

**DYNAMIC**  
**BidMaximizer Overture™**

Automated Pay-Per-Click Bid Management Software



**DYNAMIC SOFTWARE™**

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

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# Table of Contents

Foreword	0
<b>Part I Overview</b>	<b>4</b>
<b>Part II Difference between BidMaximizer Advanced and BidMaximizer for Overture</b>	<b>5</b>
<b>Part III Getting Started</b>	<b>6</b>
<b>Part IV Introduction</b>	<b>7</b>
1 What's new in BidMaximizer 3.0 .....	7
2 Features .....	8
3 About "Pay-Per-Click" search engine .....	9
4 How BidMaximizer Works .....	9
5 The difference between autobid and manual bid .....	10
6 Understanding the Bidding Algorithms .....	10
<b>Part V Basic Configuration</b>	<b>13</b>
1 Configuration .....	13
2 Update Engine Data file .....	17
3 Search Engine Setting .....	18
<b>Part VI Advanced Configuration</b>	<b>19</b>
1 Create a new account .....	19
2 Retrieve Keywords from your account .....	22
3 Keyword Property Setting .....	23
4 AutoBid .....	28
5 Enter a bid amount manually .....	30
6 Update Keyword Bids manually .....	30
7 Update keyword bids automatically .....	30
8 Schedule AutoBid .....	31
9 Send Email Report .....	32
10 Set the Daily Spending Cap .....	35
<b>Part VII How to</b>	<b>36</b>
1 Quick Starting and understand the interface of BidMaximizer .....	36
2 What each column in the bidding interface represents? .....	37
3 Update Engine Data file .....	37
4 Select Search Engine .....	38

- 5 Create a new account ..... 38
- 6 Retrieve keywords from your account ..... 42
- 7 Edit keyword property setting ..... 43
- 8 Update keywords manually ..... 48
- 9 Update keywords automatically ..... 48
- 10 Schedule automatic bidding ..... 48
- 11 Customize keyword reports with your own details ..... 50
- 12 Send email report ..... 51
- 13 Set the keywords offline ..... 53
- 14 Can I optimize the keywords only some of the time ..... 53
- 15 Can I set my account offline during the night and activate during the day. .... 54
- 16 Set the fall back position ..... 54

**Part VIII Manage Keywords 54**

- 1 Keyword Builder ..... 54
- 2 Generate relevant keywords from search engines ..... 55
- 3 Add and remove keywords directly to the server ..... 56
- 4 Keyword Property Setting ..... 56
- 5 Enter a bid amount manually ..... 61
- 6 Backing up your current bid settings ..... 61
- 7 Export keywords to a file ..... 61

**Part IX Keyword Lookup and Competitor Watch URLs 62**

- 1 Get Market State ..... 62
- 2 About Keyword Look Up ..... 62
  - Get keyword bids and URL positions ..... 63
  - Single keyword Look Up ..... 64
  - Multiple Keyword Look Up ..... 64
  - Look up all keywords for all search Engines ..... 65
  - Look up all projects for all search engines ..... 65
  - Automated schedule look up ..... 65
  - Import keywords from a file ..... 65
- 3 Manage Competitor Watch URLs ..... 66
- 4 Add & Edit Competitors URL ..... 66
- 5 Show URL Position ..... 67
- 6 Open URL in Browser ..... 67

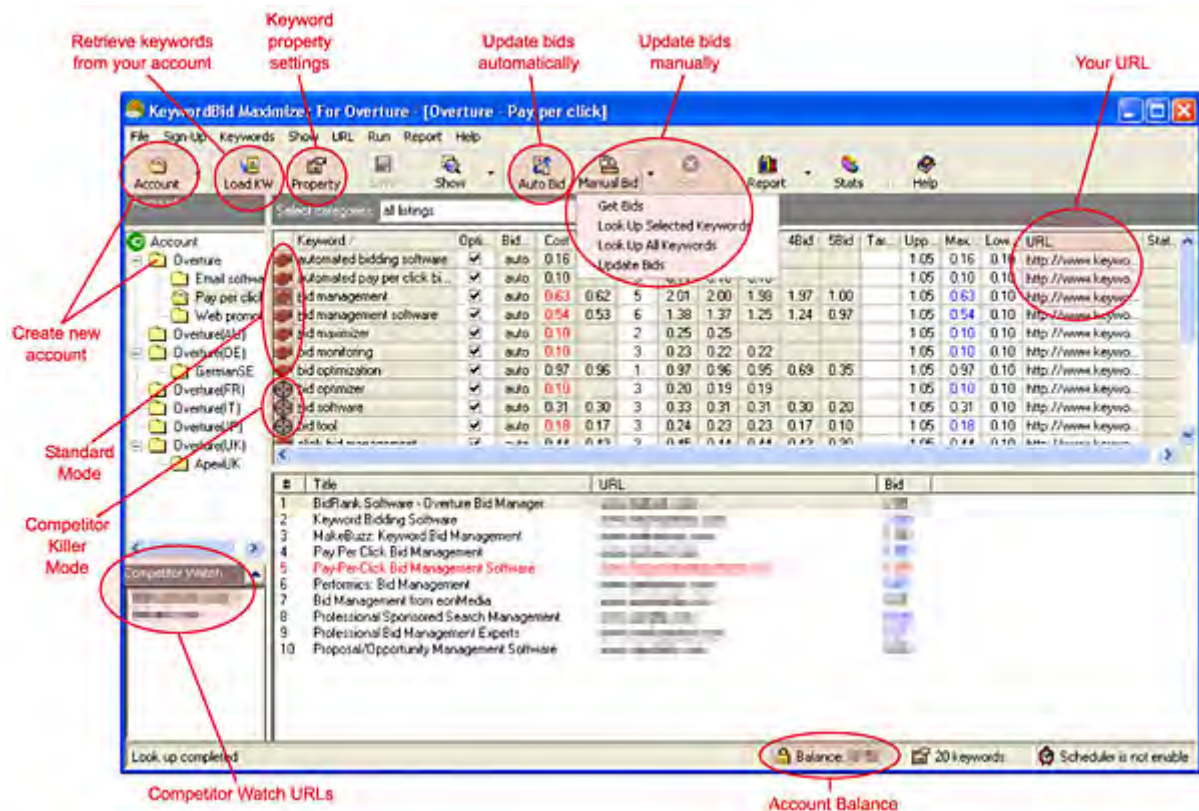
**Part X Reports 67**

- 1 About keyword report ..... 67
- 2 Create keyword reports in HTML format ..... 68
- 3 Create keyword reports in TEXT format ..... 69
- 4 Create keyword reports in Excel file Format ..... 69

5	Customize keyword reports with my company details .....	69
<b>Part XI Troubleshooting and Frequently Asked Questions</b>		<b>70</b>
1	How to choose your position setting? .....	70
2	What is Competitor Killer Mode? .....	70
3	I am getting a "connection" error when doing look up, why? .....	72
4	What is a Bid GAP? .....	73
5	How to identify the bid GAPS? .....	73
6	How can I find my bid position? .....	74
7	Is there a limit to the number of keywords I can add? .....	74
8	How many URLs I can monitor? .....	74
9	What is the limitation for the evaluation version? .....	75
10	What is the different between Standard and Enterprise Edition? .....	75
11	How often should I update the Engine Data File? .....	75
12	I receive a "Registration Cancelled" error when register the program, why? .....	75
13	Why place keyword bids on "Pay-Per-Click" search engines? .....	75
14	What is the difference between Standard mode and Competitors Killer Mode? .....	76
15	What is the difference between bid types AutoBid and Fixed bid? .....	76
16	Can I specify individual setting for each keyword for AutoBid? .....	76
17	Which option should I use? .....	76
18	How to choose your target position? .....	77
19	How can I receive an AutoBid report via email automatically? .....	78
<b>Part XII Registration and Licensing</b>		<b>78</b>
1	Order Dynamic KeywordBid Maximizer .....	78
2	Why should I Register? .....	78
3	About Registration Key .....	79
	Entering your Registration Key .....	79
	Invalid Registration Key .....	79
	Your registration code has been cancelled .....	79
4	Other web promotion products from Apex Pacifi .....	79
5	Contacting Dynamic Software.....	80
6	About Dynamic Software.....	81
<b>Index</b>		<b>0</b>

# 1 Overview

**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 for Overture(US, UK and all Overture international sites). 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 Difference between BidMaximizer Advanced and BidMaximizer for Overture**

There is two versions for BidMaximizer: BidMaximizer Overture and BidMaximizer 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.

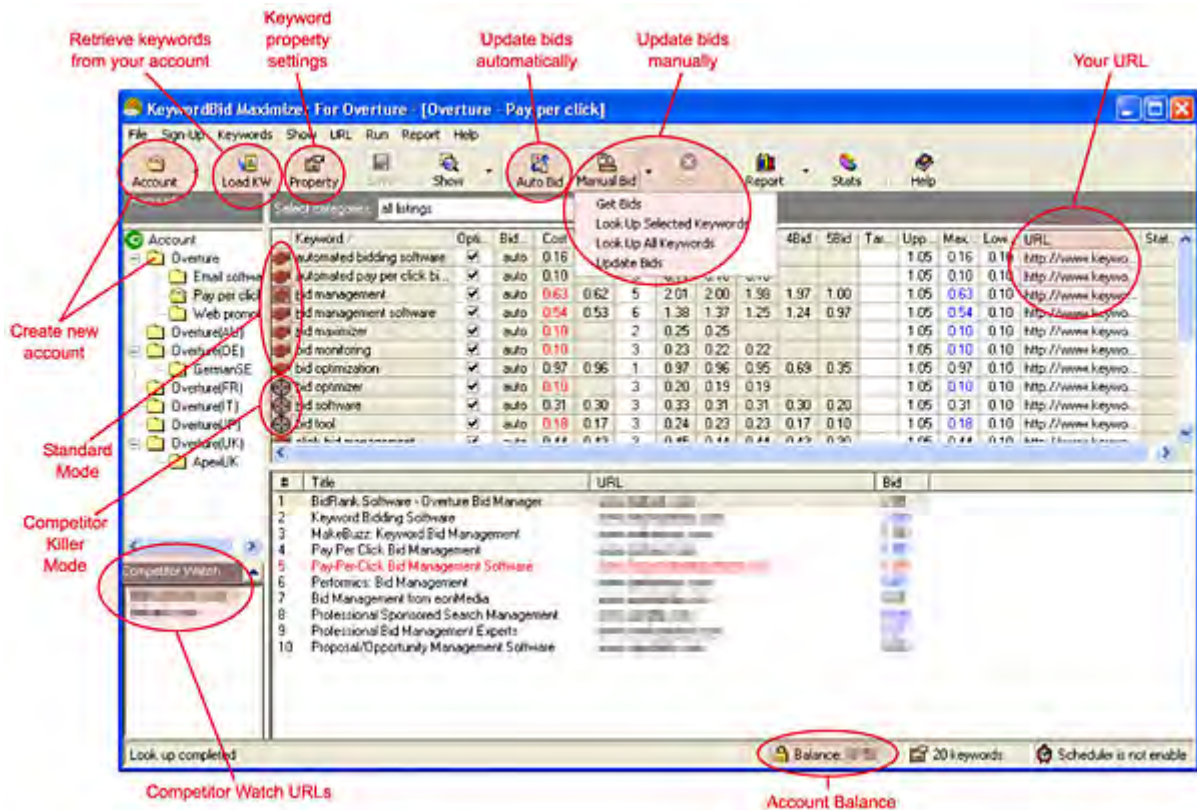
We support following engines in the Advanced version.

- **Google Adwords**
- Findwhat
- 7Search
- Enhance
- Epilot
- Espotting
- Espotting(DE)
- Espotting(FR)
- Kanoodle
- Lycos

- SearchFeed
- Xuppa(Bay9)
- BrainFox

### 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, and 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.

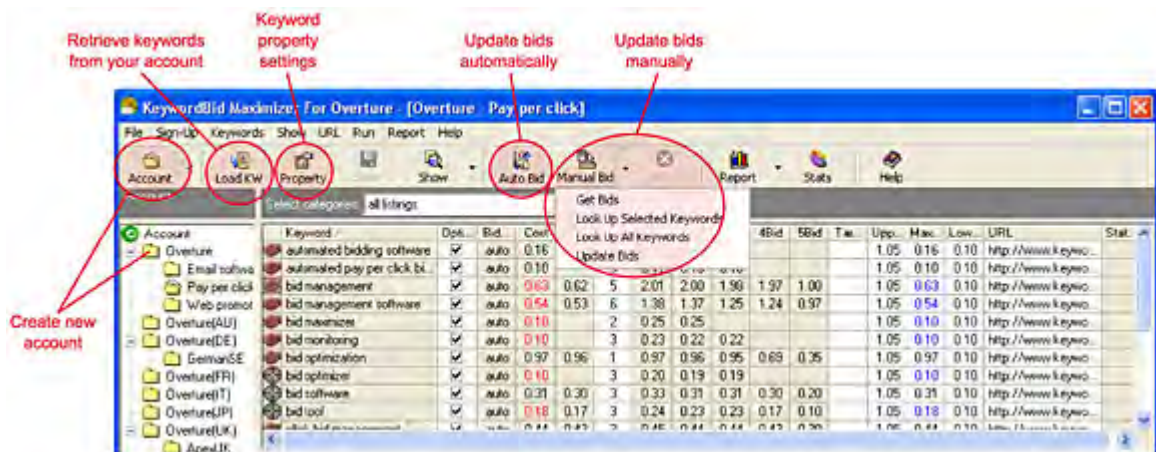
7. **Generate AutoBid Reports:** click the "Report" button on the Toolbar to create your Keyword Reports. You can create keyword reports in HTML, TEXT or Excel file format.

## 4 Introduction

### 4.1 What's new in BidMaximizer 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. Ability to directly [Add and remove keywords to the Overture server](#) has been included.
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. [Offline accounts](#) at specified date and time
7. Ability to separate keywords by Category



8. View up to top 5 bids directly in the bidding window
9. Export information directly from the Keyword Builder into a text file
10. You can now specify a daily cap to control how much exactly you are spending each day.
11. Direct view of ROI report for your Overture account.
12. Set [Daily Spending Cap](#) on the accounts.
13. Set the [Fall Back Mode](#)

## 4.2 Features

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

- Easy to use and user friendly interface
- Manage multiple accounts for different set of keywords.
- Build-in keyword builder to help you to generate more relevant keywords
- Monitoring your (or your competitors) current bid amounts and your position.
- Display your current bid, first 5 bids and your current position in one screen
- Notify you the bid GAPS and remove the gaps to save money
- Monitor your own URL or your competitors ranking
- Automatically update keyword bids and eliminate bid gaps
- Automatically bid to a target position or TOP 5 positions
- Automatically send you the email when your position is dropped
- Flexible selection for checking any keywords or search engines and its combination
- Customized keyword, bids and ranking reports
- Export keywords and ranking results to Excel database
- Auto Engine data file update to keep your engine data up to date
- Analyse your click on investment ratio
- Quick link to login page of the "Pay-Per-Click" search engines

## 4.3 About "Pay-Per-Click" search engine

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.

Over years Overture.com has established relationships with many of the top search engines and directories, including AltaVista, MSN, and Yahoo etc.

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 or 5 positions) in Overture.com will also be shown up at the TOP positions with the affiliated search engines when some performs a search for one of your keywords, which reach 75% of all internet users as Overture.com claimed.

For example: Suppose you have a keyword "books" in one of Overture's top 3 positions. If the 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.

### **See Also:**

[Search Engine Setting](#)

[Keyword Look Up](#)

[AutoBid](#)

## 4.4 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(or download) 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**

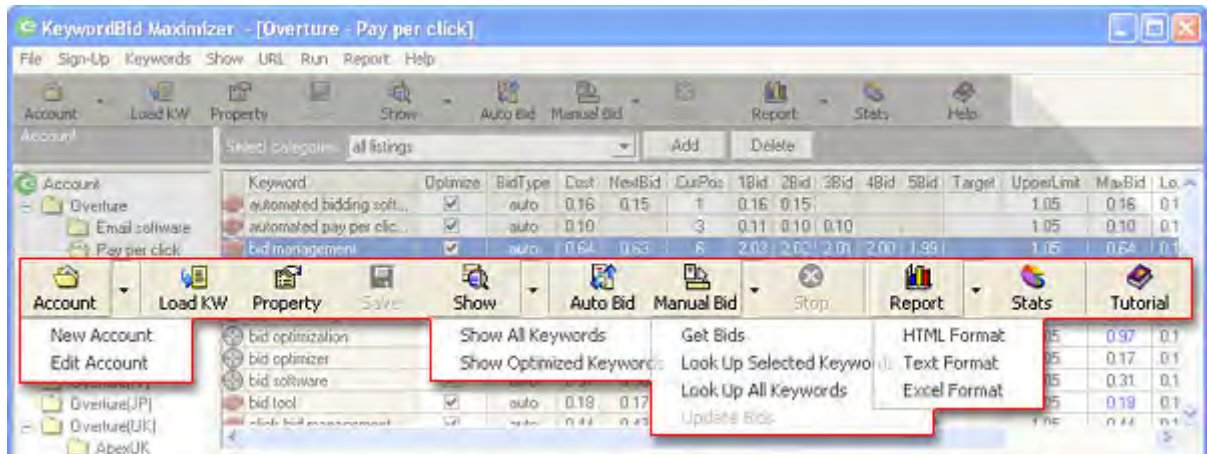
In this step BidMaximizer will check the current bidding information for the keywords, such as what everything bids for a particular keyword, what is their URL, Site title etc. Then depending on your keyword setting the program will recommend a new bid based on the current bidding information and your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

### **3. Updating bids**

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

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

## 4.5 The difference between autobid and manual bid



1. If you press the "Auto Bid" button, the program will automatically carry out all steps(load keyword bid information from the server, perform keyword look up and update bids) of bidding by itself according to the configuration you have set for each keyword.

2. If you use the "Manual Bid" button with it's 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.

## 4.6 Understanding the Bidding Algorithms

Since Overture has introduced a new "Auto Bidding" system, there are two bidding types for your keyword:

- **Auto Bid Type**
- **Fixed Bid Type**

KeywordBid Maximizer use different strategy for different bid type in order to maximize your bidding results and save you more money. Before getting start with KeywordBid Maximizer, you need to understand the different between "Auto Bid" and "Fixed Bid" type in order to understand how KeywordBid Maximizer works. You can find more information about [Overture's Auto Bidding system](#).

Here, I would like to show you how KeywordBid Maximizer can save more money and drive your competitors crazy.

### 1. If your keyword is in Fixed Type:

The program will remove bid gap and bid to your target position. For example:

\$2.00

\$1.70  
**\$1.50 <--- Your current position**  
 \$1.30  
 \$1.00  
 \$0.70  
 \$0.40

if your desired target position is #2, then the BidMaximizer will bid at \$1.71, and your position change from #3 to #2.

if you want to stay at the current position #3, then the BidMaximizer will remove bid gap and change your bid to \$1.31. You save \$0.20 per click.

