

Footprint Factory Pro v1.1.0.4

Quick Start Guide

You have millions of new link targets waiting for you. Use FpF to find them!



Disclaimer

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Table of Contents

Introduction.....	2
How To Use FpF.....	3
The “Footprint Scraper” Tab & General Settings.....	3
Settings Section (1).....	3
“Text Snippet Settings” Button.....	3
“Replace Numbers with *” Option (Text Snippet Settings Cont.).....	4
Filter Out Characters & Treat Pipes as Separator(Text Snippet Settings Cont.).....	4
“HTML Settings” Button.....	4
URL Mode Overview:.....	5
URL Settings:.....	5
General Settings.....	6
URLs Section (2).....	6
Reports Window (3).....	6
How To Use Footprint Data.....	7
Footprint List Builder Tab.....	7
Footprint Estimator - An Important Note Before We Go Further.....	8
Text Snippets List (1).....	8
List Builder Settings (2).....	9
Footprint Permutations.....	9
Put Snippets in Quotation Marks.....	10
Combining Keyword Lists.....	10
Footprint List (3).....	10
Contact Support.....	10

Introduction

This quick-start guide is much shorter than the full manual. Many of the explanations and examples have been removed to make this PDF shorter.

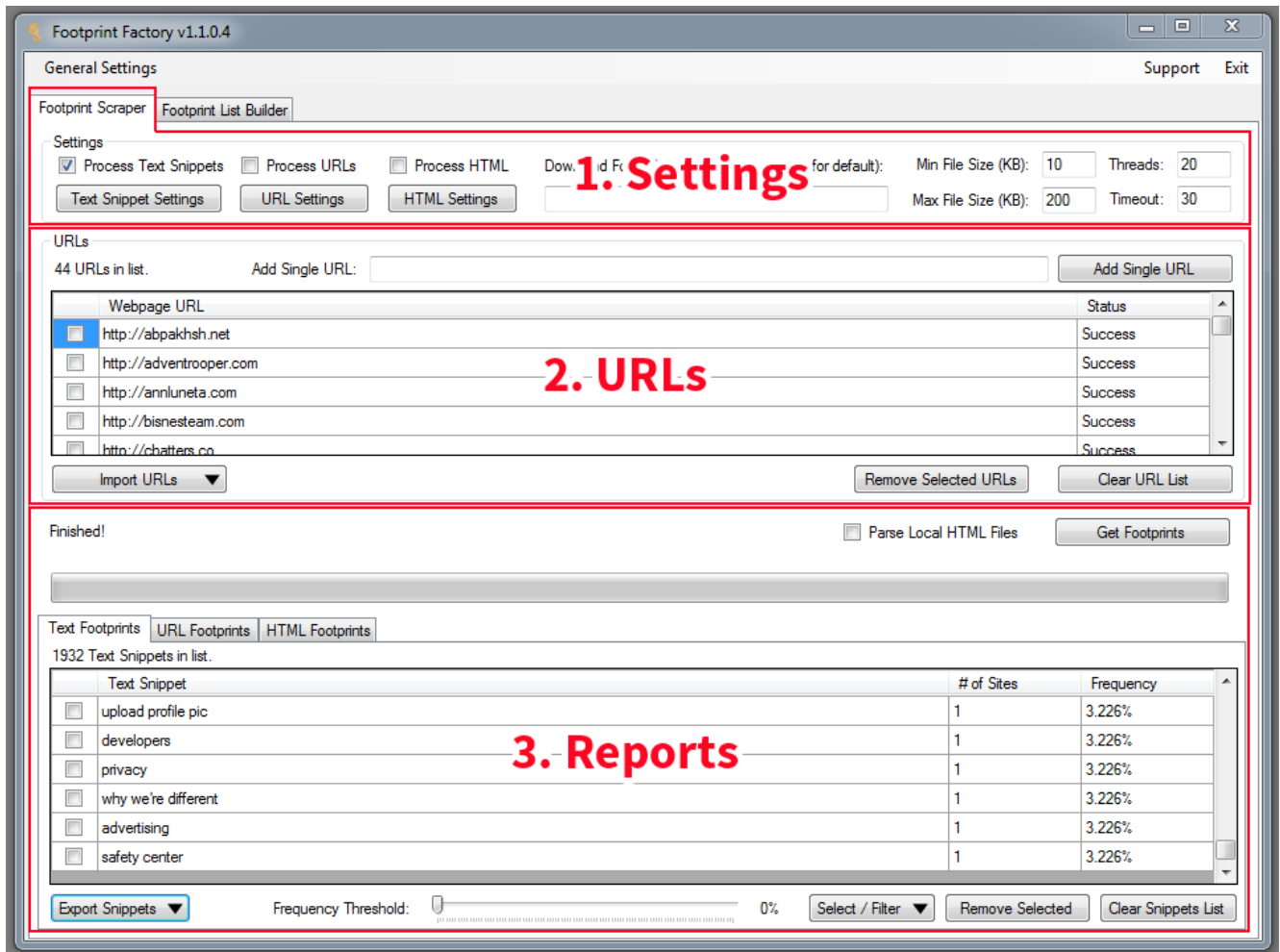
*If you are not an experienced SEO, and need detailed explanations, **please see the other PDF in your download.** You can also find details of Bonuses in the other manual.*

