

**DYNAMIC**  
**BidMaximizer Advance™**

Automated Pay-Per-Click Bid Management Software



**DYNAMIC SOFTWARE™**

**Dynamic BidMaximizer Advance V3.0**  
**User Guide Manual**

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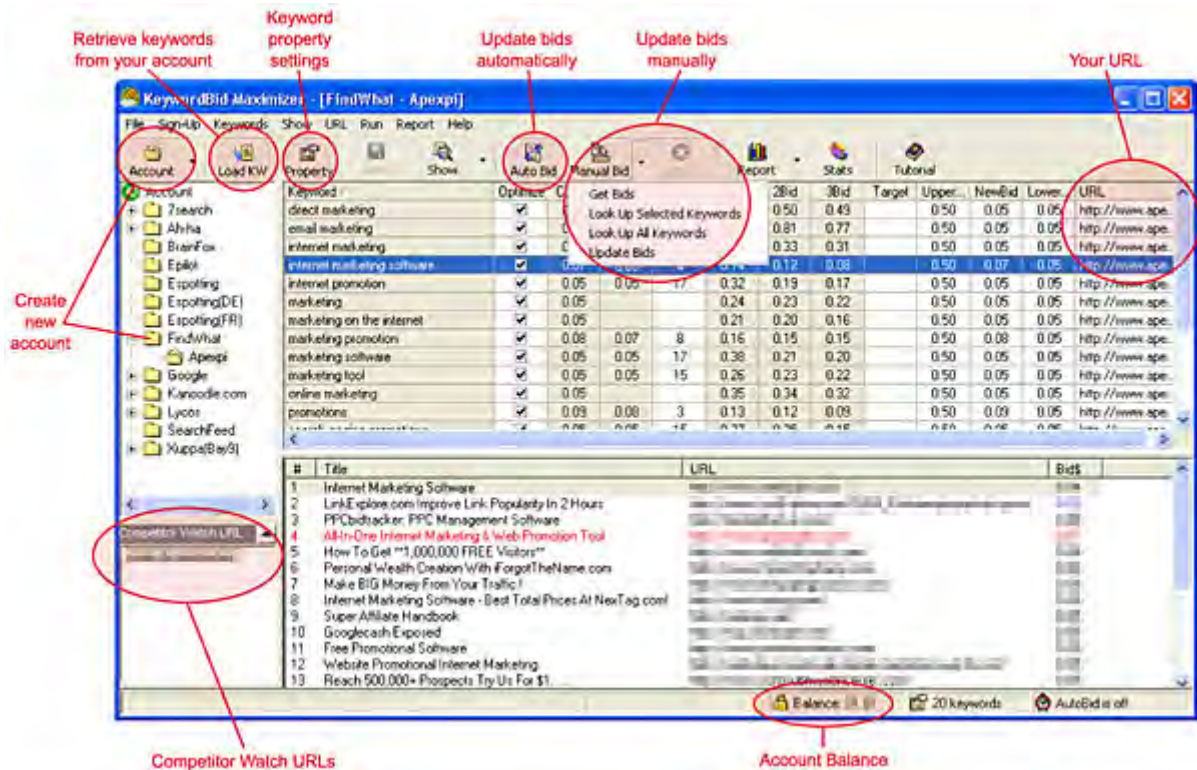
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# 1 Overview

NOTE: [Click here to understand the bidding Algorithms for Google AdWords.](#)

**Dynamic KeywordBid Maximizer** is an ultimate Pay-Per-Click Bid Management tool that helps you manage your keywords and bids on ALL major "Pay-Per-Click" search engines. Use it to build your keyword list, manage your keywords, monitor your keywords, URLs and the bids at all major "Pay-per-click" search engines such as Overture(US, UK and all Overture international sites), Google AdWords, FindWhat, Kanoodle, Xuppa(Bay9), Espotting, Enhance Interactive(ah-ha), ePilot and all other major PPC engines. It will notify you your current bids, analyze your ranking positions, fix gaps and bid to a specified position automatically, it is a must have Pay-Per-Click Bid Management tool for all web masters who place bids on "Pay-Per-Click" search engines.



## KeywordBid Maximizer will save you thousands of dollars and hours every months and driving more traffic to your web site:

- Save you hundreds of hours per day to maintains and monitors your keyword bids if checking manually.
- Saves up to 85% of bid cost by eliminate bid gaps and maintain your current position automatically.(don't over pay for clicks where is not necessary)
- Stay on top of your competitors 24 hours a day, 365 days a year by improve your position to the TOP best positions automatically.
- Automatically monitors your keyword bids once per day or every hour.
- Automatically maintains your desired position to get more traffic to your web site.
- Saves money by allowing you to set maximum bid parameters so you don't overpay for clicks.
- Fully automated and run in the background when you are doing other work.
- No monthly fee or other charges, pay once and use it forever.
- 30 days money back guarantee.

**Close bid GAPS and save up to 85% of Bid cost**

Dynamic KeywordBid Maximizer allows you to maintain your position at the lowest cost possible by fixing the bid GAPS automatically, so that you don't over pay for the clicks.

Our recent study have shown that over 85% of the bids on the "Pay-per-click" search engines are over paid and the advertisers have wasted hundreds of dollars because they can not take care of the bid GAPS.

For example, you bid on a keyword for \$0.50, however, the next position below you is only paying \$0.15, by closing the bid gaps between your bid and next bid, you save \$0.34(or 68% of saving) per click. Since other advertisers keep changing their bid price, the bid GAPS and position will also be changed frequently. In order to maintain your positions and lowest bid price, Dynamic KeywordBid Maximizer is absolutely the most powerful weapon to help you to win the "Pay-Per-Click" war.

**Stay on TOP of your competitors and keep your cost down !!**

Dynamic KeywordBid Maximizer allows you to stay on top of your competitors and keep your cost down by optimize your position to the TOP best positions automatically.

To bid on the Top 3(or 5) positions at Overture and FindWhat is always a challenge because the top 3 listings will be shown up in all its partner's web sites. You will get more clicks if your search terms are listed on the top 3 positions at Overture or FindWhat.

Dynamic KeywordBid Maximizer has a smart "[AutoBid](#)" feature allows you to bid to the top 5 position automatically according to the parameters you set. You can set your target position and also choose your best position range. If the target position is fail, then the program will automatically find the best position with your position range and bid to that position.

**See Also:**

[Features](#)

[Getting Started](#)

## 2 Different between BidMaximizer Advanced and BidMaximizer for Overture

There are two versions of BidMaximizer: Overture and Advance.

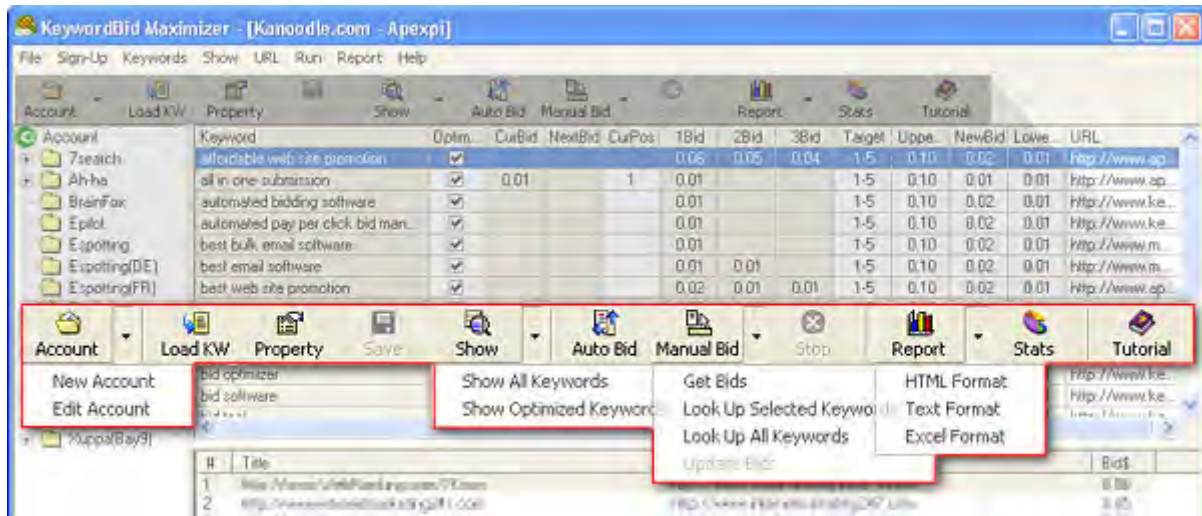
Due to the terms of conditions set by Overture, we have to separate Overture from other pay per click search engines. This is why the BidMaximizer Overture version contains all the Overture engines and the BidMaximizer Advanced version contains all other PPC search engines.

We support following engines in the Advanced version.

- 7Search
- BrainFox
- Enhance
- Epilot
- Espotting
- Espotting(DE)
- Espotting(FR)
- Findwhat
- Google
- Kanoodle
- Lycos
- SearchFeed
- Xuppa(Bay9)

### 3 Getting Started

If this is your first time using Dynamic KeywordBid Maximizer, please read the entire Help file carefully before using the program.



Please follow the step-by-step instructions below to getting started with KeywordBid Maximizer :

1. **Start Dynamic KeywordBid Maximizer** by clicking the "Start" menu from the Task bar and choose "Programs\Dynamic KeywordBid Maximizer" file item.

2. **Configuration:** Set up your internet connection and contact profile by clicking the "[File/Configuration](#)" menu item. If you are connected to the internet through a "Proxy Server", please enter your correct proxy server address and port number. Please also specify your SMTP mail server and your contact Profile setting which will be used to send AutoBid report.

3. **Create a new account:** On the main window, select an engine from your "[Account](#)" list, then click on the "Account" button from the toolbar. Enter your account name, your login user name and password. If you only have one account, leave "Account ID" box blank. If you have multiple accounts, please enter your account ID in the "Account ID" box. You also need to specify the Maximum Bid and Minimum Bid amount for your account.

4. **Load Keywords from your account:** After you have created a new account, click on your account name and then click the "LoadKW" button from the toolbar. This will retrieve all your keywords from your account automatically.

5. **Keyword Setup:** select a keyword and click the "[Property](#)" button on the toolbar to specify your settings for each keyword.

#### Tips:

- 1). You can select multiple keywords by hold down the "Ctrl" or "Shift" key.
- 2). You can change a setting for "Target Position", "Upper Limit", "Max Bid" and "Lower Limit" directly on the row by double clicking on the cell.
- 3). You can change the order of each column by Drag and Drop the header of each column.
6. **AutoBid:** Once you setup your bidding configuration, simply click the "[AutoBid](#)" button and sit back,

the program will update your bids automatically base on your keyword setting.

**Tips:**

- 1). [Manual Bid](#): This option allows you monitor and update your bids manually. You can retrieve your keyword bids, perform keyword look up and update bids individually.
- 2). [Run AutoBid in Scheduler Mode](#): If you want to run AutoBid at the background in a time interval, please check the "Enable Scheduler" check box under the "Account" profile window and be sure the "AutoBid" check box is checked under the keyword property window.

7. **Generate AutoBid Reports**: click the "[Report](#)" button on the Toolbar to create your Keyword Reports. You can create keyword reports in HTML, TEXT or Excel file format.

**See Also:**

[Configuration](#)

[AutoBid](#)

[Manual Bid](#)

## 4 Introduction

### 4.1 What's new in the new version 3.0?

If you are an existing client of Dynamic KeywordBid Maximizer 2.x or older, please read the information below when upgrade from previous version, please skip this section if you are a new client.

1. [Google](#) has been Added to the version 3.0, please see Google section for more information.
2. [Backing up and restore keyword settings](#) option has been added.
3. [Get Market State function](#) has been added, this will allow you to look up and check current bid prices for any keywords in the PPC engines that BidMaximizer supports.
4. [Sending email report function](#) has been enhanced and it now can send email on the account level.
5. You can now also update the bids without first getting bids, thus speed up the update process and reduce the amount of traffic that is being send.
6. View up to top 5 bids directly in the bidding window
7. Export information directly from the Keyword Builder into a text file
8. Set the [Fall Back Mode](#)

**See Also:**

How to upgrade to Version 3.0?

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## 4.2 Features

Here is a summary of the powerful features of Dynamic KeywordBid Maximizer:

1. Easy to use and user friendly interface
2. Retrieve keywords from your search engine account automatically
3. Manage multiple accounts for different set of keywords.
4. Built-in keyword builder to help you to generate more relevant keywords
5. Monitoring your(or your competitors) current bid amounts and your position.
6. Display your current bid, first 5 bids and your current position in one screen
7. Notify you the bid GAPS and remove the gaps to save money
8. Monitor your own URLs or your competitors ranking
9. Automatically update keyword bids and eliminate bid gaps
10. Automatically bid to a target position or TOP 5 positions
11. Automatically send you the email report when your keyword bids have been updated
12. Flexible selection for checking any keywords or search engines and its combination
13. Customized keyword, bids and ranking reports
14. Export keywords and ranking results to Excel database
15. Auto Engine data file update to keep your engine data up to date
16. Analyze your click on investment ratio
17. Quick link to login page of the "Pay-Per-Click" search engines
18. Automated email report
19. Schedule bid updates
20. Set account Offline or On at a specify date and time

**See Also:**

[Overview](#)

[Getting Started](#)

## 4.3 How BidMaximizer works

BidMaximizer works by automates the process of bidding and save your time and money.

The bidding process is done in three steps, this is same whether you do manual or autobidding.

### 1. Get bids from PPC engine

This will get the current keywords and relevant information from the server, if you added or deleted keywords from your account, this operation will enable you to obtain the latest keyword information.

### 2. Keyword Look up

In this step BidMaximizer will check the current bidding information for the keywords, such as what everything bids for a particular keyword, what is their URL, Site title etc. Then depending on your keyword setting the program will recommend a new bid based on the current bidding information and your setting.

### 3. Updating bids

In this step BidMaximizer will update your new bids to the PPC search engine in question, thus complete the cycle.

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Note: In the scheduler mode, all these will be carried out automatically.

## 4.4 About "Pay-Per-Click" search engines

Recent study has shown that the "Pay-Per-Click" search engines have become the most effective way to get your web site to the TOP position of all major search engines. Stronger players include Google, FindWhat, Kanoodle, Espotting etc.

All search engines have extensive partner relationships, your ads will not only appear on the engine you have bid for but also at their partner sites.

If you are having problem to get your web site to be listed at the top position of the major search engines, place your keyword bids on those "Pay-Per-Click" search engines is the most cost effective way to driving more target traffic to your web site.

**See Also:**

[Search Engine Setting](#)

[Keyword Look Up](#)

[AutoBid](#)

## 5 Basic Configuration

### 5.1 Configuration

You need to setup your internet connection type, SMTP mail server and user profile before using the program.

To start configuration, click the "File" menu item and choose "Configuration".

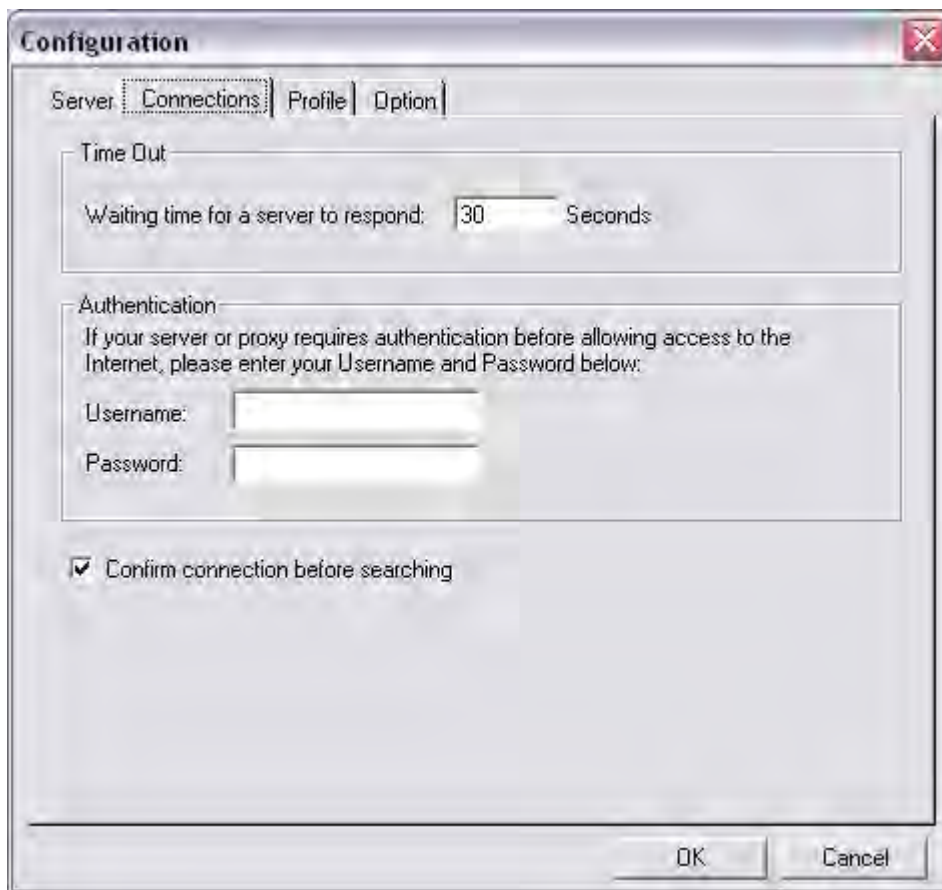


### Server

HTTP server allows you to setup how do you connect to the internet. If you are connected to the internet through a "Proxy Server", please choose "Proxy Server" option and enter your correct "Proxy Server" and "Port" number. If you are not sure you are connected to the internet through a "Proxy Server" or not, please contact your ISP or Network Administrator.

By default, it is setup to "Direct Connection"

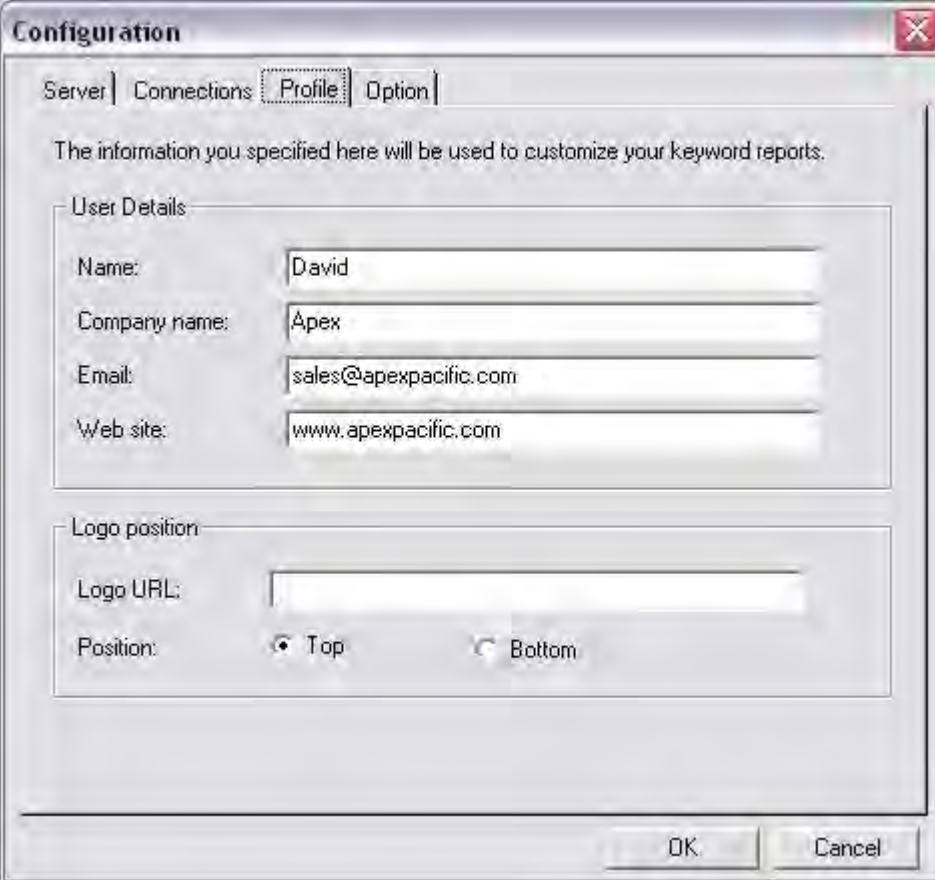
SMTP mail server: Please specify your SMTP mail server which will be used to send keyword reports automatically.

**Connections**

**Time Out:** This allows you to specify how long the program should wait for a connection to the search engines before time out. By default is 30 seconds.

**Authentication:** If your server or proxy requires authentication before accessing to the Internet, please enter your authentication User Name and Password. You can obtain this information from your ISP or Network Administrator.

**Confirm connection before searching:** This setting allows program to prompt you for the Internet connection before a search. You can uncheck this setting if you have a permanent connection.



The screenshot shows a 'Configuration' dialog box with a 'Profile' tab selected. The dialog has four tabs: 'Server', 'Connections', 'Profile', and 'Option'. Below the tabs is a message: 'The information you specified here will be used to customize your keyword reports.' There are two main sections: 'User Details' and 'Logo position'. The 'User Details' section contains four text input fields: 'Name' (David), 'Company name' (Apex), 'Email' (sales@apexpacific.com), and 'Web site' (www.apexpacific.com). The 'Logo position' section contains a 'Logo URL' text input field and a 'Position' section with two radio buttons: 'Top' (selected) and 'Bottom'. At the bottom right of the dialog are 'OK' and 'Cancel' buttons.

**Configuration**

Server | Connections | **Profile** | Option

The information you specified here will be used to customize your keyword reports.