If you choose to bid to a best position range between 1 - 3, then the program will find the BEST VALUE position for you and bid to position #2 at \$1.71, because there is a bigger bid gap(\$0.30) between #1(\$2.00) and #2(\$1.70) than the bid gap between #2 and #3.

## 2. If your keyword is in Auto Bidding Type:

You need to be careful with this Auto bid type, because it uses different strategy comparing to Fixed bid type.

In this bid type, please note, the program will NOT remove bid gap, instead the Overture's Auto Bidding system will remove the bid gaps for you automatically. However, you need to set your MaxBid very carefully to void paying too much money on your keywords. Only the BidMaximizer can do this job efficiently for you.

Here is a bidding sample. Let's say your Upper Bid Limit is \$3.00, your Preserve Bid Value is \$0.50

\$2.00  
 \$1.70  
 \$1.50  
 \$1.50  
 \$1.00  
 \$0.70  
 \$0.40

If your desired position is #1, the program will bid to \$2.50(the program will set your Max Bid = #1 + Preserve Bid = \$2.50). In this case, your actual **bid cost/(cost per click) is \$2.01**, when you do a search on Overture, you will see this result:

**\$2.50 <--- your position**  
 \$2.00  
 \$1.70  
 \$1.50  
 \$1.50  
 \$1.00  
 \$0.70  
 \$0.40

### NOTE:

Though there is a "bid gap" between your position #1 and next bid #2, however, you are not paying \$2.50, instead your actual bid cost is \$2.01 because Overture's Auto Bidding system will remove the bid gap for you. Your real Maximum bid (Upper Bid Limit) is \$3.00 which is hidden by the BidMaximizer so that your competitor can not see your real maximum bid.

If your desired position is #3, then the program will bid at \$2.00(Max Bid=\$2.00), in this case, your actual bid cost = \$1.71(= #3 + 0.01). By doing this, it will cost your competitor in position #2 to pay the maximum amount \$2.00.

If you choose to bid to best value position between 1 to 3, the program will bid at \$2.50 for position #2, and then it will cost your competitor #1 position to pay \$2.50 per click.

### > Driving your competitors crazy with our new "Competitors Killer" strategy:

There are two modes in KeywordBid Maximizer:

- **Standard Mode**
- **Competitors Killer Mode**

**Standard Mode** - Standard Mode will bid in normal way as shown above, it allows you to always bid to your desired target position as normal.

**Competitors Killer Mode** - If you are an advanced user, you can consider using "Competitor Killer Mode". In this mode, the program will attempt to bid to your target position, however, the program may NOT always bid to your desired position, instead it will bid to a NEAREST best value position where COST your competitors to pay more money.

#### Here is how it works:

If your desired position is #1, instead of bidding to the target position #1 directly, the program will first check if there is a big bid gap between #1 and #2, if the bid gap between #1 and #2(\$2.00 - \$1.70) is smaller than your "Preserve Value"(\$0.50) it will move you up to #1 position, the program will bid to the position #1, Max Bid = \$2.50. In this case, it is not worthy to beat your competitor because the bid gap is very small.

(Note: if your competitor wants to become #1, he needs to pay at least \$2.51)

If the bid gap(\$0.60) between #1 and #2 is bigger than Preserve value(\$0.50), for example:

\$2.00  
\$1.40  
\$1.30  
\$1.10  
\$1.00  
\$0.70  
\$0.40

in this case, the program will NOT bid to your desired position #1, instead it will bid one position down of your desired position #1 and bid at the SAME amount of your target position#1, in this way, it will cost your competitor(#1 position) to pay the Maximum amount of your MaxBid. In this sample, the program will bid at \$2.00 which is same as the #1(your desired position), so that your competitor (#1 bid) will pay \$2.00, and you only pay \$1.41 at position #2.

(Note: If you bid to #1 position, your bid cost is \$2.01, and your competitor will pay \$1.41 in position #2, with Competitor Killer Mode, we believe position #2 is the best VALUE position because it cost less)

If your desired position is #2, in above sample, the bid gap(\$0.10) between #2 and #3 is smaller than your Preserve Bid Value(\$0.50), the program will bid at \$2.00(same amount as #1), in this way, you are in position #2 and your actual bid cost is \$1.41.

(Note: You save money, and your competitor in position #1 will pay \$2.01)

If your desired position is #2, and the bid gap(\$0.60) between #2 and #3 is bigger than your Preserve Bid Value(\$0.50), for example:

\$2.00  
\$1.70  
\$1.10

\$1.10  
\$1.00  
\$0.70  
\$0.40

the program will NOT bid to your desired position #2, instead, it will bid at \$1.70 in position #3, in this way, it will force your competitor to pay \$1.71 for position #2 and you only pay \$1.11 for position #3.

(Note: you save money by bidding at position #3 and paying \$1.11, but it cost your competitor to pay \$1.71 at position #2).

Please note that this is a very complicate logic for Overture's new auto bidding. The concept of the "Competitors Killer" is to bid to a best value position that cost your competitor to pay more money, it will force your competitor to move their position down and you stay on the top. Please study this Bidding algorithm carefully and fully understand how it works before choosing "Competitor Killer Mode".

#### >|Which option should I use?

According to our study, we suggest that "Bid to Best Value Position Range" and enable "Competitor Killer Mode" is the best option for "Auto Bidding Type" and it will save you a lots of money. If money is not an important issue, and you always want to stay on a certain position, then bid to "Target Position" will be your best choice.

#### **Bid to Best Value Position Range:**

By choose "Bid to Best Value Position Range" allows you to move your position between your desired position range, and you will save money. Here is a sample:

\$2.00  
\$1.70  
\$1.10  
\$1.10  
\$1.00  
\$0.70  
\$0.40

if you want to bid to a FIXED position #2, in above case, you will set your Max Bid to \$2.00(your actual bid cost is \$1.71). If your competitor (Position #3) changes their Max Bid to \$1.99, than your actual bid cost will be \$2.00. If you want to stay in this FIXED position #2, then you will always pay \$2.00, but your competitor (Position #3) only pay \$1.11 at position #3. You pay \$0.89 more than your competitor.

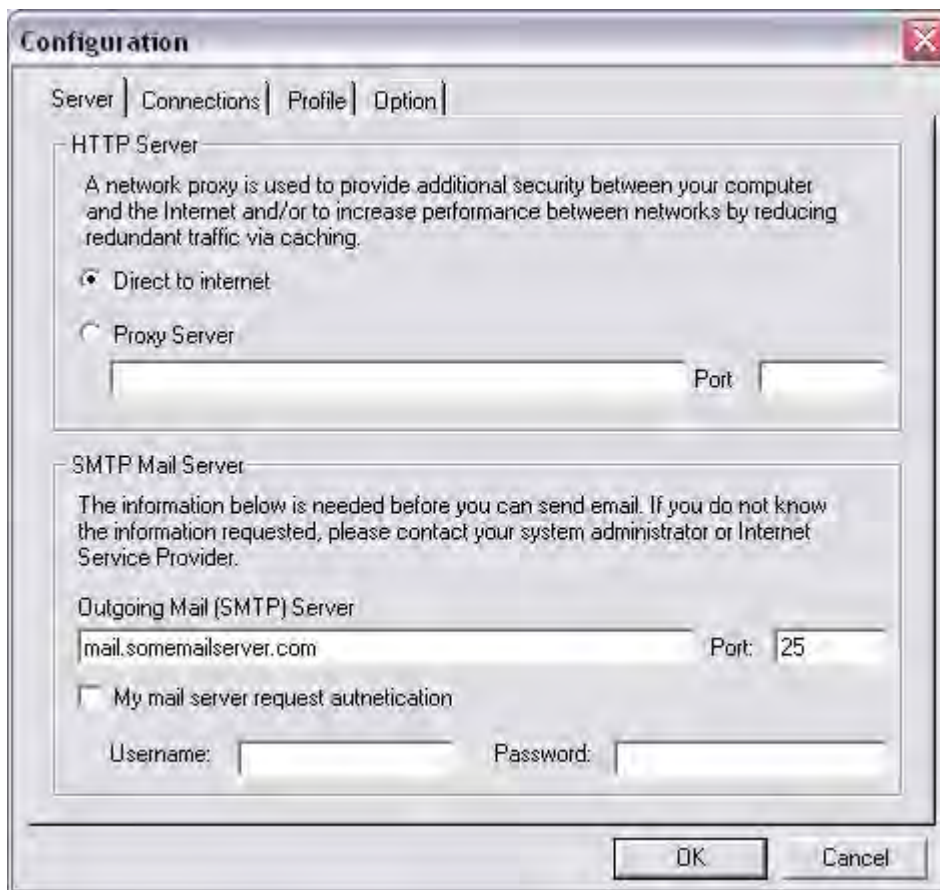
If you choose to bid to "Best Value Position" range between 1 - 3, when your competitor change their bid to \$1.99, BidMaximizer will adjust your Max Bid to \$1.99, in this case, your competitor(was on position #3) will change to #2 and pay \$1.99, you will DROP to position #3 and pay \$1.11. It is \$0.89 saving by dropping position from #2 to #3 and save money.

## 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".

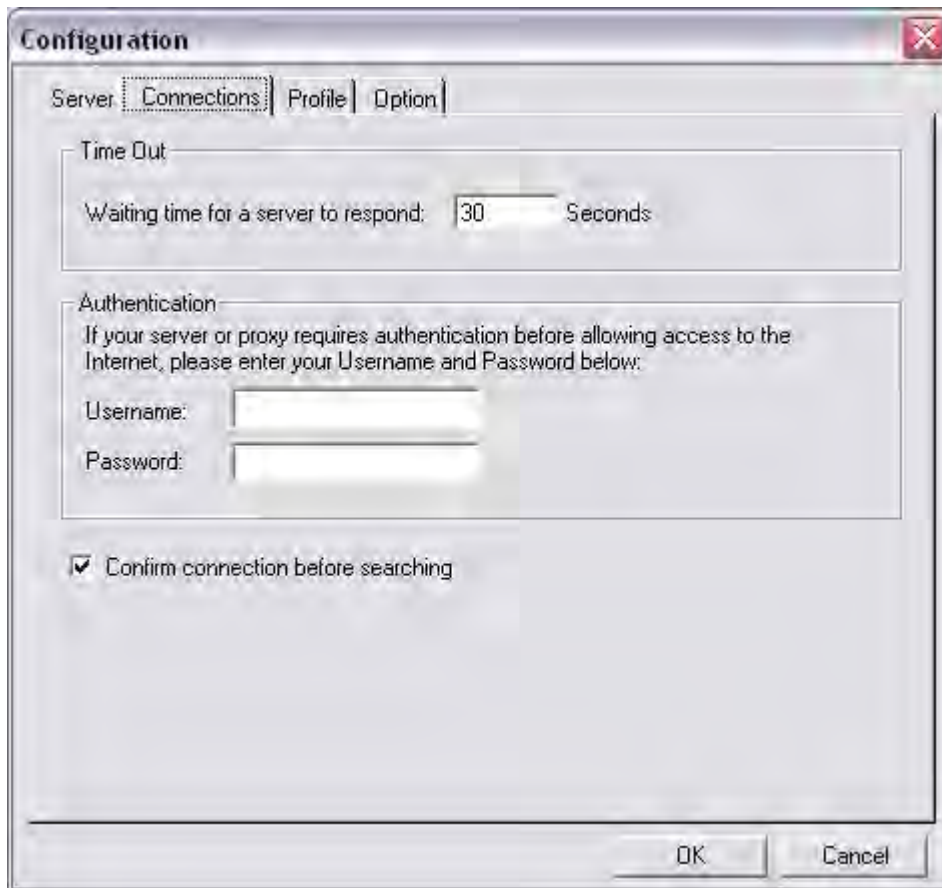


### Server

HTTP server allows you to setup how you want 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"

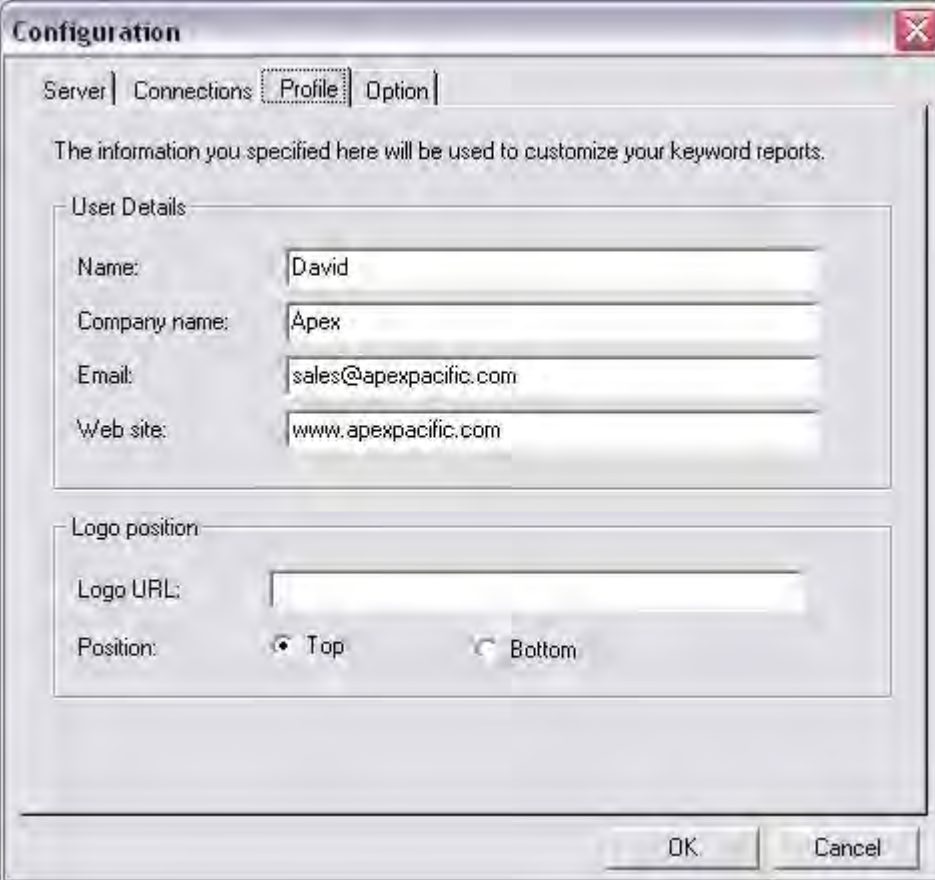
SMTP mail server: Please specify your SMTP mail server which will be used to send keyword reports automatically. You only have to enter this if you wish to send email reports.

**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.

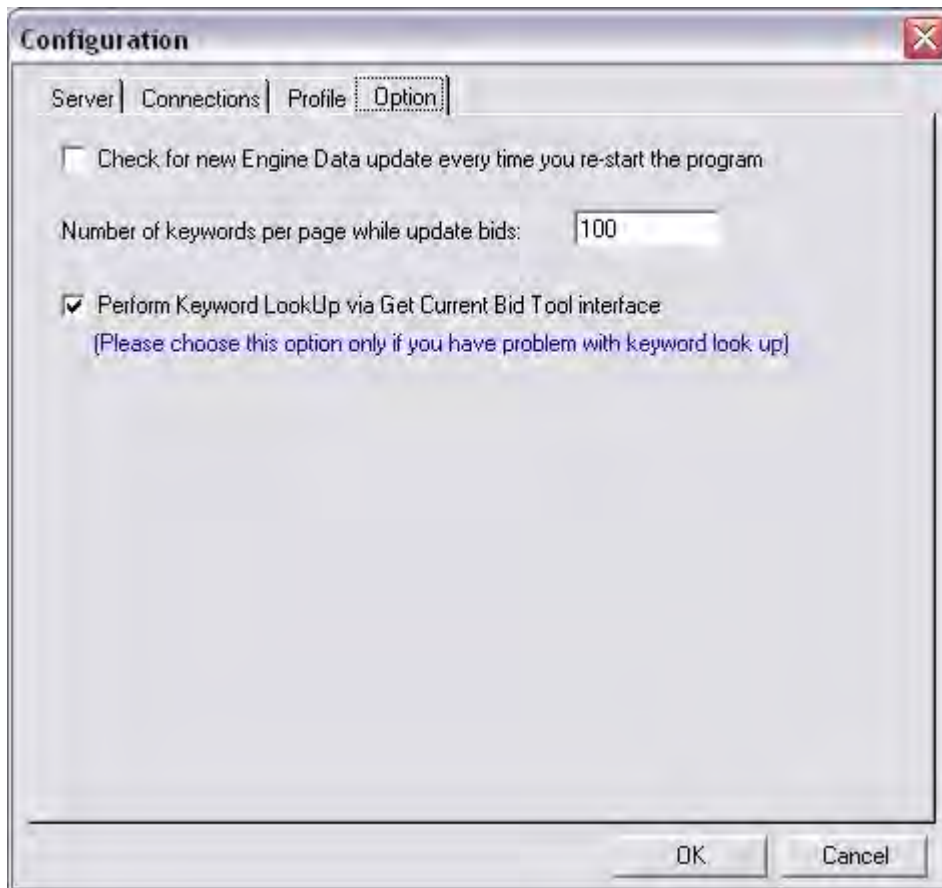
**Confirm connection before searching:** This setting allows program to prompt you for the Internet connection before a search. You can uncheck this setting if you have a permanent connection.



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.

**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.

**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.

**Perform Keyword LookUp via get current bid Tool interface:** The default is on, only switch it off if you have problem with the look up operations.

### 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.

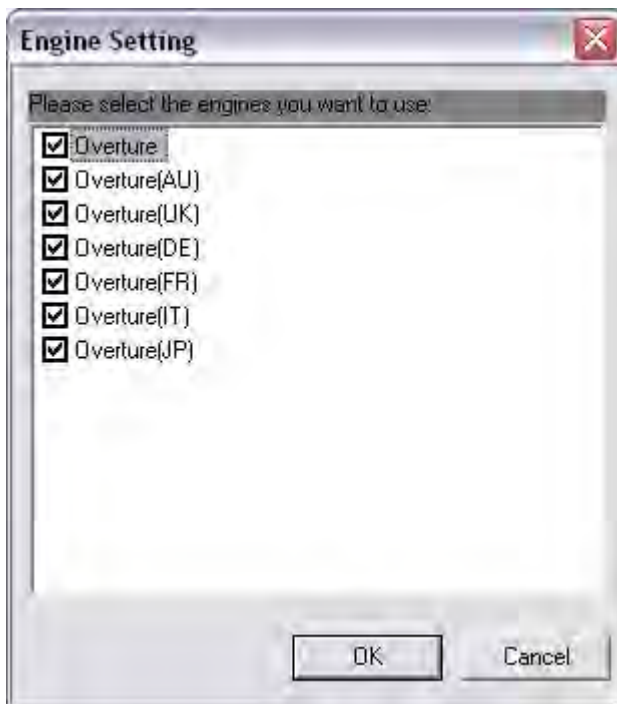
If you have problems to update engine data file, or having problems connecting to our web server, please check your "Connections" setting in the "Configuration" window and make sure you have enter

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

### 5.3 Search Engine Setting

This feature allows you to choose which Overture engine you want to manage the bids on. Because Dynamic KeywordBid Maximizer supports almost all the Overture "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 from this program from our web site.

