

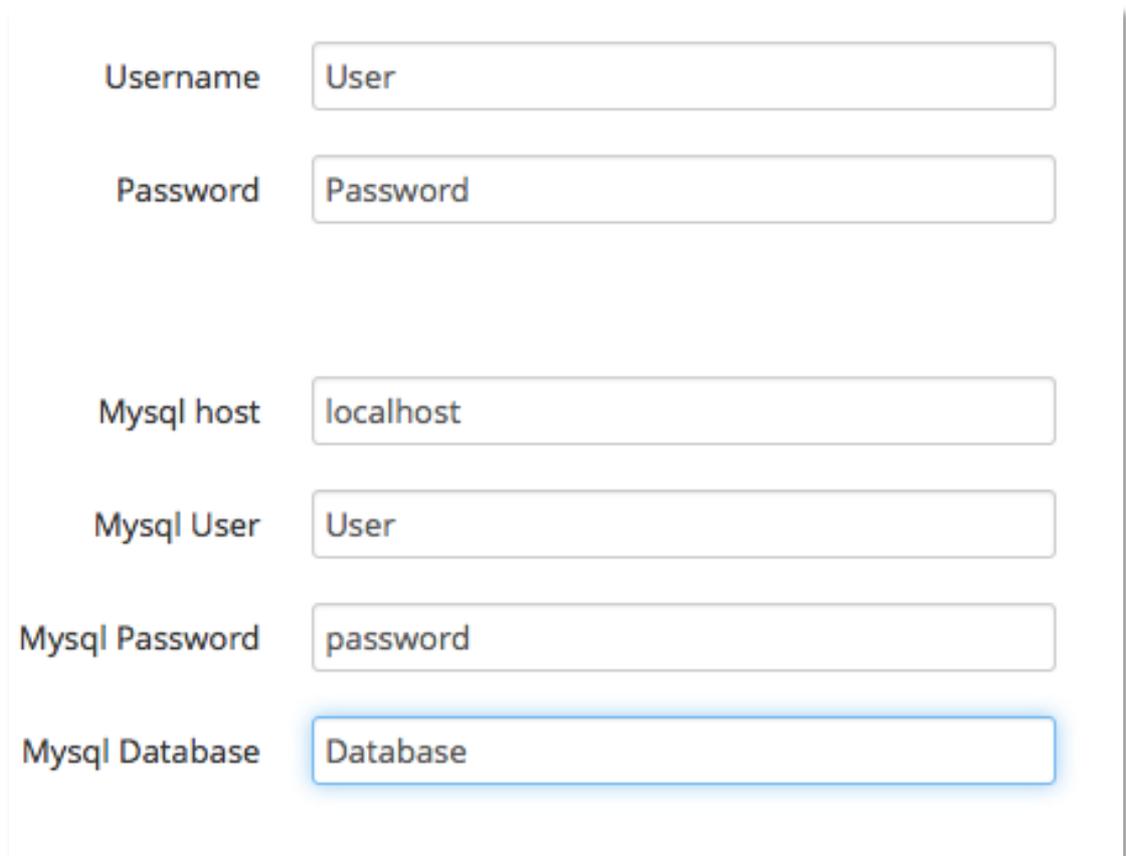
## Installation and Instructions

First of all, thank you for downloading backlink analysis and monitoring (BLAM) software. This documentation will help you get familiar with the software.

### How to Install

Before you start installation, Please create a mysql database, mysql user and password with all permissions.

1. Upload and extract the **files.zip** to your server wherever you want to install it.
2. Make sure that file permission (CHMOD) for files *index.php* and *install.php* are set to 0755
3. Open folder location to initiate installation. You will be automatically redirected to <http://YORUSITE.COM/install.php>, if you don't, open it manually.
4. Please use desired username, password and submit mysql database, username and password. Click on "Install Now" button.



The image shows a screenshot of a web form for installing BLAM. The form contains six input fields, each with a label to its left and a text box to its right. The labels and their corresponding values are: Username (User), Password (Password), Mysql host (localhost), Mysql User (User), Mysql Password (password), and Mysql Database (Database). The 'Mysql Database' field is highlighted with a blue border.

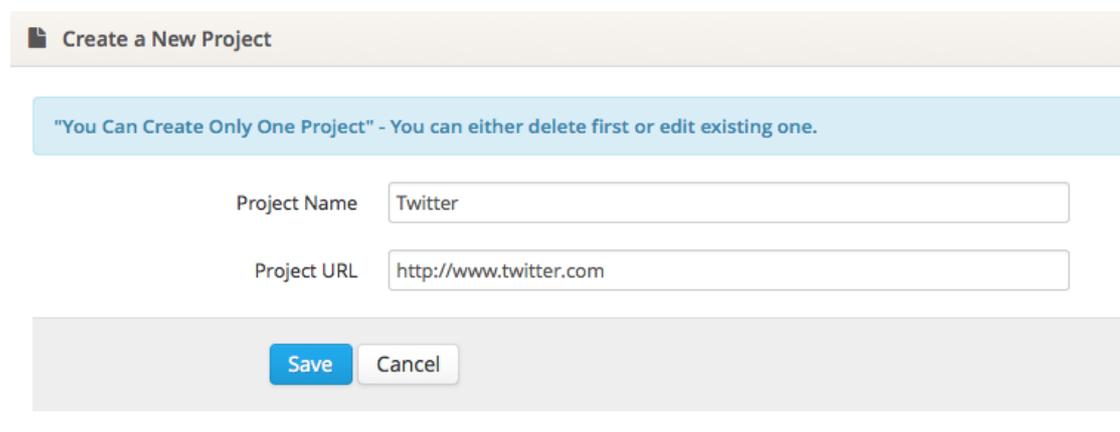
|                |           |
|----------------|-----------|
| Username       | User      |
| Password       | Password  |
| Mysql host     | localhost |
| Mysql User     | User      |
| Mysql Password | password  |
| Mysql Database | Database  |

