

## Bob Sherman's Reciprocal Links Script



This document is intended for understanding the features and the installation of "Bob Sherman's Reciprocal Links Script".

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## Overview

Bob Sherman's Reciprocal Link Script provides the capability to manage your reciprocal link program. A number of the features include:

- Separates links into topical categories
- Each category page can have different content such as articles to make your links pages appear to be normal internal pages
- Add RSS feeds to your links pages that are updated every time you generate your links pages
- Links pages are real HTML pages, not dynamic or JavaScript pages
- Allows both traditional reciprocal as well as 3-way links
- Automatically sends emails to webmasters when you approve or reject a proposed link
- Automatically sends emails to webmasters when their link to your site is not found
- You can customize the emails to webmasters to suite your writing style
- You can set up a "cron" job to automatically check for reciprocal links and re-generate your links
- Uses the Google API to determine the number of backlinks to proposed websites to help in your evaluation of link requests
- You can specify the minimum number of backlinks a site must have to successfully request a reciprocal link
- You specify the maximum number of links on each links page
- You can place link pages in any directory of your site
- You choose display reciprocal links as HTML links or JavaScript links
- You can display a link that points to the remote incoming links page associated with each link
- You can defeat automate scripts with an optional random 10 character validation field
- You can automatically reject non-relevant sites with specified domains or whose title or description contains specified words
- You specify the name stem of your reciprocal links pages
- You specify the number of times you will not find your link on a remote site before the proposed link is dropped or an accepted link is demoted to proposed status
- You specify the maximum description length you will accept
- You specify the maximum link text length you will accept
- You choose whether clicks on links open in a new browser or replace your links page
- You can back up your links data files to backup files on your server
- You can restore backed up link data files to the current data files
- Since the data files are normal files you can easily download them to you PC for added backup security and upload them again if a server disaster occurs
- You can require verification of each link submission with an email to the webmaster

## Bob Sherman's Reciprocal Links Script

I've added these capabilities over several years to help provide all the functionality I think make acquiring, maintaining, and displaying reciprocal links as easy as possible.

I always welcome additional suggestions for enhancements.

Bob Sherman's Reciprocal Link Script is comprised of a number of files. These files and their basic purposes are as follows:

readme.pdf	This is the file you are now viewing
admin.cgi	This is the script that administer the data, reviews new link requests, and checks link for validity
createlinkrequest.cgi linkrequest.cgi	These scripts are used by remote webmasters to add link requests to the system
deletelink.cgi verifylink.cgi	These scripts (1) delete unverified link requests or (2) promote unverified link requests to proposed status
newapprovedlink.cgi updatenewapprovedlink.cgi newproposedlink.cgi updatenewproposedlink.cgi	When a reciprocal link is not found, and email is sent to the webmaster. These scripts allow the webmaster to update the location of their reciprocal link to your site
approvedlinkcron.cgi	This script is scheduled to run periodically (normally weekly) to check for the existence of accepted reciprocal links and generate the directory and link files
badlinks0.dat badlinks1.dat badlinks2.dat badlinks3.dat badlinks4.dat goodlinks0.dat goodlinks1.dat goodlinks2.dat	These are the customizable email messages that are sent to webmasters after a status change in their links
configure.cgi	This file contains variables that control the actions of the scripts
password.dat	This file contains your administrative password
basetest.cgi test-lwp.cgi test-google.cgi	These auxiliary script files display environmental variables like paths, and test that LWP and the Google API are working
accepted-to-proposed.cgi	This script copies accepted links in a category to the proposed link data file. Use this script prior to deleting a category if you want to preserve the links.
restoreconfiguration.cgi	This script restores the configuration file from a backup
GoogleSearch.wsdl	This is a definition file required for the Google API to work.

During use, this system creates additional files. The number of files created depends on the number of topical categories you want to include in your system.

These files include:

## Bob Sherman's Reciprocal Links Script

- Category data file describing the categories
- Proposed links data file
- Accepted links data files (one for each category)
- HTML data files for the creation of the directory and each category's link files
- Directory HTML file with links to each category file
- Reciprocal links HTML files (at least one for each category)

This system is intended to be uploaded to a Unix-type server. This usually includes variations of Unix, Apache and Linux operating systems.

These scripts run in the cgi-bin directory or a subdirectory under the cgi-bin directory. You must be able to upload or install such scripts.

To use the features of this script you must have a Google API key. This is free and is available at <http://api.google.com/createkey>

In addition, several Unix modules must be installed on your server. You can check the modules installed on your server by logging in to your cPanel. On the left is typically a link that allows you to see all the installed PERL modules.

Your Unix-like server must have the **SOAP::Lite** module to use the Google API

Your Unix-like server must have the **LWP** module to use more sophisticated "get" functionality in retrieving remote links pages.

I've included scripts that test for the functionality of these modules.

Most Unix servers have these modules. If your server does not, you can usually ask your host provider to install these modules.

Sometimes during a server upgrade your host will neglect to reinstall a number of modules. So if you lose functionality at some point let them know that a documented module is no longer installed. They will usually quickly reinstall the module.

## Main Administrative Module

**Bob Sherman's Reciprocal Links Script**  
**Administrative Maintenance Module**

Version 4.05

Select an option from the choices below:

**Check for Reciprocal Links**  
 Approved  Pending

Create new links page(s)

**Review/Update Links**  
 Approved  Pending

**Category Options**  
 Update/Add  Delete a Category

See links sorted by URL  
 Add a Verified Link Request  
 Review / update HTML code  
 Review / update EMAIL messages  
 Update the Configuration File  
 Change password

---

Backup links file

---

**Restore from a previous backup.  
Replace your links file with a backup!**

Restore links file from backup

---

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The main administrative module is the interface you will use to interact with the reciprocal links system. This module contains all the commands you will need to maintain and update the system.

The main menu shows all the options for maintaining your reciprocal links system. Here we'll give a brief overview of these options. Then, we'll go into detail about what each option does.

Checking for reciprocal links causes the server to examine remote pages for links to your site.

Creating new links pages generates your links pages and the directory to those pages.

Reviewing and updating links allows you to update the data related to the links.

You can view all your links sorted by URL. This is helpful when you are seeking new link partners so you don't try to add already existing links.

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When you are seeking new link partners, you can add links, bypassing the verification requirements.

Each of your link pages and the directory page has its own unique HTML. You can update this HTML at any time.

The system sends email messages to remote webmasters when the status of their link changes. If a link is not found, they receive a "link not found" email. When a link moves from the proposed file to an accepted category, they receive an email indicating exactly where their link is located. You have the ability to customize these emails.

The configuration file specifies how your system works. You define the location of your reciprocal links system, where your links pages will be located, how remote webmasters should link to your site, and a host of options about how this system works.

You can change your password at any time.

You can back up or copy data to backup files. Backups include all the link data, category definitions, and HTML files.

Now, we will examine what each of these options do for you.

## Check for Reciprocal Links

You can check both pending and approved links to verify that the remote reciprocal links pages are linking to your site.

This option causes the server to retrieve each remote reciprocal links page to search that page for your URL. If your URL is found, then the status will be indicated as "OK". If your URL is not found, the status will be indicated as "Missing".

Notes for pending links:

There are two types of links in the pending links file:

- **Unverified Links:** These are links that have been requested by a remote webmaster but not yet verified (that is the remote webmaster has not yet responded positively to the verification email).
- **Verified Links:** These are ready to be moved to the accepted file once the reciprocal link has been found.

When you check pending links for reciprocal links, you will only check verified links. The following image shows a check for reciprocal links for pending links:

**Bob Sherman's Reciprocal Links Script**  
**Check Pending Links for http://www.w-2-c.com**

Checking for **http://www.w-2-c.com** in remote links pages

The following links are available for your review. You may take the following actions:

- View the Links Page in a new browser window
- View the Link URL in a new browser window
- Modify the Site Name
- Modify the Description
- Change the Link Status to: OK to accept link, Missing if you do not find your link on the Link URL, Delete to remove the link

---

Links Page	Link URL Site Name Description	My Link Status
<a href="http://www.google.com">http://www.google.com</a> <input type="text" value="http://www.google.com"/>	<a href="http://www.google.com/">http://www.google.com/</a> Backlinks: NA <input type="text" value="http://www.google.com/"/> Google <input type="text" value="Search Engine"/>	<input type="radio"/> OK <input type="radio"/> Request <input checked="" type="radio"/> Missing <input type="radio"/> Delete

Category:  Email:   
 Webmaster:

## Bob Sherman's Reciprocal Links Script

In this case, the sample (verified) pending link shows that my site is not found on the specified reciprocal links page.

This page shows some content from the proposed links data file and allows you to update a number of fields.

You can change the link status on the right. The link status options are:

- **OK** – indicates that a link has been found. An email will be sent to the webmaster indicating that the reciprocal link is complete. Their link will be assigned to the selected category and moved to the accepted category links file. The page where their link is located will be included in the email.
- **Request** – This also approves their link, but sends a different email requesting a link exchange.
- **Missing** – Another email will be sent to the remote webmaster asking them to establish a link. If too many of these requests have already been sent, their link is deleted and another email indicating this is sent.
- **Delete** – You can select to manually delete a link if it is of poor quality or does not meet your expectations. An email indicating the normal reasons for rejecting a link is sent to the webmaster.

On this page you can also change the category of the page. All of the categories are listed in a “pull-down” menu and you can select any appropriate category.

You can also click the links for the website or link page to view those pages. They will appear in a new window.

If your link is missing you can sometimes locate your link on the remote site. If you do, you can change the reciprocal links page; then you can change the status from “Missing” to “OK”.

You can also make changes to the link text or the link description.

When you check your email account you may see failures to deliver emails. This occurs if the remote emails account is full or if the email address is incorrect. You can change the email address on this screen.

You can also change the name of the webmaster.

# Bob Sherman's Reciprocal Links Script

The page to check reciprocal links for approved links is very similar.