**See Also:**

[Create a new Account](#)

## 6 Advanced Configuration

### 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.

**Account - Overture**

Account Details | AutoBid Setting | Scheduler | ROL | Option

You are about to provide your personal Overture account information to [Dynamic KeywordBid Maximizer]. By so doing you are designating [Dynamic KeywordBid Maximizer] to act as your authorized agent to make changes to your Overture account, including increasing or decreasing your bid amounts. You are liable to Overture for any charges to your account made using your account information. These charges may be significant. Overture is not responsible for errors made by or through the use of this product or service.

Account Name:

Login Detail

User Name:

Password:

Account ID:  (Optional)

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

OK Cancel

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 sub accounts under one main account.



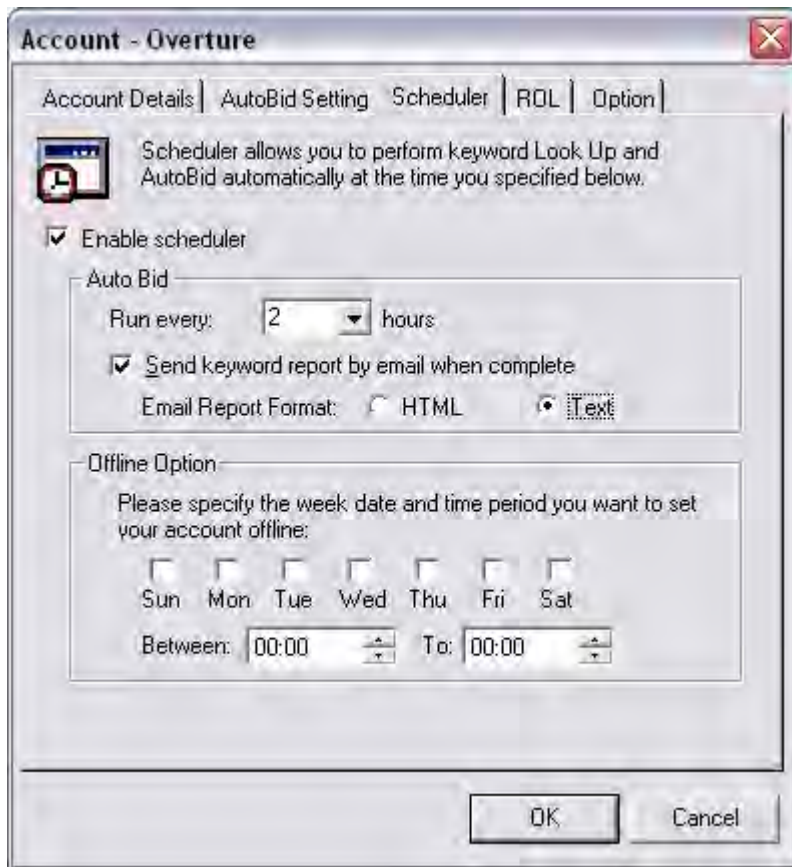
The screenshot shows a dialog box titled "Account - Overture" with a close button in the top right corner. The dialog has four tabs: "Account Details", "AutoBid Setting" (which is selected), "Scheduler", "ROL", and "Option". Under the "AutoBid Setting" tab, there are three input fields: "Default maximum bid: \$" with a value of "0.80", "Default minimum bid: \$" with a value of "0.10", and "Default URL:" with a value of "www. ....com". At the bottom of the dialog are "OK" and "Cancel" buttons.

**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 Overture is \$0.10; 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 those keywords.

**Default URL:** This will be used if your keywords do not have any URL entered.

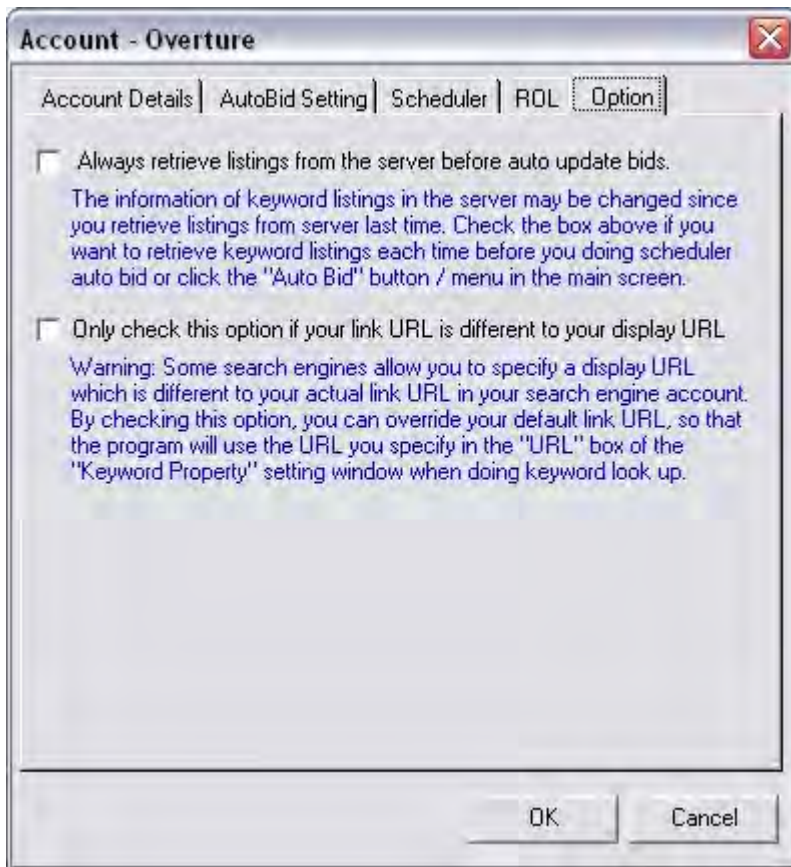


**Scheduler:** This allows you to run AutoBid function automatically at a regular time basis. You can specify the time interval on how frequency you want to perform the keyword look up or AutoBid, and the program will also send you an auto bid report via email automatically when AutoBid is completed.

**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. Although Overture won't accept any new update within half hour of the last one.

**Offline Option:** You can specify what time on a specific day of the week the offline the keywords.



**Always retrieve listings from the server before auto update bids:** If this option enabled the program will try obtain latest keyword information every time the scheduled update comes up, only use this if you frequently change your keywords in the Overture.

**Only check this option if your link URL is different to your display URL:** Only use this option if your used a different URL for the keyword instead of the displayed URL. Enabling this option will prevent BBidMaximizer from downloading URL from Overture and instead use what you set in the program to bid.

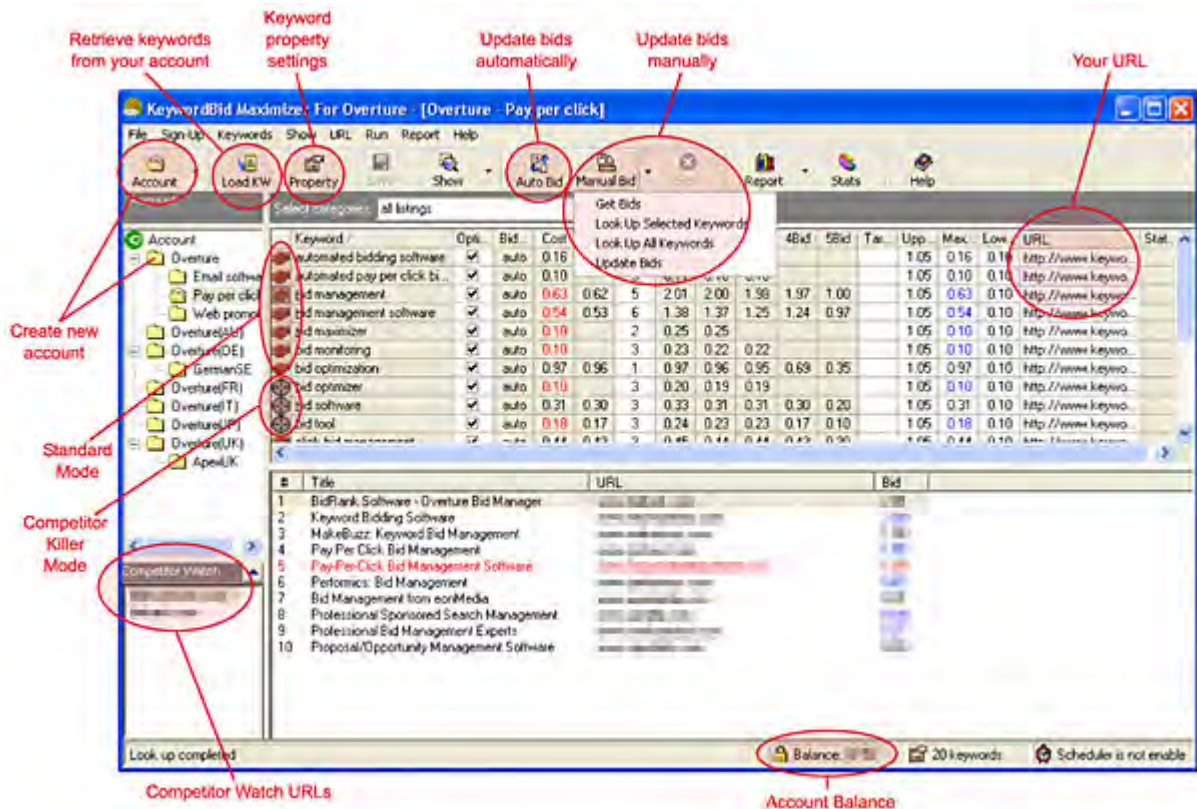
**Additional Information:**

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.

## 6.2 Retrieve Keywords from your account

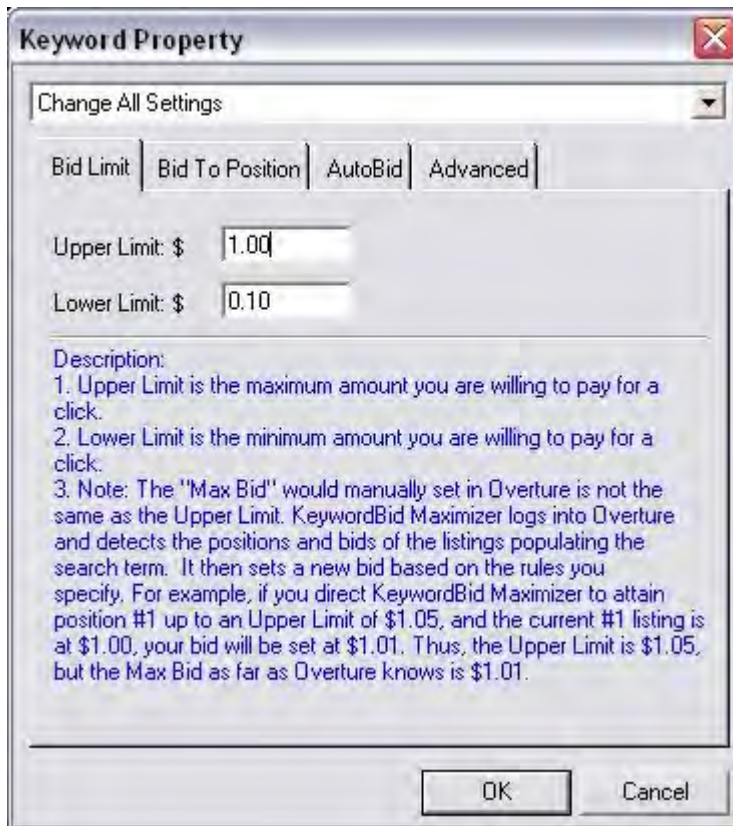


This is a powerful function which allows you to retrieve your keyword bids directly from your search engine account automatically, so that you don't need to enter your keywords manually. You need to specify your account login name and password under the "Account" profile window before you can retrieve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

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 Keywords" button on the toolbar.

## 6.3 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.

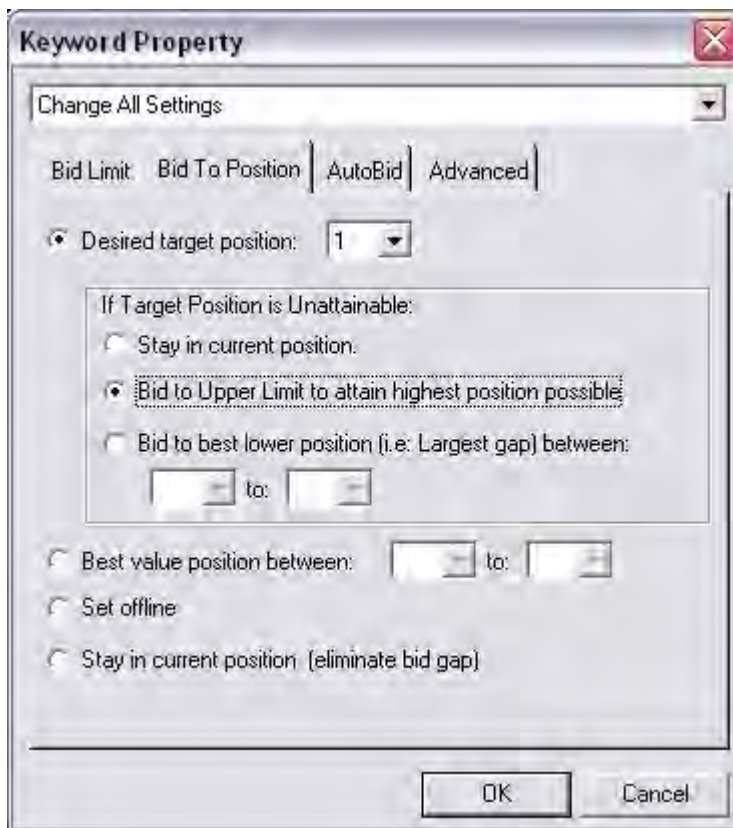
**Tips:**

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.

**Always bid on the best value position:** Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position.

**Position Range:** When you choose to "Always bid on the best value position" setting above, you need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

**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

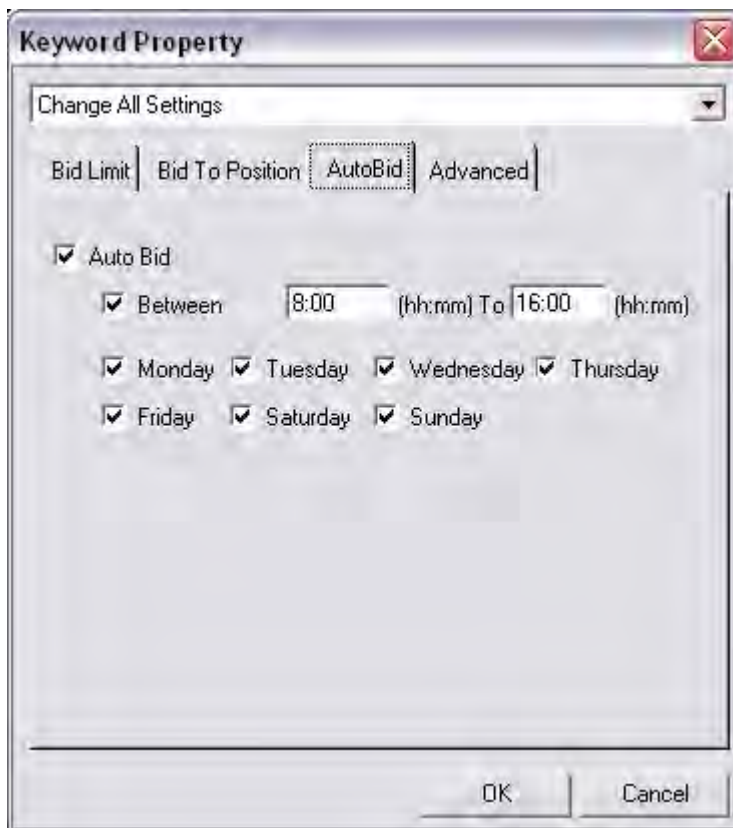
#3: \$0.89

#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). If your keyword is set in AutoBid type with "Competitors Killer Mode" enable, the program will use Preserve Value to design whether to bid to the Desired Position or one position lower. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your desired position is #1 and your Preserve Value is 0.05, under "Competitors Killer Mode", the program will first to compare the Bid Gap between #1 and #2 with your Preserve Value, if the bid gap is smaller than your Preserve Value (means the bid gap is small), then the program will bid to the #1 position. If the bid gap is bigger than your Preserve Value, then the program will bid to position #2 and this will save you money.

3). When bid to position #1, the program will use current #1 bid + Preserve Value for your new Max Bid. In above sample, if you want to bid to position #1, your new bid will be 1.09(1.04 + 0.05).

**Competitor Killer Mode**

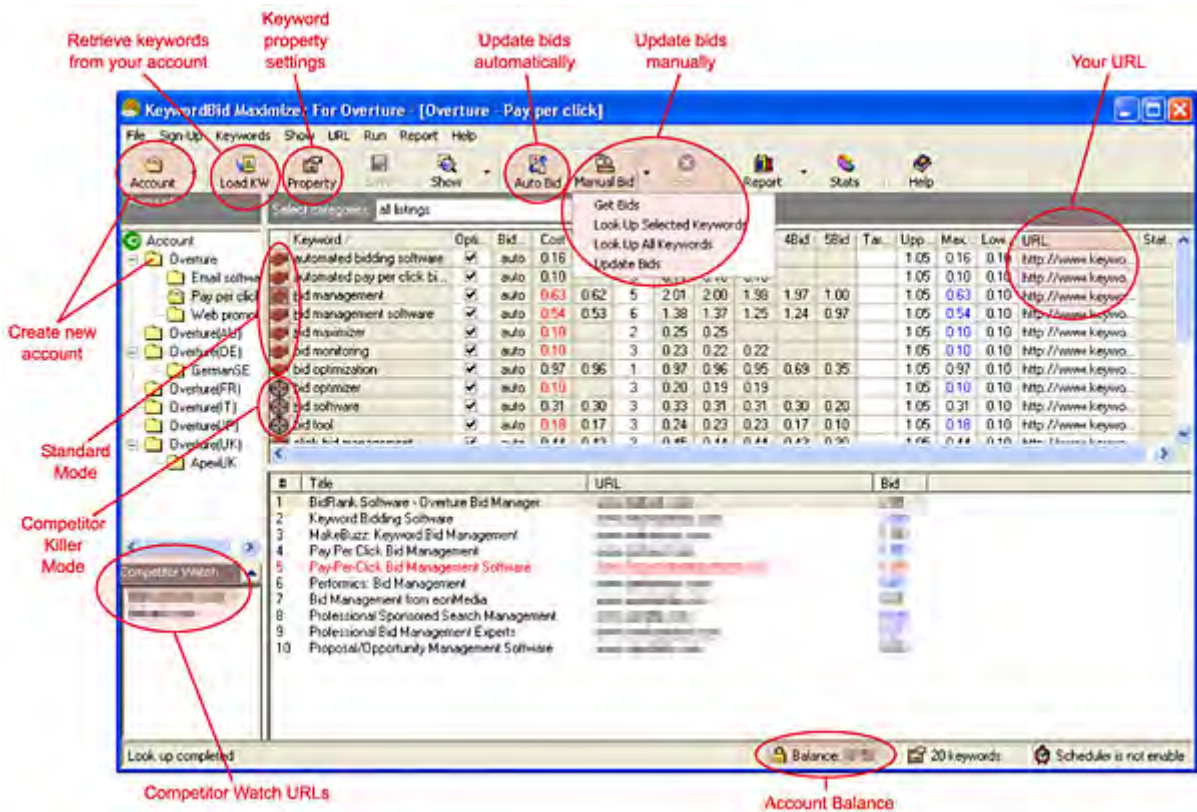
This is a powerful feature allows you to bid to a position that will cost your competitor to waste as much money as possible. If your competitor burn out of their money quickly, they will get out of the listing and you will have more chances to stay on the top position. Please click here for more information about "Competitors Killer Mode".