User Details

Name: David

Company name: Apex

Email: sales@apexpacific.com

Web site: www.apexpacific.com

Logo position

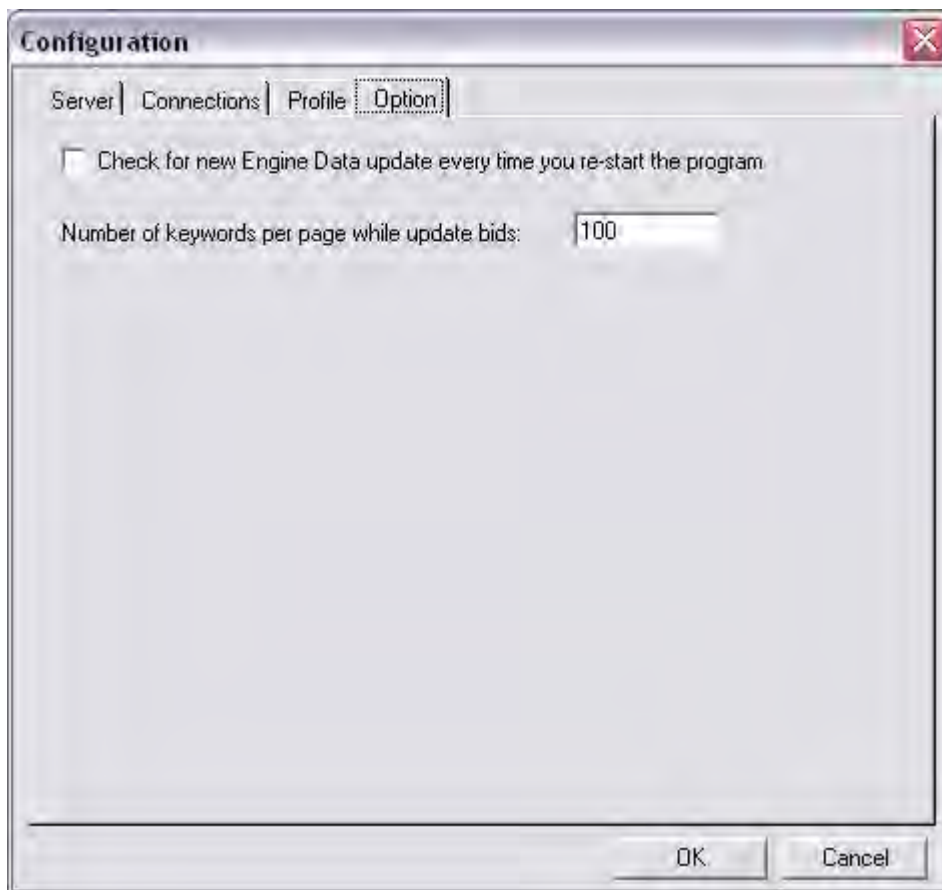
Logo URL:

Position:  Top  Bottom

OK Cancel

**Profile**

This information will be used to create your customized keyword reports. However, this feature is only available for the Enterprise Edition.

**Option**

**Enable automatic engine data update:** Default is off, you only need to do this once a month, if this option is enabled, the program will download engine data file every time it starts.

**Number of keywords per page while update bids:** The default is 100, please use a number smaller than default, as higher number may cause problem with Overture's backend server.

**See Also:**

[Overview](#)

[Features](#)

[Getting Started](#)

## 5.2 Update Engine Data File

This allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

To make sure your look up results are accurate, please update the Engine Data file frequently about once per month to keep your engine data files up to date.

If you have problems to update engine data file, or having problems connecting to our web server, please check your "Connections" setting in the "Configuration" window and make sure you have enter

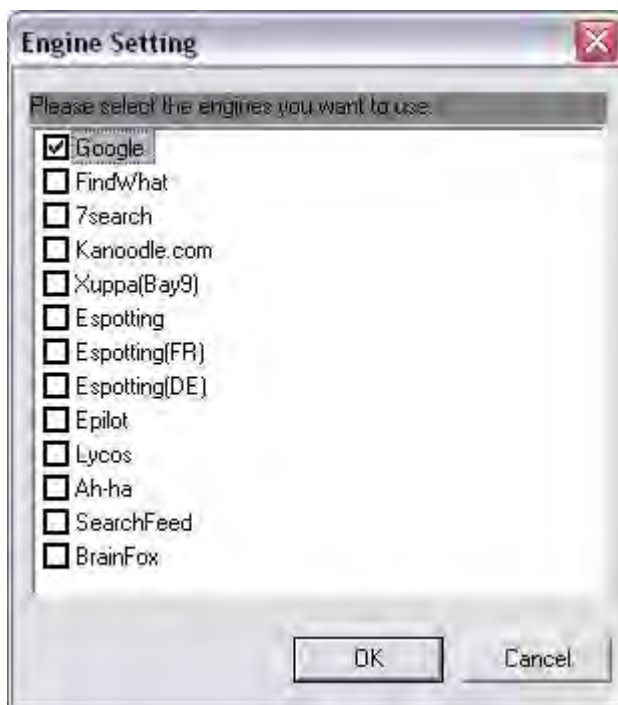
the correct "Proxy Server" address if you are connected to the internet through a proxy server, then try again.

**See Also:**  
[Configuration](#)

## 5.3 Search Engine Setting

This feature allows you to choose which search engines you want to look up. Because Dynamic KeywordBid Maximizer supports almost all the major "Pay-Per-Click" search engines, you only need to choose the search engines you are using and have placed keyword bids on.

To set up your search engines, simply click the "File" menu item from the menu bar and choose "Engine Setting" menu item.



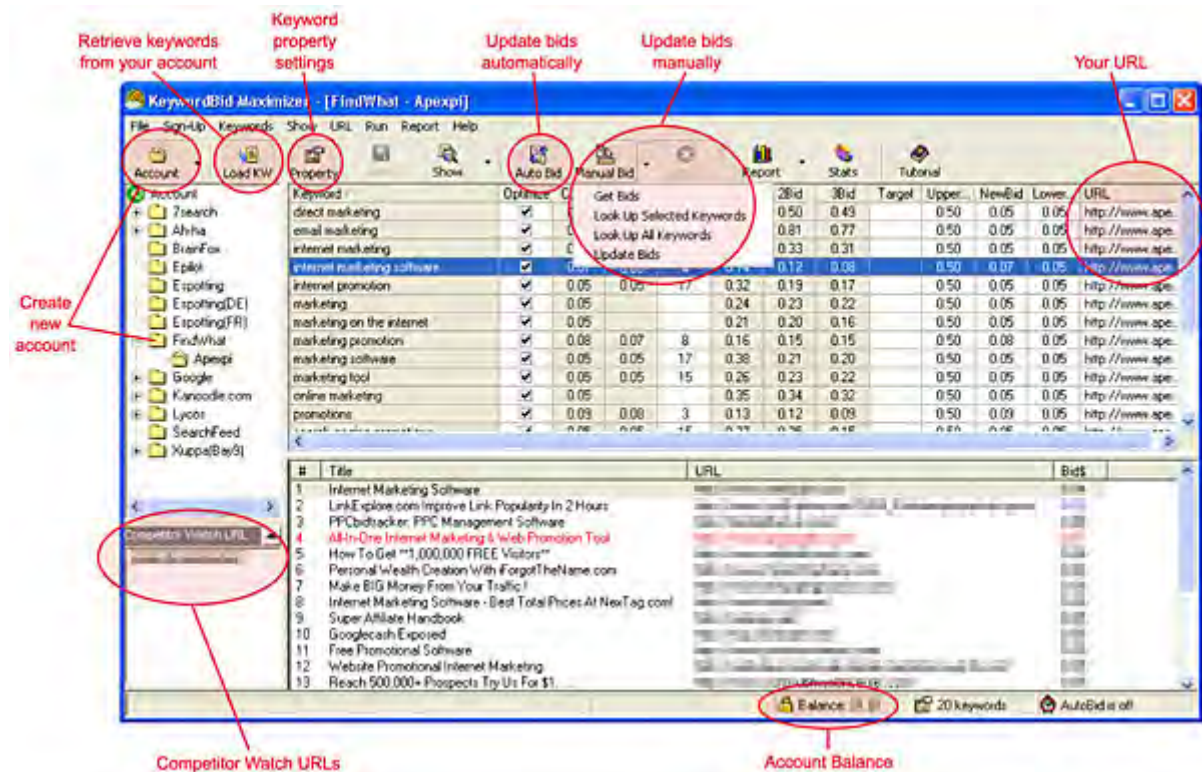
**Note:** We have two separate versions of this product. One is for Overture and the other supports the Other PPC engines. The KeywordBid Maximizer for Overture version supports Overture engines ONLY. If you want to manage other PPC engines, you need to download the other version which is a separate version, from our web site.

**See Also:**  
[Create a new Account](#)

## 6 Advanced Configuration and AutoBid

### 6.1 Create a new account

An Account contains all the information about your login details, keywords, URLs and bidding information. You must create an Account before entering any keywords or URLs.



To create a new Account, click the "**Account**" button from the toolbar, the "Account" window will pop up.

"OK"

Enter an account name and other details as below then click the "OK" button.

**Account Name:** This is your account name. Normally, you can use your company name or web site name for your account name.

**User ID:** this is your login user name for your search engine account.

**Password:** your login password for your search engine account.

**Account ID:** this is your account ID of your search engine account. You can leave this field blank if you have only one account. Please specify your account ID if you have multiple accounts.

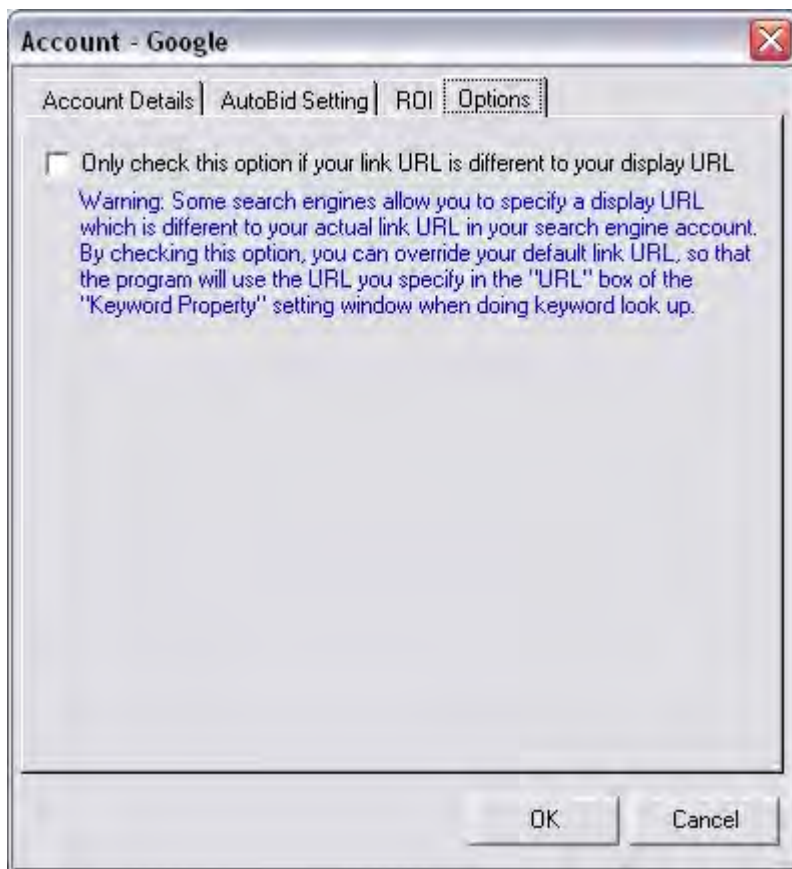


**Upper Bid Limit(Maximum Bid):** The maximum amount you want to spend for a click.

**Lower Bid Limit(Minimum Bid):** The minimum amount you want to spend for a click. There is a default minimum setting by the search engines. For example, minimum bid for FindWhat is \$0.05, you cannot bid lower than default minimum bid.

**Note:** Maximum and Minimum Bid setting in your account will be used only if you did not set up the [keyword property setting](#) for that keywords.

**Scheduler:** This allows you to run [AutoBid](#) function automatically at a regular time basis. You can specify the time interval on how frequency you want to perform the keyword look up or AutoBid, and the program will also send you a auto bid report via email automatically when AutoBid is completed.



**Different URL:** If the actual link URL for your keyword is different to your display URL you can choose to enable this option. Please be aware that if you choose this option, the BidMaximizer will no longer obtain URL from the search engines, but use the ones you have set in the program directly.

-----  
**Tips:**

You can specify an interval less than 1 hour. For example, if you want to run the AutoBid every 30 minutes, please enter 0.50.

You can also create an "Account" by click the "File" menu item from the menu bar and choose "Add Account" menu item.

**Edit Account:** simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

**Delete Account:** you can delete an account by clicking the "File/Delete Account" menu item.

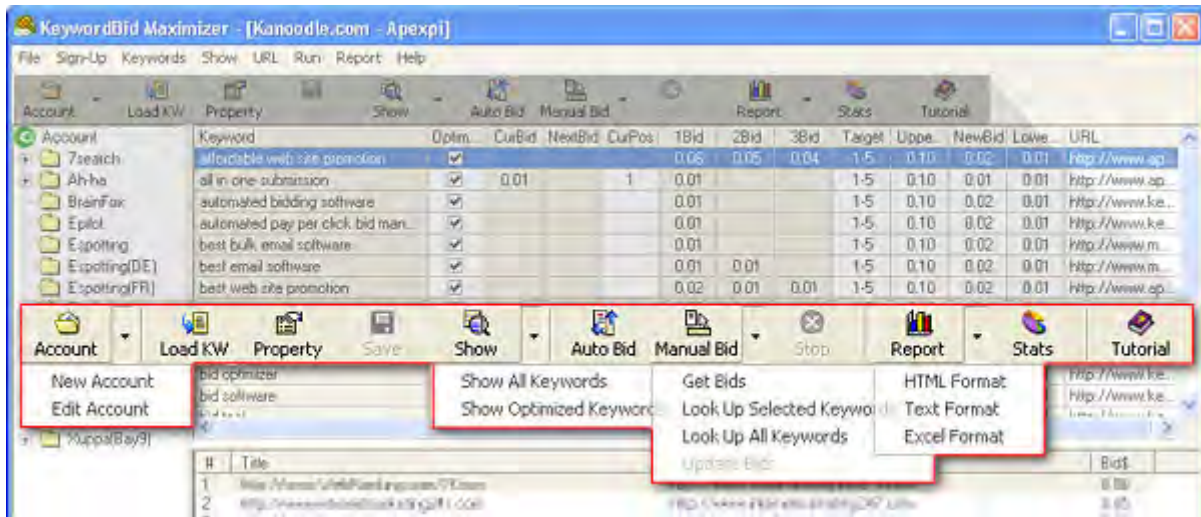
**See Also:**

Add or Import Keywords

[Load keywords from your account](#)

[AutoBid](#)

## 6.2 The difference between Autobid and Manual Bid



1. If you press the "Auto Bid" button, the program will automatically carry out all steps of bidding by itself according to the configuration you have set for each keyword.

2. If you use the "Manual Bid" button with its sub options, it will do each step separately when you asked it to, instead of doing everything together. The steps are as following.

- Get bids from the PPC engine in question.
- Look up the relevant information required to do the bidding from the PPC engine.
- The Update the bids to the PPC engine.

## 6.3 How to choose your position setting?

Depending on how much you can spend, you can choose to go for more aggressive bidding or more conservative bidding.

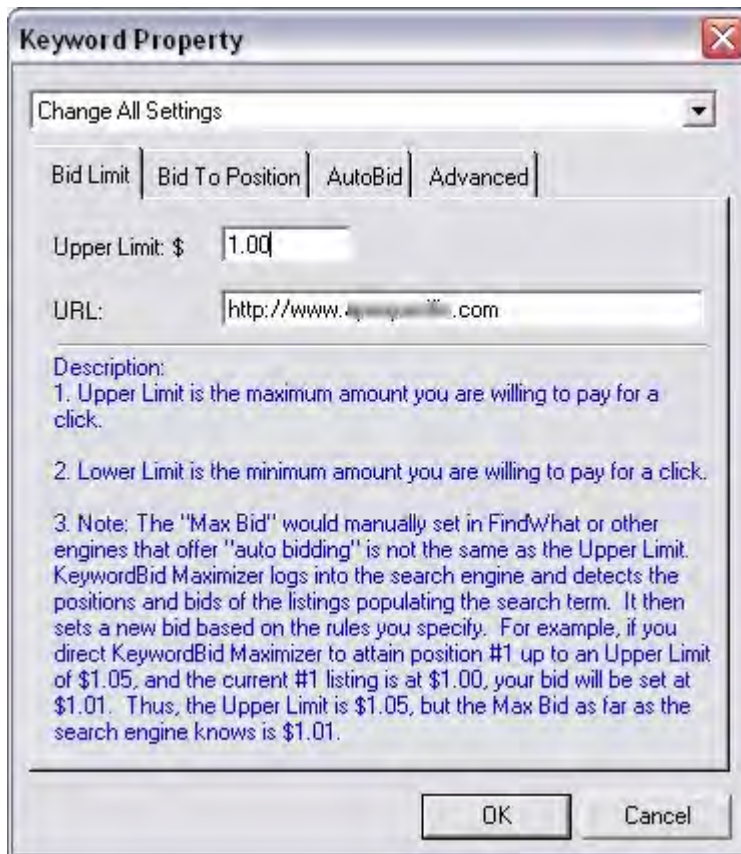
For best results go after position between 1 to 5, this will always produce more traffic. If the budget is an issue use option such as best value position and upper limit to obtain best position suitable.

### See Also:

[Keyword Property Setting](#)

Competitors Killer Mode

## 6.4 Keyword Property Setting



The Keyword Property settings box allows you to specify an individual setting for each keyword. To set a property for a keyword, simply select the keyword you want to set and click the "Property" button from the toolbar, or just double click on the keyword you want to set.

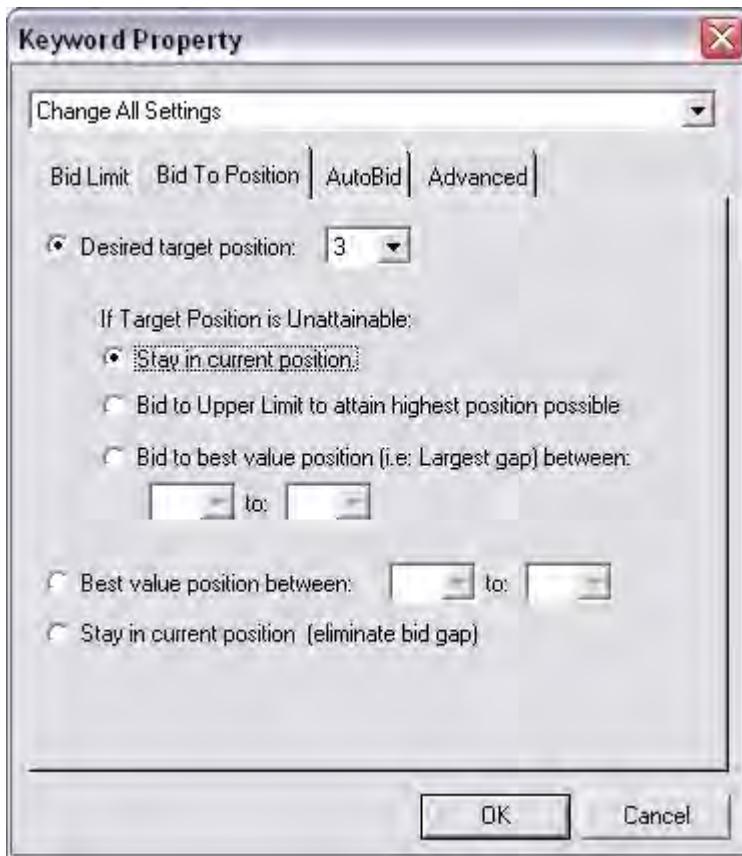
### Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key selecting the keywords you want to set and then clicking on the "Property" button. You can choose to set individual setting separately.

**Upper Bid Limit(former Maximum Bid):** This is the maximum bid price you would like to spend for a keyword. By default, it will use the Maximum Bid value under the "Account" Profile settings if this value is not set.

**Lower Bid Limit(Minimum Bid):** This is the minimum bid price you want to spend for a keyword. By default, it will use the Minimum Bid value under the "Account" Profile settings if this value is not set.

**Note:** The Lower Bid Limit(Minimum Bid) value can not be less than the minimum amount request by the search engine.



**Bid To Target Position:** This is the target position you want to bid.

If the target position is not achievable due to amount required is higher than the upper limit. Then there are following options available.

1. **Stay in current position:** This does exactly what title says, the program will stay in current position only.
2. **Bid to upper limit to attain highest position possible:** In this scenario, the program will bid to your upper limit.
3. **Bid to best value position between:** See below section for explanation on how bid to best value works.

**Bid to Best Value Position Between 1 to 40:** This option allows you to bid on the best value position between #1 and #40.

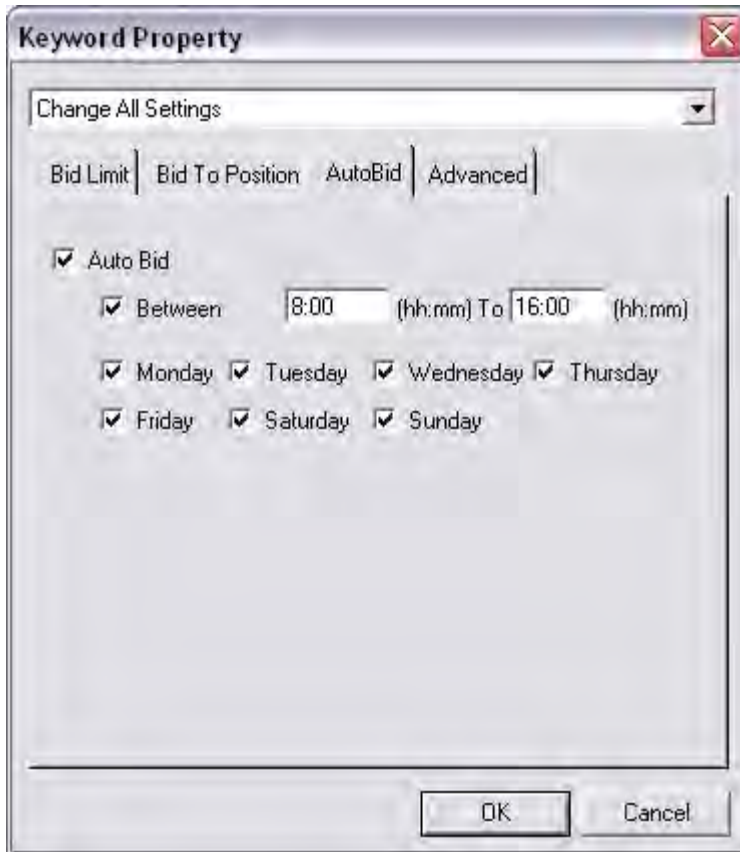
**Note:** Best Value Position is the biggest bid gap within the Position Range. For example:

#1: \$1.20  
 #2: \$0.94  
 #3: \$0.89  
 #4: \$0.65  
 #5: \$0.58

and your Upper Bid Limit is \$0.90. If you set the "Target Bid" to position #2, the program cannot bid to that position because it is greater than the Upper Bid Limit. In this case, the program will find the best value position between #3 and #5, where the biggest bid gap is \$0.24 (between position \$3 and #4), then the program will bid on the #4 position.

