

# **Web Content Studio**

## **Help Manual**

By Dr. Andy Williams

<http://webcontentstudio.com>

**NOTE:** This is the first version of this manual and I wanted to keep it as short as possible. I have therefore only included the basics of using this software. Based on feedback I will flesh out the manual to include more details where required. Also, there will be a number of videos demonstrating the features of WCS, and these will be available in the WCS forum.

In addition to this PDF document, there are a number of Video Tutorials on Web Content Studio that cover most aspects of the program. You can watch them on the Web Content Studio Website:

<http://webcontentstudio.com/web-content/tutorials/>

*BTW, When you first start WCS, you'll only see three tabs across the top. Please read this manual to find out why. It is not a bug, yet a lot of people ask about this (obviously they haven't read the manual).*

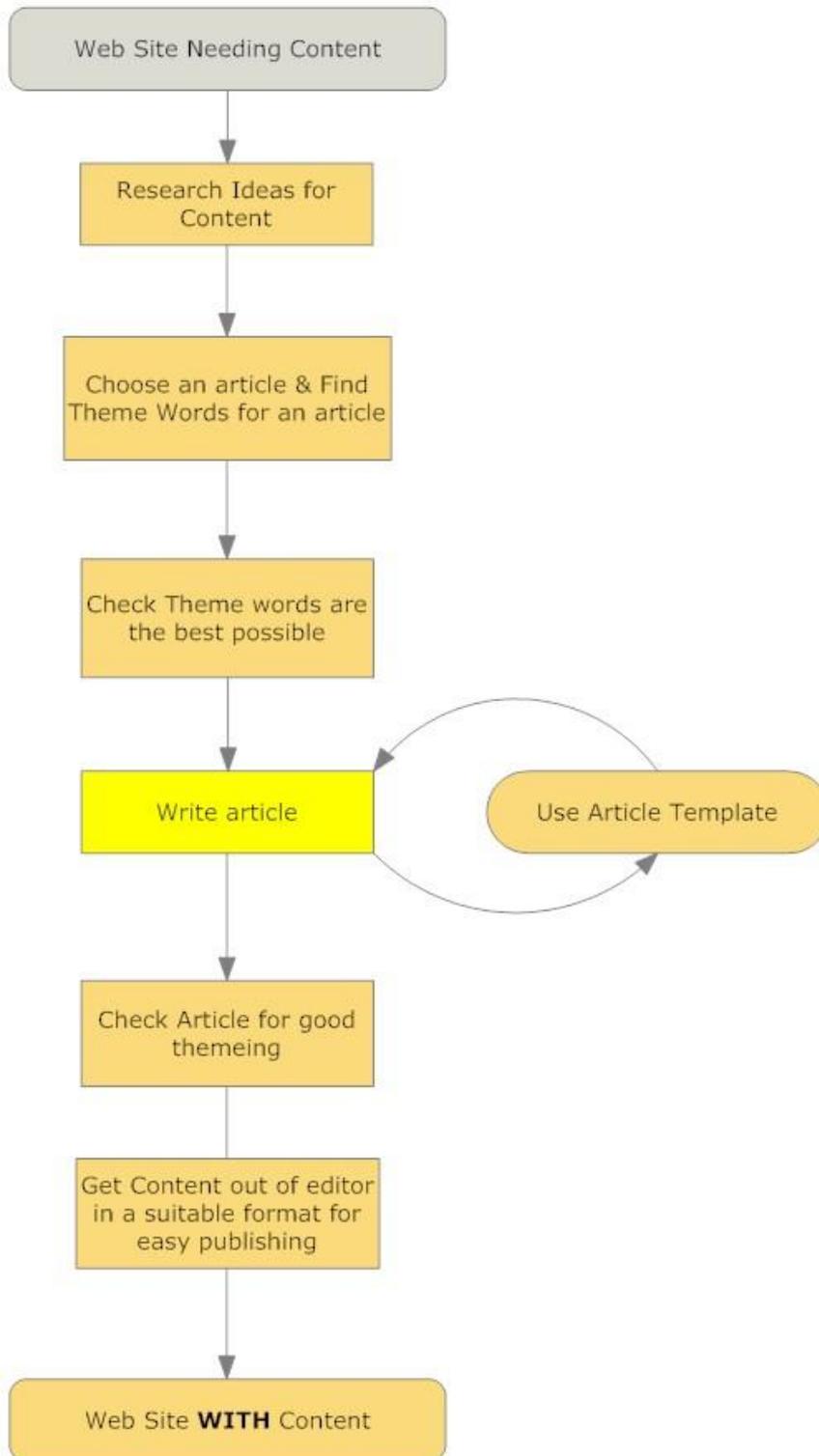
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## What is Web Content Studio?

Before we look at what Web Content Studio can do for you, let's look at the typical work-flow you'll go through as you develop your site content:



Web Content Studio was designed to help with each step in this process.

This manual is organised into sections which mirror the diagram above.

The following is a quick reference table showing the various tasks this software is designed to do and how they map to this user guide:

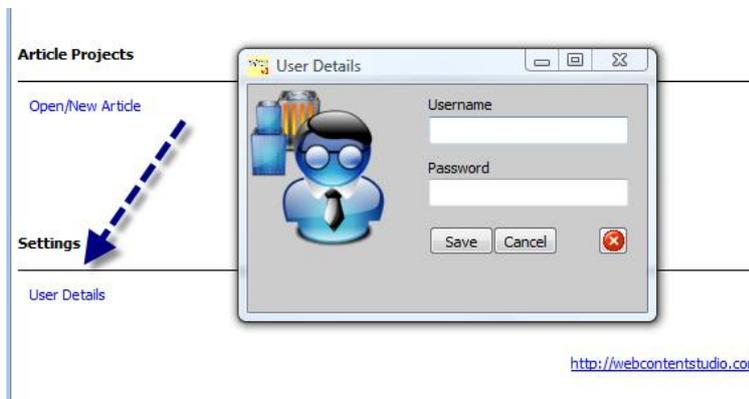
Flow Diagram	Section in this Manual/Software
Research Ideas for Content	<a href="#">Researcher Tab</a>
Choose an Article & Find Theme Words for an article.	<a href="#">Notes &amp; TodoList Tab</a> + <a href="#">Keywords Tab</a>
Check Theme Words are the best Possible	<a href="#">Reports Section of the Editor</a>
Write Article	<a href="#">WYSIWYG Editor</a> + <a href="#">Article templates</a>
Check Article for Good Themeing	<a href="#">Reports Section of the Editor</a>
Get Content out of the editor in the most suitable format for easy publishing	<a href="#">Export Article on Editor Screen</a>

Before we look at an Overview of the software interface, there are a couple of things you MUST do when you start Web Content Studio for the first time:

1. Enter your username and password.
2. Setup the dictionary.

## Entering your username & password

On the Home tab, click the “User Details” link to open the User Detail screen:



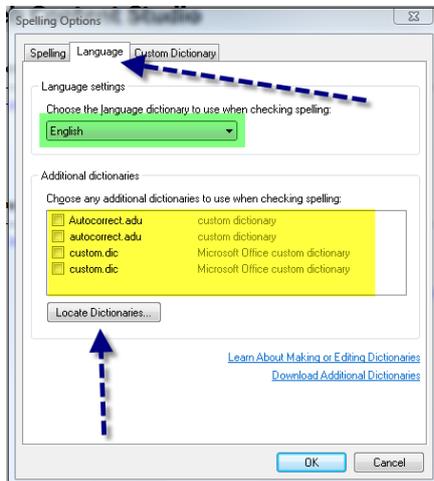
Enter the username and password you received when you purchased this software (the same ones you used to login and download it). Once these are entered, click the Save button. This will save your details and close this screen.

**IMPORTANT:** The license of Web Content Studio allows YOU and only YOU to use the software on any of your own machines. If you share your username and passwords with other people, your account will be automatically locked and the software will stop working. If you know someone who wants to use the software, send them your affiliate link 😊

## Setup the Dictionary

In the Options menu, select Spell Checker to open the Spell Checker Options screen:

The dictionaries should already be setup, but in the rare occasion they are not, follow the instructions below.

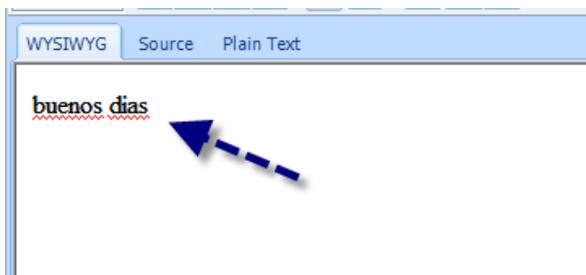


Click on the Language tab, and if you don't see a list of dictionaries in the list box (highlighted in yellow in my screenshot), click the Locate Dictionaries button, and navigate and select the "Dictionaries" folder inside the Web Content Studio application data folder. You can find out where this folder is on the about screen and if you need help, contact me via the forum.

You should then be able to select the language from the drop down box (highlighted in green in my screenshot).

If you find that your language is not included, you can download other available dictionaries from [this site](#). Just

download and unzip into the Dictionaries folder of Web Content Studio. When you install your own dictionaries in this way, you will need to restart Web Content Studio before the new dictionaries are found.



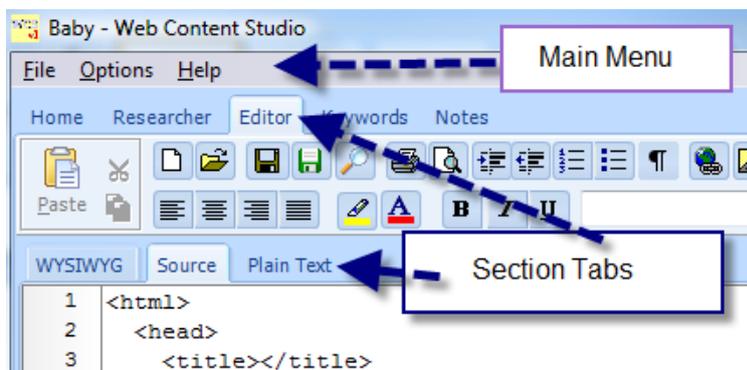
Once you have selected the dictionary, you are ready to start using the editor. When you type in the WYSIWYG editor, if you see squiggly lines under all of the words, then you have not selected the dictionary for your language.