**6.4 AutoBid**

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](#)

## 6.5 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.

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 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 MaxBid 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).

## 6.6 Update Keyword Bids manually

Click on the "Run" on top of the menu and then choose the "Manual bids" with the "Update bids" to update the bids to the Overture's server.

## 6.7 Update keyword bids automatically

Yes, Dynamic KeywordBid Maximizer has full support for the automatic scheduler mode. You can set time period or set the day during the week to bid, plus the frequency of bidding.

Following is a quick guide on how to set up the scheduler for Dynamic KeywordBid Maximizer.

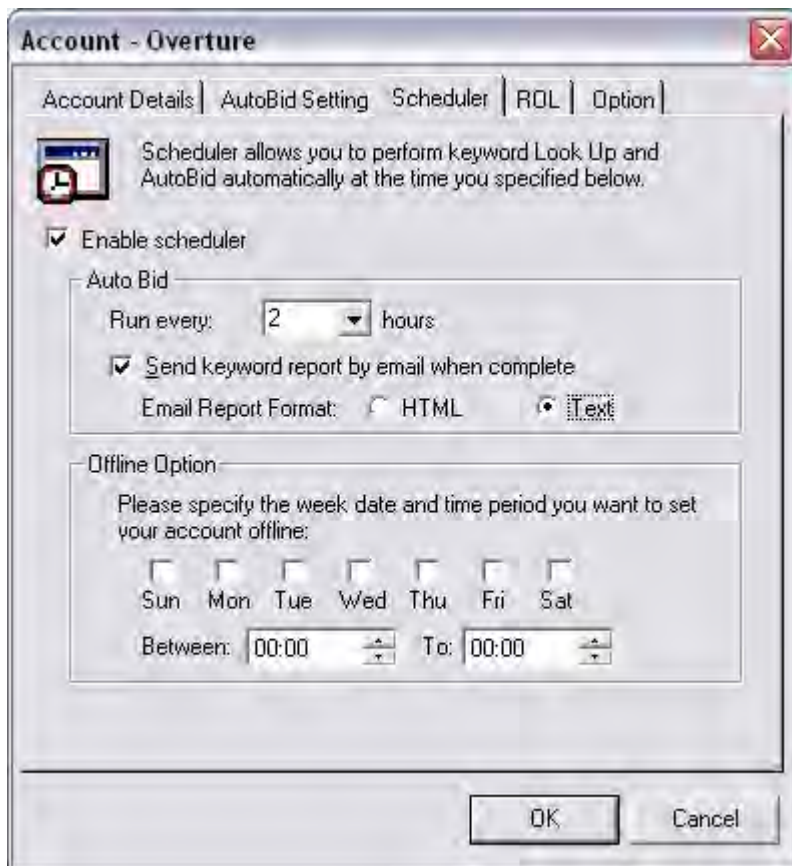
1. Enabled the "Enable Scheduler" in the "Options" area within the "File/Configuration" on the menu bar.
  2. Within the property area for the account you want to AutoBid, simply go to "AutoBid Setting" section and enabled the scheduler for this account and set the frequency of the auto bidding.
  3. Then select the keyword or keywords you want to AutoBid with and then click on the "Property button" on the tool bar. Enabled the scheduler in this area and set the options available.
- Once you have above steps, the program is ready to AutoBid on the keywords you have specified to AutoBid with.

## 6.8 Schedule AutoBid

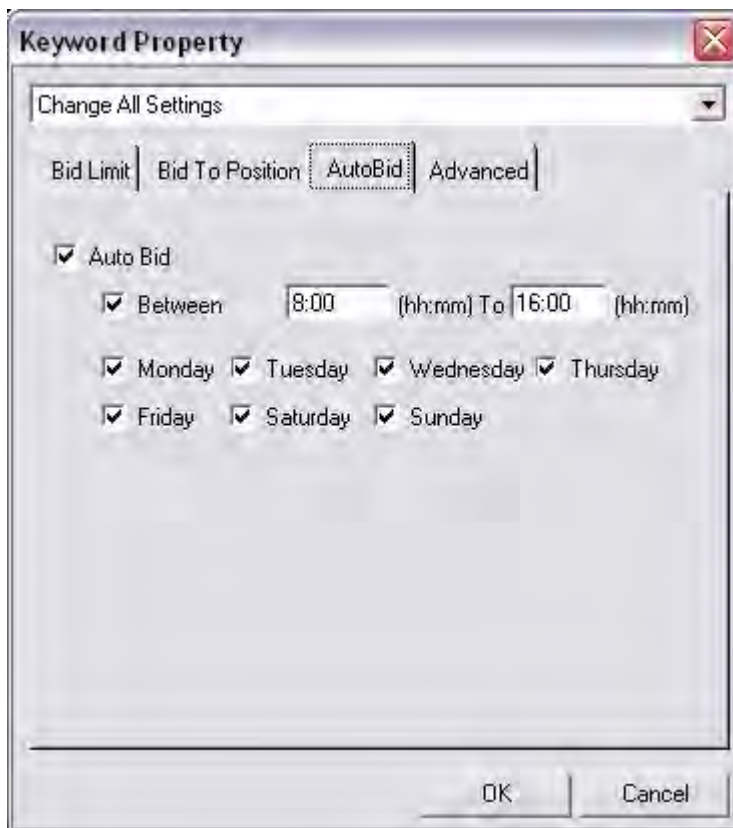
This allows you to perform AutoBid function automatically at a regular time basis. You can specify the duration by minutes on how frequency you want to perform the AutoBid function and the program will also send you a keyword report via email automatically when the AutoBid is completed.

Please follow the steps below:

1. Click the "File/Configuration" menu item and choose "Options" tab, be sure that the "Enable Scheduler" check box is checked.
2. Double click on your account name from the "**Account**" list, and be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run AutoBid.



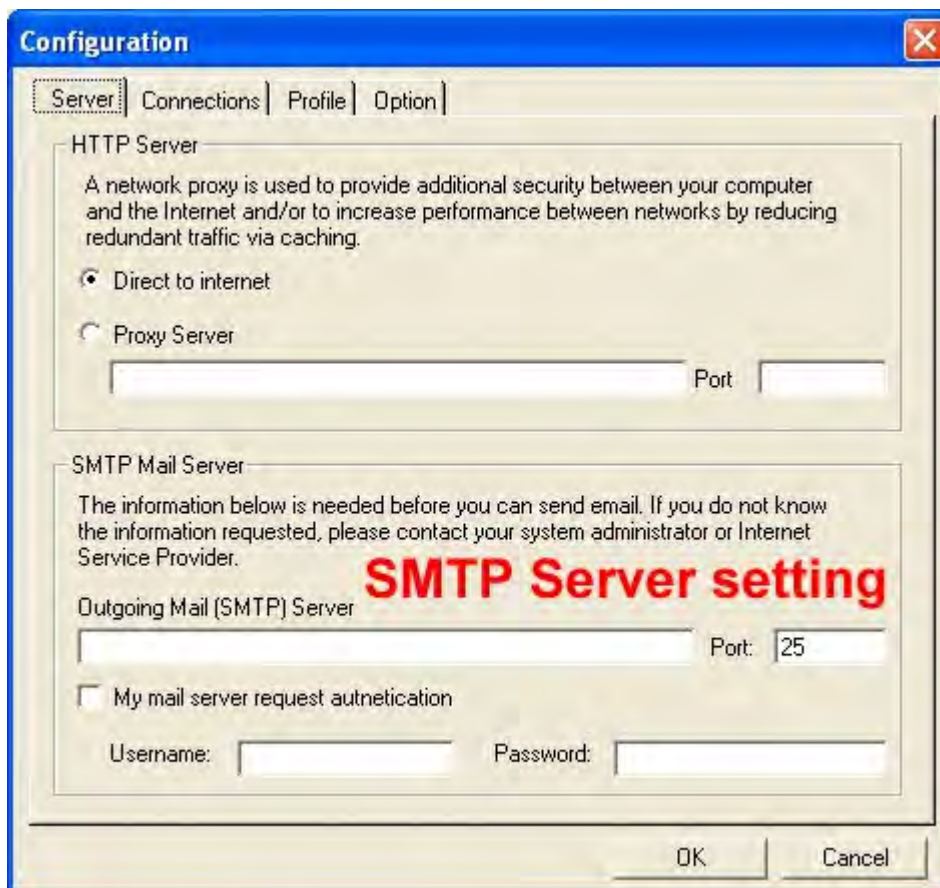
3. If you would like report to be sent to you once the keyword look up complete, please check the "**Send keyword report by email when completed**" box. (Note: you also need to setup your SMTP mail server and email address under the File/Configuration window.)



4. Open the "AutoBid" window and click the "Property" button to set up your keyword bid property for each keyword, and be sure to check the "AutoBid" check box.

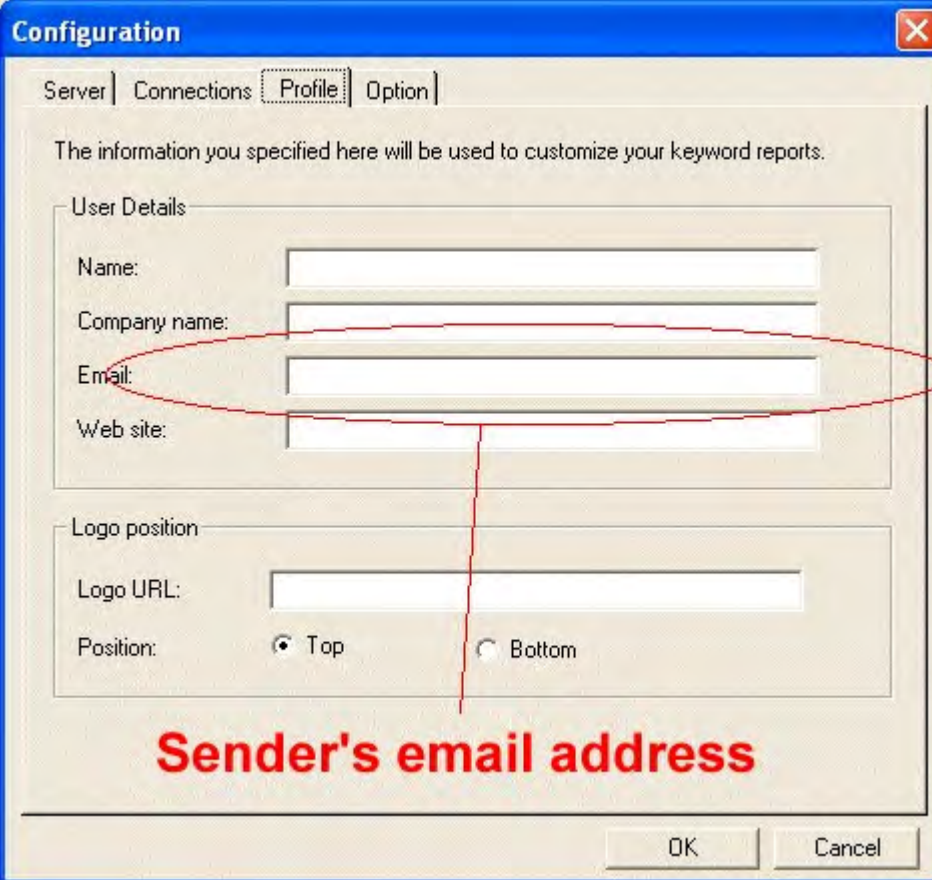
## 6.9 Send Email Report

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.

#### Recipient email Address

This option only available to Enterprise edition users.

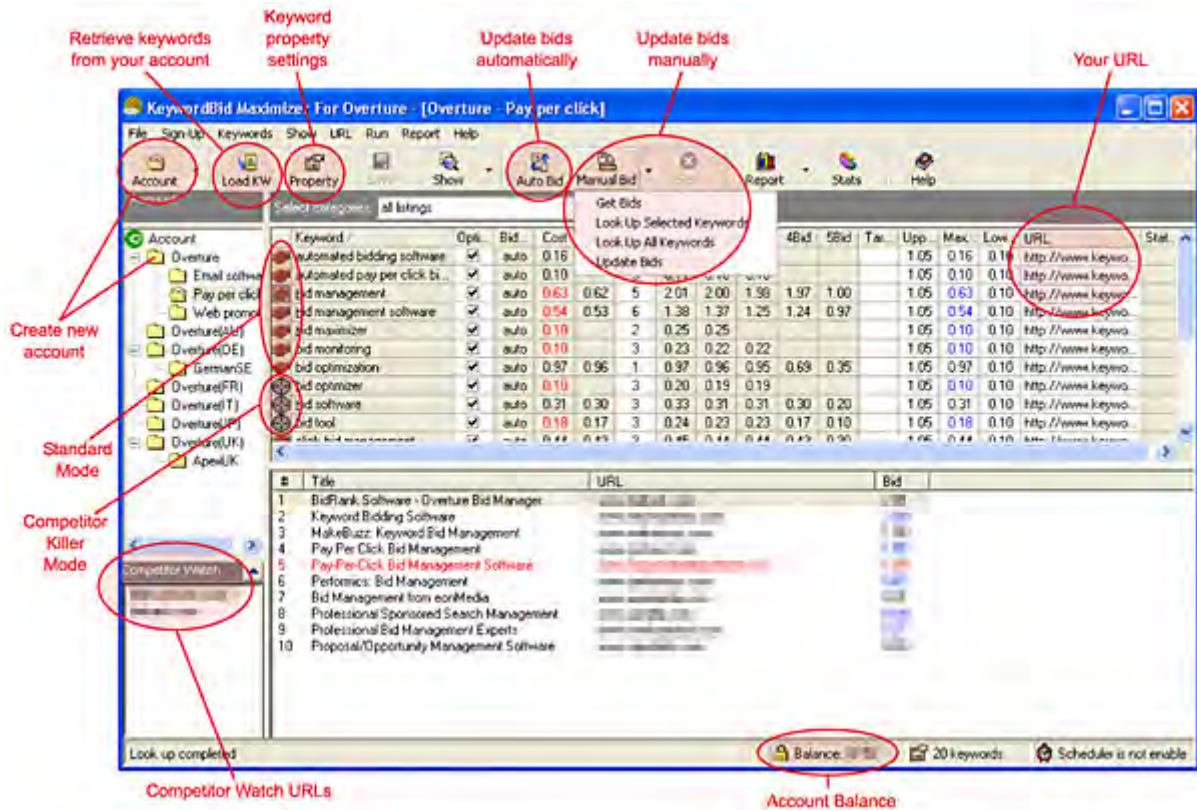
## 6.10 Set the Daily Spending Cap

You can set the daily spending cap for each account individually at the account property area. What this will do is offline your account for the day when you have spend

1. Select the account you wish to change the setting
2. Click on the "Property" button to on the tool bar to bring up the account property window.
3. Goto the "Autobid Setting" panel to set the daily spending cap.

## 7 How to

### 7.1 Quick Starting and understand the interface of BidMaximizer



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

1. **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.
2. **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.
3. **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.
4. **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?](#)

## 7.2 What each column in the bidding interface represents?

Keyword	Optimize	BidType	Cost	NextBid	CurPos	1Bid	2Bid	3Bid	4Bid	5Bid	Target	UpperLimit	MaxBid	LowerLimit	URL	Status
automated bidding	<input checked="" type="checkbox"/>	auto	0.16	0.15	1	0.16	0.15					1.05	0.16	0.10	http://...	
automated pay p...	<input checked="" type="checkbox"/>	auto	0.10		3	0.11	0.10	0.10				1.05	0.10	0.10	http://...	
bid management...	<input checked="" type="checkbox"/>	auto	0.53	0.52	5	2.01	2.00	1.36	1.97	1.00		1.05	1.00	0.10	http://...	
bid management...	<input checked="" type="checkbox"/>	auto	0.54	0.53	6	1.38	1.37	1.25	1.24	0.97		1.05	0.97	0.10	http://...	
bid maximizer	<input checked="" type="checkbox"/>	auto	0.10		2	0.25	0.25					1.05	0.25	0.10	http://...	
bid monitoring	<input checked="" type="checkbox"/>	auto	0.10		3	0.23	0.22	0.22				1.05	0.22	0.10	http://...	
bid optimization	<input checked="" type="checkbox"/>	auto	0.97	0.96	1	0.97	0.96	0.95	0.63	0.35		1.05	0.97	0.10	http://...	
bid optimizer	<input checked="" type="checkbox"/>	auto	0.10		3	0.20	0.19	0.19				1.05	0.19	0.10	http://...	
bid test	<input checked="" type="checkbox"/>	auto	0.18	0.17	3	0.24	0.23	0.23	0.17	0.10		1.05	0.23	0.10	http://...	
click bid manag...	<input checked="" type="checkbox"/>	auto	0.44	0.43	3	0.45	0.44	0.44	0.43	0.30		1.05	0.44	0.10	http://...	
keyword bid...	<input checked="" type="checkbox"/>	auto	0.77	0.76	3	0.70	0.77	0.77	0.56	0.10		1.05	0.77	0.10	http://...	

**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.

## 7.3 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.

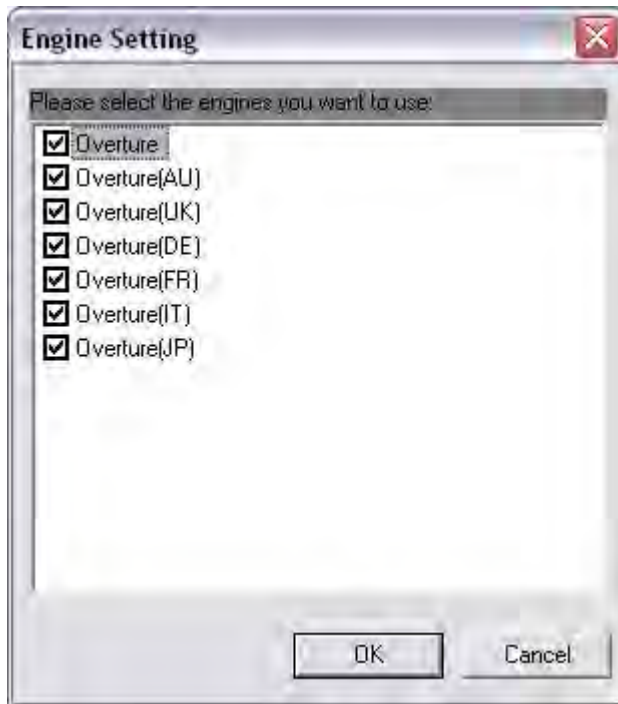
To make sure your look up results are accurate, please update the Engine Data file frequently about once per month to keep your engine data files up to date.