**Bob Sherman's Reciprocal Links Script**  
**Check Links for <http://www.w-2-c.com>**

Checking for <http://www.w-2-c.com> in remote links pages

The following links are available for your review. You may take the following actions:

- View the Links Page in a new browser window
- View the Link URL in a new browser window
- Modify the Site Name
- Modify the Description
- Change the Link Status to: OK to accept link, Missing if you do not find your link on the Link URL, Delete to remove the link

Links Page	Link URL Site Name Description	My Link Status
<a href="http://www.eliteaffiliates.com/reciprocal_links.htm">http://www.eliteaffiliates.com/reciprocal_links.htm</a> <input type="text" value="http://www.eliteaffiliates.com/reciprocal_links.htm"/>	<a href="http://www.EliteAffiliates.com/">http://www.EliteAffiliates.com/</a> Backlinks: NA <input type="text" value="http://www.EliteAffiliates.com/"/> Elite Affiliates Complete Affiliate Program Guide <input type="text" value="is a free site that reveals the programs, tools and techniques which elite affiliates use to earn thousands of dollars online with their web sites"/>	<input checked="" type="radio"/> OK <input type="radio"/> Request <input type="radio"/> Missing <input type="radio"/> Delete
<a href="http://www.info-biz2000.com/hotlinks.html">http://www.info-biz2000.com/hotlinks.html</a> <input type="text" value="http://www.info-biz2000.com/hotlinks.html"/>	<a href="http://www.info-biz2000.com/">http://www.info-biz2000.com/</a> Backlinks: NA <input type="text" value="http://www.info-biz2000.com/"/> Online Source for Starting Promoting and Marketing <input type="text" value="Start your own Internet Business Opportunity Website Selling Information eBooks with complete duplication, marketing and resell rights, with FREE Turnkey Website"/>	<input checked="" type="radio"/> OK <input type="radio"/> Request <input type="radio"/> Missing <input type="radio"/> Delete
<a href="http://fundedplans.com/directory/funded-webmaster.html">http://fundedplans.com/directory/funded-webmaster.html</a> <input type="text" value="http://fundedplans.com/directory/funded-webmaster.html"/>	<a href="http://www.fundedplans.com/">http://www.fundedplans.com/</a> Backlinks: NA <input type="text" value="http://www.fundedplans.com/"/> Business Plans, Business Plan Consulting & Writing <input type="text" value="A business plan consulting firm that performs business plan writing and develops business plans."/>	<input checked="" type="radio"/> OK <input type="radio"/> Request <input type="radio"/> Missing <input type="radio"/> Delete

The major difference is that on accepted links, you cannot change the category of the link.

Changing a category would require the link to move to the new category page.

If you want to change the category of a link you should "Review/Update" the approved link. You can move the link back to a proposed status. Then, you can change the category. When you check the proposed link for reciprocal links, it can then move to its new category and the webmaster will receive an email indicating its location.

## ***Create New Links Pages***

Creating new links pages performs a number of functions.

The links for each category are read and the HTML for the category page is retrieved. The links page is then created with the "look and feel" defined by the HTML.

If the HTML references any RSS News feed, that feed is retrieved and inserted into the HTML. You can specify any RSS feed, the number of items to include, and the number of characters from each item to include.

The links pages are real HTML pages. They are updated only when you create new links pages.

You can create new links pages in two ways: manually through this administrative menu or through a "cron" job. A "cron" job is one that runs automatically on a periodic basis. The "cron" job checks approved links for the existence of your link on their reciprocal links page, demotes pages to the pending data file after a number of failures to find your link, and it creates new links pages.

The "cron" job is the recommended way to check approved links. This keeps your links pages "fresh" by updating them with any changes in the RSS Feeds located on the pages.

As each category page is being created, the directory links are also created. The HTML for the directory page is retrieved and that page is created.

You should maintain a link to at least the directory page on the main page of your site.

Within the HTML for each category you can include an article related to that category. This will make your reciprocal links pages appear to have real content.

## *Review / Update Links*

When you review or update your link data you are more in control of the fields describing your data than when you check for reciprocal links.

**Bob Sherman's Reciprocal Links Script**  
**Review / Review Pending Links for http://www.w-2-c.com**

You can update any value for each link:

**Site URL:**  http://www.google.com/

**Site Name:**

**Description:**

**Links Page:**

**Email:**

**Webmaster:**

**Type**     Unverified     Pending     Accepted

**Status:**

**Category:**

---

Here is the screen for reviewing pending links. In this case, we have one pending link.

You can make changes to the site URL, the site name (link text), description, the reciprocal link URL, email address, webmaster, and category. We've reviewed these fields before.

You can also change the "type". In the pending data file there are two types of links: Unverified and Pending (or verified). You can change the type of link on this screen.

## Bob Sherman's Reciprocal Links Script

If you change the "type" of link to accepted, the link will move from the pending data file to the appropriate category data file.

The "Status" field is an indication of how the link is progressing during the checking process. Here, the numbers mean the following:

- 0 – a link has not yet been found.
- Less than 0 – indicates a failure to proceed in the approval process

In the pending data file, failures to proceed occur for two reasons:

- **Unverified Links** – Each time a check is made for an unverified link another email is sent to the remote webmaster requesting that they approve the link request (to make it pending) or to delete the link request. Each check of an unverified link decrements its status value.
- **Pending (verified) Links** – Each time a check for a reciprocal link is made without success, the status of the link is decremented.

When the status value of a link in the pending data file gets below a certain value (indicated in the configuration file) the link is deleted. For pending links being deleted an email is sent to the webmaster indicating that their links is being deleted. Unverified links are simply deleted.

When you review or update pending links, you have the ability to change this status value.

The next image shows the review / update screen for accepted links.

When you review or update approved links you can update all the same fields as pending links except for the category.

You can move the link from its accepted type to "Pending" or even "Unverified". In this case, the link will move from the category data file and be placed in the pending data file.

For most accepted links, the status value will be "1". This indicates that the reciprocal link has previously been found.

If the reciprocal link was checked and not found, the status will be less than "1".

# Bob Sherman's Reciprocal Links Script

You have the ability to change this status value.

**Bob Sherman's Reciprocal Links Script**  
**Review / Review Approved Links for <http://www.w-2-c.com>**

You can update any value for each link:

---

**Site URL:**  http://www.EliteAffiliates.com/

**Site Name:**

**Description:**

**Links Page:**

**Email:**

**Webmaster:**

**Type:**  Pending  Unvalidated  Accepted

**Status:**

**Page:**

---

**Site URL:**  http://www.info-biz2000.com/

**Site Name:**

**Description:**

**Links Page:**

**Email:**

**Webmaster:**

**Type:**  Pending  Unvalidated  Accepted

**Status:**

**Page:**

The page within the category is also displayed. You can force a link to another page by changing the page value.

## Category Options

You can update and add categories to your reciprocal links system.

**Bob Sherman's Reciprocal Links Script**  
**Update Categories**

Update category names or add new categories.

All category names must be two or more characters long.

Existing Category Name	Links Page Name
Affiliate Program Guidance	affiliateprogramguide
Business Planning and Promotion	promoteyourbusiness
Second Income Resources	secondincome
Reciprocal Link Resources	reciprocallinkresources
Domain Names	domainnames
Web Development	webdevelopment
Translation Services	translation
Credit Reports	creditreport
Presentation Skills	presentationskills
Telecommunications	telecommunications
Supplies	supplies
Autoresponders	autoresponders
Financial Services	financialservices
Website Design	websitedesign
Offline Marketing and Promotion	oflinemarketing
New Category Name	New Links Page Stem Name (No Spaces)

This option displays existing category names and the single word names used for the links pages.

## Bob Sherman's Reciprocal Links Script

A category number (not shown on this screen) is associated with each category. The categories are displayed on this screen in category number order.

When a Webmaster accesses the system to add a link, the categories are sorted alphabetically to make category selection easier.

You can make changes to the category names, usually to help define them better.

If you want a hierarchy of categories, you can use longer category names such as:

- Finance – Credit Cards
- Finance – Credit Reports
- Finance - Insurance
- Finance - Investments
- Finance – Mortgages
- Home – Building
- Home - Repairs

The links page names cannot be changed because these names are used in the links pages. Webmasters expect their link to be on a particular page, so changing these links page names would be counterproductive.

At the bottom of this page you can add up to two new categories and new links page names.

When you add new categories the HTML from another specific category (specified in the configuration file) will populate the HTML files of the new category.

So, when you just start out with a new reciprocal links system, it would be wise to add a single category and get the HTML files to look like you want them to look before adding additional categories.

You can also select to delete a category.

**Bob Sherman's Reciprocal Links Script**  
**Delete a Category**

**Deleting a category removes the category, all its links and related files!**

<b>Category Name</b>	<b>Links Page Name</b>	
<b>Affiliate Program Guidance</b>	affiliateprogramguide	<input type="button" value="Delete This Category"/>
<b>Business Planning and Promotion</b>	promoteyourbusiness	<input type="button" value="Delete This Category"/>
<b>Second Income Resources</b>	secondincome	<input type="button" value="Delete This Category"/>
<b>Reciprocal Link Resources</b>	reciprocallinkresources	<input type="button" value="Delete This Category"/>
<b>Domain Names</b>	domainnames	<input type="button" value="Delete This Category"/>
<b>Web Development</b>	webdevelopment	<input type="button" value="Delete This Category"/>
<b>General</b>	general	<input type="button" value="Delete This Category"/>
<b>Supplies</b>	supplies	<input type="button" value="Delete This Category"/>
<b>Autoresponders</b>	autoresponders	<input type="button" value="Delete This Category"/>
<b>Financial Services</b>	financialservices	<input type="button" value="Delete This Category"/>
<b>Website Design</b>	websitedesign	<input type="button" value="Delete This Category"/>
<b>Offline Marketing and Promotion</b>	offlinemarketing	<input type="button" value="Delete This Category"/>

When you delete a category you will delete all the links and HTML associated with that category.