Footprint Factory (FpF) has 5 main functions. It

1. Scrapes web pages (downloads web page HTML).
2. Finds and counts text snippets that web pages have in common. (Text Snippet mode)
3. Finds and counts URL components that web pages have in common. (URL mode)
4. Finds and counts HTML snippets that web pages have in common. (HTML mode)
5. Prepares footprint lists (with or without keywords) with text snippets for search engine scraping.

How To Use FpF

The “Footprint Scraper” Tab & General Settings



Settings Section (1)

The 3 checkboxes select what snippet mode FpF will use for this task. You can use all (text and URL, HTML) at the same time if you wish.

If you are a link builder, then only the “Process Text Snippets” checkbox is necessary. This will allow you to search for text that is between HTML tags, but none of the actual HTML itself.

The large text field in the middle allows you specify the download folder for html files you scrape from your URL list when you have “parse local HTML files” enabled.

“Text Snippet Settings” Button

The minimum snippet length is useful to prevent common single words (like: “about” and “site”) from being listed as footprints.

The character counts spans across white-space, but multiple spaces are removed. Leading and

trailing spaces and TABs are also removed.

The HTML tag exceptions you specify are removed, and do not count towards the snippet character count. HTML tag exceptions are explained in the user interface.

“Replace Numbers with *” Option (Text Snippet Settings Cont.)

We have the “Replace Numbers with *” checkbox. This is useful if you want to ignore platform version numbers. For example, let's say FpF finds these footprints from your URL list:

```
"powered by Vbulletin 3.8"
```

```
"powered by Vbulletin 3.9"
```

```
"powered by Vbulletin 4.1"
```

It will be counted as 3 text snippets (the first one occurs twice). If we replace numbers with * then we have one text snippet, 4 times:

```
"powered by Vbulletin *.*"
```

Filter Out Characters & Treat Pipes as Separator(Text Snippet Settings Cont.)

Some search engine scrapers like Hrefer replace some characters before scraping. For example you may prepare a footprint list that contain this character:

»

This is will replaced by some scraping programs like HRefer, and it means your footprint could be broken and not return the correct results.

We have done a lot of research when it comes to search engine operators. We found that if you remove such characters, it will still return the same results in search engines like Google.

So, if your footprint is:

```
"General » CMS settings"
```

Using the following will return the same results:

```
"General CMS settings"
```

This characters are ignored, so we should exclude them, so our search engine scraper works correctly, and we get the correct results. Add characters you want to remove to the field in the *Text Snippet Scraper Settings* menu.

Treat Pipes as Separator

Pipes, or the “vertical bar” (|) appear quite often in CMS footprints. These are not effective inside search engine query strings (footprints you use to search with). If you are only interested in finding link targets then use this option to separate the parts of any snippet that contains pipes. These parts will be counted alongside all the other snippets found.

“HTML Settings” Button

You can compare either attributes and attributes values, or anchor text/content (if applicable) or both by checking the "Compare Attributes" and "Compare Content/Anchor" boxes.

You can also specify which attributes, attribute values and anchor/content values to return by changing the "Attribute Match", "Attrib Value Match" and "Content/Anchor Match" rules within the table. Just enter a particular value you want to look for, using * as a wildcard character. You can also use pipes and to specify multiple matches.

