

# Automate Link Exchange™ – Installation Guide



Automate Link Exchange™ is a software to help you automate and better organize reciprocal link building and management. With this software, you can increase website traffic inexpensively, save time and money to manage reciprocal link building, and much more..

## System Requirements:

The software is a server-side software. It **can** run in any server (**Unix, Linux, Windows**) with the following requirements:

- PHP 4.x or later
- MySQL 3.23 or later
- Any OS that supports PHP
- 3Mb Web Space (After installation, around 2.5Mb web space)

(Around 99.9% web hosting companies can support the above requirements, and we recommend Unix/Linux server because it is more reliable web environment)

## Contact

If you have technical problem or want to establish partnership with us, you can contact us via <http://www.linkautomate.com>

## Installation – Step by Step

The installation process is very simple and you can complete it within 7 -12 minutes. If you have any problem, you can visit <http://www.linkautomate.com/help.html>

### Step 1: Unzip the download files

Unzip all the files to your local drive, e.g. C drive of your desktop. Files are stored in a folder called “Automate Link Exchange”.

You may download Winzip to unzip the files if you do not install any compression software.

### Step 2: Internet connection

Connect to Internet

### Step 3: Create a folder in web server for storing the software, and Upload the files to server.

Create a folder on your web site (e.g. ‘linksexchange’). The folder should be under publicly access area. E.g. create the folder under the directory name public\_html.

This folder will store Automate Link Exchange™. To create a folder, you can use MKDIR function if you are using Unix/Linux server. Alternatively, you can create it using FTP application software such as WSFTP LE. WSFTP LE can apply to both Unix, Linux, and Windows server.

Upload all the files including the sub-directories to the folder you created (e.g. ‘linksexchange’). Use **binary mode** is recommended to upload files.

### Step 4: Create folder to store link pages (call it as link page directory in this document)

Create a folder (e.g. name it as ‘links’ or any name you like) in your website for storing generated link pages. - preferably it should be a separate folder created on your side and containing no files inside.

The folder should be under publicly access area. E.g. create the folder under the directory name public\_html.

### Step 5: MYSQL database setup

Create an empty MYSQL database. Also, create a database user and set the corresponding password. Finally, add the database user to the empty database.

If you are using a shared web hosting environment and cpanel is provided, you can set it up by using the function MYSQL manager. It is very simple. But if you have problem, contact your web hosting company’s support.



You can see the above icon or similar icon in the web-based control panel provided by your web hosting company.

**Attention: Please jot down the database name, database user name, user password, and the MYSQL Access Host (usually the access host is called localhost) in a piece of paper for later use.**

Notes:

1. If you are using a shared web hosting environment, your web hosting account name will also attach to your database name and database user name. **E.g. If your web hosting account name is abcvmi, and you create a database called link. The actual database name will be abcvmi\_link.** You can login to your web hosting account and verify it.

2. It is **NOT** recommended but you may try using an existing database but provided that it does not contain the following tables: Users, Registry, InterfaceItems, InterfaceItemValues, Languages, LinkCategories and Links.

## Step 6 Permission setting

To allow the software run successfully, you should:

1. Change the permission setting of folder 'config' to 757.

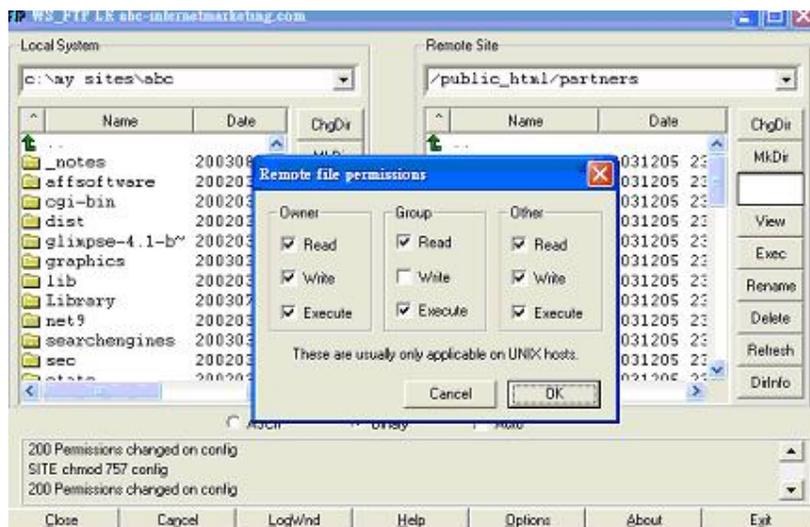
In Unix/Linux environment, use the function: `chmod 757 config`.

