



# Quick Start Guide



Internet Address: <http://www.linktolink.com>

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**Boundaries Unlimited, Inc. proudly presents --**



**the easy way to manage your reciprocal websites links!**

***LinKtoLinK* provides a total solution to managing reciprocal website links. It helps you:**

- ✓ Make offers through its standardized e-mail service;
- ✓ Organize the status of each link through its simple filing structure; and
- ✓ Check the presence of each implemented link through its automatic link tester.

It comes in two versions.

- ✓ The **free unregistered version** provides basic services to manage an unlimited number of reciprocal links for one website.
- ✓ Registering ***LinKtoLinK*** turns it into a **Pro version**. ***LinKtoLinK Pro*** enables you to manage an unlimited number of websites and corresponding links and has many additional productivity features geared to the professional.

**Both are loaded with features:**

- ✓ **Intuitive main screen.** Website and corresponding link information is presented in split panes similar to Windows Explorer. Plus it has a third pane at the bottom to display e-mail and link testing activity.
- ✓ Makes it **easy to keep track** of your reciprocal links.
  - Organizes reciprocal links to each of your websites into **6 status categories**:
    - ◇ **Offer** (making an offer or waiting for a response);
    - ◇ **In-Process** (offer accepted, but links not yet implemented);
    - ◇ **Active** (agreed-to links are present when tested);
    - ◇ **Broken** (one or more agreed-to links are no longer present or there is some other problem such as the server for website is not responding);
    - ◇ **Inactive** (link is no longer active); and
    - ◇ **Declined** (offer was refused).
  - Provides **tabs** so you can easily view those links having a particular status.

- **Tests each specified link.** (You must have an active Internet account and be using Internet Explorer 4.0+, Netscape 4.0+, or AOL Browser 4.0+ as your default browser.) Based on the test rules selected in your site's properties, *LinKtoLinK* will test:
    - ◊ Your link on someone else's link page;
    - ◊ Your image, such as a banner or icon, on someone else's link page;
    - ◊ The reciprocal link on your site's link page; and
    - ◊ The reciprocal image, such as a banner or an icon, on your link page.
  - **Automatically changes link status** based on test results:
    - ◊ Moves a link to "Broken" if an agreed-to link is not found or there is no server response from a website.
    - ◊ Moves broken links back to "Active" if the agreed-to links are later found.
  - Has **easy-to-interpret icons** on the main screen so you can quickly determine a link's status and its test results.
- ✓ **Versatile E-Mail Service.**
- Select and send **8 different e-mail messages** (7 pre-defined and 1 user-defined). This set of messages can be different for each of your websites.
  - Change messages to meet your special needs by using the **e-mail template editor**. 18 tag fields are available to insert information from your *LinKtoLinK* site and link properties so that you can make each message as personalized as possible.
  - Proof each template with a **built-in spell checker**.
  - **Attach a file** to any e-mail template. Great for including an image file with your correspondence.
  - **Preview e-mail messages** for completeness before sending them.
  - **Receive blind carbon copies** (bcc:'s) of the e-mails you send (optional).
  - You must have an active SMTP Internet e-mail account to send e-mail messages. Note that America On Line (AOL) has a proprietary network which may not permit you to send e-mails using *LinKtoLinK*. With AOL you may have to cut and paste messages from the e-mail template screen then manually edit and use AOL's e-mail service.
- ✓ **Results log and site report.**
- Watch e-mail and test activity on the Results Log pane of the main screen in real-time. Print, save, or delete the log as desired.
  - Use site report for reference purposes.
- ✓ **Backup services.** Maintain a backup database on any available drive including floppies and zip disks. Protect against data losses from a power outage while working in *LinKtoLinK* or against other unforeseen catastrophes!

