

TrafficSwappers

The Complete Link Exchange Management System

Version 1.3
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Installation and Instruction Manual

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Introduction

Free reciprocal link exchanges have been around for years and are still one of the most popular and effective ways of generating traffic to your web site. The one negative aspects of reciprocal links is the amount of time required to maintain and expand your links page with active and functioning links. In addition, you want to also make sure that for every link you have placed on your links page, they in turn have given you a link on their Links Page.

With *TrafficSwappers* all that wasted time maintaining an active links page is now a thing of the past. All the tedious coding, sorting and checking of reciprocal links has all been totally automated. The best part is how little attention it requires to maintain an active and functioning links page. Once you install the application and set up the customized link categories, best suited for your type of web site, you are ready to watch your links page take on a life of it's own.

Minimum Requirements

Windows NT 4.0 + OR Windows 2000 Server

ColdFusionMX 5.0

Basic understanding of Cold Fusion and setting up an Application & DataSource in Cold Fusion Administrator.

Versions

The *TrafficSwappers* application comes in two (2) version:

1. **TrafficSwappers Basic** – This is the FREE Version of the application. The basic link management features are available, but many of the power features have been disabled.
2. **TrafficSwappers Pro** – This is the full version with the complete management system. As you read through the instruction manual (**Pro Only**) will be clearly identified next to sections available only for those who purchase *TrafficSwappers Pro*.

Installation

Step One

To install the application simply UnZip the TrafficSwappers.zip file into:

C:\inetpub\wwwroot\TrafficSwappers*.*

...or wherever you have your root folder set up on your server.

Step Two

Next is setting up the four `application.cfm` files that were copied onto your system when you extracted the `TrafficSwappers.zip` file.

1. `C:\inetpub\wwwroot\application.cfm`

This copy of the file should be located in the root folder (where your `index.cfm` is located) of the web site that will be using the *TrafficSwappers* application

2. `C:\inetpub\wwwroot\TrafficSwappers\application.cfm`

3. `C:\inetpub\wwwroot\TrafficSwappers\Administrator\application.cfm`

(Pro Only)

4. `C:\inetpub\wwwroot\TrafficSwappers\LinkClients\application.cfm`

Below is an example of what your setting for your `application.cfm` files would look like:

```
<CFAPPLICATION NAME="TrafficSwappers" SESSIONMANAGEMENT="YES"
sessiontimeout="#CreateTimeSpan(0,0,30,0)#">
  <cfparam Name = "Domain" Default = "http://www.YourWebsite.com">
  <cfparam Name = "MailServer" Default = "SMTP.MAILSERVER.COM">
  <cfparam Name = "DNS" Default = "TrafficSwappers">
  <cfparam Name = "Logo" Default = "images/trafficswappers.gif">
  <cfparam Name = "BackGround" Default = "">
  <cfparam Name = "bgcolor" Default = "###FFFFFF">
  <cfparam Name = "text" Default = "##000000">
  <cfparam Name = "link" Default = "##0000FF">
  <cfparam Name = "vlink" Default = "##2020B0">
  <cfparam Name = "alink" Default = "##FF0000">
```

Step Three

Next step is to set up the ODBC datasource in Cold Fusion Administrator. Look for:

`C:\inetpub\wwwroot\TrafficSwappers\dbFiles\TrafficSwappers.mdb`

Step Four

Included in the application files is a file called CodeToInsertInIndex.txt. Cut & Paste the code in that file into your index.cfm page. Below is the coding to be inserted. If your index page has an extension of htm or html please rename it now.

(Pro Only)

```
<cfquery name="Options" datasource="#DNS#" dbtype="ODBC">
    SELECT UniqueHits
    FROM Options
</cfquery>
<cfif #Options.UniqueHits# IS 1>
    <cfif IsDefined("URL.LID") AND #UserID# IS NOT #CFTOKEN#>
        <cfquery name="ClientHits" datasource="#DNS#" dbtype="ODBC">
            SELECT ReceivedCounter
            FROM LinkInfo
            WHERE LID = #URL.LID#
        </cfquery>
        <cfset Hits = #ClientHits.ReceivedCounter# + 1>
        <cfquery Name= "ResetCounters" DataSource= "#DNS#">
            UPDATE LinkInfo
            SET ReceivedCounter=#Variables.Hits#
            WHERE LID = #URL.LID#
        </cfquery>
    </cfif>
</cfif>
</cfif>
```

(FREE Version)

```
<cfquery name="ClientHits" datasource="#DNS#" dbtype="ODBC">
    SELECT ReceivedCounter
    FROM LinkInfo
    WHERE LID = #URL.LID#
</cfquery>
<cfset Hits = #ClientHits.ReceivedCounter# + 1>
<cfquery Name= "ResetCounters" DataSource= "#DNS#">
    UPDATE LinkInfo
    SET ReceivedCounter=#Variables.Hits#
    WHERE LID = #URL.LID#
</cfquery>
```

Step Five (Pro Only)

The final step is to set up two (2) scheduled events.

