

## Instructional Manual for ApexSEO

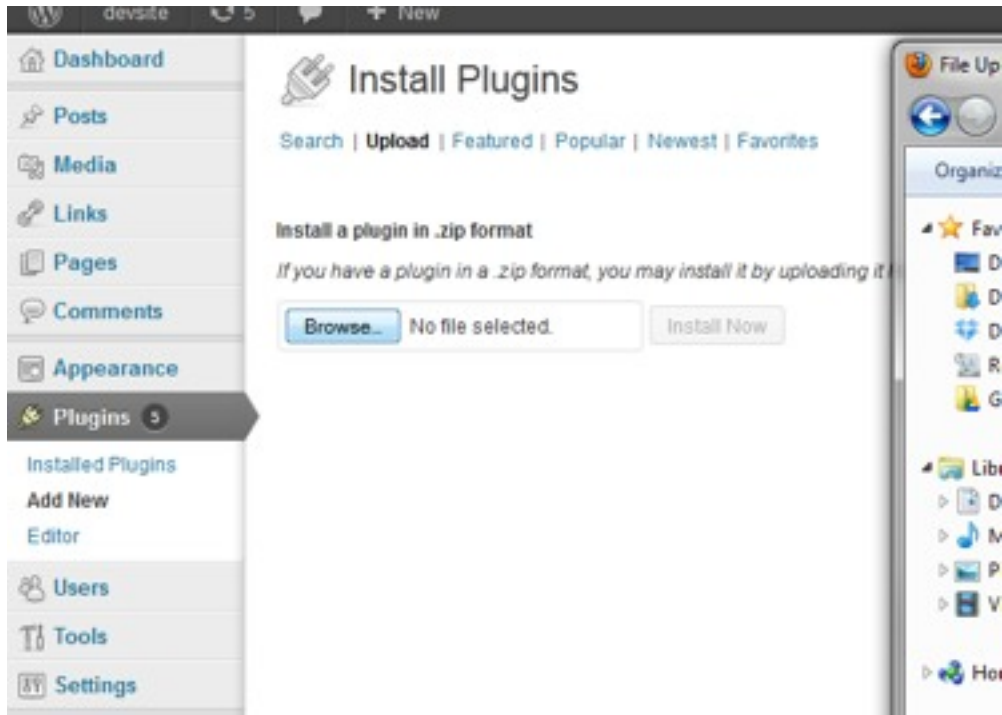
Here at ApexSEO, we strive to give you the most user friendly experience as possible. However, instructional guides can be pretty difficult to follow compared to high quality tutorial videos. These instructional steps below should be used as a reference if you are unable to access our member's area videos.

These training videos are available on your dashboard – <http://apexseoplugin.com/download/>

### Installing ApexSEO

In order to install the plugin on your WordPress, use the following instructions as your guide:

1. First you log into your WordPress administration account. An example would be [www.mysite.com/wp-admin](http://www.mysite.com/wp-admin)
2. Highlight plugins and click on 'Add New'.
3. Click upload.
4. Choose file, and upload the zip file that you've downloaded from our member's area.
5. Click install and the installation process will begin.
6. Now click 'Activate Plugin' and the ApexSEO icon will be visible on the left navigation bar, below 'Tools' and 'Settings'.



## Before You Start Using

Here at ApexSEO, we are using Google's free API to get access to their page speed metrics which are used in our competitive analysis of keywords in the research functionality of our plugin. Follow the below steps to get your FREE API now. This is crucial to the scanning process.

You need to have a [Google Account](#) so you can get an API key to identify your application to Google. (See below.)

To acquire an API key, visit the <https://www.code.google.com/apis/console> and follow the below screenshot steps:



API Project

- Overview
- Services
- Team
- API Access**

### API Access

To prevent abuse, Google places limits on API requests. Using a valid OAuth token or API key allows you to exceed

#### Authorized API Access

OAuth 2.0 allows users to share specific data with you (for example, contact lists) while keeping their usernames, passwords, and other information private. A single project may contain up to 20 client IDs. [Learn more](#)

**Create an OAuth 2.0 client ID...**

#### Notification Endpoints

Use notification endpoints to identify domains that may receive webhook notifications from your API. [Learn more](#)

Allowed Domains: No domains allowed

### Create Client ID


#### Branding Information

The following information will be shown to users whenever you request access to their private data using your new client ID.

Product name: ApexSEO Plugin

Google account: aarsocial@gmail.com - you  
Link your project to this account's profile and reputation.

Product logo: [http://example.com/example\\_logo.png](http://example.com/example_logo.png)

   
Max size: 120x60 pixels

Home Page URL: [www.blahblah.com](http://www.blahblah.com)

[Learn more](#)

**Create Client ID**

**Client ID Settings**

**Application type**

- Web application  
Accessed by web browsers over a network.
- Service account  
Calls Google APIs on behalf of your application instead of an end-user. [Learn more](#)
- Installed application  
Runs on a desktop computer or handheld device (like Android or iPhone).

