linkback URL
 - Prospect’s email
 - Prospect’s URL

Once you set the desired template parameters, click on the “Save&Close” button and the following screen will be displayed.

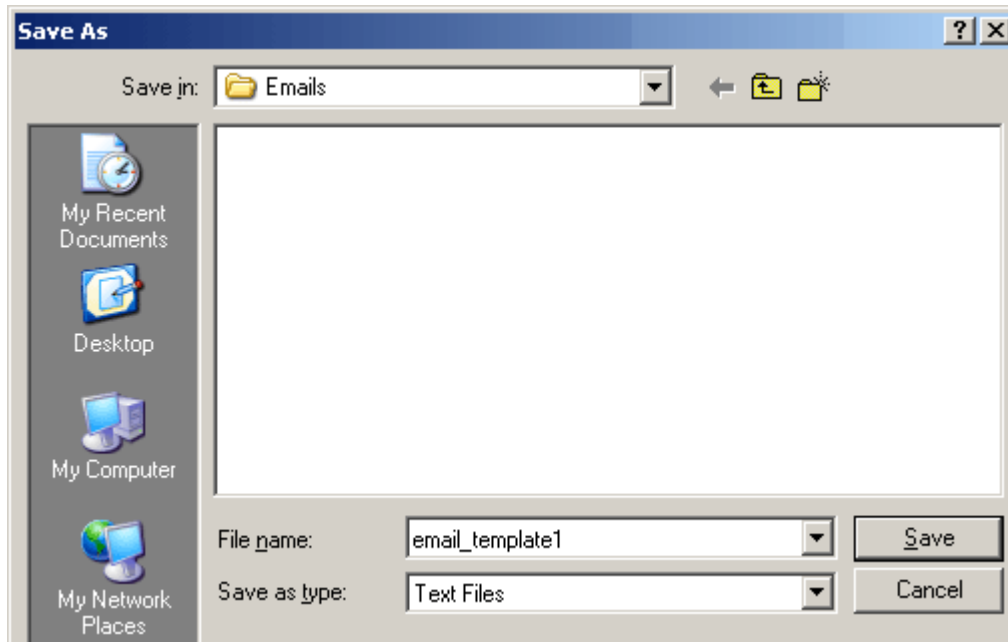


Figure 31: Saving an email template

Set the desired name for the created email template and click on the “Save” button in order to save it. This way you can create several email templates for your messages and choose the desired one from the pull down menu while creating an email message.