1. C:\inetpub\wwwroot\TrafficSwappers\VerifyLinks.cfm – This file should be scheduled in Cold Fusion Administrator to run every day, preferably during off peak times such as early morning hours. The purpose of this page is to check all the web sites that have added their links to your link page to make sure they have given you a reciprocal link in return. If your link does not appear on their web site, an email stating such will be automatically generated and sent to you. One for each web site that has not given you (or disabled) a reciprocal link.
2. C:\inetpub\wwwroot\TrafficSwappers\ResetHits.cfm – This file should also be scheduled to run daily. It will check if the hit counters are due to be reset according to the parameters that you have set up in *Options* (explained later in manual).

Once these two pages have been set up and scheduled, they will require no further attention. They will do their jobs without your intervention.

Let's Get Started

If you are working on your local system and you have Cold Fusion on your system, open LogonForm.cfm and view it in your browser, otherwise open it from your server.



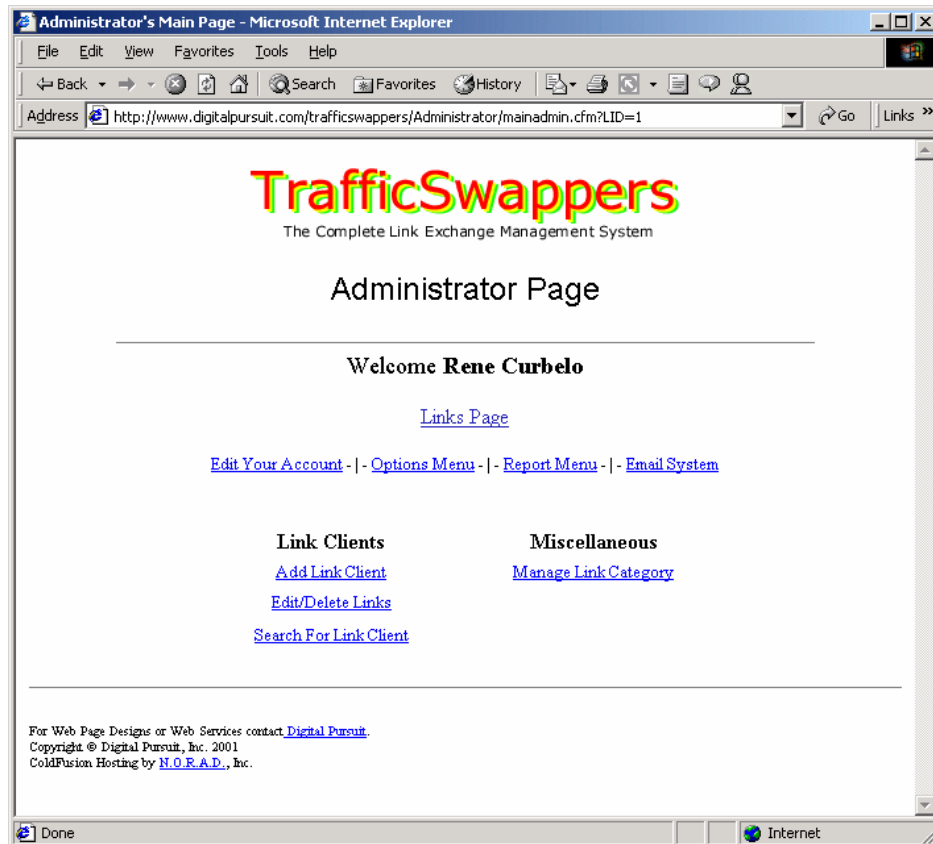
The default log on is:

User Name = user

Password = password

You may also access the Log On Form from the public links.cfm page.

Once you've logged on you will be taken to the Administrator's Main Menu. This page allows you to update your profile (change user name & password, etc.), View Reports, Add Link Client, Manage Categories, Use Email System, and Change Options.



1. **Links Page** – Takes you to your links page.

2. **Edit Your Account** – Allows you to modify your Name, Username, Password, Link Name, URL, Email and Description.

The screenshot shows a web browser window titled "Update Information For - Rene Curbelo - Microsoft Internet Explorer". The address bar shows the URL: <http://127.0.0.1/CFProjects/TrafficSwappers/Administrator/UpdateAdminForm.cfm?LID=1>. The page content includes the TrafficSwappers logo and the title "Administrator Update Form for Rene Curbelo". A note states: "Fields with the Red Ball are required, fields with the Green Ball are optional." The form fields are as follows:

- First Name: (Red Ball)
- Last Name: (Red Ball)
- Link Name: (Red Ball)
- Home Page URL: (Red Ball)
- Email Address: (Red Ball)
- User Name: (Red Ball)
- Password: (Red Ball)
- Description: (Green Ball)

3. **Options Menu (Pro Only)** – Is a where you will customize the application to function the way best suited for your needs.