## Overview of the User Interface

The interface of Web Content Studio (WCS) is designed to make things as intuitive as possible. There are 2 main navigation aids to find your way around the software:

1. The Main Menu. This menu only has basic options like Open/New article, Exit and help. There is also an options menu to allow you to setup the Spell Checker.
2. The Section Tabs – these are the tabs that you can click to take you to the main sections of the software. There are tabs for Home, Researcher, Editor, Keywords and Notes.

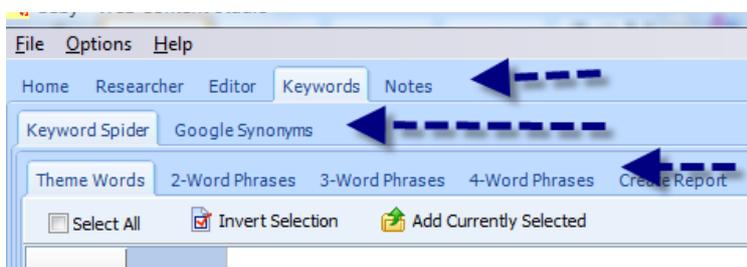
Below you can see a screenshot showing the positions of the main menu and the section tabs:



**Note:** there are tabs within some of the sections of this software.

E.g. you can navigate between WYSIWYG editor, Source code and Plain text screens within the Editor tab.

You can also navigate the various screens of the Keywords tools using tabs within the Keyword Tab. Notice the extensive use of tabs within the Keyword Spider tool:

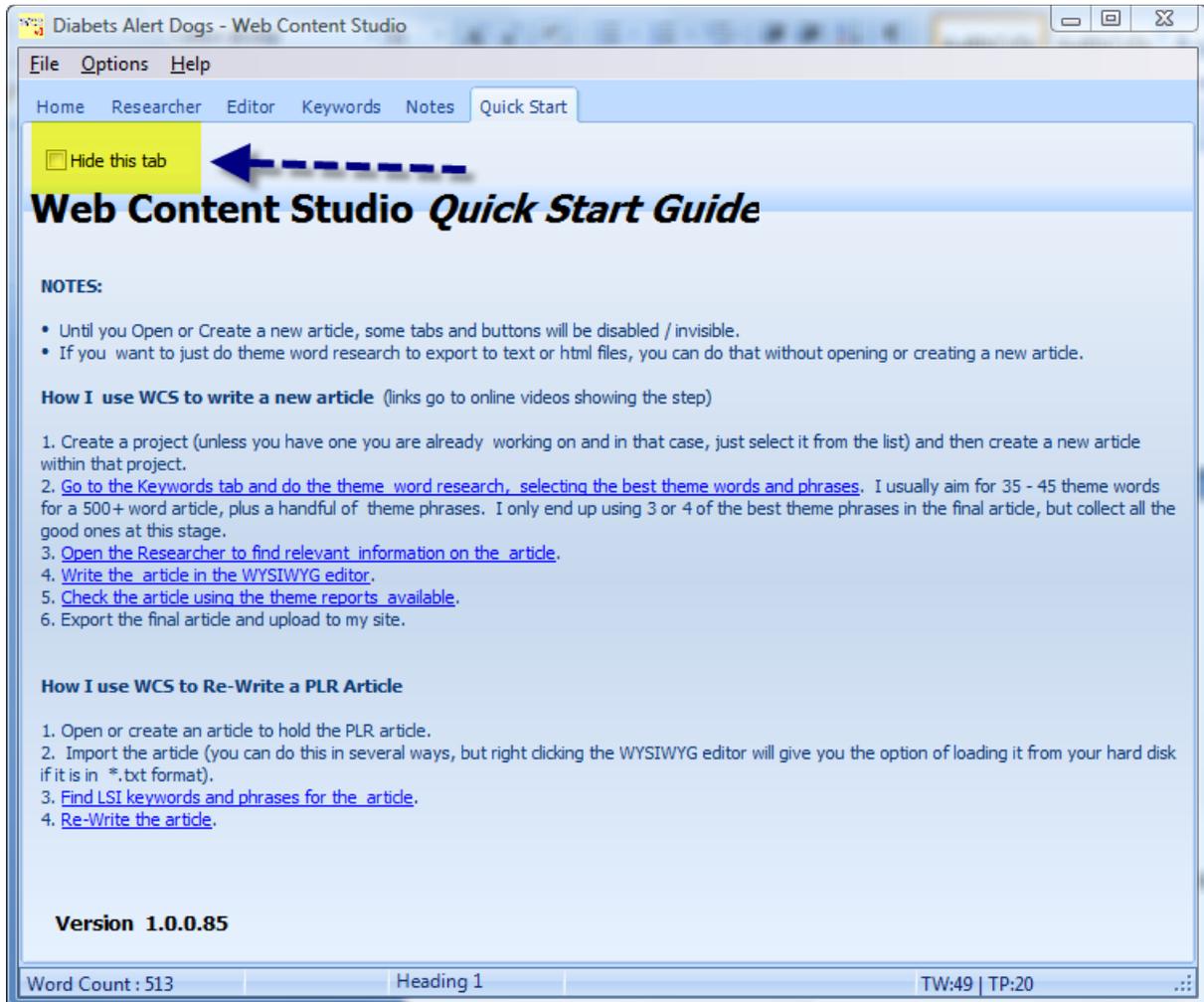


Although these screenshots may make WCS look complicated, when you actually use the software I am sure you will find that the tabs are intuitive and help speed up your work because of the ease of finding and moving to different areas of the software (nothing is hidden within menus).

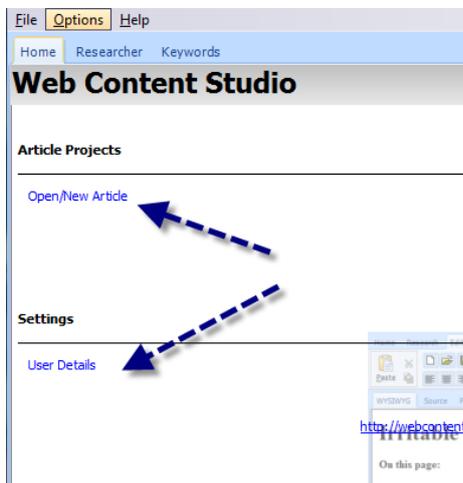
With that said, let's explore the various sections of the software, starting with the Home tab.

## Quick Start Tab

The Quick Start Tab is basically a simple set of instructions to help you get started using Web Content Studio. You can hide this window by selecting the Hide This Tab check box if you don't want to see it in the tab list.

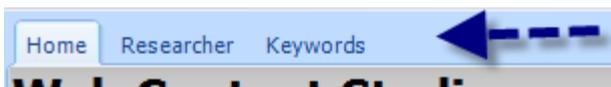


## Home Tab

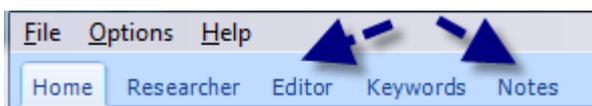


The home tab is the welcome screen for WCS. It's the starting point for opening or creating a new article. The exact screen you see may be a little different to the one on the left, because as this software matures, it is likely that new features will be added, and some may then be added to this home tab.

When you first start WCS, you'll only see three tabs in the same row as the Home Tab. These are Home, Researcher and Keywords:



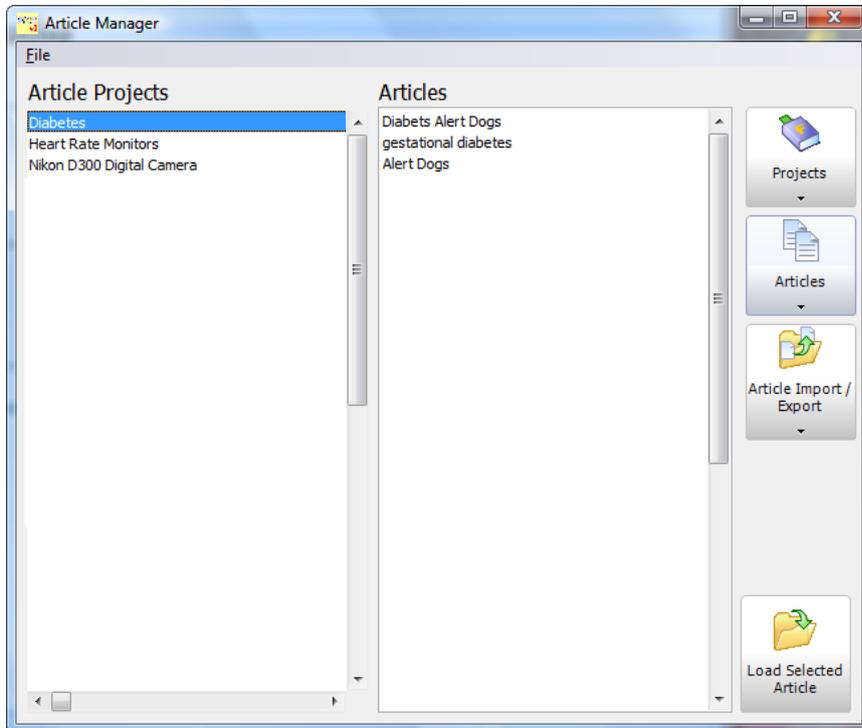
Once you open up or create a new article, other tabs that are relevant to the project/article will appear (Editor & Notes):



To get started on a new Article, click the Open/New Article link. Alternatively, you can select Open/New Article from the File Menu at the top.

The Article Manager Screen will open.

## The Article Manager



On this screen, you can setup new projects (a project is a collection of articles), create new articles, or delete existing articles and projects via the two large buttons on the right.

There is also a button that can control importing and exporting of articles. Articles can be exported in two formats:

1. **plain text files** which include just the articles in that project,
2. **WCS Format** which include the html format article, plus two additional files containing theme words and theme phrases. The WCS format is useful for sharing content between computers as the formatted article and theme words & phrases are all available for import.

The Importing of articles works in the opposite direction obviously, but the two formats are the same. You can import plain text articles (no theme word lists) or WCS format articles (which contain any theme words & phrases that were in the original article that was exported).