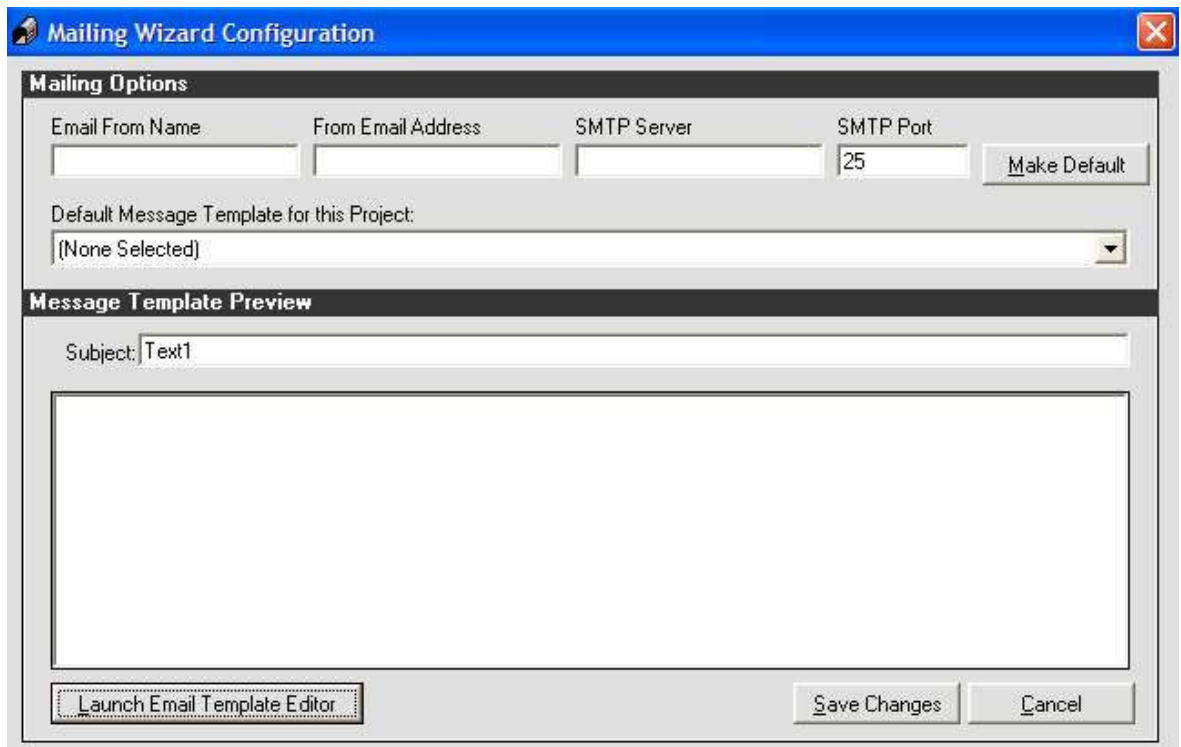


Figure 32: Example of created email templates

7 USING THE LINK PAGE WIZARD

This section will give detailed instructions on using the Link Page Wizard menu and all available options.



Figure 33: Using the Link Page Wizard

7.1 Building Link Pages

The Link page builder option is used for simple creation of pages with useful links which you can upload to your server via FTP.

In order to start generating the link pages, select multiple links you want inside the link pages and choose option "Build Link Pages" from the "Link Page Wizard".

Notes:

- To select multiple addresses, press CTRL+SHIFT and click on the desired link
- Click on spaces other than the address to avoid loading of the page inside your browser.

Status	URL	Contact	PR	Position	Keyword
	http://www.ibiblio.org/wm/paint/	Contact	7	9	paintings
	http://www.diacenter.org/km/	Contact	6	16	paintings
	http://en.wikipedia.org/wiki/Painting	Contact	6	2	paintings
	http://www.artchive.com/goya.html	Contact	6	27	paintings
	http://www.exploratorium.edu/learning_studio/auror...	Contact	6	13	paintings
	http://www.exploratorium.edu/learning_studio/auror...	Contact	6	14	paintings
	http://www.worcesterart.org/Collection/Early_Ameri...	Contact	6	8	paintings
	http://www.chinapage.com/paint1.html	Contact	6	6	paintings
	http://www.1st-art-gallery.com/home_gallery.htm	Contact	6	15	paintings
Refused	http://en.wikipedia.org/wiki/Cave_painting	Contact	6	3	paintings
Unlinked	http://www.chinapage.com/painting.html	Contact	6	7	paintings

Figure 34: Building the link pages (step 1/5)

The following screen will be displayed.

Link Page Wizard - 4 Links to Generate

Link Page Generation Options

Links Per Page: 20 Links
 Output File Prefix:
 Output Extension: .htm

Link Page Template: C:\Program Files\PR Ninja\LinkPageTemplate.htm

Output Folder: C:\Program Files\PR Ninja\Output\

Buttons: Link Page Template Editor, Generate Pages, Close

FTP Options

FTP Server Address: FTP Port: 21

FTP User Name: FTP Password:

Destination Folder:

Buttons: Test FTP Settings, Upload Output Folder, Close

Figure 35: Building the link pages (step 2/5)

The following options and parameters are available inside this screen:

- **Links per page** – setting the number of links displayed that will be displayed per page
- **Output File Prefix** – setting the desired prefix for the pages
- **Output Extension** – pull down menu for choosing the desired file extension
- **Link page Template** – pull down menu for choosing the desired page template (**note:** you can create one yourself)
- **Output Folder** – setting the output folder for the link pages that will be used for uploading them via FTP
- **Link Page Template Editor** – option for organizing the page template
- **Generate Pages** – option for starting the link page generation

Once you set the desired parameters, click on the “Generate Pages” button. The rest of the procedure is explained in section 7.1.1

7.1.1 Generating Link Pages

In order to start generating the link pages after setting the desired parameters, click on the “Generate Pages” button.