The screenshot shows a web browser window titled "Options Menu - Microsoft Internet Explorer". The address bar shows the URL: <http://127.0.0.1/CFProjects/TrafficSwappers/Administrator/OptionsMenu.cfm?LID=1>. The page content includes the TrafficSwappers logo and the title "Links Options Form". The form contains the following options:

- Set Order Of Links:**
 - By Hits Received
 - Alphabetically By Link Name
- Reset Counter:**
 - Yes
 - No
- Reset Interval:**
 - Daily
 - Weekly
 - 30 Days
- Bold Text For Link:**
 - Yes
 - No
- Bold Text Received Hits Threshold:**
 - Greater Than 100
 - Greater Than 500
 - Greater Than 1,000
- Rollover Hits Above Threshold:**
 - Yes
 - No
- Type Of Hits Allowed:**
 - Only Unique Visitors Counted
 - Repeat Visitors Are Counted
- Allow Client To Login To View Statistics:**
 - Yes
 - No

- a) **Set Order Of Links** – Allows you to set the order of links appearing on your links page to either Alphabetical or in order of the hits that the web site(s) have sent you. The more hits you receive from a particular web site the higher it will appear (in that category) on your links page.
 - b) **Reset Counter** – If this option is set to ‘No’ then the text and Radio Buttons below will be faded gray and inactive. If you choose ‘Yes’ then the Hits counter for ALL Link Clients will automatically be reset to zero (0), after whichever interval you choose as your default (Daily, Weekly or 30 Days).
 - c) **Bold Text For Link** – If this option is set to ‘No’ then the text and Radio Buttons below will be faded gray and inactive. If set to ‘Yes’ then you may choose the threshold amount for the text on the Links page, for each Link Client, to appear in bold text. Your options are ‘Greater Than 100’, ‘Greater Than 500’ or ‘Greater Than 1,000’. This means that if you have it set for 100 and you receive 101 hits from that particular Link Client their link on your Links Page will appear in bold text. Just below that is your Option for ‘Rollover’. This means that you will rollover any hits above 100 to the next Interval for Counter Reset. You can over ride this option on the ‘Update Client Page’ which will be explained shortly.
 - d) **Type of Hits Allowed** – To prevent your Link Clients from artificially increasing their hits sent, by repeatedly clicking your link on their links page, you can set this option to ‘Only Unique Visitors Counted’. Only the first ‘click’ from any one user will be counted regardless of how many times they visit your web site.
 - e) **Allow Client To Login To View Statistics** – You may wish to disable the ability to allow your Link Clients to view their statistics. By switching this to ‘No’, they will not be sent a username and password to log on to their Client Main Menu page.
4. **Report Menu** – The Report Menu has two very useful reports available to you.
- a) **Traffic Hits Report** – Shows you a list of all Link Clients and the number of hits you received from them and the number of hits you have sent them. If you have set the Option to reset counter (***Pro Only***) then you will see a message stating last date of reset, number of days remaining to next reset, the threshold amount and whether the overage will rollover.

Traffic Swappers
The Complete Link Exchange Management System

Traffic Hits Report Page

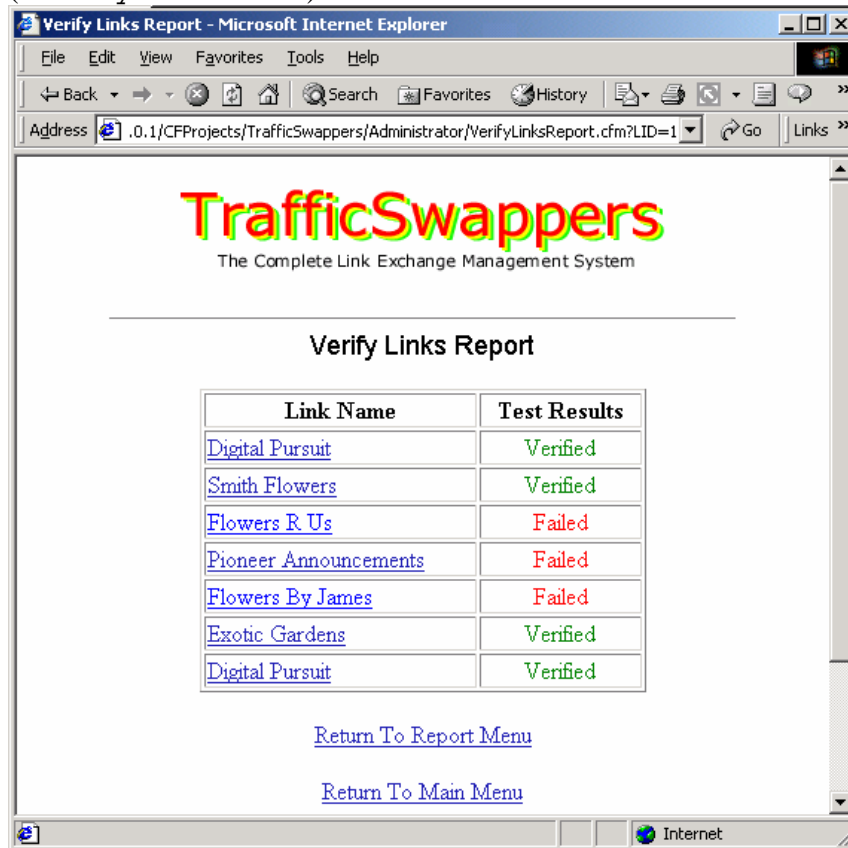
Sent and Received Hits were
Last Reset on April 1, 2001 and
will be Reset again in 20 Days