You should not delete a category that has existing links or you will completely lose them. (An auxiliary script can be used to move all the links in a category to the pending links data file. Do this before deleted a category.)

## ***See Links Sorted by URL***

When you are seeking potential reciprocal link partners, you'll want to be able to quickly see if a site is already a partner.

The way I do this is to have a browser window up with the display of existing link partners. Because this list is sorted by URL, its very easy to check if they already link to you so you don't have to enter their link information and then be informed that a link to this site already exists.

The output of this option looks like the following:

**Bob Sherman's Reciprocal Links Script**  
**List of Sorted URLs**

<http://members.tripod.com/~brolling/reciproc.html> Reciprocal Links - Promote Your web-site for free  
<http://www.1-hit.com/> Search Engine Optimization  
<http://www.100megswebhosting.com/> Web Hosting  
<http://www.1mintemplates.com/> Web Page Templates  
<http://www.AboundingLinks.com/> A Personalized Reciprocal Link Generator  
<http://www.CambridgePracticeConsultants.com/> Dental Marketing  
<http://www.EliteAffiliates.com/> Elite Affiliates Complete Affiliate Program Guide  
<http://www.Ewebskins.com/> Flash Templates  
<http://www.Thehostingweb.com/> Dedicated Server  
<http://www.Wiredframes.com/> Web Page Templates  
<http://www.acehost.com/> AceHost : Web Hosting Services  
<http://www.acornfm.com/> Dish Network Deals Dish Network Special Deals!  
<http://www.actual-exams.com/MCSE-2003-practice-exam.htm> mcse  
<http://www.advertising-free.com/> Free Advertising  
<http://www.allopprepaid.com/> Prepaid Phone cards  
<http://www.attorneycafe.com/> Law Firm Websites  
<http://www.avenuesnepal.com/> <http://www.avenuesnepal.com>  
<http://www.best-home-business-ideas.net/> Best Home Based Business Opportunities & Ideas  
<http://www.best-prepaid-calling-cards.com/> prepaid phone cards  
<http://www.businessbeanstalk.com/> Outbound telemarketing  
<http://www.cadwebsitedesign.com/> CAD Website Design  
<http://www.cashflowsecret.net/> Affiliate Sales Programs Money Making System  
<http://www.combinedresults.com/> Home based business

### ***Add a Verified Link Request***

Remote webmasters will add a proposed link to your site with the "createlinkrequest.cgi" script. If you have email verification on in the configuration file, they will receive a verification email.

When you are seeking link partners and adding their link information yourself you don't want them to get a verification email. You simply want them to add a link.

**Bob Sherman's Reciprocal Links Script**  
**Add Verified Link**

URL of requested link.

Name of page or site pointed to by link

Short description of your page or web site (up to 250 characters)

URL of your page with a reciprocal link to:  
http://www.w-2-c.com

Your Name

Your email address (only for communication regarding this link)

Choose a category:

This page looks very similar to the page a remote webmaster would see by using the "createlinkrequest.cgi" script.

You will enter the following fields:

- URL of the remote website
- Name or link text of the website
- Description of the website
- URL of the expected reciprocal link page
- Webmaster's name
- Webmaster's email address

Then, you'll select a category and submit the link.

## Bob Sherman's Reciprocal Links Script

Your input will be validated in ways similar to the input of a remote webmaster. These include:

- Checking for proper formats for URLs
- Checking that the link text, description, and name were entered
- Checking the proper format for an email address
- Checking for "bad words" that should not appear in a link request.

The propose link will then be added to the pending links file.

When you then check the pending links, you can check the "Request" radio button and an email will be sent to the webmaster requesting a link exchange.

## Review / Update HTML Code

The HTML code is used on the directory page and on all the reciprocal links pages

**Bob Sherman's Reciprocal Links Script**  
**Review and Update the HTML Code to Appear on the Links Page**

**This HTML pertains to the Directory of Link Pages Page**

**Content to appear between <HEAD> and </HEAD> tags**

```
<title>Online Internet Marketing Resources</title>
<meta name="description" content="External resources to
help you develop your product, market, and make money.">
<meta name="keywords"
content="development,marketing,affiliate,build traffic">
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW">
```

**Content after the <BODY> tag and before links**

```
<P ALIGN=CENTER><TABLE WIDTH=90%>
<TR><TD><font face="verdana,helvetica,times new
roman,arial" SIZE=-1>
<P ALIGN=CENTER><IMG SRC="http://www.w-2-c.com/w-2-c-
logo.jpg" WIDTH=300 HEIGHT=50 ALT="Reciprocal Link
Management Script">
```

**Content after links and before the </BODY> tag**

```
</FONT></TD></TR></TABLE>
<P>If at any time you wish to communicate with us, please
feel free to <A HREF="http://www.w-2-
c.com/contact.htm">contact us</A>.
<P>We are happy that you visited <A HREF="http://www.w-2-
```

**This HTML pertains to the Category "Affiliate Program Guidance"**

**Content to appear between <HEAD> and </HEAD> tags**

```
<title>Affiliate Program Guidance</title>
<meta name="description" content="External resources to
help you develop your product, market, and make money.">
<meta name="keywords"
content="development,marketing,affiliate,build traffic">
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW">
```

## Bob Sherman's Reciprocal Links Script

I recommend that you create HTML that is similar to the "look and feel" of your main pages. This way, your reciprocal links pages do not look like "special" pages you just "tacked on" to your website.

In addition, each category page can have differences that make that page unique.

I recommend that you include an article related to the topic of the page. Make these articles unique for each page.

Whenever possible, I recommend you also include an RSS Feed related to the topic of the page. The RSS Feed will be updated every time the page is created. Usually, this will be at least once per week. This means that your pages will be "fresh" every week.

The key here is to make your reciprocal links pages look as much as possible like normal pages of your site. The reciprocal links will then look simply like recommendations for resources that are external to your site.

This has a number of advantages.

First, your website visitors will look at the content of your reciprocal links pages and think you are simply making recommendations about external sites related to that topic of the page.

Second, search engines will be more likely to regard your links pages as internal pages and may rank them higher.

Third, remote webmasters will be more inclined to exchange links with you because their link will be located on an internal page rather than a clear reciprocal link page.

The following image is an example of my directory page for my site: [w-2-c.com](http://w-2-c.com). The article on the directory page explains why there are so many websites and then provides some topical areas where visitors can get more information about particular topics.

## Web-2-Consumer

### Online Internet Marketing Resources

#### Contents

- [Advertising](#)
- [Affiliate Program Guidance](#)
- [Audio Visual Services](#)
- [Autoresponders](#)
- [Bulk Email Services](#)
- [Business Planning and Promotion](#)
- [Corporate Formation and Development](#)
- [Credit Reports](#)
- [Data Security and Recovery](#)
- [Domain Names](#)
- [Financial Services](#)
- [General](#)
- [Health](#)
- [IT Training](#)
- [Internet Marketing Services](#)
- [Lead Development and Management](#)
- [Mortgages](#)
- [Offline Marketing and Promotion](#)
- [Online Payments](#)
- [Opt-In Email Marketing](#)
- [Personal Loans](#)
- [Presentation Skills](#)
- [Promotional Products](#)
- [Reciprocal Link Resources](#)
- [Schools and Colleges](#)
- [Scripts and Templates](#)
- [Search Engine Optimization](#)
- [Second Income Resources](#)
- [Software Development](#)
- [Supplies](#)
- [Telecommunications](#)
- [Traffic Generation](#)
- [Translation Services](#)
- [Travel and Lodging](#)
- [Web Development](#)
- [Web Hosting](#)
- [Website Design](#)
- [Work at Home](#)

#### Why so Many Websites?

No one site can have all the resources you need to develop a product, promote your product, and make a profit.

Some websites specialize in a certain topical area while others present a more general viewpoint. As you examine a topic you may want to start out with a general overview. Then, as you become more interested in a particular aspect of the subject you'll want to explore that specific aspect in more detail.

Also, no two websites will explain a subject in exactly the same way. You probably have experienced several people trying to explain the same thing but you still weren't understanding. Then somebody said something that "clicked" with you and you said, "Why didn't you say that in the first place?"

It's exactly the same with websites. You'll find one site that explains a topic in a way you can really grasp. You'll think that site is really great. But, someone else may gain their understanding from another site.

All in all, there are as many sites as there are people trying to clearly explain a particular subject. So, here we present a selection of sites that can hopefully make a difference in your understanding.

We hope these resources will be valuable in your efforts.

If at any time your wish to communicate with us, please feel free to [contact us](#).

We are happy that you visited [Reciprocal Link Management Software](#).

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When a visitor then clicks on one of the topics along the left, they visit one of my reciprocal links pages.

Here is the IT Training page:

## Web-2-Consumer

### IT Training

We all want to get ahead in our careers.

Sometimes the way to do that is to remain at your job and build seniority. Longevity is often a sign of dedication that can be rewarded.

Other times, you need to develop new skills and become certified by a recognized organization.

In Information Technology (IT), various organization provide certification for those who demonstrate excellence in their knowledge of specific subject areas. Major organizations such as Microsoft, CompTIA, Novell and Oracle offer certification examinations in many areas of IT skills including hardware, network, operating systems, programming languages, and database technologies.

A number of IT training organization offer courses that help you learn the specific skills you'll need to pass these certification exams. This training can speed you on your way to a better career, increased prestige, and more pay.

We hope the following resources will be valuable in your efforts.

[HP0-645](#)

Great Certification Success for HP0-645 Exam Using Our HP0-645 Materials.

[mcse](#)

Actual-Exams has the tools you need for your upcoming MCSE, CCNA, CISSP, CCNP or A\+ certification exam.

[mcse](#)

Real-Exams.com exam preparation exceeds your expectations and delivers performance not available from braindumps.

[Test King](#)

Whether brushing up on your skills, re-certifying, or obtaining your MCSE Training, you will find what you need at Exact-Exams.com

[70-296](#)

Braindumps for all your needs for Certification Training.