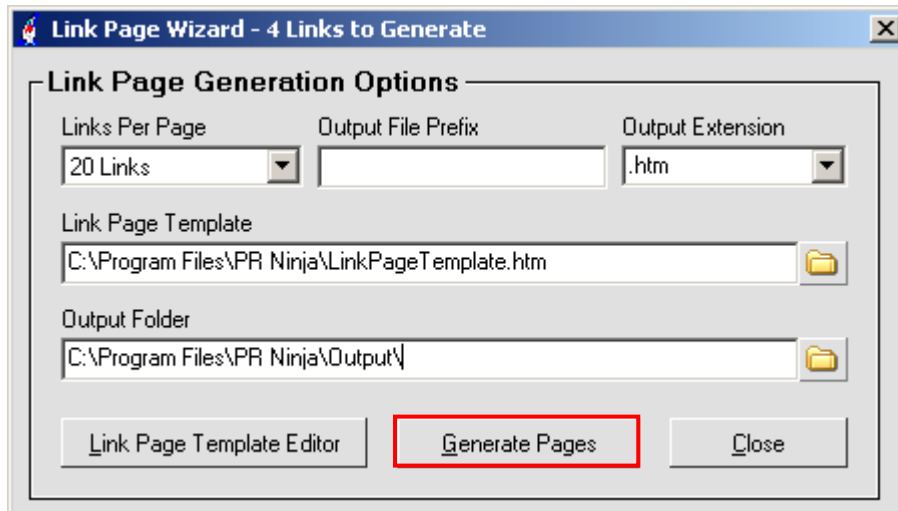


Figure 36: Building the link pages (step 3/5)

The following prompt will be displayed.

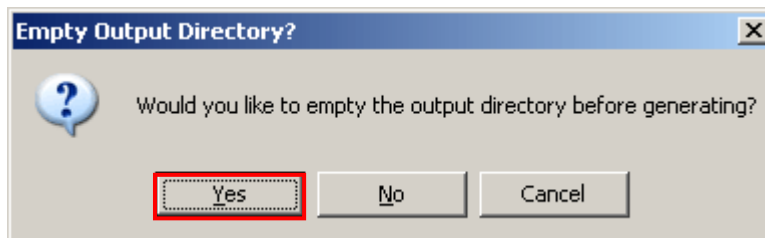


Figure 37: Building the link pages (step 4/5)

This option is useful in case you have previously created link pages and now want to empty the directory prior to generating a new one. Click on the “Yes” button to continue and the confirmation dialog will be displayed.

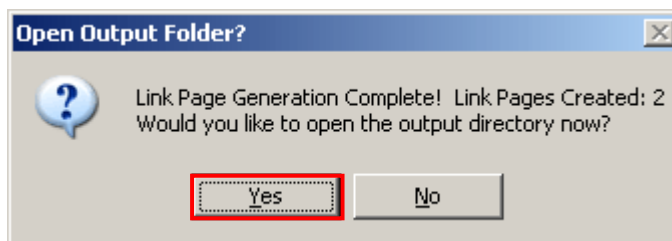


Figure 38: Building the link pages (step 5/5)

Click on the “Yes” button to access the generated link pages inside your output directory and the following screen will be displayed.

