

WEBFACTOR

SEO SNAKE 2.1

Server Requirements

SEO Snake is a small application in terms of resource usage. It does not have many requirements, and is the ideal solution to those who question the search optimization standards of their websites. It's also useful to provide as a service to others.

Before installing and running SEO Snake, please ensure that the web server you wish to install it on meets the following standards.

- **PHP 5.2.17** or newer is installed and operational
- **PHP CURL** extension is installed [see <http://php.net/manual/en/curl.installation.php>]

Installing SEO Snake

After checking to be sure you meet the above requirements, you're ready to install SEO Snake. Please follow the below steps completely and thoroughly to ensure the installation is successful.

1. Open the ZIP file containing all of the resources for SEO Snake. You should have downloaded this directly from CodeCanyon.net.
2. Inside, you'll see this documentation in PDF and DOCX form, as well as a folder named "files". Open the "files" folder.
3. Extract all directories and files in the "files" folder to the directory of your choice on your web server. SEO Snake is compatible in any directory, including directories for subdomains, addon domains, etc.
4. After the upload is complete, check to be sure that the application is working correctly. Type in "*www.google.com*" for the URL and generate a report. If you see a score below **98%** then something is wrong. Try re-uploading once more, and if it still is not fixed, contact us.

Configuration

After installation is complete, you're ready to configure the website to your liking. Open the "config.php" file found on the installed workspace. You'll see many options inside, along with a description of what they do.

Simply replace the values in the quotation marks ("") to adjust it to your liking.

Introduction to SEO Snake

Search Engine Optimization is a biggie in today's web world. There's so many websites like your own, and you want yours to be above the rest. But rest assured, SEO Snake is a step in the right direction.

Search Engines require a valid formatted web page to properly index and rank it. To ensure you can achieve the maximum ranking for your webpage, you should always check your website's pages using SEO Snake.

This application *does not* give tips on how to increase your ranking on the search engines. It simply helps your website become search-engine ready, and prepared for any upcoming optimizations.

As a bonus, we've included **700 free** high-quality backlinks that we personally found throughout the web. You can post comments to these backlinks to 'steal their pagerank' – not necessarily a true thing, but it's a proven fact that high-quality backlinks *begin carrying on their pagerank to you within 6 months*.

Need help? Contact me!

I'm available to help you with any problems or questions you may have. To get in touch with me, use the below information.

Customer Support URL	http://www.webfactor.com/support/new-ticket
CodeCanyon Profile	http://codecanyon.net/user/webfactor
Developer Website	http://www.webfactor.com/

Using SEO Reports

The reports are useful in two ways.

- They help you comprehend which factors of your website are hurting or preventing a good Search Engine position / rank / score.
- They can easily be copied, pasted, and emailed without loss of format, over email clients like Gmail, Outlook, Hotmail, and more.

To help you understand what each score means on the application, we took some time to write out this giant table.

Current PageRank	Your PageRank designates your position on Google. It is increased or decreased only by following Google's search engine standards, which includes keeping track of the below factors.
Website URL	A short, descriptive, and memorable URL is ideal to Search Engines.
Blacklist Records	A blacklisting on your server's URL or IP address can be deadly – deadly in terms of search engine ranking, that is. We'll help you out by informing you if there's anything we can find regarding your IP/URL.
Website Speed	Faster websites are most preferred by search engines. If you're website is too slow, you may not show as high as other websites.
Domain Name Rating	Search engines may prefer certain domain TLDS – for example, .com is the most preferred. They also favor shorter domain name lengths, including the domain TLD.
Homepage Title Rating	Aim for titles between 3 and 50 characters, but no more than 180. Try to use some of your keywords inside the title, too.
Description Rating	Aim for a length of at least 75 characters, but no more than 180. Try to use some of your keywords inside this, also.
Rich Content Rating	This score is based on the number of times your keywords appear in your text. This is one of the most important factors to SEO. Be sure you get a good score!
Domain Mentions	This shows how many websites have mentioned your website name on the internet. You'll want a good few thousand. This is not 'backlinks', but rather in-text mentions. Backlinks are often very miscalculated and outdated, and domain mentions act similar to backlinks, thus we decided to use mentions instead.
Image ALT Tags	Specify "ALT" tags on your images for the search engines to use as content.
Image Titles	Titles for images are also used for content. They can be the same as your ALTs. This will not have an impact on the overall score of an SEO Report as it is not required.
Title Headers	Headers, such as <H1> or <H3>, help categorize content. You should use them a lot.
Robots.txt File	This file directs search engine robots. Be sure to include it in your website. It won't have a negative impact on ranking, but it's good practice.