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.

## 7.4 Select Search Engine

This feature allows you to choose which Overture engine you want to manage the bids on. Because Dynamic KeywordBid Maximizer supports almost all the Overture "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 from this program from our web site.

**See Also:**

[Create a new Account](#)

## 7.5 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.

**Account - Overture**

Account Details | AutoBid Setting | Scheduler | ROL | Option

You are about to provide your personal Overture account information to [Dynamic KeywordBid Maximizer]. By so doing you are designating [Dynamic KeywordBid Maximizer] to act as your authorized agent to make changes to your Overture account, including increasing or decreasing your bid amounts. You are liable to Overture for any charges to your account made using your account information. These charges may be significant. Overture is not responsible for errors made by or through the use of this product or service.

Account Name:

Login Detail

User Name:

Password:

Account ID:  (Optional)

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

OK Cancel

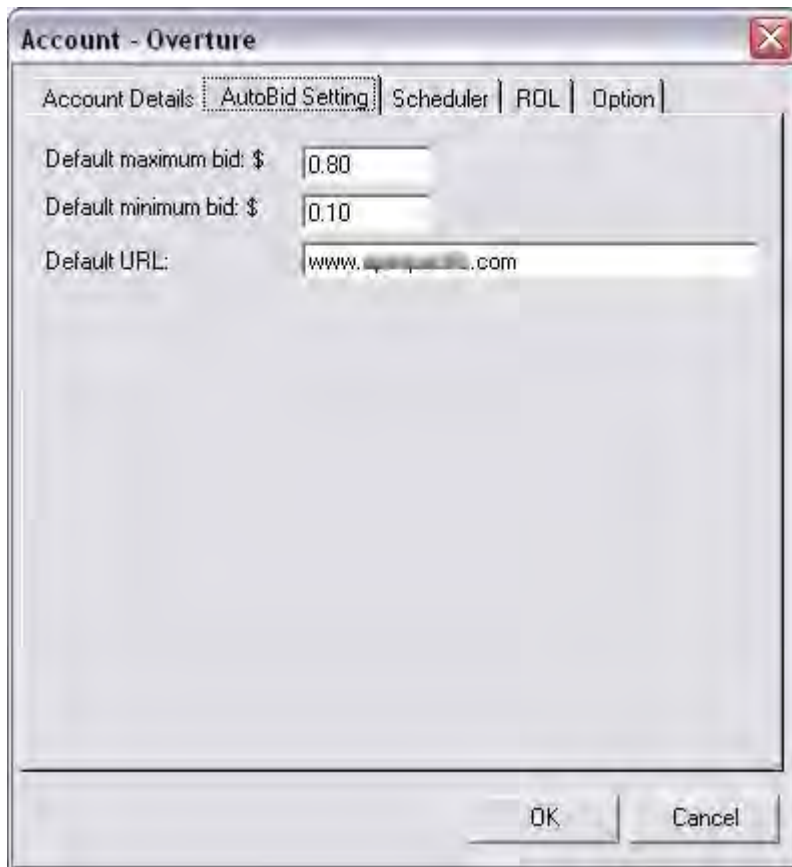
Enter an account name and other details as below then click the OK button.

**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 sub accounts under one main account.

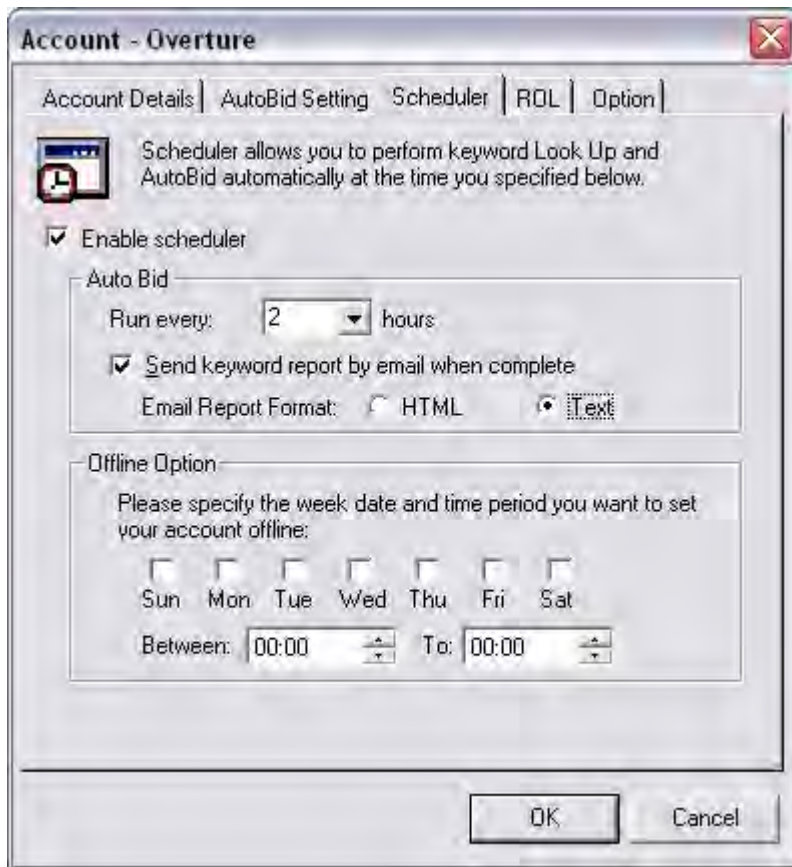


**Upper Bid Limit (Maximum Bid):** The maximum amount you want to spend for a click.

**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 Overture is \$0.10; 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 those keywords.

**Default URL:** This will be used if your keywords do not have any URL entered.

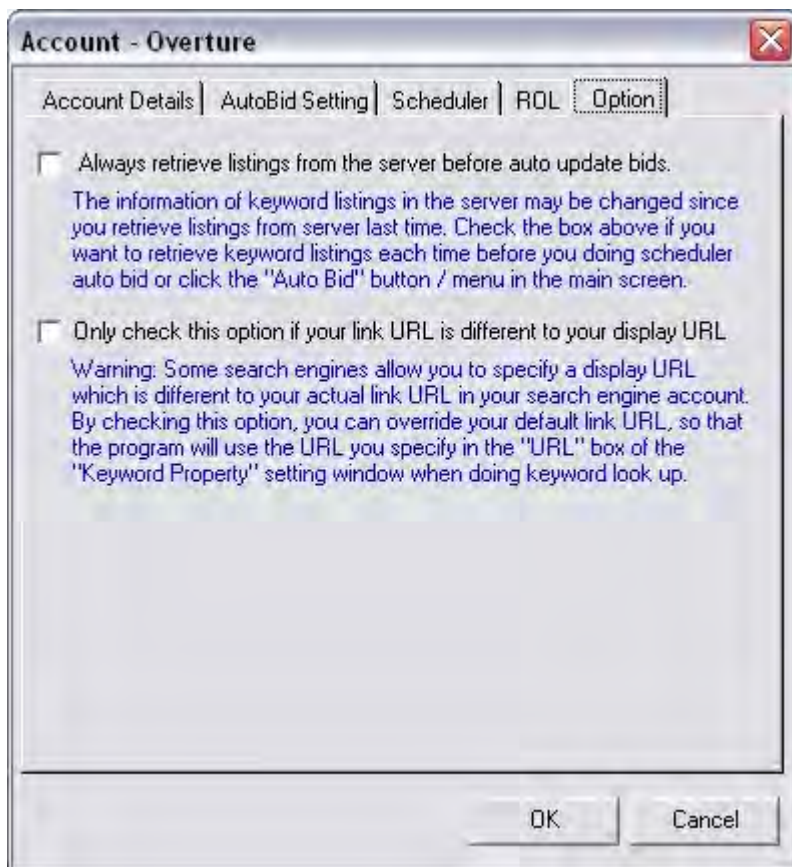


**Scheduler:** This allows you to run AutoBid function automatically at a regular time basis. You can specify the time interval on how frequency you want to perform the keyword look up or AutoBid, and the program will also send you an auto bid report via email automatically when AutoBid is completed.

**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. Although Overture won't accept any new update within half hour of the last one.

**Offline Option:** You can specify what time on a specific day of the week the offline the keywords.



**Always retrieve listings from the server before auto update bids:** If this option enabled the program will try obtain latest keyword information every time the scheduled update comes up, only use this if you frequently change your keywords in the Overture.

**Only check this option if your link URL is different to your display URL:** Only use this option if your used a different URL for the keyword instead of the displayed URL. Enabling this option will prevent BBidMaximizer from downloading URL from Overture and instead use what you set in the program to bid.

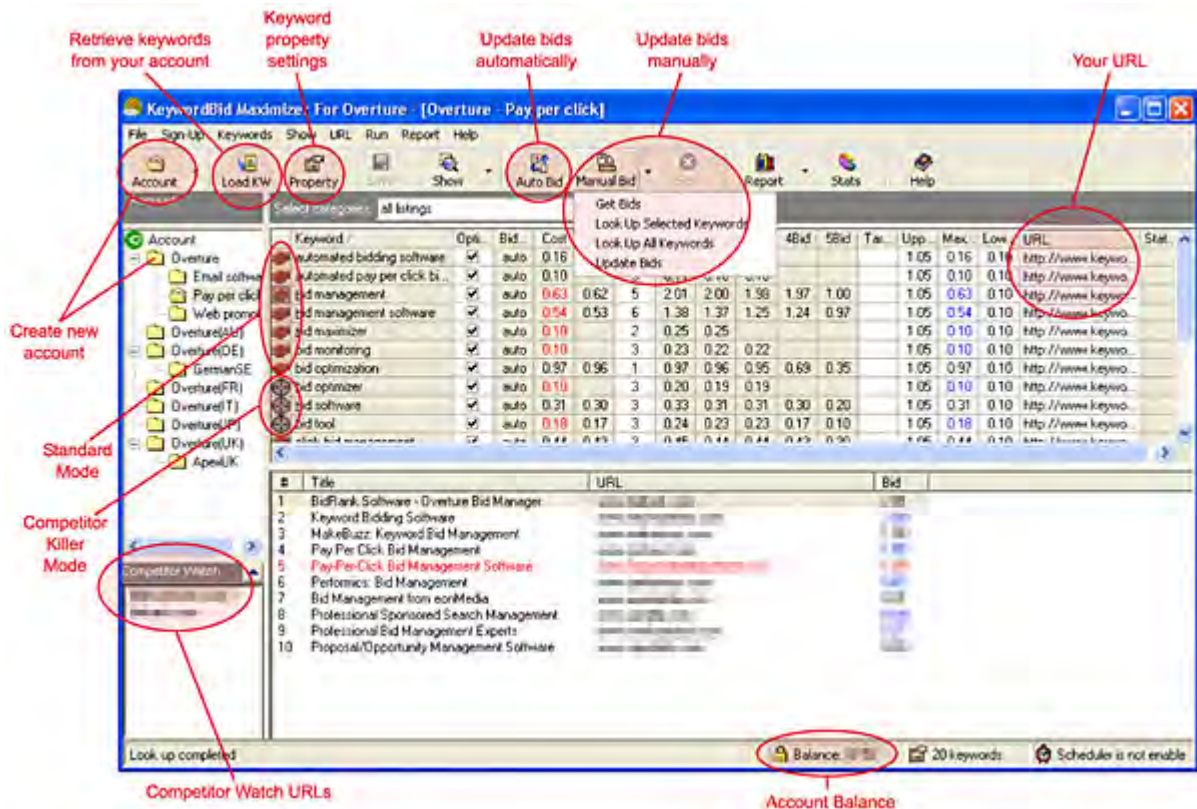
#### **Additional Information:**

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.

## **7.6 Retrieve keywords from your account**

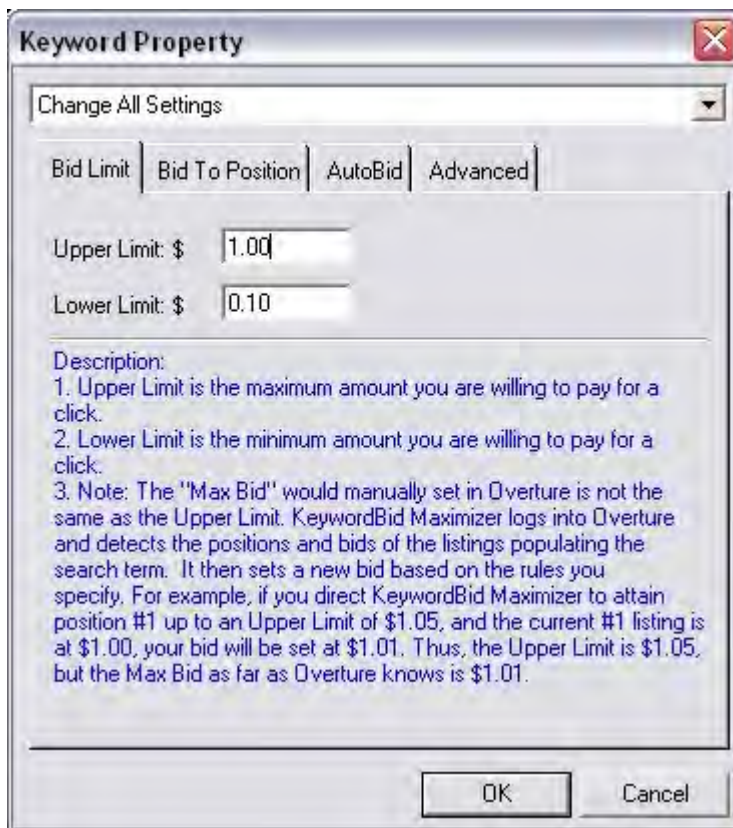


This is a powerful function which allows you to retrieve your keyword bids directly from your search engine account automatically, so that you don't need to enter your keywords manually. You need to specify your account login name and password under the "Account" profile window before you can retrieve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

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 Keywords" button on the toolbar.

## 7.7 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.

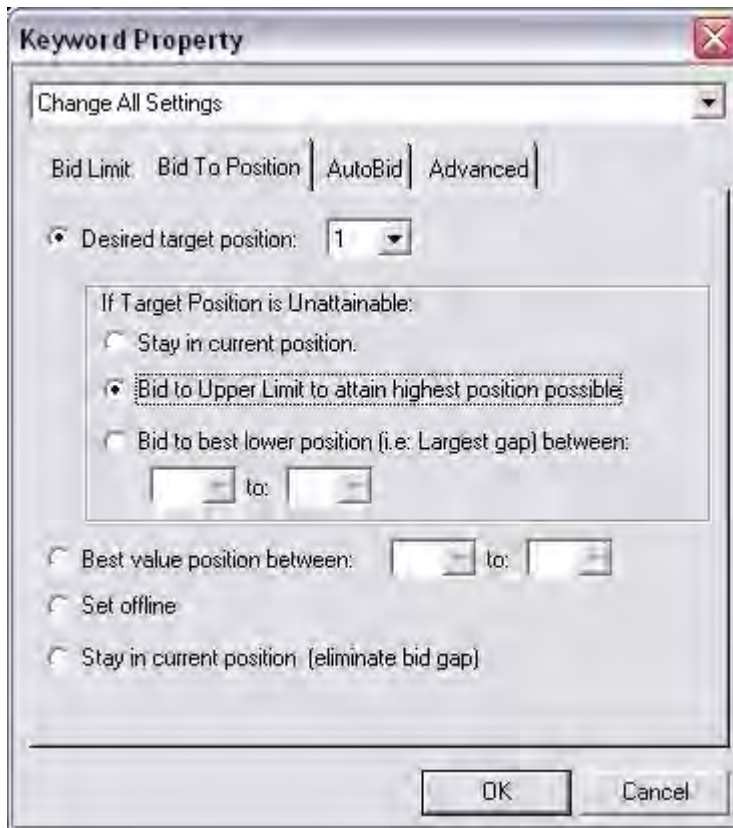
**Tips:**

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.

**Always bid on the best value position:** Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position.

**Position Range:** When you choose to "**Always bid on the best value position**" setting above, you need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

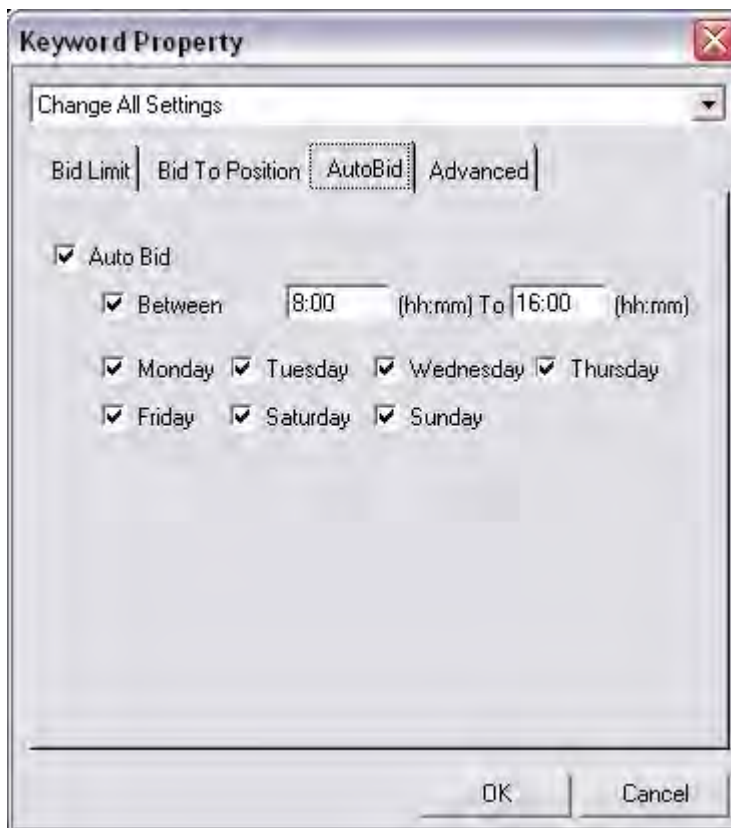
**Bid to Best Value Position Between 1 to 40:** This option allows you to bid on the best value position between #1 and #40.

**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). If your keyword is set in AutoBid type with "Competitors Killer Mode" enable, the program will use Preserve Value to design whether to bid to the Desired Position or one position lower. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your desired position is #1 and your Preserve Value is 0.05, under "Competitors Killer Mode", the program will first to compare the Bid Gap between #1 and #2 with your Preserve Value, if the bid gap is smaller than your Preserve Value (means the bid gap is small), then the program will bid to the #1 position. If the bid gap is bigger than your Preserve Value, then the program will bid to position #2 and this will save you money.

3). When bid to position #1, the program will use current #1 bid + Preserve Value for your new Max Bid. In above sample, if you want to bid to position #1, your new bid will be 1.09(1.04 + 0.05).