If your operational system is Windows, the 'write' access should be set for an 'anonymous' user. You can do this using Windows Explorer. Open the appropriate folder and then its Options dialog. Select the 'Security' tab and set the 'write' permissions (check 'allow write') for 'Internet Guest Account' (usually its name begins with IUSR\_).

2. Change the file db-config.php (located in folder config) to mode 757. Command is `chmod 757 db-config.php`
3. Change the permission setting of link page directory you created in Step 4 to 757.

Notes:

If you are using WSFTP LE, chmod to 757 can be defined as below: (Right click the folder Config, and you will see the Remote File Permissions Box). WSFTP LE can apply to both Unix/Linux/Windows server.



## Step 7: Run the installer **(Final Step of installation and it is easy!!)**

In your browser, start the installer by typing the whole URL as follows:

[http://www.yourdomainname.com/<folder\\_name\\_created\\_in\\_step3>/](http://www.yourdomainname.com/<folder_name_created_in_step3>)

where yourdomainname = your domain name or your website URL

e.g. If your domain name=linkautomate.com, then the URL can be:

<http://www.linkautomate.com/linksexchange/> (Assume I store the software in a folder called linksexchange)

### Step 7a: Update database parameters

The installer will ask for database parameters: MYSQL host name, database name, database user and password. You wrote down in step 4. Usually, MYSQL Host Name is called localhost. If not, contact your web hosting service provider for the exact name.

Input the required parameters and click the 'Update Information' button.

Then, go to part 2 of the installer. Click the 'Create Database Structure and Set Default Data' button and the database structure will be created automatically.

### Step 7b: Setup the basic software parameter

In part 3 of the installer, you can enter the following information:

- Administrator E-Mail. The email address for communication between you and your link partners. Please use a frequently use email address with your domain name instead of a free email account. (e.g. [webmaster@linkautomate.com](mailto:webmaster@linkautomate.com) but not [linkautomate@hotmail.com](mailto:linkautomate@hotmail.com)) **Please remember this administrator email address as it is essential for retrieving your password when you forget it.**
- Home URL. The application will check whether or not the 'Reciprocal URL' page contains this URL.
- A path to where generated pages will be stored. When the software generates links pages, it needs to know the physical storage location for these pages.  
*\* Please note that the links pages can be stored anywhere regardless of the application's location.*
- A file name for the generated main page, i.e. The main page of the links directory and the extension of this file name must be .php. Use the name index.php in most circumstance.

After entering the above information, click the 'Update Information' button to store the above value. They can be changed later after you login to the software.

*Notes: The database configuration can be edited later using the installer. However, we don't recommend to change it.*

### Step 7c: Setup Administrator's username and password

Define your administrator's username and password. Then, click the 'Update Information' button.

**Please note that it is VERY VERY important to remember the username. It is required for password retrieval when your forget it, and required for running the software.**

## Attention

Remove or rename the 'installer' folder and run the application by opening the application URL in your browser.

If you don't remove this folder, all site visitors will be redirected to the installer, where performing actions is potentially unsafe. This is a security hole that remains while the installer directory is present on the site. We recommend you remove this folder or rename it to something like 'installer4858494gdgfy7586' so others can't match its name.

## Other Information

1. Now you can login to the software by using the administrator name and password you defined. Access the administration panel of the software, type e.g. <http://www.yourdomainname.com/linksexchange/> (linksexchange is the folder name you defined in Step 3)

You can access the homepage of your link directory like <http://www.yourdomainname.com/link/> (link is the folder name you defined in Step 5)

2. The software provided some pre-defined templates to define the look and feel of your link pages, and email templates for your communication with link partners. If you want to define your own template, feel free to do so. You can refer to the user manual for details.

3. Should you have any problem, you can contact us at <http://www.linkautomate.com/support.html>

4. Mail templates editing. The system is distributed having the default mail templates. You can preset your own mail messages to be sent to visitors or to yourself. The default mail templates are contained in the folder called 'mailtemplates'. Edit the \*.mtl files by using a text editor or MS Word the way you like. Remember to save it as .mtl.

- Marks like '<%%Host%%>' can be used to have the software insert special values into the e-mail body. The \*.bak files are used as examples.



-- End --