URL Mode Overview:

The URL parser will break down the URLs themselves into separate components and compare them to find patterns. To understand how to use these for footprints, let's take a look at the structure of a URL. A URL consists of the a domain, a path, a filename and may contain parameters and/or a named anchor. This example contains all the URL elements being considered:

```
http://www.example.com/path/page.php?param=value#anchor1
```

- **Domain (not factored):** http://www.example.com
- **Path:** /path/
- **Filename:** page.php
- **Parameter Name:** param
- **Parameter Value:** value
- **Named Anchor:** anchor1

URL Settings:

The URL settings are broken up into 2 sets of options. In the first, you can determine which of these URL elements to search for patterns. Keep in mind that each combination of elements makes for a unique entry when the URLs are parsed. For example, let's say you have these 2 MediaWiki URLs in your list:

```
http://example1.com/wiki/index.php?title=User:Valarie14
```

```
http://www.example2.com/wiki/index.php?title=User:Jimbo95
```

If your settings are comparing the Filename, Parameter Names and Parameter Values then it will generate 2 different entries in your URL footprints list:

First:

```
Filename: index.php  Parameter Name: title  Parameter Value:
Valarie14
```

Second:

```
Filename: index.php  Parameter Name: title  Parameter Value:
Jimbo95
```

If you disable the Parameter Value option in the settings, then those 2 URLs will only generate 1 result:

```
Filename: index.php  Parameter Name: title
```

The second set of options in the URL Settings pertain specifically to using these URL elements to create footprints that use the "inurl:" operator for search engines. After you've generated your URL footprints, you will have the option under "Export URL Footprints" to export "inurl:" snippets. This

will generate a separate "inurl:" footprint for each URL component you have selected. Using our above MediaWiki URL examples, if you have only "Filename" checked for INURL footprints, you would only get 1 footprint:

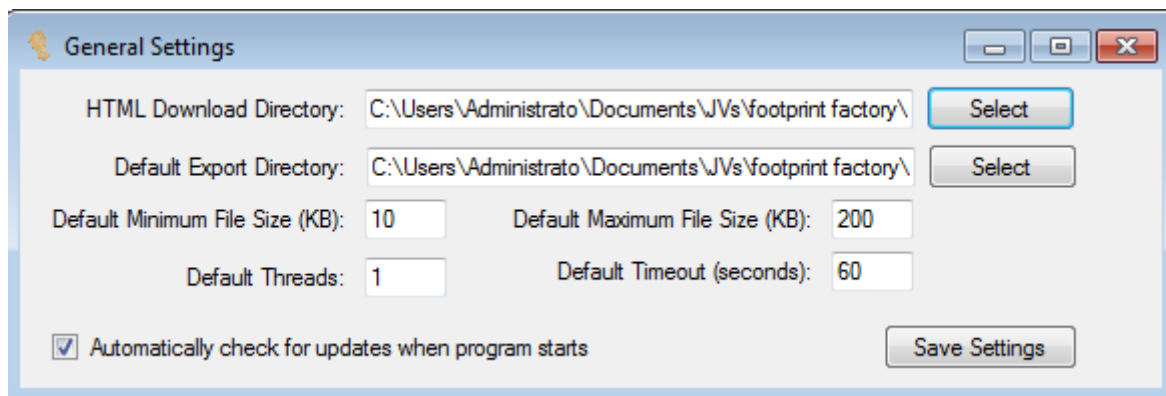
```
inurl:"index.php"
```

But if you have both "Filename" and "Parameter Names", then you would get 2 INURL footprints:

```
inurl:"index.php"
```

```
inurl:"title"
```

General Settings



The General Settings are used when you start FpF. You can set a directory for both downloads and exports, but FpF will automatically create a new folder for each page in the download folder you specify. Exports will not be placed in sub-folders. The other “General Settings” boxes were explained at the beginning of this PDF section, **Settings Section (1)**.

URLs Section (2)

The purpose of the URLs section is to manage the URLs you will be scraping for further analysis. The easiest way to add URLs to the list is to import from a file or from your clipboard using the “Import URLs” fly-out menu.

It's very simple to remove single URLs or clear the URL list using the buttons on the right hand side.

Reports Window (3)

Above the Reports Window there is a checkbox labeled "Parse Local HTML Files". When this option is selected, you can process local HTML files. This can come in handy if you decide that you want to extract footprints from the same URLs using different Snippet and/or HTML settings.

Assuming you already have your URLs loaded and ready, you can click the “Get Footprints” button (on the right side) to start scraping and/or analyzing them (depending on your settings). This can take some time if you have many (thousands) of URLs in your lists, or they are large files. How many URLs you can process also depends on how much available RAM you have on your system.

Some URLs may “fail” when running FpF. This will be for one of 2 reasons:

- The site is down or timed-out and cannot be read
- The page size is outside the limits you specified

I think it's a good idea to check to see if the pages are alive before importing. It will make the process faster.

How To Use Footprint Data

When FpF has finished creating the footprint list, you will see them listed in order of frequency on either/both “Text Footprints” and “HTML Footprints” tabs, depending on what mode you used FpF in (by selecting the check-boxes in the top left of the interface).