[70-293](#)

ExactQuestions online Interactive Exams are formatted and supplied by our state-of-the-art testing engine - A virtual marvel, and the ultimate in online testing experience.

If at any time your wish to communicate with us, please feel free to [contact us](#).

We are happy that you visited [Reciprocal Link Management Software](#).

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As you can see, these links do not appear to be reciprocal links. Rather, they are recommended sites to learn more about IT training.

That's the beauty of this reciprocal links system.

Another links page having an RSS Feed is my "mortgage" page. The article is quite long so it is snipped in the middle, but you can see how the article appears to be normal web site content.



## Web-2-Consumer

### Mortgages

The dream of owning a home is becoming very allusive these days. Although everyone would like to have a home that is paid for free and clear, many people are forced to assume mortgages that will be paid over 25 or 30 years into the future.

Everyone is constrained to a certain degree by their budget. Yet there is a way to pay off the existing mortgage on your home quicker and save money in the process.

**Portions of article are missing to save space.**

This method can be used in any situation where the mortgage has an Accelerated Payment Clause built into it. It will work best if you are consistent with the amount that you pay on your mortgage every month. Any change in the amount of monthly repayment of the mortgage will affect the amount that you will actually save.

Check with your banker to find out if your mortgage allows for Accelerated Payments. Then you can use this strategy to save a lot of money on your mortgage and own your home sooner.

We hope the following resources will be valuable in your efforts.

[mortgage payment calculator](#)

Huge collection of mortgage tools available.

[Mortgage Loans](#)

We offer the lowest current mortgage rates available. Choose the mortgage options that best match your current situation.

[Mortgage Loans Refinance Home Equity Loan & Debt Consolidation Loans](#)

Offers a complete guide to home mortgages, home equity loans, mortgage refinances and debt consolidation loans.

#### Mortgage News

### [Inside Mortgages Weekly Column](#)

A nationally syndicated financial column reflecting mortgage and home loan trends

[1. 6% loans make home buying more affordable](#)

Reasonable mortgage rates will make the holiday season a joyous time to buy or refinance a home.

[2. Home loans find an affordable groove](#)

Reasonable mortgage rates will make the holiday season a joyous time to buy or refinance a home.

[3. Home loans find an affordable groove](#)

Reasonable mortgage rates have turned autumn into a surprisingly good time to buy or refinance a home.

[4. Home loans settle into an affordable groove](#)

Reasonable mortgage rates have turned autumn into a surprisingly good time to buy or refinance a home.

[5. Home loans settle into an affordable groove](#)

Reasonable mortgage rates have turned autumn into a surprisingly good time to buy or refinance a home.

If at any time you wish to communicate with us, please feel free to [contact us](#).

We are happy that you visited [Reciprocal Link Management Software](#).

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## Bob Sherman's Reciprocal Links Script

Even if the links don't change from week to week, the RSS news feed will be updated by the week "cron" job. This keeps your links page "fresh".

### *Review Update Email Messages*

Every time the status of a link changes the webmaster who proposed the link receives an email.

There are eight different emails that the system sends to webmasters over which you have control. These emails are as follows:

- **goodlinks0.dat** - Sent when you are proposing a link exchange and have entered the link information yourself; this is a first contact message; the link moves to accepted status.
- **goodlinks1.dat** - Sent for links proposed by other webmasters when my link is detected on their links page; their link moves to accepted status.
- **goodlinks2.dat** - Sent when my link reappears on their links page after an absence.
- **badlinks0.dat** - Sent if a proposed link does not contain my link.
- **badlinks1.dat** - Sent if an accepted link file drops my link.
- **badlinks2.dat** - Sent when an accepted link fails to establish a link; link status changes to Proposed.
- **badlinks3.dat** - Sent when a Proposed link will not link back; we drop the proposed link.
- **badlinks4.dat** - Sent when you decide to drop or decline a link.

You can customize each of these emails with words that fit your communication style. These emails are supplied with recommended text that fits the purposes of the emails.

## Bob Sherman's Reciprocal Links Script

In addition, there are "tags" you can use within the emails that are replaced by values that come from either your configuration file or the details of the link request.

These "tags" and their meanings (using my site w-2-c.com as an example) are as follows:

- **<MYURL>** will be replaced by "http://www.w-2-c.com"
- **<SITENAME>** will be replaced by "Reciprocal Link Management Software"
- **<DESCRIPTION>** will be replaced by "Manage links pages, verify reciprocal links, screen out irrelevant links, organize links in categories. Save time and money."
- **<MYLINK>** will be replaced by your link page containing the requestor's link
- **<MYNAME>** will be replaced by your name
- **<LINKURL>** will be replaced by the requestor's site URL
- **<NAME>** will be replaced the requestor's name
- **<LINKPAGE>** will be replaced the requestor's link page URL
- **<LINKREQUESTPAGE>** will be replaced by "http://www.w-2-c.com/cgi-bin/resources/createlinkrequest.cgi"
- **<MINIMUMBACKLINKS>** will be replaced by "7" (set in the configuration file)
- **<UPDATEAPPROVEDRECIPROCALLINK>** will be replaced with a link to the approved link update script
- **<UPDATEPROPOSEDRECIPROCALLINK>** will be replaced with a link to the proposed link update script

### ***Update the Configuration File***

The configuration file contains values for all the variables that allow you to customize the system to your website.

The variables are "Perl" variables that have a dollar sign "\$" preceding a variable name. The variable name is followed by an equal sign and a value.

Values that consist of character strings are enclosed within square brackets (preceded by a single "q"). Values that are numeric are not typically contained within square brackets.

## Bob Sherman's Reciprocal Links Script

Following each value is a semicolon, ";".

This format is required. If you make changes to the file that disrupt this format the system will stop working.

In addition, before each variable is a comment describing the purpose of that variable. Comments always begin with a pound sign or hash mark, "#".

An example of a character string variable with its comment is:

```
# Unix path to your sendmail program.  
$mailprogram = q[/usr/sbin/sendmail] ;
```

An example of a numeric variable with its comment is:

```
# Maximum number of categories  
$maxcategories = 100 ;
```

More details about the variables and their meaning is found in the section about the configuration file.

### ***Change Password***

This system comes with a password of "temppw".

You should change this password as soon as possible to help make your system as secure as possible.

Your password is a character string that can be of any length of 5 or more characters.

I suggest you combine what might be called a Login ID and Password together. For example, you might have an old phone number that nobody else knows, and a special interest. You can combine these to make up your password.

Your password could be something like:

5551234567-weather

You should also consider changing your password occasionally.

### ***Backup System***

Your links appear in a number of files. There is a proposed link data file as well as a number of accepted link data files, one for each category.

Your HTML files exist for your directory page as well as for each category.

And your configuration file contains lots of data about your configuration.

This backup command copies all those files to backup files on your server. So, if you make a huge mistake during editing some of your files, you can recover to the state of your last backup.

Since the data contained within this system resides on regular files (rather than within databases) you can also backup all of your reciprocal links data by downloading the files to your PC. You should create a separate directory to contain these files. Perhaps once a month you should download all the files in the directory you placed the executable file to your PC.

If you are going to make changes to the configuration file, you should perform a backup prior to making changes.

### ***Restore System from Backup***

You should back up your system periodically as described above.

If you wish to restore your system to the state it was in when you backed it up, this command will copy the backup files on your server to the files used by the reciprocal links system.

In addition, if you downloaded all the files to your PC, you can restore those file to your system simply by uploading them to the directory you placed the system originally.

## Bob Sherman's Reciprocal Links Script

In addition, if you are going to make changes to the configuration file, you should perform a backup prior to making changes. If you make a mistake by deleting a square bracket or a semicolon, the reciprocal links system will no longer work. You won't even be able to restore the system using this command.

If you ever make a mistake during editing of the configuration file you can still restore the file as it was at the time of the last backup.

A special script is included with this system to copy the backup of the configuration file to the real configuration file. The script that does this is "restoreconfiguration.cgi".

When this "disaster" strikes, simply change the name at the end of the URL in your browser's address window from "admin.cgi" to "restoreconfiguration.cgi". It should look something like this.

`http://www.yourdomain.com/cgi-bin/resources/restoreconfiguration.cgi`

Then click the "Go" button on your browser. You should see a screen indicating that your backup has replaced your configuration file. You'll also see a link to return to the administrative menu.

## Create Link Request

The script "createlinkrequest.cgi" is the script remote webmasters will encounter when they want to propose a link exchange.

The script starts out by describing a reciprocal link exchange.

The script reads your configuration file and presents the webmaster with the content and format of the link you want them to add to their website. If you have a minimum number of backlinks specified, it also states that requirement.

Here is a sample of the top part of the request page:

**Reciprocal Link Request**  
**Reciprocal Link Management Software**

A **reciporcal link** is where:

- I add a link to your site from my site, and
- You add a link to my site from your site.

Your page with a link to my site can either be your main page or a page that is linked to from the main page. That is, it should be a most one level deep from your main site URL.

I will link to your site using the following format:

<A HREF="your URL"> Name of Site </A> Short Description

You will be expected to add a link to my site in either of the two forms:

1. <A HREF="http://www.w-2-c.com">Reciprocal Link Management Software</A> Manage links pages, verify reciprocal links, screen out irrelevant links, organize links in categories. Save time and money.
2. <A HREF="http://www.w-2-c.com">Reciprocal Link Management Software</A>

The first form looks like:

- [Reciprocal Link Management Software](#) Manage links pages, verify reciprocal links, screen out irrelevant links, organize links in categories. Save time and money.

The second form looks like:

- [Reciprocal Link Management Software](#)

**Your site must have a minimum of 7 Google backlinks to successfully request a link.**

If this is acceptable, please enter the requested information below. I will email you as soon as I locate my link on your links page and I will immediately add your link to my links page.

