

**Server
Applications**

Active Search Engine

Myrasoft

Active Search Engine v. 3.1.3 Manual

Application Guide

MYRASOFT® ACTIVE SEARCH ENGINE®

Application Guide



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Introduction

Powerful and easy to use.

Congratulations for purchasing **Active Search Engine®!** Active Search Engine is a feature rich web server application that allows you to easily build a Yahoo style web directory on your web site. Its powerful features let you build from a small targeted audience thematic directory with a few hundred links to a fully commercial general audience directory with millions of listings with amazing fast searching and browsing capabilities.

Active Search Engine is fully customizable and you can set it up as a completely automatic search engine with no need for administrative intervention or as a manual directory where the administrator has complete control for link and rating approval.

It features an easy to use, yet very powerful user interface which includes a good looking and appealing interactive web site that will keep your visitors coming back. It allows directory users to interact in real time with the engine by adding and voting websites, doing powerful searches and keep on coming back to the automatically updated Top Links or Active Channels sections. Active Search Engine has a built-in advertising system which allows you to sell advertising including banners, top featured listings and keyword rankings and start generating revenue from your search engine.

Its powerful administrative features allow you to fully customize the look and feel of the user interface, including activating and deactivating menus or features, changing fonts or colors and even translating to any language all Active Search Engine text!

Active Search Engine has many powerful features that you will not find anywhere else like its Power Search engine, able to perform searches on millions of links with unlimited capabilities to easily locate and edit any listing; its advanced engine routines for fully automatic checking of web addresses and emails to avoid spamming to the search engine; its automatic duplicate and broken link checker; its ability to detect automatic submitters; a complete Mailing List builder and Newsletter Power Mailer which allows you send personalized or bulk mailings to thousands or even millions of users with the click of a button and many, many more. But don't confuse its power with its easy of use and appealing user interface. You will be able to install and setup Active Search Engine in your web server in just a few minutes and then manage its powerful features with the click of a button.

Active Search Engine is a new generation web server application. It actually includes so many features that you will have to purchase so many different applications and not

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even come close to the power and functionality offered by this complete and exclusive web application.

Important Note:

Be sure to fully read the enclosed  Appendix C **License Agreement** before installing Active Search Engine. By installing or using any of the Active Search Engine web applications, you agree to be bound by terms and conditions of the License Agreement.

Please note that your license allows you to install a single instance of Active Search Engine per domain and web server, so if you plan to install or run more than one search engine per domain or install on several domains you need to purchase more licenses.

Active Search Engine has two main modules: the **Directory User Interface** (the directory itself, what your search engine visitors will see and interact with) and the **Administration Interface** (a powerful interface that allows the search engine administrator to manage the configuration of the search engine, its look and feel, the approval of listings and votes, sending newsletters and so on).



About the Manual

During the next chapters we will review each of those interfaces, first we will learn **how to install** Active Search Engine in your web server so you can setup the directory in your server fast and easy in just a few minutes and **have your directory up and running just by reading**  **Chapter 1**. Then we will review the **Directory User Interface** so you can learn what your visitors will see and interact with in  **Chapter 2**. After that in  **Chapter 3** we will concentrate on the **powerful Administration Interface** where you can manage the complete directory with intuitive, yet very powerful administrative functions. Finally in  **Chapter 4** we will review the advanced exclusive configuration settings that allow you to easily and fully **customize the directory with your preferences**, setup the search engine in manual or automatic mode, or even change the language of all the user interface text.

Installation

Have your own directory up and running in just a few minutes.

☞ Don't want to spend time installing? Myrosoft will install it for you:

Active Search Engine is easy to install, however if you prefer us to do the job, Myrosoft will install the software for you. Just be sure to select the installation item when ordering Active Search Engine. You will need to provide us with your web server account login username and password so that we can install the software (you can always change the password as soon as we are done with the setup process).

Check your web server compatibility

When you download the demo version it includes a free Myrosoft web utility called ASEDiag. This utility when uploaded to your web server checks the modules that your ISP has installed in your server and determines if your server is ready to run Active Search Engine or if some basic component needs to be previously installed.

Note that Active Search Engine requirements are very basic and most ISPs should have the required components already installed for any Windows based hosting account.



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About required components

Basically your server just needs a component able to send email, the Microsoft File System Component and the Microsoft Data Access (ADO) component to be able to access databases. Most ISPs if not all have these basic components installed. Check the  System Requirements section below for details.

You can find out if your web server is ready to run Active Search Engine by just uploading and running the file ASEDiag.asp (installed in C:\Program Files\Active Search Engine Demo directory by the demo version, or in C:\Program Files\Active Search Engine by the full version). To do so use your favorite FTP program like Filezilla, WS-FTP, MS-Expression or any other, and upload the file to any directory in your web site:

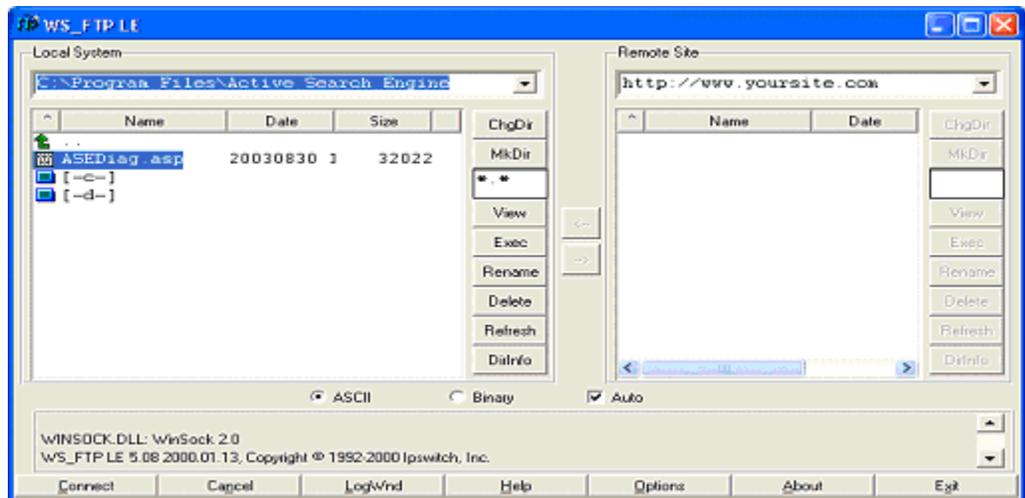


FIGURE 1.1 Uploading the ASEDiag utility to check your server compatibility

Then open your web browser and type <http://www.yoursite.com/ASEDiag.asp> (where yoursite.com is your domain name). You will see something like this:

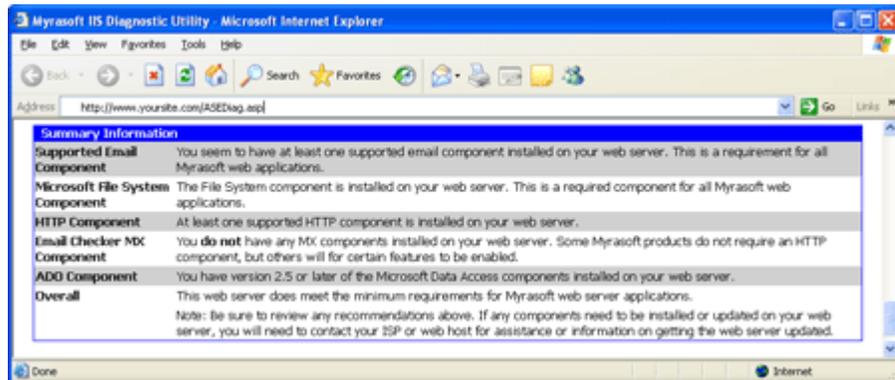


FIGURE 1.2 Running the ASEDiag utility on your server

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The ASEDiag.asp utility will list the components your ISP has installed and are ready for use on your web server. Note that not all listed components are needed by Active Search Engine but are listed for your information. If you look at the Summary Information section as outlined on the picture above the program will tell you if all the components needed are correctly installed. If everything is ok you can proceed and install Active Search Engine, otherwise you will need to contact your ISP and let them know the component that needs to be installed. Look at the System Requirements section below for a detailed component list.

System Requirements

Active Search Engine requires the following on your web server hosting account:

 **System:** Windows 2003 Server, Windows 2008 Server or higher

 **Database:** no preinstalled database needed for Active Search Engine MS-Access

**(For Active Search Engine SQL Edition only):* Microsoft SQL Server 2000, 2005, 2008 or better

 **Email Component** Needed to send emails. Choose between any one of

- Microsoft CDO (included with all Windows servers)
- ASPEmail
- ASPMail
- ASPQMail
- JMail
- or SmartMail

 **HTTP component**  **Optional.**

Needed to check broken links and url addresses. Choose between any one of

- Microsoft XMLHTTP (included with all Windows servers)
- Microsoft Server XMLHTTP
- AspHTTP

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- IP*Works! HTTP

Email MX component *Optional.*

Needed to check invalid emails. Choose between any one of

- Microsoft Nslookup (included with all Windows servers)
- AspMX
- IP*Works MX



About optional required components

Note that the last two components, the  HTTP component and the  Email MX component are optional and Active Search Engine will function correctly without them. They are used for the Broken Link Checker and the Valid Email Checker modules so if your server does not have one of these modules installed those features will be disabled in Active Search Engine but the application will function correctly with all other features enabled.

Active Search Engine Installation

When you purchased Active Search Engine you received or downloaded an installation file called  ActiveSearchEngine.exe that you should run on your PC. To start the installation just open Windows Explorer and double click on the installation file. Follow the instructions of the installation screens that will install all Active Search Engine application files in a local directory on your PC, normally  C:\Program Files\Active Search Engine.

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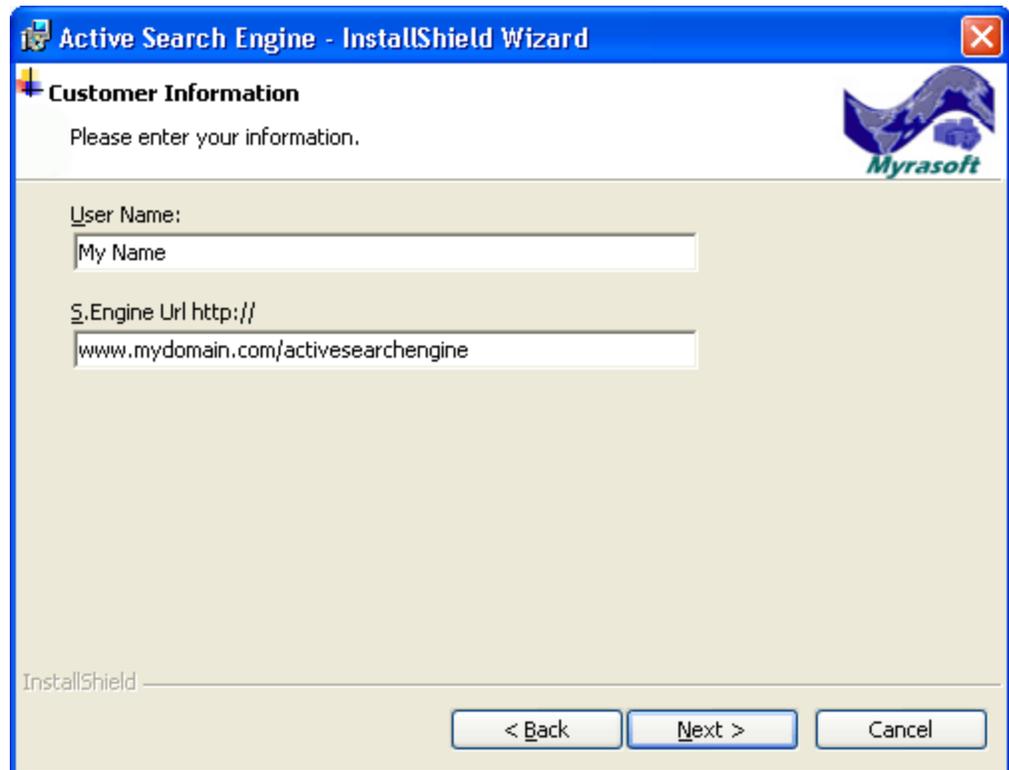


FIGURE 1.3 Running the Active Search Engine Installer program

As soon as you have all Active Search Engine files installed on your PC you will need to upload them to your web server by using your favorite FTP software such as Filezilla, WS-FTP, MS-Expression or any other.

Important Installation Note for SQL users:

If you purchased **Active Search Engine for Microsoft Access** your database is already setup and you can directly proceed to upload the application files to your web server as explained below. If you purchased **Active Search Engine for SQL**, you will need to set up your SQL database **before** uploading the application files to your server. So if you are using an SQL database go now to  **Appendix A SQL Database Setup** and come back here after you have successfully setup your SQL database to run with Active Search Engine.

You can upload the application files to any directory in your web server. We recommend uploading to the default directory called `ActiveSearchEngine` under your html root domain such as <http://www.yoursite.com/ActiveSearchEngine/> (where yoursite.com is your domain name) where you will be uploading all Active Search Engine application files and subdirectories. This way Active Search Engine will not interfere with any other html files or applications installed on your server. If however you plan to use the full domain for the search engine you may also decide to upload the application files directly to your root at <http://www.yoursite.com>.

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If you are using Filezilla or a similar program you can upload the full directory named ActiveSearchEngine and all its subdirectories located on your local PC in C:\Program Files\Active Search Engine to your web server html root as follows:

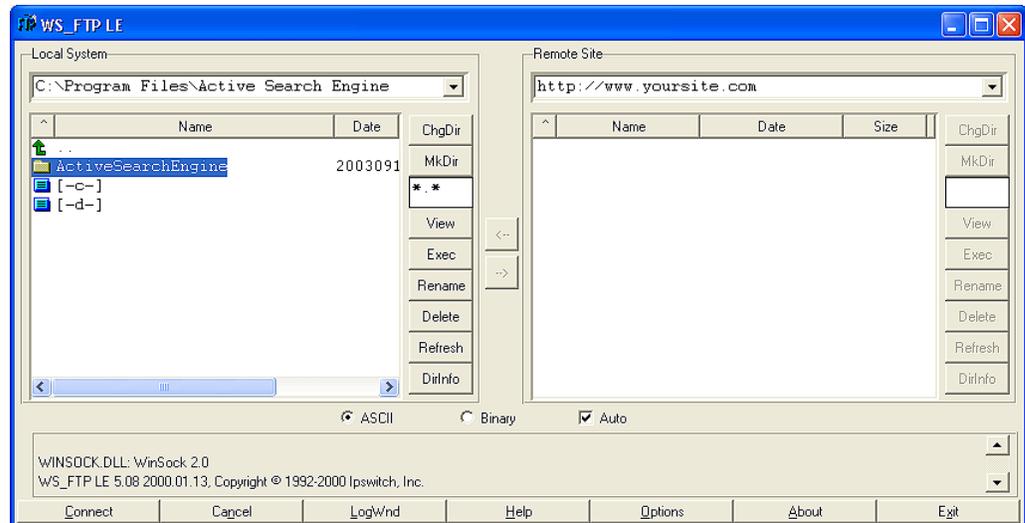


FIGURE 1.3 Uploading Active Search Engine to your server

If you are using FrontPage be sure to open your **remote** web first:

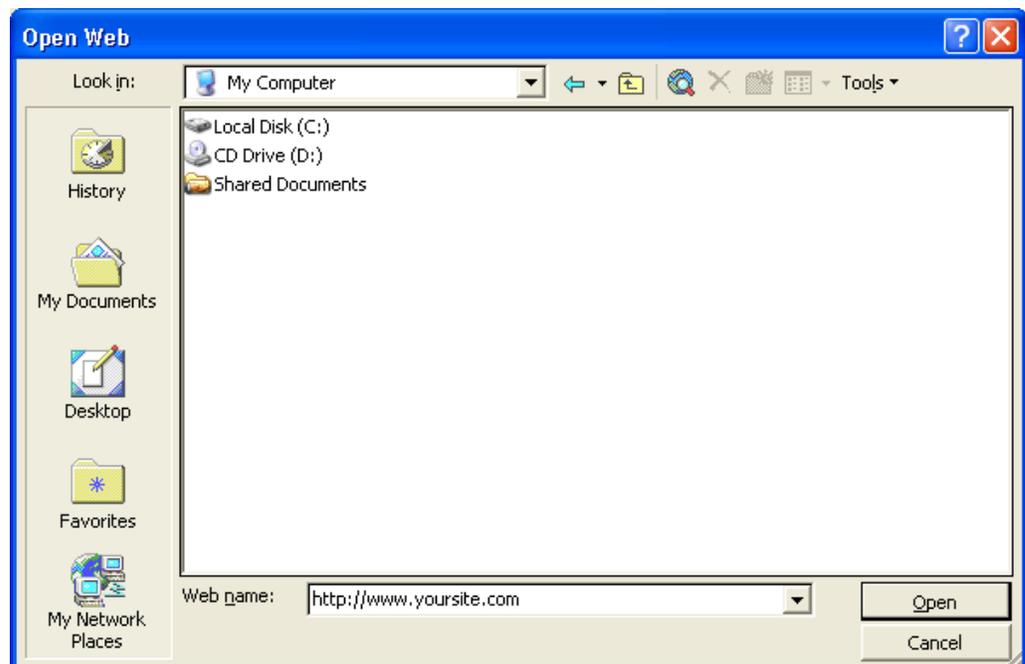


FIGURE 1.4 Opening your remote web with FrontPage

and then import the full local directory named ActiveSearchEngine and all its subdirectories located on your PC at C:\Program Files\Active Search Engine

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directly to your FrontPage web server. From the FrontPage Menu choose File/Import/Add Folder as follows:

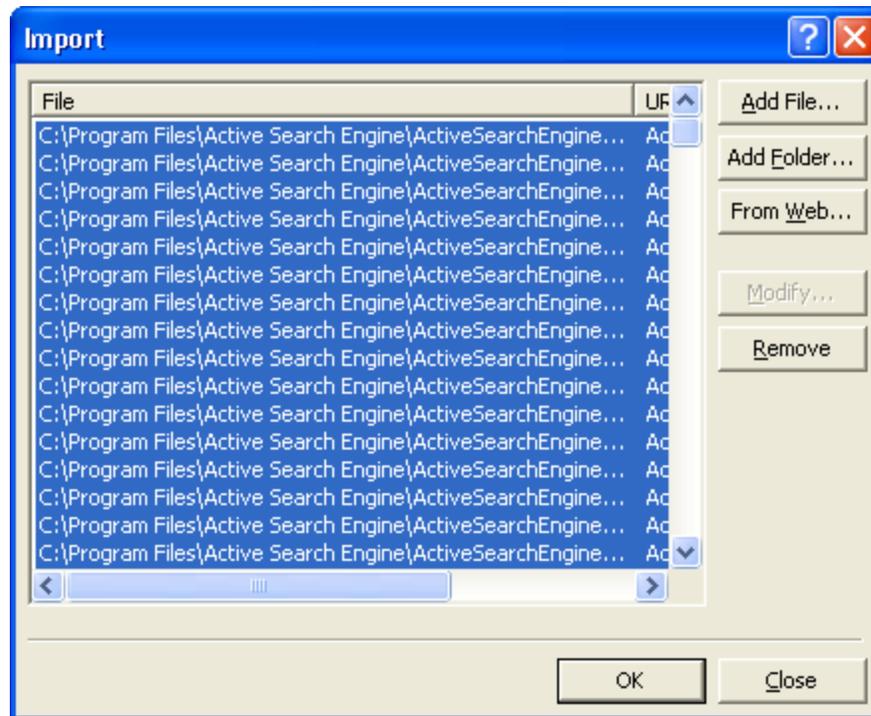


FIGURE 1.5 Importing Active Search Engine folder to your remote web with FrontPage

After importing all the applications files, FrontPage will ask you if you want to create a database connection for Active Search Engine database. Answer No.

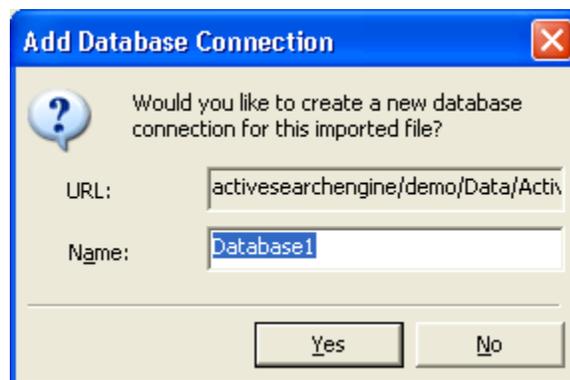


FIGURE 1.6 Do NOT create a database connection when importing with FrontPage



About Uploading Database and Configuration Files with MS-FrontPage

Note that when using FrontPage you should **always** import the application files directly into your **remote** web server. Never import the files into your **local** FrontPage web and then publish it to your web server since your local database and configuration files will overwrite the server files (unless you mark them as *Don't Publish*). To be sure that you do not overwrite any Active Search Engine server files we recommend to do any uploading or edition to your files directly in

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the web server.

After uploading all the applications files, be sure you grant write permissions to the following subdirectories on your server: ASELogfiles, ASEMailerLogfiles and Data located just under your Active Search Engine installation directory. You can easily do this from your web server control panel interface as shown below:

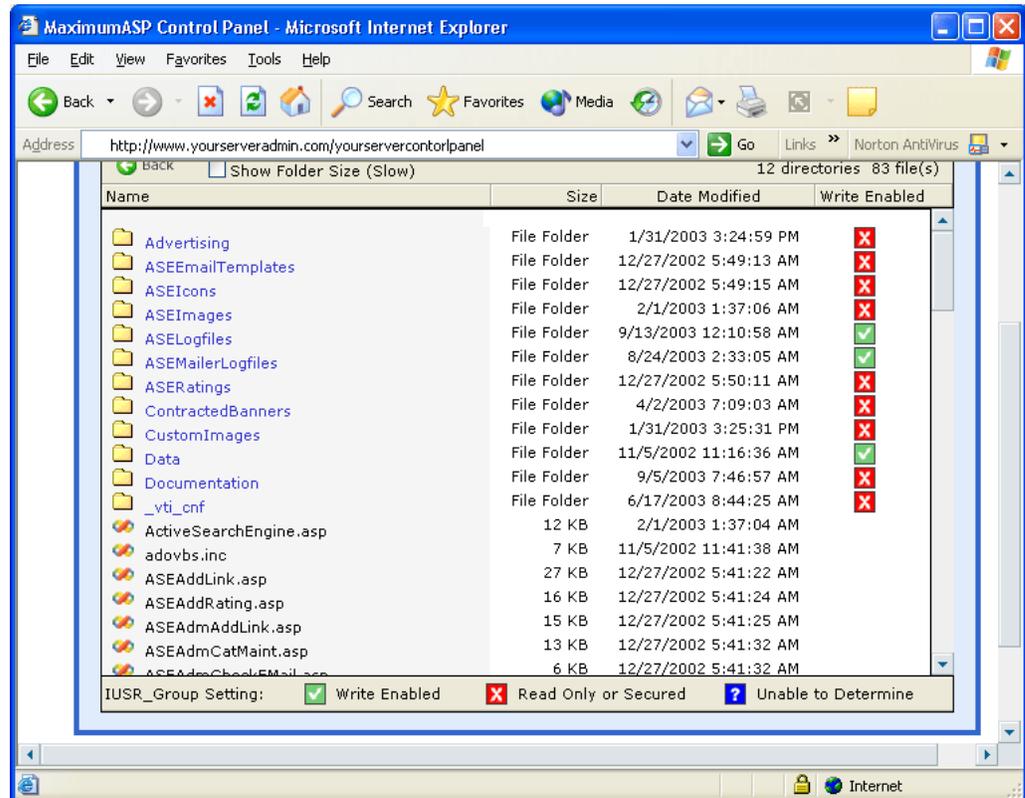


FIGURE 1.6 Granting write permissions to folders using a sample web server control panel.

Important Note for MS-Access users:

If you purchased **Active Search Engine for Microsoft Access** your database is located by default on the Data directory under the Active Search Engine installation directory. Please read **Appendix A MS-Access Database Secure Location** in case you want to move the database to a more secure location on your server. It's fast and easy and will secure your database from unwanted access.

Product registration

You will now need to register the product. Go to Active Search Engine **Administration Interface** by clicking on the Active Search Engine Admin Icon located on your desktop or by opening your internet browser and typing: <http://www.yoursite.com/ActiveSearchEngine/ASEAdmin.asp> (where yoursite.com is your domain name). If you decided to install Active Search Engine

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directly into your root directory then the administration interface will be located at: <http://www.yoursite.com/ASEAdmin.asp> . Login and register your product by entering the registration key you received when purchasing Active Search Engine:

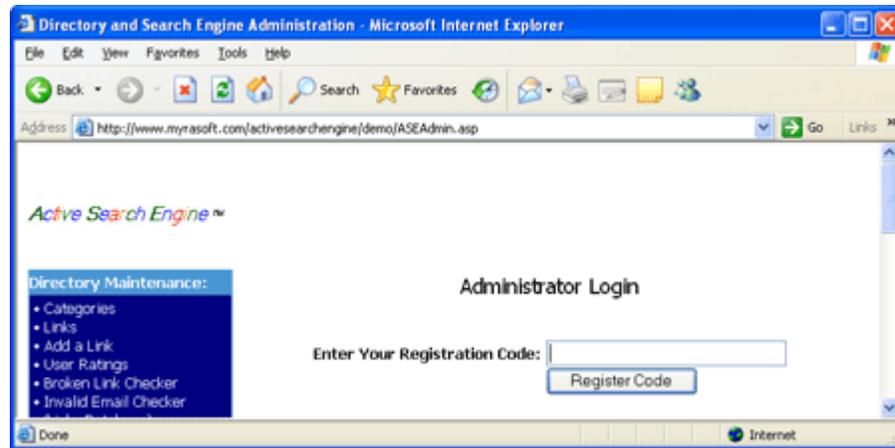


FIGURE 1.7 Registering your Active Search Engine License.

That's it. Active Search Engine is now installed and ready to run on your server!

You can see how the **Directory User Interface** is looking at this time by clicking on the Active Search Engine Icon located on your desktop or by opening your browser and going to: <http://www.yoursite.com/ActiveSearchEngine/> or directly to <http://www.yoursite.com> if you installed directly into your root directory.

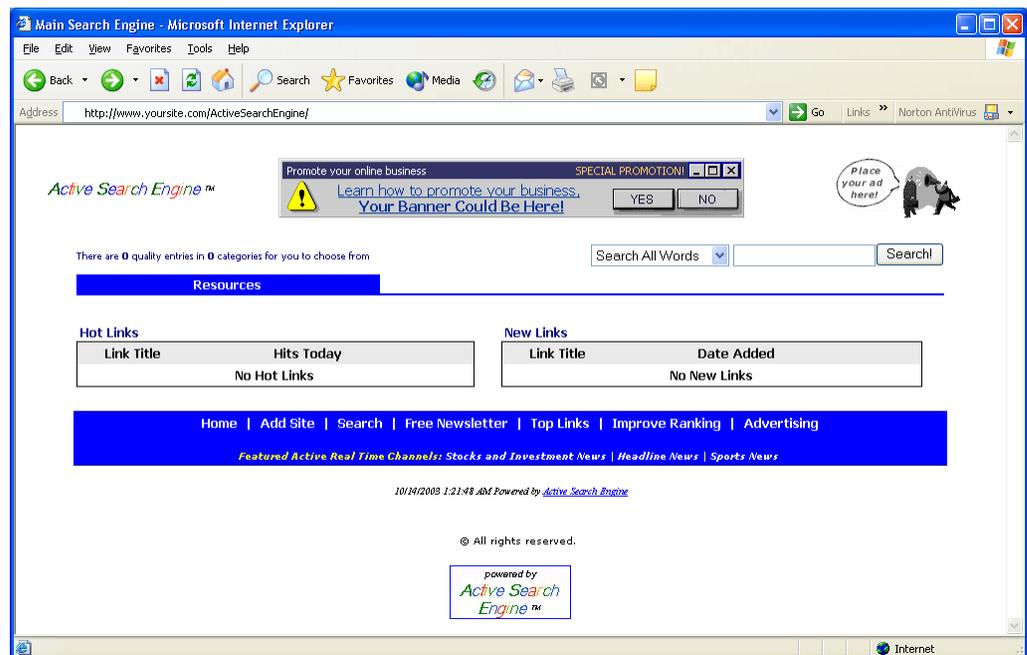


FIGURE 1.8 Your Search Engine Home Page.

Basic Settings

As you observed when going to the Directory User Interface it is empty at this time, there are no categories and no links. So you can easily start configuring some basic Active Search Engine settings like adding some categories and subcategories to your search engine, replacing the standard Active Search Engine logo by your own logo and setting up your email data.

Log in to your Administration area. The initial login name is set to **admin**. Leave the password field empty and click on **Login**.