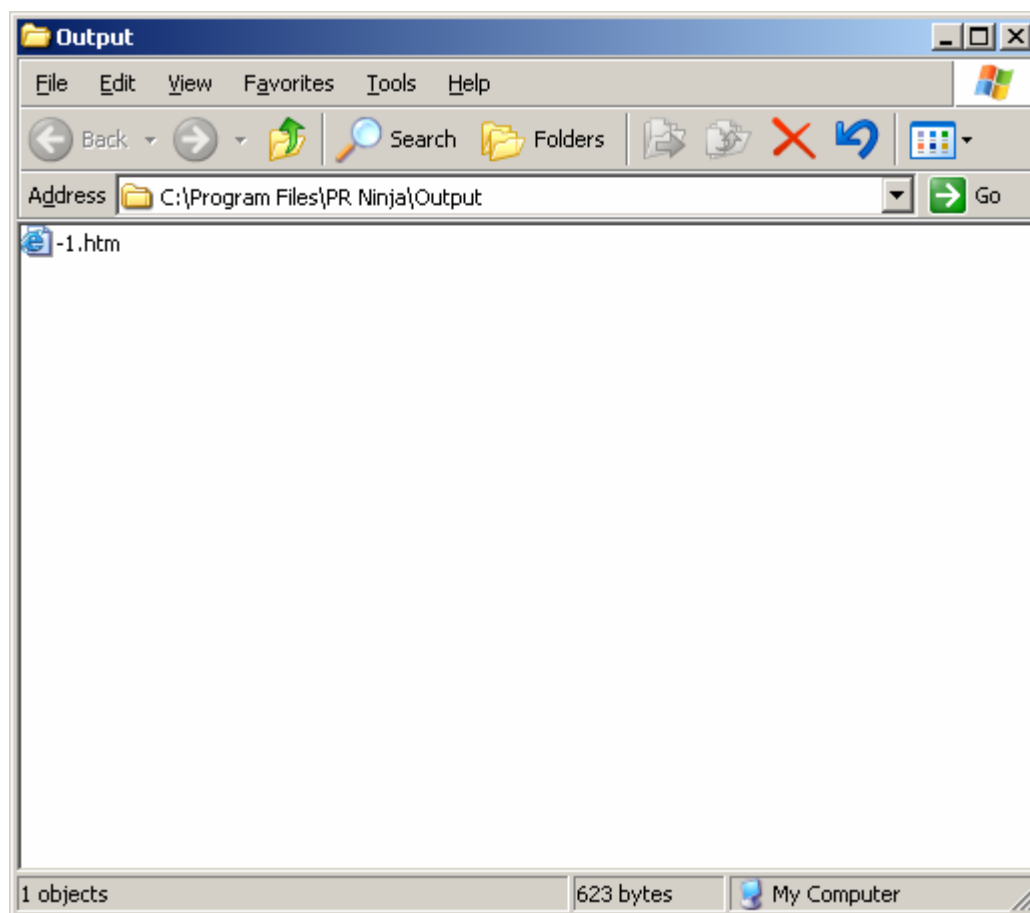


Figure 39: Contents of the output directory

The following is the example of the generated link page as seen in the browser.