## Bob Sherman's Reciprocal Links Script

It also presents input fields for the webmaster to enter the information about his link and his contact information.

URL of requested link.  
If not indicating a page name you must include a final slash as `http://www.mysite.com/`

Name of page or site pointed to by link

Short description of your page or web site (up to 250 characters)

URL of your page with a reciprocal link to:  
`http://www.w-2-c.com`

Your Name

Your email address (only for communication regarding this link)

Choose a category:

The configuration file lets you specify the length of the text for both the "Name of page" and "Short description" fields.

Near the bottom is a pull-down menu where the categories are presented in alphabetical order for the webmaster to select an appropriate category.

After the webmaster enters his information, that data is passed to the "linkrequest.cgi" script. This script examines the input fields to see if they are of the right format and length.

## Bob Sherman's Reciprocal Links Script

The script checks the number of backlinks on the site that to which you would link to ensure that there are at least the minimum number of backlinks you set in the configuration file. If there are fewer links, the next screen presented to the webmaster indicates that the number of links is below what is required.

### **Site has fewer than 7 Google backlinks**

You site has approximately 4 backlinks in Google.

At this time we require a site to have at least 7 Google backlinks to become a reciprocal link partner.

Please submit your site again when you have at least 7 backlinks in Google. You can find the number of backlinks by using the following query in Google:

link:www.overthehillgang.com

The script reviews all existing links to verify that only one link per domain is submitted. If a duplicate link request for a domain is submitted the webmaster sees the following screen:

### **Duplicate Domain Link Found**

There is already a similar link. A link currently exists to <http://www.netregistry.com.au/>

This is in the same domain as <http://www.netregistry.com.au/>

Only one link from each domain is accepted.

Hit the "Back" button to add a different link.

The script also reviews all existing reciprocal links to verify that the webmaster is proposing a unique reciprocal link. If the link is a duplicate of an existing reciprocal link, a screen is displayed indicating the other site associated with that link. The screen indicates that you cannot give multiple outgoing links for a single incoming link.

## Duplicate Reciprocal Link

Your proposed link is as follows:

**URL:** <http://www.networksolutions.com/>

**Title:** Web Hosting, web site design and domains

**Description:** Web Hosting, web site design, domain names and SSL certificates from Network Solutions.

**Reciprocal link page:** <http://www.domainsnow4u.com/website-promotion-resources.htm>

This is likely a double use of reciprocal link used by another site:

**Site:** <http://www.domainsnow4u.com/>

**Title:** Cheap Domain Name Registration With Personal Service

**Description:** Now you can register your own .COM .NET .ORG .US .BIZ .INFO domain name for only \$12 /year or \$22.99 for 2 years with no hidden extra costs. Free parking, free transfers, fast personal service, and more. Visit us at:

<http://www.domainsnow4u.com>

**Reciprocal link page:** <http://www.domainsnow4u.com/website-promotion-resources.htm>

**At this time we cannot give multiple outgoing links for a single incoming link.**

Then script then reviews the page name, description, the site URL and the reciprocal link URL to determine if they contain any of the "bad words" you specified in your configuration file. If any "bad words" are found the next screen displays a message indicating that the proposed site was not compatible with your site.

## Not a Compatible Site

Your site does not seem to be of the type I normally exchange links with.

I'm sorry, but at this time I must decline your link exchange offer.

**The following link request content is prohibited:**

models

lara

croft

topless

findsitenow.com

These tests help screen out frivolous submissions and save you time. They are caught before their data ever enters the proposed data file.

They also give the webmaster immediate feedback that their submission is rejected.

If the webmaster submits a valid site, they will view the accepted screen:

## Thanks for Your Request Reciprocal Link Management Software

An email has been sent to your email account. Please click the VERIFY link to complete this link exchange request.

You will be expected to add a link on your links page to my site in either of the two forms:

1. `<A HREF="http://www.w-2-c.com">Reciprocal Link Management Software</A>` Manage links pages, verify reciprocal links, screen out irrelevant links, organize links in categories. Save time and money.
2. `<A HREF="http://www.w-2-c.com">Reciprocal Link Management Software</A>`

The first form looks like:

- [Reciprocal Link Management Software](#); Manage links pages, verify reciprocal links, screen out irrelevant links, organize links in categories. Save time and money.

The second form looks like:

- [Reciprocal Link Management Software](#)

Our administrator will soon examine your links page to see if you have included a link to our page. When a link to our page is found, we will add a link to your page on our links page.

Periodically we will review your links page to ensure that our link is still there.

Thanks again for your link request.

You have the option in the configuration file of requiring the webmaster to respond to a verification email. The email allows the webmaster to "Verify" their request or "Delete" the request.

If you require a verification email, the webmaster (or whoever is at the email address specified) will receive an email like this:

Hi Bob Sherman,

You (or someone else) recently requested a link exchange between your site (<http://www.google.com/>) and my site (<http://www.w-2-c.com>).

Please verify that you made this request by clicking on the VERIFY link below.

If you did not request this exchange, please delete the request by clicking on the DELETE link below.

VERIFY by clicking the link:

<http://www.w-2-c.com/cgi-bin/resources/verifylink.cgi?code=yvgnjuq2qd>

DELETE by clicking the link:

<http://www.w-2-c.com/cgi-bin/resources/deletelink.cgi?code=yvgnjuq2qd>

Thank you,  
Bob Sherman

## Bob Sherman's Reciprocal Links Script



The email will allow the webmaster to Verify or Delete the link request.

When the webmaster verifies the link, the link status is changed to "Pending". This will cause the system to email you to indicate that a link request is pending your review.

Reciprocal link proposed by Redentor Aparri for  
<http://www.internetadvantage.org/seo.asp> called Search Engine Optimization SEO  
Please review this as soon as possible by clicking to:  
<http://www.broadband-provider.us/cgi-bin/admin.cgi>

The email has a link to the administrative script to make it easy for you to log in and evaluate the request.

While it would be nice to think that all email addresses entered are real, some are not. Some verification emails will go to people who have no knowledge of the link request. Other verification emails will wind up in the black whole where errant emails go.

If the webmaster does not verify his link request, the link remains in an "Unverified" status. After each cycle of checking reciprocal links for pending data the "status" value of the link is lowered. When an "Unverified" link remains unverified for enough cycles its status level reaches a point where it will be removed from the pending links file.

If someone who knows nothing about the link request clicks the "Delete" link, the link is removed from the pending links file.

## News Feeds














You can include XML news feeds on your links pages. The news feed content is static HTML code that is easily spidered by search engines and viewed by visitors to your site.

News feeds cover most popular topics. They can be located from a number of sources. The source I primarily use is Syndic8.com.

Near the top of the Syndic8.com screen in an input box where you can enter a keyword or short phrase to help identify topical news feeds.

Here is a screen with feeds about "fishing":

There are 266 matching feeds:

Feed URL	Feed ID	Site Name	Created	Approved	Feed Changed	Status	Flag	Language
 <a href="#">88345</a>	<a href="#">fishing@modblog.com</a>	2004-03-19	2004-04-29	2006-09-26 00:02:52	Syndicated			
 <a href="#">89130</a>	<a href="#">Nihit Kaul's WebLog</a>	2004-03-24	2004-05-06	2006-12-10 09:13:31	Syndicated		en	
 <a href="#">90028</a>	<a href="#">Fishing News</a>	2004-03-31		2006-01-16 19:25:59	Polling		en	
 <a href="#">90029</a>	<a href="#">Fishing News for Lobster Fishermen</a>	2004-03-31		2005-11-24 17:45:21	Polling		en	
 <a href="#">90030</a>	<a href="#">Fishing News for Lobster Fishermen</a>	2004-03-31		2005-11-15 13:39:46	Polling		en	
 <a href="#">90031</a>	<a href="#">Fishing News for Lobster Fishermen</a>	2004-03-31		2005-03-19 22:12:55	Polling		en	
 <a href="#">90032</a>	<a href="#">Fishing News</a>	2004-03-31		2005-03-19 22:07:09	Polling		en	
 <a href="#">95360</a>	<a href="#">Kistler's Fishing Rods Forum</a>	2004-05-03	2004-05-31	2006-12-11 18:24:21	Syndicated			
 <a href="#">104433</a>	<a href="#">Bass Fishing News Group</a>	2004-05-18		2006-12-12 10:20:21	Awaiting Repair		en	
 <a href="#">105354</a>	<a href="#">Scotsman.com Business - Fishing industry</a>	2004-05-20	2004-06-06	2006-12-12 11:18:16	Syndicated		en	
 <a href="#">106027</a>	<a href="#">Scotsman.com News - Sea fishing industry</a>	2004-05-20	2004-05-27	2006-12-05 22:00:46	Syndicated		en	
 <a href="#">106294</a>	<a href="#">Scotsman.com Business - Sea fishing industry</a>	2004-05-20	2004-06-08	2006-12-12 08:13:40	Syndicated		en	
 <a href="#">106885</a>	<a href="#">Scotsman.com News - Fishing industry</a>	2004-05-20	2004-06-08	2006-12-05 23:49:49	Syndicated		en	

Notice in the left hand column that there are basically two types of feeds: XML and Atom.

## Bob Sherman's Reciprocal Links Script

You can select to use only XML-type feeds. Atom and XML feeds are coded differently and right now only XML-type feeds can be used with this script.

You will want to look at a few feeds before you select one for your site.

In particular, you'll want a feed that seems to be updated regularly. If a feed hasn't been updated in several months, it won't provide you with fresh content that changes when you generate your pages.

Once you see a feed you like, you need to capture the URL of the feed. For "Kistler's Fishing Rods Forum" the URL of their feed looks like this: <http://kistlerrods.com/kistler-fishing-rods-forum/rss.php>

When adding a feed you will define the following information:

- URL of the feed
- Number of items to display
- Number of characters from each item's description to display

You enclose each of these values in a pair of tags.

- `<news>feedURL</news>`
- `<count>items to display</count>`
- `<characters>characters per item</characters>`

These must appear in that order on a single line.