Any Hits above 100 will Rollover to next period.

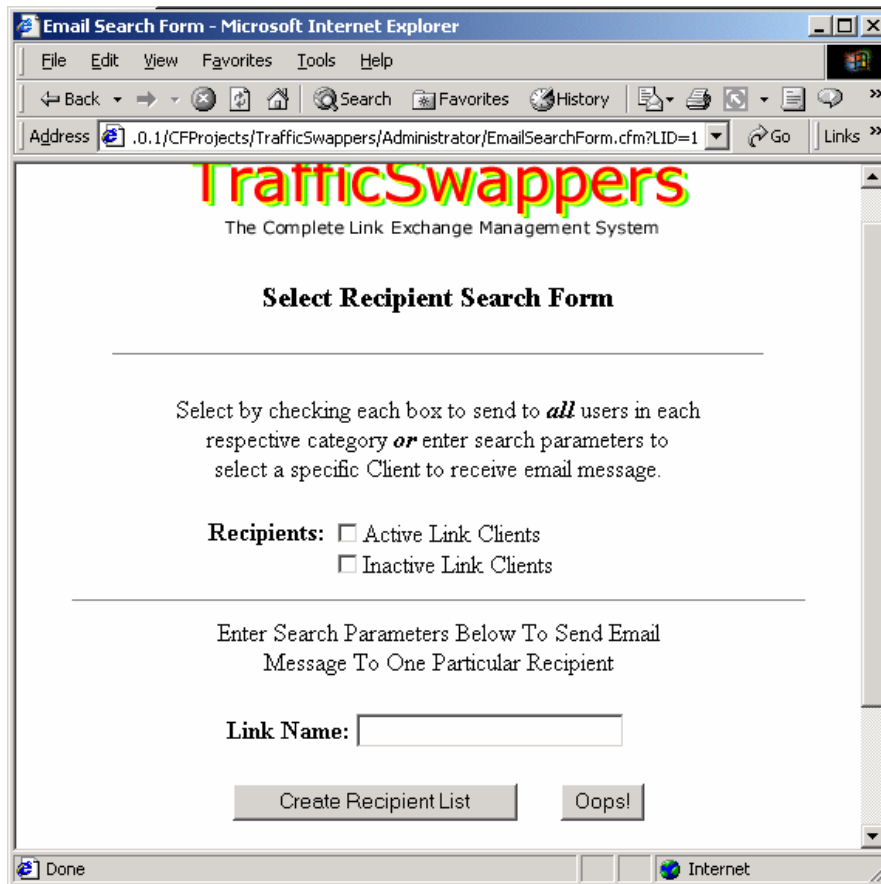
Client	Hits Received	Hits Sent
Smith Flowers	216	299
Flowers R Us	87	164
Pioneer Announcements	122	87
Flowers By James	78	436
Exotic Gardens	672	266
Digital Pursuit	589	578

- b) **Verify Links Report (*Pro* Only)** – This is an active up to the minute report that actually visits each of your Link Clients, Link Page where they have placed your link and confirms that it is still active. This report may take several minutes depending on your connection speed and the number of links that it must check. Each Link Name is a hyperlink going to your Link Clients web site so you may visit the page yourself to confirm if the test results returns a 'Failed'. This is basically the same function that is performed each night when the scheduled page that you set up in Cold Fusion Administrator's Scheduler

(VerifyLinks.cfm) is run.



5. **Email System (*Pro* Only)** – We have already touch on one aspect of our email system (above) that will automatically generate an email to you daily, for any failed link confirmations. Another aspect of our email system is that each time a user visits your links page they are given an opportunity to add their link to your links page. If you have the Option ‘Allow Client To Login To View Statistics’ activated, an email will automatically be sent to your new Link Client with a welcome message and their user name and password to log in to view their Link Client Main Menu and their statistics report (explained in detail later). When you first enter the Email System you will see the screen below. Here you will be able to send a broadcast email message to ALL Active Link Clients and/or ALL Inactive Link Clients. You may also do a search for a particular Link Client and send an email exclusively to them.