When you select a project on the left, any articles in that project will be listed on the right. To open an article either double click the article in the list, or select it and click the Load Selected Article button.

**To create a new article:**

1. If no projects exist, create one by clicking the Projects button, clicking New Project, and typing in a name for the project. If the project you want to create the article in already exists, simply select it from the Project list.
2. Click the Articles button, and click the Create New Article in selected project.
3. You will be prompted to type in a name for the article. If you leave it as the default “article” title, no article will be created. You need to type in a proper article title.
4. When you type in your article title, the article will be created in your database. You’ll see it in the list, so can open it by double clicking, or selecting it and clicking the Load Selected Article Button.

**To Delete an Article or Project:**

1. Select the article (or project).
2. Click the Articles (or Projects) button.
3. Select Delete Selected Article (or Project).

**Note that if you delete a project, ALL articles in that project will be deleted as well.**

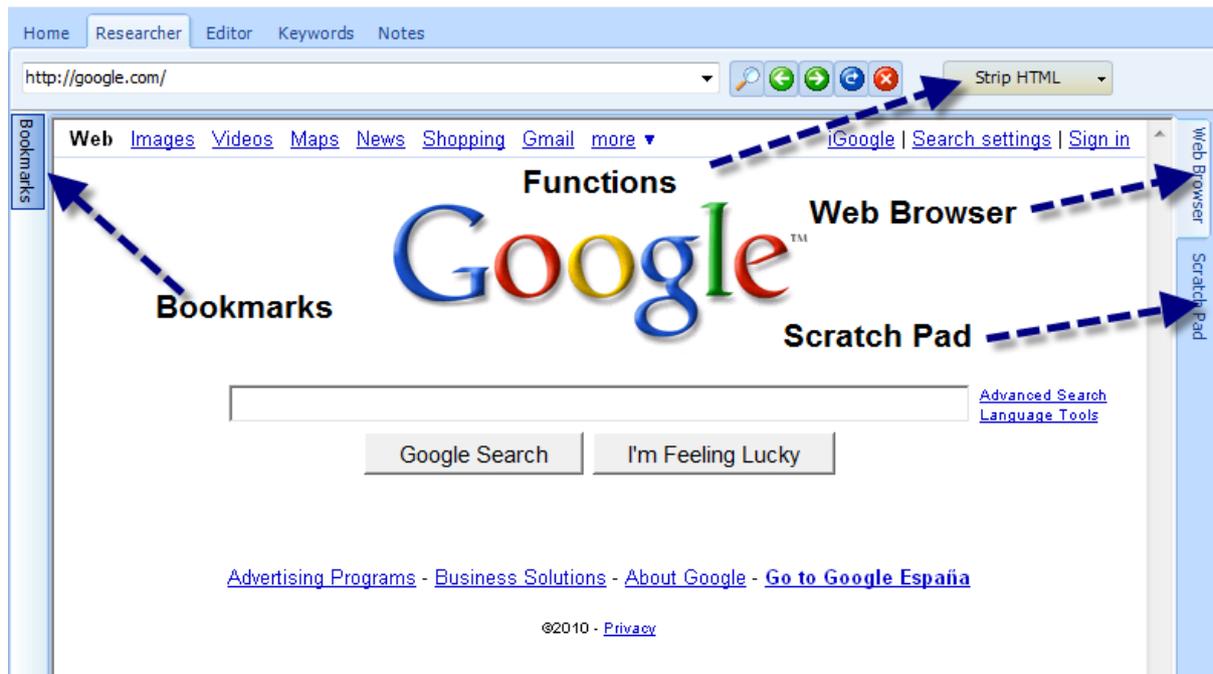
**To Rename a project or article:**

1. Select the project or article.
2. Click the Project or Article Button and select the rename option.
3. A dialogue box appears allowing you to rename it.

## Researcher Tab

The researcher tab will help you collect useful research for your articles. It consists of:

1. Web Browser
2. Bookmarks
3. Scratch Pad and associated functions.

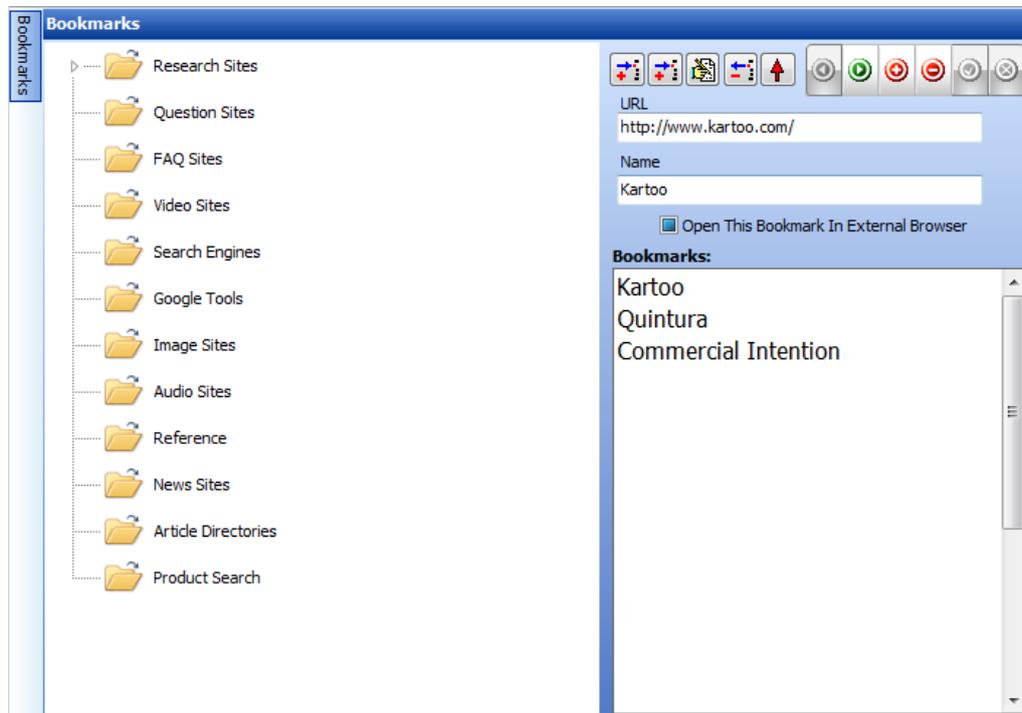


To activate the bookmarks, click the Bookmarks tab on the left. The bookmarks panel will pop out allowing you to select any of the resources (or add your own).

The scratch pad is a place to store your research. There are various tools to help you extract the information you want to keep from the websites you visit like the Strip HTML functions button at the top of the screen. We will look at those in a little more detail in a moment.

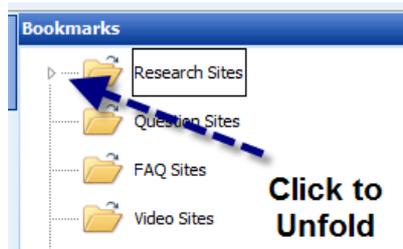
## Bookmarks

Bookmarks are there to store useful websites you use regularly. I have included some with WCS, but you are free to add/delete categories and websites yourself.

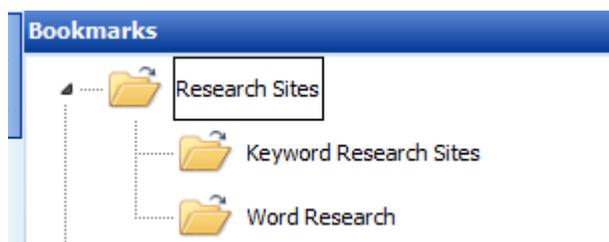


On the left hand side of the screen are categories of bookmarks. When you click on a category, the list of bookmarks in that category opens up on the right hand side. Clicking a bookmark in the list will open that bookmark in the web browser.

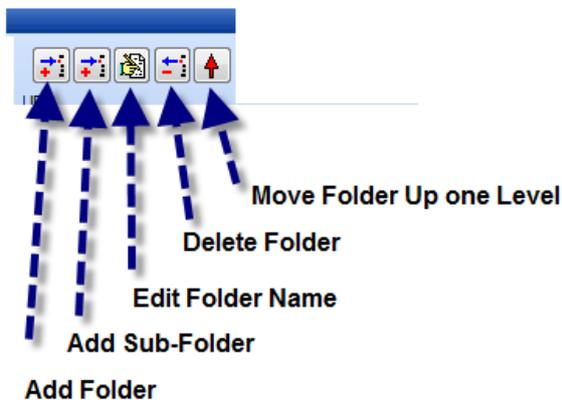
Wherever a folder has a little triangle next to it, that folder has sub-folders.



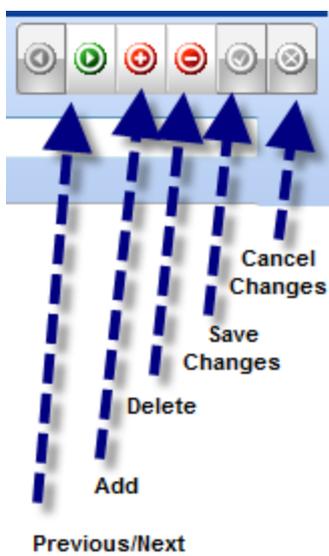
To view the sub-folders, click the triangle.



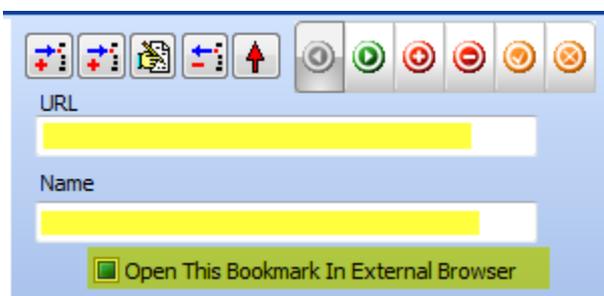
There are a group of buttons to add/edit/delete folders



To the right of these 6 buttons are a set of buttons to add/edit or delete the actual bookmarks:



When you add a bookmark, the URL and Name boxes become editable as well as the checkbox and you can type directly into them.