An example of a complete RSS feed line is:

```
<news> http://kistlerrods.com/kistler-fishing-rods-forum/rss.php</news><count>5</count><characters>255</characters>
```

While there are too many character to display this data on a single line, there are no line feeds or carriage returns.

In this example, we selected the fishing rods forum described above. We display up to 5 items. For each item we display up to 255 characters of description for each item.

You can add news feeds anywhere in your HTML. The feeds will be updated every time you generate your links pages.

### Cron Job

The script "approvedlinkcron.cgi" should be run periodically.

The script does nothing you could not do manually with the administrative menu. However, there is no reason you need to perform these tasks manually.

In addition, if you have multiple websites, it becomes very inconvenient to have to check each site every week. I have more than 20 sites and checking each one every week would be a real task. And, I have to admit that prior to creating this cron job I checked for reciprocal links only occasionally.

This script basically performs four functions:

1. It checks approved links for the existence of reciprocal links.
2. When a reciprocal link is not found, the script reduces the link's status value and sends an email to the webmaster indicating that a link could not be located. The email contains a link the webmaster can use to update the location of his link if it has moved.
3. If the status of a link drops below a specific value, the "approved" link is demoted to a "proposed" link and an email is sent to the webmaster indicating this fact. The email contains a link the webmaster can use to update the location of his link if it has moved.
4. The script then uses all approved links to create your links pages and directory page.

You normally will set up a cron job from your cPanel. On the main page of your cPanel is a link to "Cron jobs".

You will normally be given the choice of "Standard" or "Advanced Unix" formats for specifying the details of a cron job. You can choose the "standard" format.

# Bob Sherman's Reciprocal Links Script

**Standard Cron Manager**

This is a web interface to the crontab program. It allows you to run commands at any time you specify. Enter the command you would like to run as well as running times.

Please enter an email address where the cron output will be sent:

**Entry 1**

Command to run:

Minute(s): <input type="text" value="32"/>	Hour(s): <input type="text" value="16 = 4 PM"/>	Months(s): <input type="text" value="Every Month"/>
<input type="text" value="27"/> <input type="text" value="28"/> <input type="text" value="29"/> <input type="text" value="30"/> <input type="text" value="31"/> <input type="text" value="32"/> <input type="text" value="33"/> <input type="text" value="34"/> <input type="text" value="35"/> <input type="text" value="36"/>	<input type="text" value="15 = 3 PM"/> <input type="text" value="16 = 4 PM"/> <input type="text" value="17 = 5 PM"/> <input type="text" value="18 = 6 PM"/> <input type="text" value="19 = 7 PM"/>	<input type="text" value="January"/> <input type="text" value="February"/> <input type="text" value="March"/> <input type="text" value="April"/>
<input type="text" value="Delete"/>	Day(s): <input type="text" value="Every Day"/> <input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/>	Weekday(s): <input type="text" value="Tuesday"/> <input type="text" value="Wednesday"/> <input type="text" value="Thursday"/> <input type="text" value="Friday"/> <input type="text" value="Saturday"/>

You will need to know the Unix path to the approvedlinkcron.cgi script. Enter the complete path in the "Command to run:" box.

Next, if you will run the job once a week, select settings similar to those shown above.

You'll want the job to run every month, on a certain day of the week. You can select to run the job at any hour and minute you wish.

In this example, I'm running the job on Fridays at 4:32 PM.

You should also enter your email address in the space for your email address. This will ensure that you receive a status message indicating if the job ran unsuccessfully.

Then scroll to the bottom of the page and click the "Save Crontab" button. This will schedule your job to run one the day of the week and at the time you specified.

## Module Verification Scripts

Two scripts are included that simply test for the existence of the two Perl Modules that are required for the full functionality of this system.

The script "test-google.cgi" tests for the existence of the **SOAP::Lite** module.

The "test-google.cgi" script requires that you edit the script and enter your Google APIkey value. The script won't work without a valid Google APIkey value.

The script "test-lwp.cgi" tests for the existence of the LWP module.

Both script examine the main page of Google. The "test-google.cgi" script returns the number of backlinks pointing to the Google home page. The "test-lwp.cgi" script returns the number of characters in the Google home page.

If either of these scripts does not do what they are intended to do, you should talk with your web host to ensure that the modules are, indeed, installed.



### Deleting a Category

If you are just setting up your categories you can delete and add categories whenever you want.

But, if you have existing links within a category, deleting a category will delete the existing links. This is usually not a good idea.

The best thing to do if you really want to delete a category is to first move the existing links back to "proposed" links. You can then check proposed links and approve them into a new category.

So, how do you move links within a category back to "proposed" status?

The script "accepted-to-proposed.cgi" will move the accepted links in one category data file to the proposed links data file. It will also delete the accepted links data file.

You run this script by entering the following URL in your browser's address box:

```
http://www.yourdomain.com/cgi-bin/resources/accepted-to-proposed.cgi
```

(where you enter the appropriate URL to your site and directory where you placed the system files).

You can then use the administrative script to delete the category.

### Webmaster Reciprocal Link Update Scripts

Four scripts help automate your reciprocal link system. They allow webmasters to update the location of their reciprocal link to your site.

When a reciprocal link is not found, an email is sent to the webmaster indicating that their reciprocal link was not found. Within the email message you can add a tag that allows the webmaster to enter a new location for their link.

For proposed links, you can add this link to the email by using the tag `<UPDATEPROPOSEDRECIPROCALLINK>`.

For accepted links, you can add this link to the email by using the tag `<UPDATEAPPROVEDRECIPROCALLINK>`.

The "reciprocal link not found" emails the come with this system already use this tag.

Each tag creates a link that points to a script (newproposedlink.cgi or newapprovedlink.cgi) that describes their link and requests the location of their new reciprocal link location.

The tag also includes the identification of the specific link. For proposed links the identification is a unique 10 character field assigned to each link. For approved links the identification is a unique 10 character field and a number identifying the category of the link.

When the webmaster enters the new location of their link, another script is called (updatenewproposedlink.cgi for purposed links and updatenewapprovedlink.cgi for approved links).

These scripts validate the link format and check that the link is not an already existing link. They then update the reciprocal link location and send you an email letting you know of the change.

When you get the email you can evaluate the new reciprocal link to ensure it meets your standards. You may want to communicate with the webmaster if you find the link location unacceptable.

## Find the Unix Path

When one of the Unix scripts (like admin.cgi) is running, it refers to locations on your server by their Unix path (rather than its URL).

So, it is important to know the Unix path of key locations.

The script "basetest.cgi" is provided with this system to help you determine the Unix path to the script's location.

This script actually displays all the "Environmental" variables known to your server. When I run the script on my site (www.w-2-c.com) I see the following:

```
DOCUMENT_ROOT: /home/w-2-c/public_html
GATEWAY_INTERFACE: CGI/1.1
HTTP_ACCEPT: */*
HTTP_ACCEPT_ENCODING: gzip, deflate
HTTP_ACCEPT_LANGUAGE: en-us
HTTP_CONNECTION: Keep-Alive
HTTP_HOST: www.w-2-c.com
HTTP_USER_AGENT: Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322)
PATH: /usr/local/bin:/usr/bin:/bin
QUERY_STRING:
REMOTE_ADDR: 216.203.223.118
REMOTE_PORT: 1147
REQUEST_METHOD: GET
REQUEST_URI: /cgi-bin/resources/basetest.cgi
SCRIPT_FILENAME: /home/w-2-c/public_html/cgi-bin/resources/basetest.cgi
SCRIPT_NAME: /cgi-bin/resources/basetest.cgi
SERVER_ADDR: 69.61.2.31
SERVER_ADMIN: webmaster@w-2-c.com
SERVER_NAME: www.w-2-c.com
SERVER_PORT: 80
SERVER_PROTOCOL: HTTP/1.1
SERVER_SOFTWARE: Apache/1.3.36 (Unix) mod_auth_passthrough/1.8
mod_log_bytes/1.2 mod_bwlimited/1.4 FrontPage/5.0.2.2635.SR1.2 mod_ssl/2.8.27
OpenSSL/0.9.7a PHP-CGI/0.1b
```

The particular variable that interests us now is the environmental variable "SCRIPT\_FILENAME". For my site, the value is:

```
/home/w-2-c/public_html/cgi-bin/resources/basetest.cgi
```

This is the complete Unix path to the script "basetest.cgi". If you remove the script name, what remains is the complete Unix path to the CGI directory where the file basetest.cgi resides:

```
/home/w-2-c/public_html/cgi-bin/resources/
```

## Bob Sherman's Reciprocal Links Script



In my case, I added a sub-directory (resources) under my “cgi-bin” directory. That directory contains my reciprocal link files.

This is the Unix path you will enter in the configuration file in the section that looks like:

```
# Unix path to the CGI directory
$pathtocgi = q[/home/w-2-c/public_html/cgi-bin/resources/] ;
```

Since the “cgi-bin” directory is under the directory where you place most of your HTML files (like index.htm), you can see that the Unix path to your base directory is:

```
/home/w-2-c/public_html/
```

Though I recommend that you place your links files in this directory, some people want to place their links in a sub-directory, say “links”. In this case, the Unix path to their “links” directory would be:

```
/home/w-2-c/public_html/links/
```

This is the path you will enter in the configuration file in the section that looks like:

```
# Unix path to the directory containing your link pages (include the final slash)
$linkspath = q[/home/w-2-c/public_html/] ;
```

So, if you are unsure of the Unix path to your directories, the “basetest.cgi” script can help you.

## Restore the Configuration File

Oops! I've made a terrible mistake in updating the configuration file. I must have deleted a square bracket or something because the system no longer works!

If you've made a change in the configuration file and the system suddenly stops working there are ways to recover.

If you have recently done a backup of your system, you have a backup copy of your configuration file available.

You can run the "restoreconfiguration.cgi" script to copy the backup configuration file to the "production" configuration file. This will put your configuration file to the same state as it was when you last backed it up.