### **Competitor Killer Mode**

This is a powerful feature allows you to bid to a position that will cost your competitor to waste as much money as possible. If your competitor burn out of their money quickly, they will get out of the listing and you will have more chances to stay on the top position. Please click here for more information about "Competitors Killer Mode".

## **7.8 Update keywords manually**

Click on the "Run" on top of the menu and then choose the "Manual bids" with the "Update bids" to update the bids to the Overture's server.

## **7.9 Update keywords automatically**

Yes, Dynamic KeywordBid Maximizer has full support for the automatic scheduler mode. You can set time period or set the day during the week to bid, plus the frequency of bidding.

Following is a quick guide on how to set up the scheduler for Dynamic KeywordBid Maximizer.

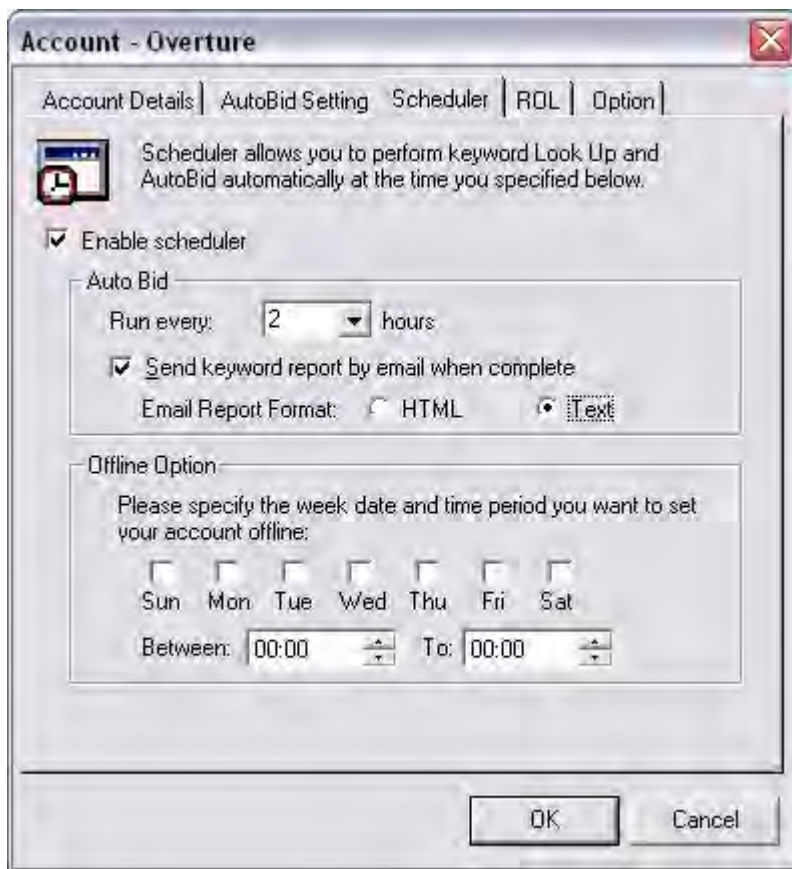
1. Enabled the "Enable Scheduler" in the "Options" area within the "File/Configuration" on the menu bar.
  2. Within the property area for the account you want to AutoBid, simply go to "AutoBid Setting" section and enabled the scheduler for this account and set the frequency of the auto bidding.
  3. Then select the keyword or keywords you want to AutoBid with and then click on the "Property button" on the tool bar. Enabled the scheduler in this area and set the options available.
- Once you have above steps, the program is ready to AutoBid on the keywords you have specified to AutoBid with.

## **7.10 Schedule automatic bidding**

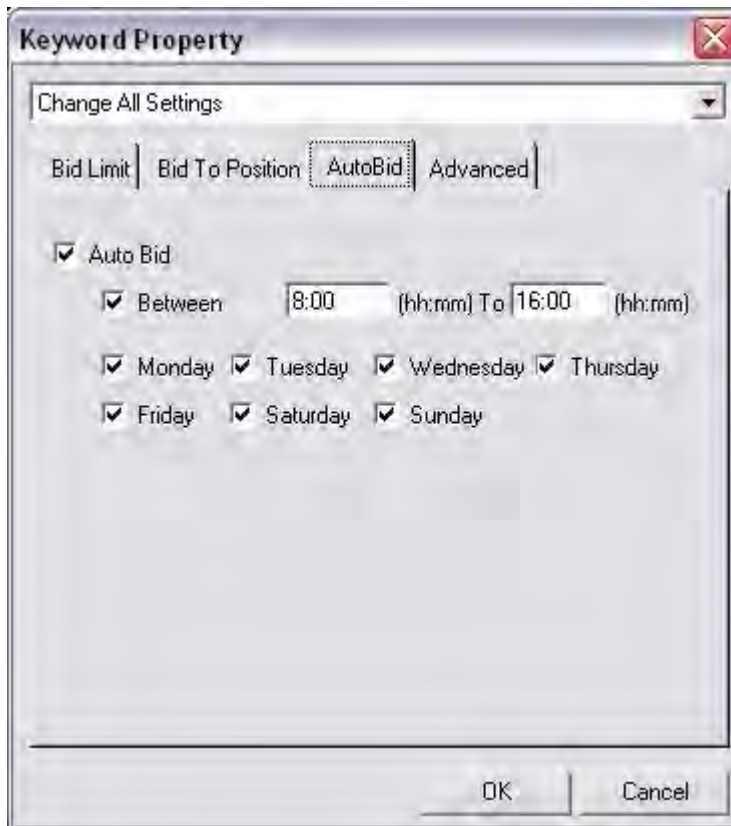
This allows you to perform AutoBid function automatically at a regular time basis. You can specify the duration by minutes on how frequency you want to perform the AutoBid function and the program will also send you a keyword report via email automatically when the AutoBid is completed.

Please follow the steps below:

1. Click the "File/Configuration" menu item and choose "Options" tab, be sure that the "Enable Scheduler" check box is checked.
2. Double click on your account name from the "**Account**" list, and be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run AutoBid.



3. 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.)



4. Open the "AutoBid" window and click the "Property" button to set up your keyword bid property for each keyword, and be sure to check the "AutoBid" check box.

## 7.11 Customize keyword reports with your own 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](#)

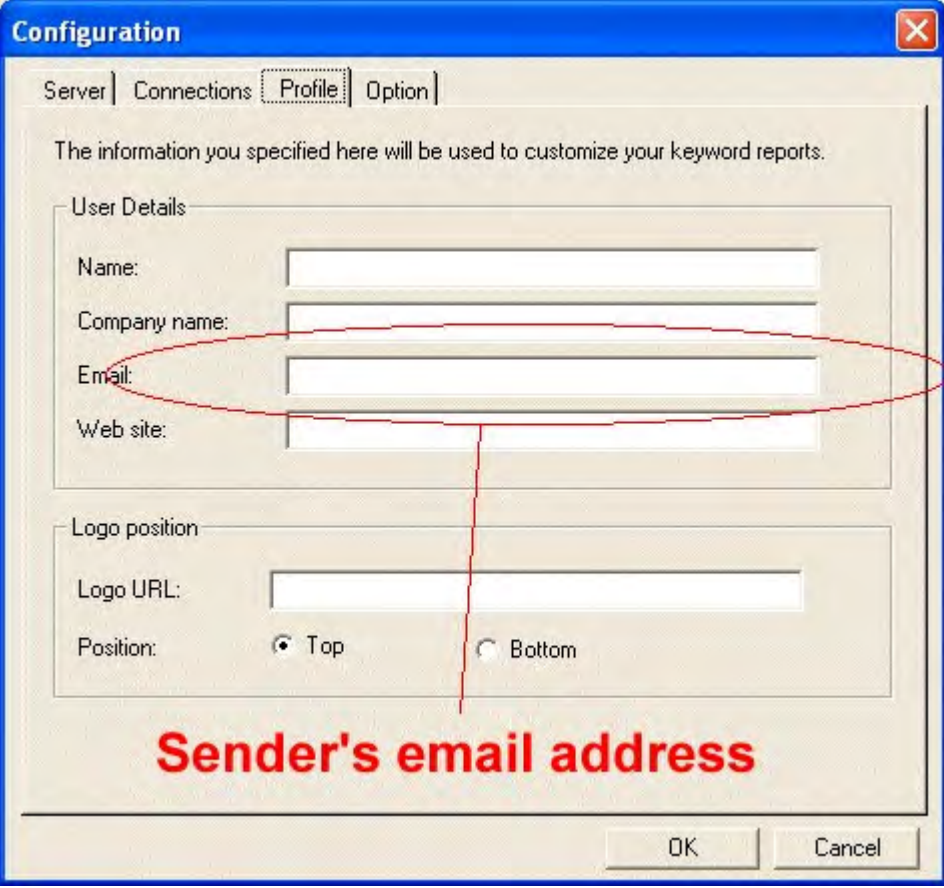
## 7.12 Send email report

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.



The screenshot shows a 'Configuration' dialog box with a blue title bar and a close button. It has four tabs: 'Server', 'Connections', 'Profile', and 'Option'. The 'Profile' tab is selected. Below the tabs, there is a text box containing the instruction: 'The information you specified here will be used to customize your keyword reports.' The dialog is divided into two main sections: 'User Details' and 'Logo position'. The 'User Details' section contains four text input fields: 'Name:', 'Company name:', 'Email:', and 'Web site:'. The 'Email:' field is highlighted with a red oval. A red arrow points from the bottom of this oval down to the text 'Sender's email address' which is written in large, bold, red font. The 'Logo position' section contains a 'Logo URL:' text input field and a 'Position:' section with two radio buttons: 'Top' (which is selected) and 'Bottom'. At the bottom of the dialog are 'OK' and 'Cancel' buttons.

**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.

#### Recipient email Address

This option only available to Enterprise edition users.

## 7.13 Set the keywords offline

Please refer to either one of the following

1. Set individual keyword offline, please refer to the [Keyword Property](#) area for more detail.
2. Set the entire account offline at a specific time, please refer to [Account property](#) area for more detail.

## 7.14 Can I optimize the keywords only some of the time

Yes, you absolutely can do that, you can choose to only bid for the keywords on any days of the week and any set period during the day as well. Please see [Keyword Property](#) area the "Autobid" panel and

[Schedule](#) option in the "File/Configuration" area for more detail.

## 7.15 Can I set my account offline during the night and activate during the day.

Yes, you absolutely can do that, you can choose to only bid for the keywords on any days of the week and any set period during the day as well. Please see [Keyword Property](#) area the "Autobid" panel and [Schedule](#) option in the "File/Configuration" area for more detail.

## 7.16 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.

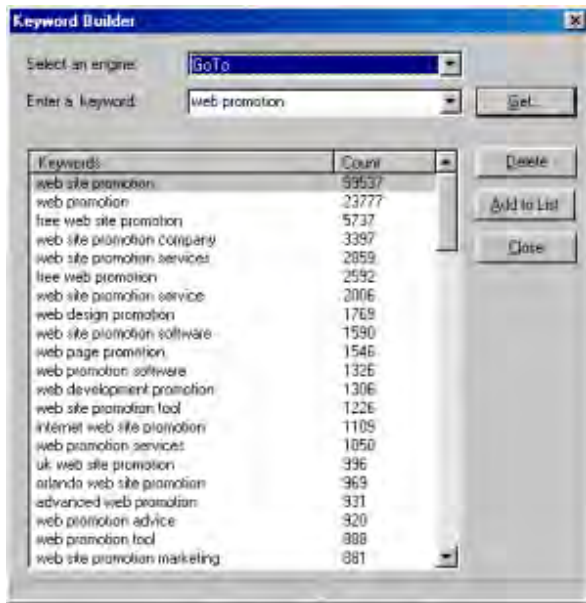
For example you have set the autobid to run between 8am to 8pm in the day. Then the program will use the normal settings to do the autobidding. If you have enter a setting for the fall back position, then the program will bid to the fall back position from 8pm to next day 8am.

You can find the fall back position option in the "Bid to Position" panel in the keyword property area.

# 8 Manage Keywords

## 8.1 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 keyword has 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.

## 8.2 Generate relevant keywords from search engines

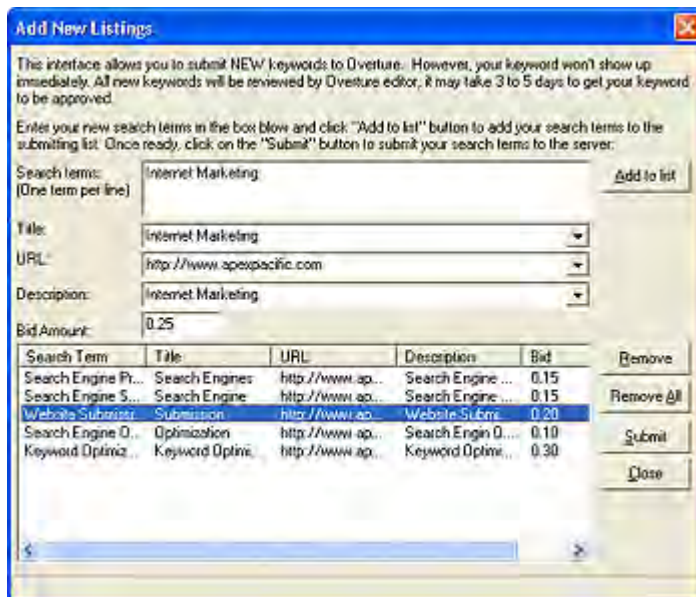
If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool allows you to retrieve all relevant keywords for the keyword you chosen. It also shows you how many searches (or counts) each keyword has been searched, it is an important tool that tells you how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

## 8.3 Add and remove keywords directly to the server



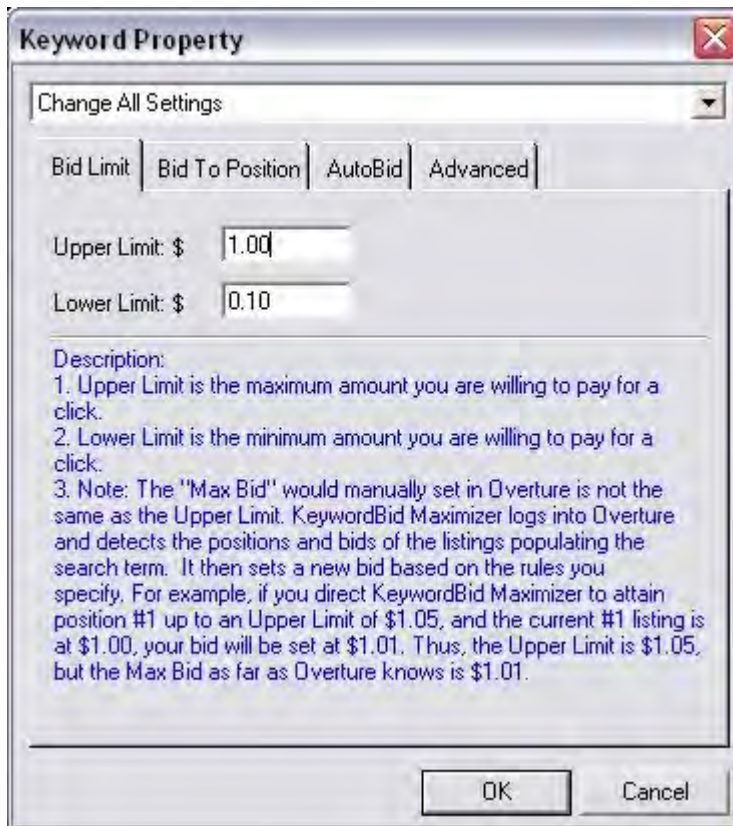
### Add keywords directly to the server.

The new add listing interface can be access by clicking on the "Add" button on the tool bar. You can specify the search term to add, title, URL, description and bid amount. BidMaximizer will submit those to Overture for review, if they are approved by Overture it will appear in your Overture account.

### Remove keywords directly from the server

Highlight the keyword you wish to remove and press the "Delete" button on your keyboard to do so.

## 8.4 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.

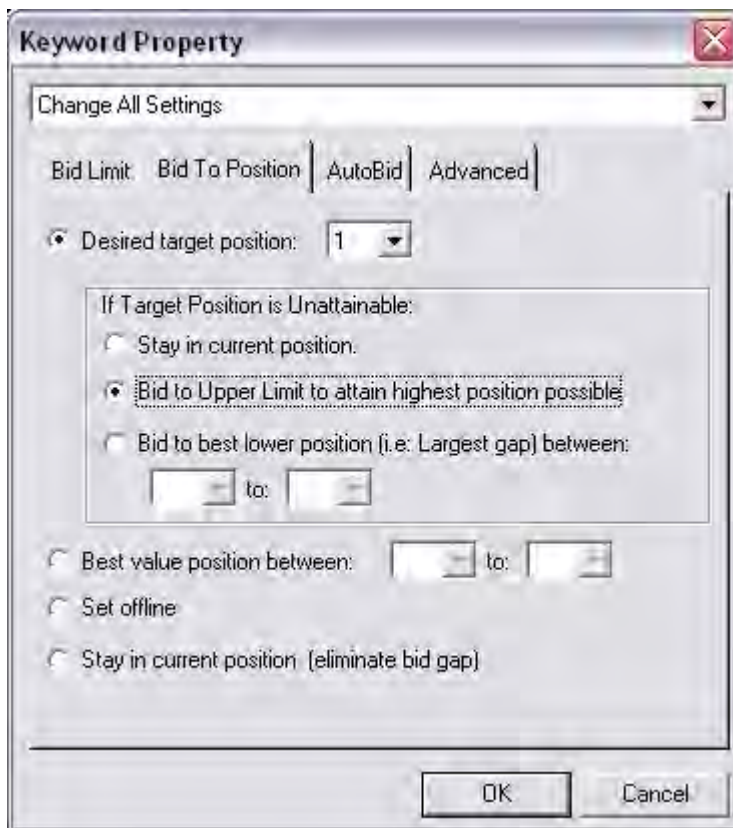
**Tips:**

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.

**Always bid on the best value position:** Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position.

**Position Range:** When you choose to "Always bid on the best value position" setting above, you need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

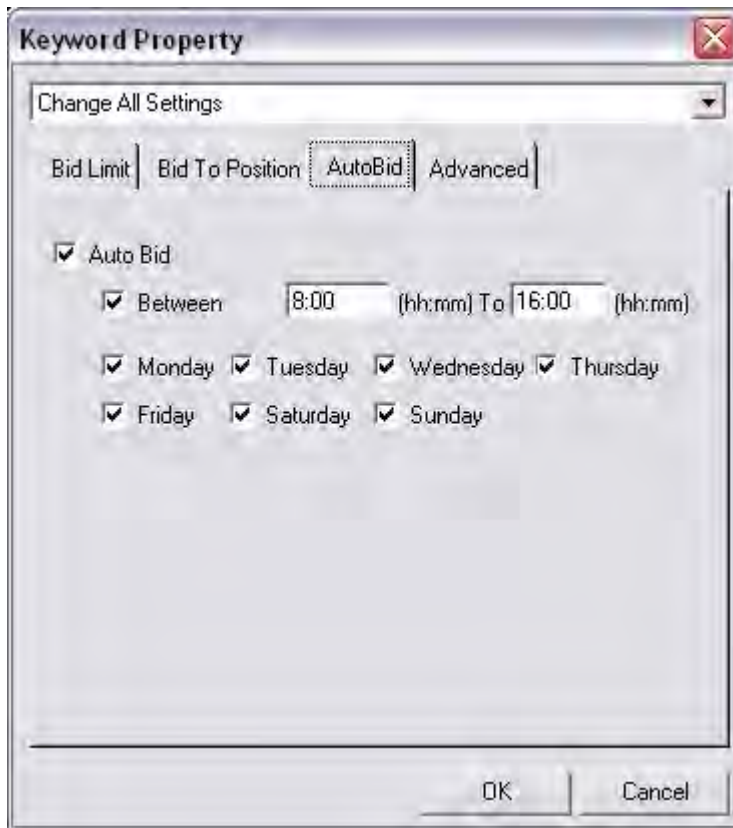
**Bid to Best Value Position Between 1 to 40:** This option allows you to bid on the best value position between #1 and #40.