5. That's it! You're now ready to get started. For security reasons, Please remove **install.php** file from root folder. Please save username and password safely.

### Step1: Adding Project

Go again to folder or domain where you installed software. Submit your username and password to login and you will be redirected to BLAM Dashboard. Just create a project by clicking "Create New Project"

Select a Project name and your website domain without slash at the end. In most cases, you will need to insert top-level domain. The software will check all the backlinks according to domain you provide.



Create a New Project

"You Can Create Only One Project" - You can either delete first or edit existing one.

Project Name

Project URL

## Step 2: Initial Setup

Now go to the home and click on project name. You can select which services to update during next update by checking or unchecking them. Please note, if you want to update open site explorer PA/DA, you need an API access from MOZ. You can do so by creating account with Moz.com.

If you already have account, you can find MOZ API Keys and Access ID from here - <http://moz.com/products/api/keys>

MOZ restricts queries per second. Currently they seem to allow one query per 10 second so if you enable it, it will slow down update a bit. There is also limitation on number of queries you can send per month so change your settings accordingly.

You can set create a cron job to automate entire process. Just select "Enable Cron" in project setting and Settings for cron. It will provide you exact path for which you need to create a cronjob. We recommend to set cron job to update data once a month.

You can also get updates (nofollowed links or deleted links) by email every time an update is finished. To do that, you need to simply provide your email address and save settings.

Tips: (1) If you disable updates certain features, you can update backlinks quickly. So after first run, you can disable them for future updates, as you may not want to check pagerank or alexa each time. When you disable any service, the data from previous update will be displayed. (2) If you have large number of backlinks (1000+), divide them and while uploading backlinks disable uploading more than one link from any domain.

## Add & Update Backlinks

Once you update settings, you can now upload backlinks either manually or through CSV file. To do that, just click on “Backlink Analysis” tab and select either one option.

If you don't have backlinks, there are various sources to find backlinks for your website or competition. Here are some of the free sources to download backlinks.

### (1) [Bing Link Explorer](#)

Bing link explorer (currently in beta) offers backlinks for any domain you want. Just sign up with live account or login using your existing account and submit URL you want to explorer. You can download links by clicking on “Export” button.

### (2) [Google WMT](#)

If you already verified your website with Google WMT, you can download all the backlink for YOUR website. Just login to your WMT account and then Go to Search Traffic > Link to Your Site > Click More (below Your most linked content) > Download More Sample Links

### (3) [Open Site Explorer](#)

You can download backlinks for any website from Open Site Explorer. Please note, you must login to download data in CSV.

Once you download backlinks from either one of these sources, you can upload csv or copy all links and add them manually. The software automatically find and remove duplicate links. Additionally, if you select “[Avoid multiple backlinks from same domain](#)” it will use only select one backlink (first one) and ignore the rest. This option is to help you to remove sitewide backlinks from your data and save time updating same or similar backlink.

After you added backlinks, go to update backlinks section and start update. Depending on number of backlinks you uploaded and services you selected, it may take anywhere from few minutes to few hours to update backlinks.

If you have more than 100 backlinks to update, we recommend you to NOT update Google Cache Status as Google Cache stop returning results after few queries.

**Tips:** (1) If you have large number of backlinks and you update them manually, chances are there that it may automatically pause or stop updating after sometime. This won't happen if you setup cron job. (2) If you submit your email address to get update; after second update, you may start receiving **nofollowed**

links report by email. It doesn't send email for nofollow links already in the list but it tracks changes if any dofollow link is nofollowed or your link removed. It currently *doesn't* track links, which are changed to dofollow from nofollow.

### How to Use Data?

Once you finish updating, you have various data for your backlinks. You can sort them and find which backlinks are good and which are not. You can take necessary actions to remove backlinks "which can possibly damage search ranking".

The software can automatically update backlinks you have already added. So you can use it as a monitoring tool as well. For example, if you acquired a backlink for your website then you can manually add it to dashboard, it will regularly check if the backlink is actually linking your site or not, if it doesn't, you'll receive email alert as and when update is done. That way, you can contact them to ask why backlink is removed or nofollowed.

We once again thank you for downloading and trying this software and wishing you a good luck with SEO for your website.

Best Regards

[ReviewZAP.com](http://ReviewZAP.com) Team