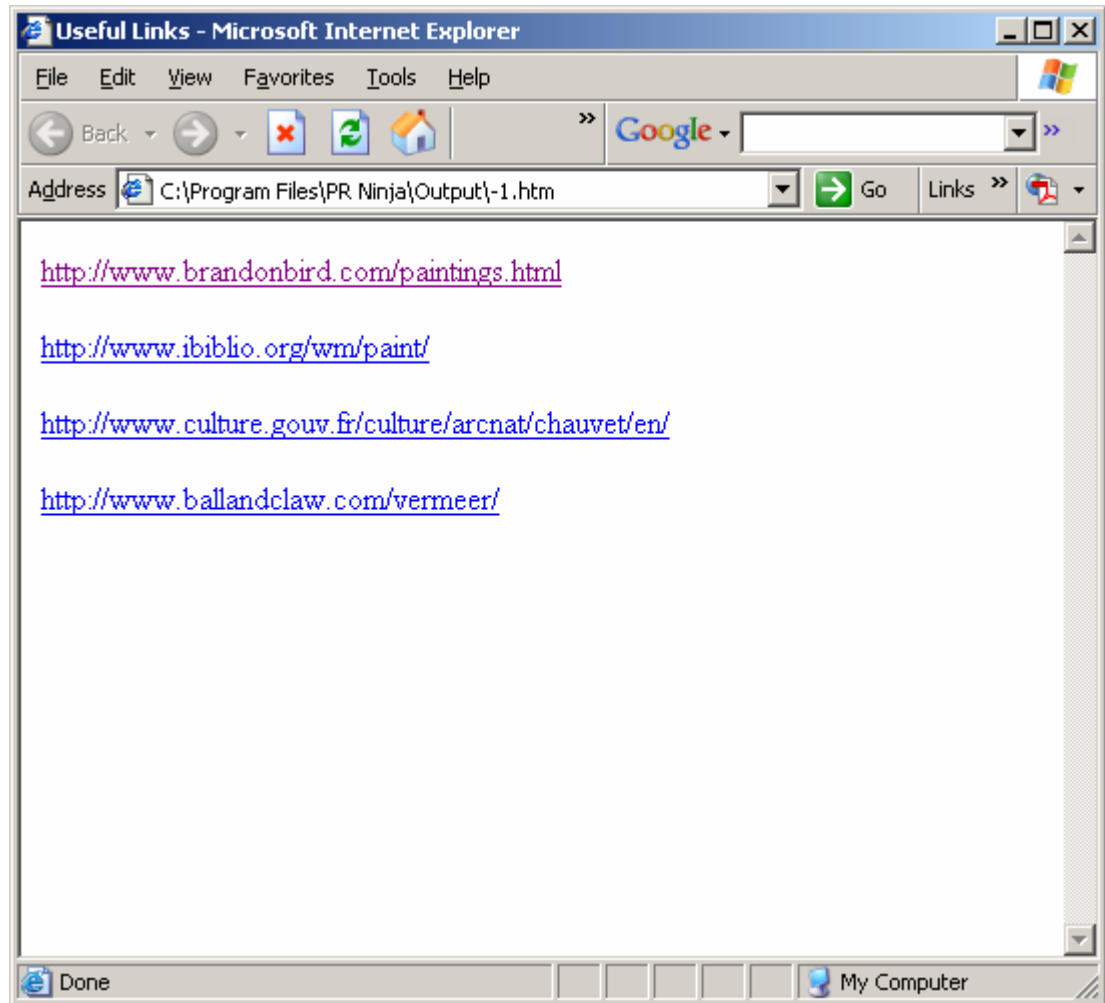


Figure 40: Example of the generated link page

7.1.2 Using Link Page Template Editor

Note: this option is meant for the advanced users.

In order to modify the link page template, choose option “Link Page Template Editor” inside the “Link Page Wizard” screen.

