



# User Guide

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SEARCH ENGINES PARSER

**eBGenius**

EBGENIUS OFFERS THE MOST INNOVATIVE BACKLINKS BUILDING, SOCIAL BOOKMARKING, AND WEBSITE BUILDING SOFTWARE SINCE 2006

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## Introduction

Dear Search Engines Parser User,

Thank you for choosing eBGenius solutions for your Internet marketing needs.

In order to provide you with maximum performance, the software comes as server-side module for hassle-free maintenance. Put simply, once your marketing campaigns are set, the software continues working in the background 24/7 (even when you sleep), so you can focus on things that are really important.

If you prefer having a separate server for your software installations, the list below contains a few inexpensive hosting providers that are known to offer the best performance and compatibility with modern applications (the full list of recommended hosting providers for your websites is available in the client area):

[DimeReseller](http://www.ebgenius.com/reviews/dimereseller.php) - see more details at <http://www.ebgenius.com/reviews/dimereseller.php>

[Hosting24](http://www.ebgenius.com/reviews/hosting24.php) - see more details at <http://www.ebgenius.com/reviews/hosting24.php>

[JustHost](http://www.ebgenius.com/reviews/justhost.php) - see more details at <http://www.ebgenius.com/reviews/justhost.php>

Attention! Enter coupon code **ebgenius** on Hosting24 website for **\$2 lifetime recurring discount**. The code is valid for all hosting plans and billing periods.

Attention! Enter coupon code **ebgenius** on JustHost website for **40% one-time discount**. The code is valid for all hosting plans and billing periods.

## Customer Support

Being a licensed user, you can access a wide variety of helpful resources in the client area - video tutorials, interactive help widgets, knowledgebase, helpdesk etc.

The helpdesk located at <http://www.support.ebgenius.com/> contains an informative knowledgebase for quick self-help and a support tickets system for 24/7 technical assistance. Dozens of FAQs, HOW-TOs, and short tutorials published and continuously updated by our support staff work as a one-stop solution to any possible issue you may ever encounter.

If the knowledgebase is not enough, submit a new support ticket and let the experienced programmers assist you whenever you need it.

In order to provide you with the fastest customer support service possible, we kindly ask you to follow these super-simple rules when seeking for technical assistance; they will greatly help us solving all your issues instantly, without placing your support ticket on hold until you provide all the information needed:

- ✓ Before submitting new ticket, double-check if your question is not yet answered in the knowledgebase. Some our clients waste their time submitting new tickets and waiting for replies just to find out that the issue they experience is already described in the knowledgebase.
- ✓ All types of support requests and technical questions should be submitted via the helpdesk, not via contact forms or emails. Our sales team has no access to licensing servers where installation details are stored, which means they couldn't assist you.
- ✓ Please always include software login information (software administration panel URL, username and password) and FTP login details (hostname, username and password) when submitting new support ticket, so our programmers can test and fix your installation instantly.
- ✓ If one of your questions is not answered yet, please do not submit another ticket (unless it's related to a different issue). If you see the ticket status is "Open", it means we are working hard to get your issue solved as soon as possible. Once we find a solution, the ticket will be updated.
- ✓ Submit new support ticket for each new issue. If you have multiple issues, submit separate support tickets for them, so we can assign each ticket to different support team members for faster assistance.

## Important Information

This chapter contains a very important information, which means that spending a minute reading it will save you hours of time later (in case you experience any problems installing or using the software):

- ✓ If you experience any problems manually installing the software after reading the user guide, the video tutorial with step-by-step installation instructions is available in the client area; download it for hassle-free setup.
  
- ✓ If the software requires cronjobs to be enabled, you should never copy/paste the cronjob commands from this user guide into your control panel. Depending on your PDF reader, the command may get corrupted (even if it looks perfect after you paste it); therefore, please always type the cronjob command(s) manually.
  
- ✓ If you aren't sure what settings to use (or what some options mean), move your mouse cursor over the setting/option you need to be explained for an interactive help widget (pop-up) with a brief description and detailed examples.
  
- ✓ If the software doesn't work properly, your first step diagnosing a problem is "Software Configuration Wizard" available in the administration dashboard (the wizard is displayed below all the statistics). If there is a message "Software configuration is incorrect", step-by-step instructions on how to fix your installation will be provided below; follow them to get your marketing campaigns running.
  