**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). If your keyword is set in AutoBid type with "Competitors Killer Mode" enable, the program will use Preserve Value to design whether to bid to the Desired Position or one position lower. For example,

1.04  
1.00  
0.93  
0.85  
0.83

if your desired position is #1 and your Preserve Value is 0.05, under "Competitors Killer Mode", the program will first to compare the Bid Gap between #1 and #2 with your Preserve Value, if the bid gap is smaller than your Preserve Value (means the bid gap is small), then the program will bid to the #1 position. If the bid gap is bigger than your Preserve Value, then the program will bid to position #2 and this will save you money.

3). When bid to position #1, the program will use current #1 bid + Preserve Value for your new Max Bid. In above sample, if you want to bid to position #1, your new bid will be 1.09(1.04 + 0.05).

#### **Competitor Killer Mode**

This is a powerful feature allows you to bid to a position that will cost your competitor to waste as much money as possible. If your competitor burn out of their money quickly, they will get out of the listing and you will have more chances to stay on the top position. Please click here for more information about "Competitors Killer Mode".

## **8.5 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.

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 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 MaxBid 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).

## **8.6 Backing up your current bid settings**

1. Click the "Keywords" menu item from the menu bar
2. Choose the "back up keyword settings" option to back your keyword settings.
3. If something goes wrong, you can click the "Keywords\Restore Keyword Settings" menu item to restore your keyword settings.

## **8.7 Export keywords to a file**

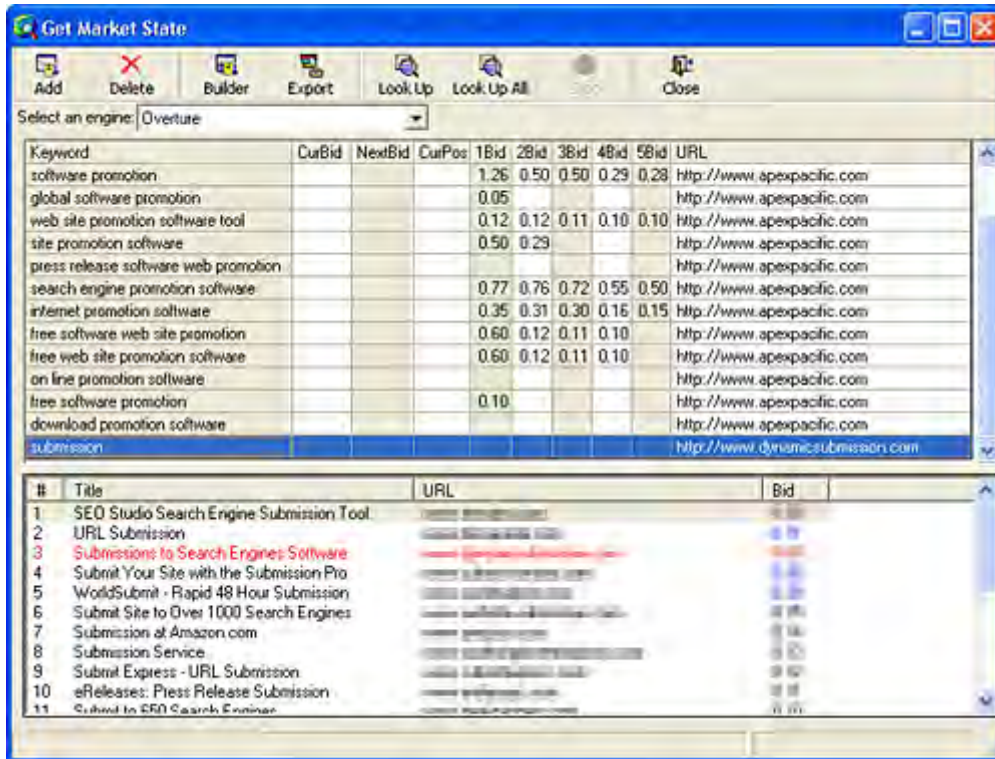
This allows you to export existing keywords to a text file.

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.

## 9 Keyword Lookup and Competitor Watch URLs

### 9.1 Get Market State



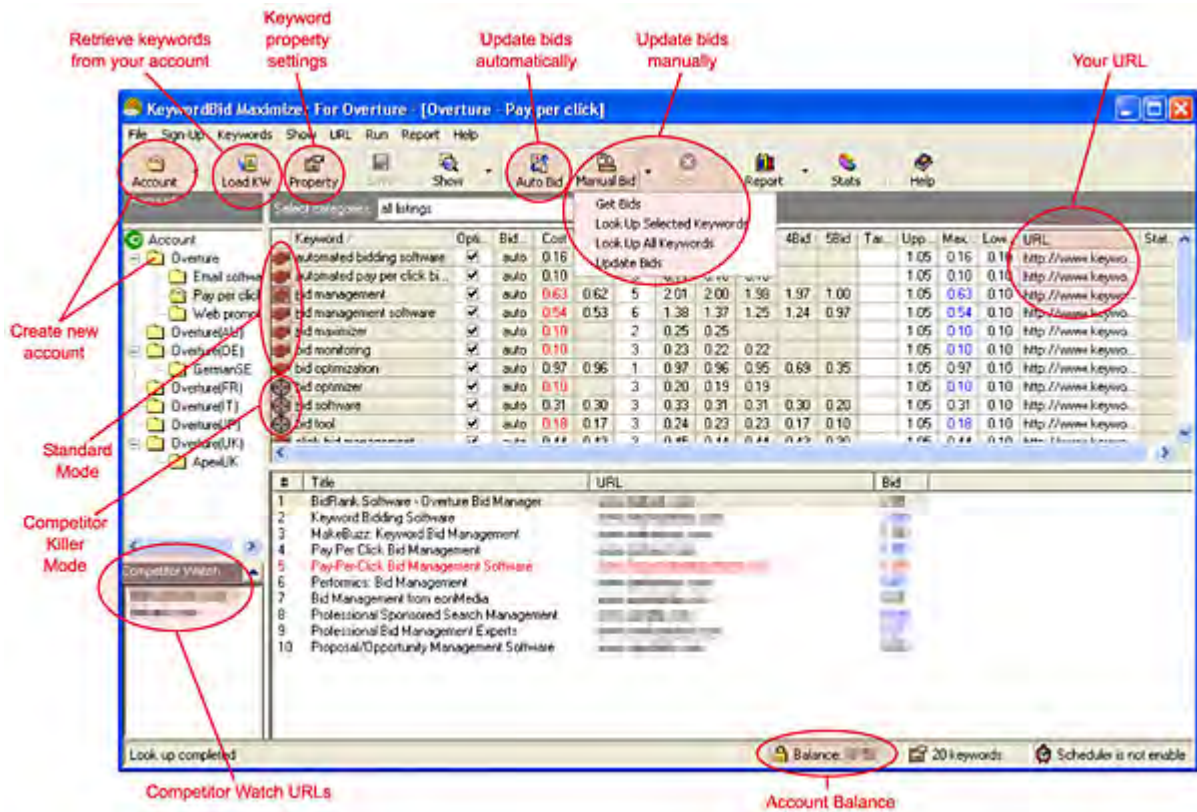
This function is design for doing look up, and keywords in here will not be saved after use.

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 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 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.

Here is a sample screen shot of the interface to show you how your keyword lookup looks like:



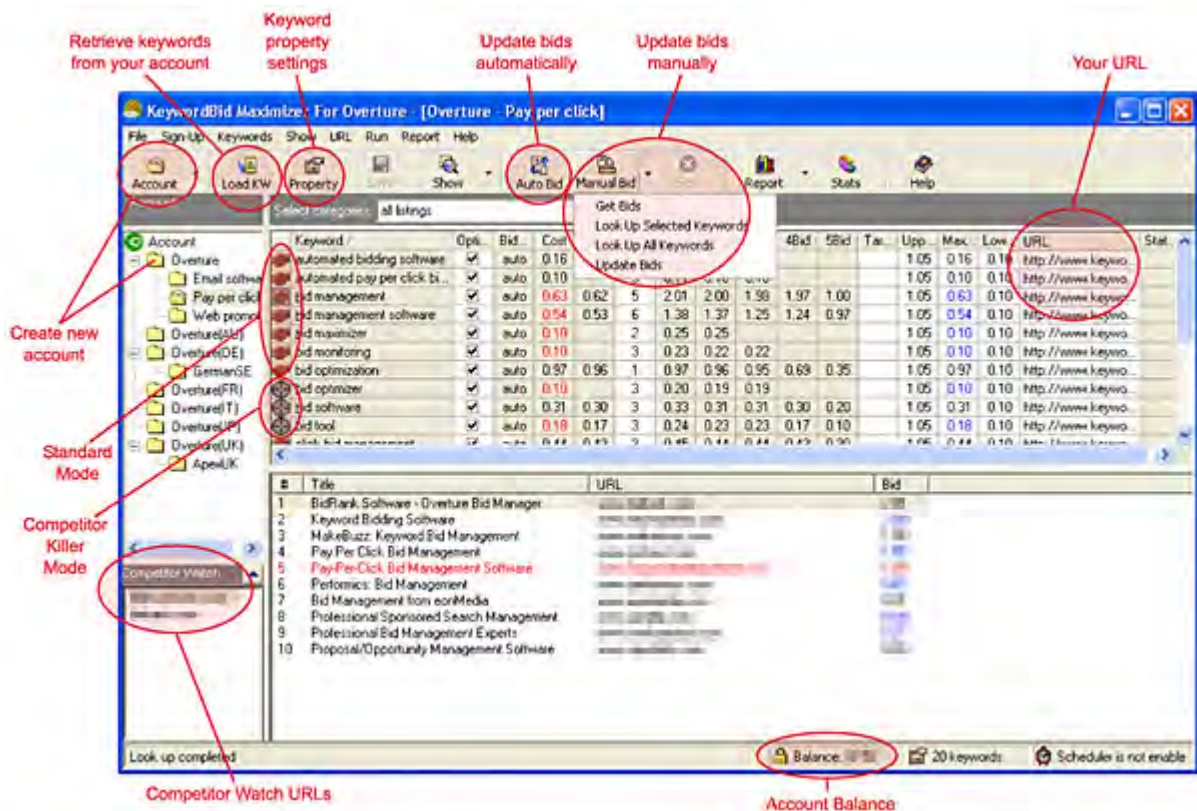
You can do a keyword look up in many different ways:

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

## 9.2.1 Get keyword bids and URL positions

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.

Here is a sample screen shot of the interface to show you how your keywords look up looks like:



You can set up scheduler and make the program bid automatically when you want according to the setting you pre-set.

## 9.2.2 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 chooses "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.

## 9.2.3 Multiple Keyword 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 chooses "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.

### 9.2.4 Look up all keywords for all search Engines

This allows you to perform a look up for all keywords on all search engines.

Please follow the steps below:

1. Select a keyword project from the "Project" list box
2. Click the "Look Up" drop down button from the Toolbar or from the "Look Up" menu bar, then choose "All keywords for all engines" item.
3. Once look up completed, you can generate a keyword report by clicking the "Report" button from the toolbar or menu bar.

### 9.2.5 Look up all projects for all search engines

This allows you to perform a look up for all keywords on all projects on all search engines for a button click

Please follow the steps below:

1. Click the "Look Up" drop down button from the Toolbar or from the "Look Up" menu bar, then choose "All Projects" item.
2. Once the look up complete, you can generate a keyword report by clicking the "Report" button from the toolbar or menu bar.

### 9.2.6 Automated schedule look up

This allows you to perform keyword look up automatically at a regular time interval. You can specify the duration in minutes for the frequency you want to perform the look up, and the program will also send you a keyword report via email automatically when the look up is completed.

Please follow the steps below:

1. Click the "File/Configuration" menu item and choose "Options" tab, be sure that the "Enable Scheduler" check box is checked.
  2. Double click on your account name from the "Account" list, and be sure that the "Enable Scheduler" box is also checked, and specify the duration you want to run keyword look up.
  3. 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 must have configured your email address for this feature to function].

### 9.2.7 Import keywords from a file

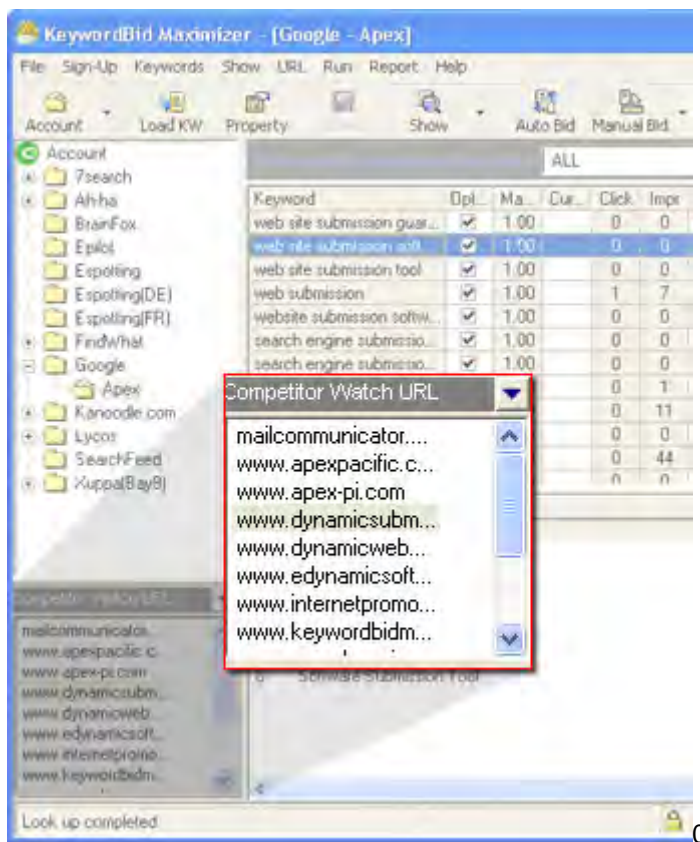
If you already have a text file contains the keywords you want to look up, you can simply import the keywords to the program without enter manually.

To import keywords from a file, please follow the steps below:

- ? Click the "Keywords" button from the Toolbar to open the "Add Keywords" window,
- ? In the "Add Keywords" window, click the "Import" button and locate the keyword file you want to import.
- ? By default, the keyword file contains one keyword per line. If your keyword file is in another format, please select the delimited character from the list box, or simply enter any new delimited character you specified.
- ? Then click the OK button.

You can also click the "Keywords" menu item from the menu bar and choose "Add Keywords" menu item to open the "Add keywords" window.

### 9.3 Manage Competitor Watch URLs



This allows you to specify your competitor's 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 colour. Your listing will be displayed in Red colour.

### 9.4 Add & Edit Competitors URL

This allows you to specify which web site you want to monitor for the ranking position. Normally, you need to enter your web site URL you are used in the Pay-Per-Click search engines. However, you can

also enter your competitor's web site URL so that you can track how well your competitor rank is.

To add a URL:

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

To Edit a URL:

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

To Delete a URL:

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

## 9.5 Show URL Position

It allows you to find the exactly position for a specified URL if you try to monitor multiple URLs at the same time.

Because all the matched URLs will be shown in the RED colour, 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" colour.

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

## 9.6 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.

# 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:

**Dynamic Keyword Report - Microsoft Internet Explorer**

Address: C:\Users\Software\My keyword\report\Apex\GoTo.html

**Keyword Report**

Project name: Apex  
 Engine name: GoTo  
 Date search: 13/09/01  
 URL: www.submission2000.com  
 www.apexpacific.com

#	Keywords	Counts	Cur bid	Next Bid	1st Bid	2nd Bid	3rd Bid	Position	Status
1	web promotion software	23456	\$0.13	\$0.07	\$0.72	\$0.71	\$0.29	8	31/09/2001
2	site promotion software	19345	\$0.05	\$0.01	\$0.05	\$0.05	\$0.01	2	31/09/2001
3	promotion software	5675	0.20	0.18	\$0.27	\$0.26	\$0.26	7	31/09/2001
4	internet marketing	43650	1.00	0.95	\$3.16	\$3.12	\$2.13	21	31/09/2001
5	internet promotion	5912	0.90	0.86	\$1.82	\$1.82	\$1.10	23	31/09/2001
6	marketing	142504	\$0.50	0.49	\$2.35	\$2.30	\$2.05	34	31/09/2001
7	marketing promotion	2519	0.35	0.34	\$1.05	\$0.53	\$0.52	9	31/09/2001
8	marketing software	3559	\$0.50	0.48	\$1.13	\$1.01	\$1.01	7	31/09/2001
9	marketing tool	2356	\$0.50	0.46	\$0.91	\$0.88	\$0.87	13	31/09/2001
10	promotion	20785	\$0.50	0.48	\$1.79	\$1.76	\$0.80	14	31/09/2001
11	search engine	710294	\$0.15	0.13	\$0.34	\$0.34	\$0.31	21	31/09/2001
12	search engine promotion	10255	\$0.75	0.65	\$3.77	\$3.76	\$3.75	19	31/09/2001
13	search engine promotion software	130	\$0.07	0.05	\$0.07	\$0.05	\$0.05	1	31/09/2001

- 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

## 10.2 Create keyword reports in HTML format

**Dynamic Keyword Report - Microsoft Internet Explorer**

Address: C:\Users\Software\My keyword\report\Apex\GoTo.html

**Keyword Report**

Project name: Apex  
 Engine name: GoTo  
 Date search: 13/09/01  
 URL: www.submission2000.com  
 www.apexpacific.com

#	Keywords	Counts	Cur bid	Next Bid	1st Bid	2nd Bid	3rd Bid	Position	Status
1	web promotion software	23456	\$0.13	\$0.07	\$0.72	\$0.71	\$0.29	8	31/09/2001
2	site promotion software	19345	\$0.05	\$0.01	\$0.05	\$0.05	\$0.01	2	31/09/2001
3	promotion software	5675	0.20	0.18	\$0.27	\$0.26	\$0.26	7	31/09/2001
4	internet marketing	43650	1.00	0.95	\$3.16	\$3.12	\$2.13	21	31/09/2001
5	internet promotion	5912	0.90	0.86	\$1.82	\$1.82	\$1.10	23	31/09/2001
6	marketing	142504	\$0.50	0.49	\$2.35	\$2.30	\$2.05	34	31/09/2001
7	marketing promotion	2519	0.35	0.34	\$1.05	\$0.53	\$0.52	9	31/09/2001
8	marketing software	3559	\$0.50	0.48	\$1.13	\$1.01	\$1.01	7	31/09/2001
9	marketing tool	2356	\$0.50	0.46	\$0.91	\$0.88	\$0.87	13	31/09/2001
10	promotion	20785	\$0.50	0.48	\$1.79	\$1.76	\$0.80	14	31/09/2001
11	search engine	710294	\$0.15	0.13	\$0.34	\$0.34	\$0.31	21	31/09/2001
12	search engine promotion	10255	\$0.75	0.65	\$3.77	\$3.76	\$3.75	19	31/09/2001
13	search engine promotion software	130	\$0.07	0.05	\$0.07	\$0.05	\$0.05	1	31/09/2001

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.