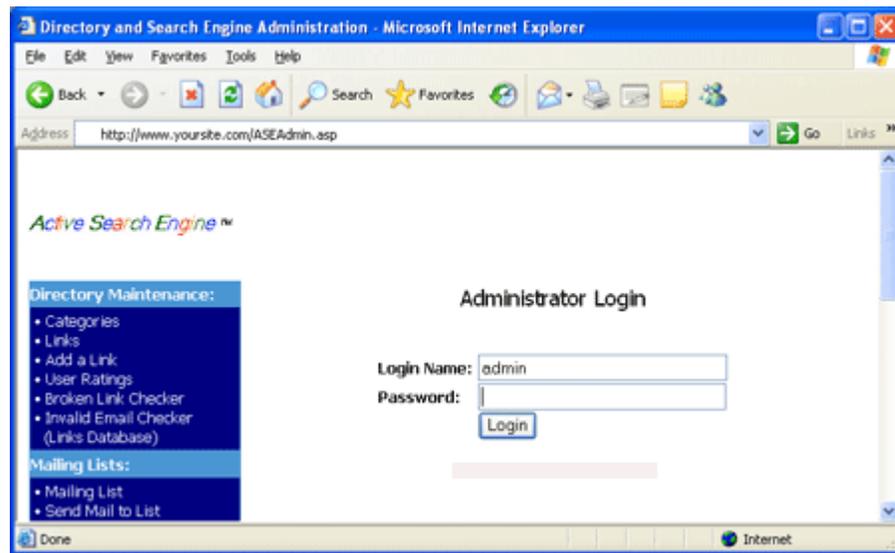


FIGURE 1.9 Login to Active Search Engine Admin area.

Changing your login name and password: click on **Admin Password** on the Administration Menu and proceed to change your username and password.

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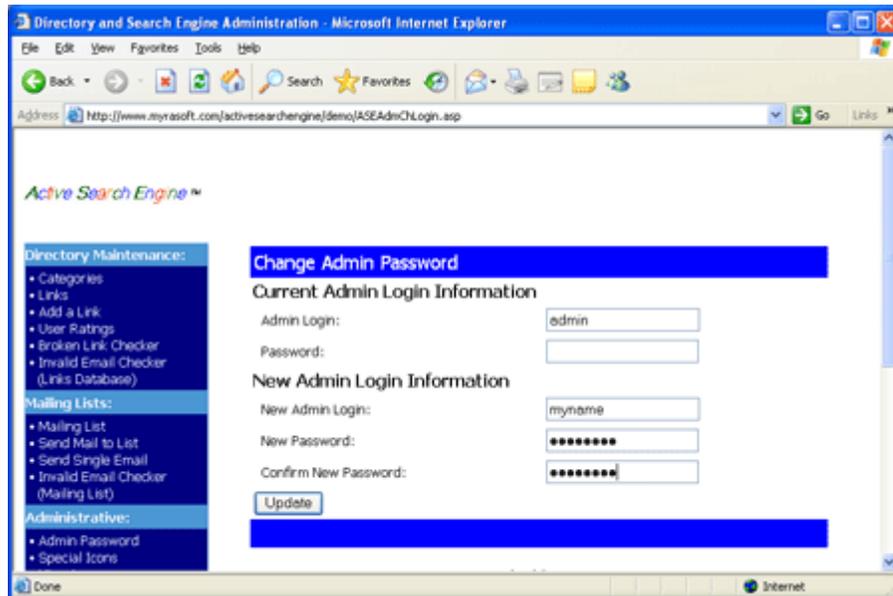


FIGURE 1.10 Change your Admin Username and Password.

Adding Categories: add some categories and/or subcategories to your directory by clicking on Categories on the Administration Menu.

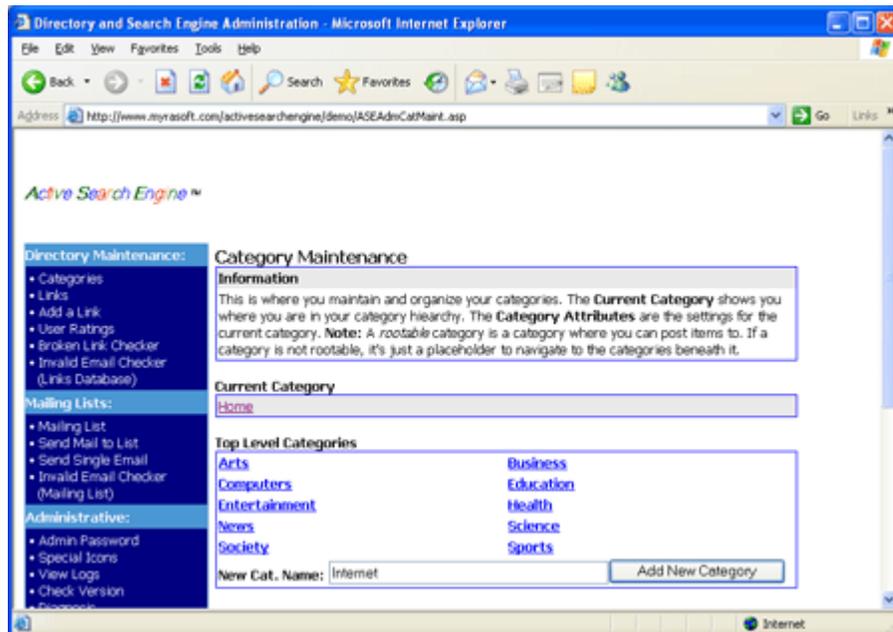


FIGURE 1.11 Adding Categories.

You can also create subcategories by clicking on the parent category and then adding the subcategory.

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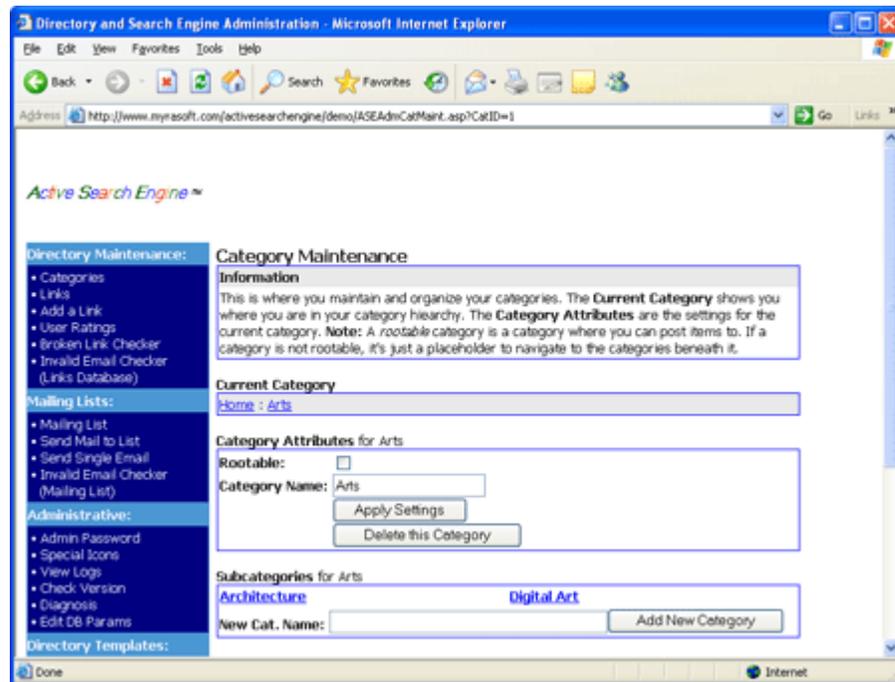


FIGURE 1.12 Adding Subcategories.

Note that a category is marked as **rootable** when you want the end user to be able to add links to it. So let's say you create the subcategory **Architecture** under the category **Arts** and you want users to be able to add links to **Arts/Architecture** but not directly to **Arts**. In this case and by clicking on the particular category you will mark subcategory **Architecture** as **rootable** (marked by default) and category **Arts** as not **rootable**. You can have any number of nested categories so you can create **Arts/Architecture/Gothic**, **Arts/Architecture/Gothic/Cathedrals** and so on without limit.

Continue adding all the categories and subcategories you want. You will notice that they are also added in real time to the Directory User Interface.

Replacing Active Search Engine logo with your own personalized logo:

to replace the search engine main logo, located on the upper left of the Directory User Interface, just create your own Jpeg image with a recommended size of 162 (width) x 94 (height) pixels and name it `ASELogo.jpg`. Then upload this file to the `ASEImages` directory on your server to replace the existing `ASELogo.jpg` file. And that's it; the search engine will have your own logo on all the directory pages!



FIGURE 1.13 Replacing Active Search Engine Logo (marked in red above) by your own logo.

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Setting up your email configuration: now proceed to set up your email configuration so that all the email processes in Active Search Engine work correctly.

The first step is to indicate Active Search Engine which email component to use. Click on  Edit Templates/System Templates on the Administration Menu and then click on  ASEConfig.asp to proceed to edit this file.

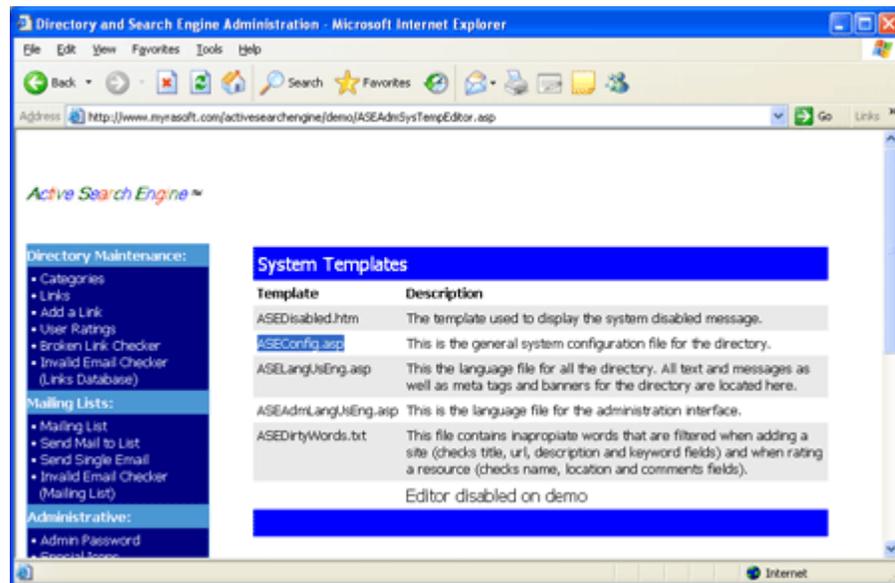


FIGURE 1.13 Active Search Engine main configuration file.

This file is Active Search Engine main configuration file where you can completely personalize your search engine behavior. You can also open the file directly from your web server using a text editor like Windows Notepad. On the very first line of the file the default email library is set to Microsoft Cdo (this component is installed on most Windows servers by default) as follows:

```
 <!--#include file="ASECdoSysLib.asp" -->
```

Normally you will leave this line as it is to continue using the Microsoft Cdo email library (preferred option on most servers). However Active Search Engine also supports many other libraries, so in case your server does not have Cdo installed you may change this line by one of the other supported email libraries which are:

 ASEConfig.asp Configuration	Email Library
 <!--#include file="ASECdoSysLib.asp" -->	Microsoft CdoSys (default)
 <!--#include file="ASECdoSysPickupLib.asp" -->	Microsoft CdoSys with Pickup service component

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<code><!--#include file="ASECdontsLib.asp" --></code>	Microsoft Cdonts component
<code><!--#include file="ASEASPEmailLib.asp" --></code>	Persits ASPEMail component
<code><!--#include file="ASEASPMailLib.asp" --></code>	SeverObjects ASPMail component
<code><!--#include file="ASEASPQMailLib.asp" --></code>	SeverObjects ASPQMail component
<code><!--#include file="ASEJMailLib.asp" --></code>	Dimac JMail component
<code><!--#include file="ASESmartMailLib.asp" --></code>	AspSmart SmartMail component

TABLE 1.1 Setting up your preferred email component.

To see whether a component is installed or not on your server run Active Search Engine diagnostic utility by just clicking on **Other/Diagnosis** on the Administration Menu.

Next, change the default email server and email addresses configuration to your own email settings by changing the following variables in the `ASEConfig.asp` file:

<code>ASEConfig.asp</code> Configuration Variable	Setting
<code>gsAdminEmail = "myemail@mydomain.com"</code>	Change the email address to your search engine administration email . It should be a real email address.
<code>gsAdminName = "Search Engine Name"</code>	Change the text in red to your Search Engine Name .
<code>gsMailHost = "mail.mydomain.com"</code>	Set to your SMTP email server , normally "mail.mydomain.com" or "smtp.mydomain.com". It should be exactly the same as configured on your favorite email client program such as Outlook.
<code>gsMailerEmail = "newsletter@mydomain.com"</code>	Set to the default email address to be used to send newsletters from Active Search Engine Power Mailer. It should be a real and existing email address.
<code>gsMailerName = "Search Engine Newsletter"</code>	Set to the default email name to be used when sending newsletters from Active Search Engine Power Mailer.
<code>gsMailerHost = "mail.mydomain.com"</code>	Set to the SMTP email server to be used to send newsletters from Active Search Engine Power Mailer. Normally the same as <code>gsMailHost</code> above.
<code>giMailerUseMSCDONTs = True</code>	Leave this setting as True if you are using Microsoft CdoSys, CdoSysPickup or

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	<p>Cdots as your default email library on the first line of the ASEConfig.asp file. Active Search Engine will perform faster when using Cdots. Set to False if you are using other email component different than Cdots as the default.</p>
<code>giMSmtpPort = 25</code>	<p>Set to the default SMTP port used by your email server. Most servers use port 25. Works with CdoSys email library.</p>
<code>gsMSMTPusername = ""</code>	<p>If your email account requires authentication, set to your account username such as "myemail@mydomian.com". Works with CdoSys email library.</p>
<code>gsMSMTPpassword = ""</code>	<p>If your email account requires authentication, set to your account password such as "mypassword". Works with CdoSys email library.</p>
<code>gbMSMTPusessl = False</code>	<p>Set to True only if your email server requires SSL authentication. Works with CdoSys email library.</p>
<code>giHTTPComponent = 0</code>	<p>Indicates the http component used when Active Search Engine automatically checks if a url added by a user exists or not. Set to: 0 for None 1 for ServerObjects AspHTTP 2 for IP*Works HTTP 3 for IP*Works HTTPS 4 for Microsoft XMLHTTP 5 for Microsoft Server XMLHTTP The component must be installed on your server. You can check what component is installed on your server by just clicking on  Other/Diagnosis on the Administration Menu.</p>
<code>giCheckUrlExists = False</code>	<p>Set to True if you want Active Search Engine to automatically check if a url added by a user exists or not. Set to False if you do not want to perform this check or if you do not have any http component installed and the variable <code>giHTTPComponent</code> above is set to 0.</p>
<code>giMAILMXComponent = 0</code>	<p>Indicates the MX component used when Active Search Engine automatically checks if an email added by a user exists or not. Set to: 0 for None 1 for ServerObjects AspMX 2 for IP*Works MX 3 for Windows Nslookup</p>

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	The component must be installed on your server. You can check what component is installed on your server by just clicking on Other/Diagnosis on the Administration Menu. Note that option 3 requires a dedicated server to function correctly.
giCheckEmailExists = False	Set to True if you want Active Search Engine to automatically check if an email added by a user exists or not. Set to False if you do not want to perform this check or if you do not have any email MX component installed and the variable giMAILMXComponent above is set to 0.
gsDNSServer = " 213.33.0.33 "	Set to your DNS server IP address . To get the correct IP address just double-click on your Internet Connection icon on the Windows task bar, then click on the Support Tab and then on Details. Look for the DNS Servers field and you will see the IP address there.
gsAdvertisingEmail = " advertising@mydomain.com "	If you are selling advertising set it to your sales contact email address for people interested in contacting your sales staff for advertising questions.
gsPayPalEmail = " myemail@mydomain.com "	If you are selling advertising set it to your PayPal email address to enable PayPal payments.
gsPayPalCurrency = " USD "	Set to the currency in which you wish to receive payments. You can enter any Paypal compatible currency. Sample values are: USD EUR GBP CHF AUD CAD CZK DKK HUF JPY NOK NZD PLN SGD SEK ...
gsPriceBannerHome = " 149.00 " gsPriceFeaturedListing = " 59.00 "	Set the pricing for each type of advertising product you wish to sell. There are 25 different products and sections. Always enter the price in decimal format.

TABLE 1.2 Setting up your email configuration.

After making the changes save the ASEConfig.asp file so that it correctly keeps your settings by clicking on Save if you are using Active Search Engine Administration interface or by just saving the file if you are using a text editor like Notepad.

Customizing Active Search Engine confirmation emails: Active Search Engine automatically sends a number of emails on response to user actions like adding their web site to the search engine. You can easily configure these emails text and subject by just editing the email template files. To see what email templates are available Click on Edit Templates/Email Templates on the Administration Menu.

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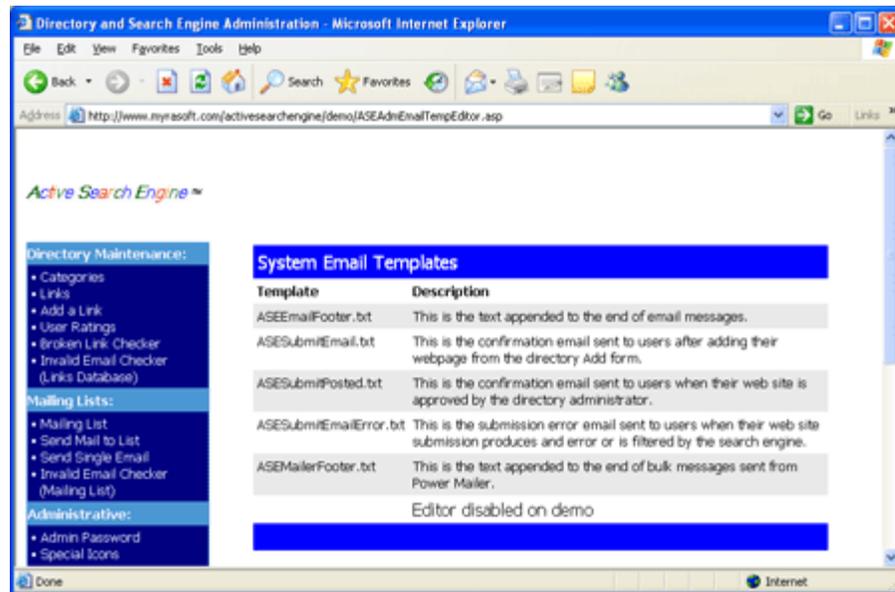


FIGURE 1.14 Active Search Engine Email Templates.

Then click on the template file that you want to modify. You can also open the file directly from your web server (all email templates are located under the ASEEmailTemplates directory) using a text editor like Windows Notepad. Each template is explained below and the default templates are very complete so you should just make a few changes or none at all.

Email Template	Function
<p>ASESubmitEmail.txt</p>	<p>This is the confirmation email sent to users when adding their web site to your search engine.</p> <p>The first line of the text will be used as the email subject and the email body will start with the second line of the text.</p> <p>Note that you can use the following variables in your text or subject to personalize your emails in real time:</p> <p>%LINKURL%: The url address of the link added by the user %LINKNAME%: The Web Title %LINKDESCRIPTION%: The Web Description %LINKKEYWORDS%: The link keywords %LINKOWNERNAME%: The name of the user adding the link %EMAIL%: The email of the user adding the link %LINKCATDESCRIPTION%: The category where the link was added. %DATETIME%: The actual date and time (when the email is sent) %ID%: The link ID number</p> <p>Note: if your search engine is configured to automatically approve or reject links this email will never be sent and either ASESubmitPosted.txt or ASESubmitEmailError.txt will be send instead.</p>

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	<p>Sample email: Your website %LINKURL% is under review by our editors ----- Ad from our monthly sponsor ----- ¡Your Ad Could be Here! To learn how just visit our search engine Advertising section ----- Thank you for visiting our site. The following resource will be reviewed by our editors for inclusion in the directory:</p> <p>Web Title : %LINKNAME% Web URL : %LINKURL% Description : %LINKDESCRIPTION% Keywords : %LINKKEYWORDS% Your Name : %LINKOWNERNAME% Contact Email : %EMAIL% Category : %LINKCATDESCRIPTION%</p> <p>You will be notified when your site is accepted for a listing on the search engine during the next few days. To learn how to reserve keywords for a top position or to place your own banner ad at the top of our most visited sections don't forget to visit our search engine advertising section. Enjoy your searching and promotion!</p> <p>Sincerely, Search Engine Manager.</p>
<p>☑ASESubmitPosted.txt</p>	<p>This is the confirmation email sent to users when their web site is approved by the search engine administrator.</p> <p>Email subject, email body and allowed real time variables are as for ASESubmitEmail.txt above.</p> <p>📌 Note: if your search engine is configured to automatically approve or reject links without the manual intervention of the search engine administrator, this email will be sent if the link passes all filters and is automatically approved.</p> <p>Sample email: Your website %LINKURL% has been approved and is now listed on the search engine! ----- Ad from our monthly sponsor ----- ¡Your Ad Could be Here! To learn how just visit our search engine Advertising section ----- Thank you for visiting our search engine. The following resource has been approved for addition into the directory:</p> <p>Web Title : %LINKNAME% Web URL : %LINKURL% Description : %LINKDESCRIPTION% Keywords : %LINKKEYWORDS% Your Name : %LINKOWNERNAME% Contact Email : %EMAIL% Category : %LINKCATDESCRIPTION%</p> <p>Now that your site has been approved you can take advantage of the search engine free site promotion opportunities</p>

INSTALLATION

	<p>available for listed sites only. Your resource ID number is: %ID%</p> <p>To learn how to use your listing ID number to obtain free traffic from our search engine by just placing a small html code in your website just go to the search engine Improve Ranking section.</p> <p>You can search for your new listing by any of the above keywords, title or description right now. To learn how to reserve keywords for a top position or to place your own banner ad at the top of our most visited sections don't forget to visit our search engine Advertising section.</p> <p>Enjoy your searching and promotion! Sincerely, Search Engine Manager.</p>
<p>☐ASESubmitEmailError.txt</p>	<p>This is the error confirmation email sent to users when their web site submission is rejected by Active Search Engine filters or the submission contains errors.</p> <p>A premiere and exclusive Active Search Engine feature that allow users to instantly know their web submission errors increasing their satisfaction with your search engine while at the same time it saves an incredible amount of time to the search engine administrator.</p> <p>Reasons for filtering and rejecting submissions are: nonexistent urls, false email addresses, non appropriate words, automatic software submitters blocked by the search engine administrator, blocked IPs, webs already listed and so on.</p> <p>Email subject, email body and allowed real time variables are as for ASESubmitEmail.txt above with the addition of the following variable used exclusively by this template:</p> <p>%SUBMISSIONERROR%: a description of the error explaining why the link was rejected and filled directly by Active Search Engine.</p> <p>☞ Note: this email is sent automatically by Active Search Engine even when the submission is directly rejected by the software and does not reach the search engine administrator approval list.</p> <p>Sample email: Your website %LINKURL% submission contained an error! ----- Ad from our monthly sponsor ----- ¡Your Ad Could be Here! To learn how just visit our search engine Advertising section ----- You have tried to add the following resource in the directory:</p> <p>Web Title : %LINKNAME% Web URL : %LINKURL% Description : %LINKDESCRIPTION% Keywords : %LINKKEYWORDS% Your Name : %LINKOWNERNAME% Contact Email : %EMAIL%</p>

INSTALLATION

	<p>Category : %LINKCATDESCRIPTION%</p> <p>Your submission has been rejected because it produced the following error:</p> <p>Error: %SUBMISSIONERROR%</p> <p>For error-free submissions please review our search engine guidelines before submitting your web.</p> <p>Please try adding you web site again. Enjoy your searching and promotion!</p> <p>Sincerely, Search Engine Manager.</p>
ASEEmailFooter.txt	<p>This is the email footer appended to the end of email messages.</p> <p>Variables could also be used; however you would likely not need them. The text could also be left blank and nothing will be added to the end of the email messages.</p> <p>Sample email footer: Powered by Active Search Engine</p>
ASEMailerFooter.txt	<p>This is the email footer appended to the end of bulk messages or newsletters sent from Active Search Engine Power Mailer.</p> <p>Sample newsletter footer: Newsletter Powered by Active Search Engine</p>

TABLE 1.3 Setting Active Search Engine email templates.

By now you have configured Active Search Engine to be fully up and running, and both the Directory User Interface and the Administration Interface are alive and fully operational.



Chapter in Review and next steps

In this Chapter you have successfully installed Active Search Engine and reviewed all the basic settings to configure Active Search Engine to your needs. Remember that Active Search Engine is fully configurable and you can learn about all the configuration settings in detail by reading  **Chapter 4 Configuration**. On the following Chapter we will first review the intuitive Directory User Interface to later on concentrate on the powerful Administrative Functions available to you on the Administration Interface.



Directory Interface

Appealing, fully interactive, easy to use Yahoo style interface with an unlimited number of categories and listings plus powerful search engine features.

Powerful and Fully Interactive

Active Search Engine features an easy to use, but very powerful user interface which includes an appealing and interactive web site automatically built for you by the search engine software. The directory user interface allows internet users to browse and fully interact with your engine in real time by doing powerful searches, adding and voting websites which are updated in real time on the Top Links section, visiting the Active Real Time Channel sections and much more! The user interface is so addictive that it will keep link owners and visitors coming back to your directory all the time.

Search Engine Home Page

Your search engine home page is where most users will start browsing your directory. Depending on your installation it will be located at <http://www.yoursite.com/ActiveSearchEngine/> (where yoursite.com is the name of your domain name) or directly at <http://www.yousite.com> if you installed Active Search Engine directly into your root directory. You can also access your directory home page by just clicking on the Active Search Engine icon conveniently placed on your desktop by Active Search Engine installation program.

The search engine home page serves as the main entrance to your site and contains links to all your directory sections including a listing of categories and subcategories shown in real time as added by the search engine administrator, a powerful search box, optional Hot Links and New Links listings updated automatically as new links are added or visited and the main navigation menu which allows users to browse to other sections.

DIRECTORY INTERFACE

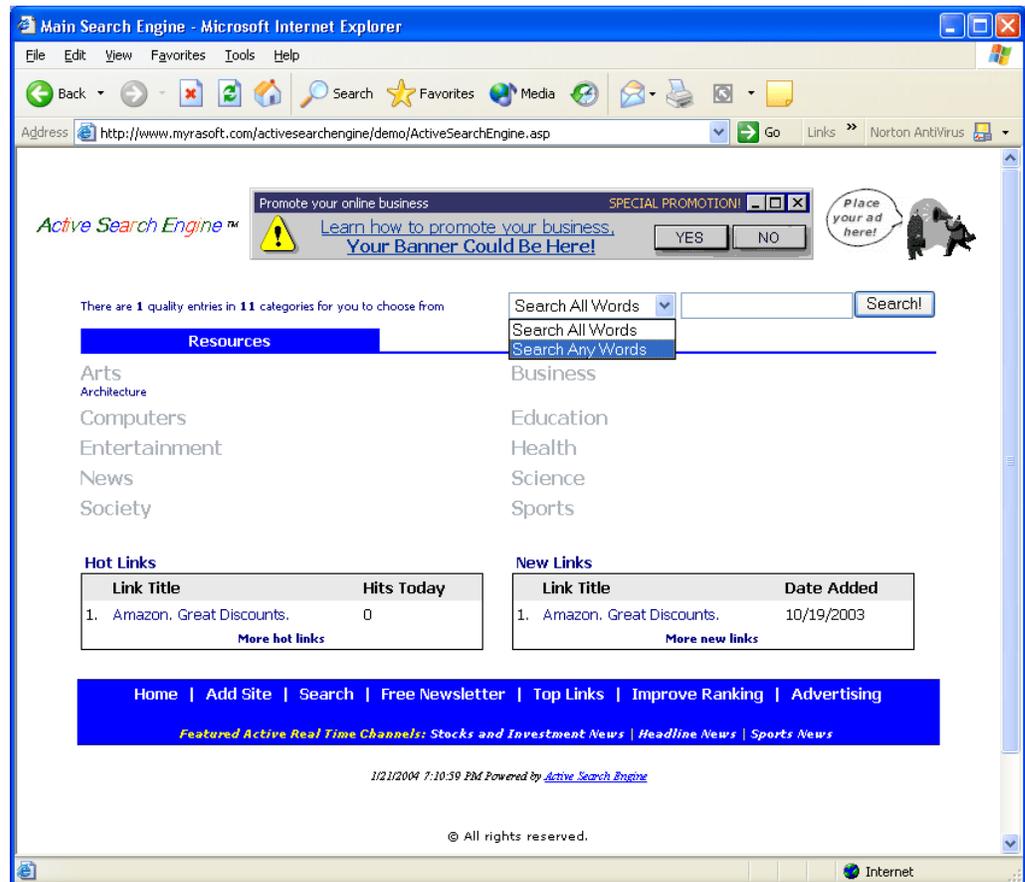


FIGURE 2.1 Search Engine Home Page.



About the User Interface

Active Search Engine allows you to easily change how the user interface looks and what options and menus to display to the user. For example you may decide to show the number of links per category on the Home Page or you may want to disable the Hot Links listings on your home page, or maybe you do not want to show links to the Active Channels on the Navigation menu and so on. To learn how to customize the user interface to your preferences read [Chapter 4. Configuration – Customizing the user interface and navigation menus.](#)

Powerful Search

Users can search the web directory by just entering words or word phrases in the search box and clicking on **Search**. They can refine their searches by either searching for links that contain **All Words**, **Any Words**, **Phrase** or **Exact Full Phrase** as entered in the search box. Note that Active Search Engine powerful search function will query the resource database and quickly display all links related to a particular search by looking at the Title, Description, Keywords and Url fields for all related links.