**Your site or hostname** ([more options](#))  
For example: `www.example.com` or `localhost`

`https://`

**Redirect URI**  
`https://www.example.com/oauth2callback`

[Learn more](#)

Next go back to the 'Services' tab on the menu and scroll down to 'PageSpeed Insights API' and turn on.

Identity Toolkit API	<input type="checkbox"/> OFF	Courtesy limit: 1,000,000 requests/day
Orkut REST API	<input type="checkbox"/> OFF	Courtesy limit: 250 requests/day
<u>PageSpeed Insights API</u>	<input type="checkbox"/> OFF	Courtesy limit: 25,000 requests/day

**CLICK HERE TO ON**

**API Access**

To prevent abuse, Google places limits on API requests. Using a valid OAuth token or API key allows you to exceed any...

**Authorized API Access**

OAuth 2.0 allows users to share specific data with you (for example, contact lists) while keeping their usernames, password...

**Branding information**

The following information is shown to users whenever you request access to their private data.

Product name:	ApexSEO Plugin
Google account:	aarsocial@gmail.com
Home page URL:	www.blahlablab.com

[Edit branding information...](#)

**Client ID for web applications**

Client ID:	720734347890.apps.googleusercontent.com
Email address:	720734347890@developer.gspacesusercontent.com
Client secret:	Yt8t1QuZx0VWwepF10K7a5/n
Redirect URIs:	none
JavaScript origins:	none

[Create another client ID...](#)

**Simple API Access**

Use API keys to identify your project when you do not need to access user data. [Learn more](#)

<b>Key for browser apps (with referers)</b>	
API key:	AIzaSyD... (redacted) ...
Referers:	Any referer allowed
Activated on:	Aug 8, 2013 10:39 AM
Activated by:	aarsocial@gmail.com - you

**API KEY** ←

Now enter your new API key into the appropriate field in the settings tab, like seen below.

**GOOGLE API KEY**

**Google API Key**

This API key is needed to get the Pagespeed results for competitive analysis in the Research tab.

Enter API Key here

Secondly, we need a Mozscape API key which gives us accurate backlink metrics for our competitive analysis. You can register the account right here – <https://moz.com/community/join?redirect=/products/api/keys>

Choose a Username (Public, no spaces)

Email (Kept Private)

Confirm Email

Check your inbox for a verification link to activate your account.  
We will never rent, sell, or share your email.

Password

Confirm Password

I agree to the Moz [Terms of Service](#) and [Community Etiquette](#).

Create My Account

Secondly, once you have created your account, go here -> <https://moz.com/products/api/keys>

Follow the screenshot below to generate your API Credentials.

Once you have your newly acquired Access ID and Secret KEY, you must then enter them into our Mozscape settings tab, in exactly the same manner as the Google API key in the previous instructions.

Make sure to click 'Save Changes' and you should be good to go!

### Using the Sniper functionality

**Sniper searches** go mining the top X amount of results on Google for the keyword that you search for. It will scan through each site independently and calculate how often certain words and phrases frequent on a particular page. It will then add all of these combinations together to give you LSI statistics.

1. Click on the 'Sniper' tab on the dashboard of the plugin.
2. The second sliding bar will be called 'New Sniper Search'. This is where we can type in a base keyword that will be queried against Google. Before you click on save changes which will scan the keyword, we recommend using the following settings:
  - a. Results to Scan: 10. This will scan the entire page one of Google.
  - b. Minimum Instances: 5/10. This will give us a bigger data set to work with later on. The higher the minimum instances, the less results, but they should be more targeted as they appear more frequent.
  - c. Minimum Word Length: 4/5.
3. Click Save Changes. Once the loading icon stops, you will be displayed with the LSI keywords that were mined.

If you want to save these temporary results for future reference, fill in the title field at the bottom which will be the result name displayed in the combo box later on, called 'Choose a base record'.

The screenshot shows the 'New Sniper Search' form with the following fields and values:

- New Keyword:** A text input field with a red '2' next to it.
- Results to Scan:** A dropdown menu with a red '2a' next to it, currently set to 10.
- Minimum Instances:** A dropdown menu with a red '2b' next to it, currently set to 5.
- Minimum Word Length:** A dropdown menu with a red '2c' next to it, currently set to 4.

A 'SAVE CHANGES' button is located at the bottom right of the form.

**More info searches** contain extra data which the previous scan omits. These scans go into more detail and calculate frequencies of items such as: the



amount of times the keyword appears in the H1/H2/H3 tags, descriptions, titles, bolded words, and so forth.

1. Once you get a base set of results, you can now dig deeper into these keywords. Click on the check box under the 'Get More Info' column on the result set.
2. The next step is to create a title for the result set, the same process as we did in the sniper search.
3. Finally click on the 'Get More Info' button and the selected keywords will be scanned further.