**Stay on the same position(Eliminate Bid Gaps Only):** This option allows you to maintain your

current position but eliminate any bid gaps that may exist.



**AutoBid:** checking this box will enable the AutoBid in schedule mode, otherwise, it will run in manual mode.

**Time Between:** When you enable the "AutoBid" in schedule mode, you can specify which time range you want to do the AutoBid. For example, you may want to use the "AutoBid" only during the business hour between 9:00 - 18:00 (you cannot use am/pm if you use military time 24 hour time format), because you may not want to maximize your bids if you know students will be searching/web surfing on the internet during those night time hours and you only want serious business leads.



**Preserve Bid Value:** This is a preserve value that to tell the program how to set your new bid, by default it is 0.01. This value will be used in following situations:

1). If your keyword is set in Fixed type, and your Preserve value is greater 0.01, then the program will always leave a bid gap of Preserve Value between your bid and next bid. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your Preserve Value is 0.05 and your desired position is #3, then the program will bid at 0.98(#3 bid + Preserve Value).

2) This is also used for Google bidding, please check Google section for more information on this.

**See Also:**

[AutoBid](#)  
[Schedule AutoBid](#)

## 6.5 Enter a new bid setting manually

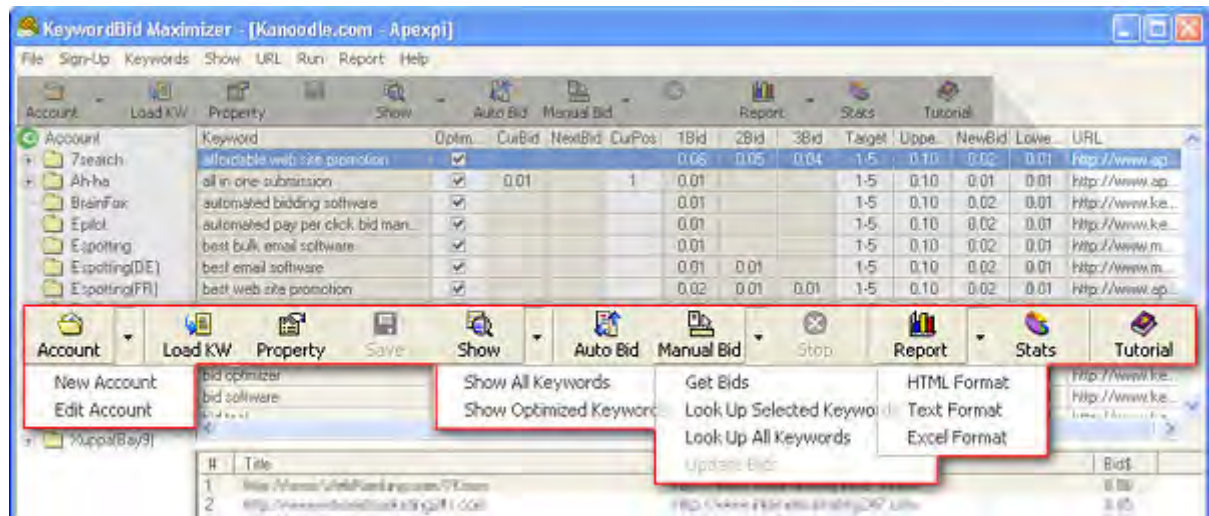
1. Change your Target Position: click on the "Target" column and choose your desired position from the drop down list. You can also enter a position range such as "1-3". If you leave it blank, the program will stay in your current position and remove bid gap.
2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.
3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
4. Change Max Bid bid: double click on the "Max Bid"(or New Bid) column and enter your new bid amount.
5. Check or Uncheck "Optimize" box to specify the keywords you want to optimize(AutoBid).

### See Also:

[AutoBid](#)

[Keyword Property Setting](#)

## 6.6 Update keyword bids manually



This option allows you monitor and update your bids manually. You can retrieve your keyword bids, perform keyword look up and update bids individually.

### Update your account manually:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).
2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "**ManualBid**" pull down button on the Toolbar.

4. Click "**Get Bids**" button to retrieving your keyword bid data from your search engine account.
5. Click the "**Look Up**" button to perform keyword look up and check your new bid.
6. Click the "**Update Bids**" button to post your data to the server.

#### **Get Bids**

This will login to your account and retrieve your keyword bid information from your account. When you enable the "Scheduler", it will retrieve the keyword bids automatically based on the time you are setting.

**Property:** This allows you to specify a bid setting for individual keywords. For example, you can specify the Maximum Bid, Minimum Bid, Target Position, Next Best Position etc. So that the program will bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

#### **Enter a bid amount manually**

You can enter a bid amount for a specify keyword manually by Double-Clicking on the keyword and enter a new Bid.

#### **See Also:**

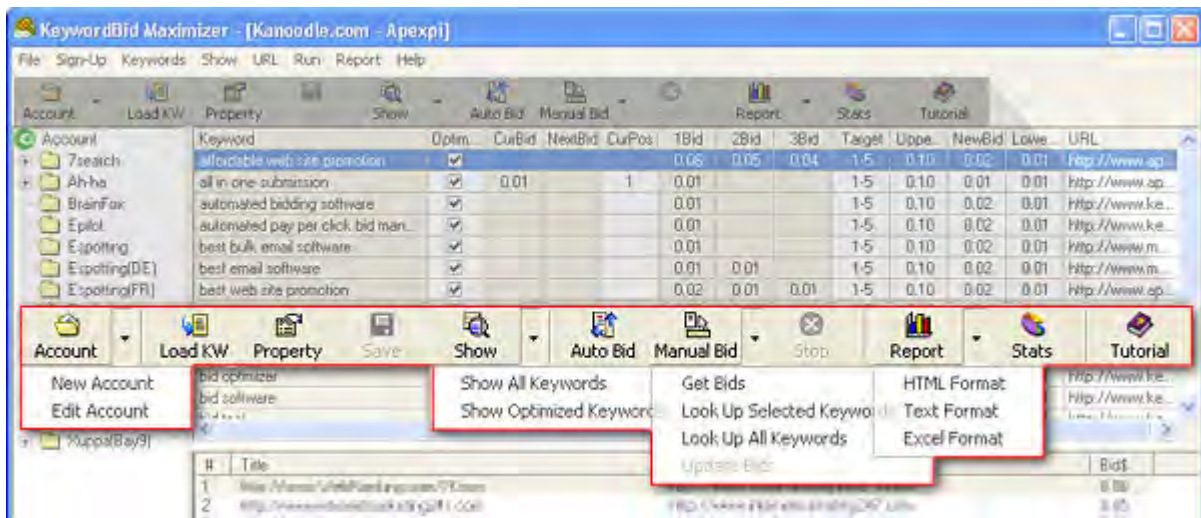
[AutoBid](#)

## **6.7 Update keyword bids automatically**

AutoBid is a powerful feature which allows you to update your keyword bids Automatically by closing your bid gaps or automatically bidding your keyword to a color red position.

There are three options of auto bidding

- [Update Bids Manually](#)
- [Update Bids automatically](#)
- [Update Bids automatically at Schedule mode](#)



You can also set up a scheduler to run AutoBid in the background to update the keyword bids or bid to a desired target position automatically at a regular interval time periods (Some engines may have limitation on how many times you can update in a fixed period, please consult the Search Engine directly to found that out). For example, you can set the program to check your keyword bids once every hour, so that the AutoBid will update your account by reducing the bid gaps or adjust your keyword bids to bid to any desired position automatically. All these processes are fully automated, and it will save you up to 85% for your keyword bids .

You can run "AutoBid" in three modes:

#### Update your account manually:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).
2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "**ManualBid**" pull down button on the Toolbar.
4. Click "**Get Bids**" button to retrieving your keyword bid data from your search engine account.
5. Click the "**Look Up**" button to perform keyword look up and check your new bid.
6. Click the "**Update Bids**" button to post your data to the server.

#### Update your keyword bid automatically:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).
2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "AutoBid" button to the toolbar and the program will update your bids automatically base on the desired position you specified in the "Property" window.

#### Update Bids automatically at Schedule mode:

To run "AutoBid" at the background in Schedule mode:

1. In the "Account" profile window(by double clicking the "Account" name), be sure to check the "Enable Scheduler" check box, and specified the time interval you want to run the AutoBid.
2. Highlight the keywords you wishes to do autobid for and click the "Property" button and be sure to check the "AutoBid" check box under the "Autobid" panel.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please following the link below

### [Schedule the Autobid](#)

#### **Tips and quick explanation on a few terms.**

##### **Get Bids**

This will login to your account and retrieve your keyword bid information from your account. When you enable the "Scheduler", you can choose to retrieve the keyword bids automatically on each scheduled update.

**Property:** This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. So that the program will bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

##### **Enter a bid amount manually**

You can enter a bid amount for a specify keyword manually by Double-Clicking on the keyword and enter a new Bid.

##### **Why you need to bid to the Top 3(or 5) position?**

To bid on the Top 3 positions at most of PPC engines always is a challenge because the top 3 listings will show up in all its partner's web sites. You will get more clicks if your search terms are listed on the top 3 positions at various of PPC engines.

##### **See Also:**

[Keyword Property Setting](#)

[About keyword look up](#)

## **6.8 Schedule AutoBid**

This allows you to perform AutoBid function automatically at a regular time basis. You can specify the duration by minutes on how frequency you want to perform the AutoBid function, and the program will also send you a keyword report via email automatically when the AutoBid is completed.

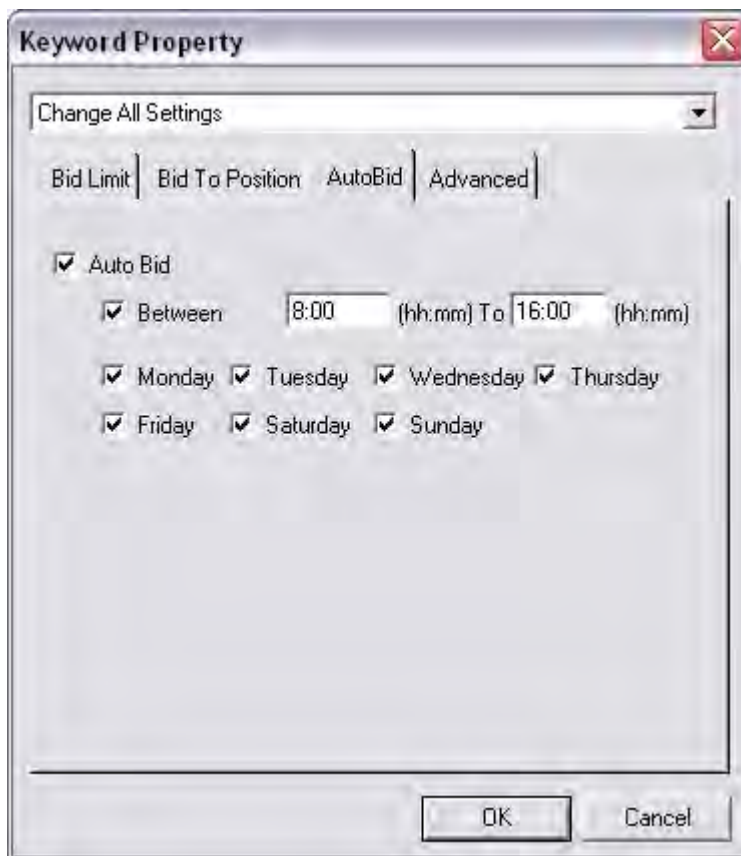
Please follow the steps below:

1. Double click on your account name from the "**Account**" list to open the "**Account**" profile window, then click the "AutoBid" tab, be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run AutoBid.



2. If you would like report to be sent to you once the keyword look up complete, please check the **"Send keyword report by email when completed"** box. (Note: you also need to setup your SMTP mail server and email address under the File/Configuration window.)

3. You can also specify when you want to run the autobid for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "AutoBid" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time, for example, you may want to optimize your position to the top 3 position from Monday to Friday during the working hour between 8:00AM - 20:00PM.



**See Also:**

[Update keyword bids automatically](#)

## 7 Everything About Google

### 7.1 Understanding Google interface

Keyword	Optimize	Max CPC	CurPos	Click	Impr	CTR	Avg CPC	Cost	Target	UpperLimit	NewBid	URL	Status
search engine submission an...	<input checked="" type="checkbox"/>	1.00	0	0	-	-	-	-	-	1	1.00	http://w...	Over Budget
search engine submission opt...	<input checked="" type="checkbox"/>	1.00	0	0	-	-	-	-	-	1	1.00	http://w...	Over Budget
search engine submission pro...	<input checked="" type="checkbox"/>	1.00	0	5	0.0%	-	-	-	-	1	1.00	http://w...	Over Budget
search engine submission sof...	<input checked="" type="checkbox"/>	1.00	0	20	0.0%	-	-	-	-	1	1.00	http://w...	Over Budget
search engine submit software	<input checked="" type="checkbox"/>	1.00	0	1	0.0%	-	-	-	-	1	1.00	http://w...	Over Budget
search or engine or submission	<input checked="" type="checkbox"/>	1.00	0	0	-	-	-	-	-	1	1.00	http://w...	Over Budget
search submission	<input checked="" type="checkbox"/>	1.00	0	20	0.0%	-	-	-	-	1	1.00	http://w...	Over Budget
site submission	<input checked="" type="checkbox"/>	1.00	0	99	0.0%	-	-	-	-	1	1.00	http://w...	Over Budget

**Keyword:** This column are the keywords that contained within this account.

**Optimize:** This option determines whether this keyword will be managed in any fashion, when this options is turned off, the program will not do anything for this keyword including updating bids.

**Max CPC:** This maximum cost-per-click (CPC) is the most you pay each time a user clicks on your ad. Google AdWords has a CPC pricing system.

**CurPos:** The current position of your keyword in the listing, if it is blank this means your listing is not displayed for this keyword or it is out of the search range.

**Click:** This is the number of clicks your ad receives

**Impr:** This is the number of times an ad is displayed on Google or on sites or products in the Google Network.

**CTR:** Click through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).

**Avg CPC:** Average amount you are paying per click.

**Cost:** The actual amount of money you are paying for this keyword.

**Target:** The target position that the program will be aiming for, this is setting is defined by user.

**Upper Limit:** The absolute highest bid the program will bid up to for this particular keyword.

**NewBid:** The current bid and the recommend new bid.

**URL:** The URL for this keyword.

**Status:** Indicates that the update is successful or not and whether there is a connection related issue.

## 7.2 How to manage Google AdWords with BidMaximizer?

You can now manage Google AdWords with BidMaximizer v3.0.

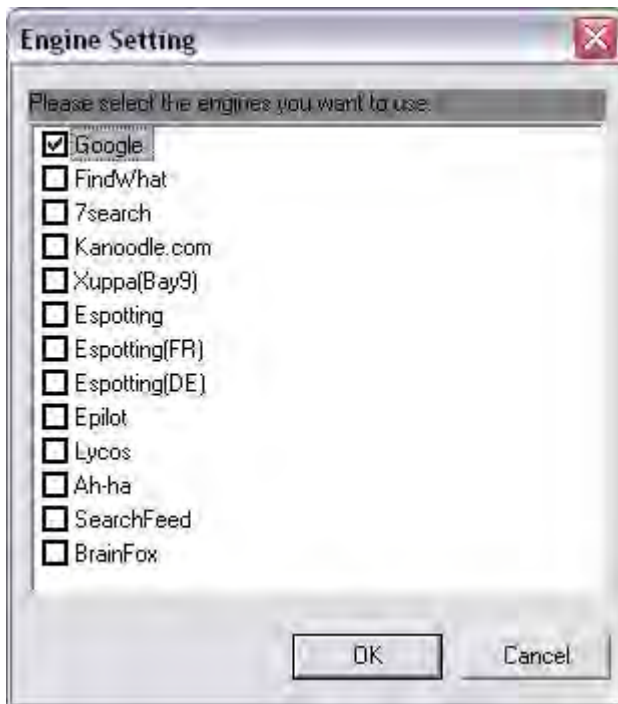
Due to unique nature of the Google Ads which the position you are appearing is not solely determined by the amount you are bidding. This calls for different strategy in bidding in Google Ads system.

Two value where you have control over is the maximum amount you are willing to spending for the particular keyword and the "preserved bid value". The preserved bid value is used in deciding how big of the bid amount to raise when bidding for the desired position.

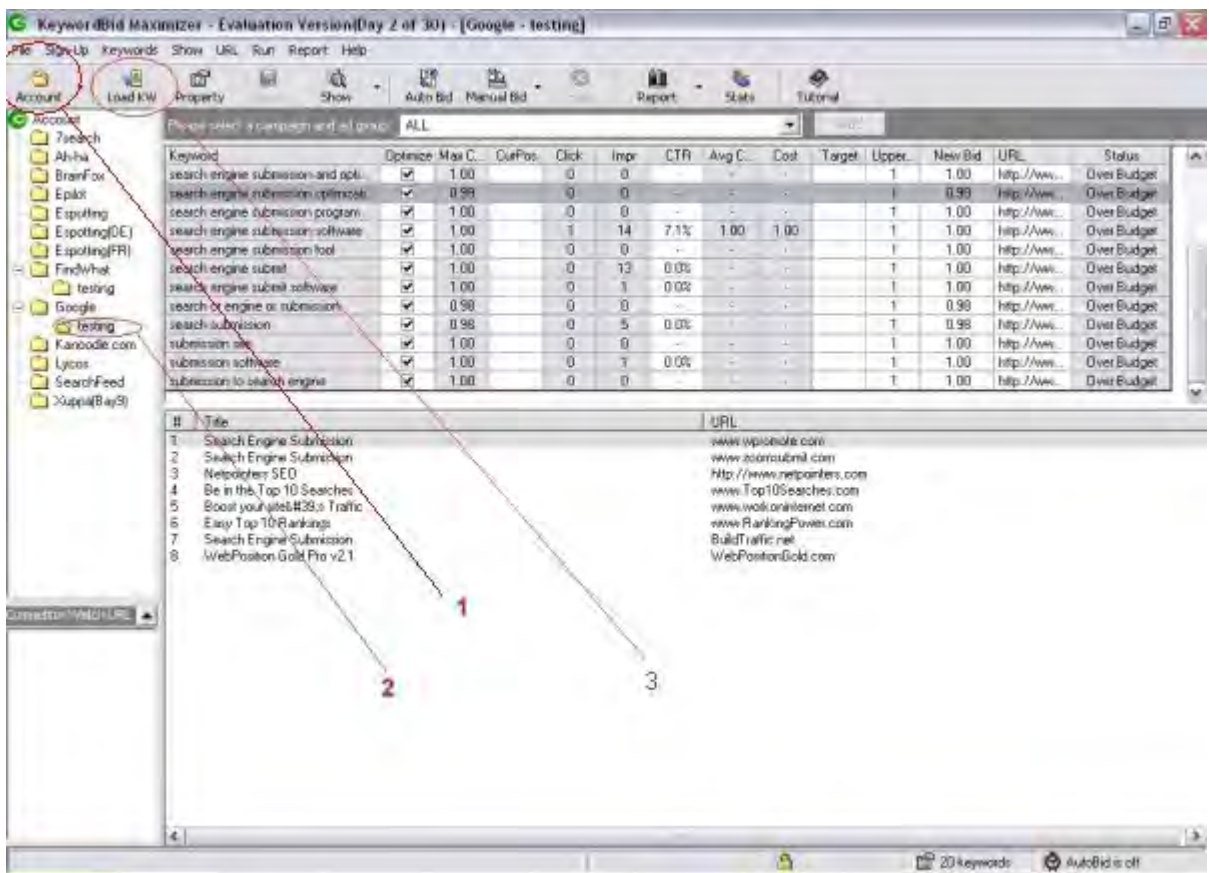
When setting for BidMaximizer for bidding in Google, the upper limit should be as what you are willing to bid up to for this keyword, do not put a value here that you can not afford and not willing to pay. The preserved bid value you can set as you wish, in majority of the cases this should be a few cents.