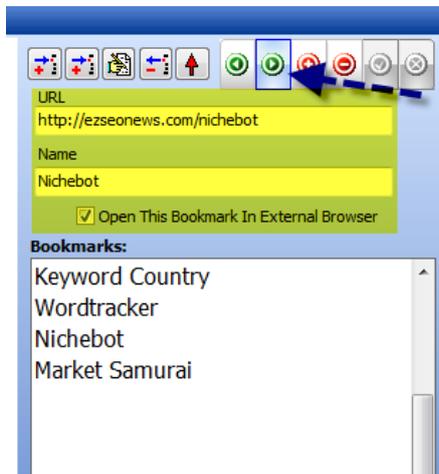
When you have finished, click the Save Button, and your new bookmark will appear in the list under the selected category.

### *Opening a Bookmark in an External Browser*

Some sites you bookmark may through up Javascript errors which can be annoying. This is a limitation of the internal browser in WCS, so you can choose to open certain bookmarks in an external browser. If you want to do this, just check the “Open This Bookmark In External Browser” checkbox for that particular bookmark.

### *Editing Existing Bookmarks*

To edit an existing bookmark, select the folder where the bookmark is found, and then use the previous / next buttons to make sure the bookmark you want to edit is shown in the URL and Name Box:



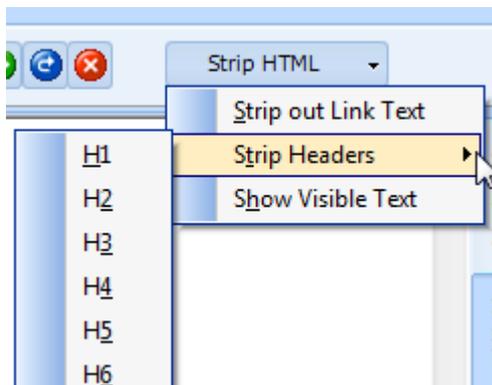
You can now type directly into the URL and Name boxes (and change the status of the checkbox). As you do so, the Save and Cancel Changes buttons become active.



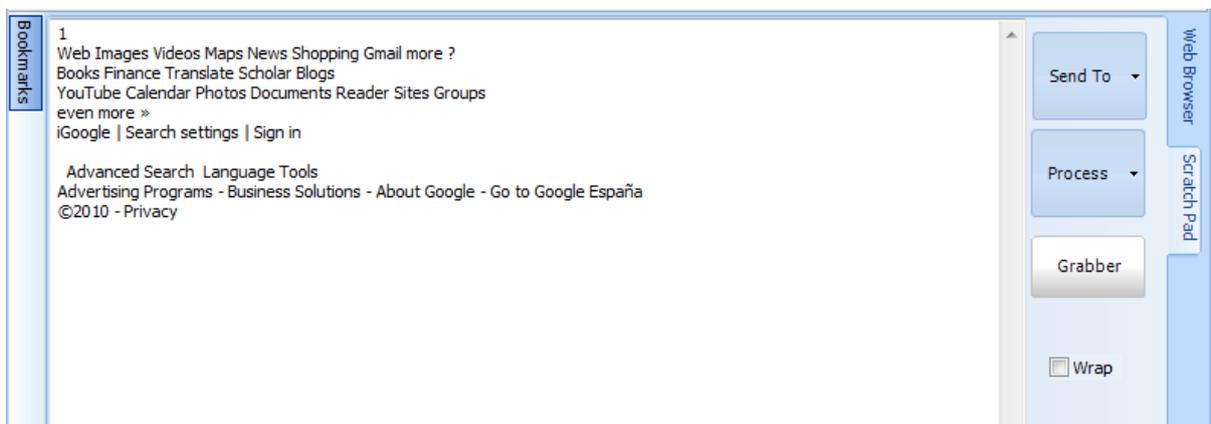
To save changes, click the Save Changes button. To cancel changes, click the cancel button.

## Extracting Information from a webpage

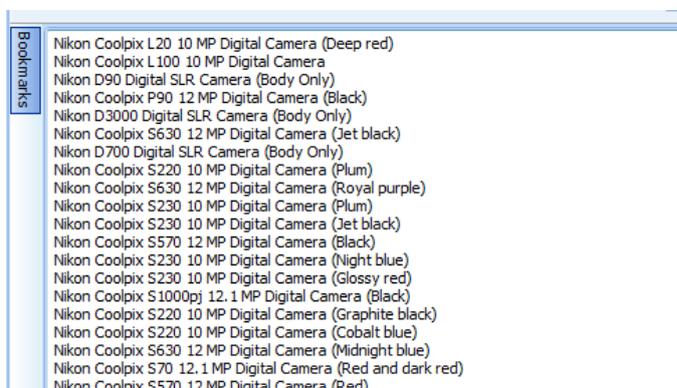
The Strip HTML button offers some useful functions when you are visiting a website for research:



It allows you to strip out the link text, strip out headers or show visible text on the page you are visiting. This information is sent to the scratch pad. For example, selecting Show Visible Text while I am at the Google homepage results in my scratchpad looking like this:



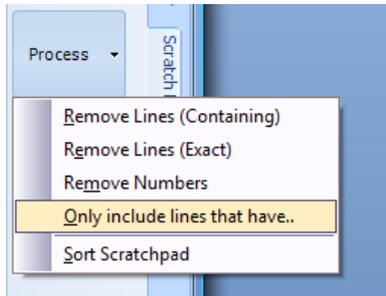
Notice that there are some buttons on the right. The first button allows you to send the contents of the scratch pad to either Notes, or Project Todolist. E.g. Imagine your scratchpad looks like this:



Sending these to the todolist (or even notes) will mean you can keep a permanent record of your product list.

We will look at Notes and Todo lists in more detail later in the manual.

The Process Button allows you to do some processing on the scratchpad contents:



The options here do the following:

**Remove Lines (Containing)** – Will remove lines that contain the word or phrase you specify in the popup box that appears when you click this item.

**Remove Lines (Exact)** – Will remove lines that are exactly the same as you type into the popup box.

**Remove Numbers** – Remove all numbers from the scratchpad.

**Only include lines that have..** – Will remove all lines except those that contain the word or phrase you specify.

**Sort Scratchpad** – Will sort the lines of the scratchpad alphabetically.

## The Grabber Button

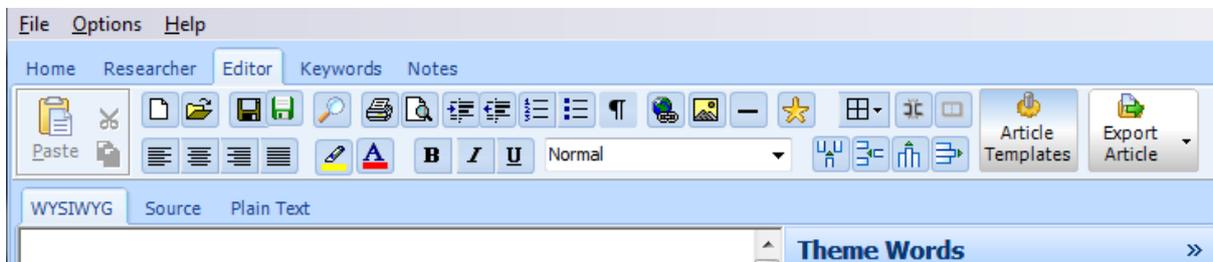
On the Scratchpad screen you'll notice the grabber button. This is a tool to help you research your niche. Click the button once, and it will start the grabber. Now, whenever you copy any text to the clipboard (from any application), that text will be copied to your scratchpad.

e.g. If you are reading articles in your niche and you find an interesting fact you want to use in your article, simply copy it to the clipboard, and as long as the grabber is active, that text will be pasted automatically into your scratchpad.

The Wrap checkbox on the scratchpad does exactly what it says – it wraps the text on your scratchpad.

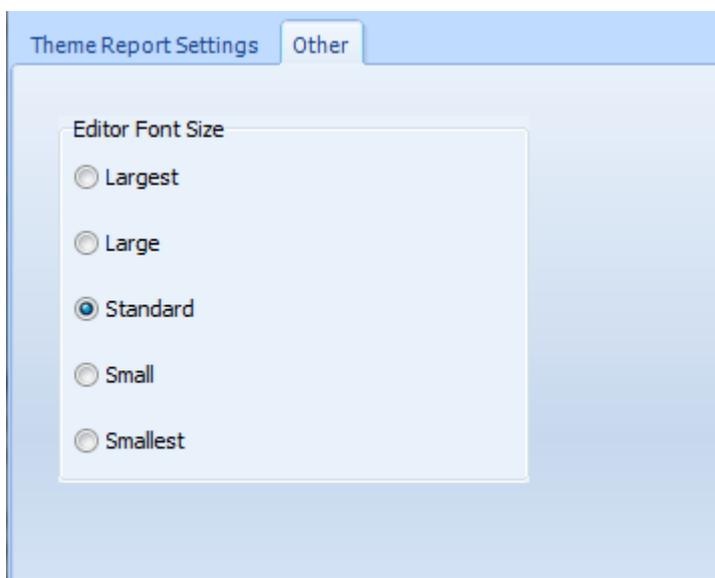
## Editor Tab

The editor tab is where you create your content. This tab has a large toolbar at the top. The best way to find out what each of the buttons does, is to move your mouse over each one. A tooltip will appear telling you what the button does.



This toolbar makes the editor What You See Is What You Get (WYSIWYG). You can format your articles, insert images, hyperlinks etc using these buttons as well as the usually copy, paste, save etc. There are also some basic features to help support tables (in case you want to use tables in your article).

NOTE: In the Options -> Theme Report & Software Settings, there is a tab called "Other" that allows you to increase or decrease the size of the font used in the WYSIWYG editor:



**A Note on using images:** Images need to be on your web server if they are going to display in your articles. If you are pasting the final article into a tool like Windows Live Writer, then you don't have to worry about this, just copy the entire article directly from the WYSIWYG editor and paste it into Live Writer. Images will be handled correctly. However, if you are going to export the article from WCS into HTML format, you need to specify the URL of the image on your server as the image location (and not the image on your hard disk).