DIRECTORY INTERFACE

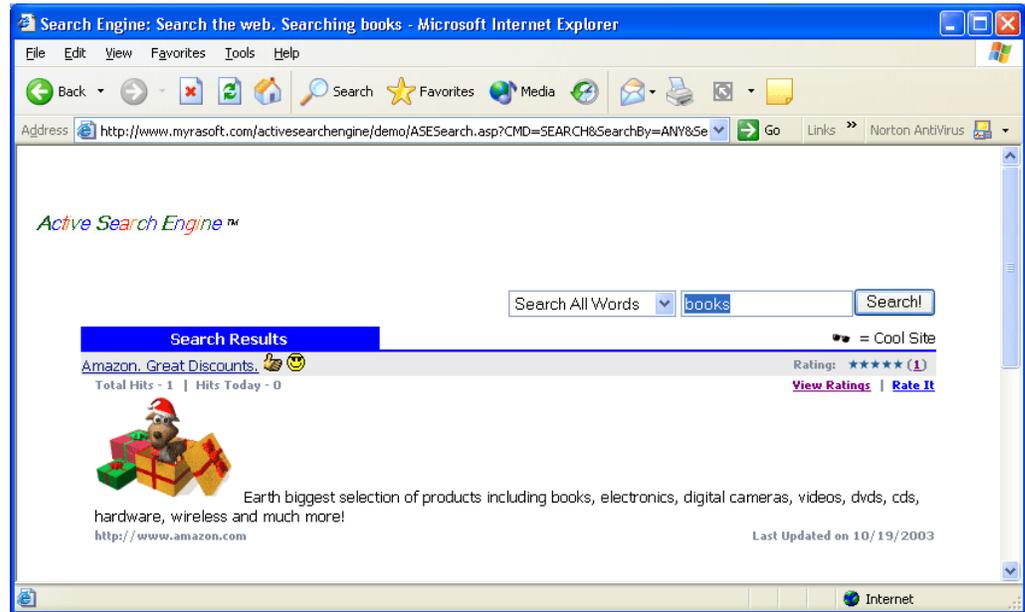


FIGURE 2.2 Searching the link database.



About the Search Results

Active Search Engine allows you to easily change how search results are displayed allowing the search engine administrator to configure the ranking order according to your preferences. You can also decide how many listings to display per page. To learn how to customize the search results to your preferences read [Chapter 4. Configuration – Customize your search engine results, ranking and user interface.](#)

The ranking for the search results will depend on a number of factors including how the search engine administrator has classified a particular listing (Available, Featured, Cool, Bold), the keyword search matching with a particular listing, the date it was added or updated or the alphabetical order. In any case the ranking preference can be easily set up by the administrator. By default Active Search Engine will show links ordered as follows: Featured listings purchased by your advertisers, Cool listings, Bold listings, user rating, number of votes, alphabetic title, and date. The same applies when browsing through categories. These default settings can be modified by the search engine administrator as explained in [Chapter 4. Configuration - Search engine results and category rankings.](#)

When displaying search results or browsing the directory Active Search Engine is able to optionally and dynamically display at the end of the search results related links to other search engines (or affiliate programs) which are directly related to that particular search like *Search for **word** at Amazon.com* or *See if domain name **word.com** is available for registration.* As for most of Active Search Engine user interface features you can enable, disable or customize these dynamic search links as explained in [Chapter 4. Configuration – Customizing the user interface and navigation menus.](#)



Keywords searched reports

Active Search Engine reporting and logging capabilities will let the search engine administrator access to reports and logs from the Administration Interface to know exactly what keywords and phrases where searched by users on any given day.

Category Browsing

Users interested in a particular subject can easily navigate to their favorite categories and subcategories by just clicking on them from the search engine home page. Active Search Engine has no limit on the number of categories or subcategories and it is up to the search engine administrator to create them. Category listings show Featured listings purchased by your advertisers or considered best by the search engine administrator prominently featured at the beginning of the list. Other ranking considerations apply and are configurable as explained above for the search results.



FIGURE 2.3 Browsing through Categories.

Top Links and Rankings

You will soon find out that your search engine Top Links section will be one of your site's most visited areas. Link owners and visitors alike will revisit these rankings again and again and webmasters will try to score high on your search engine's Top Links rankings. Since your search engine offers many ways to be listed here persistent link owners will finally get listed if they achieve a top rating, a large number of hits or votes, get classified as featured or cool or are having a popular hot day.

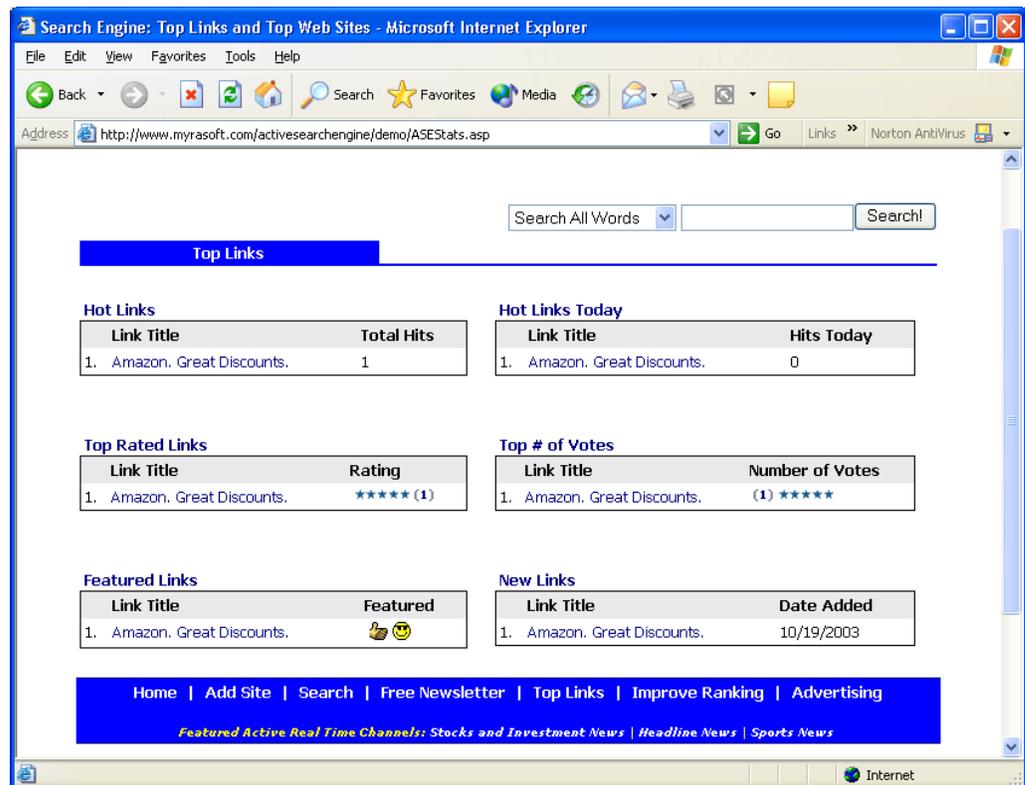


FIGURE 2.4 Search Engine Top Links rankings.

Since Active Search Engine is designed to be itself listed and ranked at the top of other major search engines, you will notice that most web pages listed on your Top Links and other sections will also be listed on major search engines like Google courtesy of your search engine rankings. So do not let webmasters underestimate the value of getting a top listing at your search engine.



About the Top Links section

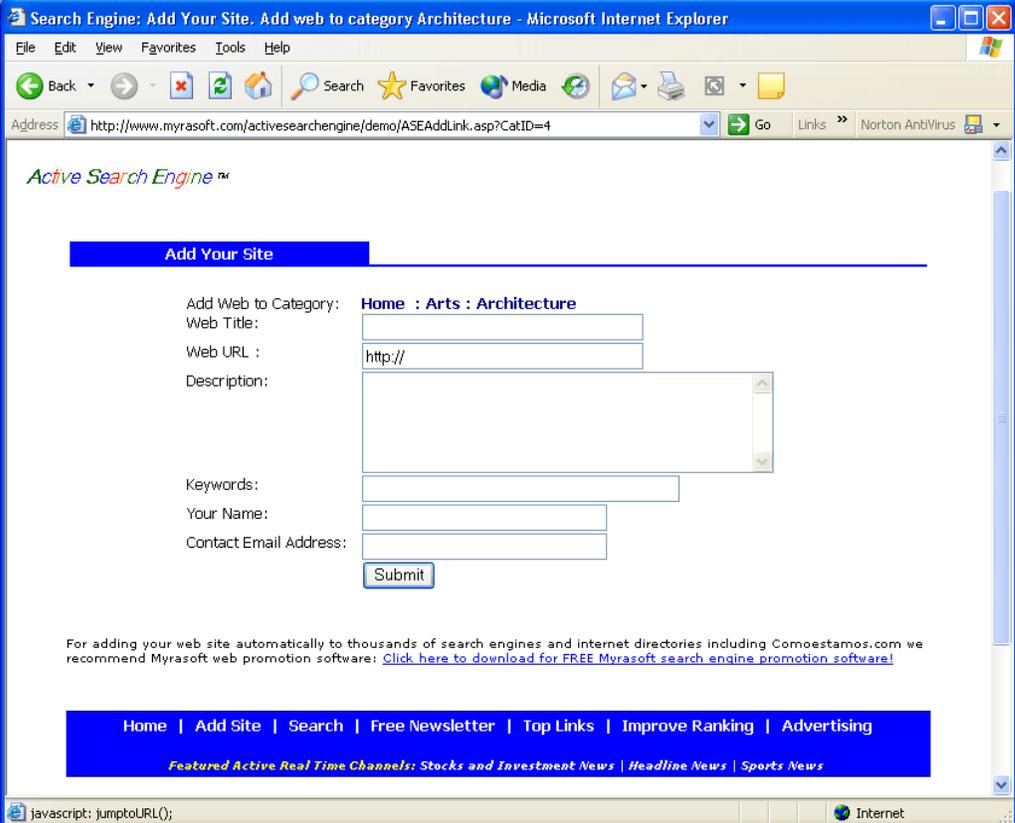
Note that the search engine administrator may control what links appear on this section by classifying links as Featured, Cool or Bold, assigning icons to them or controlling the ratings, number of votes or hits as explained in Chapter 3 Administration. You can easily customize how your Top Links section looks like, what rankings to show and how many listings to display per ranking. To learn how to customize it read Chapter 4. Configuration –

DIRECTORY INTERFACE

Customizing the user interface and navigation menus.

Adding New Web Sites

Search engine visitors can easily add their web site to your search engine by browsing to their favorite category and clicking **Add Site** on the navigation menu.



The screenshot shows a web browser window titled "Search Engine: Add Your Site. Add web to category Architecture - Microsoft Internet Explorer". The address bar shows the URL: <http://www.myrosoft.com/activesearchengine/demo/ASEAddLink.asp?CatID=4>. The page content includes the "Active Search Engine" logo and a form titled "Add Your Site". The form fields are: "Add Web to Category:" with a dropdown menu showing "Home : Arts : Architecture"; "Web Title:" with an empty text box; "Web URL :" with a text box containing "http://"; "Description:" with a large text area; "Keywords:" with a text box; "Your Name:" with a text box; and "Contact Email Address:" with a text box. A "Submit" button is located below the form. Below the form, there is a promotional message: "For adding your web site automatically to thousands of search engines and internet directories including Comoestamos.com we recommend Myrosoft web promotion software: [Click here to download for FREE Myrosoft search engine promotion software!](#)". At the bottom of the page, there is a navigation menu with links: "Home | Add Site | Search | Free Newsletter | Top Links | Improve Ranking | Advertising". Below the navigation menu, there is a line of text: "Featured Active Real Time Channels: Stocks and Investment News | Headline News | Sports News". The browser's status bar at the bottom shows "javascript: jumptoURL();" and "Internet".

FIGURE 2.5 User form for adding new web sites.

Note that this simple looking Add Form contains very powerful built-in software features that will save you a lot of work when validating links or even completely automate the process for adding links without your intervention converting your site in a fully automatic link approval and search engine machine.



Automatic mode reporting

Active Search Engine reporting and logging capabilities will let the search engine administrator access to reports and logs from the Administration Interface to be aware of all the search engine activity taking place. This is especially useful when the search engine is configured in automatic mode.

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Active Search Engine will automatically check if the form fields entered are correct and do not contain offensive words, it will also check the validity of the url and email address entered by the user and decide whether or not the link should be accepted to be sent to the validation list to later on be approved by the search engine administrator from the Administration Interface or if Active Search Engine is set in automatic mode to immediately add the link to the search engine. If a false email address, a non-existing url web address, a word or phrase you have classified as offensive is entered or a duplicate url, an undesirable IP address or automated submission software or web service is detected according to the search engine administrator preferences, the submission will be rejected and Active Search Engine will automatically send an email informing the user about the problem. This feature alone will save the search engine administrator thousands of hours and automatically help end users to index their web pages correctly, a feature that you will not find in any other search engine software application.



Mailing List Builder

Active Search Engine will optionally (by default) add every valid email entered on the add form to your Mailing List converting your search engine in a powerful and automatic mailing list builder so you can keep in contact with link owners with the click of a button from the Administration Interface. To learn how to configure this and other powerful setting features read [Chapter 4. Configuration – Web submissions, automatic or manual approval.](#)

User Ratings

Search engine visitors can rate any site listed on your directory by clicking **Rate this Site** on any listing. Users can rate a resource from 1 to 5 stars and enter comments about the particular web site. Ratings averages and number of votes will be automatically calculated by Active Search Engine and will display on each search engine listing as well as play a role on search results, category listings and Top Links ranking calculations. When clicking **View Ratings** on any listing users are able to display the last ratings and user comments for that particular website.

DIRECTORY INTERFACE

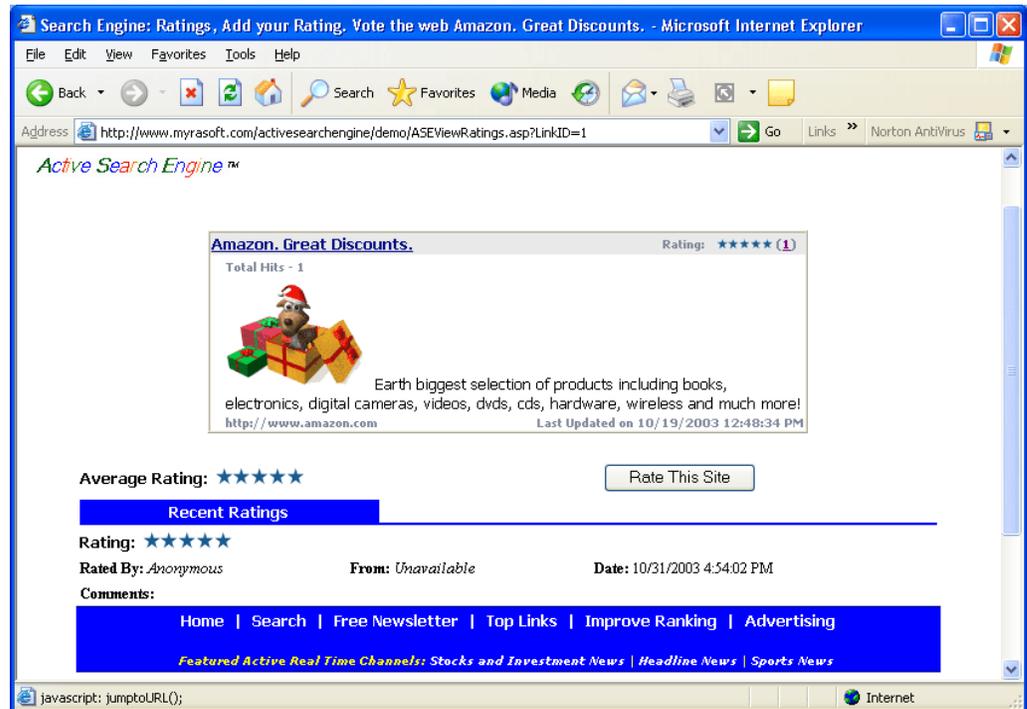


FIGURE 2.6 User ratings.

As when adding web sites Active Search Engine will perform a series of checks before sending a rating to the administrator for validation and user ratings can be configured to require manual validation or to be automatically added by the engine. If Active Search Engine detects the same IP address voting the same resource on short periods of time it will by default automatically block that IP address from voting the same resource more than twice until the following day. This avoids having the same user abusing the voting system and spamming your engine. The rating system is fully configurable to your needs as explained in detail in [Chapter 4. Configuration – Web ratings, automatic or manual approval.](#)



Mailing List Builder

Active Search Engine will optionally add every valid email entered on the rating form to your Mailing List converting your rating system in a powerful and automatic mailing list builder in addition to the add web form. To learn how to configure this and other rating system features read [Chapter 4. Configuration – Web ratings, automatic or manual approval.](#)

Remote votes and Remote search

Active Search Engine automatically creates reciprocal links for all approved listing owners to allow their visitors to vote for them from their own web sites by simply displaying a form on their web pages. This will not only increase your search engine traffic with visitors coming from thousands

DIRECTORY INTERFACE

of sites but will also greatly improve the link owner ranking creating value for both.

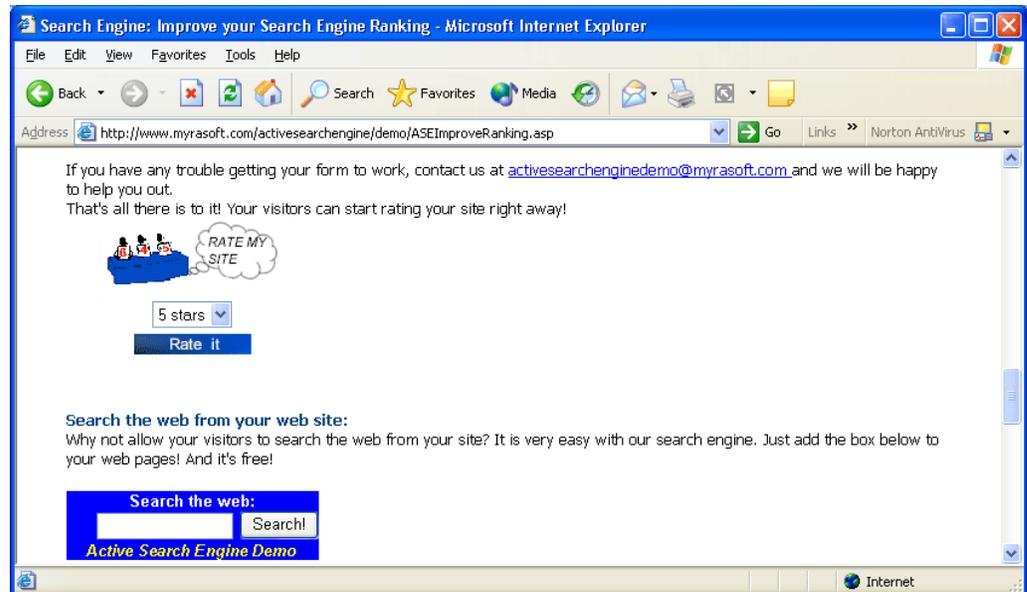


FIGURE 2.7 Remote ratings and remote search

Ratings sent remotely from other web sites will be identified as such by Active Search Engine which will create complete reports on all rating activity. A search form is also provided for remote web sites that want to allow their users to search your engine from their site. As most Active Search Engine features remote rating and remote search as well as all the content displayed on the Improve Ranking section is fully configurable and it is up to you to enable or disable it.

Search Engine Newsletter

Active Search Engine allows you to create your own Newsletter subscription service. The Free Newsletter section provides users a way to easily and automatically subscribe or unsubscribe to your search engine newsletter and interacts directly with a powerful built-in mailing list application that you can manage from the Administration Interface.

DIRECTORY INTERFACE

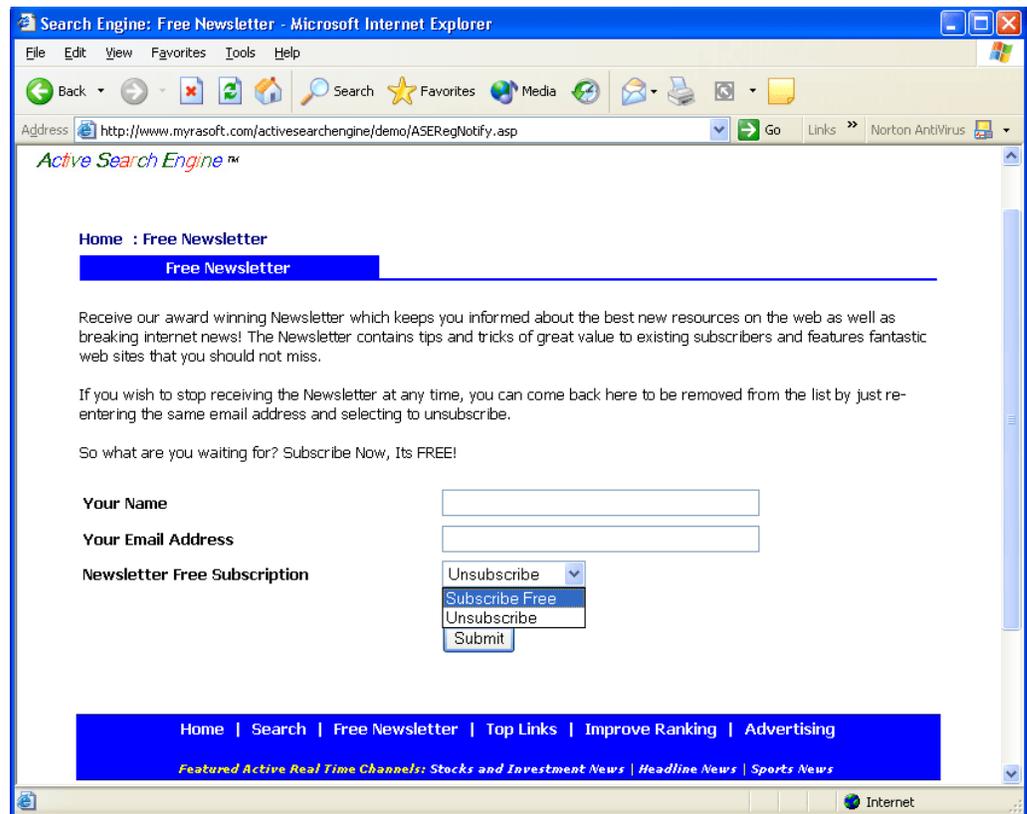


FIGURE 2.8 Search Engine Newsletter form

The subscription form automatically checks the email addresses entered by users before adding it to your mailing list to avoid invalid or false email addresses. It also has a duplicate email checker that notifies users in case they are already subscribed and allows users to unsubscribe automatically saving you countless hours on managing your mailing list.

Active Search Engine powerful database capabilities allows you to manage from hundreds of thousands of email addresses when using the Access version to millions of email addresses when using the SQL version. No other search engine software on the market includes such powerful mailing list and newsletter features if they include it at all.



Mailing List Builder and Newsletter manager

Active Search Engine will subscribe every valid email entered on the subscription form to your Mailing List converting your search engine in a powerful and automatic mailing list builder so you can send Newsletters, communications or news to thousands or millions of subscribers with the click of a button from the Administration Interface. To learn how to see or search your mailing list or how to send Newsletters read [Chapter 3 Administration – Mailing List](#).

Banners and Advertising

All of Active Search Engine sections have advertising space available for central rotating banners as well as small banner ads on every single page. As a search engine owner you can take advantage of this feature to start accepting orders from advertisers or from link owners that want a more visible featured listing on your engine.

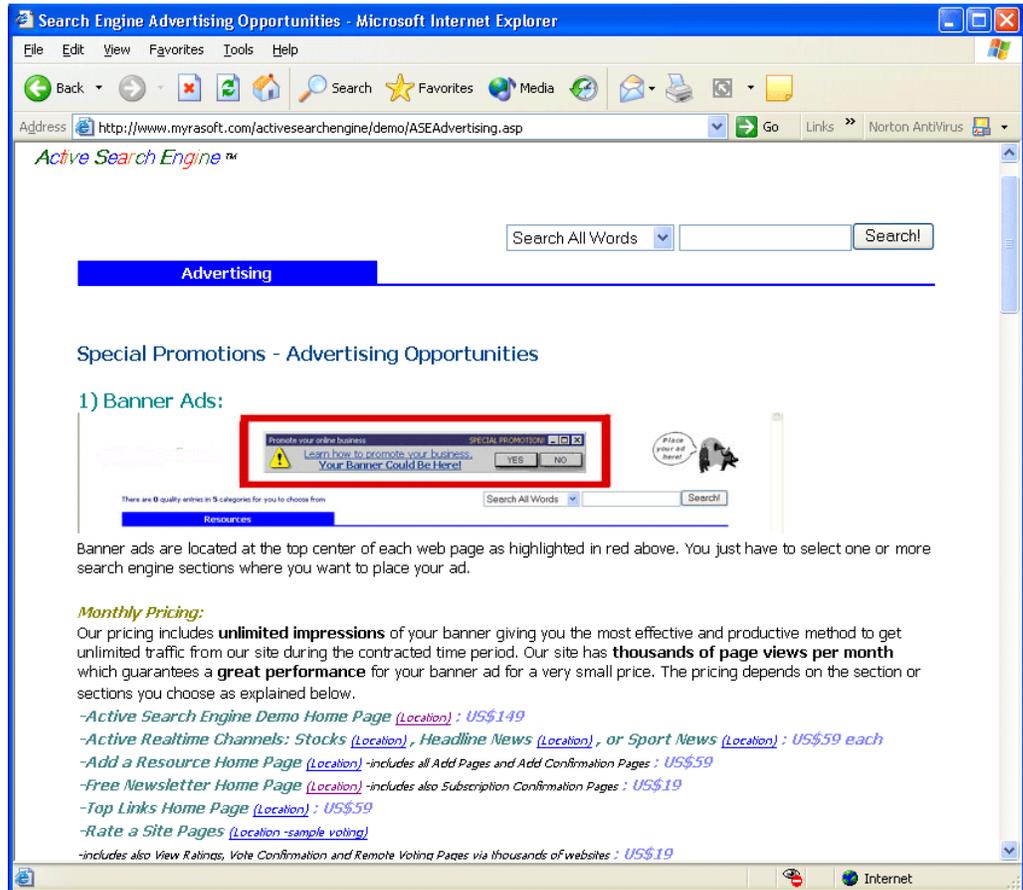


FIGURE 2.9 Search Engine Advertising Offerings

Active Search Engine advertising options can be fully configured by the search engine administrator, as explained in detail in Chapter 4 Configuration – Setting up your Advertising Offerings, and provides a standard order form that automatically sends you orders to your email address as well as optional links to your existing e-commerce system and pre-built fully working Paypal commerce links. This provides you with all the basic features for an out of the box advertising system that works hand in hand with your search engine application and that you will not find anywhere else. In fact no other search engine software

DIRECTORY INTERFACE

in the market has a built-in banner advertising system normally sold as a completely different application from a different provider which you will additionally have to integrate with your search engine.

But Active Search Engine not only offers your potential customers banner advertising but also default options include: Central Banners and Small Banners for each of the search engine sections, Featured Listings including company logos and top rankings for each category or subcategory, Keywords and phrases for top rankings on user's search results, Newsletter ads and Web Submission email confirmation ads. If you add up all the advertising products that Active Search Engine creates for you automatically, and instantly available for sale, you soon realize that they are endless. In this way Active Search Engine not only provides you with a robust directory and search engine system but also with unlimited advertising possibilities that are ready to generate revenue for your search engine.



About Advertising

Active Search Engine allows you to decide and customize what advertising options you want to offer, edit all content of your advertising section or even to disable all advertising. To learn how to customize your advertising offerings, set up advertiser banners and more read [Chapter 4. Configuration – Setting your advertising offerings, contracted banners and linking to your e-commerce system.](#)

Automated Advertising with Google AdSense

But Active Search Engine not only offers you a full range of built-in advertising options of its own. Its new version now comes completely integrated with Google AdSense to maximize your revenue potential. In fact, as your engine grows in popularity, this exclusive Active Search Engine feature alone will pay for the product many times over. Active Search Engine Google AdSense integration allows you to use the following features from your Google AdSense account:

- Integrates **Google AdSense 728x90 Ads** with your search engine Search Results, Category Browsing, Top Links section and Active Channels sections. You may activate Google Ads on all or any of the sections at your choosing.

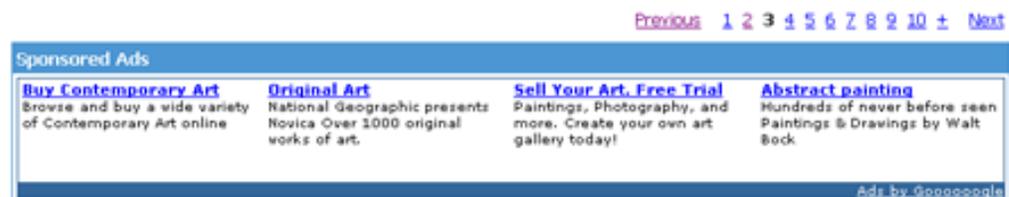


FIGURE 2.10 Sample Active Search Engine Google AdSense 728x90 Ad Box

DIRECTORY INTERFACE

- Integrates **Google Adsense Search Box** with your search engine Search Results, Category browsing, and Active Channels sections. You may activate Google Search Box on all or any of the sections at your choosing.