Please follow the instructions below to manage Google AdWords with BidMaximizer:

1. Go to "File" on the menu bar then choose "Engine" option and select "Google"



2. Select "Google" and go to "File" on the menu bar and choose the "Create new account" option.



a) Enter your account login name and password:



**Account - Google**

Account Details | AutoBid Setting | ROI | Options

Account Name: testing

Login Detail

User Name: [masked]

Password: xxxxxxxx

Account ID: [empty] (Optional)

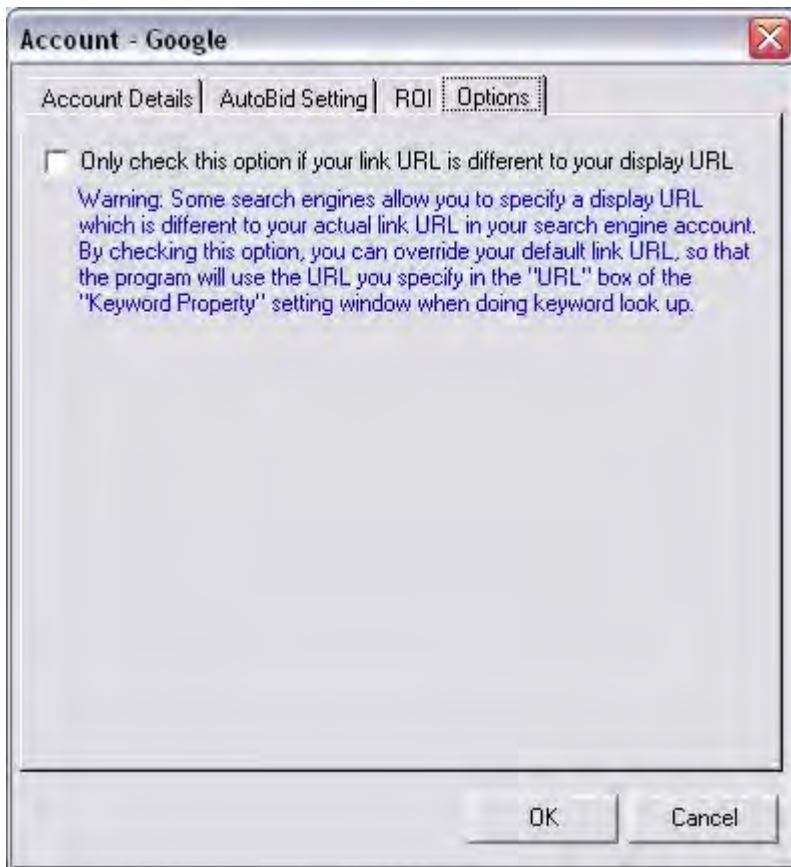
[Don't have an account yet? Please click here to sign up a new account?](#)

OK Cancel

b) Set up your default bid setting information:



c) Option

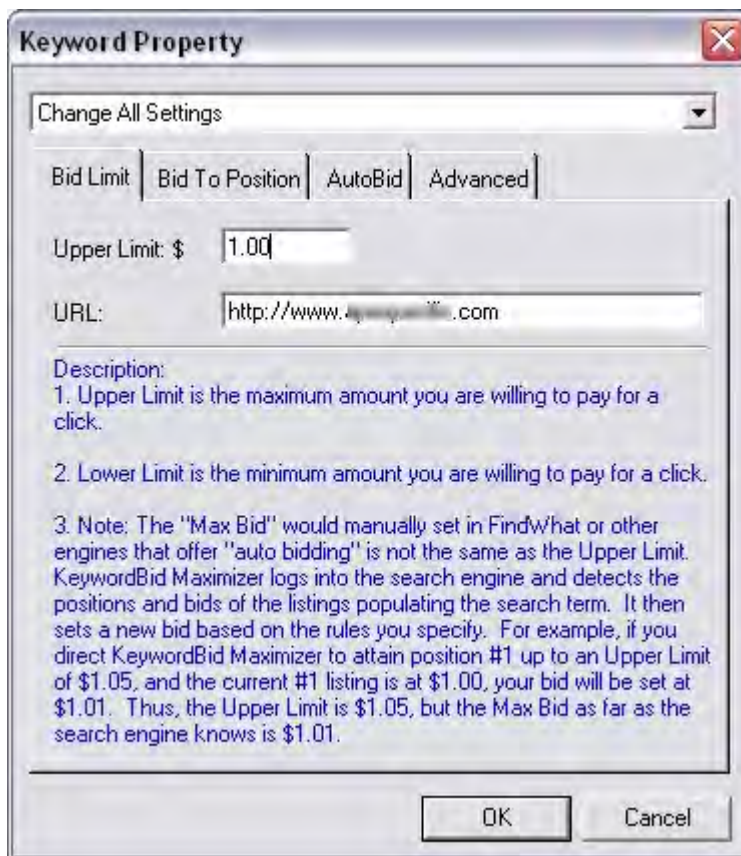


3. Download the keywords from your Google accounts by clicking the "Load KW" button on the tool bar.

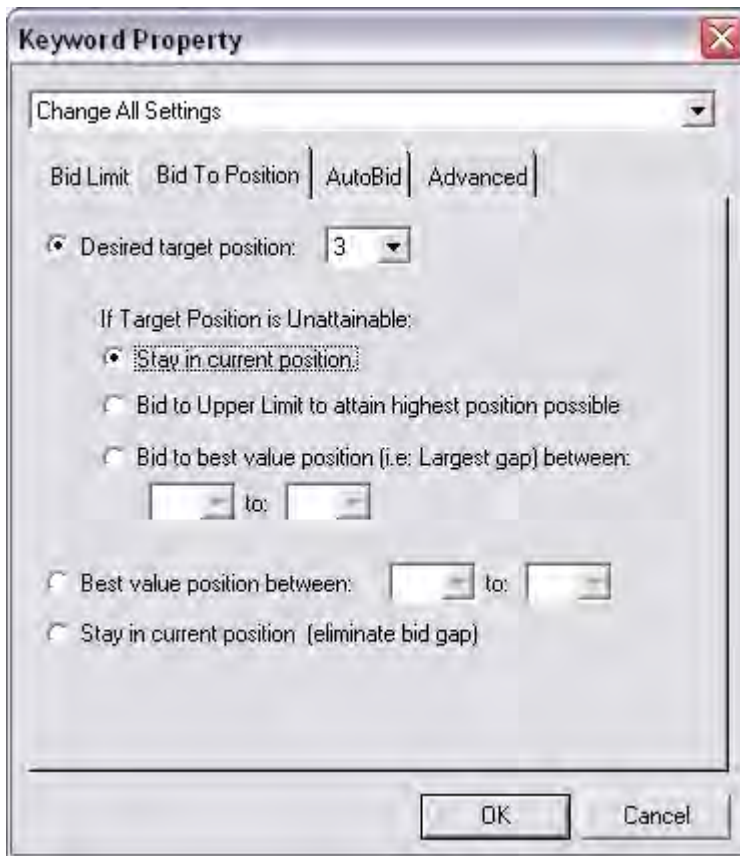
As show in the Screenshot above do "2" to select the account and then follow by "3" to load the keywords into BidMaximizer from Google.

4. Complete the keyword settings, you can access it by highlight the keyword(s) in question and then clicking the "Property" button on the tool bar.

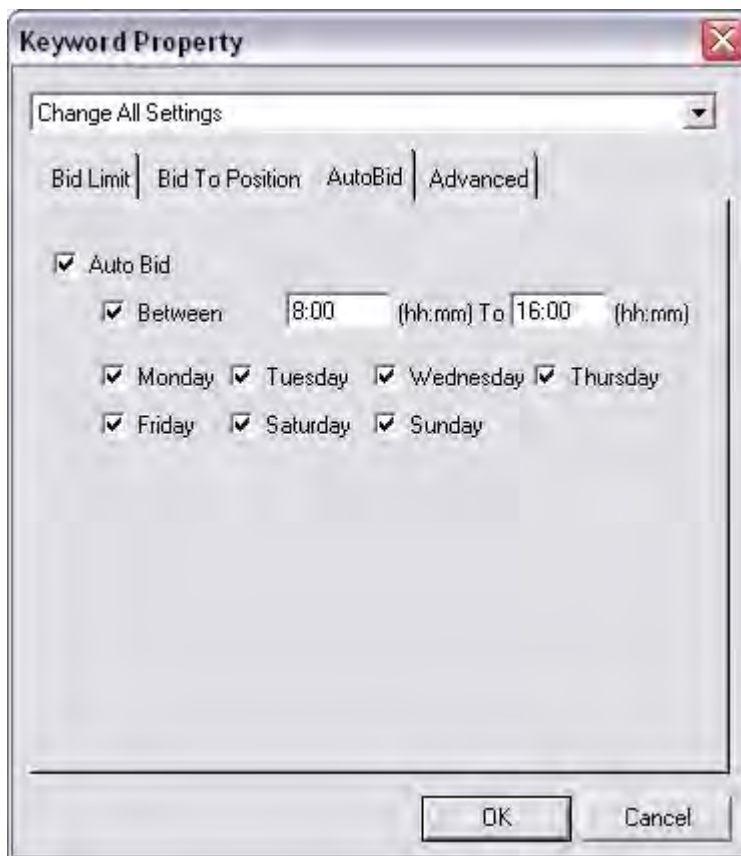
a) Following screenshot shows you where to enter the upper limit and the default URL for the account.



b) Shows the various of the bidding options, for Google, please use the "Desired target position" and with "Stay in current position" sub-option only.



c) This is where you set the autobid time, you can choose the date of the week and the time to do the autobid.



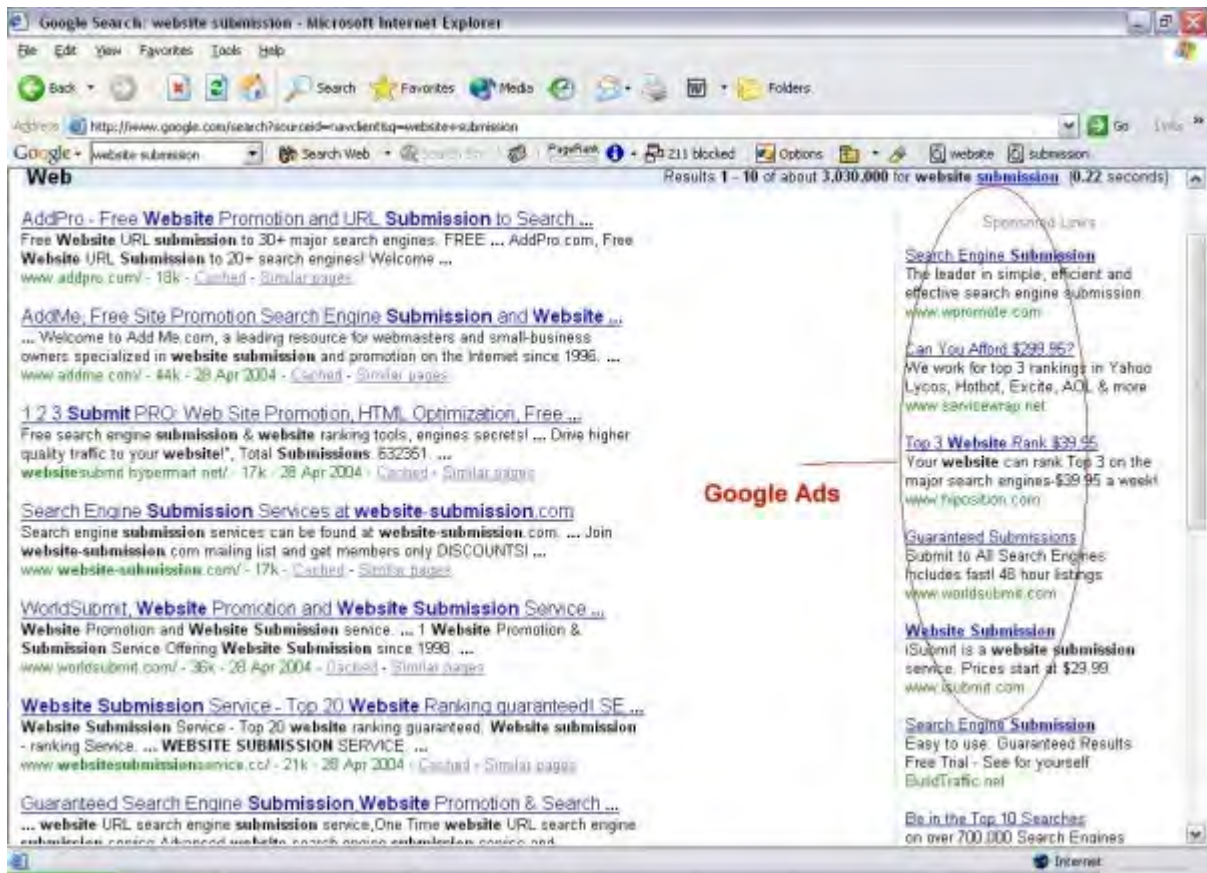
d) This is where you set the preserve bid value, it is extremely important to have this value when bidding for Google, for what this value does, please refer to [Understand the Bidding Algorithms for Google AdWords](#)



### 7.3 Understand the bidding algorithms for Google AdWords

Google Adwords works different than most of other PPC engines such as Overture, FindWhat etc. The position you will get is not only depend on the amount of money you are will to pay per click. Your ad's position is determined by two factors: maximum cost-per-click and your ad's actual click through rate. You can not directly control your ad's actual click through rate, but the maximum cost-per-click is something you can change when you wanted to.

Google will determine how many ads to show to for a particular keyword, also what position you will be shown at.



As you can see from the screenshot above, Google will display a number of the ads on the side.

Dynamic BidMaximizer increase or decrease the bid amount according to the bidding formula below.

**Current position** minuses **Desired position** times **Preserved Bid Value**

For example if your desired position is "1" and current position is "5" and the preserved Bid Value is 2 cent, then the program will increase your bid by 8 cents in order to try obtain the desired position in this situation. After the bid increase, the program will check what position you currently in at moment and change bids according to the new lookup result until either you have reached desired position or the upper limit.

Step by step what the BidMaximizer will do when carrying out bidding in for Google Ads

Step 1. Check your current position in relation to your desired position, if you current position equal to desired position, do nothing, otherwise go to step 2.

Step 2. Your site is currently not displaying, this means your ad is not in the list that currently shown by Google for this particular keyword. In the above situation BidMaximizer will increase your bid by the "Preserved bid value" until your ad are show or you have reached your upper limit.

Step 3. If your desired position is lower than the positions that are showing, then the program will attempt to bid you to the last position that is showing for that particular keyword by utilizing the steps described in the step 2 provide that the bid did not exceed the upper limit.

Step 4. If your ad is already showing but still different than the desired position, then the bidding

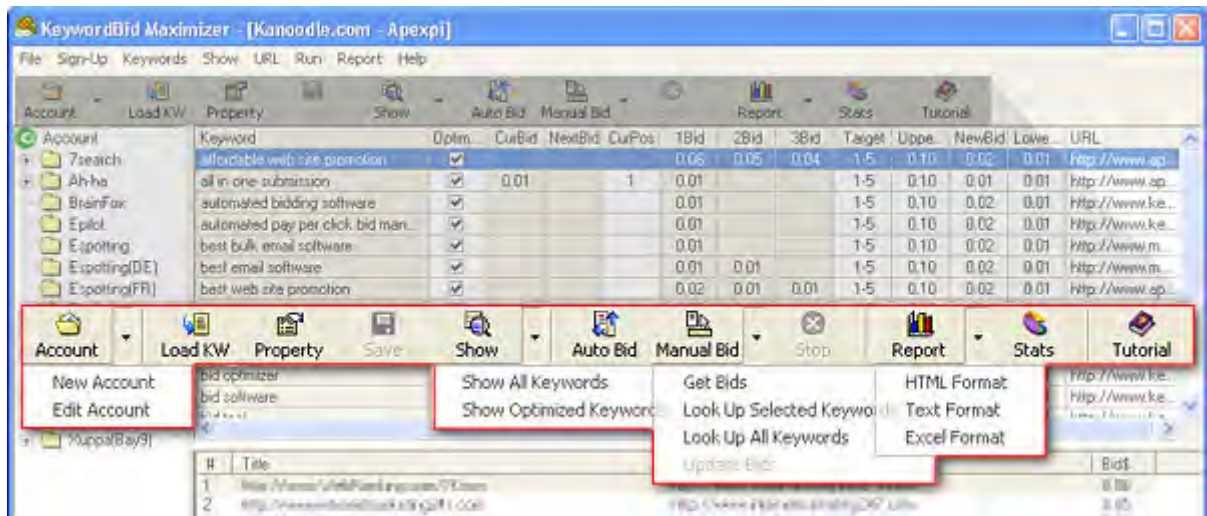
formula described previously will be applied to calculate the bid changes.

To summarize the bidding algorithm for the Google, BidMaximizer will attempt to make your ad show first under any circumstance provide that it did not exceed your upper limit setting. Then it will apply the bidding formula described above.

The important point to remember is that your position is determined by more than just the bidding price, so although you may be paying more than the ad that rank above yours, you still can be showing at a lower position. Conversely it can be true also that you will be showing at a higher position with a lower bidding price than the people who are under you.

## 8 Manage Keywords

### 8.1 Load Keywords from your account



This is a powerful function which allows you to retrieve your keyword bids directly from your search engine account automatically, so that you don't need to enter your keywords manually. You need to specify your account login name and password under the "[Account](#)" profile window before you can retrieving.

To get your keyword bids from your account, please simply follow the steps below:

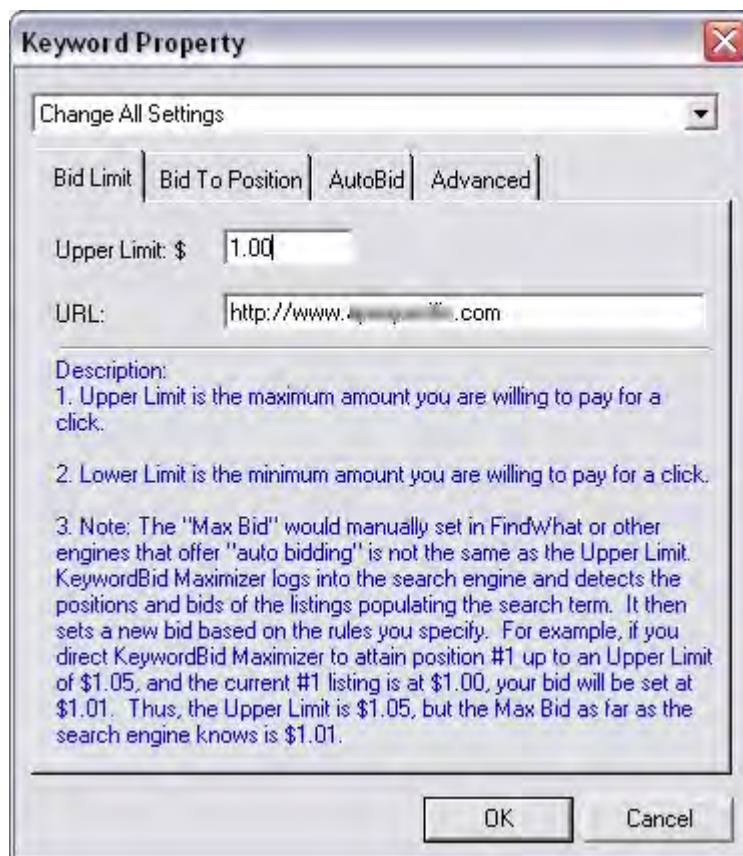
1. Make sure you have setup your search engine account login name and password in the "[Account](#)" profile window.
2. Then select your account from the Account list.

3. Then click the "Load KW" button on the toolbar.

**See Also:**

[Keyword Property Setting](#)

## 8.2 Keyword Property Setting



The Keyword Property settings box allows you to specify an individual setting for each keyword. To set a property for a keyword, simply select the keyword you want to set and click the "Property" button from the toolbar, or just double click on the keyword you want to set.

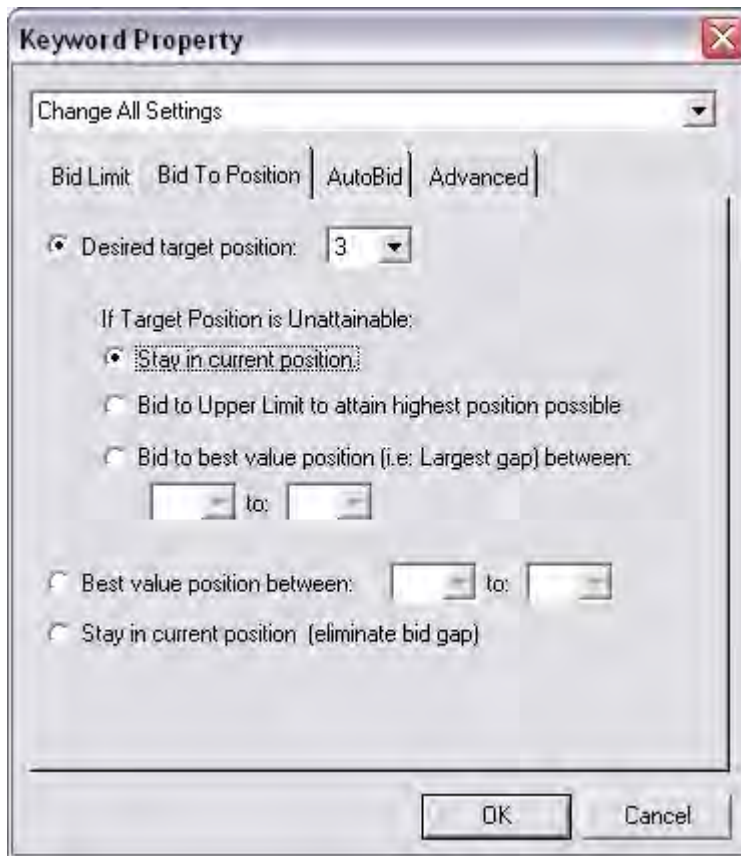
**Tips:**

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key selecting the keywords you want to set and then clicking on the "Property" button. You can choose to set individual setting separately.

**Upper Bid Limit(former Maximum Bid):** This is the maximum bid price you would like to spend for a keyword. By default, it will use the Maximum Bid value under the "Account" Profile settings if this value is not set.

**Lower Bid Limit(Minimum Bid):** This is the minimum bid price you want to spend for a keyword. By default, it will use the Minimum Bid value under the "Account" Profile settings if this value is not set.

**Note:** The Lower Bid Limit(Minimum Bid) value can not be less than the minimum amount request by the search engine.



**Bid To Target Position:** This is the target position you want to bid.

If the target position is not achievable due to amount required is higher than the upper limit. Then there are following options available.

1. **Stay in current position:** This does exactly what title says, the program will stay in current position only.
2. **Bid to upper limit to attain highest position possible:** In this scenario, the program will bid to your upper limit.
3. **Bid to best value position between:** See below section for explanation on how bid to best value works.

**Bid to Best Value Position Between 1 to 40:** This option allows you to bid on the best value position between #1 and #40.