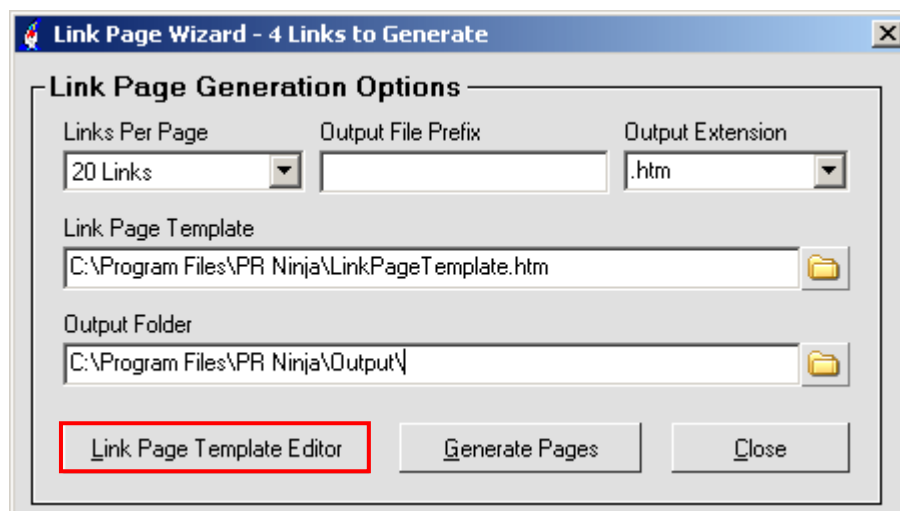


Figure 41: Modifying link page template (step 1/3)

The following page will be displayed.

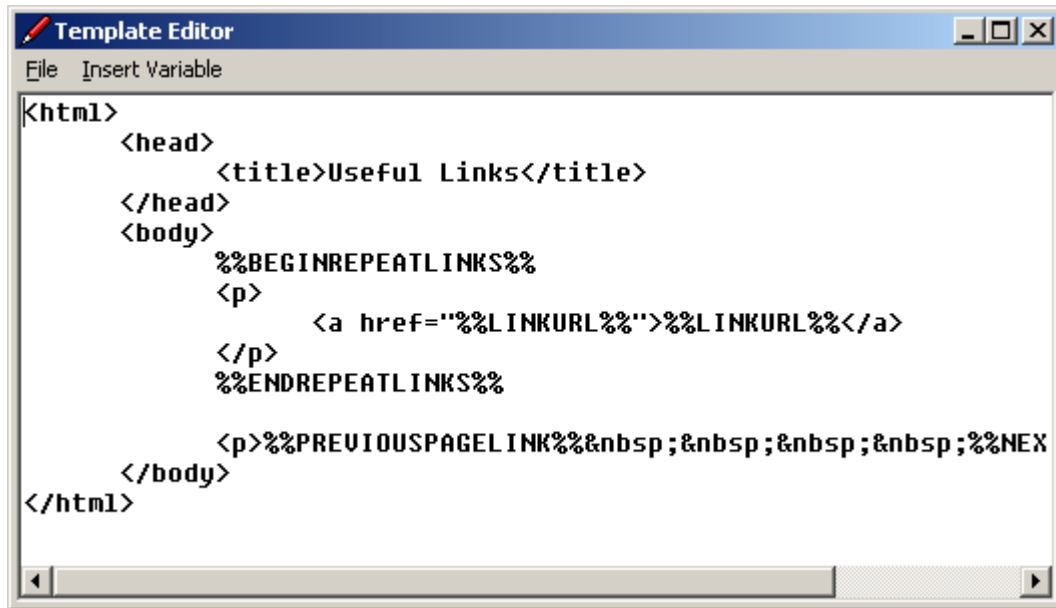


Figure 42: Modifying link page template (step 2/3)

Inside this page you can organize and set different variables in the desired position within the template by choosing the desired variable from the "Insert Variable" menu.

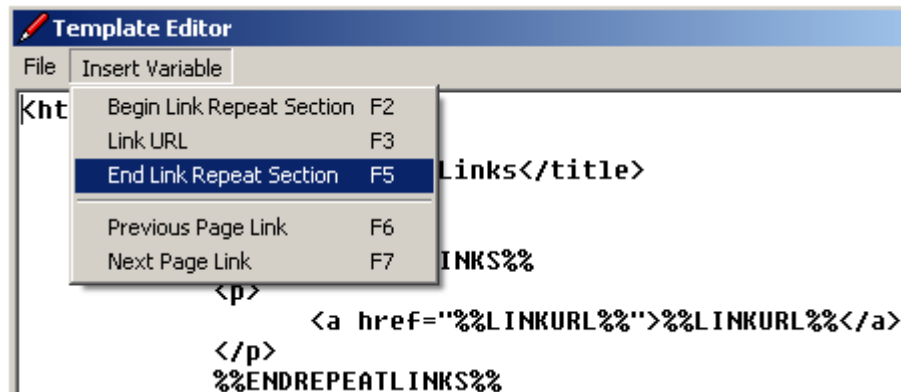


Figure 43: Modifying link page template (step 3/3)

7.1.3 Setting and testing the FTP parameters

In order to upload the generated link pages to your server via FTP, you have to set the FTP parameters in the lower part of the "Link Page Wizard".