FIGURE 2.11 Sample Active Search Engine Google Adsense Search Box

- Integrates **Google Adsense 468x60 Ads** with Active Search Engine Banner system effectively replacing any empty central banners on any of your directory sections or categories by Google Adsense banners to maximize your advertising revenue. You may activate Google Adsense central banners on any specific section or category of your choosing while simultaneously maintaining Active Search Engine central banners on sections that have already been contracted by your own advertisers.



FIGURE 2.12 Sample Active Search Engine Google Adsense 468x60 Central Banner

- Integrates **Google Adsense 125x125 Ads** with Active Search Engine MiniBanner system effectively replacing any empty minibanners on any of your directory sections or categories by Google Adsense small banners to maximize your advertising revenue. You may activate Google Adsense small banners on any specific section or category of your choosing while simultaneously maintaining Active Search Engine minibanners on sections that have already been contracted by your own advertisers.



FIGURE 2.13 Sample Active Search Engine Google Adsense 125x125 MiniBanner



About Google Adsense

No other product on the market offers you so many advertising possibilities as Active Search Engine. Google Adsense is a key feature for automatic and hands free revenue generation that allows you to participate on Google success on the multibillion dollar online advertising market. Note that you must have an account with Google Adsense to take advantage of this feature. If you still do not have an account apply for one at <https://www.google.com/adsense/> . To learn how to customize Google Adsense with your engine, read  Chapter 4. Configuration –

Setting up Google Adsense.

Active Channels

Do you want to provide your visitors with up to the minute real time information and news? No problem, this is done automatically by Active Search Engine with no intervention and no editing required by the site administrator. Users just click on the navigation menu Featured Active Real Time Channels including: Stocks and Investment News, Headline News and Sport News to access the latest information and breaking news, an added value, no cost feature that will keep your visitors coming to your site.



FIGURE 2.14 Active Real Time Channels. No other software offers such free real time content features.

Providers of news include by default important agencies around the world such as Reuters, Yahoo News, Google News, Imente, National Geographic, Space.com and F1Racing among others.

As most of Active Search Engine User Interface you can enable, disable, add your own information feeding providers or edit all Active Channels content as you wish.

DIRECTORY INTERFACE



Chapter in Review and next steps

In this Chapter you have learned about Active Search Engine easy to use user friendly interface. Not only it is fully packed with a complete set of sections, directory and category browsing, newsletter subscription, real time news and powerful search features, but it is also fully configurable so you can make your search engine look and behave according to your preferences. The User Interface directly interacts with the reports, administrative link search and approval, and other powerful Administration Functions that we will review in the following  **Chapter 3 Administration**.

Administration

A complete and easy to use administration interface where you can manage links, do powerful searches by any field, learn where links or user ratings came from, search your mailing list, send newsletters to any selection of subscribers, delete broken or duplicate links and much more!

Complete Administration Interface

We have dedicated a lot of time designing and implementing an administration interface that is not a mere link approval system, but working with site administrators and search engine owners, we worked on a complete and flexible administrative system that is not only able to perform all key link and rating related administrator functions with advanced functions like mailing list management and newsletter mailer but also provided functionality to answer questions like: Who submitted this link? Was it sent using automatic submission software or added manually? How many links did this person send? Is an IP address abusing the system and sending a lot of links? How many people have placed reciprocal linking and remote voting on their web sites and where are they located? How many and what links were added last week? What keyword searches were done yesterday? What web sites were automatically rejected or added when in automatic mode and how many confirmation emails did Active Search Engine send and to whom? And many, many more.

So let's review the main administrative functions so you can learn the powerful features that Active Search Engine places at your fingertips. In  Chapter 1 – Installation you learned how to register your license, login to the Administration Area, change your login name and password as well as adding categories and subcategories. If you have not yet registered your license or set up your administrator login name and password you will need to do that now to be able to enter the search engine Administration area.

You can access the Administration interface by pointing your browser to <http://www.yoursite.com/ActiveSearchEngine/ASEAdmin.asp> (where yoursite.com

ADMINISTRATION

is the name of your domain name) or to <http://www.yoursite.com/ASEAdmin.asp> if you installed Active Search Engine directly into your root directory. You can also access your directory administration area by just clicking on the Active Search Engine Admin icon placed on your desktop by Active Search Engine installation program.

Validating Links

When users add their web sites from the user interface Add form and the search engine is in manual mode for link approval, links are placed on waiting list which requires the search engine administrator validation.

You can access this list by clicking on  Links on Active Search Engine Administration Menu and then clicking on the  Search button next to  Show All Unvalidated Links.

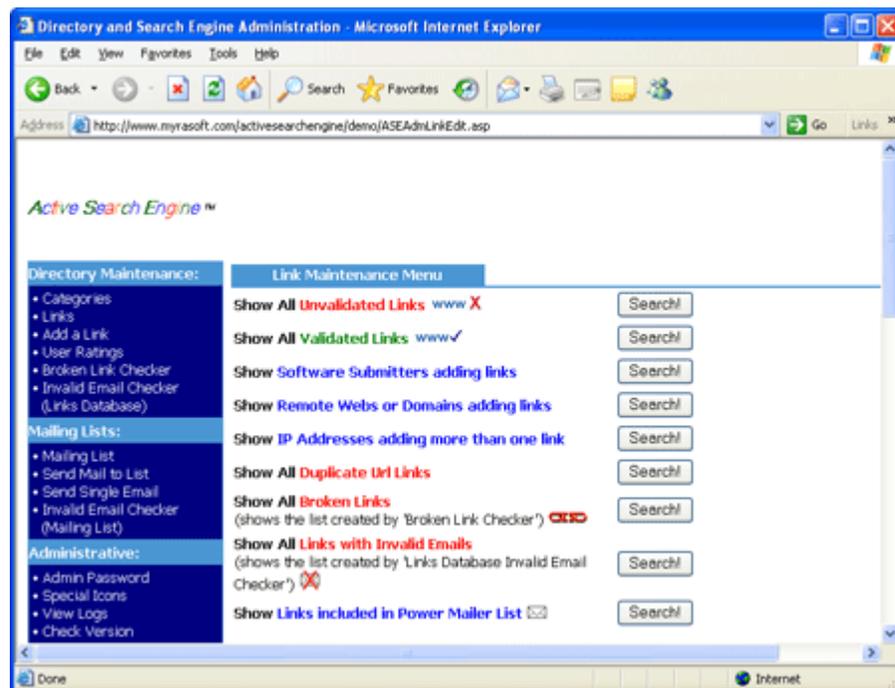


FIGURE 3.1 Link Management

A list of links pending validation will be shown. From that list you have the option to  Delete All or  Validate All links with the click of a single button if you are in a hurry,  Delete a single link if you do not like what you see at first glance without the need to review it or to edit and validate each link by clicking on the  Edit button next to each link. Remember that when a web page arrives to this list Active Search Engine has already discarded and rejected links with bad url addresses and false email addresses so you don't need to worry about those, but you can edit and modify the rest of the fields as you wish.

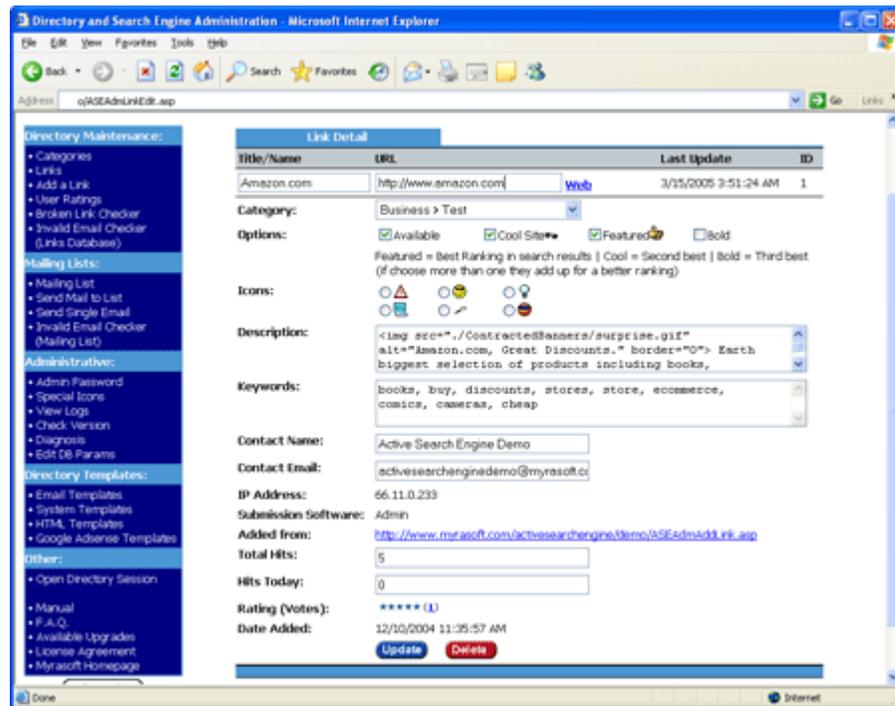


FIGURE 3.2 Validating and editing a link

To validate/approve the link so that it is displayed on the search engine user interface just mark the option Available, edit any fields you want to change and click on . The link will be automatically displayed and available for users searching or browsing the search engine.

The following fields will be shown as they were **filled out by the user** when submitting the Add form: Title, Url, Category, Description, Keywords, Contact Name, and Contact Email. As the search engine administrator you may edit any fields, for example you may decide to add a logo or image to the Description field. You can do it by just adding the following standard html code at the beginning of the description field: ``. Then continue your description with regular text. It is recommended that the image is .gif or .jpg format and that it does not exceed 134 (width) x 60 (height). Or you may decide the Category the user had chosen was not appropriate and change it to a more appropriate one by just clicking on the Category field.

Link **fields filled out automatically by Active Search Engine** itself are as follows: Date Added and Last Update: indicates the server date and time when the link was added or last updated respectively. ID: a number identifying each link assigned automatically by Active Search Engine and used for internal calculations.

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IP Address: the IP address of the user submitting the link.

Submission Software: the software used by the user submitting the link, Active Search Engine will identify the software automatically and will further indicate Admin for links added by the search engine administrator himself or will leave this field blank for links added manually by search engine users.

Added from: the exact web page from which the link was added. This will normally be a page located in your search engine; but not always. If Active Search Engine detects an automatic web service or software adding a given link it will indicate its web location here.

Total Hits and **Hits Today:** calculated automatically by Active Search Engine indicates the number of visits/hits that this link has received in total or today. This value is calculated as the number of times a link has been clicked on your search engine by a different user. Therefore Active Search Engine does not count clicks by the same user (IP address) during the same day as hits to avoid malicious users to artificially increase hit counters. Both fields are editable by the search engine administrator in case he wants to alter any of the counters at any time.

Rating (Votes): indicates the rating average (from 1 to 5 stars) calculated by Active Search Engine from all user rating submissions for that link and the total number of votes for that link. Note that clicking on the number of votes will show the search engine administrator a list displaying each particular user rating.

The following **fields** are **exclusively managed by the search engine administrator:**

Available: when marked a link is listed and available for end users on the search engine user interface. When unmarked the link will remain visible from the administration area by the search engine administrator only until it is deleted.

Featured: a link is normally only marked as Featured when its owner has paid for and purchased a Featured listing from you. Featured listings rank at the top of search results and category listings, are prominently displayed on the search engine Top Links section and display a featured hand icon next to its title. If you wish you can also add a logo image for these links on the Description field as explained above.

Cool: when marked a link is classified as cool, displays a cool icon next to its title and ranks better (after featured links) on search results and category listings.

Bold: when marked a link is classified as bold, its title is displayed with bold font and ranks better (after cool links) on search results and category listings.

Icons: the search engine administrator can add an icon to a link to further characterize a link. These icons are displayed close to the link title and in addition to any featured or cool link icon when selected above. Available icons characterize a link as: adult content warning, good and funny, good ideas, interesting documentation, must see or attractive. You can easily add any number of icons to Active Search Engine icon database as explained below in this chapter.

When validating links or editing a link to configure it as a featured listing with reserved keywords take in consideration that by default Active Search Engine search results and category listings rankings will show links ordered as follows: Featured links, Cool links,

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Bold links, Rating, number of Votes, alphabetic title, and date. Note that these default settings can be modified by the search engine administrator as explained in [Chapter 4 Configuration-Search engine results and category rankings](#).

Searching for Links: Power Search

Active Search Engine Power Search® allows the administrator to find any collection of links by searching on any number of fields. To use Power Search click on [Links](#) on Active Search Engine Administration Menu, enter what you are searching on any of the fields and click on the [Search](#) button. Not only will the resulting links be displayed but you will be also able to manage them from the results page by editing, deleting or including them on a mailing list for a one time specific mailing.

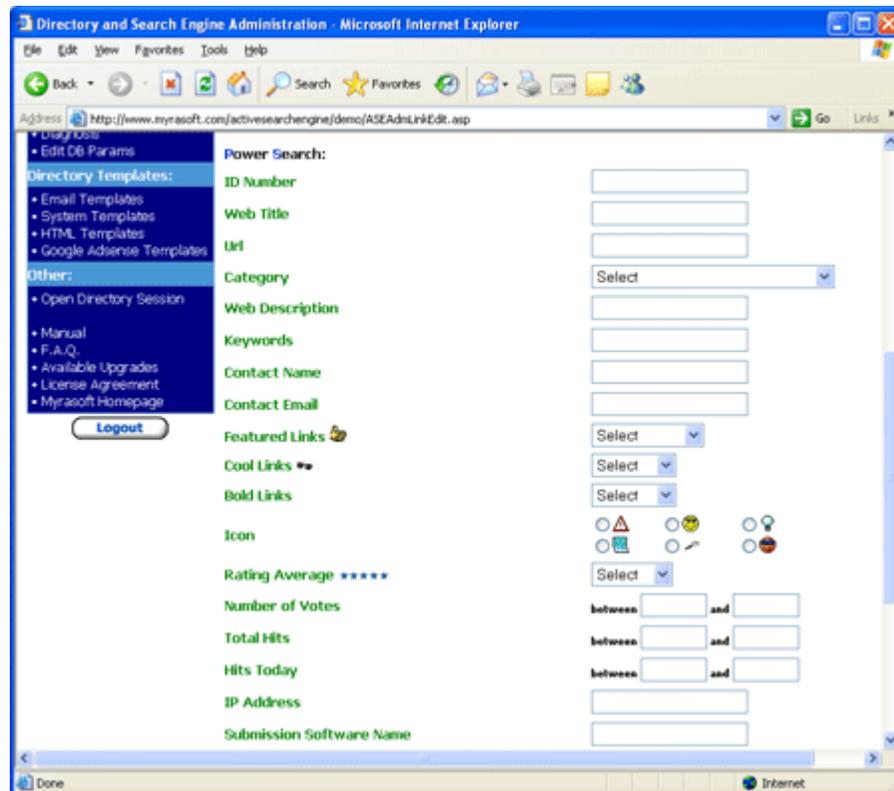


FIGURE 3.3 Active Search Engine administrative Power Search

For example you can search for all listings of a given domain name by entering the domain on the [Web Url](#) field and clicking [Search](#). Or you can search for all Featured listings that have been rated 5 stars, have more than 20 hits and have been added before June. The possibilities are endless. Just take a look at the Power Search screen and you will notice that there is no limitation on the number of fields or combination of fields to search for. A powerful tool for the search engine administrator that you will not find anywhere else.

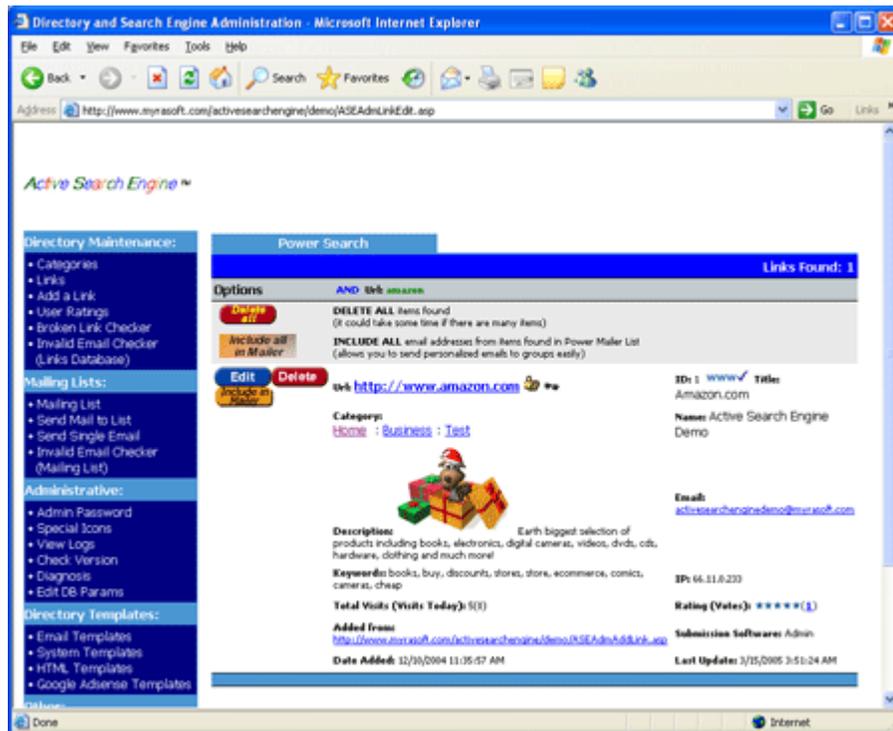


FIGURE 3.4 Power Search results page. Edit, delete or include links in the Mailer by pressing a single button.



Power Search and Power Mailer List

Active Search Engine Power Search is fully integrated with Active Search Engine Mailer. This powerful function allows you search for any specific collection of links by searching on any fields and then include them on the Power Mailer List for a one time mailing with the click of a button. This way you can easily email specific users which match your selection requirements, such as users that added links before a given date, users whose links have more than 1000 hits, users with links rated 5 stars and so on. No other software offers you such unlimited possibilities.

Know everything about your search engine links

In addition to Active Search Engine Power Search, there are many pre-built reports that will help you find specific links, learn about who is adding links to your directory, manage broken or duplicate links and finding email addresses which are no longer valid. To access these functions click on Links on Active Search Engine Administration Menu and then click on the corresponding report.

Show All Validated Links: this function shows all links which are active on the directory.

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🔍 **Show Software Submitters adding links:** this report will show you if any users are adding links using any submission software. The report will indicate what software was used and the number of links added by each. Click on the number of links to see a detailed list of links added by each particular software. Active Search Engine will detect any automatic submission software adding links to your directory. For example Active Web Traffic from Myrosoft will be identified as AWTR on the report. Additionally it will identify as Admin the links added by the search engine administrator itself.

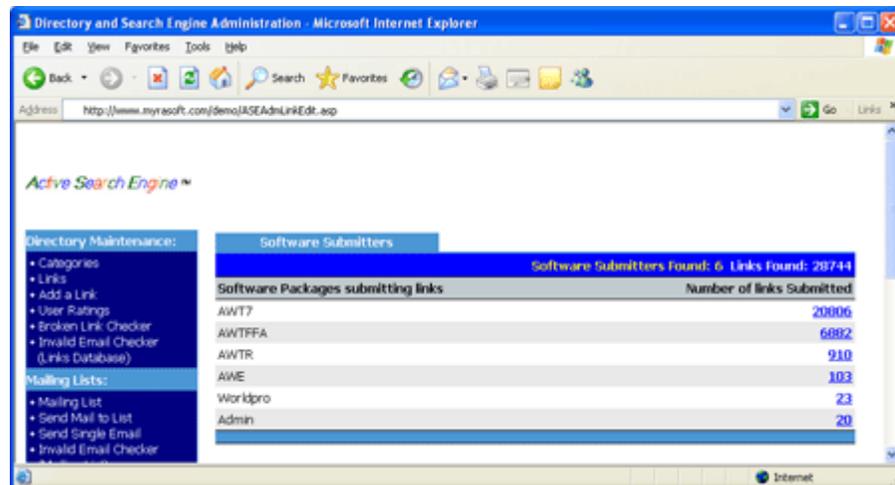


FIGURE 3.4 Software submitters used. Click on the number on the right to see the detailed list of links.

Note: you can allow or block specific software packages from adding links to your directory as explained in [Chapter 4](#). Configuration - Web submissions, automatic or manual approval.

🔍 **Show Remote Webs or Domains adding links:** this report is similar to the software submitters report but shows what web services are actually adding links to your search engine and their location. Click on the number of links to see a detailed list of links added by each particular web service. A great and automatic way to know and identify particular web submission services that have added your search engine to their list.

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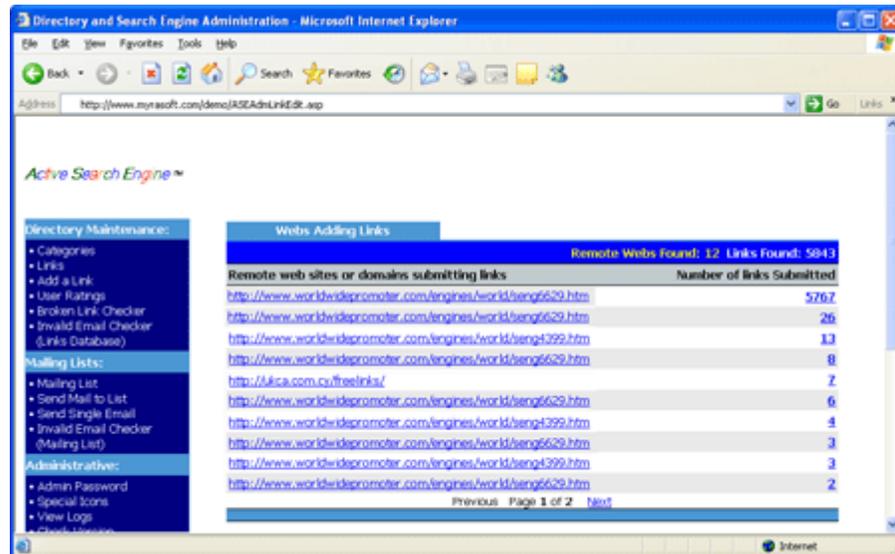


FIGURE 3.5 Web Submission Services used. Click on the number on the right to see the detailed list of links.

Note: you can allow or block specific web submission services from adding links to your directory as explained in [Chapter 4](#). Configuration - Web submissions, automatic or manual approval.

🔍 Show IP addresses adding more than one link: a few users abusing your search engine? It is very easy to know with Active Search Engine. Click on this report to see what particular IP addresses (users) are adding more links to your directory.

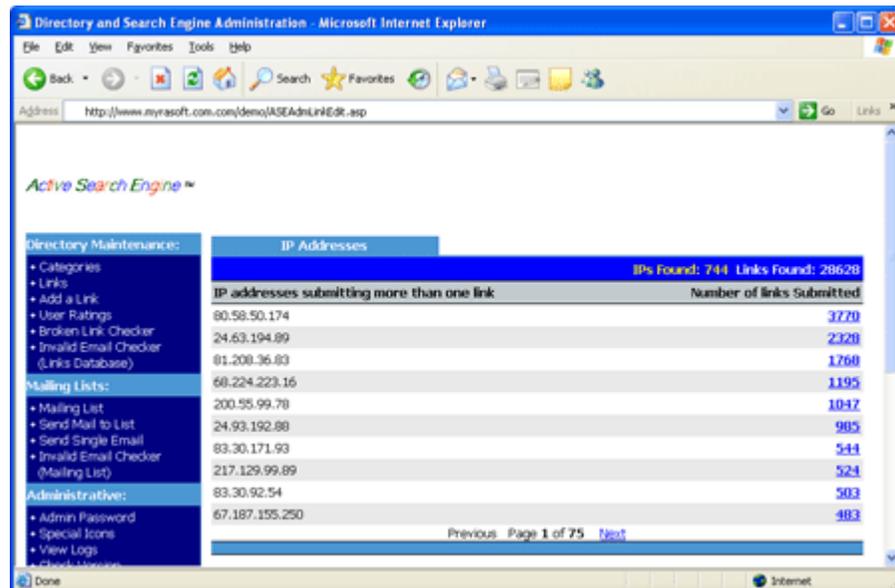


FIGURE 3.6 IP Addresses adding links. Click on the number on the right to see the detailed list of links.

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Note: you can block specific IP addresses from adding links to your directory as explained in [Chapter 4. Configuration - Web submissions, automatic or manual approval](#).

☛ **Show All Duplicate Url links:** note that by default Active Search Engine Add Form will automatically check for duplicate webs and will not allow the same url address to be added by users more than once. So you normally will not see any duplicate url when clicking on this report. However some administrators may configure Active Search Engine to allow users to add the same url more than once to allow user updates. If this is the case, this report will let you identify duplicate webs and edit or delete them with the click of a button.

☛ **Show All Broken links:** by default Active Search Engine will not allow broken links to be added to your directory. However some old links may become broken and unusable when users change their hosting, domain names or web structure. Identifying broken links is very easy with Active Search Engine automatic Broken Link Checker utility. This report will show all links identified as broken by the Broken Link Checker. So you will have to run the Broken Link Checker first, then you will be able to edit, delete, include on the Mailer list or decide to set as valid any links identified as broken by Active Search Engine.

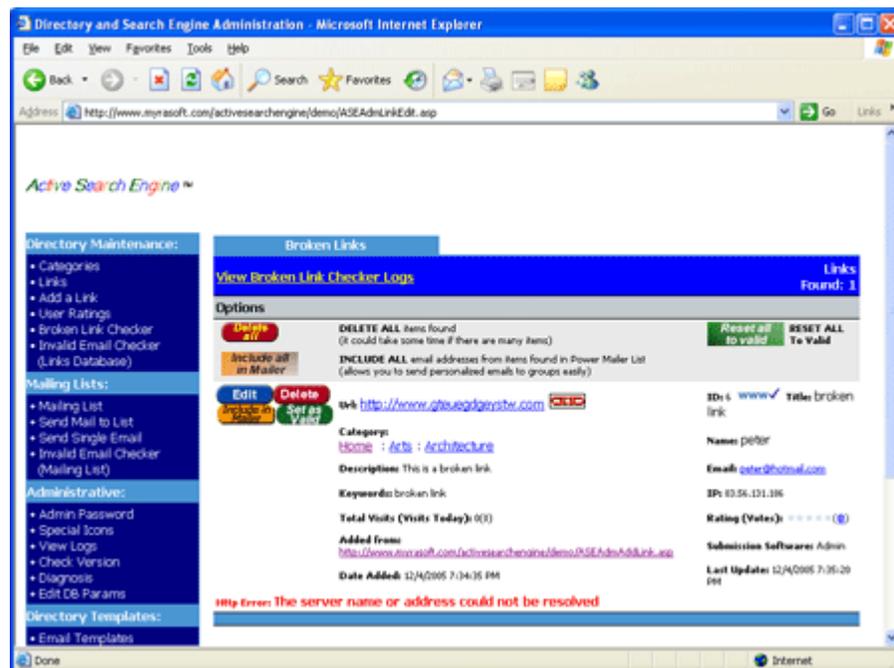


FIGURE 3.7 Broken Links report. You may set links as valid, include them in Mailer, edit or delete them.

The report will also let you know why the Broken Link Checker found a link to be broken and no longer valid and will list the specific http error for each. You can also

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access more detailed information and review the work performed by the Broken Link Checker by clicking on ⇒View Broken Link Checker Logs at the top of the report.

✪Show All Links with Invalid Emails: by default Active Search Engine will not allow links with invalid email addresses to be added to your directory. However some people may have changed their email address from the time they added their link. Active Search Engine allows you to easily identify invalid email address with its powerful Invalid Email Checker utility. This report will show all links identified as invalid by the Invalid Email Checker (Links Database) utility. The report results will allow you to edit, delete, or decide to mark as valid any links identified as having invalid email addresses by Active Search Engine.

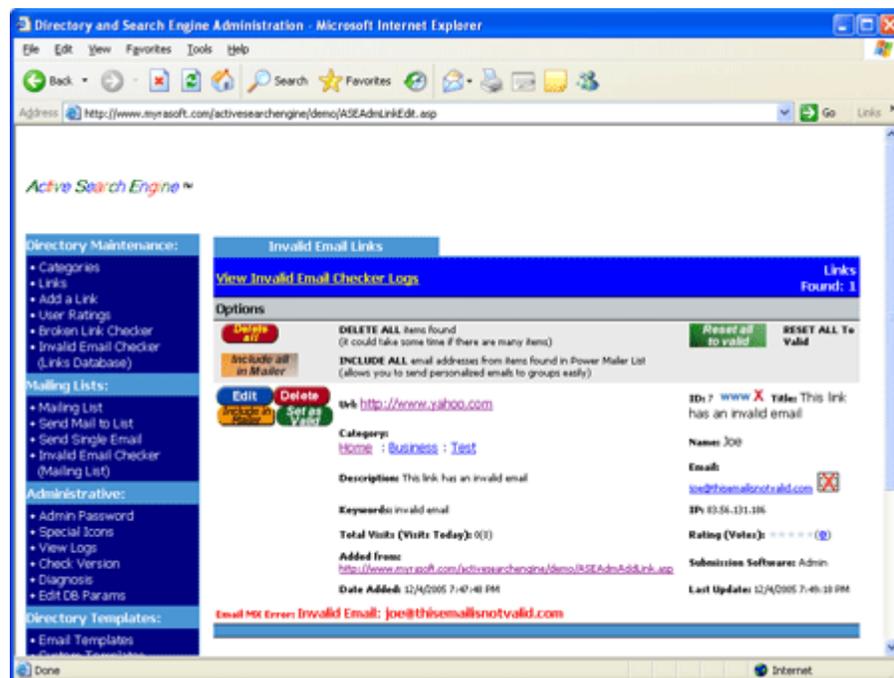


FIGURE 3.8 Show links with invalid emails. You may set emails as valid, edit or delete links.