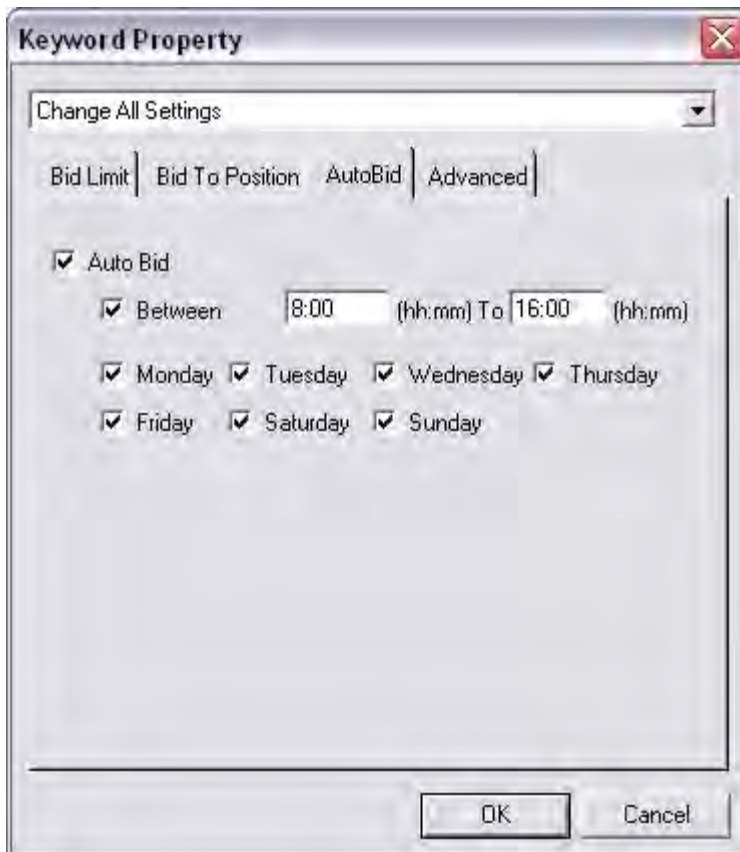
**Note:** Best Value Position is the biggest bid gap within the Position Range. For example:

#1: \$1.20  
 #2: \$0.94  
 #3: \$0.89  
 #4: \$0.65  
 #5: \$0.58

and your Upper Bid Limit is \$0.90. If you set the "Target Bid" to position #2, the program cannot bid to that position because it is greater than the Upper Bid Limit. In this case, the program will find the best value position between #3 and #5, where the biggest bid gap is \$0.24 (between position \$3 and #4), then the program will bid on the #4 position.

**Stay on the same position(Eliminate Bid Gaps Only):** This option allows you to maintain your

current position but eliminate any bid gaps that may exist.



**AutoBid:** checking this box will enable the AutoBid in schedule mode, otherwise, it will run in manual mode.

**Time Between:** When you enable the "AutoBid" in schedule mode, you can specify which time range you want to do the AutoBid. For example, you may want to use the "AutoBid" only during the business hour between 9:00 - 18:00 (you cannot use am/pm if you use military time 24 hour time format), because you may not want to maximize your bids if you know students will be searching/web surfing on the internet during those night time hours and you only want serious business leads.



**Preserve Bid Value:** This is a preserve value that to tell the program how to set your new bid, by default it is 0.01. This value will be used in following situations:

1). If your keyword is set in Fixed type, and your Preserve value is greater 0.01, then the program will always leave a bid gap of Preserve Value between your bid and next bid. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your Preserve Value is 0.05 and your desired position is #3, then the program will bid at 0.98(#3 bid + Preserve Value).

2) This is also used for Google bidding, please check Google section for more information on this.

**See Also:**

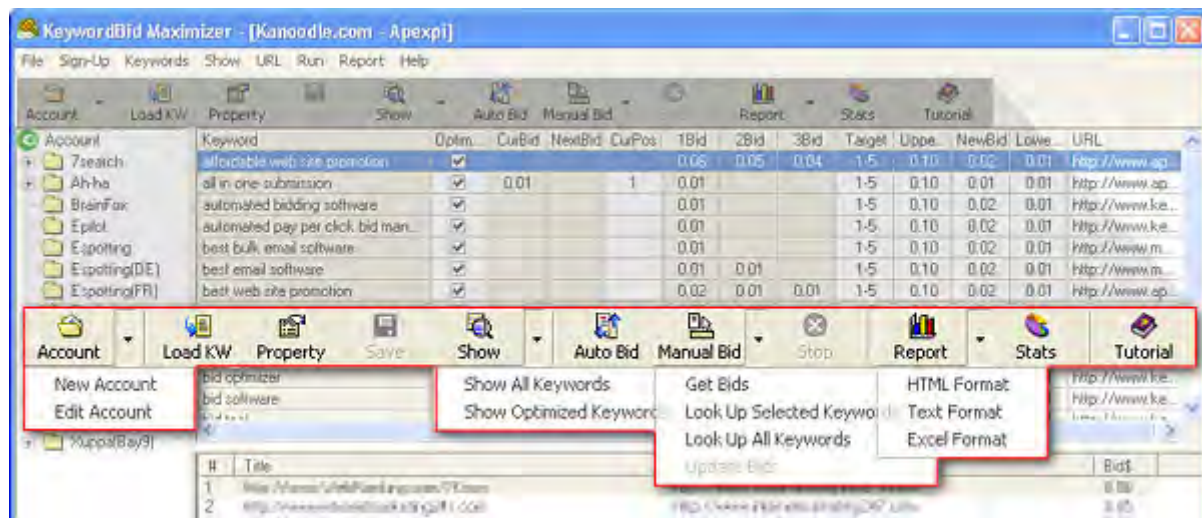
[AutoBid](#)  
[Schedule AutoBid](#)

## 8.3 Update Keyword Bids

AutoBid is a powerful feature which allows you to update your keyword bids Automatically by closing your bid gaps or automatically bidding your keyword to a color red position.

There are three options of auto bidding

- [Update Bids Manually](#)
- [Update Bids automatically](#)
- [Update Bids automatically at Schedule mode](#)



You can also set up a scheduler to run AutoBid in the background to update the keyword bids or bid to a desired target position automatically at a regular interval time periods (Some engines may have limitation on how many times you can update in a fixed period, please consult the Search Engine directly to found that out). For example, you can set the program to check your keyword bids once every hour, so that the AutoBid will update your account by reducing the bid gaps or adjust your keyword bids to bid to any desired position automatically. All these processes are fully automated, and it will save you up to 85% for your keyword bids .

You can run "AutoBid" in three modes:

### Update your account manually:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).
2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "**ManualBid**" pull down button on the Toolbar.
4. Click "**Get Bids**" button to retrieving your keyword bid data from your search engine account.
5. Click the "**Look Up**" button to perform keyword look up and check your new bid.
6. Click the "**Update Bids**" button to post your data to the server.

### Update your keyword bid automatically:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).

2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "AutoBid" button to the toolbar and the program will update your bids automatically base on the desired position you specified in the "Property" window.

**Update Bids automatically at Schedule mode:**

To run "AutoBid" at the background in Schedule mode:

1. In the "Account" profile window(by double clicking the "Account" name), be sure to check the "Enable Scheduler" check box, and specified the time interval you want to run the AutoBid.
2. Highlight the keywords you wishes to do autobid for and click the "Property" button and be sure to check the "AutoBid" check box under the "Autobid" panel.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please following the link below

[Schedule the Autobid](#)

**Tips and quick explanation on a few terms.****Get Bids**

This will login to your account and retrieve your keyword bid information from your account. When you enable the "Scheduler", you can choose to retrieve the keyword bids automatically on each scheduled update.

**Property:** This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. So that the program will bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

**Enter a bid amount manually**

You can enter a bid amount for a specify keyword manually by Double-Clicking on the keyword and enter a new Bid.

**Why you need to bid to the Top 3(or 5) position?**

To bid on the Top 3 positions at most of PPC engines always is a challenge because the top 3 listings will show up in all its partner's web sites. You will get more clicks if your search terms are listed on the top 3 positions at various of PPC engines.

**See Also:**

[Keyword Property Setting](#)

[About keyword look up](#)

## 8.4 Export keywords

This allows you to export existing keywords to a text file.

Simply select the keywords you want to export, and click the "Keywords" menu item from the menu bar, and choose "Export Keywords" menu item. Next, specify a file name you want to save as and click the OK button.

The keyword will be saved as one keyword per line.

**See Also:**

Add or Import keywords

Delete Keywords

[Keyword Builder](#)

## 8.5 Backing up keyword settings

Server and computer failure happen despite our best technology can do. You can back up the keyword settings by right click on any keyword to bring up the option menu and choose the "Backup keyword Setting" to save all the settings.

If you need to restore the previous settings, simply right click on any keyword to bring up the option menu and choose the "Restore keyword Setting" to restore all the settings.

## 9 Keyword Look Up & Manage Competitor's Watch URLs

### 9.1 Get Market State

Keyword	CurBid	NextBid	CurPos	1Bid	2Bid	3Bid	4Bid	5Bid	URL
search engine submission	0.05	0.05	17	0.31	0.19	0.18	0.15	0.14	http://www.apexpacific.com
submission	0.07	0.05	2	0.08	0.07	0.06	0.05	0.05	http://www.apexpacific.com
free search engine submission				0.13	0.11	0.08	0.07	0.05	http://www.apexpacific.com
free url submission				0.06	0.05	0.05	0.05	0.05	http://www.apexpacific.com
submission services				0.08	0.07	0.06	0.05	0.05	http://www.apexpacific.com
search engine submission service				0.18	0.17	0.14	0.14	0.08	http://www.apexpacific.com
search submission				0.04	0.02	0.01	0.01	0.01	http://www.apexpacific.com
web site submission service				0.08	0.07	0.07	0.06	0.06	http://www.apexpacific.com
search engine				0.14	0.12	0.11	0.11	0.10	http://www.apexpacific.com
search engine ranking				0.20	0.19	0.18	0.17	0.16	http://www.apexpacific.com
search engine positioning				0.28	0.21	0.19	0.18	0.15	http://www.apexpacific.com
search engine marketing				0.74	0.23	0.21	0.18	0.17	http://www.apexpacific.com

#	Title	URL	Bid
1	Free & Paid Submissions @ Ineedhits.com	http://www.ineedhits.com	1.00
2	All-In-One Internet Marketing & Web Promotion ...	http://www.growthhacker.com	1.00
3	X'treme Fetish, BDSM Only \$1.17 a Day	http://www.bondage.com	1.00
4	The Net's #1 Submission Software - \$99	http://www.submission.com	1.00
5	Eagle Web	http://www.eagleweb.com	1.00
6	Free E-book: "Website Optimization Made Simple"	http://www.leadgeneration.com	1.00
7	Pay Per Click Search Engine Promotion	http://www.ppc.com	1.00
8	\$39.95 Buys 1 Year Of Website Promotion and ...	http://www.websitepromotion.com	1.00
9	The Ultimate Philosophy	http://www.ultimate.com	1.00
10	Auto-Submit Your URL EVERY Month For a YE...	http://www.auto-submit.com	1.00

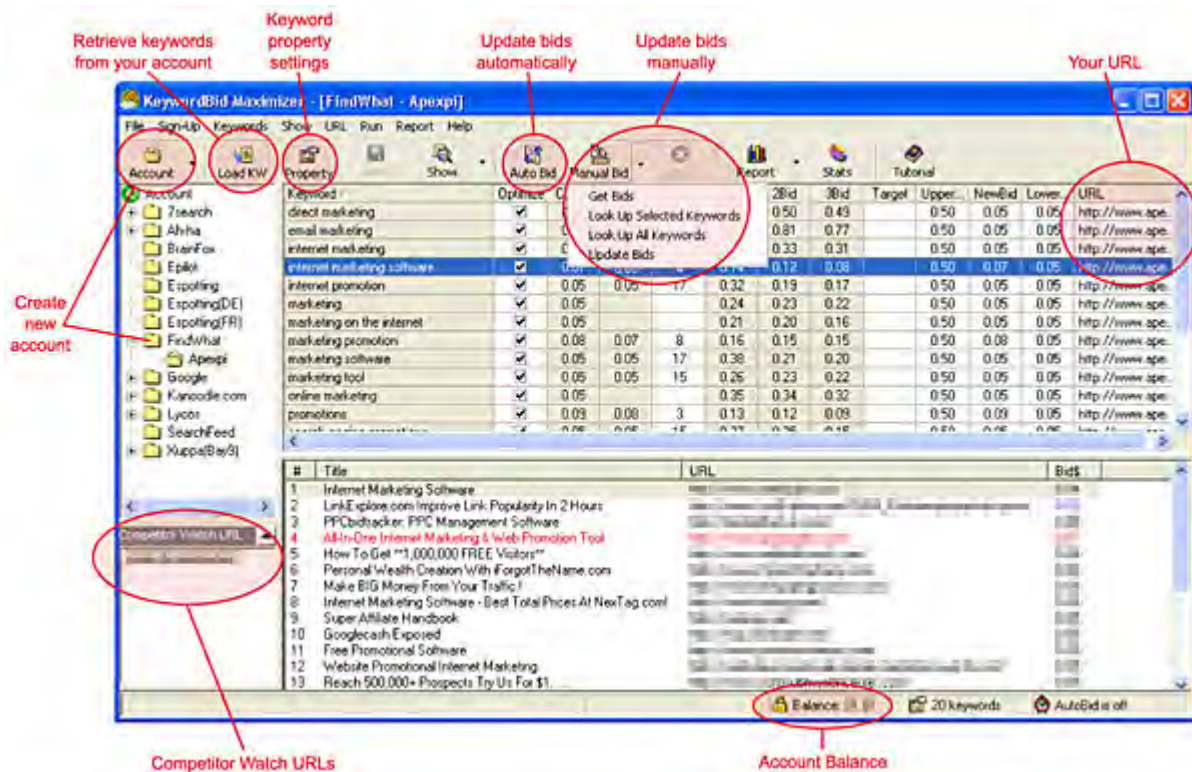
Look up completed

This function is design for doing look up, and keywords in here will not be saved after use.

1. Add keywords by clicking on the "Add" button.
2. Select the keywords you want to do "Look Up" (This is a fancy way of saying checking the current bidding status.) then click on the "Look Up" button on the tool bar show in the screenshot above.

### 9.2 About Keyword Look Up

The keyword look up function will perform keyword search(s) on the "Pay-Per-Click" search engines and return the results of your current bid amount, next bid, first 5 bids amount and the position of your specified URL. It allows you to monitoring your ranking positions against your keyword bid price, so that you will know what your current position is, how much you have spent, how much is the next bid price and the top 3 bid prices, it helps you reduce the bid gaps and maintain a good results for your investment.



You can do a keyword look up in many different ways:

1. [Single keyword look up](#)
2. [Multiple keyword look up](#)

## 9.3 Single keyword Look Up

Single keyword look up will perform a look up on a selected keyword on a selected search engine only.

Please follow the steps below:

1. Select an account from the Account list box.
2. Select the keyword you want to look up from the keyword list. (Please refer to the "Add or Import keywords" section for more information on how to Add or Import keywords)
3. Click the "Look Up" button from the Toolbar or from the "Look Up" menu then choose "Selected Keyword".
4. Once the look up is completed, you can generate a keyword report by clicking the "Report" button from the toolbar or menu bar.

### See Also:

- [About Keyword Look up](#)
- [Multiple keywords Look Up](#)

Automated schedule look up

## 9.4 Multiple Keywords Look Up

Multiple keyword look up allows you to perform a look up for all keywords on a selected search engine.

Please follow the steps below:

1. Select an Account from the Account list box.
2. Click the "Look Up" drop down button from the Toolbar or from the "Look Up" menu then choose "All keywords".
3. Once the look up complete, you can generate a keyword report by clicking the "Report" button from the toolbar or menu bar.

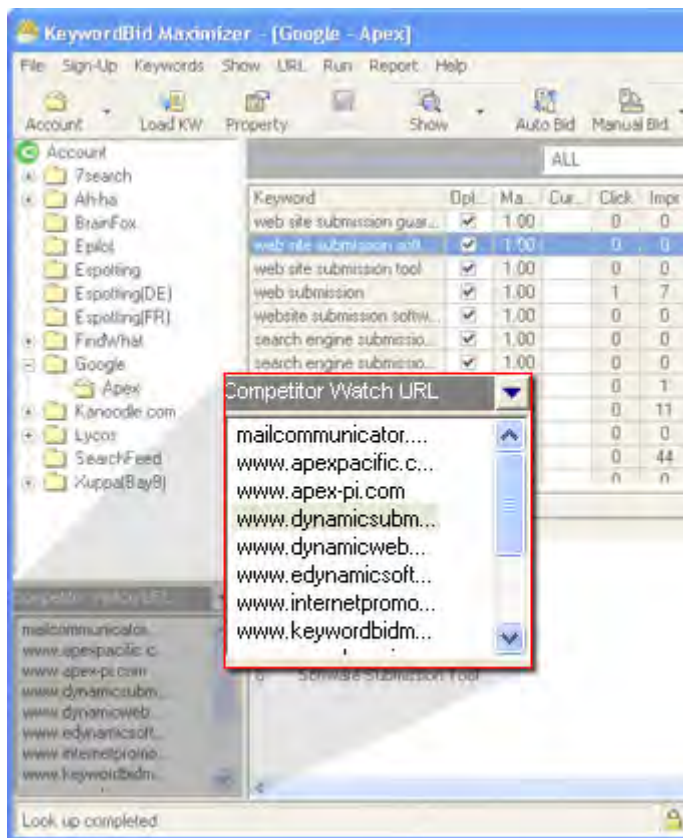
**See Also:**

[About Keyword Look up](#)

[Single keyword look up](#)

Automated schedule look up

## 9.5 About Competitor Watch



This allows you to specify your competitors web site URL your want to monitor so that you can easily track their ranking position to against yours.

If your competitor web site is found in the ranking results, it will be displayed in Green color. Your listing will be displayed in Red color.

### See Also:

[Add & Edit Competitor Watch URL](#)

[Show URL position](#)

Open URL in browser

## 9.6 Add & Edit Competitor's URLs

This allows you to specify your competitors web site URL your want to monitor so that you can easily track their ranking position to against yours.

**To add a URL:**

1. Click the "URL" button from the Toolbar or from the "URL" menu item.
2. Enter the web site URL in the "Edit Competitor URL" box at the bottom of the "Edit Competitor URL" window, and click the "Add" button. You can enter multiple URLs at once with one URL per line.
3. Click the "OK" button

**To Edit a URL:**

1. Click the "URL" button from the Toolbar or from the "URL" menu item.
2. Select or un-select the domains you want to change from the list.
3. Re-enter a new web site URL in the "Edit Competitor URL" box at the bottom of the "Edit Competitor URL" window, and click the "Add" button.
4. Click the "OK" button

**To Delete a URL:**

1. Click the "URL" button from the Toolbar or from the "URL" menu item.
2. Select the URL you want to edit and click the "Delete" button to delete the URL.
3. Click the "OK" button

**See Also:**

[Show URL position](#)

Open URL in browser

## 9.7 Open URL in Browser

It allows you to quickly open the selected URL in your default web browser.

Simply select or highlight the URL on the URL list box and click the "URL" menu item from the menu bar and choose "Open". The default web browser will be launched and the web site will be loaded.

You can also double click on the URL from the URL list box.

**See Also:**

[Add & Edit URL](#)

[Show URL position](#)

## 9.8 Show URL position

This allows you to find the exactly position for a specified URL if you are trying to monitor multiple URLs at the same time.

Because all the matched URLs will be shown in the RED color, if you want to find out what position is for a particular URL, you can select the URL you want to check and click the "URL" button and choose "Show URL Position". If the selected URL is listed in the search results list box, it will be shown in the "RED" color.

You can also right-mouse click on the "URL List" box to choose "Show URL Position".