- ✓ **Utilities** to repair and compact the *LinKtoLinK* database.
- ✓ Extensive Training and Help Services.
  - Numerous **Tips** available at startup to introduce *LinKtoLinK* features and to give productivity suggestions.
  - Over 80 topics in the on-line, context-sensitive **Help System** including a tutorial, a visual glossary, and frequently asked questions.
- ✓ As a **32-bit application**, *LinKtoLinK* runs on Windows 95b and 98 and on Windows NT Version 4 (service pack 3 or higher).
- ✓ **Available by download** from [www.linktolink.com](http://www.linktolink.com) and from numerous shareware websites.

***LinKtoLinK Pro* has all of the *LinKtoLinK* features, plus:**

- ✓ Manage an **unlimited number of websites**, instead of just 1!
- ✓ Assign **categories to your reciprocal links** to better organize them. You can even maintain different categories for each of your sites!
- ✓ Use the **import service** to harvest links at a specified URL.
- ✓ Use the **export service** to generate a categorized links page in html from your active reciprocal link list. (It even includes an option to generate a temporary link page containing only links not previously exported so you can easily cut and paste them into an existing link page.)
- ✓ Change the titles of any of the 7 standard e-mail templates, enabling you to have **8 user-defined messages** instead of 1!
- ✓ **Include special instructions and HTML code** stored in the *LinKtoLinK* database when you e-mail your fellow webmasters.
- ✓ **View the page where a selected reciprocal link resides.** *LinKtoLinK* can automatically launch your default Internet browser to the specified address.
- ✓ **Customize Link List** on the main screen with 6 additional column fields. Change column order and which fields are displayed.
- ✓ **Technical Support.** (No support is provided on the free unregistered version.)



As you can see from the above, *LinKtoLinK* offers many powerful features to save you time and increase your webmaster productivity. **We do, however, expect you to follow proper Internet etiquette in its use.**

## Installation

### From Download

Download the selected program into your designated directory. Using Windows Explorer, double click on the downloaded program. Follow the instructions provided in the setup program to install *LinKtoLinK*. Its files will be copied to C:\Program Files\LinKtoLinK unless you specify a different directory. The setup program concludes by creating a "LinKtoLinK" program group and placing icons in the program group to access *LinKtoLinK*, our website, and the help system.

### From CD-ROM

Insert the Boundaries Unlimited CD-ROM in your CD drive. The installation browser should automatically launch itself. If it does not, click on the Start button in Windows desktop and then select "Run" in the Start menu. Type "d:\setup" in the dialog box as shown below; then click the OK button and follow the instructions presented to you.



(The above assumes that drive D: is your CD-ROM drive. If it is not, type the correct drive letter, accordingly.)

Once loaded, follow the instructions provided in the multimedia CD browser to install *LinKtoLinK*. Its files will be copied to C:\Program Files\LinKtoLinK unless you specify a different directory. The setup program concludes by creating a "LinKtoLinK" program group and placing icons in the program group to access *LinKtoLinK*, our website, and the help system.

### First Time In

The first time you run *LinKtoLinK* you will be taken to a Trial Screen. From here, click the **OK-button** to begin your 15-day free evaluation (*LinKtoLinK* only) or click the **Register-button** to enter your name and registration code (*LinKtoLinK* and *LinKtoLinK Pro*).



Go to the "How To Register" chapter for more information on the registration process.


### Uninstall

You can uninstall *LinKtoLinK* from the "Add/Remove Programs" service in your Windows Control Panel.

## Quick Start



### Here's how we suggest you start:

- ✓ The first time you run *LinKtoLinK* you will be taken to a Welcome help screen. When you close the Help System, you will be presented with your first training tip and then taken to the *LinKtoLinK* main screen.
- ✓ Look around the main screen which is the control center for *LinKtoLinK*. Notice that it is organized similar to Windows Explorer with split panes. Look at the sample information in these panes to see how the lists are organized.
- ✓ The left pane maintains your website information (aptly called "My Sites"). My Sites list works like the directory tree in Windows Explorer -- as you highlight different sites, the right pane displays different information. The right pane maintains the Reciprocal Links list for your highlighted site. Notice that it is organized with tabs.
- ✓ Double click on the entry in My Sites list to see the properties associated with each of your sites. Then double click on an entry in Reciprocal Links list to see its properties.
- ✓ Click on the  button that appears below the menu bar to receive an orientation on how to organize your link information, to preview and send e-mails, and to test links.
- ✓ To quit *LinKtoLinK*, just click on  in the title bar or on "File" and then "Exit" in the menu bar .