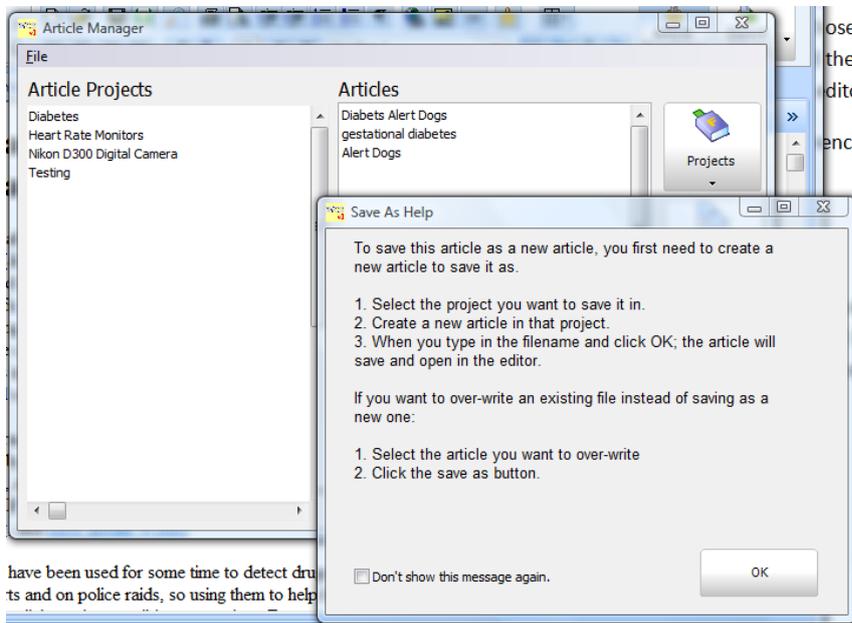
The editor itself has three tabs:



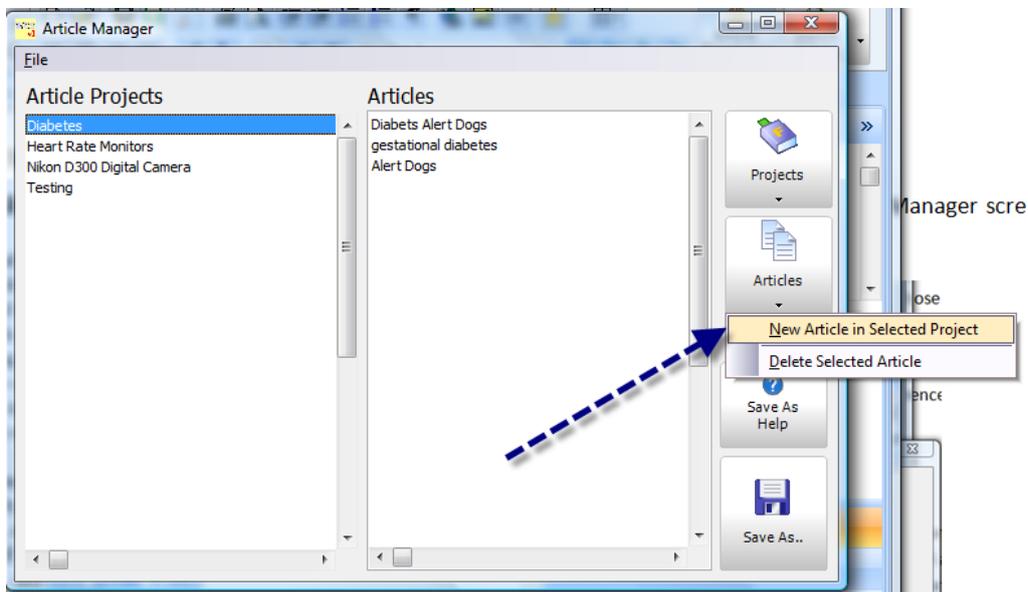
The Save As button works a little differently to a conventional document editor because your work is being saved in a database, not in a separate file on your hard disk (you can do this using the export button). Therefore, when you want to “Save As”, to make a copy of the existing file, you actually go and create a new article in the database into which the work will be saved. This means selecting the project, entering a filename etc. Let me walk you through this.

## Using Save As

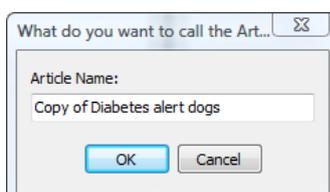
When you click the save as button, two screens open – the Article Manager screen, and a help screen (which you can disable with the check box):



Following the instructions on the help screen, simply select the project you want to save your article in (or create a new project for the article). When you have the project selected, click on the Articles button and select "New Article in Selected Project":



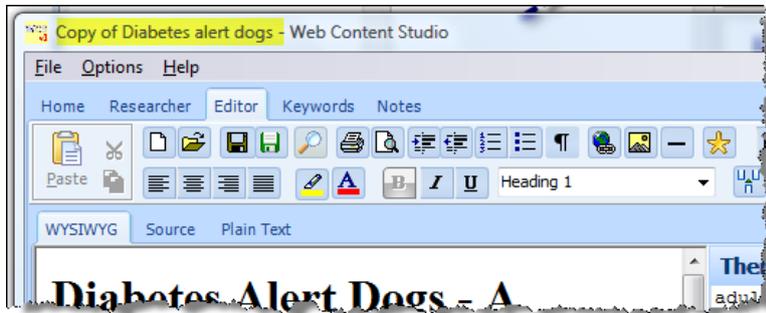
You will be asked to type in a name for the article:



When you have typed in the name, click the OK button.

That's it. The article has now been saved with the new name, and it will open in the editor immediately after the save.

You can confirm this by looking in the title bar at the top – your new article title appears:



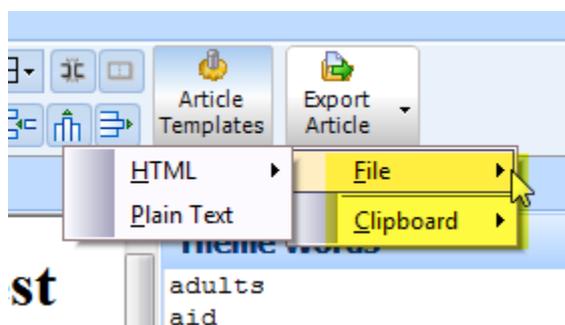
When you Save As, you also have the option of over-writing an existing article with the copy. TO do this, rather than creating a new article to save the copy, just select an existing article and double click it (or select it and then click the Save As button).

## Export Articles – Getting articles out of WCS

There are a number of ways you can get articles out of WCS. The first, and easiest way is to highlight the contents of the WYSIWYG editor and then select copy (or CTRL + C) on your keyboard. You can easily highlight the WYSIWYG editor contents by clicking your mouse into the editor, and pressing CTRL + A on your keyboard.

This method is the one I use when I am pasting the article directly into Windows Live Writer (WLW). Images and hyperlinks will all be copied across into WLW ready for posting on my site.

The other way to get content out of WCS is to use the Export button on the toolbar. This button has a menu attached to it:



There are two basic options, each with sub-options.

These main options are to save the article to a physical file on your hard disk OR to save the article to the clipboard (read for pasting into another application).

### Physical File Options are:

**HTML – Just the Article:** This option saves the content of the <body> region in the article. This is the place where the article is found inside the HTML document. This is the option you will use if you want to get just the article, formatted correctly with html, e.g. to paste into a webpage template.

**HTML – FULL HTML:** This option saves the entire HTML webpage including header and anything else you may have added in the source window.

**Plain Text:** This option simply saves the plain text of the article (without any formatting) to a text file.

### Clipboard Export Options are:

**WYSIWYG Editor:** The contents of the WYSIWYG editor. This is the same as selecting the WYSIWYG editor box and pressing CTRL + A to highlight, then CTRL+C to copy.

**Text File:** Copies just the plain text to the clipboard.

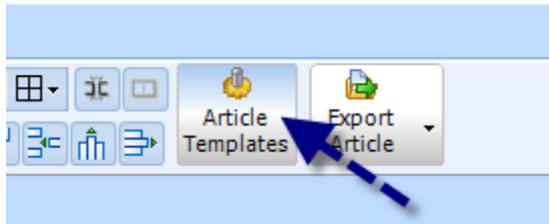
**Full HTML:** Copies the FULL HTML of the web page to the clipboard.

**Article HTML:** Copies the HTML formatted article to the clipboard. Note that it actually copies the contents of the <body> section of the web page.

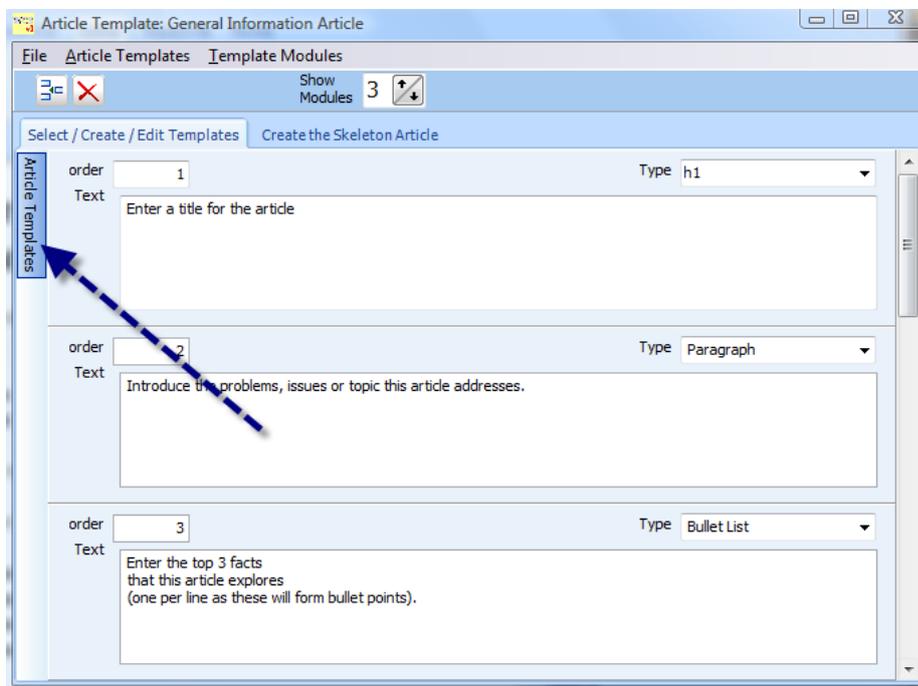
## Article Templates

Article templates are a way to speed up article creation using commonly used templates for the structure of the article.