**See Also:**

[Add & Edit URL](#)

Open URL in browser

## 10 Reports

### 10.1 About keyword report

You can generate keyword reports in HTML, TEXT and Excel file format once you complete a keyword look up. The keyword report provides you following information about your performance on Pay-per-click search engines:

Account name  
Name of the Search Engine  
URLs: Web site URLs you are monitoring  
Keywords: The keywords you are bidding  
Counts: Number of searches on that keyword  
Cur\_Bid: current bid price of a keyword for your URL  
Next\_Bid: next bid price of a keyword compare to the current bid  
1st\_Bid: first bid price of a keyword  
2nd\_Bid: second bid price of a keyword  
3rd\_Bid: third bid price of a keyword  
Status: The time the look up was perform

**See Also:**

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

[Create keyword reports in Excel format](#)

[Customize keyword reports](#)

### 10.2 Create keyword reports in HTML format

To create a keyword reports in HTML format, please follow the steps below:

1. Select an Account from the Account list box
2. Perform a keyword look up on a search engine
3. Once look up completed, click the "Reports" menu item from the menu bar or Toolbar and choose "HTML Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

**See Also:**[About keyword reports](#)[Create keyword reports in TEXT format](#)[Create keyword reports in Excel format](#)[Customize keyword reports](#)

## 10.3 Create keyword reports in TEXT format

To create keyword reports in TEXT format, please follow the steps below:

1. Select an Account from the Account list box
2. Perform a keyword look up on a search engine
3. Once the look up completed, click on the "Reports" menu item from the menu bar or Toolbar and choose the "TEXT Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

**See Also:**[About keyword reports](#)[Create keyword reports in HTML format](#)[Create keyword reports in Excel format](#)[Customize keyword reports](#)

## 10.4 Create keyword reports in Excel format

To create keyword reports in Excel format, please follow the steps below:

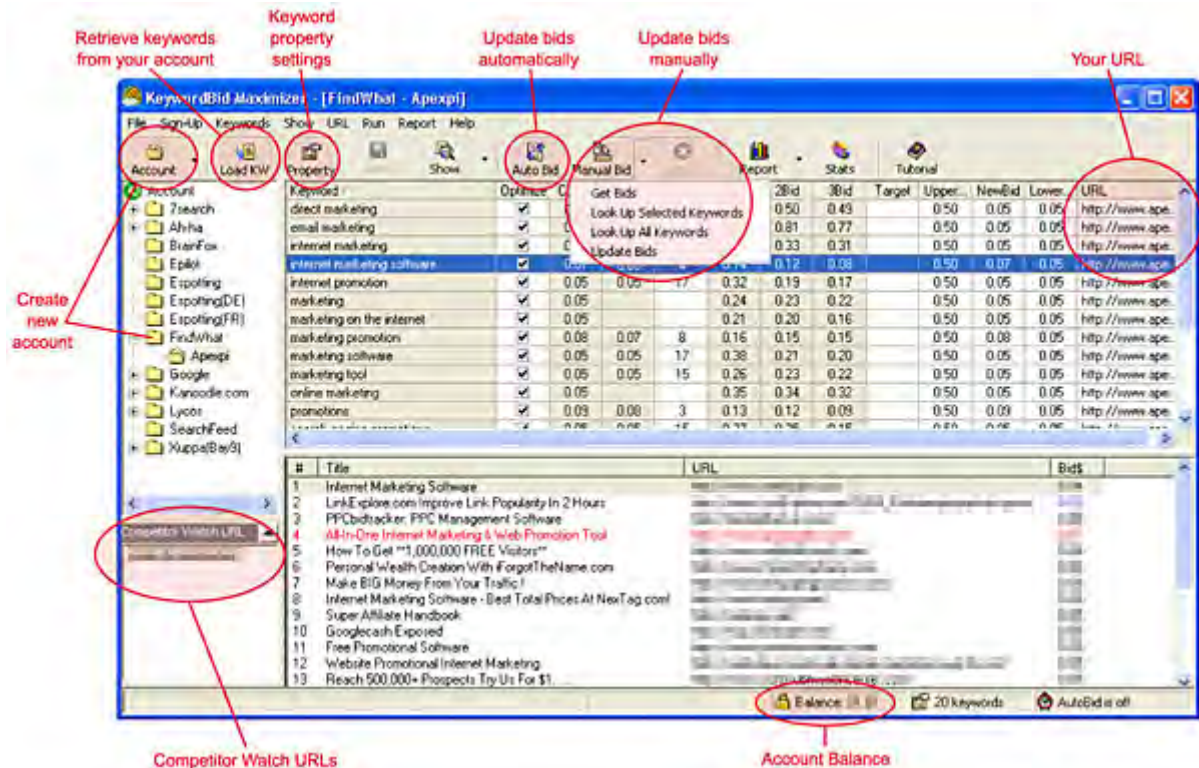
1. Select an Account from the Account list box
2. Perform a keyword look up on a search engine
3. Once the look up completed, click the "Reports" menu item from the menu bar or Toolbar and choose the "Excel Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

**See Also:**[About keyword reports](#)[Create keyword reports in HTML format](#)[Create keyword reports in TEXT format](#)

## 11 Guides on "How to" in BidMaximizer

### 11.1 Understand the interface of BidMaximizer



The screen for the BidMaximizer is split into 4 parts, please refer to the screenshot above for example.

- Account Information** panel, which is located on the top left corner on above screenshot, it indicates what engines, which account you are current operating on. Also displays other engines you have created in the BidMaximizer.
- Competitor Watch** panel, which is located in the bottom left hand corner, which is used to indicate some specific competitor's URL and those will be highlighted in the Look up result.
- Account bid information** panel, which is the top right hand corner box, this panel is used to indicate what keywords and bid setting for the keywords in question for the account selected.
- Keyword information** panel, which is located in the bottom right hand corner box, this panel is used to indicate the current bidding information for the keyword selected, and relative title and URL information including the competitors.

For what each column in the "Account bid information" panel represents, please see [What each column in the bidding interface represents?](#)

## 11.2 What each column in the bidding interface represents

Following is a screenshot of a typical none Google PPC engine bidding screen should look like.

Account	Keyword	Optimize	CurBid	NextBid	CurPos	1Bid	2Bid	3Bid	Target	UpperLimit	NewBid	LowerLimit	URL
7search	direct marketing	<input checked="" type="checkbox"/>	0.05			0.53	0.50	0.49		0.50	0.05	0.05	http://www.apexpa
Alha	email marketing	<input checked="" type="checkbox"/>	0.05			0.82	0.81	0.77		0.50	0.05	0.05	http://www.apexpa
BrainFox	internet marketing	<input checked="" type="checkbox"/>	0.05			0.34	0.33	0.31		0.50	0.05	0.05	http://www.apexpa
Epilot	internet marketing software	<input checked="" type="checkbox"/>	0.07	0.06	4	0.14	0.12	0.08		0.50	0.07	0.05	http://www.apexpa
Esporting	marketing	<input checked="" type="checkbox"/>	0.05			0.24	0.23	0.22		0.50	0.05	0.05	http://www.apexpa
Esporting(DE)	marketing on the internet	<input checked="" type="checkbox"/>	0.05			0.21	0.20	0.16		0.50	0.05	0.05	http://www.apexpa
Apexpa	marketing software	<input checked="" type="checkbox"/>	0.05	0.05	17	0.38	0.21	0.20		0.50	0.05	0.05	http://www.apexpa
Google	marketing tool	<input checked="" type="checkbox"/>	0.05	0.05	15	0.26	0.23	0.22		0.50	0.05	0.05	http://www.apexpa
Kanoodle.com	web marketing	<input checked="" type="checkbox"/>	0.05			0.39	0.38	0.31		0.50	0.05	0.05	http://www.apexpa
Lycos	web site marketing	<input checked="" type="checkbox"/>	0.05			0.37	0.36	0.31		0.50	0.05	0.05	http://www.apexpa

**Keyword:** This column are the keywords that contained within this account.

**Optimize:** This option determines whether this keyword will be managed in any fashion, when this options is turned off, the program will not do anything for this keyword including updating bids.

**BidType:** This could be either auto or fixed, please see Overture.com for more information on this.

**Cost:** The actual amount of money you are paying for this keyword.

**NextBid:** The amount the person just below you are bidding for.

**CurPos:** The current position of your keyword in the listing, if it is blank this means your listing is not displayed for this keyword or it is out of the search range.

**1Bid:** The amount bid by the highest bidder on this particular keyword.

**2Bid:** The amount bid by the second highest bidder on this particular keyword.

**3Bid:** The amount bid by the third highest bidder on this particular keyword.

**4Bid:** The amount bid by the fourth highest bidder on this particular keyword.

**5Bid:** The amount bid by the fifth highest bidder on this particular keyword.

**Target:** The target position that the program will be aiming for, this is setting is defined by user.

**UpperLimit:** The absolute highest bid the program will bid up to for this particular keyword.

**MaxBid:** The current bid and the recommend new bid.

**LowerLimit:** The lowest bid the program will bid to.

**URL:** The URL for this keyword.

**Status:** Indicates that the update is successful or not and whether there is a connection related issue.

## 11.3 Update Engine Data file

This allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

To make sure your look up results are accurate, please update the Engine Data file frequently about once per month to keep your engine data files up to date.

If you have problems to update engine data file, or having problems connecting to our web server, please check your "Connections" setting in the "Configuration" window and make sure you have enter the correct "Proxy Server" address if you are connected to the internet through a proxy server, then try again.

**See Also:**

[Configuration](#)

## 11.4 Select Search Engines

This feature allows you to choose which search engines you want to look up. Because Dynamic KeywordBid Maximizer supports almost all the major "Pay-Per-Click" search engines, you only need to choose the search engines you are using and have placed keyword bids on.

To set up your search engines, simply click the "File" menu item from the menu bar and choose "Engine Setting" menu item.



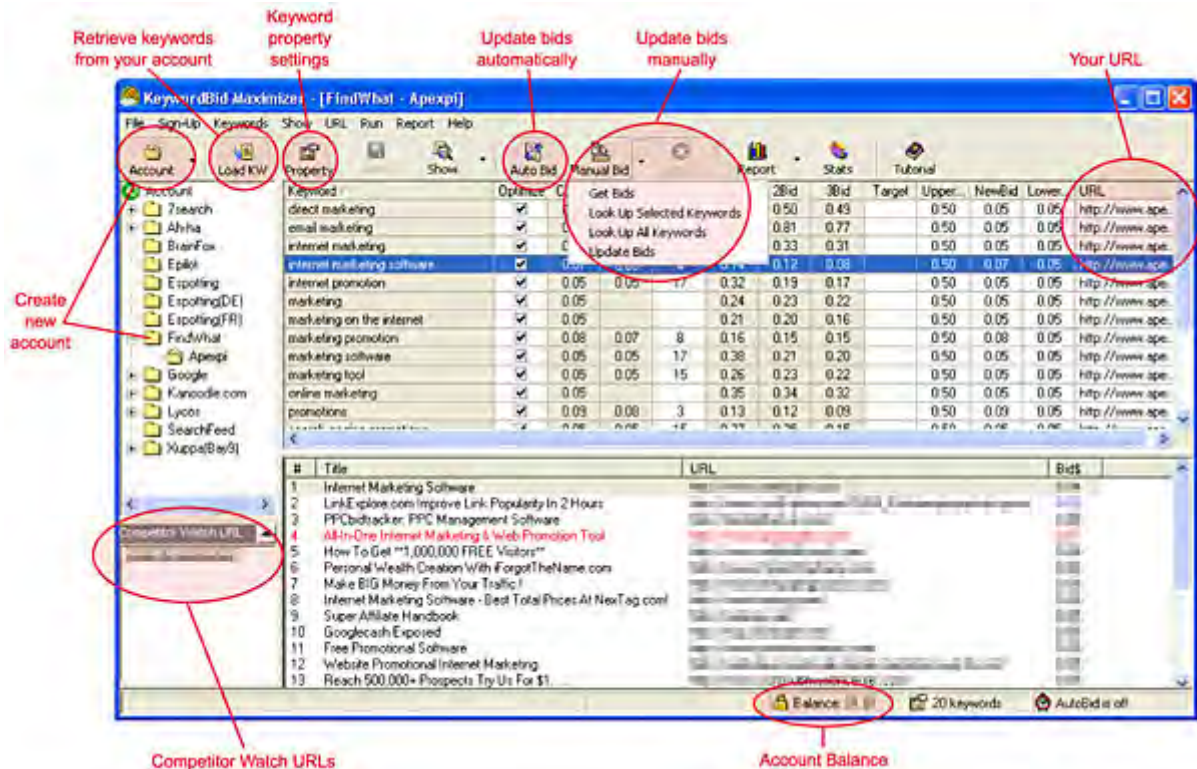
**Note:** We have two separate versions of this product. One is for Overture and the other supports the Other PPC engines. The KeywordBid Maximizer for Overture version supports Overture engines ONLY. If you want to manage other PPC engines, you need to download the other version which is a separate version, from our web site.

**See Also:**

[Create a new Account](#)

## 11.5 Create a new account

An Account contains all the information about your login details, keywords, URLs and bidding information. You must create an Account before entering any keywords or URLs.



To create a new Account, click the **"Account"** button from the toolbar, the "Account" window will pop up.

"OK"

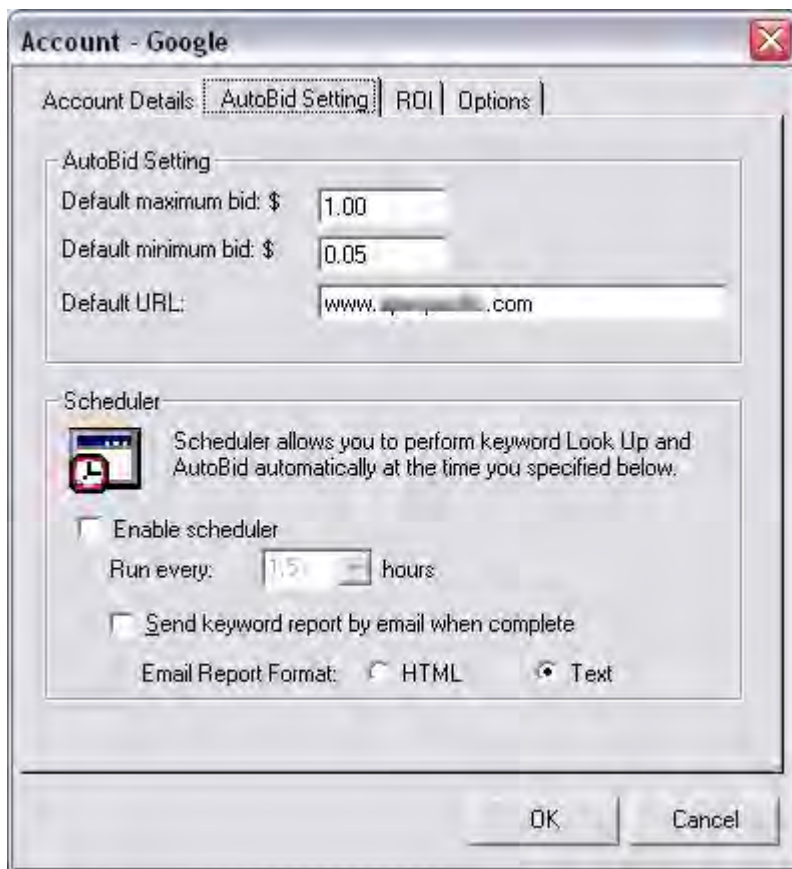
Enter an account name and other details as below then click the "OK" button.

**Account Name:** This is your account name. Normally, you can use your company name or web site name for your account name.

**User ID:** this is your login user name for your marketing search engine account.

**Password:** your login password for your search engine account.

**Account ID:** this is your account ID of your search engine account. You can leave this field blank if you have only one account. Please specify your account ID if you have multiple accounts.

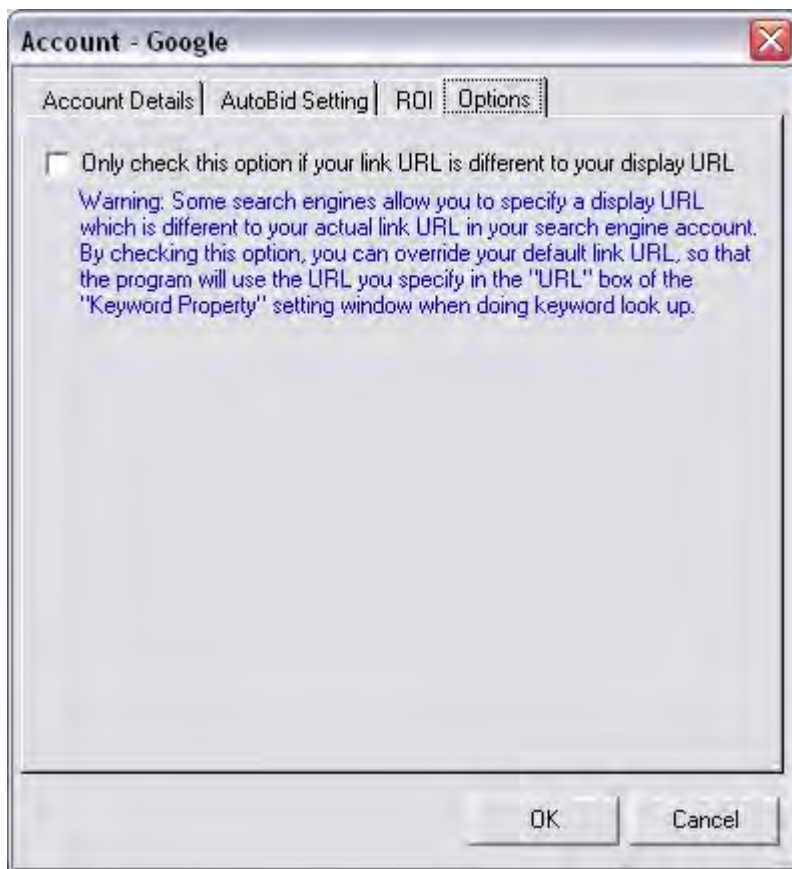


**Upper Bid Limit(Maximum Bid):** The maximum amount you want to spend for a click.

**Lower Bid Limit(Minimum Bid):** The minimum amount you want to spend for a click. There is a default minimum setting by the search engines. For example, minimum bid for FindWhat is \$0.05, you cannot bid lower than default minimum bid.

**Note:** Maximum and Minimum Bid setting in your account will be used only if you did not set up the [keyword property setting](#) for that keywords.

**Scheduler:** This allows you to run [AutoBid](#) function automatically at a regular time basis. You can specify the time interval on how frequency you want to perform the keyword look up or AutoBid, and the program will also send you a auto bid report via email automatically when AutoBid is completed.



**Different URL:** If the actual link URL for your keyword is different to your display URL you can choose to enable this option. Please be aware that if you choose this option, the BidMaximizer will no longer obtain URL from the search engines, but use the ones you have set in the program directly.

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**Tips:**

You can specify an interval less than 1 hour. For example, if you want to run the AutoBid every 30 minutes, please enter 0.50.

You can also create an "Account" by click the "File" menu item from the menu bar and choose "Add Account" menu item.

**Edit Account:** simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

**Delete Account:** you can delete an account by clicking the "File/Delete Account" menu item.

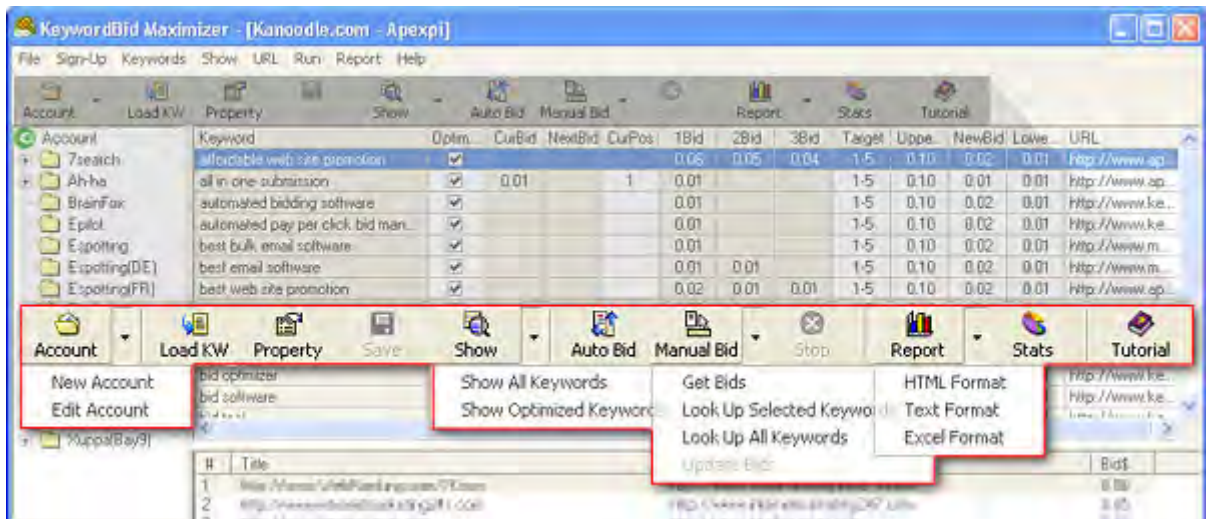
**See Also:**

Add or Import Keywords

[Load keywords from your account](#)

[AutoBid](#)

## 11.6 Download Keywords for your PPC Accounts



This is a powerful function which allows you to retrieve your keyword bids directly from your search engine account automatically, so that you don't need to enter your keywords manually. You need to specify your account login name and password under the "[Account](#)" profile window before you can retrieving.

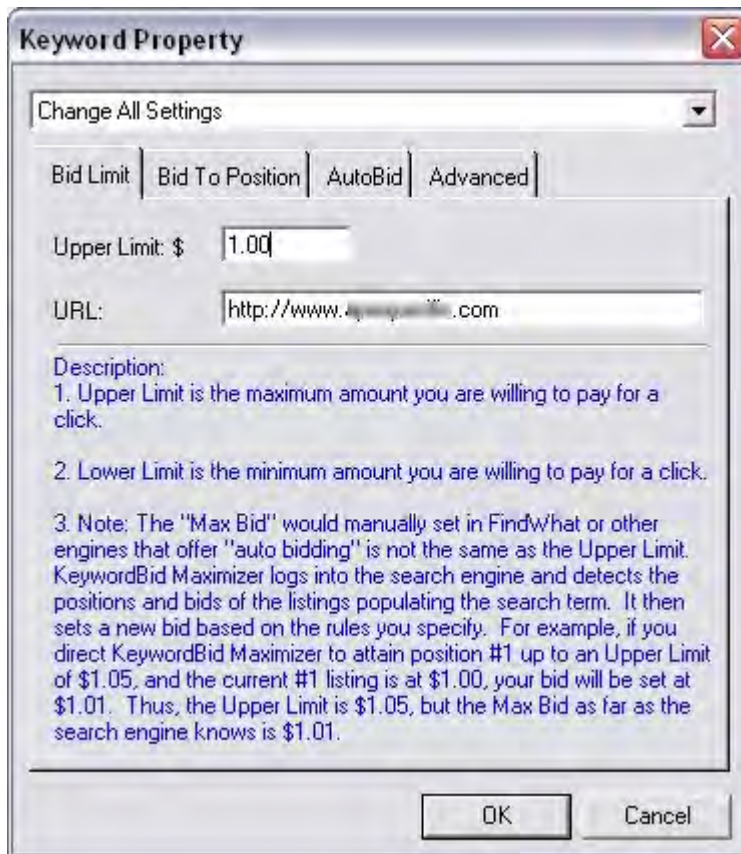
To get your keyword bids from your account, please simply follow the steps below:

1. Make sure you have setup your search engine account login name and password in the "[Account](#)" profile window.
2. Then select your account from the Account list.
3. Then click the "Load KW" button on the toolbar.

### See Also:

[Keyword Property Setting](#)

## 11.7 Edit Keyword Property Setting



The Keyword Property settings box allows you to specify an individual setting for each keyword. To set a property for a keyword, simply select the keyword you want to set and click the "Property" button from the toolbar, or just double click on the keyword you want to set.