Figure 44: Setting and testing the FTP parameters (1/3)

The following are the FTP connection parameters:

- **FTP Server Address** - field for entering for entering your FTP Server Address
- **FTP Port** – already entered default value 21
- **FTP User Name** - field for entering your FTP User Name
- **FTP Password** – field for entering your FTP Password
- **Destination folder** – on your the server

Once you set the parameters, you can test the settings by clicking on the “Test FTP Settings” button. The information on the progress will be displayed on top of the lower part of the screen.

Figure 45: Setting and testing the FTP parameters (2/3)

In case the settings are correct the following confirmation dialog will be displayed.

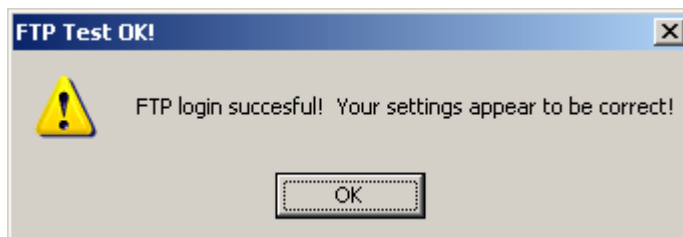


Figure 46: Setting and testing the FTP parameters (3/3)

Click on the “Ok” button to complete the FTP test procedure and continue with uploading the output folder (see the next section).

Note: In case the parameters are incorrect “PR Ninja” will notify you on the nature of the error with the appropriate error dialog.

7.1.4 Uploading the Output Folder

Once you have set and tested the FTP parameters and created the link pages, you can upload the output folder (created link pages) to your server via FTP.

Click on the “Upload Output Folder” button inside the “Link Page Wizard” and the information about the progress of uploading will be displayed.



Figure 47: Uploading the output folder (step 1/2)

Once the upload has been finished, the following confirmation dialog will be displayed.

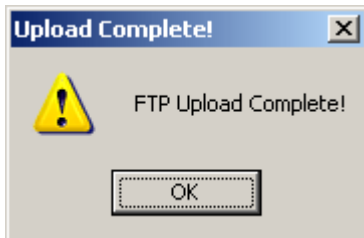


Figure 48: Uploading the output folder (step 2/2)

Click on the “Ok” button to complete the procedure of uploading the output directory.

8 GLOSSARY

- **Linking Partner** – A website that provides a link to your website, or drives traffic in other ways to your website.
- **PageRank** – PR Ninja utilizes Google's PageRank algorithm to determine a page's ranking. The formula is fairly straightforward. PageRank is a 'vote' about how important a page is and its relevance to a search. The higher the PageRank, the better. For more information on PageRank, refer to <http://www.google.com/technology/>
- **Inbound Links (Links In)** – A link to one website from another website. The number of inbound links a website receives directly affects its traffic, ranking, and PageRank. More is always better!
- **Outbound Links (Links Out)** – When one web site links to another website. Outbound links send visitors away from a website. Generally speaking, less outbound links is better
- **Linkback URL** – A 'link back' to your website. For instance, if you set up a link with a partner website, it points the web traffic to your website
- **Spider** – The 'Validate Links' option in PR Ninja is a **spider** that verifies any links you have made with a particular link partner are still active
- **Linked** – Status in PR Ninja indicating your company has an established link with another company. Having many links with other high PageRank customers will drive traffic to your website and in turn, increase your PageRank
- **Unlinked** – Status in PR Ninja indicating a link you previously had with a company has since been unlinked