 We suggest that you do not delete the sample "My Site" and its associated links until you have *LinKtoLinK* fully functioning with your data. Use the sample sites and links with the tutorial where it is transformed into your first site! The sample site and links are great as format examples and for initial e-mail and link testing.


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### For those who need a refresher on Windows and Help System navigation:

- ✓ The Help Service contains many hypertext links. They come in two forms: green text with either solid or dotted underlines. Click on the solid underlines and you will be taken to a new screen of related information. Click on dotted underlines and you will receive a pop-up containing additional information. Click on it a second time to close the pop-up.
- ✓ Those of you familiar with Windows programs will be right at home with the way *LinKtoLinK* uses your mouse and keyboard. Those with a DOS orientation should remember that the TAB key is used to move from one screen element to another, not the Enter key. The visual glossary shows the many Windows controls used in *LinKtoLinK*.
- ✓ Pressing the F1 key or clicking on "Help" and then "Contents" in the menu bar of the main screen takes you to the Help Table of Contents.
- ✓ Clicking  in the main screen or  in other screens takes you to context-sensitive

help information.

- ✓ Keep your eyes out for the  symbol in the Help Service. It offers special suggestions and tips.

- ✓ To exit help, click on the  button that appears below the menu bar of each help screen.



## Tutorial

**This tutorial will walk you through many of the *LinKtoLinK* features and give you the opportunity to e-mail sample offers and to test sample reciprocal links. Progressively, you will change the sample "My Sites" entry in My Sites list into one of your own websites to get you going!**

*LinKtoLinK* provides a total solution to managing reciprocal website links. It helps you: make offers through its standardized e-mail service; organize the status of each link through its simple filing structure; and check the presence of each implemented link through its automatic link tester. We expect you to follow proper Internet etiquette in its use.

We also assume that you have not changed the sample information contained in the *LinKtoLinK* database.

**The tutorial is organized into the following steps:**

- 1. Main screen**
- 2. Reciprocal Links list organization**
- 3. Site Properties tour**
- 4. Link Properties tour**
- 5. Program Options tour**
- 6. E-Mail Template tour**
- 7. Preview E-mail service**
- 8. Send E-mail service**
- 9. Test Links service**
- 10. Suggested strategy for putting in your information into *LinKtoLinK***

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### 1. Main screen

We'll start from the main screen, the control center for *LinKtoLinK*. Notice that it is organized similar to Windows Explorer with split panes. Look at the sample information in these panes to see how the lists are organized.







The left pane maintains your website information (aptly called "My Sites"). My Sites list works like the directory tree in Windows Explorer -- as you highlight different sites, the right pane displays different information. Notice that the main screen also has a Results Log pane at the bottom to provide real-time status of e-mail processing and link testing.



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### 2. Reciprocal Links list organization


The right pane of the main screen maintains the Reciprocal Links list associated with your highlighted site. This list has columns of information to give you a quick summary of each link. Notice how it is organized with tabs. These tabs enable you to organize links into the following categories:

- **All** -- All links associated with the site highlighted in My Sites, irrespective of status.


-  Offer -- **Offer** (making an offer or waiting for a response);
-  In-Process -- **In-Process** (offer accepted, but links not yet implemented);
-  Active -- **Active** (agreed-to links are present when tested);
-  Broken -- **Broken** (*LinKtoLinK* testing reveals that one or more links are no longer present or that the server for that website is not responding);
-  Inactive -- **Inactive** (link is no longer active); and
-  Declined -- **Declined** (offer was refused).