You run this script by entering the following URL in your browser's address box:

`http://www.yourdomain.com/cgi-bin/resources/restoreconfiguration.cgi`

(where you enter the appropriate URL to your site and the directory where you placed the system files).

If you never did a backup, you can do several things.

You can download the configure.cgi file from your server to your PC and edit it. You can find the location of the missing bracket or semicolon or "q" that you may have deleted and replace it. Then upload the file back to your server and try using the system again.

You can also edit the configure.cgi file using your cPanel's "file manager". Correct it and save it. Then try the system again.

Or, you can simply upload the same configure.cgi file you uploaded previously and make the appropriate changes to it to reflect your site.

## Configuration File

Now, let's discuss the configuration file. This file contains variables that customize the reciprocal links system for your site.

There are portions of the configuration file you must change to make the scripts work on your system. Other portions of the file should or can be changed, and other portions should not be changed.

### *Changes to Make Before Uploading to Your Server*

Before you transfer the system to your server you should change at least the following values:

```
#####  
# You MUST change the following before uploading  
#####  
  
# URL to the CGI directory  
$htmltocgi = q[http://www.w-2-c.com/cgi-bin/resources/] ;  
  
# Unix path to the CGI directory  
$pathtocgi = q[/home/w-2-c/public_html/cgi-bin/resources/] ;
```

You may also change other values at this time.

The UNIX paths to your CGI directory can be found from the auxiliary script (basetest.cgi) provided with this system.

You will need to select a directory to contain the files of the reciprocal links system. This will be under your "cgi-bin" directory. You can place the files directly in the cgi-bin directory or in a subdirectory under the cgi-bin directory. You should create this directory if it is a subdirectory.

Change only the information between the square brackets "[...]".

Do not remove the square brackets or the semicolon at the end. If you remove the square brackets or the semicolon, your reciprocal links system will stop working.

### *Where to Place Your Links*

## Bob Sherman's Reciprocal Links Script



I recommend you place your links in the same directory as your main pages, but some people choose a subdirectory.

Placing your links pages in a subdirectory gives an indication that these pages are somehow different from your regular pages. This is probably not a good impression to make, either with your site's visitors or the search engines.

The UNIX paths to this directory can be found from the auxiliary script (basetest.cgi) provided with this system.

```
# URL to the directory containing your link pages (include the final slash)
$mylinkdirectory = q[http://www.w-2-c.com/] ;

# Unix path to the directory containing your link pages (include the final
slash)
$linkspath = q[/home/w-2-c/public_html/] ;
```

Your links path should be a slight variation of the path to your cgi directory that you used above.

### ***Your Reciprocal Link Details***

You want the links back to your site to point to either your site or a particular page within your site.

An important part of the link back to your site will be the site name or link text—that is the text used in the link. Search engines use the link text to help them understand the topic of your site.

Use keywords in the site name (link text) that you want your page or site to rank high in the search engine results.

For example, the more links coming to my site with the link text "reciprocal link management software" the higher my site will appear in the search results when someone searches for "reciprocal link management software" or some combination of those words.

Here is where you specify how your link should appear.

```
# The following are details of your link requesters users should put on their
links page
# My URL -- the URL to appear on their reciprocal links page
$myurl = q[http://www.w-2-c.com] ;

# My page or site name
```

# Bob Sherman's Reciprocal Links Script



```
$mypagename = q[Reciprocal Link Management Software] ;  
# My page or site description  
$mypagedescription = q[Manage links pages, verify reciprocal links, screen out  
irrevelant links, organize links in categories. Save time and money.] ;
```

Some people suggest changing the link text occasionally so all the links will not look identical. Lots of identical links are an indication that webmasters are not linking to your site because they like it, but to satisfy a link exchange requirement.

You can set this script to offer three-way links. Set the URL, link text, and description to point to your "other" site. Your links from "this" site will point to the webmaster's site while the webmaster's links will point to your "other" site.

## ***Your Name and Email Address***

Your name will appear on emails the system sends out (if your use the <MYNAME> tag in your emails).

Your email address will be used to send you an email alerting you of a new proposed link. It will also be used as a return address for emails the system sends to webmasters.

```
# Your name as it will appear on emails  
$myname = q[Bob Sherman] ;  
  
# My email address  
$myemail = q[bobsherman@gobob.biz] ;
```

## ***Unix Path to Sendmail***

Your path to your sendmail program is listed in your cPanel, normally on the left hand side.

```
# Unix path to your sendmail program.  
$mailprogram = q[/usr/sbin/sendmail];
```

## ***Google API Key***

The Google APIkey is needed to determine the number of backlinks a site has. This key is free from Google.

# Bob Sherman's Reciprocal Links Script

```
# My Google APIkey  
$APIkey=q[abcdefghijklmnopqrstuvwxyz123456];  
  
# Minimum Google Back-links for acceptance as a reciprocal link partner  
# Enter zero to accept all link requests  
$minimumBacklinks = 7 ;
```

If you do not already have a Google API Key you should obtain one now.

You can read about and obtain the AIP Key at [http://www.google.com/apis/api\\_faq.html](http://www.google.com/apis/api_faq.html)

You can obtain your Google APIkey at: <http://api.google.com/createkey>

Determining the number of backlinks a site has can help you evaluate the value of linking to that site.

In addition, during the submission process the number of backlinks is determined. If the number falls below the minimum number of backlinks the submission is rejected.

## ***Your Links Pages***

The system will create at least one link page for each category you have defined. In addition, the system will create a directory page that links to the individual category pages.

You will specify a specific name for the directory page.

When you create your categories, you will define a single word that will become part of the category page name. For example, for a category of "Reciprocal Link Software" you could define part of the category page name as "reciprocallinksoftware", or if you like to hyphenate words, "reciprocal-link-software".

The category page name will be appended to the "links page stem".

In the case shown below, the first links page in the "Reciprocal Link Software" category would be: "resource-reicprocallinksoftware1.htm".

## Bob Sherman's Reciprocal Links Script



Personally, I like the concept of "resource" rather than "links". Choose the names for these variables that you like.

```
# Name of the file that will contain the links to all your links pages
$linksdirectoryfile = q[resources.htm] ;

# Stem for Links pages as "stem-category-name.htm"
$linkpagestem = q[resource-] ;
```

### ***Add Links to Reciprocal Link Pages***

The next values affect the appearance of the reciprocal links on your links pages.

```
# To add a link to the remote reciprocal link page adjust the following:
# Values: 0 - do not add a link
#         1 - add a link
$addreciprocallink = 0 ;

# Remote reciprocal link's link text
$reciprocallinktext = q[<FONT SIZE=-1>Partner's link</FONT>] ;
```

The reciprocal links on your pages can include a link back to the page that links to your site. At the end of the link's "description" you can have a link that looks like: [Partner's link](#) (or whatever text you choose). If you want links back to the pages that link to your site set \$addreciprocallink to "1", otherwise set it to "0" (zero).

If you do a lot of three-way linking you probably do not want to link back to the pages linking to your site. Such links would defeat the purpose of the three-way link.

And, with customized links pages, adding a link back to the site that links to you won't make your links look like recommendations. They will be more likely seen as reciprocal links.

### ***Check Backlinks When Examining Accepted Links***

When you check accepted links, you can have the system display the number of backlinks for each site.

## Bob Sherman's Reciprocal Links Script

Typically this is not necessary and simply delays the display of the data you want to see. I typically turn this off.

```
# Check backlinks when examining accepted links ( 0=NO 1=YES)
$checkbacklinks = 0 ;
```

### ***Defeat Automatic Submissions***

Sometimes someone starts using a script to submit links to your site. When this happens you can add a 10 character validation field to your link request screen. This effectively disables automated submissions.

This is also an inconvenience to webmasters and should be used only for a short time until the automated script stops its submissions.

```
# For a 10 character validation field in the link request script to prevent
automated requests
# validation = "Y" for yes or "N" for no
$validation = q[N] ;
```

### ***Check Reciprocal Links for Site or Page***

When you first set up your reciprocal links you'll probably have remote webmasters link to your site.

At some point you may want new reciprocal links to link to internal pages on your site. At this point you will have reciprocal links that point to your site and others that point to individual pages.

When you "check for reciprocal links" the script normally checks for a link that looks exactly like the link you are currently requesting from new link partners.

The following tells the script to look either for

- the exact link (including the page) that you currently specify for linking, or
- only for the URL to your site.

Typically, let the script look for the URL to your site.

```
# Look for my complete reciprocal URL
# When look for my URL in Accepted pages, look for the complete URL (including
page)
```

## Bob Sherman's Reciprocal Links Script



```
# 'Yes" look for complete URL; 'No' Look for base URL ( e.g.  
http://www.mysite.com )  
$lookforurl = q[No] ;
```

### ***Bad Words***

Webmasters often submit sites that are not relevant to your site.

Search engines sometimes look at the sites you are linking to in order to determine if they are related to your site's contents. This "relevancy" factor can be used in evaluating the value of your site.

If your site is about fishing, but you link to telecommunications, credit card, and pharmacy sites, it can make the search engines suspicious about the value of your site. And, your site may appear lower in the search engine results.

If, however, your fishing site links to sites about trout, lures, and vacation spots, these relevant topics can give your site added relevance. So, your site may gain in relevance and appear higher in the search engine results.

So, the next two entries help weed out sites you don't want to link with at the time of submission. That way, they will never get into your system for you to waste time with.

The first item (`badwords`) is a list of words that should not appear in the link text (site name), description, or the URLs of the site or the reciprocal links site.