6. **Add Link Client** – In addition to allowing the user to add their own link information, you as the administrator also has the ability to add a Link Client. There is one major difference. When a Link Client adds their own link, you are sent an email notification and the Link Client’s status remains Inactive (they do not show up on your links page) until you manually switch their status to Active. The Link Client is also sent an email with their user name and password, as previously stated (if you have set ‘Allow Client To Login To View Statistics’), and the coding they need to insert into their Links Page to link back to your Web Site containing their ID coding to identify them. This allows you the opportunity to confirm that the Link Client has added the coding that was sent to them in the initial welcoming email and that you Verify Links Report shows them as ‘Verified’. When you, as the administrator, adds a Link Client their status is automatically set to Active. Here again they are sent an email with the link coding to insert and user name and password if you have set that Option. The input fields are self explanatory. You will notice that the Category field is a drop down list. This will be explained later but be assured that this is fully customized to your entries. The Link Page should be the location where your link appears on the Link Clients Web Site. The Home URL is where they wish visitor to hit when clicking on their link. The Description is a brief summary of who they are. This text is limited to 254 characters. If more than 254 characters are entered, the text will be

truncated and deleted.

Add Link Client Form

Fields with the Red Ball are required, fields with the Green Ball are optional.

First Name:

Last Name:

Link Name:

Category:

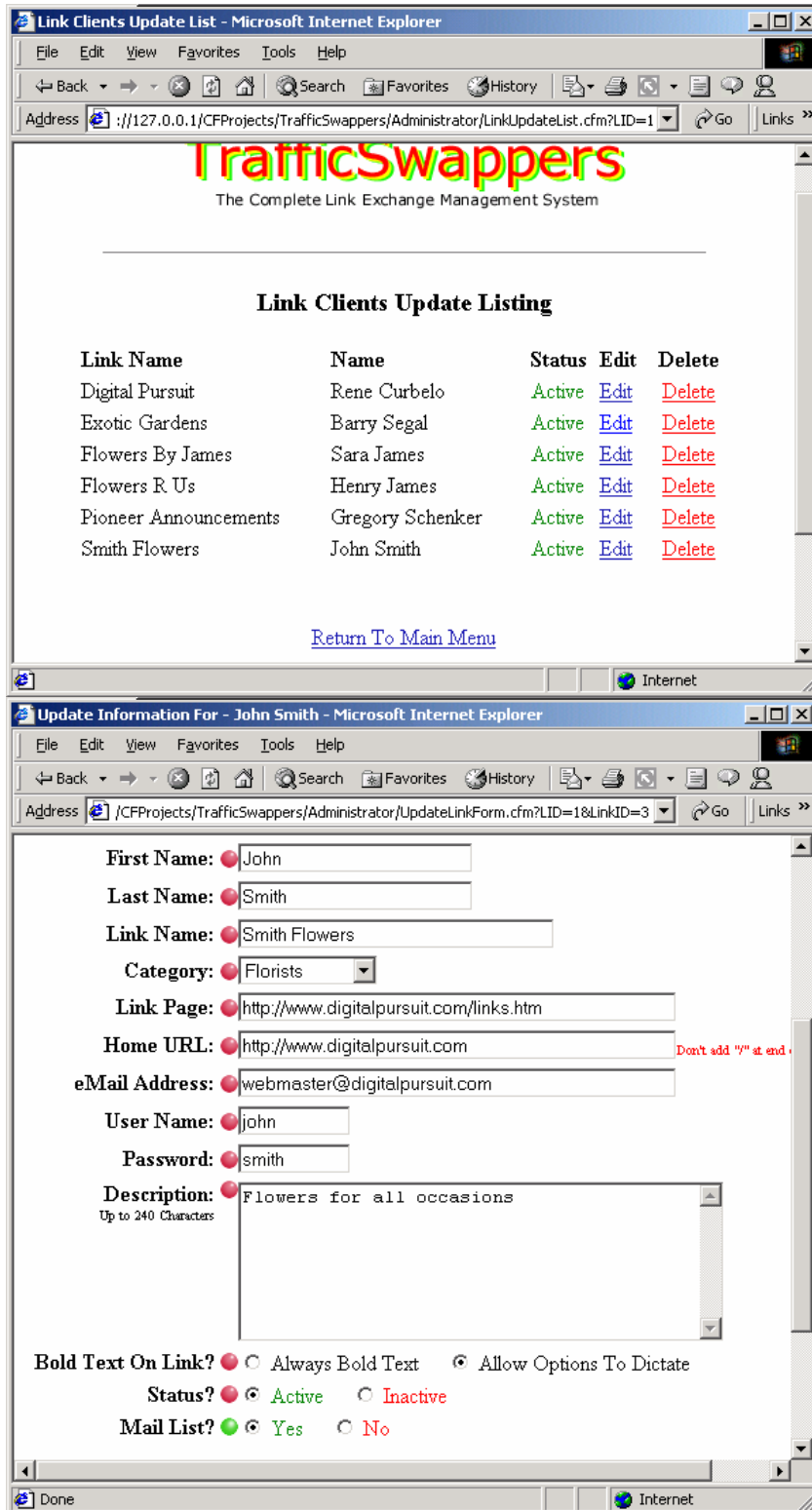
Link Page:

Home URL: Don't add "/" at end of URI

Email Address:

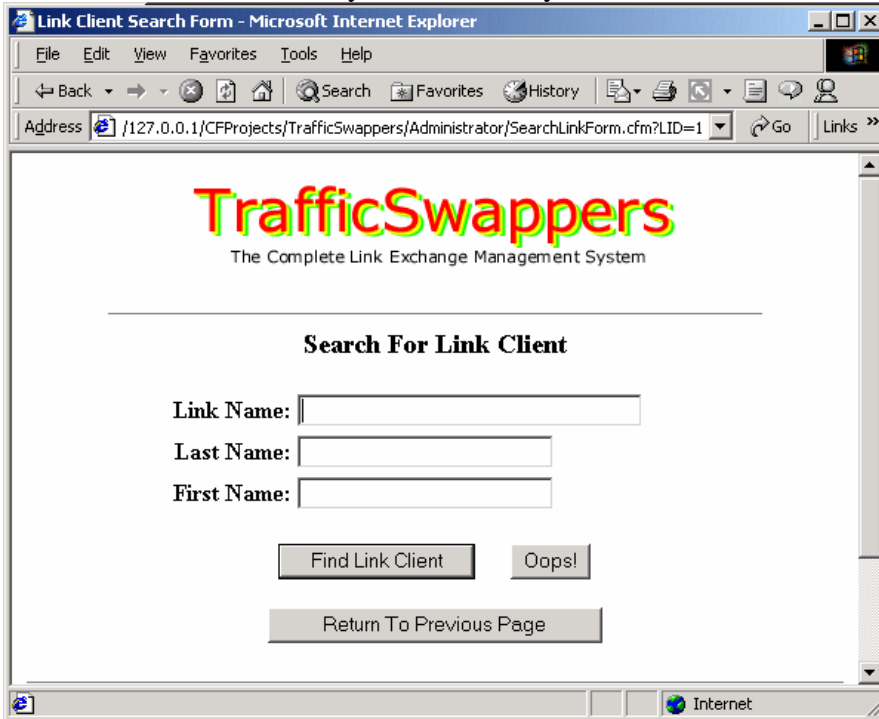
Description:

- Edit/Delete Form** – This form gives you, the administrator the ability to modify any field in the Link Clients record. In addition, you can make them Inactive, which will delete them from the Links Page but not from your database. You can also disable the Mail List checkbox which will exclude them from any mailing you do from the email system (whether they are Active or Inactive). And finally, you can set their Link Text to Bold, overriding the Option – Bold Text Threshold. This will make their text Bold regardless of how many hits they send you.