Click on the  In-Process tab and notice that the sample link entries disappear. Next press the  Offer tab and see them reappear. This is because the active tab displays only the links corresponding to its status. Now click the **All** tab and all links associated with the highlighted site appear, irrespective of status.

Notice that the Inactive and Declined categories are presently without tabs. Remove the check in the "Hide Inactive & Declined Tabs" check box and notice that these tabs appear. From the **All** tab you can see an additional link, LinKtoLinK. It was in an inactive status so it did not appear until the Inactive and Declined tabs were displayed.

Highlight the LinKtoLinK entry and press the  Change Status button at the bottom of the Link list. A pick list appears. Double click on "Declined" to change the status of the LinKtoLinK entry. Notice that the Status column now shows a down thumb icon for LinKtoLinK. Now click on the "Hide Inactive & Declined Tabs" check box to again remove those links with an Inactive or Declined status.

### 3. Site Properties tour

Now turn your attention back to My Sites list. *LinKtoLinK* maintains key information about your websites in order to make informed reciprocal link offers and to test for the presence of agreed-to links. You can get to these properties by clicking on  at the bottom of Sites pane or by double clicking on the desired site entry itself. Perform either of these operations now to see the properties that belong to "My Site."

In the first tab, called "General Info," notice the rich set of information that is present. Much of it can automatically be included in your e-mail messages via field tags that serve as placeholders for these data fields in the e-mail templates which you can customize. Notice which fields have **red titles**. They are mandatory properties which each site must have.





To minimize repetitious data entry, over half of the information in this tab can be defined as default information in the "Program Defaults" tab of Program Options and thus automatically transferred when a new site is created.

Now click on the "E-Mail Assignments" tab. Here can assign custom e-mail templates for messages sent representing this site. Initially the 8 available messages are assigned to the default template for each of these message types, but in the e-mail template service you can change existing templates and create new ones.

Now click on the "HTML/Instructions" tab (*LinKtoLinK Pro* only). Here you can share HTML code and special instructions with fellow webmasters in your e-mails through field tags that correspond to these fields.




Notice the  **Prev** and  **Next** buttons at the right top corner of the properties screen. These buttons can take you to the properties of other sites in My Sites list.

Press the **Cancel** button to return to the main screen.

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#### 4. Link Properties tour

*LinKtoLinK* maintains key information about the reciprocal links associated with each of your websites in order to make informed reciprocal link offers and to test for the



presence of agreed-to links. You can get to these properties by clicking on  at the bottom of Links pane or by double clicking on the desired link entry itself. Perform either of these operations now to see the properties that belong to "Reciprocal Website."

In the first tab, called "General," notice the rich set of information that is present. Much of it can automatically be included in your e-mail messages via field tags that serve as placeholders for these data fields in the e-mail templates which you can customize. Notice which fields have **red** titles. They are mandatory properties which each reciprocal link must have.

Notice that the bottom of this tab contains Test Result information and the date of the successful link test (if any). This is where you can find the details about any failures that might have occurred the last time a link test was run and be reminded of the last time the links worker correctly.

Now click on the "Comments/Instructions" tab. Here is where you can put special comments about your interactions with this site's webmaster. These notes can serve as journal entries for any purpose you choose. A  appears in the Note column of the Reciprocal Link List whenever you have made an entry here.




Notice the  **Prev** and  **Next** buttons at the right top corner of the properties screen. These buttons can take you to the properties of other links in Reciprocal Links list.

Press the **Cancel** button to return to the main screen.

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## 5. Program Options tour

The Program Options service enables you to tailor the many LinKtoLinK options to meet your needs. Click on the  button in the toolbar to go there now.

In the first tab, called "General," notice the variety of options you can select. Review them and pick those that fit your needs.