### 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.

### 10.4 Create keyword reports in Excel file Format

To create keyword reports in Excel file 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.

### 10.5 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:

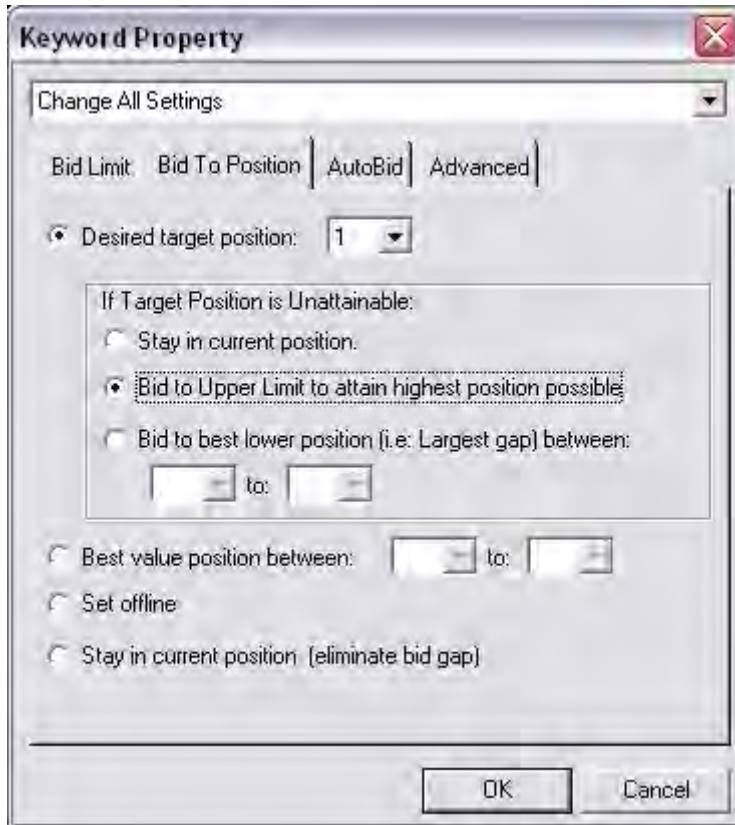
1. Click on the "File" menu item from the menu bar and choose "Configuration".
2. In the "Configuration" window, click the "Profile" tab
3. Enter all the details on the "Profile" tab and click OK.

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

# 11 Troubleshooting and Frequently Asked Questions

## 11.1 How to choose your position setting?

Depending on your needs you have several of bidding option to choose



1. Bid to position, the program will try to bid to the particular position you have specified if it is within the upper limit you have set.
  - If target position is unattainable
    - A) Stay in current position
    - B) Bid to upper limit to attain highest position possible.
    - C) Bid to best lower position between
2. Bid to best value position between position "X" and "Y", example, best value position between 1 and 5.
3. Stay in current position, this option will just eliminate the bid gap between you and person under you to avoid spending more in the fixed bid mode.

## 11.2 What is Competitor Killer Mode?

In this mode, the program will attempt to bid to your target position, however, the program may NOT always bid to your desired position, instead it will bid to a NEAREST best value position where COST your competitors to pay more money.

### Competitors Killer Mode

**Note:** your keyword must be set to "AutoBid" type to use this mode.

If you are an advanced user, you can consider choosing to use "Competitor Killer Mode". In this mode, the program will bid to an amount that cost your competitor to pay more money. With further "Competitor Killer Advanced" mode, the program will **attempt** to bid to your target position, however, the program will **NOT** always bid to your desired position, instead it will bid to a NEAREST best value position where COST your competitors to pay more money.

**WARNING:** your competitor may doing the same thing and using the same concept to bid you, this may also cost you to pay more money if you don't adjust your bid amount frequently. Please choose this option only if you really understand how it works.

Here is how it works:

#### Competitor Killer Mode

Let's look at a sample first:

\$2.00  
\$1.40  
\$1.30  
\$1.10  
\$1.00  
\$0.70  
\$0.40

if your desired position is #2, under the Standard Mode, the program will bid at \$1.41. Your bid cost is \$1.41 and your competitor (at position #1) bid cost is \$1.42. It is only \$0.01 more than you.

If you choose "Competitor Killer Mode", the program will bid at \$2.00, your bid cost is still \$1.41 but your competitor (#1 position) will pay \$2.00. As you can see, by doing this, it forces your competitor to pay \$0.59 more.

**Note:** your competitor can do the same for you. If your competitor changes their bid to \$1.99 for position #3, for example:

\$2.00  
\$2.00 <--- your current position  
\$1.99  
\$1.30  
\$1.10  
\$1.00  
\$0.70  
\$0.40

then your bid cost will be \$2.00 and your competitor in position #3 only pay \$1.30.

#### Tips:

You need to run the AutoBid function as frequently as possible in order to outbid your competitor if are doing the same (you can run AutoBid 24 times per day per keyword with current version).

#### Competitor Killer Advanced Mode

If you are an advanced user, you can consider choosing to use "Competitor Killer Advanced Mode". In this mode, the program will **attempt** to bid to your target position, however, the program will **NOT** always bid to your desired position, instead it will bid to a NEAREST best value position where COST your competitors to pay more money.

Here is how it works:

If your desired position is #1, instead of bidding to the target position #1 directly, the program will first

to check if there is a big bid gap between #1 and #2, if the bid gap between #1 and #2(\$2.00 - \$1.70) is smaller than your "Preserve Value"(\$0.50), that means the bid gap is small, then the program will bid to the position #1, Max Bid = #1 + PreserveValue = \$2.00 + \$0.50 = \$2.50. In this case, it is not worth for you to beat your competitor because the bid gap is very small.

(Note: if your competitor wants to become #1, he needs to pay at least \$2.51)

If the bid gap (\$0.60) between #1 and #2 is bigger than Preserve value (\$0.50), for example:

\$2.00  
 \$1.40  
 \$1.30  
 \$1.10  
 \$1.00  
 \$0.70  
 \$0.40

in this case, the program will **NOT** bid your desired position #1, instead it will bid one position down of your desired position #1 and bid at the SAME amount of your target position#1, in this way, and it will cost your competitor to pay the Maximum amount of your MaxBid. In this sample, the program will bid at \$2.00 which is same as the #1(your desired position), so that your competitor (#1 bid) will pay \$2.01, and you only pay \$1.41 at position #2.

(Note: If you bid to #1 position, your bid cost is \$2.01, and your competitor will pay \$1.41 in position #2, with Competitor Killer Mode, we believe position #2 is the best VALUE position because cost less)

If your desired position is #2, in above sample, the bid gap(\$0.10) between #2 and #3 is smaller than your Preserve Bid Value(\$0.50), the program will bid at \$2.00(same amount as #1), in this way, you are in position #2 and your actual bid cost is \$1.41.

(Note: You save money, and your competitor in position #1 will pay \$2.01)

If your desired position is #2, and the bid gap (\$0.60) between #2 and #3 is bigger than your Preserve Bid Value (\$0.50), for example:

\$2.00  
 \$1.70  
 \$1.10  
 \$1.10  
 \$1.00  
 \$0.70  
 \$0.40

the program will **NOT** bid to your desired position #2, instead, it will bid at \$1.70 in position #3, in this way, it will force your competitor to pay \$1.71 for position #2 and you only pay \$1.11 for position #3.

(Note: you save money by bid at position #3 and pay \$1.11, but it cost your competitor to pay \$1.71 in position #2).

Please note that this is a very complicate logic for Overture's new auto bidding. The concept of the "Competitors Killer" is bid to a **best value position** that cost your competitor to pay more money, it will force your competitor to move down position and you will stay on the top. Please study this Bidding algorithms carefully and fully understand how it works before choose "Competitor Killer Mode".

### 11.3 I am getting a "connection" error when doing 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.

## 11.4 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.

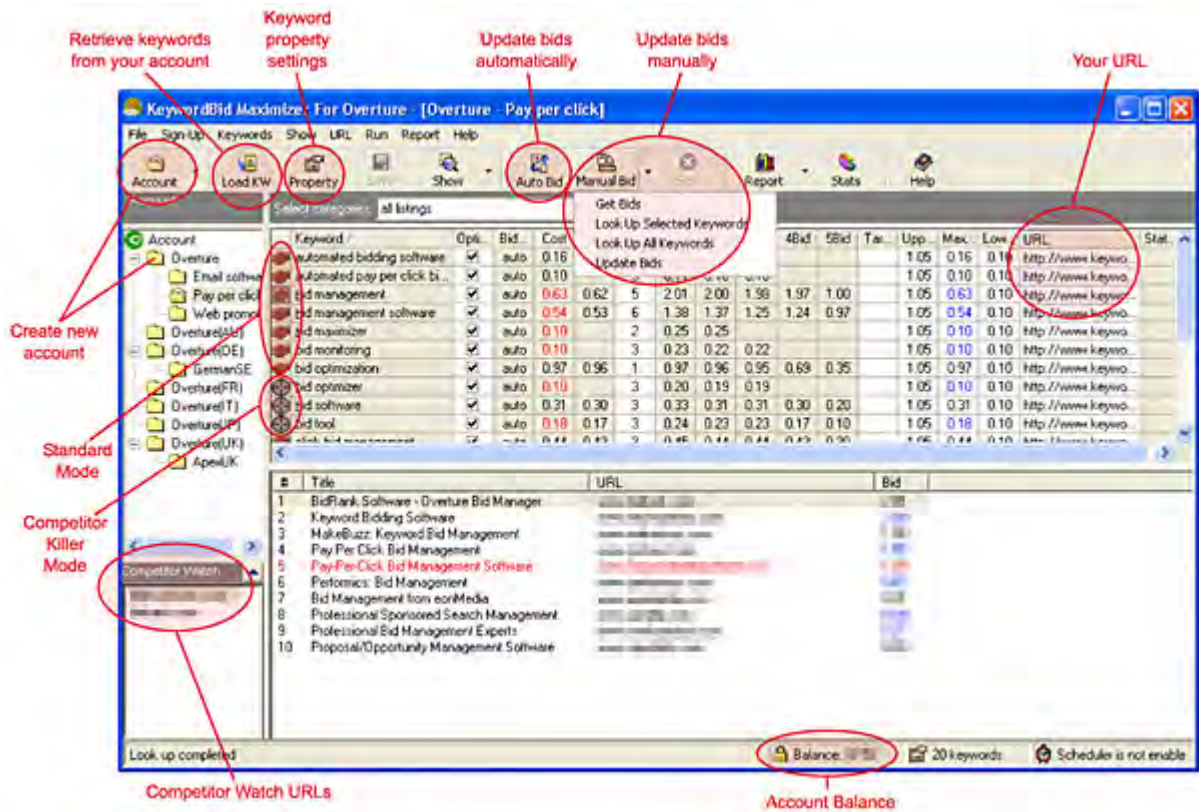
For example, you bid on a keyword for \$0.50, however, if the next position below you is only paying \$0.15, then there is a "gap" between you and the next bid, which means you waste \$0.34 cents for your current position because you only need to pay \$0.16 cents to maintain your current position.

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.

## 11.5 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 colour.

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



### 11.6 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 colour in the search results list box.

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

Yes, the Standard edition only supports 500 keywords, 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.

### 11.8 How many URLs I can monitor?

There is no limit on the number of URL you are monitor.

## 11.9 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 disable and you must purchase a registration code to unlock the program if you want to continue use it.

## 11.10 What is the different 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.

## 11.11 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.

## 11.12 I receive a "Registration Cancelled" error when register the program, why?

If you are receiving an error message display that "Your registration code has been cancelled", 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 cancelled, 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.

## 11.13 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.

Over years Overture.com has established relationships with many of the top search engines and directories, including AltaVista, MSN and CNET, etc.

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 3-5 positions) in Overture.com will also be shown up at the TOP 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.

For example: Suppose you have a keyword "books" in one of Overture's top 3 positions. If a 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.

### 11.14 What is the difference between Standard mode and Competitors Killer Mode?

There are two modes in KeywordBid Maximizer: **Standard Mode** and **Competitors Killer Mode**.

**Standard Mode** allows you to bid in the normal way as you always bid to your desired target position or a position range as you specified. Normally, it will bid \$0.01 more than your Next Bid.

**Competitors Killer Mode** is a special feature was designed for Overture's Auto Bidding system for advanced user. In this mode, the program will set a bid amount that cost your competitor to pay more money. The "Competitor Killer Advanced" mode will **attempt** to bid to your target position, however, the program will **NOT** always bid to your desired position, instead it will bid to the NEAREST best value position where COST your competitors to pay more money.

The concept of the "Competitors Killer" is to bid to a **best value position** that cost your competitor to pay more money, it will force your competitor to move down position and you will stay on the top. Please study this Bidding algorithms carefully and fully understand how it works before choose "Competitor Killer Mode".

### 11.15 What is the difference between bid types AutoBid and Fixed bid?

For more information about the different between Overture's AutoBid and Fixed bid type, please visit our web site <http://www.keywordbidmaximzier.com/autobiddingfaq.html>

### 11.16 Can I specify individual setting for each keyword for AutoBid?

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.

### 11.17 Which option should I use?

According to our study, we suggest that "Bid to Best Value Position Range" and enable "Competitor Killer Mode" is the best option for "Auto Bidding Type" and it will save you a lots of money. If money is

not an important issue to you, and you always want to stay on a certain position, then bid to "Target Position" will be your best choose.

By choose "Bid to Best Value Position Range" allows you to move your position between your desired position range, and you will save money. Here is a sample:

\$2.00  
\$1.70  
\$1.10  
\$1.10  
\$1.00  
\$0.70  
\$0.40

if you want to bid to a FIXED position #2, in above case, you will set your Max Bid to \$2.00(your actual bid cost is \$1.71). If your competitor (Position #3) changes their Max Bid to \$1.99, than your actual bid cost will be \$2.00. If you want to stay in this FIXED position #2, then you will always pay \$2.00, but your competitor (Position #3) only pay \$1.11 at position #3. You pay \$0.89 more than your competitor.

If you choose to bid to "Best Value Position" range between 1 - 3, when your competitor change their bid to \$1.99, BidMaximizer will adjust your Max Bid to \$1.99, in this case, your competitor(was on position #3) will change to #2 and pay \$1.99, and you will DROP to position #2 and pay \$1.11. It is \$0.89 saving by dropping position to #2 and save money.

## 11.18 How to choose your target position?

According to our study, we suggest that "Bid to Best Value Position Range" and enable "Competitor Killer Mode" is the best option for "Auto Bidding Type" and it will save you a lots of money. If money is not an important issue to you, and you always want to stay on a certain position, then bid to "Target Position" will be your best choose.

By choose "Bid to Best Value Position Range" allows you to move your position between your desired position range, and you will save money. Here is a sample:

\$2.00  
\$1.70  
\$1.10  
\$1.10  
\$1.00  
\$0.70  
\$0.40

if you want to bid to a FIXED position #2, in above case, you will set your Max Bid to \$2.00(your actual bid cost is \$1.71). If your competitor (Position #3) changes their Max Bid to \$1.99, than your actual bid cost will be \$2.00. If you want to stay in this FIXED position #2, then you will always pay \$2.00, but your competitor (Position #3) only pay \$1.11 at position #3. You pay \$0.89 more than your competitor.

If you choose to bid to "Best Value Position" range between 1 - 3, when your competitor change their bid to \$1.99, BidMaximizer will adjust your Max Bid to \$1.99, in this case, your competitor(was on position #3) will change to #2 and pay \$1.99, and you will DROP to position #2 and pay \$1.11. It is \$0.89 saving by dropping position to #2 and save money.

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

To receive an AutoBid report via email, please follow the instructions below:

1. Please be sure to setup your SMTP mail server under the "File/Configuration" window and also specify your email address under the "Profile" tab.
2. Open your "Account" profile window, and be sure the "Send AutoBid report by email" box is checked.

## 12 Registration and Licensing

### 12.1 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.

### 12.2 Why should I Register?

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.

Further more, 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.

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 ends.

## 12.3 About Registration Key

### 12.3.1 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.

### 12.3.2 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.

### 12.3.3 Your registration code has been cancelled

If you are receiving an error message stating that "Your registration code has been cancelled", 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 cancelled, 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.

## 12.4 Other web promotion products from Dynamic Software

Dynamic Software is your one stop shop for your entire 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 v7.0™](#)

The #1 All-In-One web promotion and internet marketing tool that drives traffic to your web site for FREE. It includes search engine submission, site optimization, web ranking, link popularity, Meta Tag Editor, Page Creator, Keyword Builder and more....

» [Dynamic Mail Communicator™](#)

Most powerful email marketing software available that sends "personalized" bulk email marketing messages to your clients and subscribers, stay in touch with your customers, keep them coming back to buy from you.

» **Dynamic KeywordBid Maximizer Overture™**

Manage your keywords and bids for **Overture Pay-Per-Click search engine**, maintain your position at the lowest cost possible by fixing the bid GAPS.

» **Dynamic KeywordBid Maximizer Advance™**

Manage your keywords and bids for **ALL the other important Pay-Per-Click search engines** (except Overture), maintain your position at the lowest cost possible by fixing the bid GAPS.

» **Dynamic WebRanking™**

Track your ranking with Dynamic WebRanking. This is a powerful tool that gives you full control of search engine placement tracking and rank monitoring. Check your web site position in all the major search engines for all the keywords in one Click!...

» **Dynamic Link Promoter™**

A very powerful link exchange tool that manages your link partners, tracks your link page, generates new link partners and sends "Personalized" invitation messages, creates link pages automatically and promotes them.

» **Dynamic Email Validator™**

Verify email addresses from a mailing list and determine if the emails are valid or not without sending email. It will verify and clean up mailing lists. It avoids invalid email addresses that cause "bounces-backs" and undelivered emails from your mail box.

» **Dynamic Site Stats™**

Want to know where your web visitors are coming from? What are they searching for? Which are the most popular pages on your website. We at Dynamic Site Stats can provide you with a complete web traffic report. Monitor Real-time traffic 24 hours a day. Please click [here](#) to sign up for a 14 day free trial of Dynamic Site Stats.

**DYNAMIC SOFTWARE™**

12.5

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## 12.6 About Dynamic Software

**Dynamic Software** 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

Apex Pacific'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.