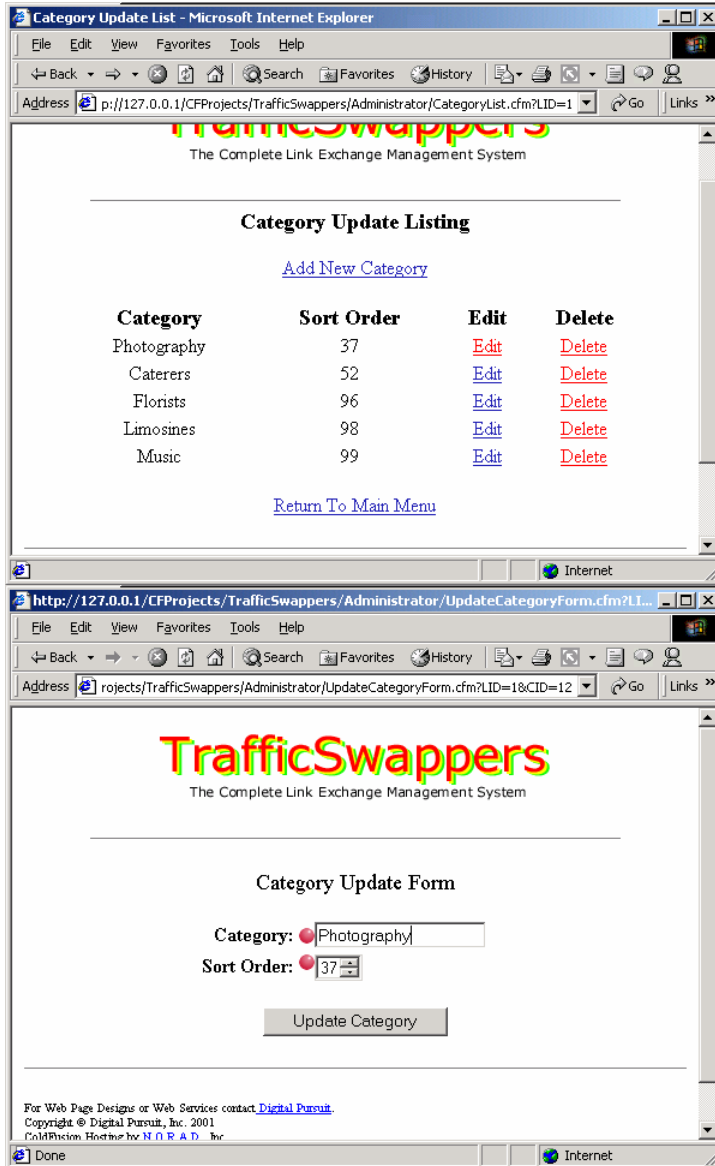


8. **Search For Link Client** – When you have many Link Clients it is much easier to find a particular Link Client by doing a search. You may enter a partial Link Name, Last Name, First Name or any combination. The more you enter the narrower the search results. If there is only one match on the search results you

will be taken to the Link Client Update Form, otherwise you will be take to a list of Link Clients that match you search entry data.

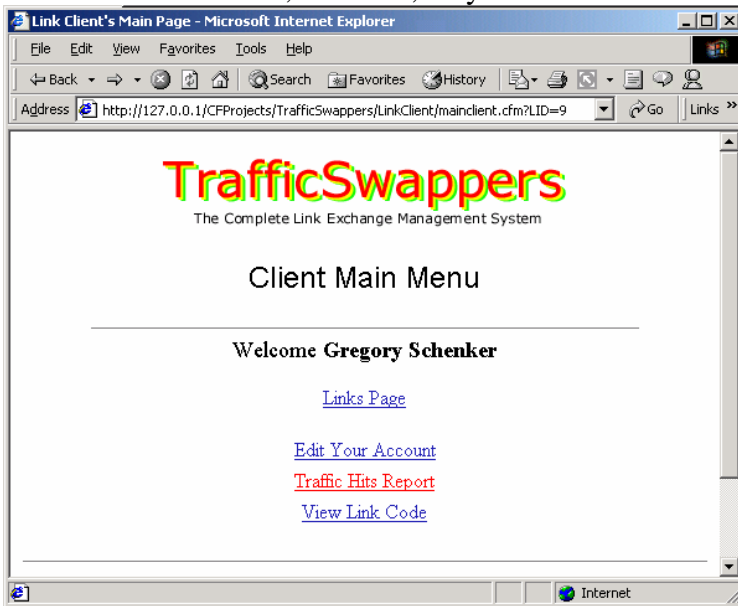


9. **Manage Link Category** – Here you will add your own personalized Categories for your Links Page. You can have as many Categories as you wish. If you do not set the Sort Order they will be listed in Alphabetical order. The Sort Order gives you the ability to Sort the Categories in ANY way you wish. The higher the Sort Order number the lower the Category will appear on your Links Page. Beware that if you choose to delete a category that is being used by Link Clients, the category will still appear on your Links Page, although it will no longer be a selection on the Category List or the Drop Down List on the Add Client or Update Client pages. To eliminate the Category from showing on the Links Page you must change each individual Link Client in that Category to a different Active Category.



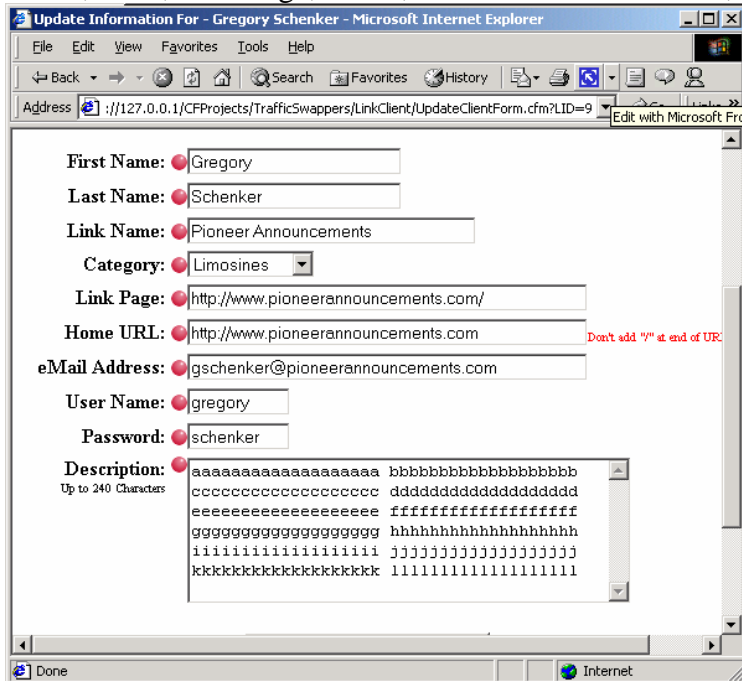
Client Section

When you allow Clients to view their statistics they will access the same logon page that the administrator uses, however, they will be taken to the Client Main Menu.