Now click on the "Program Defaults" tab. Here is where you enter the e-mail settings and server settings that are typically common across all of your websites. Information placed here is automatically entered into the properties of any new site that you create.


Now click on the "Message Types" tab (*LinKtoLinK Pro* only). Here is where you can assign new message titles. This makes it possible for you to create 8 unique message types for use with webmasters of reciprocal sites.

Press the **Cancel** button to return to the main screen.

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## 6. E-Mail Template tour


The E-mail Templates service enables you to create as many templates as you want for each of the 8 e-mail message types. In fact, you can create a special template for every one of your websites if you wish.

Click on the  button in the toolbar to go there now.

On entering the E-mail Template service, the Template Type list box drops down for your selection. This is so that LinKtoLinK knows immediately the type of template you want to create or modify. Select "Initial Offer" as the template type and then "Default" for the Template Name.

Study the structure of this template. It has been made generic to fit a broad range of users. Notice the use of field tags, such as <<MySiteName>>. In this case, <<MySiteName>> will be replaced by the site title given in its site properties.

Edit the text appropriately more correctly fits your default needs. Notice that you can insert additional field tags using the  Insert Field Tag button. Press  in the toolbar when you want to save your changes. (Alternately, you can press  and save the template with a different name.)

Notice that you can even attach files using the  Attach File button. This could be useful in later e-mails for providing a graphic image.

Select the other template types and modify their default template in a similar manner.

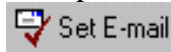
Press the **Cancel** button to return to the main screen.

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## 7. Preview E-mail service

The Preview E-mail service enables you to review each message that is tagged for e-mailing so that you can be confident that exactly what you want will be sent.

We will start by assigning e-mail messages to the two sample links. Highlight "Reciprocal Website" in the Reciprocal Links list on the main screen and press



. When the pick list appears, select "Initial Offer."

Highlight "Bad Link Example" and repeat the above operation to assign an "Initial Offer" message to it.



Now click on the button in the toolbar to begin the previewing the e-mails. Notice that the message to be sent to "Reciprocal Website" no longer has any field tags; they all have been replaced with data in the site and link properties.

Click the **OK-button** to accept the e-mail message as is. Note that the message is not sent; its checkmark ✓ just remains in place in the Reciprocal Link list.

The "Bad Link Example" message is now previewed. In this case, press the **Do Not Send-button**. In this case, the checkmark will be changed to a flag 🚩 and will not be sent when the Send E-mail service is requested.

Continue previewing messages until you are back to the main screen.



The preview service will cycle through all e-mails that have a ✓ or a 🚩 in the E-mail column in any of your sites, not just the currently highlighted one!

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## 8. Send E-mail service

The Send E-mail service connects you to your SMTP Internet e-mail account as specified in site properties and sends the assigned message for those reciprocal links with a checkmark ✓ in the E-mail column. The checked reciprocal links may be from any of your sites -- it does not have to be the currently highlighted one!



You must have an active SMTP Internet e-mail account to send e-mail messages. (SMTP means a Simple Mail Transfer Protocol.) Note that America On Line (AOL) has a proprietary network which may not permit you to send e-mails using *LinKtoLinK*. With AOL you may have to cut and paste messages from the e-mail template screen then manually edit and use AOL's e-mail service.


Before we can start this example you need to change e-mail address and server information. Highlight "My Site" and double click on it to bring up its properties screen. Put in your precise address in the E-Mail Address text box. Also change the Webmaster, E-mail Sender, and E-Mail Signature fields so that it fits you.

Now put the name of your Internet SMTP e-mail server in the Host field. Contact your Internet Service Provider if you do not know what it is. Typically it will be the

text following the "@" symbol in your Internet address. Finally, click the **OK-button** to return to the main screen.

We also need to change the reciprocal link information so that you can receive the message yourself as a test. Highlight "Reciprocal Website" in the link list and double click on it to bring up its properties. Put in your address in the E-Mail Address text box just as you previously did in "My Site" properties. Finally, click the **OK-button** to return to the main screen.