You'll note that some words are topical words and some are portions of URLs. Personally, I don't normally link with sites that return a link from a site dedicated to providing links (with no real content of its own). When I encounter a link offering me a link from such a site I simply add a portion of its URL to the list.

```
# Words not allowed in link text, description text or URLs (separate words by a  
comma)  
$badwords =  
q[amateur,incest,porn,mature,anal,nude,chicks,suck,cock,pussy,sexy,nipple,ciali  
s,viagra,video,casino,blackjack,girls,taboo,weight,beastiality,swimsuit,propeci  
a,female,models,tickets,blog,airline,xxx,lesbian,underwear,teen,vitamin,nutriti  
onal,supplements,sutra,lolita,horse,women,naked,asians,paris,hilton,blowjob,for  
umup.org,cunt,fuck,beep.com,halloween,costume,jack,cake,nudist,xoomer,net-  
informer.com,bulma,hentai,vacuum,cleaner,hot,boobs,equipoise,steroid,pharmacy,l
```

## Bob Sherman's Reciprocal Links Script



```
ara,croft,topless,slut,geocities.com,anna,kournikova,gallery,forumup.es,zoloft,
lipitor,razyboard.com,crmprosource.com,lyrics,zyban,hydrocodone,europeanservers
.us,getpagerank.org,findsitenow.com,netcelsius.com,webbizfind.com,ultram,zyrtec
,oxycontin,bonsai,best
price,adderall,vicodin,alfred.vassar.edu,flower,forum.lixiu.fr,getpagerank.org
] ;
```

```
# Display bad words to webmaster that are found in his link request
# 1 = Yes 0 = No
$displaybadwords = 1 ;
```

The second option here (`displaybadwords`) indicates whether or not you want to inform the webmaster of the offending words. This will produce a statement that certain words were not accepted and a list of the offending words.

This saves you a lot of time by rejecting sites you would normally have to reject yourself. And it informs the webmaster that he can't simply submit those types of sites to you.

So, let's look at an example of a submission that you may want to automatically reject. (This submission is a made-up example and not a real submission.)

The following submission shows a number of "bad words" used in various fields.

First, the word "models" is used in the URL and the description. The words "Lara", "Croft", and "Topless" are used in the page name (link text).

And, finally, the link back is from the link farm "findsitenow.com" which has no real content of its own.

The link request the webmaster fills out could look like this:

# Bob Sherman's Reciprocal Links Script

URL of requested link.  
If not indicating a page name you must include a final slash as http://www.mysite.com/

Name of page or site pointed to by link

Short description of your page or web site (up to 250 characters)

URL of your page with a reciprocal link to:  
http://www.w-2-c.com

Your Name

Your email address (only for communication regarding this link)

Choose a category:

When the webmaster submits this request he see another screen that indicates that this is not a compatible site.

You, of course can choose to delete or add additional "bad words" to the list. As you receive submissions you would like to automatically reject, simply edit the configuration file and add the "bad words" that help identify such submissions. Make sure there is a comma between the "bad" words.

The also have the option to choose whether to display the offending words for the webmaster to see. In the case shown below we do display the words.

### Not a Compatible Site

Your site does not seem to be of the type I normally exchange links with.

I'm sorry, but at this time I must decline your link exchange offer.

**The following link request content is prohibited:**

models  
lara  
croft  
topless  
findsitenow.com

If you choose not to reveal the offending words, the bottom half of the above screen would not be displayed.

### *Pause in Sending Emails*

Sending emails uses lots of server resources. For this reason, some web hosts limit the number of emails you can send per hour.

If you send too many emails, your host may stop your site from sending emails or even remove your site.

You can comply with your web host's requirements by indicating the number of seconds to pause after sending each email.

Since an hour has 3600 seconds, to limit your emails to 100 per hour you would pause 36 seconds between sending emails. If your host limits you to 200 emails per hour, you would use an 18 second pause between emails.

```
# Seconds to pause between sending emails  
$sleepseconds = 6 ;
```

While this extends the execution time of your script, it reduces the load on the server and complies with your web host's rules.

## ***Email Verification***

Often webmasters will simply submit a link for a trash site and provide a bogus email address. This helps eliminate your work in reviewing that submission.

```
# Email verification sends an email to the link requestor to ensure their link  
is real  
#   Y = Yes   N = No  
$emailverification = q[Y] ;
```

If you choose to send email verifications, the initial link request will have the status of "Unverified". An email will be sent to the email address provided. It requests the webmaster to click a link to verify that they made the submission.

If the webmaster clicks the verification link the link is upgraded to "Pending" and the webmaster sees a screen indicating that his link has progressed to the pending state.

Another link of the email is for the recipients to delete the link. If this link is clicked the link is deleted from the pending links data file and a screen is displayed to thank the recipient for deleting the link.

Every time you check "pending" links, the status for "Unverified" links is decreased and another email is sent to the email address. After a number of such checks (set in the variable `$proposeddropafter`) the "Unverified" link will be deleted.

## ***Body HTML Tag***

Your directory and links pages are mostly defined by the HTML code that appears between the `<BODY>` and `</BODY>` tags.

The `<BODY>` tag itself can contain attributes of your page such as background color or a background image.

While style sheets (linked to or contained in the `<HEAD>...</HEAD>` tags) now handle such functions, you can still modify the `<BODY>` tag to perform those "deprecated" functions.

You can change the `<BODY>` tag in the following value:



```
# <BODY> code for your pages  
$bodycode = q[<BODY>] ;
```

## ***Two-Way or Three-Way Links***

You can require two-way links (site "A" links to site "B" and site "B" links back to site "A"). The system can check to ensure that the domain you are linking to is the same as the domain that links to you.

Many people today are offering three-way links to make them look less like reciprocal links. This variable allows you to choose the type of links you will accept.

```
# Ensure that the linked to page and the links page are in the same domain  
# 0 -> Do not check      1 -> Ensure they are in the same domain  
$checkdomain = 0 ;
```

## ***Title and Description Lengths***

You can specify the maximum lengths for the site name (link text) and description of links you display. If a webmaster tries to enter longer text the system will reject the entry and ask the webmaster to shorten their text.

```
# Maximum title length  
$maxtitle = 65 ;  
  
# Maximum description length  
$maxdesc = 250 ;
```

These checks are not made in the administrative menu. You can enter link text or titles of any length.

## ***Maximum Links Per Page***

Each of your links pages can display a number of links. You set the maximum number of links per page. When there are more links for a category than this number a second category page is created.

We described the first page of a category above as:

```
"resource-reciprocallinksoftware1.htm"
```



Note that there is a "1" at the end of the page name.

When more links require additional pages, the additional pages are sequentially numbered as:

```
"resource-reiprocallinksoftware2.htm"  
"resource-reiprocallinksoftware3.htm"
```

In your directory page, the first links page is a link using the category name, as:

[Reciprocal Links Software](#)

Subsequent pages appear as numbers (linked to their appropriate page) after that original link, like this:

[Reciprocal Links Software 2 3](#)

The configuration variable that sets the number of pages per links page looks like this;

```
# Maximum links per links page  
$maxlinkspage = 20 ;
```

Each links page for a category is constructed using the HTML code for that category. Thus, all links pages within a category look the same, except for the links.

Personally, I would suggest having enough categories so that you would never need to use more than a single links page for each category.

## ***Check Reciprocal Links for Site or Page***

When you first set up your reciprocal links you'll probably have remote webmasters link to your site.

At some point you may want new reciprocal links to link to internal pages on your site. At this point you will have reciprocal links that point to your site and others that point to individual pages.

## Bob Sherman's Reciprocal Links Script



When you “check for reciprocal links” the script normally checks for a link that looks exactly like the link you are currently requesting from new link partners.

The following tells the script to look either for the exact link (including the page) that you currently specify for linking, or to look only for the URL to your site.

Typically, let the script look for the URL to your site. This allows links back to your site and to specific internal pages to be counted as valid.

```
# Look for my complete reciprocal URL
# When look for my URL in Accepted pages, look for the complete URL (including
page)
# 'Yes" look for complete URL including page;
# 'No' Look for base URL ( e.g. http://www.mysite.com )
$lookforurl = q[No] ;
```

### ***Cycles Before Status Change***

You can set up the “approvedlinkcron.cgi” script to run as a “cron” job on a periodic basis. This seems to work well on a weekly schedule. We can call each such run a “cycle”.

This cron job will only check approved links for reciprocal links. It does not check proposed links. You check proposed link manually when you receive a proposed link email from the system.

If an accepted link does not display a reciprocal link you can specify the number of cycles before the “accepted” link is demoted to a “proposed” link.

Proposed links are checked manually with the administrative script. If a proposed link does not return a reciprocal link, you can specify the number of such checks after which it is deleted. This number is the same number of cycles that an unverified link can remain unverified before it is deleted.

```
# Number of times an ACCEPTED link file does not contain my link
# before we demote the link to Proposed and send the badlinks2.dat email message
$accepteddropafter = 3 ;

# Number of times a PROPOSED or UNVERIFIED link file
# does not contain my link or is not verified before we drop the link
$proposeddropafter = 3 ;
```



## ***Type of Links to Display***

The links you display on your links pages can be HTML or JavaScript type links.

It is thought that some search engines do not follow JavaScript links and so these are rejected by most webmasters.

```
# Links type: html or script
$link_type = q[html] ;
```

## ***Category HTML to Use as a Prototype***

When you create a new category, the system will copy the HTML files from another category to the new category. This will normally reduce your time to change the HTML for the new category.

Here you can indicate the category number whose HTML will be copied. Usually, you use the first category, 0.

```
# HTML files for this category are copied to new categories as a template
$categorytocopy = 0 ;
```

## ***Link Target***

The links on your links pages can open in a new browser window or cause your link page to be replaced by the remote website you are linking to.

I prefer to have the links open in a new browser window.

```
# When a user clicks on a link, where should the link open?
# Linktarget is _blank (default) to open a new page or _self to display on
current page
$linktarget = q[_blank] ;
```

Remember to use the underscore before the word "blank" or "self".

## ***Remaining Configuration Variables***

The remaining configuration variables are the names of the files used by the system. These are files that are within the cgi directory where

## Bob Sherman's Reciprocal Links Script

you copied the original files. You do not need to change these values (unless you absolutely must).