The report will show the specific email error found for each email address. You can also access more detailed information and review the work performed by the Invalid Email Checker by clicking on ⇒View Invalid Email Checker Logs at the top of the report.

✪Show Links included in Power Mailer List: any time you perform a search with Power Search or access any links report you have the option to include all or any links found in the Power Mailer List for a future personalized and targeted mailing. For example when looking at the Broken Links report you may decide to click on the [Include All in Mailer] button so you are able to later on send an email only to these specific users notifying them that their link is broken. Or after performing a Power Search for all links rated 5 stars you decide to click on the [Include All in Mailer]

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button and then send them an email congratulating them on their excellent ranking which you can do from the **Send Mail to List** option on the Active Search Engine Administration Menu. The **Show Links included in Power Mailer List** report will allow you to manage this temporary Power Mailer link list by removing certain links from it by clicking on the **Delete from Mailer** button next to each link, or emptying it completely by clicking on the **Delete All from Mailer** button so you can include other links after performing another search. Note that deleting links from the temporary Power Mailer link list will not delete the link from your search engine database, nor will it delete the email address from the main Mailing list, but it will just clear and empty the temporary Power Mailer list.

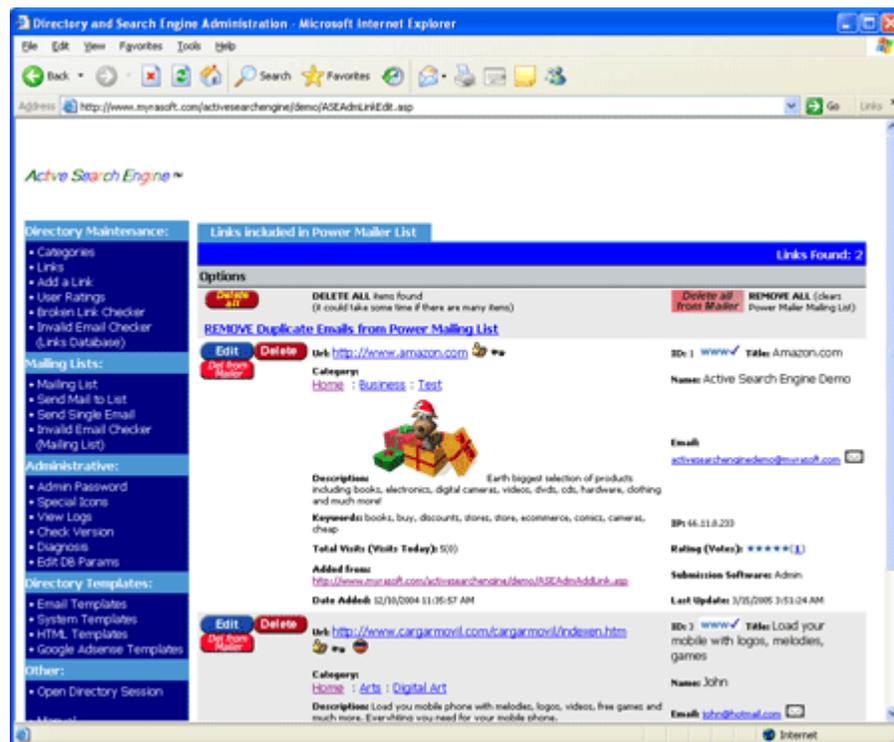


FIGURE 3.9 Managing the temporary Power Mailer list.

To this respect it is important to know that the Power Mailer List is only a temporary list used only sporadically for targeted mailings and is completely different than Active Search Engine main Mailing List which is used to contact all users who subscribed to your newsletter on a regular basis.

Adding links from the Administration interface

The search engine administrator can add its own links or links he considers vital to be listed on the search engine, without having to go through all the checks and filters imposed by the end user interface Add Site Form, by

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just clicking on  **Add a Link** on the Active Search Engine Administration Menu. When adding links from the administration interface, Active Search Engine does not send any confirmation email and the link is added directly to the directory with no validation required.

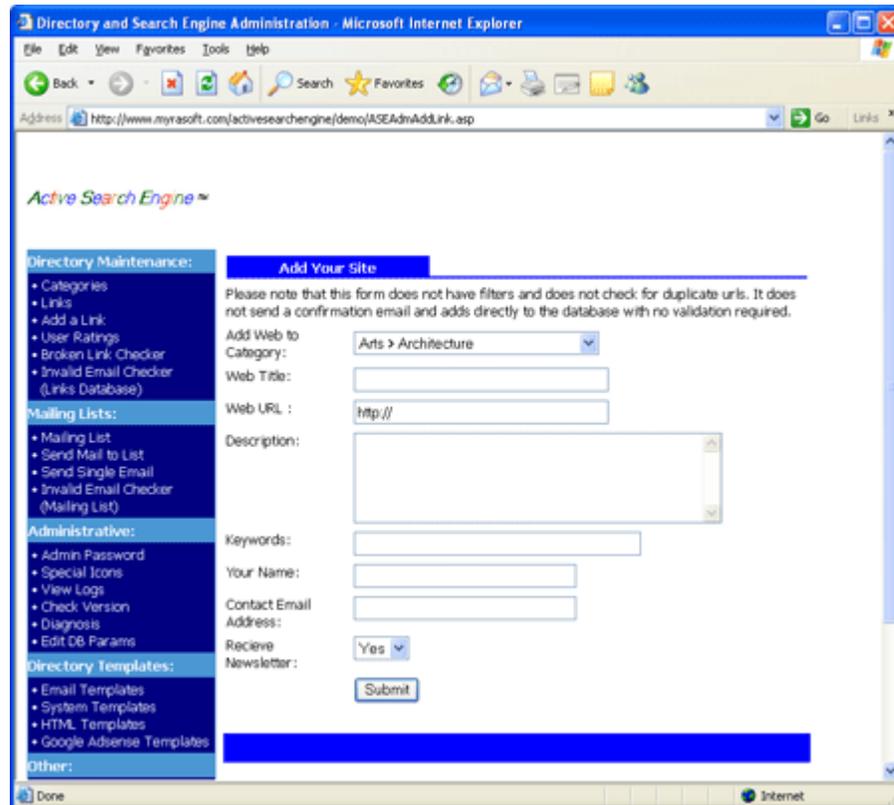


FIGURE 3.10 Adding links from the administration area.

Validating User Ratings

As with web links user ratings also require validation from the search engine administrator when the search engine is configured in manual mode for rating approval. The validation process is similar to link validation. Search engine users add their web ratings from the user interface **Add Your Rating** form which sends user ratings to a waiting list until the search engine administrator approves them. You can access this list by clicking on  **User Ratings** on Active Search Engine Administration Menu and then clicking on the  **Search** button next to  **Show All Unvalidated Ratings**.

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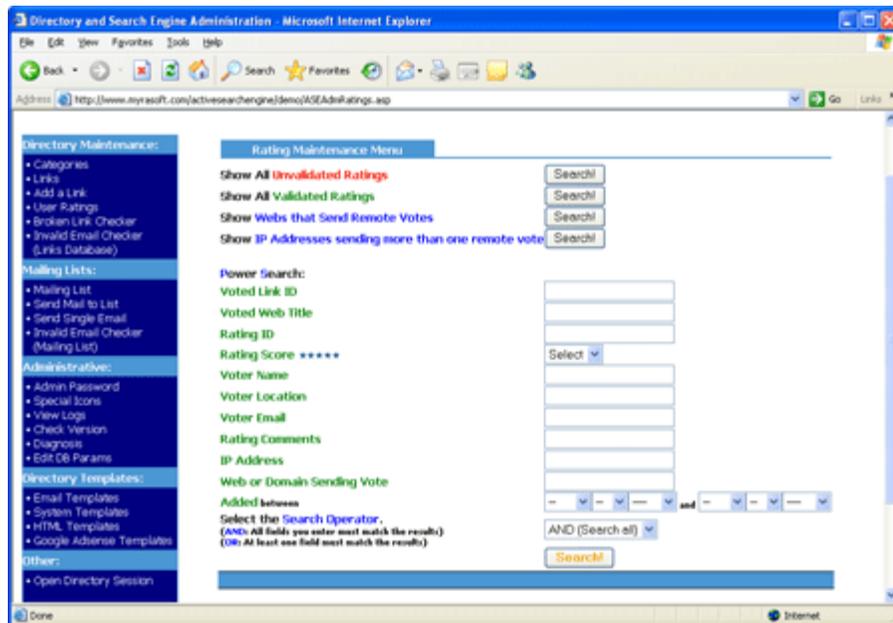


FIGURE 3.11 Managing User Ratings.

A list of user ratings pending validation will be shown. From that list you have the option to **Delete All** or **Validate All** unvalidated ratings with the click of a single button (located at the top of the screen) if you are in a hurry, **Delete All** or **Validate All** ratings shown on the actual page only by clicking the button (located at the bottom of the screen), or **Validate/Delete** the selected ratings only if you want to review each rating.

Active Search Engine will show the following fields for each user rating: **Title** (the title of the link subject of this rating); **Link ID** (the link ID); **Rating ID** (a number assigned automatically to each rating by Active Search Engine used for internal calculations to identify the rating); **Rating** (the rating from 1 to 5 stars entered by the user); **From** (the location as entered by the user); **Date** (date and time when the rating was submitted); **Email** (the email address as entered by the user); **IP address** (the voting user IP address); **Comments** (the user comments) and **Voted from** (the url from which the link was sent, located at the search engine if voted from there or at a remote web site for remote votes).

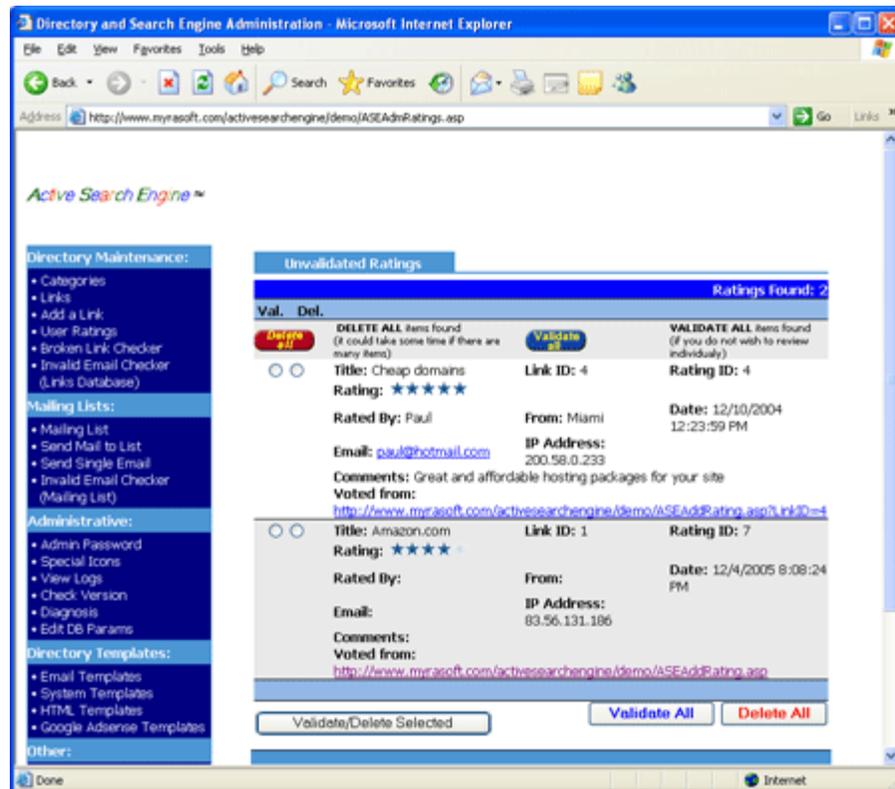


FIGURE 3.12 Validating User Ratings.

Searching for User Ratings: Power Search

Active Search Engine Power Search® is also available for user ratings. The search engine administrator is able to search for user ratings using any combination of fields with the click of a button. For example you may want to find all 5 stars user ratings for a specific web link that were sent from March to June from users located in Boston. Just enter the appropriate fields and click on the **Search** button. As when searching for links the rating Power search possibilities are endless, an amazing tool that gives unprecedented flexibility to the search engine administrator doing research on his directory content.

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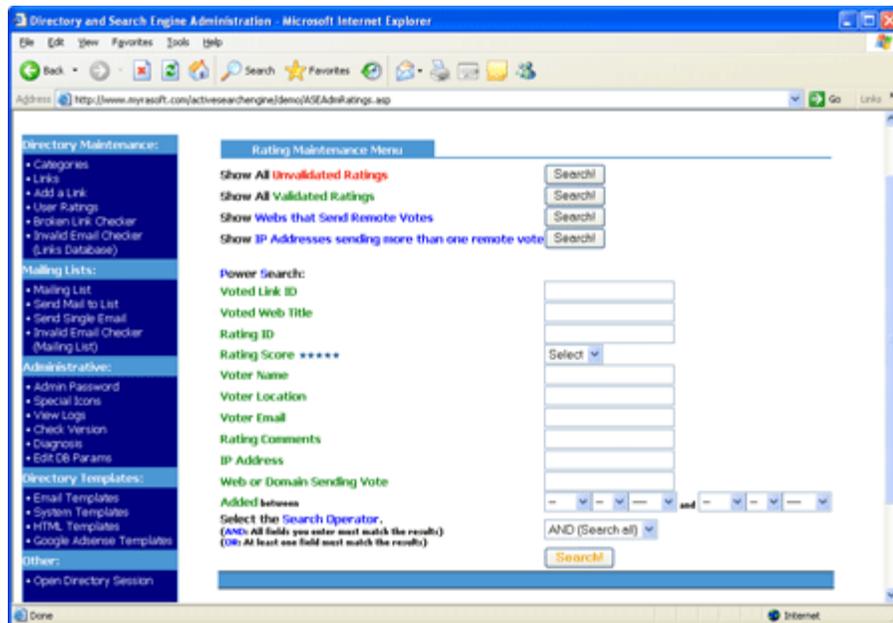


FIGURE 3.13 User Ratings Power Search.

Other pre-built reports available from the **User Ratings** menu are:

🌟 **Show All Validated Ratings:** this function shows all ratings which are active on the directory and have been successfully validated.

🌟 **Show Webs that Send Remote Votes:** this report will help you identify which users have placed your search engine Remote Vote Form on their web sites, where the forms that link to your engine are located and how many votes were sent from each.

🌟 **Show IP addresses sending more than one vote:** a few users abusing your voting system? It is very easy to know with Active Search Engine. Click on this report to see what particular IP addresses (users) are sending more votes to your directory and what kind of ratings they are sending.

Note: the search engine rating system can be fully configured to your preferences. You will also be able to prevent specific IP addresses, webs or users from sending votes to your directory. Learn more about specific configurations in [Chapter 4](#).
Configuration - Web ratings, automatic or manual approval.

Web listing icons

Active Search Engine comes preconfigured with 6 default icons that the search engine administrator can include on any web listing when approving or editing links. You can easily change the meaning of the existing icons or add completely new icons to enhance the look of your

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directory listings by clicking on  **Icons** on Active Search Engine Administration Menu.

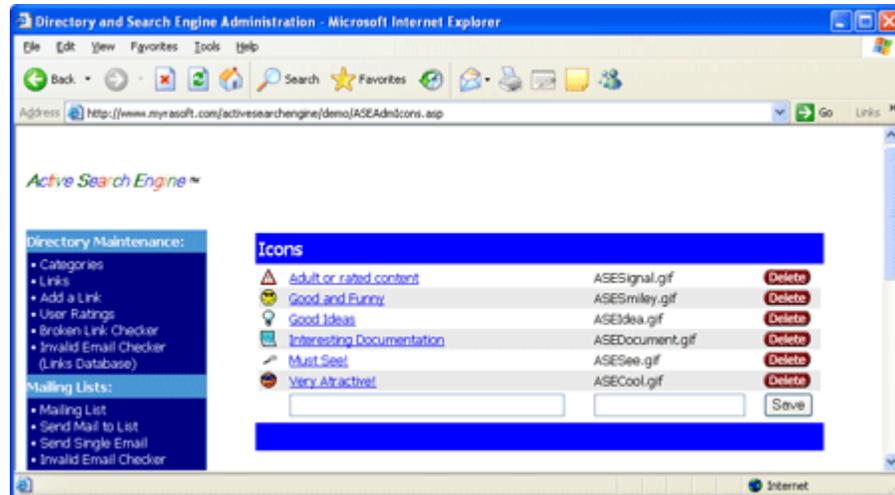


FIGURE 3.14 Adding new icons for web listings.

Just enter a description for the new icon on the first field and the image file name on the second field and click **Save**. Do not forget to upload the new image file to your server and place it into the  ASEIcons folder located just under your Active Search Engine server installation directory. You can freely add an unlimited number of icons which will be automatically added by Active Search Engine and available for selection on all link administration forms.

Broken Link Checker

Active Search Engine Broken Link Checker® will automatically check for any links that have become broken (their web url address is no longer valid). Remember that Active Search Engine Add Form will block invalid url addresses to be added to your search engine saving the search engine administrator a lot of time, so they should not be listed on the first place. However as time passes by link owners may change hosting, domains or just delete a previously correct url address. That's why it is recommended to run the Broken Link Checker from time to time.

You can access this powerful application from Active Search Engine Administration menu by clicking on  **Broken Link Checker**.

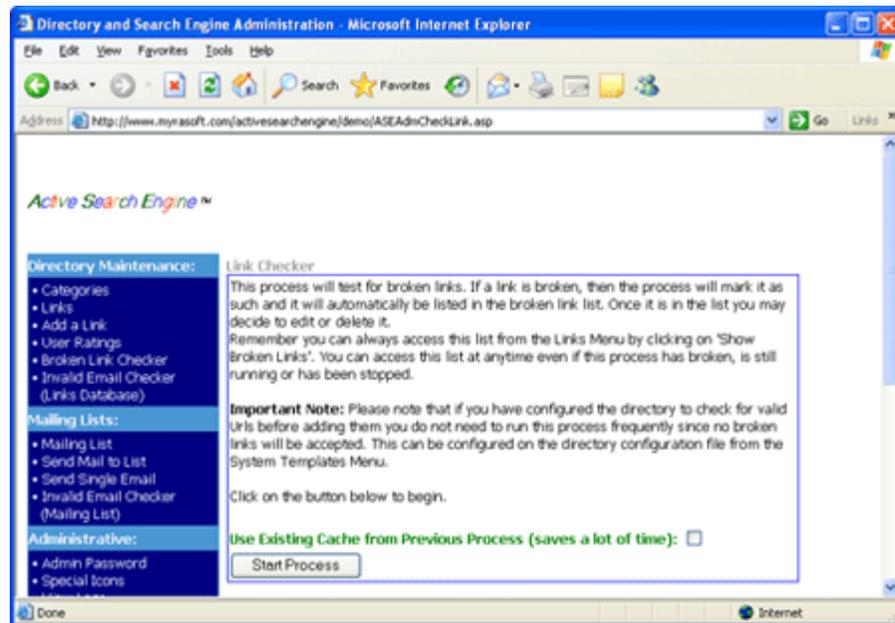


FIGURE 3.15 Checking for broken links.

Note that the process will check all links and mark the ones found broken as invalid so it may take some time to finish depending on the number of links on your directory. To save time just mark the check box **Use Existing Cache From Previous Process** which will check only the new links added since the last run avoiding double checking the ones already checked the previous time.

The process will run on the server so you can continue using all Active Search Engine administrative functions while the Broken Link Checker is in process. When the process is done it will show you a report listing all links found to be broken, the type of http error found when trying to connect to each web address and allowing you to edit, delete them, add them to the Mailer so you can notify their owners or mark them back as valid in case you think the link checker was wrong reporting the link as broken. You can access this report any time, even when the Link Checker is in the middle of its work by clicking on **Links** on the Administration menu and then on **Show All Broken links** as explained above in **Know everything about your search engine links**, in this same chapter.

Invalid Email Checker

Active Search Engine Invalid Email Checker® will automatically check for email addresses that are no longer valid. Note that there are two different instances for this application that you can access from Active Search Engine Administration Menu.

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⇄ Invalid Email Checker (Links Database) checks emails in your search engine links database while ⇄ Invalid Email Checker (Mailing List) checks emails in your mailing list database.

Remember that Active Search Engine user interface forms already prevented invalid email addresses entered by users from being added to your links database or to your mailing list. However as time passes users may change email providers and some email addresses become obsolete. That's why it is recommended to run the Invalid Email Checker from time to time and more specifically before doing a mailing or sending your search engine newsletter to a large number of users.

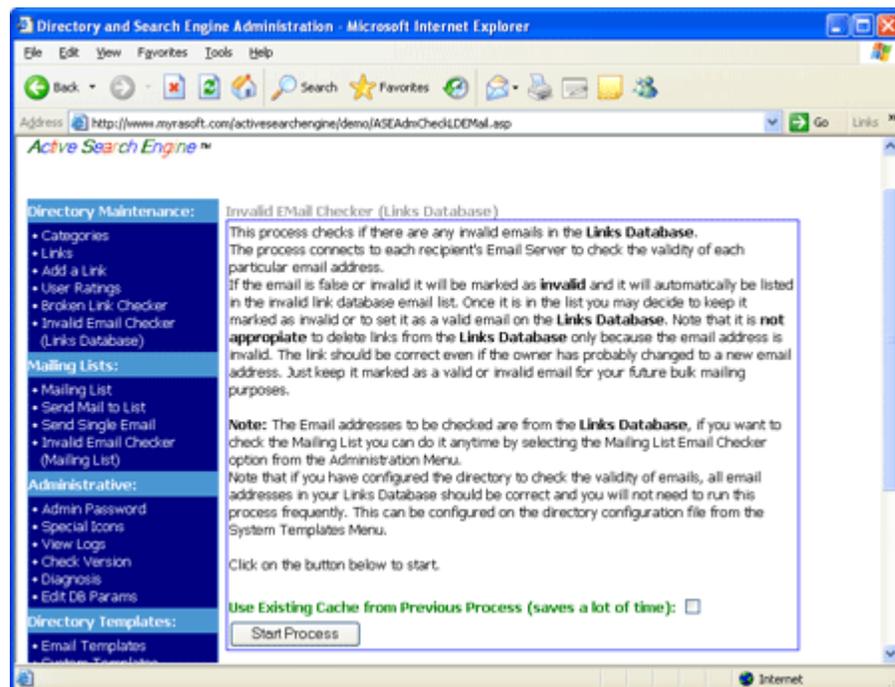


FIGURE 3.16 Checking for invalid emails

The process will check all emails and mark the ones found broken as invalid so it may take some time to finish depending on the number of emails on your database. To save time just mark the check box Use Existing Cache From Previous Process which will check only the new emails added since the last the process was run.

The process will run on the server so you can continue using all Active Search Engine administrative functions while the Invalid Email Checker is in process. When the process is done it will show you a report listing all links containing emails found to be no longer valid, and the type of email error found for each, allowing you to edit, delete it or mark it as valid.

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If you were running the Invalid Email Checker on the Links Database you can access this report any time by clicking on  Links on the Administration menu and then on  Show All Links with Invalid Emails as explained in detail above in  Know everything about your search engine links, in this same chapter. If you were running the Invalid Email Checker on the Mailing List you can access the results any time by clicking on  Links and then on  Show All Invalid Emails.

Managing the Mailing List

As users subscribe for your newsletter, or opt-in when adding links or voting webs your mailing list will grow and Active Search Engine will automatically add thousands of users to it without any effort on your part.

Note that you can fully configure the subscription system to your preferences as explained in  Chapter 4 – Configuration Web Submissions and Web Ratings sections. Using the default configuration Active Search Engine will add to your mailing list all email addresses coming from users subscribing to your search engine newsletter and from users adding links to your directory. You may also want to configure email addresses from users voting webs to be added automatically.

To manage your mailing list and see how many users have subscribed click on  Mailing List on the Active Search Engine Administration menu.

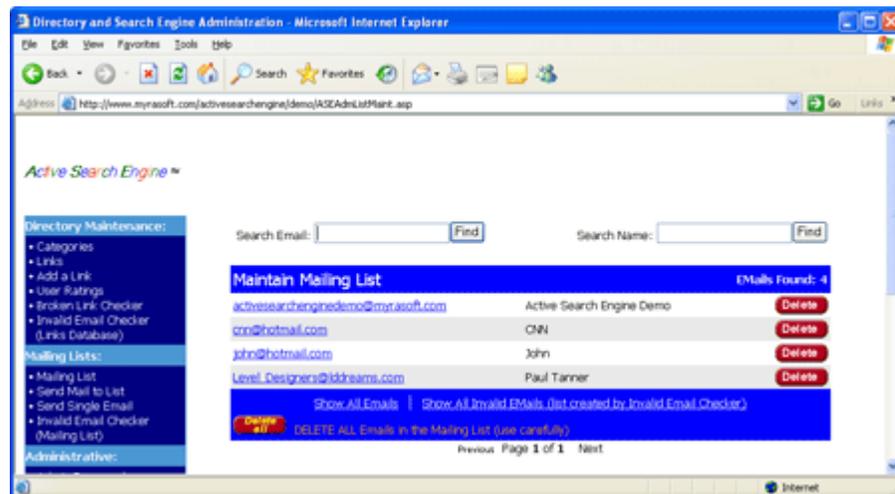


FIGURE 3.17 Managing the Mailing List

A full list tabulated in pages will show all user names and email addresses which subscribed to your list. Note that there is no limit to the number of emails that Active Search Engine is able to store, so you may have from 5 to millions of email

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addresses in your mailing list only limited by the size of your server database. You can easily search the database for specific user names or email addresses using the Search Email and Search Name forms and delete email addresses with the click of a button or by using the Invalid Email Checker.

Sending Newsletters, Power Mailer

So you are now ready to send your first mailing to your search engine subscribers? Active Search Engine Power Mailer® allows you not only to send newsletters to the full mailing list, but also to send personalized messages to any selected group of recipients or email addresses.

To access the Power Mailer click on  Send Mail to List on the Active Search Engine Administration menu.

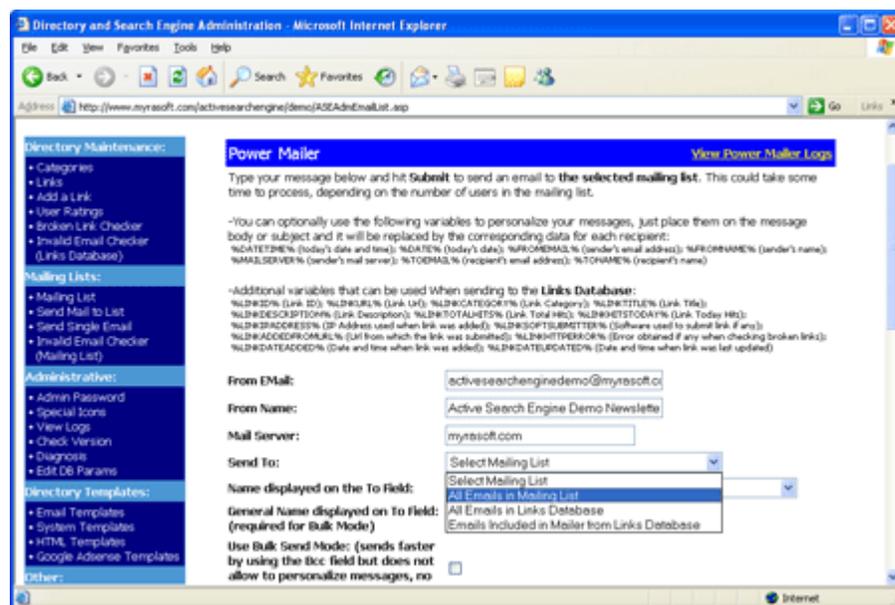


FIGURE 3.18 Using Active Search Engine Power Mailer

To start a user mailing just fill out the form fields and click the button. Active Search Engine Power Mailer runs in your server both in bulk or personalized mode so you will notice it is much, much faster than any programs running on your desktop with the additional advantage that it does not fill up your valuable PC memory allowing you to perform other tasks while your server takes care of the mailing job.

The fields on Power Mailer form are the following:

From Email: the email address that will appear on the email *From* header when reaching subscribers. This field is automatically filled out by Active Search Engine according to your search engine configuration file, but you may change it if you wish.

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From Name: the name that will appear on the email *From* header when reaching subscribers. Also filled out automatically by Active Search Engine according to your configuration file.

Mail Server: the mail server used to send the email. The email address used on the From field must be allowed to send emails from this server. If you don't know your email server details, ask your email provider or look at your regular email program configuration for the configured SMTP server and use the same server. This field is also filled out automatically by Active Search Engine according to your configuration file.

Send to: the target users and email addresses that will receive your mailing. You have three target options:

⇒ **All Emails in Mailing List:** sends your email to all email addresses on your mailing list.

⇒ **All Emails in Links Database:** sends your email to all link owners (that is all email addresses in your links database).