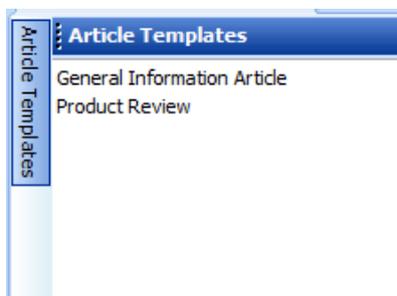
To access the article templates screen, click the Article Templates button on the editor screen.



When the screen opens, this is the screen you will see:

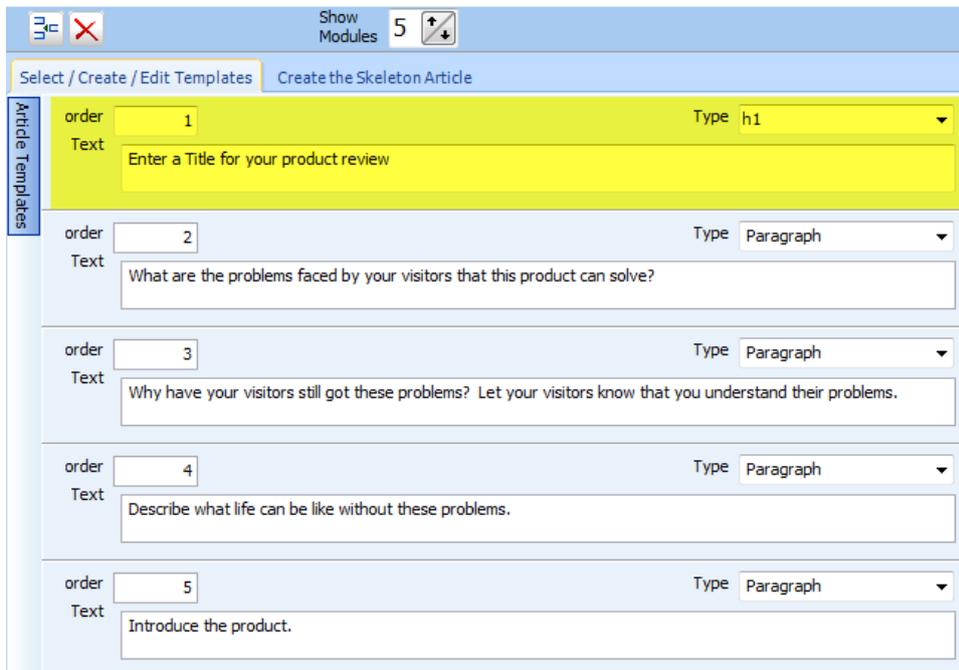


To see available Article Templates, click the Article Templates button and the template list will slide out (there are two templates included with WCS):



Select a template from the list to open it:

Each Article template is made up of a number of modules. In the following screenshot the first module is highlighted:

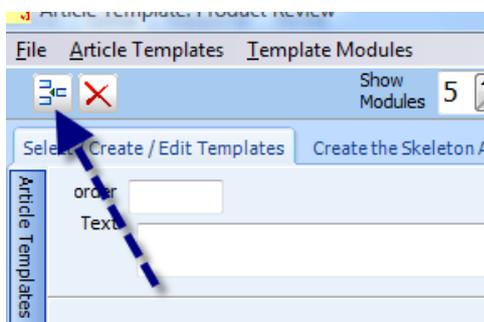


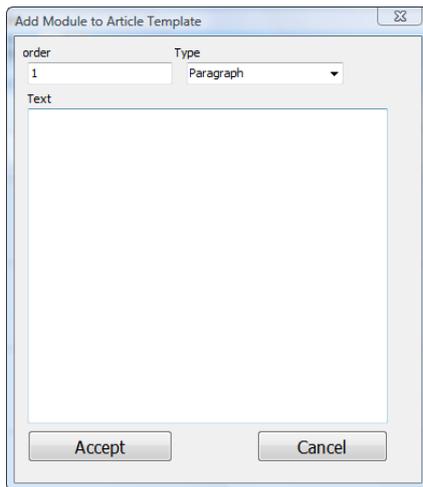
You can adjust how many modules are shown on the screen using the spin edit box at the top labelled "Show Modules". Each Module is made up of:

1. Order – this is the order the module appears in the template.
2. Type – this tells WCS how to handle the module. Types can be H1..H6, Paragraph, ordered & numbered lists.
3. Text – this is the text to display in the article created from the template. This is used to remind you what you need to type.

### Creating your own Article Templates

If you want to create your own templates, click the Article Templates menu item at the top, and select "Create a New Template". You will be asked to give the template a name. You will be returned to the main screen again, where you can click the Add New Module button to insert a module. NOTE: The button next to this one deletes the selected module.





When you insert a new module, the following screen appears:

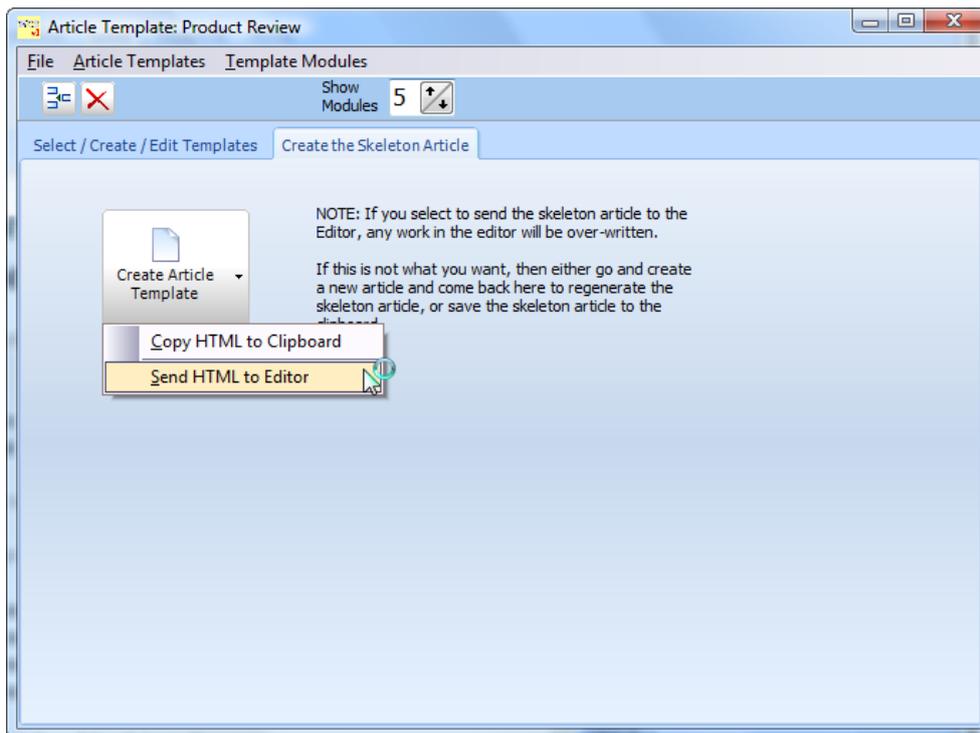
The order should be inserted for you, and the default “Paragraph” selected. You can change the Type if you want, then type in your reminder text before clicking Accept, which will insert the module into the template.

Your module will then appear in the Article Template.

Repeat with each section of your template

## Using Article Templates

Article templates are meant to be a guide to help you writing content. When you want to use a template, select it, and then switch over to the “Create the Skeleton Article” tab.



There is a large button labelled “Create Article Template”, which opens a menu with two options:

1. Copy HTML to Clipboard – copies the skeleton article in HTML format to the clipboard.
2. Send HTML to Editor – creates the skeleton article in the WYSIWYG editor. If you create the skeleton article while another article is open, this WILL OVER-WRITE the existing article. If you do not want to do this, simply go and create a blank article first before creating the skeleton article.

Let's have a look at what is created when we send a skeleton article to the WYSIWYG editor:

## **Enter a Title for your product review**

What are the problems faced by your visitors that this product can solve?

Why have your visitors still got these problems? Let your visitors know that you understand their problems.

Describe what life can be like without these problems.

Introduce the product.

- Feature List
- Feature 2
- Feature 3
- Feature 4

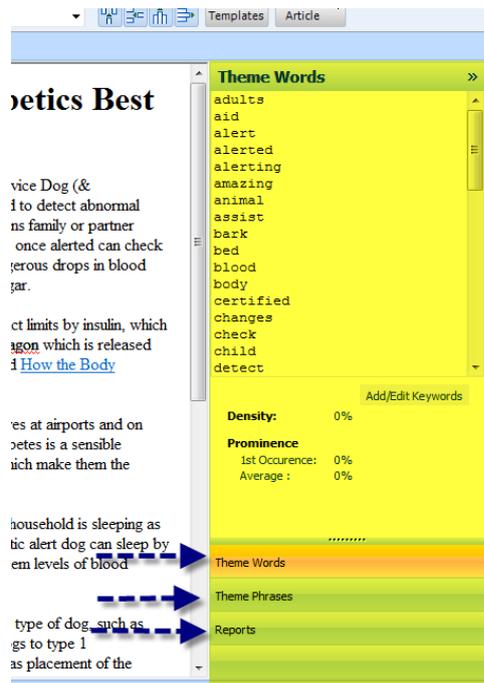
Final Reminder of that "picture".

Call to Action.

You can see that the modules defined in the article template are converted to HTML, and a skeleton article is created ready for you to edit. You simply go through the skeleton article, editing each bit to answer the questions posed by the text. Highlight the title, and then type in your title. Then highlight the first paragraph, and type in your response, and so on.

Article Templates can help you stay focused.

## The Keyword Bar



The keyword bar in the large bar on the right hand side of the WYSIWYG editor. This bar is where your keywords and key phrases are stored for the article you are working on, as well as running the various reports on the article:

There are 3 “tabs” on this Keyword Bar:

1. Theme Words
2. Theme Phrases
3. Reports

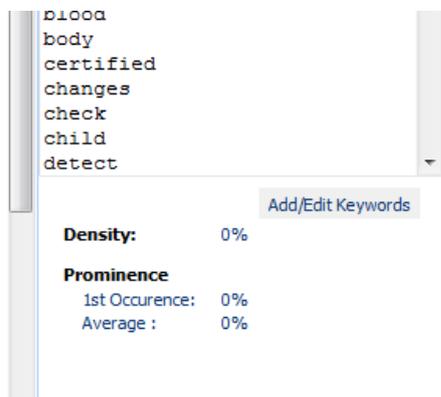
To access each of these three tabs, simply click the “bar” with that title. These three bars are marked with arrows on the screenshot on the left.