FpF will automatically avoid duplicate URLs (strict match), but it does not differentiate by domains. There are valid reasons to run multiple URLs from the same domain (such as finding common attributes across a single site), so FpF doesn't remove URLs on a domain basis.

There could be many snippets. If you set the minimum frequency to “0”% then it's normal to have 15,000 text snippets from 200 URLs. If you have a frequency of “50”% of all pages then you will find much fewer snippets.

At the bottom of the program you can select/filter footprints based on frequency. Use the slider to select your desired frequency. Then you can remove all footprints that occur less than or equal (\leq) to that frequency by using the “Select/Filter” button. **FpF finds every single potential footprint**, so you must filter the useless ones so you don't waste your time using them in your final footprint lists.

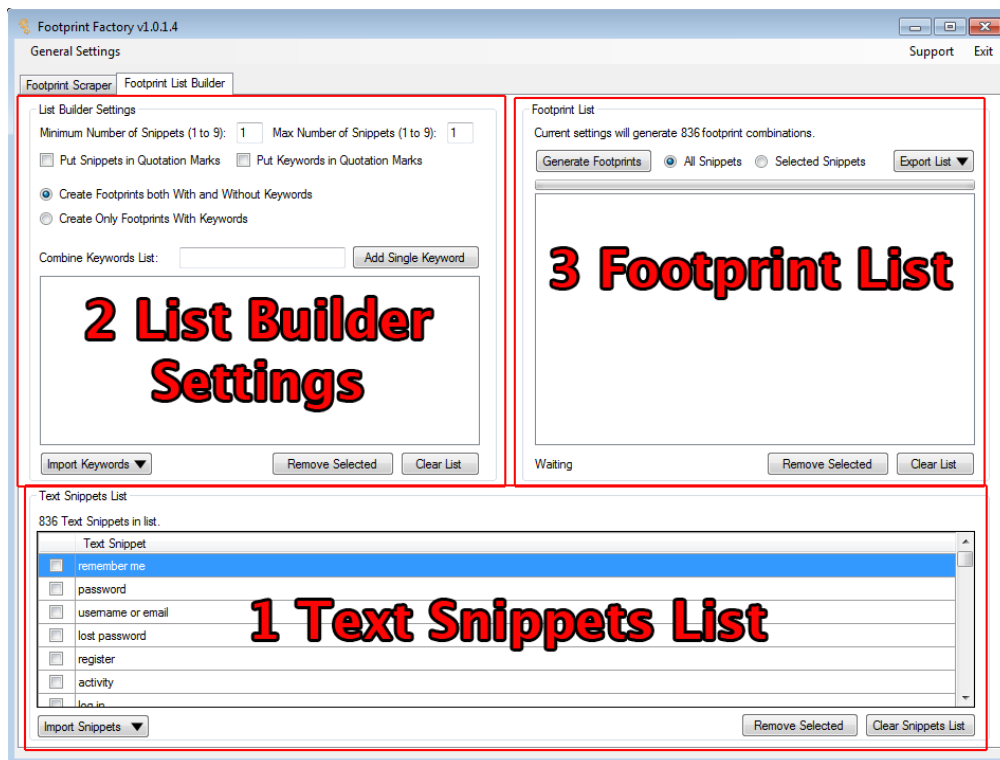
Final Step Of The Footprint Scraper Tab Process...

If you're going on to generate footprint lists in the same session, then use the “export” menu on the left hand side and choose an option to export to the Footprint List Builder tab.

Footprint List Builder Tab

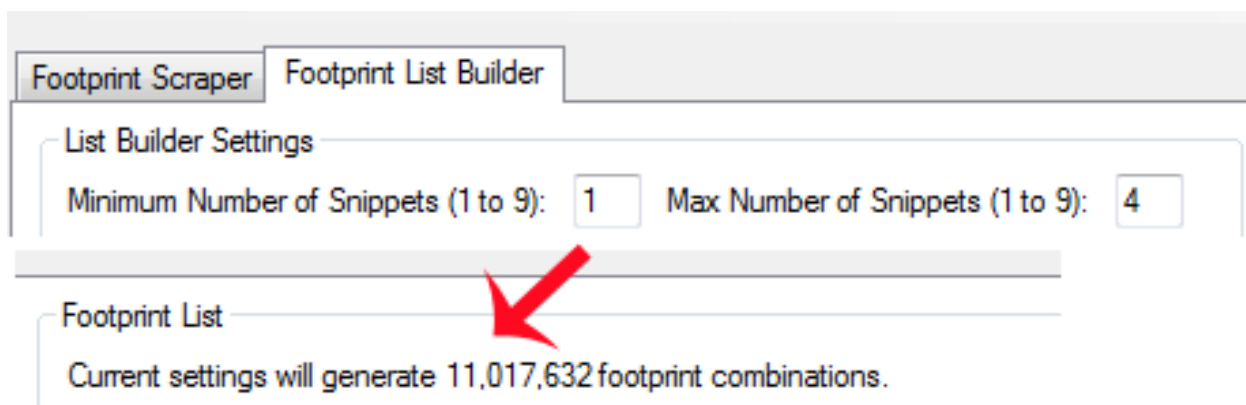
We can build footprint lists this in various formats, and we can also merge footprint lists with keyword lists. This tab is broken down into 3 sections:

1. Text Snippets List
2. List Builder Settings
3. Footprint List



Footprint Estimator - An Important Note Before We Go Further...

Make sure you keep an eye on the footprint estimation in the top right corner of the software. **The options you choose can rapidly explode how many footprints you are generating.** The screen shot below shows what happens when you try to generate a footprint list from 128 snippets, with every snippet combined with up to 4 other snippets (the options are explained in the **List Builder Settings** section below):



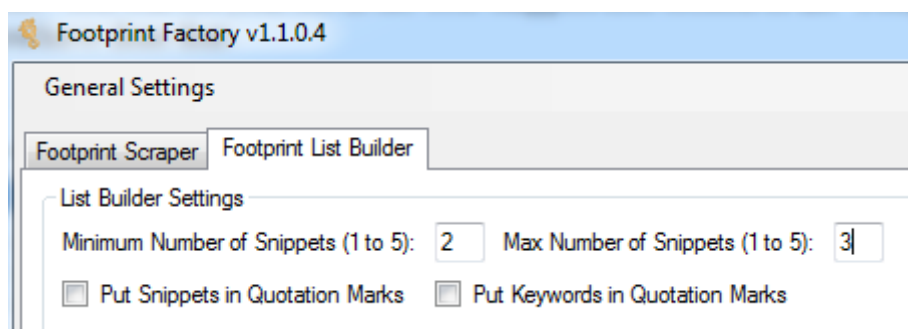
Text Snippets List (1)

As explained earlier, most people will simply “export” the footprint list they created on the first tab, the “Footprint Scraper” tab, but you can also import from other places. You will see your list in the Text Snippets List section of the “Footprint List Builder” tab once you have done that:



List Builder Settings (2)

The first 2 options will determine the final size of your footprint list. The “Minimum/Maximum Number of Snippets (1-5)” snippets can be used to make your search footprints even more specific and therefore targeted. As explained earlier, these options will exponentially grow your potential footprint list.



These options set how many “**permutations**” of your footprints you want to use, making the list grow exponentially and creating more specific targeted footprints that will get better scraping results.

Footprint Permutations

To demonstrate how you can create better footprints using these permutation options let's look at the following example.

You're looking for Vbulletin forums, and you have the footprints:

```
view forum posts
view profile
forum rules
```

If you set “Minimum Number of Snippets” to “2” and “Maximum Number of Snippets” to “3”, the footprint list you will generate will not contain any of the footprints individually. The example before:

```
view forum posts
view profile
```

forum rules

will become the following when the list is generated:

```
view forum posts view profile
view profile forum rules
view forum posts forum rules
view forum posts view profile forum rules
```

Put Snippets in Quotation Marks

If you use the option to “Put Snippets in Quotation Marks” then the above list will look like this:

```
"view forum posts" "view profile"
"view profile" "forum rules"
"view forum posts" "forum rules"
"view forum posts" "view profile" "forum rules"
```

Combining Keyword Lists

You add single words to be combined with your footprint lists, or you can load a file that will be merged with all your footprints, including permutations.

Footprint List (3)

While you have been choosing your settings, FpF has been estimating how many footprints you will generate. Below that line, you have the “Generate Footprints” button, and you can choose to do this for all snippets, or just the ones you have selected by clicking check-boxes in the “Text Snippets List” at the bottom.

When generated, you can remove footprints, or export them to a text file, or your clipboard.

Contact Support

The tutorials videos can be found on <http://FpFactory.com>, and there is a quick start series on YouTube here:

<http://fpfactory.com/freeplaylistall>

You can also find other in depth tutorials on the same YouTube channel.

You can also email us at support@fpfactory.com.

Cheers!

Micah & Mikey.