- ✓ If the software configuration wizard reports your installation is OK, but you believe there is something wrong, refer to the "Help & Support" section available in the software itself; the "Problems and Troubleshooting" chapter already has all the possible issues (and solutions to them) listed.

## *License Validation*

In order to prevent an unauthorized usage, the software comes with a remote license validation; therefore, it only works when your Internet connection is active (which shouldn't be a problem because this tool is used for Internet marketing anyways).

The software automatically sends callbacks with your IP address and other usage details to our licensing servers for in the background. The licensing system tracks installation details only and does not collect or store any other details or personal information in our servers. Once the license is successfully verified after the software is launched (which takes less than a second), callback data is instantly terminated.

However, if licensing system detects that user shared his license with 3rd parties or made an unauthorized copy of an existing installation, the license is automatically deactivated without a right to a refund and all user's installations stop working. New installations also get blocked, so his installation package becomes useless as well.

The license cannot be sold, leased, or transferred to another person. Once the purchase is made, the lifetime license with unlimited updates is fully yours, but it cannot be purchased from you by another individual or company. Such a license transfer is automatically detected and the license is permanently terminated without a right to a refund.

The software also comes with a protection against fraudulent orders. Once a new purchase and/or new installation is performed, the installation wizard connects to our licensing servers, and your details (home IP address, server's IP address, IP address used to place order or launch the installation wizard, etc.) are stored in our database for anti-piracy purposes. In case the order is fraudulent (or the user fills a chargeback form), the license is permanently terminated.

In case of fraud, unauthorized usage, or a false chargeback claim, all stored data is forwarded to the Internet Crime Complaint Center, National White Collar Crime Center, user's bank department, and his hosting provider (requesting to terminate his service immediately).

## *Automatic Software Installation*

The software can be automatically installed on your server or hosting account via the client area. Once logged in, go the "Installations Management" section and start new installation using the "New Automatic Installation" wizard.

Simply enter your connection details and the wizard will deploy the software on your server in seconds.

**Attention!** Automatic software installation service works with cPanel servers only.

## **Manual Software Installation**

If you prefer a manual installation (in case your server has no cPanel installed), follow the instructions below.

Upload all files to a domain where the software needs to be installed. All files must be uploaded in BINARY mode (refer to your FTP client help section if you are unsure how use BINARY uploads). Usually all the files need to be uploaded to httpdocs, public\_html, or www directory.

If needed, set file 'chmod\_sep\_config.php' and 'chmod\_sep\_cookie.txt' permissions to 777 using FTP client software.

Login to your hosting control panel and setup new MySQL database and new MySQL user. Add this user to the database and grant him all permissions.

Run your browser and open [http://www.yourdomain.com/sep\\_install/](http://www.yourdomain.com/sep_install/) to start the installation wizard. If you need more information regarding any option, simply move mouse cursor over it for an interactive pop-up window with more details.

Once all the fields are filled, click the 'Start Installation' button. If any errors are detected, the installation wizard will provide you with detailed instructions on how to fix them. Otherwise, you will be able to login to the administration interface and start using the software instantly.

Finally, delete 'sep\_install' directory and set file 'chmod\_sep\_config.php' permissions to 644 (file 'chmod\_sep\_cookie.txt' should have permissions set to 777). It's highly recommended to protect your sep\_admin directory with a password ('Password Protected Directories' feature is available in cPanel) for extra security.

**The installation is now finished!**

## ***Administration Interface***

The dashboard is used to view Search Engines Parser installation details, add query groups and search queries, launch search engines parser, view detailed software activity, extended reports, and more...

Should you need any assistance using Search Engines Parser, refer to the Software Configuration Wizard below for step-by-step instructions on how to configure your installation for maximum performance.

For even more useful tips and suggestions, refer to the Help & Support section above or simply move mouse cursor over any item you need an assistance with; an interactive help wizard will explain every single feature available.

## ***Search Query Groups***

### ***Add New Groups***

Add query groups that are used to group different sets of search queries, so you can store and organize most used search queries for future use.

An unlimited number of groups could be added here. Each new group should start in new line to be accepted. When new groups are added, search queries should be assigned to them.

### ***Edit Groups***

Manage query groups that are used to group different sets of search queries.

If any group needs to be permanently deleted, check the box near group name and click the 'Edit Groups' button. It will also delete all search queries assigned to selected group.

## ***Search Queries***

### ***Add New Queries***

Add search queries that will be sent to search engines for parsing.