**Theme Words** – single words you want to target in your article.

**Theme Phrases** – multi-word phrases that you want to include in your article.

**Reports** – These are the reports you can run on your articles. We will look at those in a moment.

When you add keywords or phrases to your article, they appear in the theme word or theme phrase lists. When the theme word tab is selected, you will see the following at the bottom of the theme word box:



There is a button to add/edit keywords manually (though adding theme words will be done mainly by using the keywords tab in WCS). Under this button is some data. When you click a theme word, this information will be updated based on the article in the WYSIWYG editor.

**Density** – shows the density of the theme word you have selected in the article.

**Prominence** – This is a measure of where the theme words appears in the article. If the word is the first word in the article, it has a prominence of 100%. If it is the last word in the document, it has a prominence of 1. The 1<sup>st</sup> occurrence figure is the prominence of where the theme word first appears in your article. The average prominence is the average prominence of that theme word in the

article. An average prominence of greater than 50% indicates that the keyword is concentrated more in the first half of the article. A percentage lower than 50% indicates the theme word is found more in the second half of the article.

On the Theme Phrase tab, the prominence figures are not available, but the density of the theme phrase will be displayed for the phrase you have selected.

**NOTE: On the Theme Phrase Tab**



You will notice a button labelled “Generate theme words”. This is a useful button because it will take all of the words that make up the theme phrases, and add them to the theme word list (assuming they don’t already exist). This can increase your theme word list be quite a bit if you have a long list, and ensures that the important words that make up these phrases are included in your page.

However, I would recommend that you always “clean” your theme word list using the Check against top 10 report discussed in the next section. This will ensure that you prioritise the very best theme words in your article.



**Article Theme Summary:**

Article Words: **513**

**Theme Words**  
 Total Theme Words: 162  
 Different Theme Words: 49  
 Percentage of Theme Words Used = 96.1  
**Themed 31.6 % (1 theme word every 3.2 article words)**

**Theme Phrases**  
 Total Theme Phrases: 40  
 Different Theme Phrases: 20  
 Percentage of Theme Phrases Used = 100  
**Themed 7.8 % (1 theme phrase every 12.8 article words)**

**Theme Score (max 100%): 100%**

**Quality Theme Score (max 100%): 72.5%**

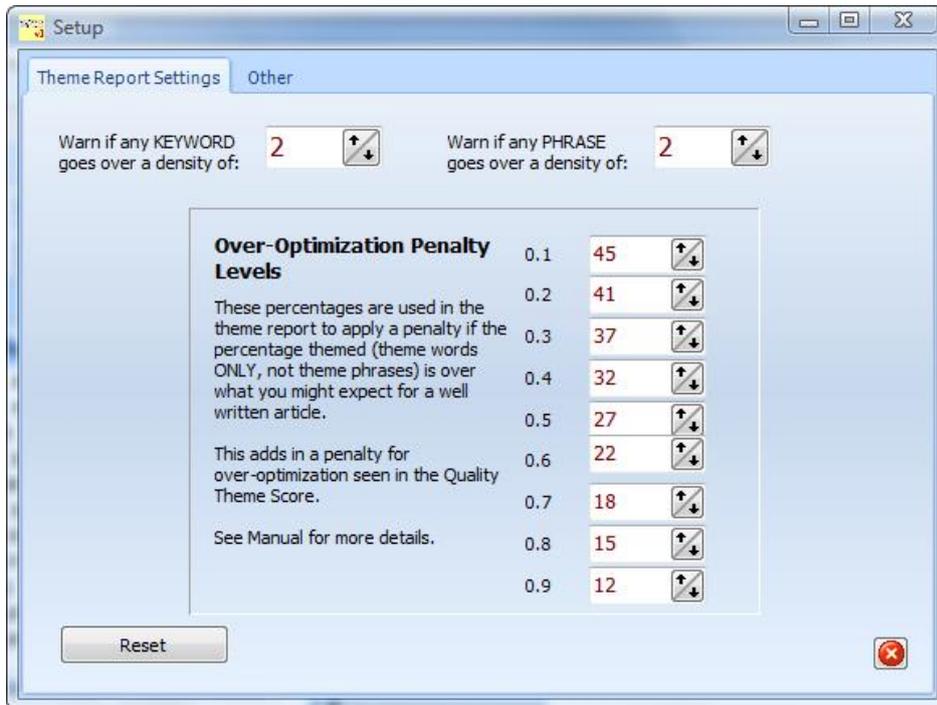
Any difference in Theme Score & Quality Theme Score is down to the percentage themed figure. The higher this percentage, the more likely your article could look spammy. This is only a guideline, and you may prefer to ignore the Quality Theme Score. See Manual for more details.

This summary tells you how well your article is themed against your selected theme words and phrases.

The overall theme score is based on the single words that make up your theme words and phrases. It does not look at the theme phrases as part of the calculation.

You will notice that at the bottom, there is a Theme Score and Quality Theme Score. The Theme Score is a measure of how well themed your article is against your list of theme words. The Quality Theme score tries to implement a measure of over-optimization. For example, in the article above, the article is 31.6% themed, meaning 1 theme word every 3.6 article words. This might appear to the search engine as if the theme words have been stuffed, and the quality theme score can alert you to this.

The exact percentages used to assess over-optimization are set in the settings screen, though if you don't know what you are doing, I recommend you set them as shown below.



The above screen shows the settings for the theme report (accessed via the Options -> Settings Menu).

At the top of the screen you can specify "maximum" densities for theme words and phrases. If any theme word or phrase is used more than that density, you will get a warning in your theme report. Of course, you can ignore that warning if you want to – these are just indicators to you. Here is an example warning for a theme word that exceeded my specified limits:

```
bark: 1  
low: 4  
dog: 22 ** THIS KEYWORD EXCEEDS YOUR CHOSEN MAXIMUM DENSITY OF 3% (15  
occurrences in an article this size)**  
bed: 1  
aid: 1
```

In the settings screen you also have a section for Over-Optimization Penalty levels.

You can set 9 levels of penalty. In the above screenshot, a penalty of 0.1 is applied if the percentage themeing is over 45% (ie in theme word every 2.2 article words). What does the 0.1 penalty mean? Well, once a theme score has been calculated for your article, that theme score is multiplied by 0.1. Note that theme scores are not limited to 100% during the calculation. The system used is not one I want to share details about, but it seems to work very well.

Let's take an example.

Imagine you have an article with a percentage themed of 30%. That means a 0.5 penalty would be applied. If the calculated theme score was 130, after the 0.1 penalty was applied, the final quality theme score would be just 13% - (130 x 0.1).

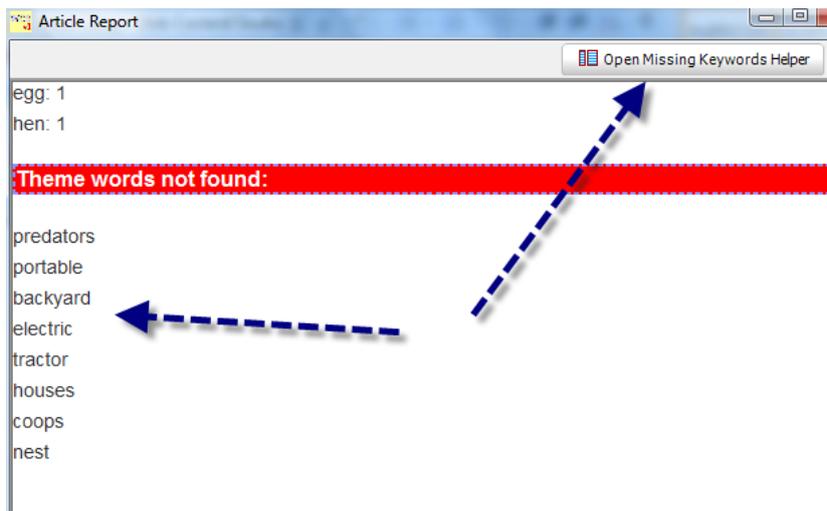
On the other hand, if percentage themeing of your article was just 13 % (1 theme word every 7.7 words), the 0.9 penalty would be applied to the 130 calculated theme score, meaning an overall Quality theme score of 117, which would be reported as a maximum 100% quality theme score (as the theme score and quality theme scores reported in the report have a maximum of 100%).

It's not important that you understand how the calculations are done, just that it provides a good indicator of how well themed your content is, as well as potential over-optimization. However, remember, this is not a science, and any figures in the theme report scores should be used as an indicator only to help you theme your content.

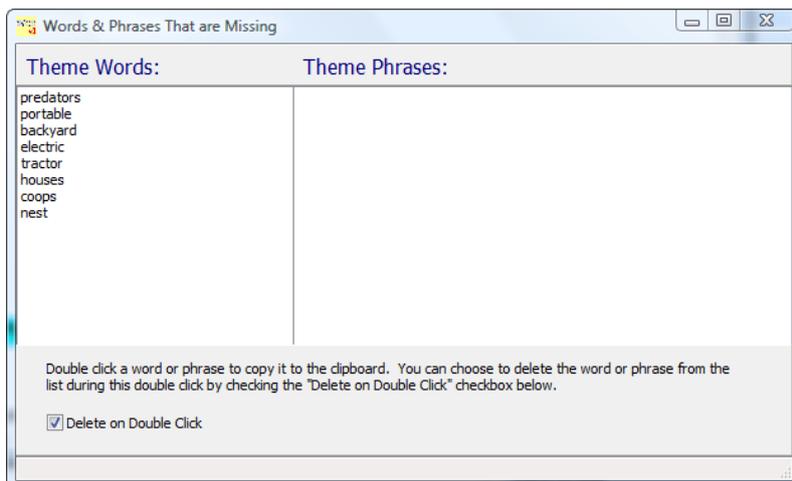
Theme score and quality theme score are linked closely. If they are different, it's simply because of the over-optimization penalties we discussed earlier having been applied. However, if your theme score is low, here are some things you can try to increase the theme score:

1. Increase the number of theme words and phrases you are targeting. The number you should be targeting depends on the subject you are writing about as well as how long your articles is. I try to have at least 30 theme words, and a few theme phrases (this might be 4 or 5 maximum).
2. Increase the length of your article.
3. Make sure that you don't over-use any particular theme word or phrase. Pay attention to your density limit warnings. Any word that is over-used can indicate spam to a search engine.
4. If your theme report indicates words or phrases that have not been included, include them OR remove them from your theme word list if you decide they are not necessary. You can refine your theme word list using the last button on the reports section – Check Theme Words Against Top 10.