The screenshot shows a web interface with two sections for selecting records. The first section, 'Choose a base record', has a dropdown menu labeled 'Choose a record'. The second section, 'Choose more info records', has a dropdown menu with 'temp/land' selected and a refresh icon. Below these is a table with the following data:

Keyword	Instances	Title	Desc	H1	H2	H3	Bold	Italics	Research Broad	Research Exact
temperature	92	1	1	1	1	0	1	0	<input type="checkbox"/>	<input type="checkbox"/>
land	15	0	0	0	1	0	0	0	<input type="checkbox"/>	<input type="checkbox"/>
data	35	0	1	0	0	0	0	0	<input type="checkbox"/>	<input type="checkbox"/>
results	28	5	0	4	0	0	0	0	<input type="checkbox"/>	<input type="checkbox"/>

At the bottom right of the interface is a blue button labeled 'RESEARCH'.

## Researching a Keyword

Researching a keyword may sound similar to sniping, but they perform different functions. Our research tool does competition analysis on the top results in Google for any keyword of your liking. Here we calculate data metrics that can be used intelligently to outrank your competitors.

1. Click on the second slider – Add New Keyword To Queue
2. Fill in the desired keyword into the text box.
3. Choose which type of results you want to retrieve. For example, broad would be 'Fishing', and exact would be "'Fishing'". For more information

on broad vs. exact, visit – <https://support.google.com/adwords/answer/2497836?hl=en>

4. Lastly, submit this search by clicking on the save button. If you refresh the dashboard, you can find the keyword added to the keyword research queue in the settings tab.

The screenshot shows the ApexSEO interface with a navigation bar at the top containing 'SNIPER', 'RESEARCH', and 'SETTINGS' tabs. Below the navigation bar is a search bar labeled 'CHOOSE A RECORD'. The main content area is titled 'ADD NEW KEYWORD TO QUEUE' (annotated with a red '1'). It contains a form with two sections: 'Add Keyword to Queue' (annotated with a red '2') which has a text input field labeled 'Enter Keyword Here', and 'Broad or Exact Results' (annotated with a red '3') which has a dropdown menu currently set to 'Broad'. At the bottom right of the form is a 'SAVE CHANGES' button (annotated with a red '4').

- 5.

## ApexSEO Settings

These options which are located in the 'Settings' navigation bar are aimed at providing a customizable sniping experience.

1. **Default Search Engine:** Choose which default search engine you want to use; we can query the results of different countries. Google.com is the default setting. Choose your desired location from the dropdown on the right.
2. **Domain Blacklist:** This allows us to blacklist particular domains which can skew our results while sniping. For example, pulling data from sites

such as Amazon.com or yelp.com may give back useless data which we'll want to omit. Enter each site you want to blacklist on a **separate line**.

3. **Word Blacklist:** Any words contained in this list will be completely omitted from the sniping results while mining keywords. Enter each word you want to blacklist on a **separate line**.
  
4. **Research Queue:** This is the queue for the research results. Since we're essentially mining our own content, we've to be wary of overburdening servers and sites with automated requests. At ApexSEO, we scan 2 results every 10-15 minutes which is Google friendly.
  
5. **Logo URL for Reporting:** Here you can set the logo which will be used on your reporting pages for potential clients. This is only a developer version feature, however, you can still upgrade your version of ApexSEO by logging into the members area, or by contacting our support desk for an update request.
  
6. **Manual Update :** This will trigger 2 results in the queue to be scanned immediately. Although the scan may still take up to 10 minutes to complete, this was included for people who want results as soon as possible. However, we recommend not using this setting as there's the potential to retrieve a temporary Google ban, and/or, skewed results in your data set.
  
7. **Google API Key:** This is the key needed to avail of Google's API for our page speed metrics. Follow the instructions at the beginning of this manual at 'before you start using'.



#### ▶ DEFAULT SEARCH ENGINE

##### Default Search Engine Setting

Choose which default search engine you want to use. Google.com is the default setting.

1

google.com

#### ▶ DOMAIN BLACKLIST

##### Domain Blacklist

Enter in domain names that will be ignored for scanning results. For example, www.amazon.com will prevent data from Amazon being used in our results.

2

google.com  
yahoo.com  
aaronsw.com  
aka.you  
williams-sonoma.com  
shopster.com  
ph-ph.com

#### ▶ WORD BLACKLIST

##### Word Blacklist

Enter words in here that will be ignored in the results set. For example, for will be ignored for all results.

3

user  
add to  
to compare  
to wishlist  
regular price  
wishlist add  
with quote

## Creating Reports (Developer Version ONLY) –

Creating white hat reports for clients can be an excellent money maker and very useful for keyword research services. We’ve decided to avail of the WordPress framework and hook directly into it to improve the user experience; hence, we’ve created functionality to make on the fly report pages built into WordPress.

You can create a high quality report with all of the research data and Google Trends, at the click of a button. Simply type in the title of the report, and click ‘Create Report’. These will be viewable on the pages tab of your WordPress wp-admin account.

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**Title for Report**

This will be the title for the report page.

Enter Title Here

**CREATE REPORT**

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