There are much fewer choices on the Client Main Menu.

1. **Links Page** – Takes you back to your Links Page.
2. **Edit Your Account** – Allows the Client to modify their own profile such as Link Name, URL, Link Page, Email, User Name & Password, Description, etc.



Update Information For - Gregory Schenker - Microsoft Internet Explorer

Address: http://127.0.0.1/CFProjects/TrafficSwappers/LinkClient/UpdateClientForm.cfm?LID=9

First Name:

Last Name:

Link Name:

Category:

Link Page:

Home URL: Don't add "/" at end of UR

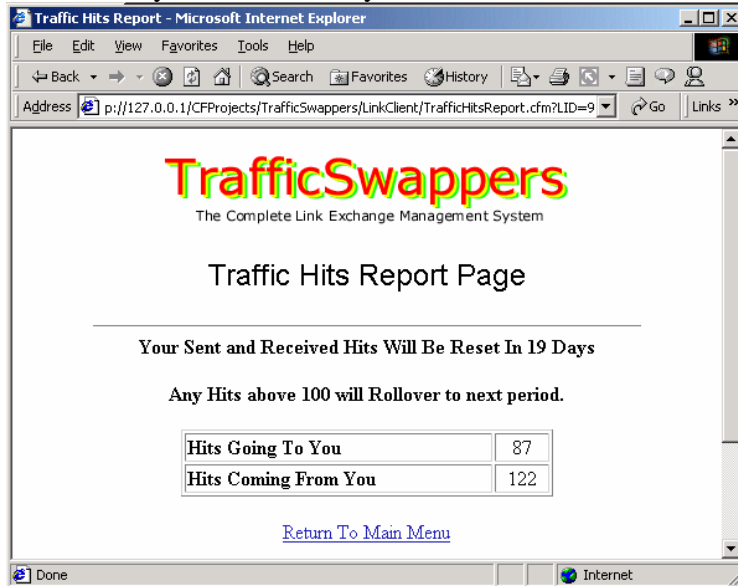
eMail Address:

User Name:

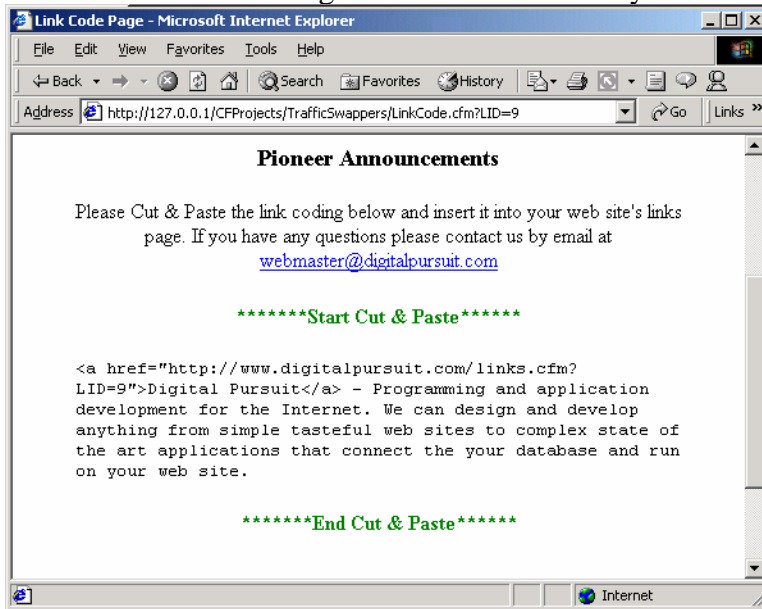
Password:

Description:

3. **Traffic Hits Report** – Allows Client to view their statistics of hits they sent you and hits they received from you.



4. **View Link Code** – Allows the Client to view the code which they can Cut & Paste into their Links Page that will link back to your web site and identify them.



You now have all the information necessary to create a powerful and effective Links Page. We are available to answer any specific questions you may have regarding the installation and operation of *TrafficSwappers*. Just call our office during regular business hours (Eastern Time Zone) and we will be glad to assist you in any way we can. You may also send us emails regarding any installation or operations issues you may have, and we welcome an suggestions you may have for additional feature or enhancements to *TrafficSwappers*.