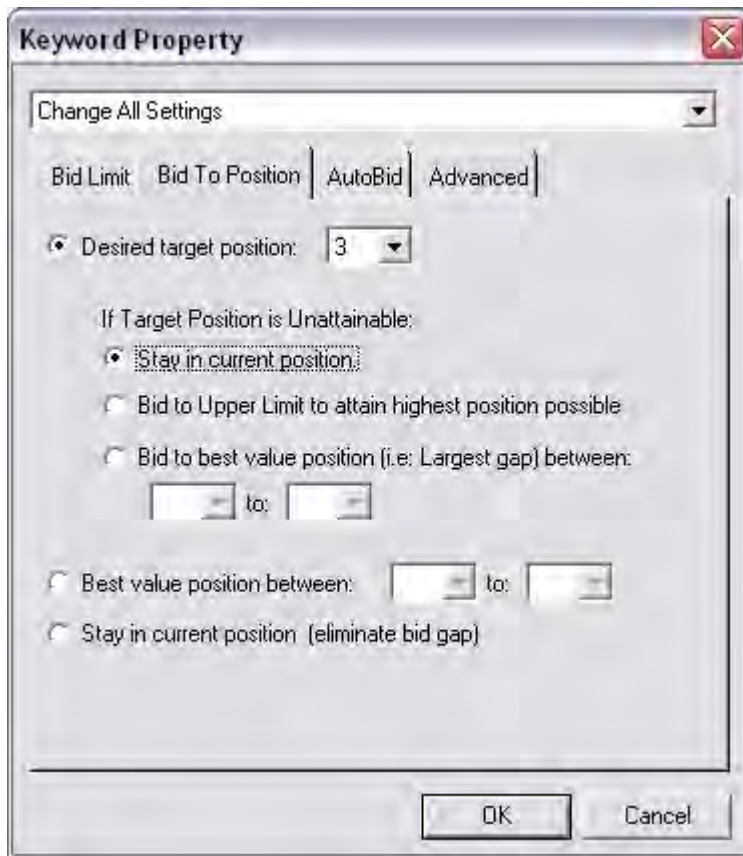
### Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key selecting the keywords you want to set and then clicking on the "Property" button. You can choose to set individual setting separately.

**Upper Bid Limit(former Maximum Bid):** This is the maximum bid price you would like to spend for a keyword. By default, it will use the Maximum Bid value under the "Account" Profile settings if this value is not set.

**Lower Bid Limit(Minimum Bid):** This is the minimum bid price you want to spend for a keyword. By default, it will use the Minimum Bid value under the "Account" Profile settings if this value is not set.

**Note:** The Lower Bid Limit(Minimum Bid) value can not be less than the minimum amount request by the search engine.



**Bid To Target Position:** This is the target position you want to bid.

If the target position is not achievable due to amount required is higher than the upper limit. Then there are following options available.

1. **Stay in current position:** This does exactly what title says, the program will stay in current position only.
2. **Bid to upper limit to attain highest position possible:** In this scenario, the program will bid to your upper limit.
3. **Bid to best value position between:** See below section for explanation on how bid to best value works.

**Bid to Best Value Position Between 1 to 40:** This option allows you to bid on the best value position between #1 and #40.

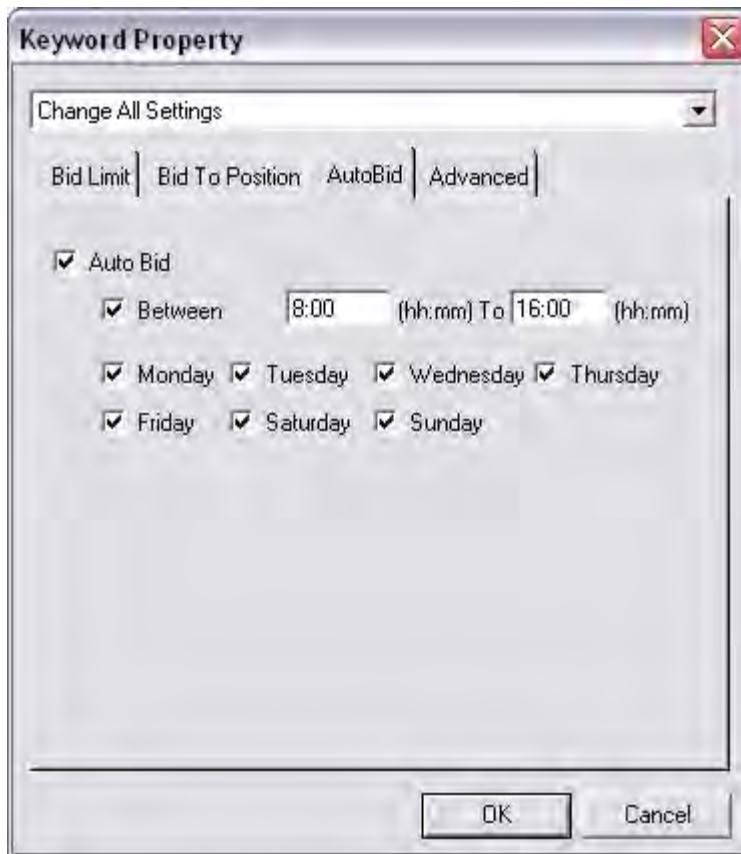
**Note:** Best Value Position is the biggest bid gap within the Position Range. For example:

#1: \$1.20  
 #2: \$0.94  
 #3: \$0.89  
 #4: \$0.65  
 #5: \$0.58

and your Upper Bid Limit is \$0.90. If you set the "Target Bid" to position #2, the program cannot bid to that position because it is greater than the Upper Bid Limit. In this case, the program will find the best value position between #3 and #5, where the biggest bid gap is \$0.24 (between position \$3 and #4), then the program will bid on the #4 position.

**Stay on the same position(Eliminate Bid Gaps Only):** This option allows you to maintain your

current position but eliminate any bid gaps that may exist.



**AutoBid:** checking this box will enable the AutoBid in schedule mode, otherwise, it will run in manual mode.

**Time Between:** When you enable the "AutoBid" in schedule mode, you can specify which time range you want to do the AutoBid. For example, you may want to use the "AutoBid" only during the business hour between 9:00 - 18:00 (you cannot use am/pm if you use military time 24 hour time format), because you may not want to maximize your bids if you know students will be searching/web surfing on the internet during those night time hours and you only want serious business leads.



**Preserve Bid Value:** This is a preserve value that to tell the program how to set your new bid, by default it is 0.01. This value will be used in following situations:

1). If your keyword is set in Fixed type, and your Preserve value is greater 0.01, then the program will always leave a bid gap of Preserve Value between your bid and next bid. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your Preserve Value is 0.05 and your desired position is #3, then the program will bid at 0.98(#3 bid + Preserve Value).

2) This is also used for Google bidding, please check Google section for more information on this.

**See Also:**

[AutoBid](#)  
[Schedule AutoBid](#)

## 11.8 Use Keyword Builder

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool which allows you to retrieve all relevant keywords for the keywords you chosen. It also shows you how many searches (or counts) each keywords have been searched, it is a very useful tool that tells you how important each keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then click the "Get" button.

Once retrieval process is completed, you can select the keywords you want to bid and click the "Add To List" button to add your selected keywords to the program.

You can also delete the keywords you don't want by clicking the "Delete" button.

**See Also:**

Add or Import Keywords

Copy keywords from other search engines

[Export Keywords](#)

## 11.9 Enter a new bid setting manually

1. Change your Target Position: click on the "Target" column and choose your desired position from the drop down list. You can also enter a position range such as "1-3". If you leave it blank, the program will stay in your current position and remove bid gap.
2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.
3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
4. Change Max Bid bid: double click on the "Max Bid"(or New Bid) column and enter your new bid amount.
5. Check or Uncheck "Optimize" box to specify the keywords you want to optimize(AutoBid).

**See Also:**

[AutoBid](#)

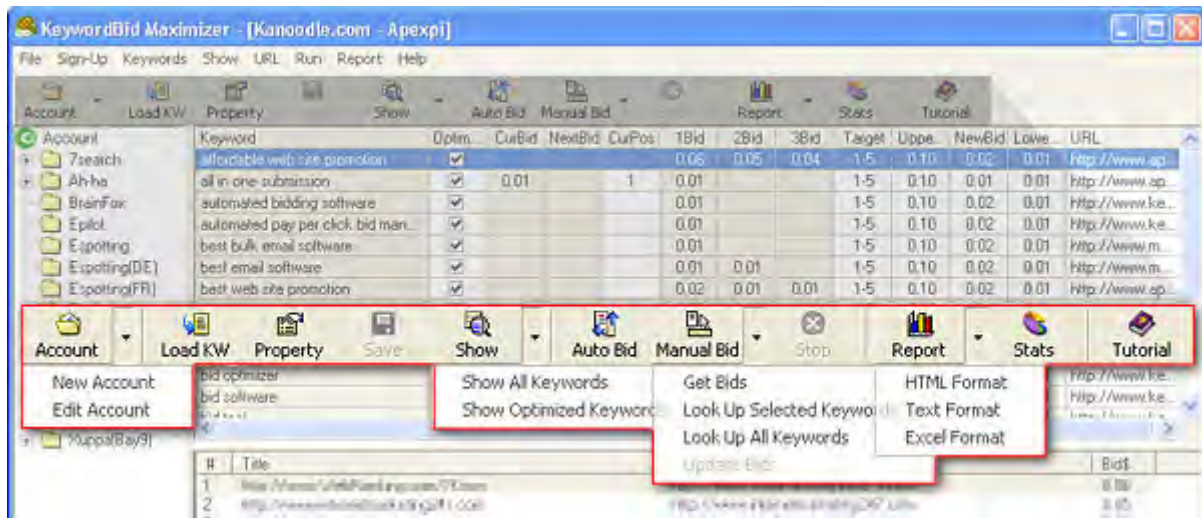
[Keyword Property Setting](#)

## 11.10 Update keyword bids automatically

AutoBid is a powerful feature which allows you to update your keyword bids Automatically by closing your bid gaps or automatically bidding your keyword to a color red position.

There are three options of auto bidding

- [Update Bids Manually](#)
- [Update Bids automatically](#)
- [Update Bids automatically at Schedule mode](#)



You can also set up a scheduler to run AutoBid in the background to update the keyword bids or bid to a desired target position automatically at a regular interval time periods (Some engines may have limitation on how many times you can update in a fixed period, please consult the Search Engine directly to found that out). For example, you can set the program to check your keyword bids once every hour, so that the AutoBid will update your account by reducing the bid gaps or adjust your keyword bids to bid to any desired position automatically. All these processes are fully automated, and it will save you up to 85% for your keyword bids .

You can run "AutoBid" in three modes:

### Update your account manually:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).
2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "**ManualBid**" pull down button on the Toolbar.
4. Click "**Get Bids**" button to retrieving your keyword bid data from your search engine account.
5. Click the "**Look Up**" button to perform keyword look up and check your new bid.
6. Click the "**Update Bids**" button to post your data to the server.

### Update your keyword bid automatically:

1. Make sure you have specified your account login name and password in the "**Account**" profile window(by double clicking the "Account" name).

2. Be sure to set up your desired position range by highlight the Keywords and clicking the "**Property**" button.
3. Click the "AutoBid" button to the toolbar and the program will update your bids automatically base on the desired position you specified in the "Property" window.

**Update Bids automatically at Schedule mode:**

To run "AutoBid" at the background in Schedule mode:

1. In the "Account" profile window(by double clicking the "Account" name), be sure to check the "Enable Scheduler" check box, and specified the time interval you want to run the AutoBid.
2. Highlight the keywords you wishes to do autobid for and click the "Property" button and be sure to check the "AutoBid" check box under the "Autobid" panel.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please following the link below

[Schedule the Autobid](#)

**Tips and quick explanation on a few terms.****Get Bids**

This will login to your account and retrieve your keyword bid information from your account. When you enable the "Scheduler", you can choose to retrieve the keyword bids automatically on each scheduled update.

**Property:** This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. So that the program will bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

**Enter a bid amount manually**

You can enter a bid amount for a specify keyword manually by Double-Clicking on the keyword and enter a new Bid.

**Why you need to bid to the Top 3(or 5) position?**

To bid on the Top 3 positions at most of PPC engines always is a challenge because the top 3 listings will show up in all its partner's web sites. You will get more clicks if your search terms are listed on the top 3 positions at various of PPC engines.

**See Also:**

[Keyword Property Setting](#)

[About keyword look up](#)

## 11.11 Schedule the automatic bidding

This allows you to perform AutoBid function automatically at a regular time basis. You can specify the duration by minutes on how frequency you want to perform the AutoBid function, and the program will also send you a keyword report via email automatically when the AutoBid is completed.

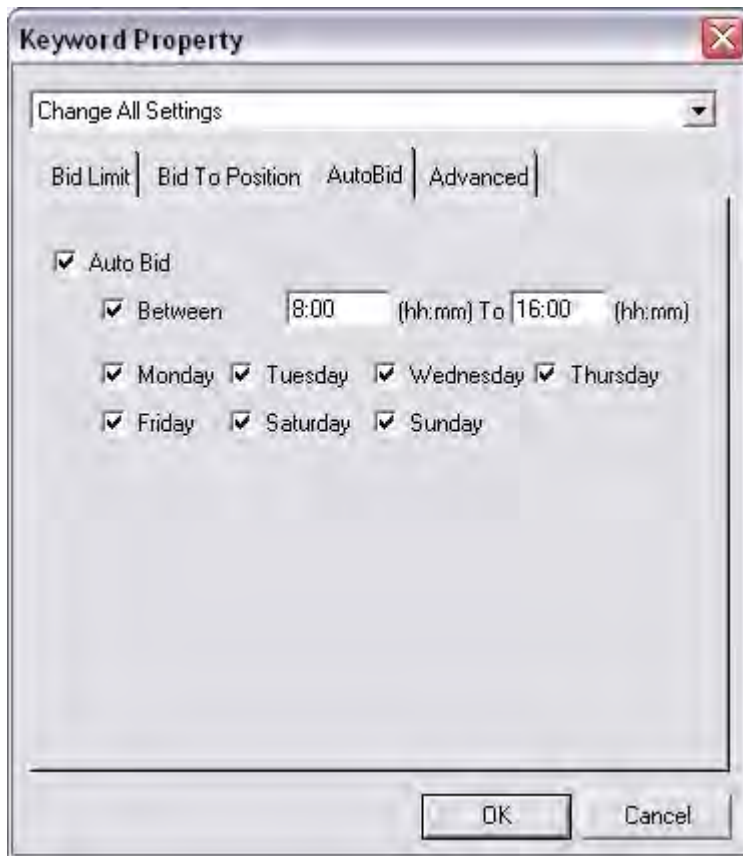
Please follow the steps below:

1. Double click on your account name from the "**Account**" list to open the "**Account**" profile window, then click the "AutoBid" tab, be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run AutoBid.



2. If you would like report to be sent to you once the keyword look up complete, please check the "**Send keyword report by email when completed**" box. (Note: you also need to setup your SMTP mail server and email address under the File/Configuration window.)

3. You can also specify when you want to run the autobid for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "AutoBid" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time, for example, you may want to optimize your position to the top 3 position from Money to Friday during the working hour between 8:00AM - 20:00PM.

**See Also:**

[Update keyword bids automatically](#)

## 11.12 Get keyword bids and URL position

The keyword look up will perform keyword search on the "Pay-Per-Click" search engines and return the results of your current bid amount, next bid, first 3 bids amount and the position of your specified URL. It allows you to monitoring your ranking positions against your keyword bid price, so that you can know what position you are, how much you have spent, how much is the next bid price and the top 3 bid prices, it helps you reduce the bid gaps and maintain a good results for your investment.

You can doing keyword look up in many different ways:

1. [Single keyword look up](#)
2. [Multiple keyword look up](#)
3. Look up all keywords on all search engines
4. Look up all projects on all search engines
5. Automated schedule look up

## 11.13 Generate relevant keywords from search engines

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool allows you to retrieve all relevant keywords for the keyword you chosen. It also shows you how many searches(or counts) each keyword have been searched, it is an important tool that tells you how important the keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then click the "Get" button.

Once retrieving is completed, you can select the keywords you want to bid and click the "Add To List" button to add your selected keywords to the program.

You can also delete the keywords you don't want by clicking the "Delete" button.

**See Also:**

Add or Import Keywords

Copy keywords from other search engines

[Export Keywords](#)

## 11.14 Customize keyword reports with my company details

This feature allows you to customize your keyword reports with your company name, logo, & web site URL embedded into the keyword report(s). It is useful if you provide keyword look up services for other organizations / people.

To customize your keyword report(s), simply enter your company details under the "Profile" section of the "Configuration" window.

Please follow the steps below:

1. Click on the "File" menu item from the menu bar and choose "Configuration".
2. In the "Configuration" window, click the "Profile" tab
3. Enter all the details on the "Profile" tab and click OK.

**Note:** This feature is only available in the Enterprise Edition.

**See Also:**

[About keyword reports](#)

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

## 11.15 Create keyword reports

You can generate keyword reports in HTML, TEXT and Excel file format once you complete a keyword

look up. The keyword report provides you following information about your performance on Pay-per-click search engines:

Account name  
Name of the Search Engine  
URLs: Web site URLs you are monitoring  
Keywords: The keywords you are bidding  
Counts: Number of searches on that keyword  
Cur\_Bid: current bid price of a keyword for your URL  
Next\_Bid: next bid price of a keyword compare to the current bid  
1st\_Bid: first bid price of a keyword  
2nd\_Bid: second bid price of a keyword  
3rd\_Bid: third bid price of a keyword  
Status: The time the look up was perform

**See Also:**

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

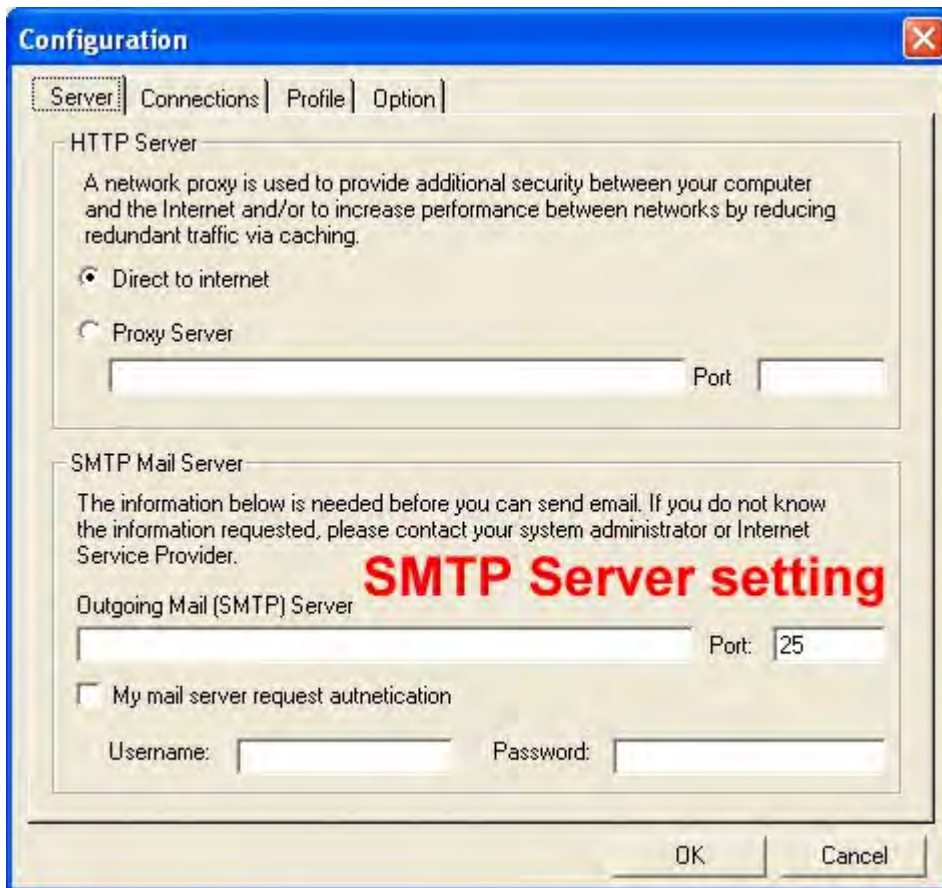
[Create keyword reports in Excel format](#)

[Customize keyword reports](#)

## 11.16 Send Email reports

Setting up to send email report for your accounts

---



#### Set up SMTP mail server

- Go to the area where illustrated by the above page via "File/Configuration" after you have start the Dynamic KeywordBid Maximizer.
- Enter your SMTP Mail Server setting provide by your internet service provider.
- Enter your login and password if your server requires one, not all the server requires it for SMTP mail server, so be sure to check with the people in charge of the email server first to confirm.

**Configuration**

Server | Connections | **Profile** | Option

The information you specified here will be used to customize your keyword reports.

User Details

Name:

Company name:

Email:

Web site:

Logo position

Logo URL:

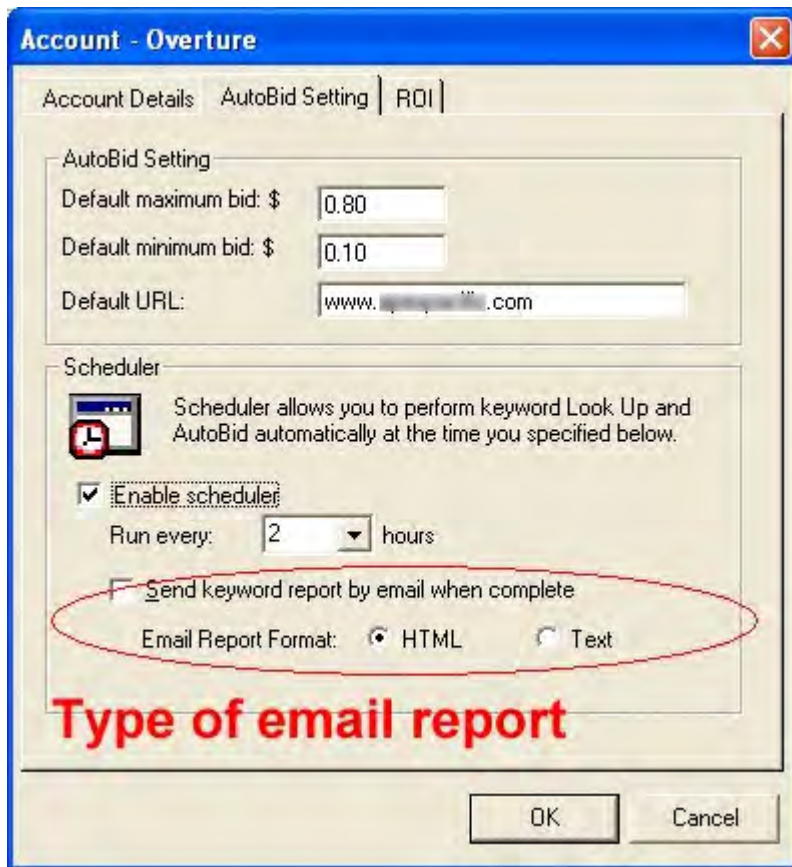
Position:  Top  Bottom

**Sender's email address**

OK Cancel

**Enter the sender's email address**

This above can be access also via "File/Configuration" option after you have start the program.