⇒ **Emails included in Mailer from Links Database:** sends the email only to those users that you have previously included in the Mailer (by for example using Power Search and clicking on the **Include in Mailer** button). To see what email addresses are actually included on the Mailer list click, on **Links** on the Active Search Engine Administration menu and then on **Show Links included in Power Mailer List**. This option allows you to select any group of users as the target of your mailing since Power Mailer is fully integrated with all Active Search Engine functions including the Power Search application.

Name displayed on the To field: the name that will appear on the email *To* header when reaching subscribers. Normally either the recipient's email address or recipient's name, or if you plan to send in bulk mode you can assign a general common name for all users such as Newsletter Subscribers.

General Name displayed on the To field: when sending in bulk mode enter the same general name to be displayed on the To field when reaching all subscribers. Enter a name such as Newsletter Subscribers or Search Engine Users. If you are not using bulk mode you may leave this field blank.

Use Bulk Send Mode: when checked it will perform the mailing faster by sending a single email for let's say every 25 email addresses or any number of email addresses you specify. This is achieved by placing the email addresses on the Bcc header. Note that sending in bulk mode does not allow you to personalize your email messages with any variables such as the name of the user or the link title so don't use bulk mode when you are planning to give a personal touch to your email.

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Number of addresses to include on Bcc field per email: only used when sending in bulk mode. It is not recommended to use more than 25 email addresses per email.

Do not send to email addresses marked as invalid: the send process will skip all email addresses that were marked as invalid by Active Search Engine Invalid Email Checker. You can see what email addresses are currently marked as invalid by looking at the [Links](#) or [Mailing List](#) area reports.

Resume Mailing at Email Address Number: if your mailing process was stopped for any reason you can resume your mailing at any time starting with the last email address successfully processed. You can check where the previous process stopped by clicking on [View Power Mailer Logs](#) and reviewing the work done by Power Mailer.

Subject: the text to be displayed on your email subject header when reaching subscribers (such as January Newsletter). The subject can be personalized for each recipient subscriber in the same manner as the message body below.

Html Mode: when checked the message body will be sent in html mode allowing you to enter html code instead of plain text as the message body.

Message Body: this is your actual email message. Enter your newsletter or message text here. You can personalize your messages using specific user information as stored on your links database, giving a personal touch to your email.

⇒ When sending to your Mailing List database you can use the following variables by just including them exactly as shown here in your message body text:

%DATETIME% (today's date and time)
%DATE% (today's date)
%FROMEMAIL% (sender's email address)
%FROMNAME% (sender's name)
%MAILSERVER% (sender's mail server)
%TOEMAIL% (recipient's email address)
%TONAME% (recipient's name)

⇒ When sending to your Links Database or to a targeted list of your Links Database you can use the following variables in addition to the ones listed above:

%LINKID% (Link ID)
%LINKURL% (Link Url)
%LINKCATEGORY% (Link Category)
%LINKTITLE% (Link Title)
%LINKDESCRIPTION% (Link Description)
%LINKTOTALHITS% (Link Total Hits)
%LINKHITSTODAY% (Link Today Hits)
%LINKIPADDRESS% (IP Address used when link was added)
%LINKSOFTSUBMITTER% (Software used to submit link if any)
%LINKADDEDFROMURL% (Url from which the link was submitted)
%LINKHTTPERROR% (Error obtained if any when checking broken links)
%LINKDATEADDED% (Date and time when link was added)

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%LINKDATEUPDATED% (Date and time when link was last updated)

Review your email data and when done just click the **Send** button to start your mailing. Active Search Engine will archive all newsletters sent as well as a log detailing the work done by Power Mailer. To view a previous Newsletter or review the logs click on **View Power Mailer Logs** from the **Send Mail to List** area or directly from the **View Logs** section.

If you just want to send a quick email to a single user Active Search Engine also allows you to do so from the convenient **Send Single Email** option.

View Active Search Engine Logs

Active Search Engine keeps logs of its own activity so that the search engine administrator can review it at any time. To access the log area click on **View Logs** on Active Search Engine Administration menu. Logs available include terms and keywords entered by users when searching the directory, what confirmation or rejection emails were sent automatically by Active Search Engine, newsletters sent by Power Mailer on what date and to whom as well as take a look at the logs created by Broken Link Checker and Invalid Email Checker to learn what links were found broken and why or what emails were detected as invalid.

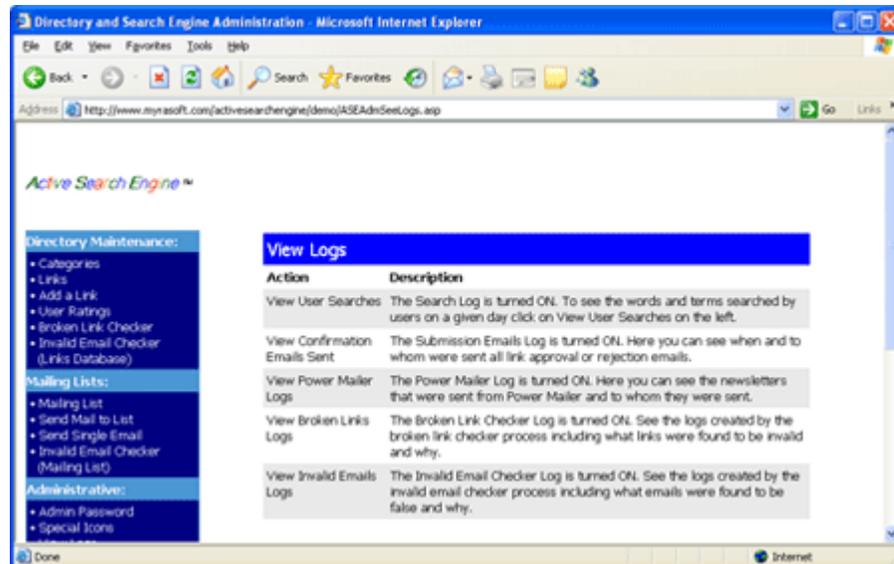


FIGURE 3.18 Active Search Engine logs

Just click on the desired option to access the list of log files ordered by date. Then click on the file to view its content. The log screen will remind you whether or not each Log activity is turned on or off on your configuration file. You can learn how to turn

logging activity on or off in [Chapter 4 Configuration – Setting up reporting and logging activity](#).

Managing the log files:

Note that to successfully access the log files from the administration interface you will need to grant directory listing permission to your log files folders as explained in [Chapter 1 Active Search Engine Installation](#). Log folders are located by default in `\ASELogfiles` and `\ASEMailerLogfiles`. Although log files do not take a lot of space in your server you may want to review these folders and delete old files that you no longer need from time to time. You may also rename your log files and indicate its new location by editing the search engine configuration file as explained in [Chapter 4 Configuration – Setting up reporting and logging activity](#).

Check Server Status and Database Parameters

Your server status and configuration is key to Active Search Engine performance. That’s why the diagnosis utility `\ASEDiag.asp` which tells you all the libraries that are installed on your server at any given moment is always reachable from the [Diagnosis](#) option on the Administration menu. You will always know the libraries currently installed on the server and accessible to your hosting account from your ISP so you do not have to guess if they have accidentally uninstalled an asp or email library that you are using.

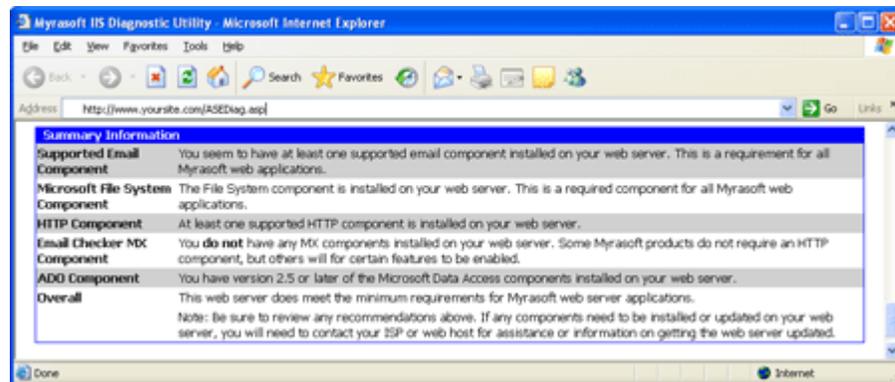


FIGURE 3.19 Server diagnostics

The [Edit DB Params](#) option on the Administration menu allows you to see certain key database parameters. If you are not able to see them most likely your server database is down, has become corrupted or is not correctly configured. Do not change or delete any of the values since they are updated automatically and recovered in case of a server crash by Active Search Engine and are shown for information purposes only. If you feel your database is not working properly, please review [Appendix A Database Setup](#) to see if your database is correctly configured.

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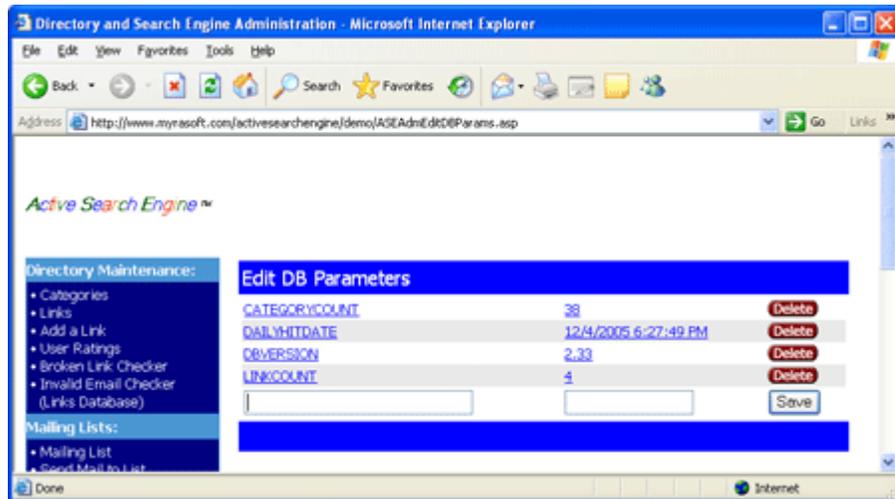


FIGURE 3.20 Database Parameters screen. Updated automatically by Active Search Engine.

Check Version and available updates

Are you running Active Search Engine most current version? Click on  Check Version on the Administration menu. Your installed license version will be shown and the Application Status section will determine if your version is current or there is an update available.

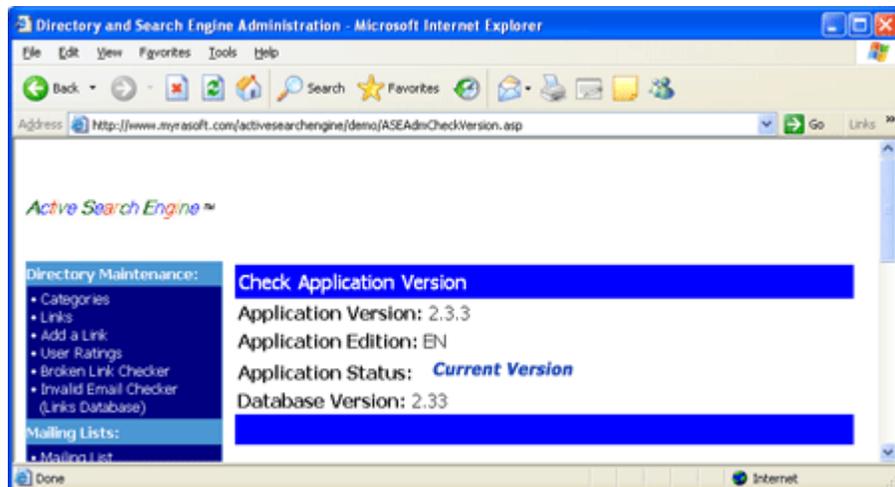


FIGURE 3.21 Check if my installed version is current

To check for current downloadable upgrades on Myrosoft web site click on  Available Upgrades.

Modifying templates: default confirmation emails, directory content and engine configuration

All text and content displayed on the search engine as well as all confirmation emails can be easily modified by editing a set of template files. You can edit these files either using your favorite text editor like windows Notepad or directly from Active Search Engine Administration menu.

Click on **Email Templates** to edit the confirmation or rejection emails sent automatically by Active Search Engine as reviewed in [Chapter 1 Installation – Customizing Active Search Engine Confirmation Emails](#).

Click on **System Templates** to edit and modify any of your search engine configuration settings or to translate all search engine text to another language as reviewed in [Chapter 4 Configuration](#).

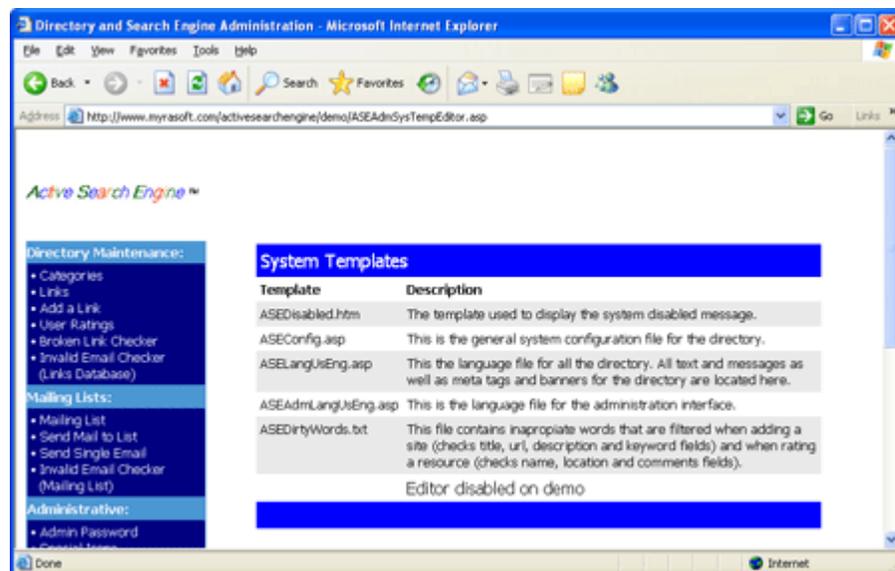


FIGURE 3.21 System templates. Editing the configuration file and translating to another language.

Click on **Html Templates** to edit and modify the main search engine template, the advertising section, the active channels and news sections and other content as reviewed in detail in [Chapter 4 Configuration](#).

ADMINISTRATION

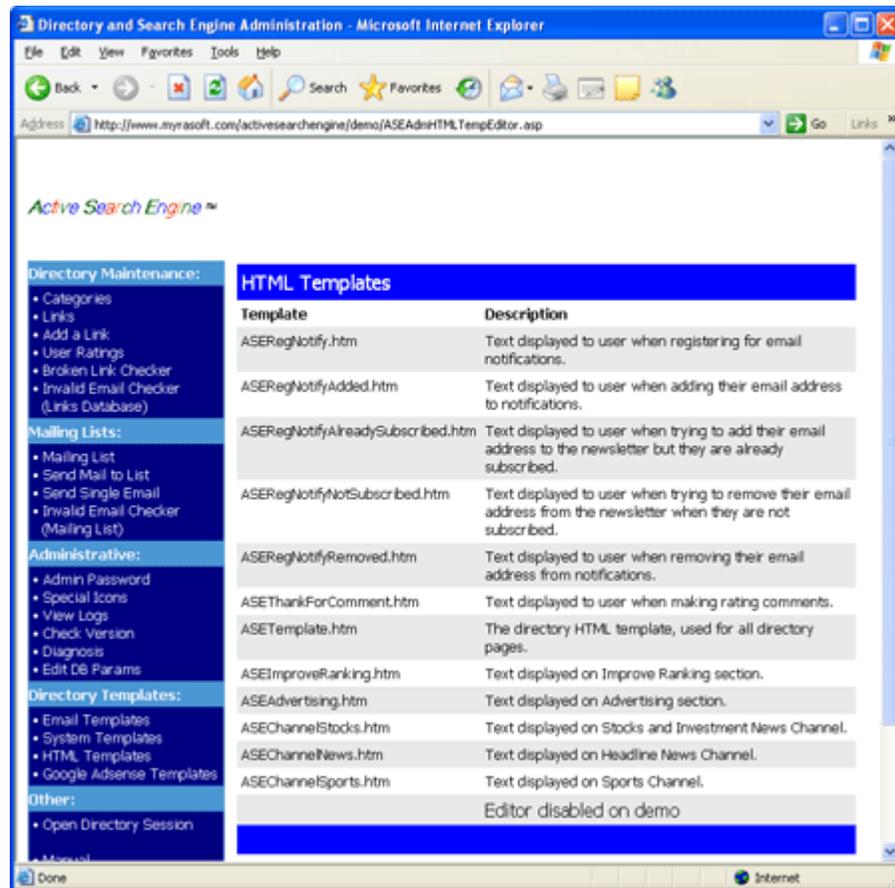


FIGURE 3.22 Html templates. Editing the main search engine template and other content.

Click on [Google AdSense Templates](#) to edit and modify any of your Google AdSense codes as provided to you by Google or generated from your Google AdSense account as reviewed in [Chapter 4 Configuration](#).

ADMINISTRATION

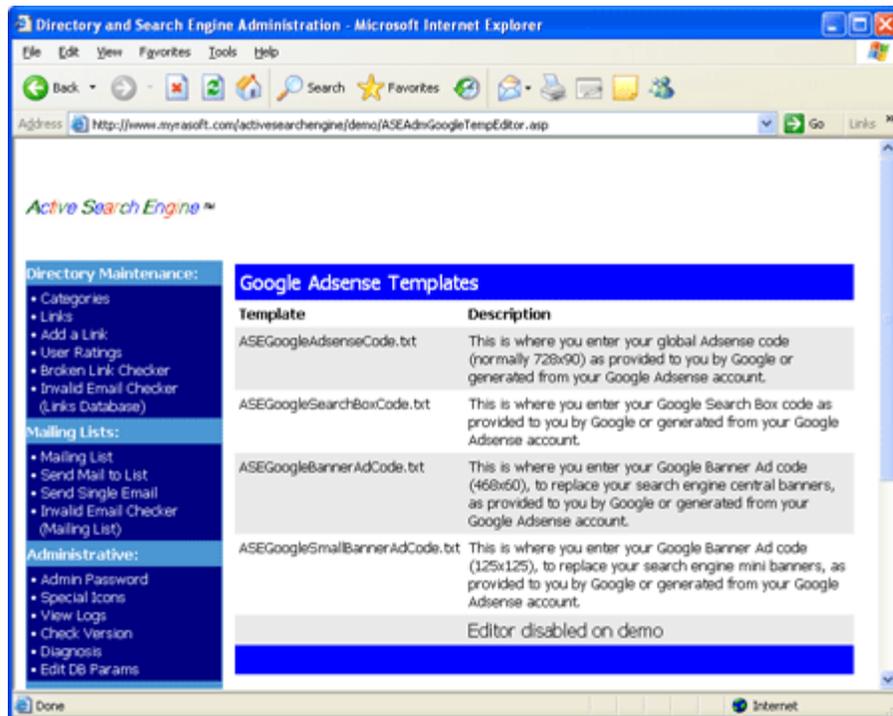


FIGURE 3.23 Google AdSense templates. Editing your Google AdSense html.



Chapter in Review and next steps

In this Chapter you have learned how to interact and manage Active Search Engine Administration interface powerful applications, from validating user links and web ratings to sending massive mailings and personalized newsletters. But Active Search Engine has yet more functionality to offer, it is also fully configurable so you can make your search engine look and behave with its own and unique character according to your preferences.

Although most search engines will perform greatly with Active Search Engine default configuration, you will learn how to setup your search engine in full automatic mode, setup your e-commerce advertising offers and links and much more by reading this manual last chapter: **Chapter 4 Configuration**.

Configuration

Active Search Engine is fully customizable. You can set it up as a completely automatic search engine without the need of any administrative intervention or as a manual directory, it also allows you to easily change the user interface fonts, colors and templates, translate all the text to another language, establish automatic filters, customize the order of the search results and rankings and much more!.



Related information

In  Chapter 1 Installation – Basic Settings, we reviewed some basic configurations like customizing the search engine logo, setting up your email configuration and personalizing the emails sent by the search engine robot. In this Chapter we will review the most important configuration settings and how they will affect your search engine looking and behavior.

Automatic Search Engine or Manual Directory

One of the amazing advantages of Active Search Engine is that it can behave as a completely different application depending on your preferences. You will not find so many powerful configuration features on any other search engine application. The default settings will work fine but Active Search Engine offers an unprecedented flexibility to the search engine administrator to control all the internal aspects and powerful features of the software. You can set most of the configuration settings by editing the  ASEConfig.asp file. You can edit this file directly from your web server using a text editor like Notepad or by clicking on  Edit Templates/System Templates on Active Search Engine Administration Menu. Any changes made to the configuration settings will be applied in real time as soon as you save the file.

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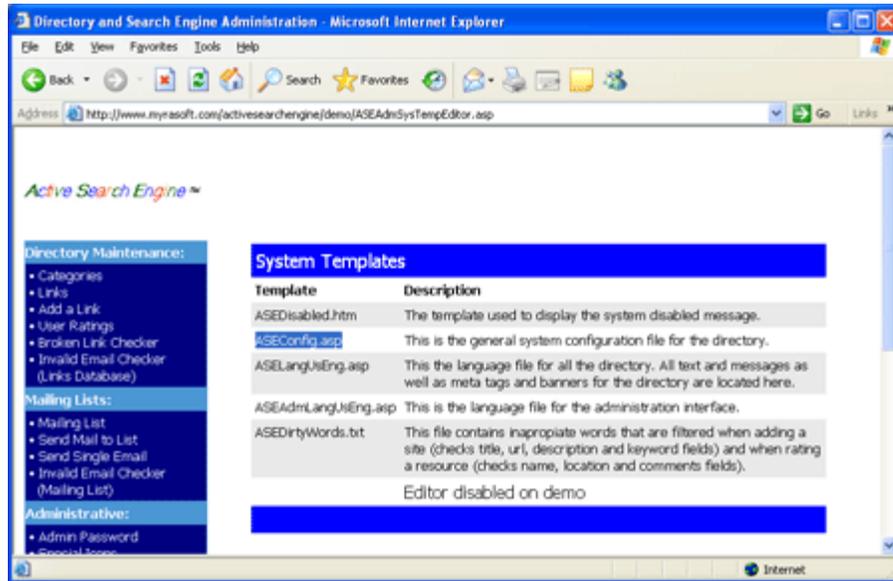


FIGURE 4.1 Editing Active Search Engine configuration file (ASEConfig.asp).

Enabling or disabling the directory User Interface:

The search engine user interface can be active to enable user interaction as set by default or can be disabled just by setting the variable `gJEnabled` to `False` as shown below. When disabled any user browsing or trying to perform search engine functions will be presented with a message indicating that the search engine is under maintenance and that it will be back live soon. This prevents the internet user from interacting with your search engine database and is convenient in cases where you need to perform server or database backups. The Administration Interface will remain active allowing the search engine administrator to perform any maintenance functions while the user interface is disabled.

 ASEConfig.asp Configuration Variable	Setting
<code>gJEnabled = True</code>	<p>A key Active Search Engine variable, when set to True the search engine and all user interaction remains active and functional.</p> <p>Set to False to deactivate Active Search Engine. All user interaction will be stopped and only the Administration Interface will be active. You will normally do this only when you plan to do server or database maintenance, database backup, the database is full or corrupted or in any case where you want to avoid user interaction with the database for any reason.</p>

Customize your search engine results, rankings and user interface

Active Search Engine customization flexibility allows you to set up not only your preferred fonts and colors but most importantly you can take decisions on how search results are displayed, what is displayed on the front page, how the top rankings behave, whether or not to display News sections and advertising links and many more features. You will not find such flexibility in any other search engine software which in fact gives you (the site administrator) a very important advantage over other competing search engines. You can customize these settings with the following variables on the ASEConfig.asp configuration file.

Search engine results and category rankings:

ASEConfig.asp Configuration Variable	Setting
!giOrderByRatings = True	<p>When set to True displays search results and category listings in this order of preference: 1)Featured links, 2)Cool, 3)Bold, 4)more Rating Stars, 5)more Number of Votes, 6)alphabetic title and 6) last date updated; respectively to create the ranking.</p> <p>When set to False displays search results and category listings in this order of preference: 1)Featured links, 2)Cool, 3)Bold, 4)alphabetic title and 6)last date updated.</p>
!giOrderByRatingsandHits = False	<p>When set to True displays search results and category listings in this order of preference: 1)Featured links, 2)Cool, 3)Bold, 4)more Rating Stars, 5)more Number of Votes, 6)Total Hits, 7)Hits Today, 8)alphabetic title and 9) last date updated; respectively to create the ranking.</p> <p>When set to False displays search results and category listings according to the setting on !giOrderByRatings above.</p>

Customizing the user interface and navigation menus:

ASEConfig.asp Configuration Variable	Setting
!gsFont = " Tahoma "	This is the main search engine system font. You may change it to any standard font.
!giShowStats = True	<p>Set to True to show a Hot Links and/or New Links section on the directory main page.</p> <p>When set to False the directory main page will only show the Categories and subcategories with no Hot or New Links</p>

CONFIGURATION

	section.
 giShowNewLinks = True	Set to True to show a New Links section on the directory main page.
 giShowHotLinks = True	Set to True to show a Hot Links section on the directory main page.
 giShowHotTotal = False	When set to True the Hot Links section on the directory main page will be ordered by Total Hits . When set to False the Hot Links section on the directory main page will be ordered by Daily Hits .
 giDefLinkCount = 5	The total number of New/Hot links to show on the directory main page .
 giShowMainCount = False	When set to True it shows the number of links per category to the right of each category on the main page. When set to False it just shows the Categories with no indication of the number of links for each.
 giDefStatsCount = 10	The total number of links shown for each section on the Top Links page including Hot links / Hot Links Today / Top Rated Links / Top # of Votes / Featured Links and New Links.
 giShowStatsTotalHot = True	Set to True to show a Hot Links section on the Top Links page.
 giShowStatsDailyHot = True	Set to True to show a Hot Links Today section on the Top Links page.
 giShowStatsTopRated = True	Set to True to show a Top Rated Links section on the Top Links page.
 giShowStatsMoreRated = True	Set to True to show a Top # of Votes section on the Top Links page.
 giShowStatsFeatured = True	Set to True to show a Featured Links section and their icons on the Top Links page.
 giShowStatsFeaturedAll = True	When set to True the Featured Links section on the Top Links page will show links marked as Featured, Cool or Bold. When set to False the Featured Links section on the Top Links page will only show links marked as Featured (not Cool or Bold).
 giShowStatsNew = True	Set to True to show a New Links section on the Top Links page.
 giShowSubCount = False	When set to True it shows the number of links per subcategory to the right of each subcategory on the main page. When set to False it just shows the subcategories with no indication of the number of links for each.

C O N F I G U R A T I O N

 giPageSize = 10	The total number of items/links to display per page on the directory.
 giPageSizeAdm = 10	The total number of items/links to display per page on the Administration area.
 giShowUrl = True	Set to True to display the link url at the end of each directory link listing.
 giUrlTrim = 75	The maximum number of characters displayed for a link url on the directory and the administration area. Larger urls will be shorted to this number of characters for display purposes.
 gbUseASERedirect = True	Set to True to use the standard ASERedirect when clicking on listings. When disabled the listings will be displayed with natural links but the hit counter will not function.
 giViewRatings = True	Set to True to display the link rating at the end of each directory link listing.
 gsNewWindow = True	Set to True to open a new browser window when clicking on any directory listing. A convenient way for the user not to leave your search engine when clicking on links. Set to False to use the same browser window when clicking on directory listings.
 giShowHits = True	Set to True to display the number of hits/visits for each directory listing.
 giShowDateUpdated = True	Set to True to display the date when a link was last updated for each directory listing.
 giDefaultSearch = 1	Set to 1 to display "Search all words" as the default option for the directory Search Box. Set to 2 to display "Search any word" as the default search option. Set to 3 to display "Search exact phrase" or to 4 to display "Search exact full phrase" as the default search option.
 bSearchTitle = True	Set to True to enable searches on the Title field.
 bSearchDescription = True	Set to True to enable searches on the Description field.
 bSearchKeywords = True	Set to True to enable searches on the Keywords field.
 bSearchUrl = True	Set to True to enable searches on the Url field.
 bFullSearchKeywordMode = 1	When <i>bSearchKeywords</i> is enabled, this variable determines the speed and accuracy when doing an "Exact Full Phrase" search on the keywords field. Set to 1 for the most accurate but slowest search or to 2 or 3 for faster but less accurate search. Option 1 takes into account all possible positions of spaces and comas when doing an Exact Full Phrase search on the keywords field.

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 bEnablePartialMatch = True	Set to True to enable partial word matches when using the All Words or Any Words search modes. When set to False only full word matches will be displayed.
 gsKeywordMaxChar = "255"	Maximum number of characters allowed for keywords on input forms. You can enter any number of characters lower or equal to your database field size which is normally 255.
 giShowMailLink = True	Set to True to display the Free Newsletter link on the search engine Navigation menu at the bottom of every page of the directory. When set to False it will not display the Free Newsletter link. A convenient way to disable this feature in case you do not want to offer a Free Newsletter or subscription service.
 giShowStatsLink = True	Set to True to display the Top Links section link on the search engine Navigation menu. When set to False it will not display the Top Links section link on the Navigation menu. Only if you do not want to show users the Top Links section.
 giShowAddLink = True	Set to True to display the Add Site link on the search engine Navigation menu. When set to False it will not display the Add Site link and users will not be able to manually submit their links.
 giShowHomeLink = True	Set to True to display the Home link on the search engine Navigation menu. When set to False it will not display the Home link.
 giShowSearchLink = True	Set to True to display the Search link on the search engine Navigation menu. When set to False it will not display the Search link.
 gbShowHotIcon = True	Set to True to display a HOT icon to the right of the title listing for certain links as determined below.
 glHotIconDaily = 10	Indicates the number of daily hits for a listing to be considered HOT.
 glHotIconTotal = 300	Indicates the number of total hits for a listing to be considered HOT.
 giShowAmazonLink = True	Set to True to display a "Search it at Amazon.com" link at the end of search results pages and category listing pages. The link can be optionally customized with your Amazon affiliate ID by editing the  <i>GLS_SearchAmazonLink1</i> variable located in the  ASELangUSEng.asp file. When set to False it will not display any Amazon link.
 giShowDomainLink = True	Set to True to display a "Check if domain.com is available" link at the end of search results pages and category listing pages. When set to False it will not display this link.