An unlimited number of queries could be added here. Each new query should start in new line and contain 2 or more symbols to be accepted.

It's possible to use quotes for exact search because results for some keyword and "some keyword" will be different.

### ***Edit Queries***

Manage search queries that will be sent to search engines for parsing.

Group name should be clicked first to see all queries assigned to this group.

If any query needs to be permanently deleted, check the box near query text and click the 'Edit Queries' button.

## ***Blacklisted Words***

### ***Edit Blacklist***

Manage blacklisted words. All domains matching any of these words will be automatically removed.

An unlimited number of blacklisted words could be added here. Each new word should start in new line and contain 2 or more symbols to be accepted.

Attention: entries will be removed if any part of a blacklisted word is detected. For example, if word 'sex' is added, entries like 'www.sex.com' or 'sexto is a book folded into six leaves' will be ignored.

## *Parsing Engine*

### *Search Engines Parser*

Launch the search engines parser. Select one or more of predefined search queries (or enter them manually), choose preferred search engine(s), data to be returned, data export option(s), enter the number of results to be parsed, and click the 'Start Parsing' button.

Attention: when multiple search engines are used, all the duplicated results are automatically removed; therefore, the final number of returned results may be lower than expected.

Attention: results limit is set per search engine. For example, if the limit is set to 100 and three search engines are selected, up to 300 results will be returned; therefore, always use the only search engine when less than 100 results are needed.

## ***Proxy Servers***

### ***Add New Proxy Servers***

Add proxy servers that are used for making connections. When more than one server is added, Search Engines Parser automatically selects random one every time a new connection needs to be established.

An unlimited number of proxy servers could be added here, just make sure a compatible one (fast, stable, and having support for secure API-based requests) is used. For your convenience, a detailed list of trustworthy providers is available in the Help page (Other Questions section).

### ***Edit Proxy Servers***

Manage proxy servers that are used for making connections. If any proxy server needs to be permanently deleted, check the box near proxy address and click 'Edit Proxy Servers' button.

## ***Software Settings***

### ***General Settings***

Manage basic and advanced software settings, enable or disable individual features, and more.

Attention: Make sure you fully understand how selected option works before changing it. If not sure, it's recommended to leave it untouched.

### ***Database Cleanup Settings***

Manage automatic database cleanup module and configure its settings.

It's recommended having automatic database cleanup module enabled because it highly improves Search Engines Parser performance and reduces system resources usage by removing out-of-date reports and other old data that is not used anymore.

## ***Parsed Results***

### ***Edit Results***

Manage parsed and extracted results stored in the database.

Search query should be clicked first to see its results.

If any results need to be permanently deleted, check the box near query text and click the 'Delete Results' button.

### ***Edit CSV Files***

Manage CSV files stored in the /sep\_csv directory.

If any file need to be permanently deleted, check the box near file name and click the 'Delete CSV Files' button.

### ***Download Results***

Download parsed and extracted results stored in the database to CSV file (each new file will be created and properly formatted on autopilot).

Select data field(s) to be included in CSV file, choose search queries to be used, and click the 'Download Results' button.

## ***Software Reports***

### ***Content Parsing Reports***

View search engine parsing reports. You can check parsing module activity, parsed results, and more. If any report needs to be permanently deleted, check the box near report date and click the 'Delete Reports' button.

### ***Extended Reports***

View extended Search Engines Parser reports. You can check full activity and detailed reports of actions performed by system user. If any report needs to be permanently deleted, check the box near report date and click the 'Delete Reports' button.

## ***Advanced Tasks Drop-Down Menu***

### ***Automatic Update***

This section is used to check for Search Engines Parser updates. When new version is available, 'Single-Click Upgrade Wizard' automatically appears.

### ***Mass Actions***

Perform mass actions. With a single click of the mouse it's possible to delete query groups and search queries, clean up blacklisted domain filters, delete proxy servers, delete data parsing and extended reports, and more.

Select actions you want to be performed and click the 'Perform Mass Actions' button.

### ***Export Software Data***

Export software settings and data into another Search Engines Parser installation. Simply download desired data and import it into another installation at any time.

### ***Update Email/Password***

Update administrator's email and/or login password.

If you change administrator email address here, licensed email address will not be changed. Only the address used to send lost passwords will be modified.

Your new password must contain 6 or more symbols to be accepted.

### ***Log Out***

This button logs you out and closes Search Engines Parser administration interface.