The "Reciprocal Website" should have a checkmark  in its E-mail column from Step 7 of this tutorial; if not, put one there using the  Set E-mail button.

Now click on the  button in the toolbar to begin sending your e-mail. If you are not already connected to the Internet, *LinKtoLinK* will attempt to connect you using your Windows Internet dial-up capability in order to send your sample e-mail. (If for some reason this fails, try connecting into the Internet manually and repeat the send e-mail command.) Check the progress being made to send your message on the Results Log of the main screen.

Once your message has been sent, take a look at the Reciprocal Links list. There is no longer a checkmark in the E-mail column of "Reciprocal Website" and its Offers column now shows a "1" (or one number greater than before if you have previously sent offers to this reciprocal site).


Now use your regular e-mail service and see if you got the sample *LinKtoLinK* message. If you did, congratulations, you now can be assured that your *LinKtoLinK* e-mails will be properly sent to those you specify in link properties. If you did not receive the e-mail message, double check the e-mail addresses and SMTP host name you inserted in the site and link properties -- make the appropriate changes and try again.

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## 9. Test Links service

This service tests the link information as specified in the site and link properties. The tests will include, if available:

- Your link on someone else's link page;
- Your image, such as a banner or icon, on someone else's link page;
- The reciprocal link on your link page; and
- The reciprocal image, such a banner or an icon, on your link page.

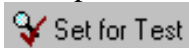
These tests will be performed on those reciprocal links with a checkmark  in the Test column. The checked reciprocal links may be from any of your sites -- it does not have to be the currently highlighted one!

You must have an active Internet account and be using Internet Explorer 4.0+, Netscape 4.0+, or AOL Browser 4.0+ as your default browser. (Contrary to the e-mail situation, the Test Links service works fine on AOL using their version 4.0 browser.)

The sample data includes appropriate link information so we can perform actual link tests. Highlight "My Site" and double click on it to bring up its properties screen. Notice the entries in the Home Page URL, the Link Page URL, and the Image File Name text boxes. Press the **Cancel-button** to exit back to the main screen.


Now highlight "Reciprocal Website" in the link list and double click on it to bring up its properties. Notice its Home Page URL, Link Page URL, and Image File Name entries as well. These three fields of information from site properties and from link properties tell where the links will be tested (the specified link pages); what links will be tested (the specified home pages); and what images will be tested (the specified image files). Press the **Cancel-button** to exit back to the main screen.

To start the process, you first need to identify which links to test. Highlight "Reciprocal Website" in the Reciprocal Links list on the main screen and press





. This causes a checkmark ✓ to be placed in the Test column of "Reciprocal Website." Repeat this same process so that "Bad Link Example" also has a checkmark in the same place.




If you wanted to check entire groups of links having the same status, you could press the  **Set Multiple Tests** button.



Now click on the button in the toolbar to begin link testing. If you are not already connected to the Internet, *LinKtoLinK* will attempt to connect you using your Windows Internet dial-up capability. (If for some reason this fails, try connecting into the Internet manually and repeat the test.) Check the progress being made to send your message on the Results Log of the main screen.

Once the tests are complete, take a look at the Reciprocal Links list. There should no longer a checkmark in the Test column of "Reciprocal Website" and of "Bad Link Example." In addition, "Reciprocal Website" should now have a  icon in its Status column and a  icon in its Results column. These indicators tells you that its specified links were successfully found in the last link test and consequently *LinKtoLinK* automatically moved it to active link status.

Similarly, "Bad Link Example" has a  icon in its Results column, signifying that it failed the last link test. Double click on "Bad Link Example" and see under Test Results the precise link failures. (If this link were already in an active status, *LinKtoLinK* would also have moved it to broken link status.)