CONFIGURATION

<p> <code>giShowInitialAddComments = False</code></p>	<p>Set to True to display your instructions regarding how to add web pages to your directory at the beginning of submission forms. This will allow you to instruct your users with guidelines customized to your search engine. The text to be displayed can be edited on variable <code>GLS_AddInitialComments</code> located in the <code>ASELangUSEng.asp</code> file.</p> <p>When set to False it will not display any instructions on submission forms.</p>
<p> <code>giShowMyrasoftLink = True</code></p>	<p>Set to True to display a Myrasoft link at the end of web submission forms. The link can be optionally customized with your Myrasoft affiliate ID by editing the <code>GLS_MyrasoftLink</code> variable located in the <code>ASELangUSEng.asp</code> file.</p> <p>When set to False it will not display any Myrasoft link on submission forms.</p>
<p> <code>giShowActiveChannels = True</code></p>	<p>Set to True to display the Active Real Time Channels menu below the main search engine Navigation menu.</p> <p>When set to False it will not display the Active Channel navigation menu.</p>
<p> <code>giShowAdvertising = True</code></p>	<p>Set to True to display the Advertising link on the search engine Navigation menu.</p> <p>Set to False if you do not plan to offer advertising and do not want to display the Advertising link.</p>
<p> <code>giViewRatingSize = 15</code></p>	<p>Indicates the maximum number of rating comments to display when clicking on View Ratings for any given listing.</p>
<p><i>Color Settings and Font Tag Settings variables.</i></p>	<p>There are several additional variables to set up the fonts, colors, cell backgrounds and borders for each type of text displayed on the directory like categories, subcategories, menus and link listings. You can change any of these if you would like to change the default colors, fonts and look of the directory user interface. You can also edit the <code>ASETemplate.htm</code> file and change any settings on the css styles.</p>

Web submissions, automatic or manual approval:

The search engine can be set to automatically approve links and/or web ratings as they are added by users (you can also set up some powerful automatic filters to reject certain web sites and ratings) or to require the search engine administrator manual intervention in order to approve links and ratings. You can see all the related settings and its configuration below.

 <code>ASEConfig.asp</code> Configuration Variable	Setting
<p> <code>gsModeratePosts = True</code></p>	<p>Set to True if you want the search engine administrator to manually approve from Active Search Engine Administration Interface all links added by users before they are posted to the</p>

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	<p>search engine.</p> <p>Set to False if you want all posted web links to be added automatically to the search engine when they pass all filters.</p>
<code>igiBlockUserDupesAll = True</code>	<p>Acts as a filter. Set to True to block duplicate web urls that have already been added and are listed on the search engine. Active Search Engine will automatically send a message to the user notifying him that the web link has already been posted. If set to True be sure that <code>igiBlockUserDupesCat</code> below is set to False.</p> <p>Set to False to allow duplicate web urls to be submitted to the search engine.</p>
<code>igiBlockUserDupesCat = True</code>	<p>Acts as a filter. Set to True to block duplicate urls to be added to the same search engine Category. Active Search Engine will automatically send a message to the user notifying him that the web link has already been posted to the same Category.</p> <p>Set to False to allow duplicate urls to be submitted to the same Category.</p>
<code>igiAllowRemoteAdd = True</code>	<p>Acts as a filter. Set to True to allow all remote web promotion services (different than your search engine domain name) to add web links to your search engine. If you find some remote web services abusing and spamming your directory turn this setting to False and their submissions will be automatically blocked. You can see what remote services are adding links to your search engine by clicking on Links on Active Search Engine Administration Menu and looking at the <i>Remote Webs Adding Links</i> report.</p> <p>Set to False to automatically block all remote web promotion services submissions. Active Search Engine will automatically send a message to the user notifying him to submit manually because automated web promotion services are not allowed.</p>
<code>igsBlockedReferers = ""</code>	<p>Acts as a filter. Set to particular web promotion services urls such as "http://domain1.com/submit, http://domain2.com/add" to be blocked from submitting links to your search engine. Only those services will be blocked in contrast to all services blocked when you set <code>igiAllowRemoteAdd</code> above to False. Be sure to enter the complete url as it appears on the <i>Remote Webs Adding Links</i> reports which you can see by clicking on Links on Active Search Engine Administration Menu. Active Search Engine will automatically send a message to the user notifying him to contact you for the particular blocked web promotion service to be allowed to post again.</p> <p>Leave this setting blank "" if you do not want to block any particular web promotion service url.</p>

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<p><code>gsBlockedIPs = ""</code></p>	<p>Acts as a filter. Exactly the same as <code>gsBlockedReferers</code> above, but blocks specific IP addresses such as "220.120.33.1, 180.65.20.255" from submitting web links to your search engine. You can see particular IPs sending links to your search engine on the <i>IPs adding more than one link</i> report which you can access by clicking on <code>Links</code> on Active Search Engine Administration Menu. Active Search Engine will automatically send a message to the user notifying him about the blocked IP address and requesting him to contact you for the IP address to be allowed to post again.</p> <p>Leave this setting blank "" if you do not want to block any particular IP address.</p>
<p><code>gsBlockedEmails = ""</code></p>	<p>Blocks specific Email addresses such as "email@myemail.com" from submitting web links to your search engine. You can enter any number of email addresses separated by comas or spaces.</p> <p>Leave this setting blank "" if you do not want to block any particular email address.</p>
<p><code>giMaxSubsDay = 10</code></p>	<p>Set to the maximum number of links that a user can submit using the same email address during the same day. The engine will automatically block all submissions in excess of this number coming from the same email address and submitted on the same day.</p>
<p><code>giMaxSubsIPDay= 3000</code></p>	<p>Set to the maximum number of links that a user can submit using the same IP address during the same day. The engine will automatically block all submissions in excess of this number coming from the same IP address and submitted on the same day.</p>
<p><code>giAllowUnknownSoftwareAdd = False</code></p>	<p>Acts as a filter. When set to False (default) it forces any software submitters adding links to your search engine to indicate their software name on their submissions and will block all programs that don't do it. You can see all software packages adding links to your search engine by clicking on <code>Links</code> on Active Search Engine Administration Menu and looking at the <i>Software Submitters adding links</i> report. Active Search Engine will automatically send a message to the user notifying him to contact you because the software used must be authorized before submitting links to the directory. For their software to be authorized they just need to place their software name on the <i>softname</i> form variable when submitting links.</p> <p>Set to True to allow any automatic software to submit links to your search engine independently of the software name.</p>
<p><code>gsBlockedSoftNames = ""</code></p>	<p>Acts as a filter. Set to particular software package names such as "softwarename1,softwarename2" to be blocked from submitting links to your search engine. Be sure to enter the complete software name as it appears on the <i>Software Submitters adding links</i> reports which you can see by clicking on <code>Links</code> on Active Search Engine Administration</p>

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	<p>Menu. Active Search Engine will automatically send a message to the user notifying him to contact you for the particular blocked software submitter to be allowed to post again.</p> <p>Leave this setting blank "" if you do not want to block any particular software submitter.</p>
<p>giSendSubmitEmail = True</p>	<p>Set to True for Active Search Engine to automatically send an email to all users submitting their web page. The email sent is the one configured in <code>ASESubmitEmail.txt</code> as explained in Chapter1 Installation - Basic Settings - Customizing Active Search Engine confirmation emails.</p> <p>When set to False Active Search Engine will not send any reception confirmation email in response to web submissions.</p> <p>Note: if your search engine is configured to automatically approve or reject links (when <code>gsModeratePosts</code> above is set to False) this email will never be sent since Active Search Engine will automatically approve or reject the submission and either a validation email or an error email, as explained below, will be send instead.</p>
<p>giSendValidatedEmail = True</p>	<p>Set to True for Active Search Engine to automatically send and email to users whose submission is approved either manually by the search engine administrator or when Active Search Engine is set to automatically approve links and the submission passes all filters. The email sent is the one configured in <code>ASESubmitPosted.txt</code> as explained in Chapter1 Installation - Basic Settings - Customizing Active Search Engine confirmation emails.</p> <p>When set to False no approval confirmation email will be sent.</p>
<p>giSendEmailWebWrong = True</p>	<p>Set to True for Active Search Engine to automatically send an email when a web is submitted but rejected due to errors on the submission or not passing one of the filters. The email sent is the one configured in <code>ASESubmitEmailError.txt</code> as explained in Chapter1 Installation - Basic Settings - Customizing Active Search Engine confirmation emails and the error message will be filled automatically by Active Search Engine intelligent knowledge base.</p> <p>When set to False no error email will be sent.</p>
<p>giSendSubmitEmailCopytoAdmin = False</p>	<p>When set to True Active Search Engine will send a copy of all submission, approval and error emails to the search engine administrator. The search engine administrator email address is the one set by <code>gsAdminEmail</code> as explained in Chapter1 Installation - Basic Settings - Setting up your email configuration.</p> <p>When set to False no copy will be sent to the search engine administrator.</p>
<p>gsAllowedNamePreChars = "ABCDEFGHIJKLMNQRSTUUVW"</p>	<p>Acts as a filter. Set to the characters allowed on submissions as the first character of the Web Title. By default only</p>

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XYZ1234567890"	alphanumeric characters will be allowed so that web titles starting with \$,!?, or other symbols will be rejected and automatically filtered by Active Search Engine.
 giAddWebtoMailList = True	<p>When set to True Active Search Engine will automatically subscribe any email address adding a web link to the Mailing List.</p> <p>When set to False Active Search Engine will add an optional subscription field to the add web form and the user will have to opt-in to be included on the Mailing List.</p>
 giAddEMailWebWrong = False	<p>When set to True and gsAddWebtoMailList is also set to True the user email address will be added to the Mailing List even when the web he was trying to add is rejected by any of Active Search Engine filters.</p> <p>When set to False a rejected web user email address will never be added to the Mailing List.</p>

Web ratings, automatic or manual approval:

 ASEConfig.asp Configuration Variable	Setting
 gsModerateRatings = True	<p>Set to True for all ratings, web votes to be manually approved by the search engine administrator before they are posted to the search engine.</p> <p>Set to False for all web ratings and votes to be posted automatically to the search engine when they pass all filters.</p>
 giAllowRemoteVotes = True	<p>Acts as a filter. Set to True to allow all ratings coming from remote web sites (votes not coming from your search engine voting pages). If you find some remote web sites abusing and spamming your web voting system turn this setting to False and their votes will be automatically blocked. You can see what webs are sending remote votes by clicking on  User Ratings on Active Search Engine Administration Menu and looking at the <i>Webs that Send Remote Votes</i> report.</p> <p>Set to False to automatically block all remote web voting activity.</p> <p> Note: Active Search Engine has a very powerful remote voting system that allows users whose web is listed on your search engine to vote it directly from their web site. Keep this setting to True to allow remote votes and use the filters below to block any particular web sites from voting.</p>
 gsBlockedRatingReferers = ""	Acts as a filter. Set to particular remote web urls such as "http://domain1.com/index.htm, http://domain2.com" to be blocked from sending votes to your search engine. Only those

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	<p>remote webs will be blocked in contrast to all remote webs blocked when you set <code>gsAllowRemoteVotes</code> above to False. Be sure to enter the complete url as it appears on the <i>Webs that Send Remote Votes</i> reports which you can see by clicking on User Ratings on Active Search Engine Administration Menu.</p> <p>Leave this setting blank "" if you do not want to block any particular remote web from voting.</p>
<code>gsBlockedRatingIPs = ""</code>	<p>Acts as a filter. Exactly the same as <code>gsBlockedRatingReferers</code> above, but blocks specific IP addresses such as "220.120.33.1, 180.65.20.255" from sending votes to your search engine. You can see particular IPs sending links to your search engine on the <i>IPs sending more than one remote vote</i> report which you can access by clicking on User Ratings on Active Search Engine Administration Menu.</p> <p>Leave this setting blank "" if you do not want to block any particular IP address.</p>
<code>giCheckRatingIP = True</code>	<p>When set to True it does not allow more than one vote per day coming from the same IP address and voting the same link.</p> <p>When set to False it allows an unlimited number of votes per day coming from the same IP address and voting the same link.</p>
<code>giRequiredRatingEmail = False</code> <code>giRequiredRatingName = False</code> <code>giRequiredRatingLocation = False</code> <code>giRequiredRatingComments = False</code>	<p>These variables set whether or not the user is forced to enter some data on the rating form fields when voting a resource. By default the user is only forced to enter a rating value from 1 to 5 stars.</p> <p>Set any of these variables to True to force the user to enter a value for that field. For example setting <code>gsRequiredEmail</code> to True will force a user voting a resource to enter his email.</p> <p>Set any of these variables to False to allow the user to leave the field blank.</p>
<code>giRatetoMailList = True</code>	<p>When set to True Active Search Engine will automatically subscribe any email address voting a link to the Mailing List.</p> <p>When set to False Active Search Engine will not add voting users email addresses to the Mailing List.</p>

An additional filter both for web submissions and web ratings can be setup by editing the `ASEDirtyWords.txt` file which you can modify by clicking on [Edit Templates/System Templates](#) on Active Search Engine Administration Menu or by using any text editor. Any web site submissions containing any of the words in this file

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on the Title, Url, Description and Keywords fields will be automatically rejected by Active Search Engine. This will also work for web ratings by checking on the Name, Location and Comments fields.

Remote hits, Broken Link Checker and Invalid Email Checker and timeouts configuration:

ASEConfig.asp Configuration Variable	Setting
giAllowRemoteHits = False	<p>Some malicious users may build automatic scripts to automatically increase their web link visits counter. To avoid this set this variable to False so that hits to any web link will have to come from the search engine itself. When Active Search Engine detects a remote script or web trying to artificially increase the visit counter it will redirect to your search engine home page and avoid the counting of false hits.</p> <p>Set to False to allow remote webs to call your search engine web links directly or if you experience problems with the default setting.</p>
giNuminBatch = 100	<p>Indicates the number of urls to check in batches from Broken Link Checker, Invalid Email Checker, and Duplicate Link Checker Active Search Engine Administration modules. The default value 100 should work fine.</p>
giCheckFeaturedBroken = False	<p>When set to True the Broken Link Checker Administration module will also check on Featured links to detect broken links.</p> <p>When set to False the Broken Link Checker module will not check Featured links to prevent links contracted by your advertisers from being accidentally deleted from the search engine.</p>
giCheckFeaturedEmail = False	<p>When set to True the Invalid Email Checker Administration module will also check on Featured links to detect invalid emails.</p> <p>When set to False the Invalid Email Checker module will not check Featured links to prevent your advertisers email addresses to e marked as invalid.</p>
giBatchTimeOut = 480	<p>Indicates the time in minutes for a time out to occur when running the Broken Link Checker, Invalid Email Checker, or Duplicate Link Checker Active Search Engine Administration modules. The default value 480 will work fine for thousands of links. Consider increasing this value as your search engine grows in number of web links or when you are timed out when running the administration batch modules.</p>
giGeneralTimeOut = 300	<p>Indicates the time in minutes for a time out to occur on any Active Search Engine User Interface procedure. Consider</p>

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	increasing this value only when a time out occurs when for example visiting your search engine home page (which could also indicate you need to migrate to SQL if you are using the MS-Access version).
 giMailingListTimeOut = 6000	Indicates the time in minutes for a time out to occur from the Mailing List Power Mailer when sending newsletters to your subscription list. The default value 6000 will work fine for up to 120,000 email addresses. Consider increasing this value when as your mailing list grows.

Setting up reporting and logging activity:

Active Search Engine is able to log its activity so that the search engine administrator can review at any time what has been going on and what events took place. This becomes particularly important when you configure the search engine in automatic or semiautomatic mode. Among other activities Active Search Engine is able to record submission and rejection emails sent, mailing list Power Mailer events, keywords searched by users, activities performed by the Broken Link Checker, Invalid Email Checker and so on. You can configure Active Search Engine logging activity by setting the following variables on the  ASEConfig.asp configuration file.

 ASEConfig.asp Configuration Variable	Setting
 giLogEvents = True	Set to True to activate Active Search Engine log activity. Must be set to True for any individual log activity below to work correctly. Set to False to stop all log activity.
 gsLogPath = Server.MapPath(".\ASELogfiles") & "\"	Indicates the server folder where events will be logged. By default VASELogfiles. You should not need to change this value.
 gsLogHttpPath = ".\ASELogfiles"	Indicates the http path where events will be logged. By default VASELogfiles. You should not need to change this value.
 giLogSearchTerms = True	Set to True to activate recording of keywords and searches performed by users. Set to False to stop recording searches performed by users.
 giLogBroken = True	Set to True to activate log process for Broken Link Checker Administration module. Set to False to stop recording the Broken Link Checker module activity.
 giLogEmailChecker = True	Set to True to activate log process for Invalid Email Checker Administration module. Set to False to stop recording the Invalid Email Checker

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	module activity.
 giLogSubmissionEmails = True	Set to True to log all web submission and rejection emails sent automatically by Active Search Engine. Set to False to stop recording submission and rejection emails.
 giLogSubmissionEmailsBody = False	When set to True logs the full submission or rejection email message body including all fields: Title, Description, Keywords, etc. When set to False it only logs the email address, time sent and message subject to save server space.
 giLogMailerEvents = True	Set to True to log the Mailing List Power Mailer events when sending newsletters to your subscribers. Set to False to stop recording the Power Mailer events.
 gsMailerLogPath = Server.MapPath(".\ASEMailerLogfiles") & "\	Indicates the server folder where Mailing List events will be logged. By default \ASEMailerLogfiles. You should not need to change this value.
 gsMailerLogHttpPath = ".\ASEMailerLogfiles"	Indicates the http path where Mailing List events will be logged. By default \ASEMailerLogfiles. You should not need to change this value.
 giLogMailerMessagesSent = True	Set to True to log the mailer configuration as well as the subject and message body sent. This will allow you to save exactly what newsletter was sent for future reference. Set to False if you do not need to remember what message was sent.
 giLogMailerAddresses = True	Set to True to log the email addresses to which the newsletter was successfully sent. This will also allow you to know the last email sent in case the server process goes down before the mailing process is finished. Set to False if you do not want to log the email addresses to which the message was sent.

News sources for Active Channels:

Active Search Engine provides a variety of real time news sources to be dynamically displayed on your search engine Active Channels. You may configure one or more sources for each Active Channel by editing the ASEConfig.asp configuration file as follows:

 ASEConfig.asp Configuration Variable	Setting
 gbActivateReutersNews = True	Set to True to activate Reuters as a provider of news on Active Channels. Set to False to deactivate all Reuters news.

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 gbShowReutersHeadNews = True	Displays Reuters Headline News on Headline News Active Channel.
 gbShowReutersTechNews = False	Displays Reuters Technology News on Headline News Active Channel.
 gbShowReutersSciNews = False	Displays Reuters Science News on Headline News Active Channel.
 gbShowReutersBizNews = True	Displays Reuters Business News on Stocks and Investment News Active Channel.
 gbShowReutersSportNews = True	Displays Reuters Sport News on Sport News Active Channel.
 giReutersNewsItems = 12	Maximum number of news items to display on each Reuters News Box.
 gsReutersNewsBoxColor = "#4B96D3"	Color of the Reuters News Box Title Cell and border. You may change the color from the default light blue to any of your choosing.
 gbActivateYahooNews = True	Set to True to activate Yahoo as a provider of news on Active Channels. Set to False to deactivate all Yahoo news.
 gbShowYahooHeadNews = False	Displays Yahoo Top Stories on Headline News Active Channel.
 gbShowYahooTechNews = True	Displays Yahoo Technology Stories on Headline News Active Channel.
 gbShowYahooInetNews = True	Displays Yahoo Internet Stories on Headline News Active Channel.
 gbShowYahooSecNews = False	Displays Yahoo Security Stories on Headline News Active Channel.
 gbShowYahooSciNews = True	Displays Yahoo Science Stories on Headline News Active Channel.
 gbShowYahooBizNews = False	Displays Yahoo Business Stories on Stocks and Investment News Active Channel.
 gbShowYahooStockNews = True	Displays Yahoo Stock Stories on Stocks and Investment News Active Channel.
 gbShowYahooSportNews = True	Displays Yahoo Sport Stories on Sport News Active Channel.

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 giYahooNewsItems = 12	Maximum number of news items to display on each Yahoo News Box.
 gsYahooNewsBoxColor = "#FF002E"	Color of the Yahoo News Box Title Cell and border. You may change the color from the default red to any of your choosing.
 gbActivateGoogleNews = True	Set to True to activate Google as a provider of news on Active Channels. Set to False to deactivate all Google news.
 gbShowGoogleHeadNews = True	Displays Google Top Stories on Headline News Active Channel.
 gbShowGoogleTechNews = True	Displays Google Science and Technology News on Headline News Active Channel.
 gbShowGoogleInetNews = True	Displays Google Internet News on Headline News Active Channel.
 gbShowGoogleSecNews = False	Displays Google Security News on Headline News Active Channel.
 gbShowGoogleHeaNews = True	Displays Google Health News on Headline News Active Channel.
 gbShowGoogleBizNews = True	Displays Google Business Stories on Stocks and Investment News Active Channel.
 gbShowGoogleStockNews = True	Displays Google Stock Stories on Stocks and Investment News Active Channel.
 gbShowGoogleAncWNews = False	Displays Google Ancient World News on Headline News Active Channel.
 gbShowGoogleSpaceNews = False	Displays Google Space News on Headline News Active Channel.
 gbShowGoogleSportNews = True	Displays Google Sport News on Sport News Active Channel.
 gbShowGoogleF1News = False	Displays Google Formula One News on Sport News Active Channel.
 giGoogleNewsItems = 12	Maximum number of news items to display on each Google News Box.
 gsGoogleNewsBoxColor = "#AD0000"	Color of the Google News Box Title Cell and border. You may change the color from the default red to any of your choosing.

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 gbActivateSpaceNews = True	Set to True to activate Space.com as a provider of news on Active Channels. Set to False to deactivate all Space.com news.
 gbShowSpaceNews = True	Displays Space.com Astronomy News on Headline News Active Channel.
 giSpaceNewsItems = 7	Maximum number of news items to display on each Space News Box.
 gsSpaceNewsBoxColor = "#010101"	Color of the Space News Box Title Cell and border. You may change the color from the default dark blue to any of your choosing.
 gbActivateNGeoNews = True	Set to True to activate National Geographic as a provider of news on Active Channels. Set to False to deactivate all National Geographic news.
 gbShowNGeoNews = True	Displays National Geopgraphic News on Headline News Active Channel.
 giNGeoNewsItems = 7	Maximum number of news items to display on each National Geographic News Box.
 gsNGeoNewsBoxColor = "#565102"	Color of the National Geographic News Box Title Cell and border. You may change the color from the default to any of your choosing.
 gbActivateFormula1News = True	Set to True to activate F1Racing.net as a provider of news on Active Channels. Set to False to deactivate all F1Racing news.
 gbShowFormula1News = True	Displays Formula 1 News on Sport News Active Channel.
 gbShowFormula1SPNews = False	Displays Spanish Language Formula 1 News on Sport News Active Channel.
 giFormula1NewsItems = 7	Maximum number of news items to display on each Formula 1 News Box.
 gsFormula1NewsBoxColor = "#0E2982"	Color of the Formula 1 News Box Title Cell and border. You may change the color from the default to any of your choosing.

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<code>gbActivatelmenteNews = True</code>	Set to True to activate Spanish Language news as a provider of Spanish news on Active Channels. Set to False to deactivate all Imente news. Similar additional variables for Imente Spanish news are also provided.
<code>giNewsDescriptionMaxLength = 107</code>	Maximum number of characters for each news description item. Applies to all news providers.
<code>gbShowNewsIcon = True</code>	Displays the news provider icon to right of each news item.
<code>giNewsHTTPComponet = 1</code>	Indicates the HTTP component used to retrieve news from sources. 0 = None; 1= Microsoft XMLHTTP (installed on all Windows servers).

Google AdSense settings:

The Google AdSense variables allow you to display a variety of Google Ads on different sections on your search engine. Active Search Engine integrates four different kinds of Google Ads:

1. Google AdSense 728x90 Ads (From your admin Interface go to `Templates/Google AdSense`. You should edit the file called `ASEGoogleSearchBoxCode.txt` and replace the text there by your own 728x90 AdSense code as given to you by Google or generated from your Google AdSense account.)
2. Google AdSense Search Box (You should edit the file called `ASEGoogleAdSenseCode.txt` and replace the text there by your own Search Box code as given to you by Google or generated from your Google AdSense account.)
3. Google AdSense 468x60 Banners (You should edit the file called `ASEGoogleBannerAdCode.txt` and replace the text there by your own 468x60 AdSense code as given to you by Google or generated from your Google AdSense account.)
4. Google AdSense 125x125 Small Ads (You should edit the file called `ASEGoogleSmallBannerAdCode.txt` and replace the text there by your own 125x125 AdSense code as given to you by Google or generated from your Google AdSense account.)

Now that you have set up your Google codes please proceed to configure your Google AdSense settings by editing the `ASEConfig.asp` configuration file.

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 ASEConfig.asp Configuration Variable	Setting
 gsGoogleAdsenseFolder = “.ASEGoogleAdsense/“	Folder where your Google Adsense code files are located. You should normally not need to modify the default folder.
 gbActivateGoogleAdsense = True	Set to True to activate Google Adsense 728x90 Ads in your search engine. Set to False to deactivate all Google Adsense 728x90 Ads.
 gsGoogleAdsenseCodeFile = “.ASEGoogleAdsenseCode.txt“	The name of the file containing your 728x90 Google Ads code. You should normally not need to modify the default file.
 gsGoogleAdsBoxColor = “.#4B96D3“	Color of the 728x90 Google Ads Box Title Cell and border. You may change the color from the default light blue to any of your choosing.
 gbShowGoogleAdsonSearch = True	When activated displays Google 728x90 Ads on Search Results Pages.
 gbShowGoogleAdsonCategories = True	When activated displays Google 728x90 Ads when Browsing Categories.
 gbShowGoogleAdsonChannels = True	When activated displays Google 728x90 Ads at the bottom of Active Channels.
 gbShowGoogleAdsonTopLinks = True	When activated displays Google 728x90 Ads at the bottom of the Top Links section.
 gbShowGoogleAdsonMainPage = False	When activated displays Google 728x90 Ads at the bottom of your search engine main page.
 gbActivateGoogleSearchBox = True	Set to True to activate Google Adsense Search Box in your search engine. Set to False to deactivate all Google Search Boxes Ads.
 gsGoogleSearchBoxCodeFile = “.ASEGoogleSearchBoxCode.txt“	The name of the file containing your Google Search Box code. You should normally not need to modify the default file.
 gsGoogleSearchBoxColor = “.#057B1B“	Color of the Google Search Box Title Cell and border. You may change the color from the default green to any of your choosing.
 gbShowGoogleBoxonSearch =	When activated displays the Google Search Box on

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True	Search Results Pages.
 <code>gbShowGoogleBoxonCategories = True</code>	When activated displays the Google Search Box when Browsing Categories.
 <code>gbShowGoogleBoxonChannels = True</code>	When activated displays the Google Search Box at the bottom of Active Channels.
 <code>gbShowGoogleSearchButton = "I'm Feeling Lucky"</code>	Text to display on the Google Search Button.
 <code>gbActivateGoogleBanners = False</code>	Set to True to activate Google 468x60 Banners Ads and replace Active Search Engine default central banners on certain sections of your search engine. Set to False to deactivate all Google 468x60 Banner Ads. Note: to indicate the specific sections or categories where Google banners are to be displayed you also need to set the number of banners for that search engine section to "0" by editing the language file. See Setting Up your Advertising Offerings below in this chapter.
 <code>gsGoogleBannerAdCodeFile = "ASEGoogleBannerAdCode.txt"</code>	The name of the file containing your Google AdSense 468x60 code. You should normally not need to modify the default file.
 <code>gbActivateGoogleSmallBanners = False</code>	Set to True to activate Google 125x125 Small Banners Ads and replace Active Search Engine default minibanners on certain sections of your search engine. Set to False to deactivate all Google 125x125 Small Banner Ads. Note: to indicate the specific sections or categories where Google minibanners are to be displayed you also need to set the image file for that search engine section to "0" by editing the language file. See Setting Up your Advertising Offerings below in this chapter.
 <code>gsGoogleSmallBannerAdCodeFile = "ASEGoogleSmallBannerAdCode.txt"</code>	The name of the file containing your Google AdSense 125x125 code. You should normally not need to modify the default file.