### Choose the Type of the report

This is where you choose whether to send report or not and also what type of the report to send. Above area is accessed in each account's property area.

## 11.17 Set the Fall back position

You can now set an amount to fall back to in different time of the day. This property can be set in the keyword property area for each individual keywords.

For example you have set the autobid to run between 8am to 8pm in the day. Then the program will use the normal settings to do the autobidding. If you have enter a setting for the fall back position, then the program will bid to the fall back position from 8pm to next day 8am.

You can find the fall back position option in the "AutoBid" panel in the keyword property area.

## 12 Troubleshooting and Frequently Asked Questions

### 12.1 How to Export keywords to a file?

This allows you to export existing keywords to a text file.

Simply select the keywords you want to export, and click the "Keywords" menu item from the menu bar, and choose "Export Keywords" menu item. Specify a file name you want to save as and click the OK button.

The keyword will be saved as one keyword per line.

**See Also:**

Add or Import keywords

Delete Keywords

[Keyword Builder](#)

## 12.2 How to Open web site URL in your web browser?

It allows you to quickly open the selected URL in your default web browser.

Simply select or highlight the URL on the URL list box and click the "URL" menu item from the menu bar and choose "Open". The default web browser will be launched and the web site will be loaded.

You can also double click on the URL from the URL list box.

**See Also:**

[Add & Edit URL](#)

[Show URL position](#)

## 12.3 How can I receive an AutoBid report via email automatically?

This allows you to perform AutoBid function automatically at a regular time basis. You can specify the duration by minutes on how frequency you want to perform the AutoBid function, and the program will also send you a keyword report via email automatically when the AutoBid is completed.

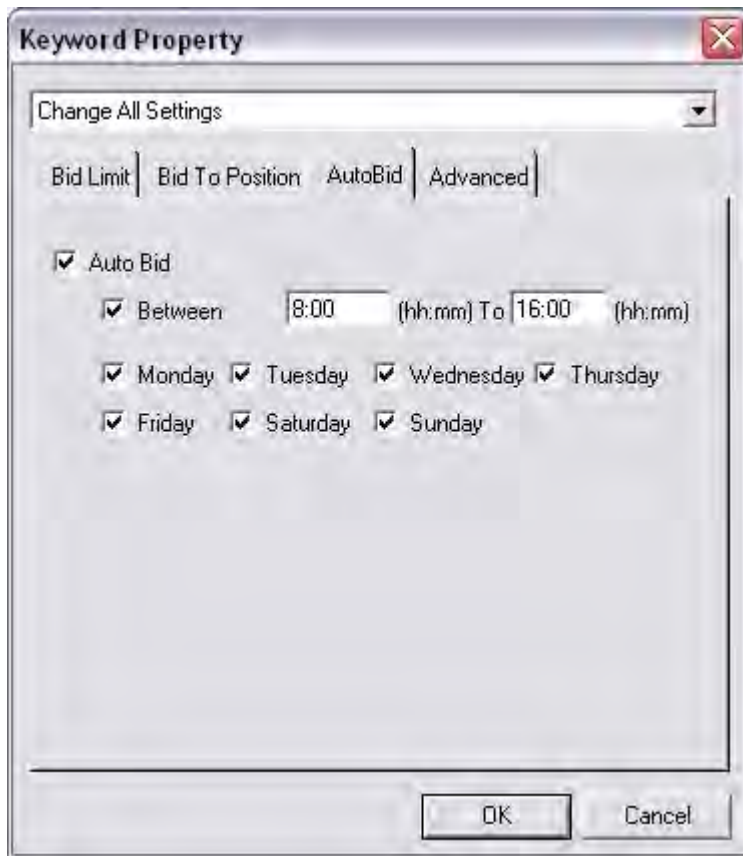
Please follow the steps below:

1. Double click on your account name from the "**Account**" list to open the "**Account**" profile window, then click the "AutoBid" tab, be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run AutoBid.



2. If you would like report to be sent to you once the keyword look up complete, please check the **"Send keyword report by email when completed"** box. (Note: you also need to setup your SMTP mail server and email address under the File/Configuration window.)

3. You can also specify when you want to run the autobid for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "AutoBid" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time, for example, you may want to optimize your position to the top 3 position from Money to Friday during the working hour between 8:00AM - 20:00PM.

**See Also:**

[Update keyword bids automatically](#)

## 12.4 Can I specify an individual bid setting for each keyword ?

Yes, you can. Simply open AutoBid window, and select the keywords you want to set and click the "Property" button from the toolbar, or just double click on the keyword you want to make a setting create/modify for.

You can also set multiple keyword properties at the same time by highlighting (hold down the right mouse button and select) the keywords and click the "Property" button.

For more information, please refer to the "[Keyword Property](#)" section.

**See Also:**

[Keyword Property Setting](#)

## 12.5 How Dynamic KeywordBid Maximizer save your money?

If you have ever placed keyword bids on "Pay-Per-Click" search engines, you will know that manage your keywords and monitor your bids and position is a very time consume task specially if you have a large keyword listings.

Dynamic KeywordBid Maximizer allows you to maintain your position at the lowest cost possible by fixing the bid GAPS and bid to your target position.

Our recent study have shown that over 85% of the bids on the "Pay-per-click" search engines are over paid and the advertisers have wasted hundreds of dollars because they can not take care of the bid GAPS.

For example, you bid on a keyword for \$0.50, however, the next position below you is only paying \$0.15, that means you waste \$0.34 cents for this position because you only need to pay \$0.16 cents to maintain your current position. Since the advertisers keep changing their bid price, the bid GAPS and position will also be changed frequently. In order to maintain your positions and lowest bid price, Dynamic KeywordBid Maximizer is absolutely the most powerful tool to help you to win the battle in the "Pay-Per-Click" war.

Dynamic KeywordBid Maximizer provides you a powerful tool to allow you to manage your keywords, monitor your bids, analyze your positions and fix bid gaps. If you have ever placed bids on these "Pay-per-click" search engines, Dynamic KeywordBid Maximizer is a must have product that will guarantee to save you money and time, and make your life more easier.

**See Also:**

[Overview](#)

[Getting Started](#)

## 12.6 How do I choose my position setting?

Depending on how much you can spend, you can choose to go for more aggressive bidding or more conservative bidding.

For best results go after position between 1 to 5, this will always produce more traffic. If the budget is an issue use option such as best value position and upper limit to obtain best position suitable.

**See Also:**

[Keyword Property Setting](#)

Competitors Killer Mode

## 12.7 Why place keyword bids on "Pay-Per-Click" search engines?

Recent study has shown that the "Pay-Per-Click" search engines have become the most effective way to get your web site to the TOP position of all major search engines. Overture.com is the clear leader in this field, and then FindWhat comes to second. There are also many new comers such as 7search.com, kanoodle.com and Bay9.com.

Over years Overture.com has established relationships with many of the top search engines and directories, including AltaVista, American Online, Lycos, Netscape, Hotbot, MSN, Compuserve, NBCI and CNET. FindWhat has also partner with Excite, HotBot and WebCrawler.

So what does all of this mean to you and how do you use these relationships to your benefit?

The Premium Listings(listings in one of TOP 3 positions ) in Overture.com will also be shown up at the TOP 3 positions on all above search engines when some performs a search for one of your keywords, which reach 75% of all internet users as Overture.com claimed. The first 3 positions from Findwhat will displayed in Exite, Hotbot and WebCrawler.

For example: Suppose you have a keyword "books" in one of Overture's top 3 positions. If an user types the keyword "books" in the search box of AltaVista, the results page will have your site listed at the very top. You'll have similar results at the other search engines that are powered with Overture listings.

If you are having problem to get your web site to be listed at the top position of the major search engines, place your keyword bids on those "Pay-Per-Click" search engines is the most cost effective way to driving more target traffic to your web site.

## 12.8 What is a Bid GAP?

Our recent study have shown that over 85% of the bids on the "Pay-per-click" search engines are over paid and the advertisers have wasted hundreds of dollars because they can not take care of the bid GAPS.

For example, you bid on a keyword for \$0.50, however, if the next position below you is only paying \$0.15, then there is a "gap" between you and the next bid, that means you waste \$0.34 cents for your current position because you only need to pay \$0.16 cents to maintain your current position.

Since the advertisers keep changing their bid price, the bid GAPS and position will also be changed frequently. In order to maintain your positions and lowest bid price, Dynamic KeywordBid Maximizer is absolutely the most powerful tool to help you to win the battle in the "Pay-Per-Click" war.

### See Also:

[How to identify a Bid Gap?](#)

## 12.9 What does the column status in Google show?

The Status column for Google autobidding will show 3 different status.

### 1. Success

This means that the bids are successfully updated to the Google.

### 2. Fail

This means the program encounter technical difficulties and the bids are not send to the Google successfully.

### 3. Over Budge

This means that the budget has been reached for Google and no further bid changes will be accepted by Google.

## 12.10 I am getting an "Internet connection" error message when doing keyword look up, why?

In most case, this is because you did not setup your internet connection properly. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window and try again. If you are not sure whether you are connected to the internet through a "Proxy" or not, please contact your ISP or Network Administrator for help.

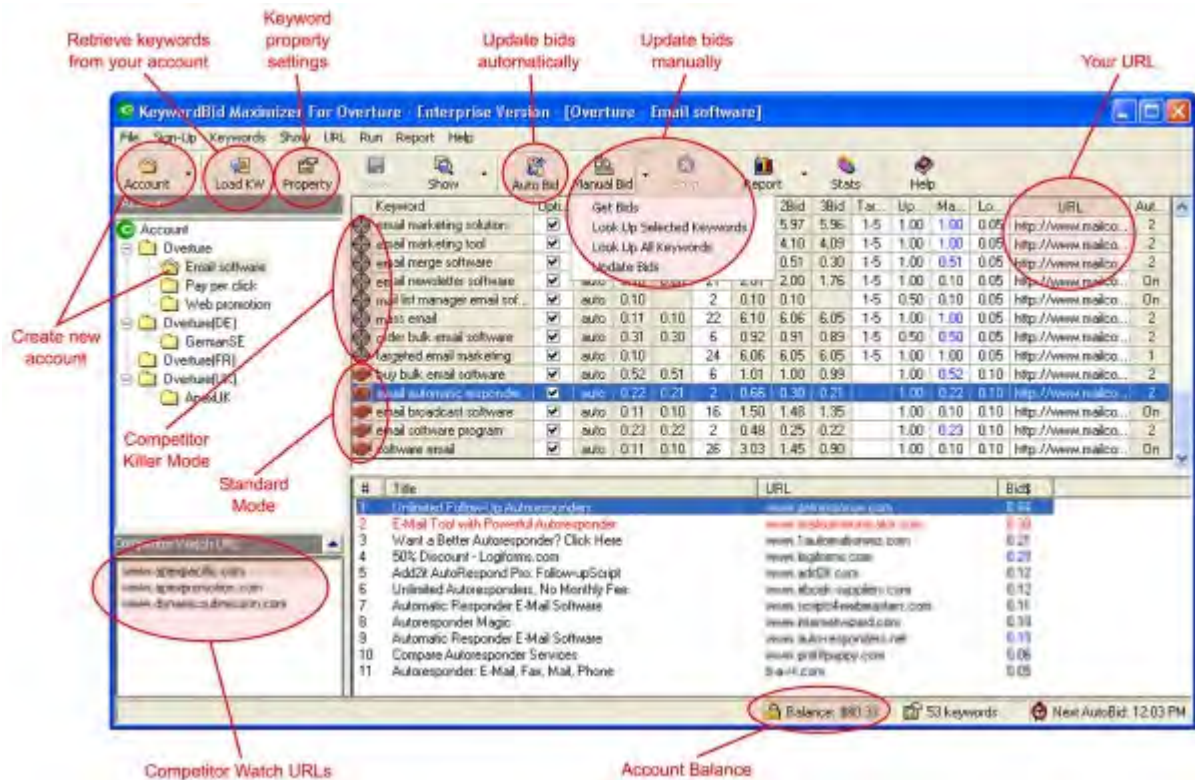
### See Also:

Troubleshooting and Frequently Asked Questions

## 12.11 How to identify the bid GAPS?

After you perform a keyword look up, you will find your bid price, next bid price, the first 3 bid price and the URL position on the "Keywords" list box. If there is a Gap between your bid and the next bid, your bid price will be displayed in the RED color.

You can also see the full details of the search results by clicking on each keywords. The bid gap will be displayed in Blue color and your URL position will be displayed as RED.



## 12.12 How can I find my bid position?

Your URL bid position will be shown on the "Keywords" list box and also be shown as RED color in the search results list box.

### See Also:

Troubleshooting and Frequently Asked Questions

## 12.13 Is there a limit to the number of keywords I can add?

Yes, the Standard edition only supports 500 keywords per engine, and Professional edition supports 5000 keywords. If you have more than 500 keywords, you need to purchase or upgrade to the Professional or Enterprise Edition.

Note: The free trial demo version only allows you to add 20 keywords.

**See Also:**

Troubleshooting and Frequently Asked Questions

## 12.14 Can I customize the keyword report with my company details?

This feature is only available for the Enterprise Edition. Please refer to the ["Customize Keyword Reports with my company details"](#) section for more information.

**See Also:**

Troubleshooting and Frequently Asked Questions

## 12.15 What is the limitation for the evaluation version?

You can only add 20 keywords at a time with the demo version and the program will be expired after 30 days. After 30 days free trial period is over, the program will be disabled and you must purchase a registration code to unlock the program if you want to continue use it.

**See Also:**

Troubleshooting and Frequently Asked Questions

## 12.16 What is the difference between Standard and Enterprise Edition?

Different edition has different keyword limit for how many keywords you can manage.

For example, the Standard Edition only allows you to add up to 500 keywords and you can not customize the Keyword Reports.

The Professional Edition allows you to manage up to 5000 keywords and there is not limitation for the Enterprise Edition and you can also customize the Keyword Reports with your company details.

**See Also:**

Troubleshooting and Frequently Asked Questions

## 12.17 How often should I update the Engine Data File?

If you can not receive the correct search results from the search engines, then it is the time to update your engine data file. We will keep monitoring and update the Engine Data File frequently and add more "Pay-Per-Click" search engines from time to time. As a general rule, you should update your

engine data file once per month.

**See Also:**

Troubleshooting and Frequently Asked Questions

## 12.18 I receive a "Registration Code Canceled" error message when register the program, why?

If you are receiving an error message display that "Your registration code has been canceled", this is because we are using an online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down. If you receive a message informing you that your registration code has been canceled, please follow the instruction below to re-activate your registration code:

1. Connect to the Internet and Open the "Register" window.
2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window.
3. Check your "Register Name" carefully and make sure it is entered correctly as we provided.
4. Click on the "Active" button and follow the instruction on the screen.
5. Close the program and re-start.

**See Also:**

Troubleshooting and Frequently Asked Questions <http://www.dynamicsoftware.com/knowledgebase/>

## 13 Registration & Licensing

### 13.1 Order Dynamic KeywordBid Maximizer

Click on the "Help/Order" menu item from the menu bar and follow the instructions on the "Order" window.

Please click on the "Help/Order" menu item from the menu bar of the program. You will be automatically connected to our on-line order page by clicking on the 'Order Now' button from the "Order Dynamic Software" screen. Once your payment is approved, an Order Confirmation with your registration code will be sent to you via email within 24 hours.

We accept all major credit cards such as Visa, Master Card and American Express. You can also pay by International Money Order and Bank Cashier Check by printing out the order form and sending your payment to the address listed at the bottom of the order form page.

**See Also:**

[Why should I register?](#)

[What is Registration?](#)

[About Registration Key](#)

## 13.2 What is Registration?

This software has trial version. This means that we have made the software available to you for a free evaluation period. You are entitled to evaluate the software for up to 30 days without obligation to pay. After 30 days, if you decide to keep the software, you must register your copy with us or one of our authorized resellers.

The trial version has some limitations:

1. You can only check 20 keywords
2. Nag-screen.
3. You can't use the software after trial period.

**See Also:**

[Order Dynamic Keyword Promoter](#)

[What is Registration?](#)

[Why should I register?](#)

## 13.3 Why should I register?

The trial version has limited functionality. To unlock the full feature set of this product, it must be registered to remove these limitations. For many people, the most pressing reason to register is to get rid of the annoying nag box which pops up at the most inconvenient times.

But besides this, Registration entitles you free technical support and minor upgrades to the software. Registration may also entitle you to discounts on other software releases from our company. We will also send you information bulletins by email to let you know about what's happening with our products.

Furthermore, by registering the software, you provide us with the resources and incentive to support the software with updates and to develop additional quality products in the future.

**See Also:**

[Order Dynamic Keyword Promoter](#)

[What is Registration?](#)

[About Registration Key](#)

## 13.4 About Registration Key

**Entering your Registration Key**

After purchasing a key you will be sent an email containing your key and detailed instructions on how to enter it into Dynamic KeywordBid Maximizer.

Simply click the "Help" menu item from the menu bar and choose "Register", and enter your registration details then click the "Register" button. You will be connected to our online authentication database to verify your registration code.

### **Invalid Registration Key**

If you receive a message informing you that your key is invalid, please take the following steps before contacting Technical Support:

1. Check your Register Name carefully and make sure you have entered the correct Register Name exactly as we provide in the "Order Confirmation" email.
2. Check and make sure your registration code is entered correctly. The key is case specific and contains no spaces. Please use "Copy" and "Paste" function to enter your registration key.

### **Your registration code has been cancelled**

If you are receiving an error message stating that "Your registration code has been canceled", please understand that this is because we are using an online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down. If you receive a message informing you that your registration code has been canceled, please follow the instruction below to re-activate your registration code:

1. Connect to the Internet and Open the "Register" window.
2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window.
3. Check your "Register Name" carefully and make sure it is entered correctly as we provided.
4. Click on the "Active" button and follow the instruction on the screen.
5. Close the program and re-start.

If this does not work, please contact Apex Pacific or authorized dealer with your Client ID# for help.

### **See Also:**

[Order Dynamic KeywordBid Maximizer](#)

[What is Registration?](#)

[Why should I register?](#)

## **14 About Dynamic Software**

### **14.1 About Dynamic Software**

**Dynamic Software Corp.** is a leading Internet Marketing software company that specializes in developing advanced Internet Web Promotion application solutions. Our company conducts intensive and extensive research and development in the fields of Web promotion mechanisms and advanced intuitive user interfaces for implementation on the Internet.

The Dynamic Web Promotion Software suite of programs contain all of the most powerful #1 "**ALL-IN-ONE**" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality

Dynamic Software's ground breaking Dynamic Submission, is an a multi-award winning "ALL-IN-ONE" professional web promotion tool that automatically submit your web site to 1000+ major search engines with just a few button clicks and provides you the tools to get your web site to be listed at the TOP position of all major search engines.

We at Apex Pacific are especially dedicated to providing smart solutions and applications for the internet marketer. We have extensive experience in building high quality and professional internet marketing tools and applications. With Apex Pacific's guidance, your company will achieve the ultimate Internet marketing approach, and gain the specific Internet solutions to suit its unique corporate needs.

**See Also:**

[Other web promotion software from Dynamic Software](#)

[Contacting Dynamic Software](#)

## 14.2 Other web promotion products from Dynamic Software

Apex Pacific is your one stop shop for all of your internet marketing promotion needs. The Dynamic Web Promotion Software suite of programs contains all of the most powerful #1 "**ALL-IN-ONE**" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality Internet Marketing and Web Promotion software.

**Dynamic Submission** - The #1 All-In-One web promotion and search engine submission tool that drives traffic to your web site for FREE.

**Dynamic Mail Communicator** - The most powerful email marketing tool that sends "personalized" messages to your clients and subscribers. Stay in touch with customers, keep your customers coming back to buy from you again and again.

**Dynamic Link Promoter** - Most powerful link promotion tool that manages your link partners, tracks your link page, generates new link partners and send "Personalized" invitation messages, creates link pages automatically and promotes them.

**Dynamic Web Ranking** - Checks your web site position on all major search engines, analyzes your web site and suggests ways how to improve it.

Please click the "**Help**" menu item from the menu bar and then choose the "**Dynamic Software on the Web ...**" menu item from more details.

**See Also:**

[About Dynamic Software](#)

[Contacting Dynamic Software](#)

## 14.3 Technical Support

Please check the "Troubleshooting and FAQ" section before contacting our support.

We continually provide free technical support for all registered clients. You can receive additional information and technical support in the following ways:

**WWW**

Look for updated information and easy solutions to common problems on our WWW site, at <http://www.dynamicsoftware.com/knowledgebase/bidmaximizer/>

**Email**

Send us an e-mail message with full details of your problem to:

With this method, your problem can be better described and it also alleviates time zone problems.

**Phone**

Phone our support Helpline at  
+1 908 298-1144 Fax: + 1 908 298 - 1616

**See Also:**

Troubleshooting and Frequent Ask Questions

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**Web:**

<http://www.dynamicsoftware.com> <http://www.bidmaximizer.com/>

Order Online at: <http://secure.dynamicsoftware.com/>

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