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## 10. Suggested strategy for putting in your information into *LinKtoLinK*






We recommend that you transform "My Site" into your first website if you were successful in sending e-mails in step 8. Highlight "My Site" and right click on it. In the menu that drops down, select "rename" and change the name of this site to your website name. Now double click on it and put your property information in the text boxes.

You can also transform the sample reciprocal links by double clicking on them and putting appropriate information in their properties screen.

Now enter appropriate site property information in the Program Options "Program Defaults" tab. Put only that information which will generally stay the same for each site you add. This information will automatically be transferred each time to your new sites -- this can be a great time saver!

Add a new site using the  button and complete its property information. Then add any existing reciprocal links using the  button. Change the status on these existing links to "Active." As necessary, change the e-mail templates to fit the circumstances of this site.

Repeat the previous step until each of your sites has been added.

Now begin researching other websites that you would like to mutually link to and add them accordingly to the link list, keeping them in the default  Offer status. As you get responses to your e-mails, use the  Change Status button at the bottom of the Reciprocal Links list to move them to their new status; typically,  In-Process ,  Active , or  Declined .



Use the Link Harvest Wizard to capture link information and add new entries to your reciprocal link lists. This is a good way to put your existing link page information into *LinKtoLinK*! (Only available in *LinKtoLinK Pro.*)



Use the Export Links service to create your first categorized link page and to later update it by cutting and pasting the HTML code of the new links using a HTML editor. (Only available in *LinKtoLinK Pro.*)



## How to Register

The Registration Screen dialog appears whenever "Register Pro" is pressed on the menu bar of the main screen. It enables you to upgrade your free unregistered version to take full advantage of the LinKtoLinK Pro features.



### Follow the steps below to register:

1. Press the button titled: "Click here to receive your registration code." The screen that comes up provides specific information on how to receive your registration code over the Internet or by telephone.
2. Once you have your registration code, re-enter this dialog.
3. Enter your name and registration number in the text boxes provided.
4. Press the **OK** button.

**Congratulations! You should now be a registered *LinKtoLinK Pro* user!**

## Finding Appropriate Websites for Link Sharing

Here are some tips to help you find appropriate websites for link sharing.

- ✓ **Treat your link page as important real estate** which should be attractive to web visitors and to fellow webmasters as well. Will webmasters be interested in exchanging links if your "Cool Links" page (or "Related Links page) is disorganized and filled with a potpourri of links that make no sense? Make your link page attractive and well-organized with easy access throughout your website. A paraphrase of the golden rule as applies very well here: **Make your link page as interesting, as attractive, and as organized as you would want the reciprocal link page to be for your link!**
- ✓ **Thoroughly research each candidate** reciprocal website. Typically keep the number of links on a link page to a maximum of 50 to 100. Will this candidate fit well within these numbers? Check each candidate site for evidence of freshness (recent updates etc.) and graphic quality -- you want to associate yourself with quality links where visitors are motivated to return time and time again.
- ✓ **Associate your site with sites that draw similar visitors.** Do not waste your precious link page space on sites that are unlikely to be interested in your product, service, or message.
- ✓ **Use Search Engines to find reciprocal link candidates.** Look at the links that come up when you enter keywords related to your website.
- ✓ **Check out sites in Yahoo.com's hierarchical listings** that relate to your site. Start at Yahoo's home page and walk down its various category paths looking for topics and themes that would attract your kind of visitors.
- ✓ **Check out the link pages of candidate sites for other candidates.** Capitalize on the research already accomplished by like-minded fellow webmasters!
- ✓ **Check out the link pages of competitor sites for other candidates.** Why not use the hard work of your competitors to your advantage?
- ✓ **Offer to exchange graphic links.** For high quality sites, suggest the exchanging of banners or graphic buttons on your link pages to motivate visitors to come to your site over others.
- ✓ **Continue promoting your site** via search engine submissions, formal banner exchange programs, and news group discussions. The more traffic you have, the more fellow webmasters will want to exchange links!