Database settings:

The database variables are preconfigured depending on your Active Search Engine version, MS-Access or SQL and normally you should not change your initial setting

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unless you change your database or upgrade from Access to SQL. Please check [Appendix A](#) to correctly configure your initial database setup.

 ASEConfig.asp Configuration Variable	Setting
 gsConnect = "Driver=..."	Indicates the driver (Access or SQL) and the database name to use. Please check Appendix A to correctly configure your initial database setup.
 gsSQLDateDelimiter = Chr(35)	This value is preconfigured for your Active Search Engine version. Set to Chr(35) if you are using an Access database. Set to Chr(39) if you are using a SQL database.
 gsServerDateFormat = " US "	Only change if searching for link dates from the Administration interface does not work properly. Set to US if your server has a mm/dd/yyyy date format. Set to ES if your server has a dd/mm/yyyy date format.
 gsSQLWildChar = "%"	Set to % both for Access and SQL. Only change to * for some old Access installations when link searches do not work.

Powerful and editable meta tags for your own directory search engine promotion!

As a search engine owner you would like your own directory to rank well on other search engines to maximize web traffic and quickly increase your site popularity. As one of the market pioneers on web marketing and web promotion experts, we in Myrosoft have noticed that most search engines out there do not rank well on other search engines. Well, now with Active Search Engine you will not only be effectively listed on other internet search engines but it includes pre-built meta tags and internal links specifically designed to rank at the top of major search engines. Just submit once and only one page, your directory home page to let's say Google and expect to start receiving tons of traffic from Google alone. Why? Because Active Search Engine automatically and dynamically includes keywords such as your Categories or Subcategories names or the link titles as your directory meta tags and every dynamic page on your directory will have a set of meaningful and search engine friendly meta tags that will launch your popularity to the roof.

What's more you can optionally edit and further refine your meta tags by editing the language configuration file  ASELangUSEng.asp which can be accessed from the  Edit Templates/System Templates area on Active Search Engine Administration Menu. Inside this file you will find the default meta tags Title, Description and

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Keywords for each type of dynamic page including the Home Page, the Category Pages, the Search and Search Results pages and so on. You can freely edit each of these meta tags noting that in addition to the static words you enter Active Search engine will add dynamic key words at the end of each meta tag that will depend on the particular web page content at any given time and will greatly improve your search engine rankings.

Easily translate your search engine to any language

Active Search Engine is available out of the box in two languages at this time: English and Spanish. However since all the text is contained in a language file you can fully translate all the software and text displayed on the search engine to any language.

The main language file is called `ASELangUSEng.asp` for the English version and `ASELangESSpa.asp` for the Spanish version. This file can be accessed and edited from the `Edit Templates/System Templates` area on Active Search Engine Administration Menu. However we recommend keeping a copy of the original Active Search Engine language file, so if for example you want your search engine to be in French you can just copy the language file called `ASELangUSEng.asp` and rename it to `ASELangFRFra.asp`. From there you can translate the language file to French and that's it you will have your French search engine ready to run.

To be sure your language file is properly displayed be sure to set up the variable `Session.LCID` located at the beginning of the language file itself to the proper windows language code like for example: 1033 for English/US; 2057 for English/UK; 1034 for Spanish/Spain; 1036 for French/France; 1031 for German/Germany; 1043 for Dutch; 1040 for Italian; 1041 for Japanese; 1032 for Greek; 1037 for Hebrew; 1049 for Russian; 2070 for Portuguese; 2052 for Chinese; 1053 for Swedish; 1055 for Turkish; 1025 for Arabic and so on.

Then edit the `ASEConfig.asp` configuration file and change the line:

```
<!--#include file="ASELangUSEng.asp" -->
```

located at the beginning of the file by the new language file:

```
<!--#include file="ASELangFRFra.asp" -->
```

Other text files that can be edited for translation can be accessed from the `Edit Templates` area on Active Search Engine Administration Menu.

Setting up your advertising offerings, contracted banners and linking to your e-commerce system.

Active Search Engine is set up by default to accept advertising orders from interested customers and advertisers. If you do not want to offer advertising you can disable it by editing the `ASEConfig.asp` configuration file and setting the variable `gShowAdvertising` to `False` as explained above in this same chapter. Your search engine advertising offerings can be seen when clicking on the `Advertising` link located on the user interface Navigation menu.

Active Search Engine comes with a built-in and fully functional Paypal e-commerce cart. If you have a Paypal account you are ready to go! You can start selling your advertising space and taking orders minutes after installing Active Search Engine. As explained above in `Chapter 1 Installation – Setting up your email configuration`, you can configure your Paypal account, e-commerce currency and product pricing by editing the `ASEConfig.asp` file and setting the corresponding e-commerce variables such as `gsPaypalEmail` (your Paypal email account) and `gsPayPalCurrency` (the currency in which you wish to receive payments). The changes you made will be reflected immediately on your advertising ordering page. The Paypal shopping cart is able to take and collect orders automatically and send them to your email address for processing.

By default Active Search Engine has four advertising offerings preconfigured: Banners, Small Banners, Featured Listings with Reserved Keywords and Newsletter/Submission Email Ads. You can change your advertising offerings, edit the text that appears on your Advertising offering page or link to a different e-commerce system by clicking on `Edit Templates/Html Templates on the Administration Menu` and editing the file `Advertising.htm` file. You can also edit this file with any text or html editor such as MS-Expression Web. Any changes made will appear immediately on your search engine advertising section.

Setting up the ads purchased by your advertiser is easy. For Featured Listings and Reserved Keywords you will just Add or Edit an existing link from the Administration interface by clicking `Add Link` or `Links` and then editing it, adding the contracted title, description and keywords and marking it as Featured as explained in `Chapter 3 Administration`. To be sure you configured it correctly try doing searches by contracted keywords or browse to the corresponding Category to see if the link actually appears at the top positions.

For Newsletters and Submission Email Ads you just place the contracted text ad in your newsletter and in your confirmation email templates as explained in `Chapter 1 Installation/Customizing Active Search Engine confirmation emails`.

To configure your search engine Banners and Small Banner Ads just click on `Edit Templates/Html Templates on the Administration Menu` and edit the

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language file ASELangUsEng.asp. You can also easily edit this file using a text editor such as Windows Notepad. You will find the following variables that allow you to configure the banners displayed throughout your search engine:



Sample Banners

Note that Active Search Engine comes with sample banners located in the ContractedBanners folder. **A blank, empty banner is preconfigured as the default** for all search engine sections and is called blankbannerad.gif for central banners and blanksmallbannerad.gif for small banners. So set the section variable to that banner if you do not want any banner displayed on that search engine section. Another sample banner that promotes your own search engine and that can be used to link to your advertising section is bannerad.gif for central banners and smallbannerad.gif for small banners. Place them on any section of your directory to promote and link to your advertising section. Browse the ContractedBanners folder to see what other sample banners are included.

 ASELangUsEng.asp Configuration Variable	Setting
<i>Home Page Banners</i>	
 GLS_NumBannerHome = "2"	Set to the number of rotating banners (from 1 to 5) on your search engine Home page . For example a value of "2" will display 2 rotating banners on your search engine home page. Important: Set to "0" to use Google central banners instead of Active Search Engine banners on your search engine home page.
 GLS_BannerFHome1 = "ContractedBanners/blankbannerad.gif"	Set to the http path of the first banner to be displayed . Points to a .gif or .jpg file on your server or any other server.
 GLS_BannerLHome1 = "http://www.domain.com/ActiveSearchEngine.asp"	Set to the destination http path where to go when clicking on the first banner . Points to a web url.
 GLS_BannerFHome2 to GLS_BannerFHome5	Same as  GLS_BannerFHome1 above but indicates the second to fifth banners graphic paths respectively.
 GLS_BannerLHome2 to GLS_BannerLHome5	Same as  GLS_BannerLHome1 above but indicates the second to fifth banner destination urls respectively.
<i>Add Site section Banners</i>	
These banners are set exactly the same way as the home page banners but using variables  GLS_NumBannerAdd,  GLS_BannerFAdd1 to 5 and  GLS_BannerLAdd1 to 5 respectively.	
<i>Search and search results pages</i>	
These banners are set exactly the same way as the home page banners but using variables  GLS_NumBannerSearch,  GLS_BannerFSearch1 to	

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Banners	5 and <i>GLS_BannerLSearch1 to 5</i> respectively.
Free Newsletter section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerFree</i> , <i>GLS_BannerFFree1 to 5</i> and <i>GLS_BannerLFree1 to 5</i> respectively.
Top Link section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerStats</i> , <i>GLS_BannerFStats1 to 5</i> and <i>GLS_BannerLStats1 to 5</i> respectively.
Rating pages Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerRate</i> , <i>GLS_BannerFRate1 to 5</i> and <i>GLS_BannerLRate1 to 5</i> respectively.
Stocks and Investment News section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerNews</i> , <i>GLS_BannerFNews1 to 5</i> and <i>GLS_BannerLNews1 to 5</i> respectively.
Headline News section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerNews</i> , <i>GLS_BannerFNews1 to 5</i> and <i>GLS_BannerLNews1 to 5</i> respectively.
Sport News section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerSports</i> , <i>GLS_BannerFSports1 to 5</i> and <i>GLS_BannerLSports1 to 5</i> respectively.
Improve Ranking section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerRanking</i> , <i>GLS_BannerFRanking1 to 5</i> and <i>GLS_BannerLRanking1 to 5</i> respectively.
Advertising section Banners	These banners are set exactly the same way as the home page banners but using variables <i>GLS_NumBannerAdvertising</i> , <i>GLS_BannerFAdvertising1 to 5</i> and <i>GLS_BannerLAdvertising1 to 5</i> respectively.
Category Pages Banners	
Dim <i>GLS_NumBannerCatx(100)</i> Dim <i>GLS_BannerFCatx1(100)</i> Dim <i>GLS_BannerLCatx1(100)</i> Dim <i>GLS_BannerFCatx2(100)</i> Dim <i>GLS_BannerLCatx2(100)</i>	Set to the number of Categories plus Subcategories in your search engine . The default value 100 will cover up to 100 categories. If you increase the number of categories you should increase this value as well.
For Templ = 0 to 100	Also set to the number of Categories plus Subcategories in your search engine .
Dim <i>GLS_NumBannerCatx(Templ) =</i>	Initializes all your categories to have the specified

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<p>"1"</p>	<p>number of rotating banners. By default 1, note that categories may have from 1 to 2 rotating banners.</p> <p>Important: Set to "0" to use Google central banners instead of Active Search Engine banners on this particular category.</p>
<p>Dim GLS_BannerFCatx1(Templ) = "ContractedBanners/blankbannerad.gif"</p>	<p>Initializes the http path of the first banner to be displayed for all your categories. By default all categories will be displaying the blank, empty banner ad, i.e. no central banners will be displayed for any category.</p>
<p>Dim GLS_BannerLCatx1(Templ) = "ActiveSearchEngine.asp"</p>	<p>Initializes the destination http path where to go when clicking on the first banner for all your categories. By default it will go to your main search engine page since no banners are initially displayed.</p>
<p>Dim GLS_BannerFCatx2(Templ) = ""</p>	<p>Same as <i>GLS_BannerFCatx1</i> above but indicates the default second banner for all categories.</p>
<p>Dim GLS_BannerLCatx2(Templ) = ""</p>	<p>Same as <i>GLS_BannerLCatx1</i> above but indicates the default second banner destination url for all categories.</p>
<p>Dim GLS_NumBannerCatx(1) = "2" Dim GLS_BannerFCatx1(1) = "ContractedBanners/bannerad.gif" Dim GLS_BannerLCatx1(1) = "http://domain1.com" Dim GLS_BannerFCatx2(1) = "ContractedBanners/bannerad.gif" Dim GLS_BannerLCatx2(1) = http://domain2.com"</p>	<p>For any category that becomes contracted by an advertiser you will set its corresponding variables separately and in addition to the initialization above.</p> <p>This example sets Category 1 to 2 rotating banners and sets the corresponding banner files and banner destinations for both.</p> <p>If Category 12 is also contracted by an advertiser you will add another set of variables specific for this category but replacing number 1 by number 12.</p>
<p><i>SMALL BANNERS</i></p>	<p>Small banners are set exactly the same way as the central banner ads explained above and are available for all sections. The only difference is that small banners only allow one minibanner per section and no rotating banners are allowed. Small banner variables are also located on the <i>ASELangUsEng.asp</i> following the banner variables.</p> <p>Note: To show Google minibanners instead of Active Search Engine small banners set the image variable to "0". For example to show Google minibanners on your search engine home page: Set GLS_SmallFHome = "0" instead of GLS_SmallFHome="smallbannerad.gif"</p>

Appendix A

Database Setup

Learn how to install your SQL database, change the location of the MS-Access database or explore the difference in performance between Access and SQL.

MS-Access Secure Location

IF you purchased Active Search Engine for MS-Access, the database itself is included in the Active Search Engine software package as a database file. After installing Active Search Engine, a directory called `Data` containing your database is installed just below your Active Search Engine installation directory. Since this folder is located below your web server `html` folder, where all internet users are able to navigate through your web site, it will be possible, however unlikely, that a malicious user knowing the exact location of your database could access it or download it from your web site.

To avoid this you could either rename the database originally called `ActiveSearchEngine.mdb` to a new name difficult to guess or even better, create a new folder located in your root directory (just below your web site's `html` folder) where you can copy your database. To do so just use your favorite FTP program and go to your server `Root` folder (enter `/Root` as the initial remote site folder on your FTP program as shown below).

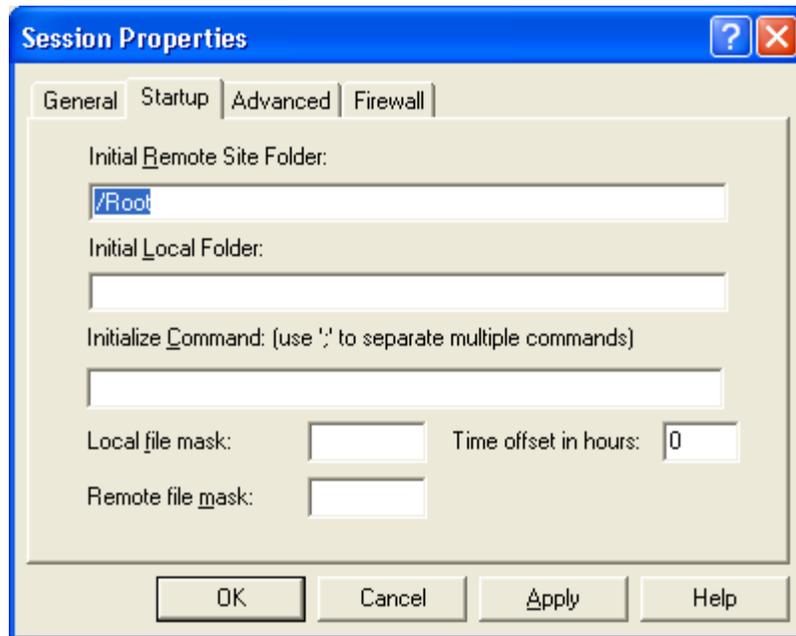


FIGURE A.1 Accessing your server /Root directory

Once you are there create a new directory called `Database` and copy the database file `ActiveSearchEngine.mdb` from your web site initially located in `ActiveSearchEngine/Data` to its new secure location inside the `Database` directory you just created.

The next step is to grant write permissions to the new `Database` directory you just created. You can do it from your web server control panel provided by your ISP, as explained in Chapter 1 under Active Search Engine Installation.

Finally, edit the configuration file `ASEConfig.asp` using either the Active Search Engine Administration Menu System Templates editor or any other text editor like Notepad and change the following line located at the end of the file:

Replace the line

```
gsConnect = "Driver={Microsoft Access Driver (*.mdb)};DBQ=" &
Server.MapPath(".\Data\ActiveSearchEngine.mdb")
```

by

```
gsConnect = "Driver={Microsoft Access Driver (*.mdb)};DBQ=" &
Server.MapPath("../Database\ActiveSearchEngine.mdb")
```

Save the file `ASEConfig.asp` to your web server.

Note: path to database file

This indicates Active Search Engine the right path to your database. If you installed Active Search Engine to your web site under the default `ActiveSearchEngine` directory to `http://www.yoursite.com/ActiveSearchEngine/` the above path is the right path to the new database location. If you installed directly into your html root to `http://www.yoursite.com` the right path to the database should be `..\Database\ActiveSearchEngine.mdb` instead of the one indicated above.

Note: back up your database file

Be sure to create a maintenance plan to **back up** your database on a periodic basis. Most ISPs provide daily back ups of your web site and databases. However we recommend that you back up your database file from time to time and store it on a different place like your own computer to avoid any data loss in case of server malfunction or database corruption.

SQL Database Setup

If you purchased Active Search Engine for SQL you will need to setup your SQL database before uploading Active Search Engine files to your web server. Active Search Engine will work with any existing SQL database even if it already contains data from other programs or with a new SQL database provided to you by your ISP.

Active Search Engine database is included in the software package as a set of script files. You will simply run these script files and your SQL database will be ready to work with Active Search Engine.

Normally you will have an SQL database on your server account set up by your ISP and ready for your use. If so avoid Step ❶ below and proceed to configure the database as explained on Step ❷.

❶ Creating a new SQL database:

To create a new SQL database you need to use SQL Server Enterprise Manager or the client tools provided in the Microsoft SQL server CD-ROM. Some ISPs offer their own web tools through your web account that allow you to configure or create SQL databases.

To create a new database from within SQL Enterprise Manager right-mouse click on *Databases* and then select *New Database*. On the *Name* field enter a database name such as `ActiveSearchEngine` or any other appropriate name. Click *OK* and when finished an empty database is created.

Now add a new user for the `ActiveSearchEngine` database. From within SQL Enterprise Manager expand the tree down to *Security*. Right-mouse click on *Logins* and select *New Login*.

APPENDIX A. DATABASE SETUP

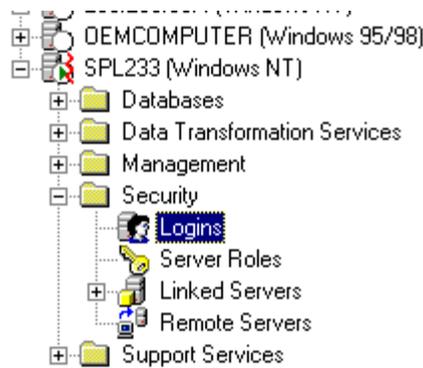


FIGURE A.2 Creating a database user login from SQL Enterprise Manager

On the Name field enter a username such as AseUser or any other name as desired, choose SQL Server authentication and on the *Password* field enter AsePassword or another unique password. Under the Database field select the ActiveSearchEngine database. Now select the *Database Access* tab and click the *Permit* checkbox for the ActiveSearchEngine database checking *public* and *db_owner*. Click *OK* and confirm password.

❷ Configuring the database to work with Active Search Engine:

Now that you have an active database already created on your web server you need to configure it to work with Active Search Engine by running the SQL scripts included in the software package. These scripts are located in the Data directory under your Active Search Engine installation directory or in your local PC C:\Program Files\Active Search Engine\Data directory and are called ActiveSearchEngine.sql and ActiveSearchEnginePermissions.sql.

The scripts will work either with a new SQL database as the one you created in Step ❶ or with any existing SQL database.

First execute the ActiveSearchEngine.sql script to create the tables and views in the database. From the *Tools Menu* of SQL Enterprise Manager select *SQL Server Query Analyzer*. From within *SQL Query Analyzer* select the database to be used by Active Search Engine (named ActiveSearchEngine if using the new database created in Step ❶ above) from the database drop-down menu and open the ActiveSearchEngine.sql script file by clicking on *File/Open*.

Note: executing SQL scripts

If you do not have SQL Server Enterprise Manager or its client tools (located in the Microsoft SQL Server CD-ROM), you can also execute the scripts ActiveSearchEngine.sql and ActiveSearchEnginePermissions.sql by opening the script file with any text editor like Notepad and pasting the contents of the script file into the SQL Query tool normally provided to you by your ISP in your database control panel.

Then execute the script by clicking on the green  Execute Query button. If executed successfully a message saying ‘Complete. Now you have to assign permissions to the database objects’ will appear.

Now proceed to execute the ActiveSearchEnginePermissions.sql script to assign permissions to the Active Search Engine database tables. From within *SQL Query Analyzer* open the ActiveSearchEnginePermissions.sql script file and be sure the database to be used by Active Search Engine is selected on the database drop-down menu. Once the script is loaded be sure to change all occurrences of *webserver* in your script text by your SQL account Login Name (named ASEUser if using the new login created in Step 1 above, or given to you by your ISP if using an existing SQL database).

Then execute the script by clicking on the green  Execute Query button. If executed successfully a message saying ‘Permission changes complete’ will appear.

3 Configure Active Search Engine Database Connection:

The last step is to tell Active Search Engine where and how to access your SQL database. Edit the configuration file ASEConfig.asp, located in the installation directory C:\Program Files\Active Search Engine, using any text editor like Notepad and change the following line located at the end of the file:

Replace the line

```
gsConnect = "DRIVER=SQL Server;SERVER=sql.myserver.com;UID=mysqlloginmane;  
PWD=mysqlpassword;DATABASE=mydatabasename"
```

by

```
gsConnect = "DRIVER=SQL Server;SERVER=sql.myserver.com;UID=AseUser;  
PWD=AsePassword;DATABASE=ActiveSearchEngine "
```

where SERVER is the server where your SQL database is located (ask your ISP if you don't know), UID is the Login Name used to access your SQL database (the one you created in Step 1 above or the database username assigned to you by your ISP for an existing database), PWD is the password for the SQL username and DATABASE is the name of the SQL database (as created Step 1 above or given to you by your ISP).

Save the ASEConfig.asp file and you are done configuring the SQL database. Now proceed to upload your Active Search Engine software files to your web server as explained in Chapter 1 Active Search Engine Installation.

 **Note: backup your database**

Be sure to create a maintenance plan to **back up** your database on a periodic basis. Most ISPs provide daily back ups of your web site and databases. However we recommend that you make sure that back ups are done daily to avoid any data loss in case of server malfunction or database corruption. Never execute the `ActiveSearchEngine.sql` or any other SQL script before doing a back up on an existing Active Search Engine database which already contains links or the existing data could be lost.

SQL versus MS-Access Performance

How much better does SQL perform versus MS-Access? There are a lot of articles regarding database performance and which database to use for the best web site performance.

But the real issue when considering which database to use is how many simultaneous users will be accessing your web site application (in our case an asp application) at a given time. Note that Active Search Engine has many web applications (different asp files) running in your web server, all performing different functions at the same time.

Microsoft Access and JET databases supported by Active Search Engine will perform well for web sites with less than 200 simultaneous users executing the same application at the same time (for example 200 users doing a web search at the same time and/or 200 users adding their web site at the same time). Of course the configuration, memory and processing power of your server hardware is also an important factor, but for most of today's web server's average hardware configuration the above number of users will apply.

You will notice that your MS-Access database is under a lot of pressure and that you are in need of an upgrade to SQL when for example doing a search on your Active Search Engine web site takes a long time to display search results or even when your main directory page loads slowly. This means that there are probably more than 200 or 300 users performing the same task at the same time and when another one comes in MS-Access is under so much pressure (it was not designed for many simultaneous users) that everything slows down in your server.

If you have hundreds or thousands of users accessing your web site at any given time we recommend that you start from the beginning with Active Search Engine for SQL. SQL Server 2000 and above supports thousands and even millions of users without slowing down your web site when using a reliable web hosting account. Before its release Active Search Engine has been tested for more than a year in real live scenarios as the main software used by real heavy traffic search engines and directories with a fantastic fast and rock-solid performance for both the SQL and Access versions.

It should be noted that for web sites with less than 100 simultaneous users MS-Access performed slightly better than SQL, so Access will be the right approach if you expect the number of users to be in that range.

Migrating from Access to SQL

 **Don't want to spend time migrating? Myrosoft will install the software upgrade and migrate the data from Access to SQL for you.**

Just be sure to select the installation option when ordering Active Search Engine Access to SQL Upgrade and a Myrosoft consultant will do all the installation and data migration work. You will need to provide us with your web server account login username and password as well as access to your existing database and software so that we can install the upgrade successfully (you can always change the password as soon as we are done with the upgrade process).

IF you purchased Active Search Engine Access to SQL Upgrade you received or downloaded an installation file called  ActiveSearchEngineSQLUpgrade.exe that you should run on your PC. To start the installation just open Windows Explorer and double click on the installation file. Follow the instructions of the installation screens that will add all Active Search Engine Upgrade application files in a local directory on your PC, normally  C:\Program Files\Active Search Engine (the same directory where you installed Active Search Engine for MS-Access).

The upgrade will allow you to keep all your Active Search Engine software functionality and increase performance by converting your MS-Access database into an SQL database, so that you can keep all the existing search engine data.

Proceed and follow all the steps as explained in  Appendix A **SQL Database Setup** until Step . When you are finished with Step  **Configuring the database to work with Active Search Engine** (do not proceed with Step ) come back here and do the following:

- From within SQL Enterprise Manager right click on the ActiveSearchEngine database and select *All Tasks - Import Data*.

- The *DTF Import Wizard* appears. Click *Next*. On the *Data Source* field choose Microsoft Access. On the *File name* field browse to select your old  ActiveSearchEngine.mdb Access database file.

- Click *Next*. Now make sure the proper destination SQL database is selected. On the *Destination* field choose *Microsoft OLE DB Provider for SQL Server*. On the *Server* field browse to find your server and choose *Use SQL Server Authentication* and enter your database user and password. On the *Database* field drop down menu be sure your ActiveSearchEngine database is selected.

- Click *Next* and make sure *Copy tables and views from the source database* is selected.

- Click *Next*. Under the *Source* column, select all Tables including *tblDirAdmin*, *tblDirCategories*, *tblDirIcons*, *tblDirLinks*, *tblDirMaster*, *tblDirNotify*, *tblDirRatings*

APPENDIX A. DATABASE SETUP

and *tblDirRatingStats*. Do NOT select the View *spoDirRatings*. Under the *Destination* column make sure that each destination database matches the source and that the user in the destination database is the dbo user (db owner) for all Tables. For example a correct destination table for *tblDirAdmin* is *[ActiveSearchEngine].[dbo].[tblDirAdmin]*. If the destination table is not owned by dbo be sure to select the dbo owner from the drop-down menu for that destination table.

○ Click *Next* and perform the Import.

○ Finally let Active Search Engine know about your new database location. Edit the configuration file `ASEConfig.asp`, located in your web server under your Active Search Engine installation directory, using either the Active Search Engine Administration Menu System Templates editor or any other text editor like Notepad and change the following line located at the end of the file:

Replace the line

```
gsConnect = "Driver={Microsoft Access Driver (*.mdb)};DBQ=" &  
Server.MapPath("../Database/ActiveSearchEngine.mdb")
```

by

```
gsConnect = "DRIVER=SQL Server;SERVER=sql.myserver.com;UID=AseUser;  
PWD=AsePassword;DATABASE=ActiveSearchEngine"
```

where SERVER is the server where your SQL database is located (ask your ISP if you don't know), UID is the Login Name used to access your SQL database (the one you created in Step 1 under SQL Database Setup above or the database username assigned to you by your ISP for an existing database), PWD is the password for the SQL username and DATABASE is the name of the SQL database (as created Step 1 or given to you by your ISP).

Also replace the line

```
SQLDateDelimiter = Chr(35)
```

by

```
SQLDateDelimiter = Chr(39)
```

Save the file `ASEConfig.asp` to your web server.

Appendix B

Troubleshooting and error messages

⊗ **Error: Microsoft OLE DB Provider for ODBC Drivers error '80004005' [Microsoft] [ODBC Microsoft Access Driver] Operation must use an updateable query**

😊 **Solution:** Grant write permissions to the directory where Active Search Engine database is located. If permissions are granted and the error continues to happen probably you uploaded the database using FrontPage. Upload the database again using a different FTP program or move the database to a secure location as explained in [📖 Appendix A MS-Access Database Secure Location](#).

⊗ **Error: Microsoft OLE DB Provider for ODBC Drivers error '80004005' [Microsoft] [ODBC Microsoft Access Driver] Could not delete from specified tables**

😊 **Solution:** Exactly the same as the error above.

⊗ **Error: Microsoft OLE DB Provider for ODBC Drivers error '80004005' [Microsoft] [ODBC Microsoft Access Driver] General Error. Unable to open Registry Key**

😊 **Solution:** The path to the database is incorrect. Please edit the file `ASEConfig.asp` and change the variable `gsconnect` with the right path to the database. See [📖 Appendix A Database Setup](#) for the right paths when using Access or SQL.

⊗ **Error: Data type mismatch in criteria expression or Syntax error in date in query expression**

😊 **Solution:** The database date delimiter is incorrect. Please edit the file `ASEConfig.asp` and change the variable `gsSQLDateDelimiter` with the right value. If it is set to `Chr(35)` change it to `Chr(39)` and if set to `Chr(39)` set it to `Chr(35)`.

⊗ **Error: Can not write to table xxxx because database or log is full**

😊 **Solution:** The SQL database is full. Ask your hosting provider for more space or delete some links using Active Search Engine administration interface to empty some space.

⊗ **Error: Error: File could not be written.**

😊 **Solution:** This error happens when you try to save a file from Active Search Engine [↑ Edit Templates Administration Menu](#) and you have not assigned write permissions to Active Search Engine installation directory. Either grant write permissions to this directory or edit the configuration file you are trying to modify directly with any text editor like Notepad.

Appendix C

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