A nice feature in the Theme Report Screen is a button in the toolbar at the top:



You'll notice in the example above that some theme words were not found in the article. Clicking the "Open Missing Keywords Helper" button at the top will help you add these to your article:



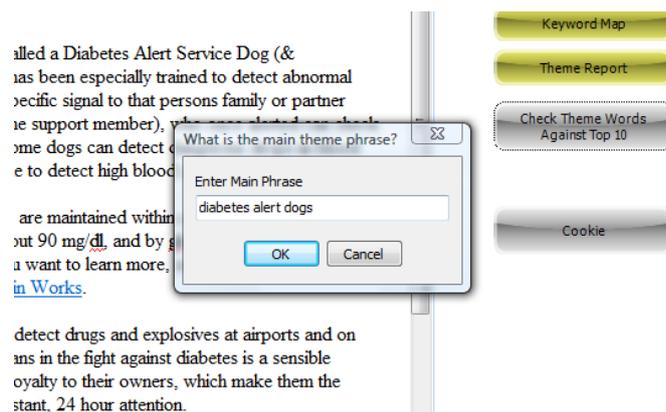
Any theme words and phrases that you targeted that were not found in the article are added to this screen. Double clicking a theme word or phrase copies it to the clipboard so you can paste it into the article. If you have the "Delete on Double Click" check box checked, then as you double click a word or phrase, it disappears from the list. This way you can quickly and easily add those missing theme words and phrases to your content.

## Check Theme Words Against Top 10

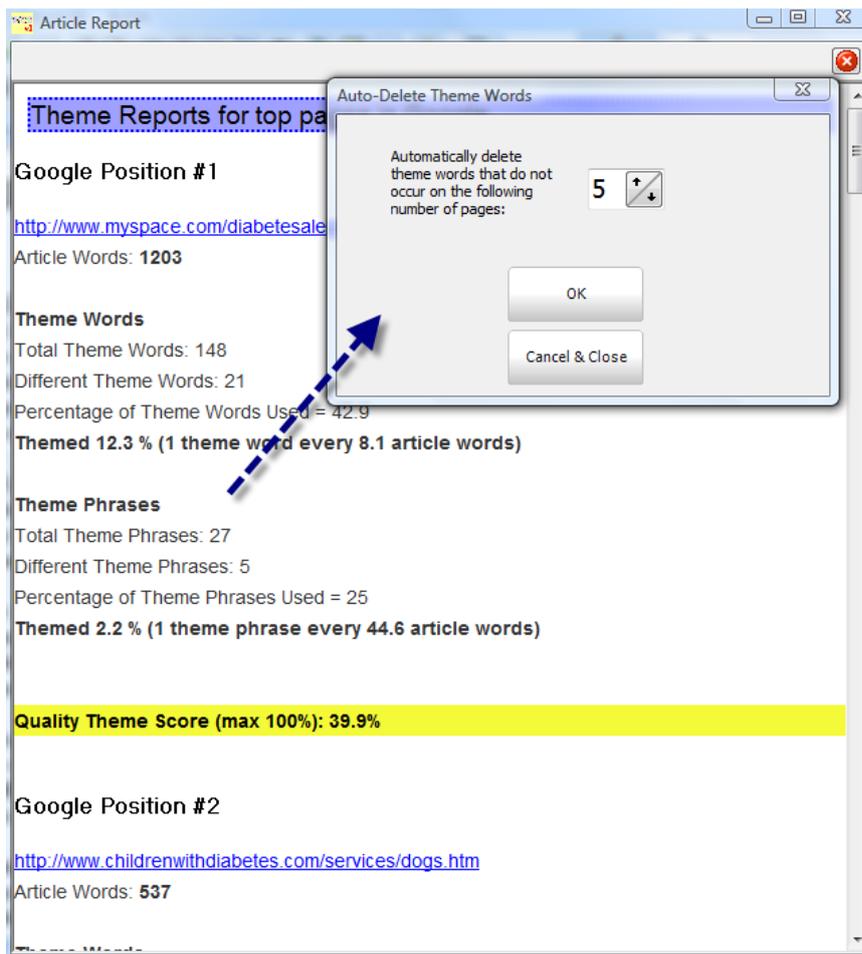


When you click this button, you are prompted to enter the main phrase for your article. When you enter this and click OK, WCS queries Google, and then checks your theme words against the top 10 ranking documents in Google. You'll get to see exactly how many of those top 10 pages included each of your theme words, and automatically delete any that did not occur on at least X of those top 10 pages. Let's look at an example.

In my article about Diabetes Alert Dogs, I can check my list of theme words against the top 10 for the phrase "diabetes alert dogs":



WCS goes away and checks my theme words against the top 10 pages in Google and returns with a report:



On top of the report is another screen that asks if I want to automatically remove theme words that do not appear on 5 of the top 10 pages. You can change the 5 to more or less if you want, or even just close the screen without this “theme word stripping”.

If I pressed OK, any theme word that did not appear on 5 or more of the top 10 pages in Google would be automatically removed from my theme word list. This ensures that I concentrate on only the most important theme words in my article.

Let’s see what the report itself offers us.

For each of the top 10 results, there is a small analysis of the page:

Google Position #1

<http://www.myspace.com/diabetesalertdogs>

Article Words: **1203**

**Theme Words**

Total Theme Words: 148

Different Theme Words: 21

Percentage of Theme Words Used = 42.9

**Themed 12.3 % (1 theme word every 8.1 article words)**

**Theme Phrases**

Total Theme Phrases: 27

Different Theme Phrases: 5

Percentage of Theme Phrases Used = 25

**Themed 2.2 % (1 theme phrase every 44.6 article words)**

**Quality Theme Score (max 100%): 39.9%**

If any pages could not be reached, there may not be 10 pages included in this report.

At the end of the report is a section that lists how many of the top 10 pages my theme words were found on:

**How Many Top 10 Pages the Theme Words were found on**

- 1: bark
- 2: parent
- 3: changes
- 3: amazing
- 3: alerted
- 3: adults
- 3: level
- 3: drop
- 3: body
- 3: bed
- 3: aid
- 4: certified
- 4: glucose
- 4: detect
- 4: animal
- 4: treat

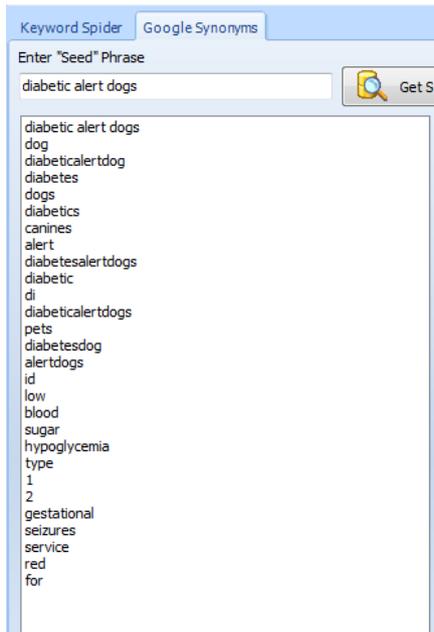
Using this report you can quickly see which of the theme words you have chosen are important, and which are less so.

## Keywords Tab

The Keywords Tab of WCS is one of the most important, because it allows you to select the theme words for your articles based on two very powerful tools – Keyword Spider & Google Synonyms

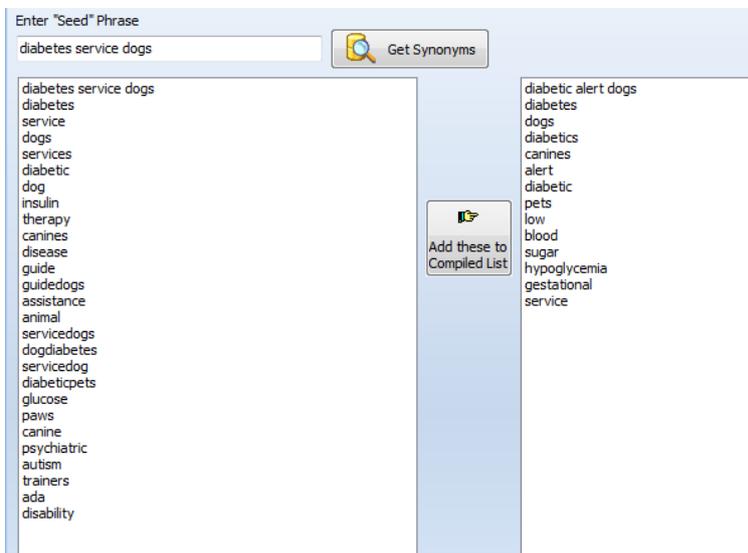
Let's look at the Google Synonym tool first.

This tool basically tells you the synonyms that Google thinks is important for a particular search phrase. For example, if I type in “diabetic alert dogs” into the synonym tool, here are the results that WCS returns:



I can hold down the CTRL key and select multiple words / phrases from this list, and then click the Add these to compiled list button to move those across to the right hand panel. The right hand panel will be the list of words and phrases that I eventually assign to the article. When the words are added to the right panel, they disappear from the left panel.

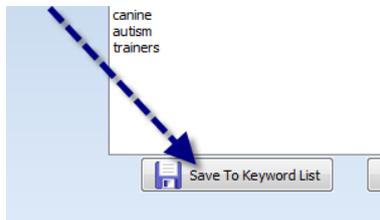
I could then go and do another search, maybe “diabetes service dogs” and get more phrases that I



can move across to my compiled list.

By repeating this with relevant searches, I can come up with a lot of potentially important words and phrases.

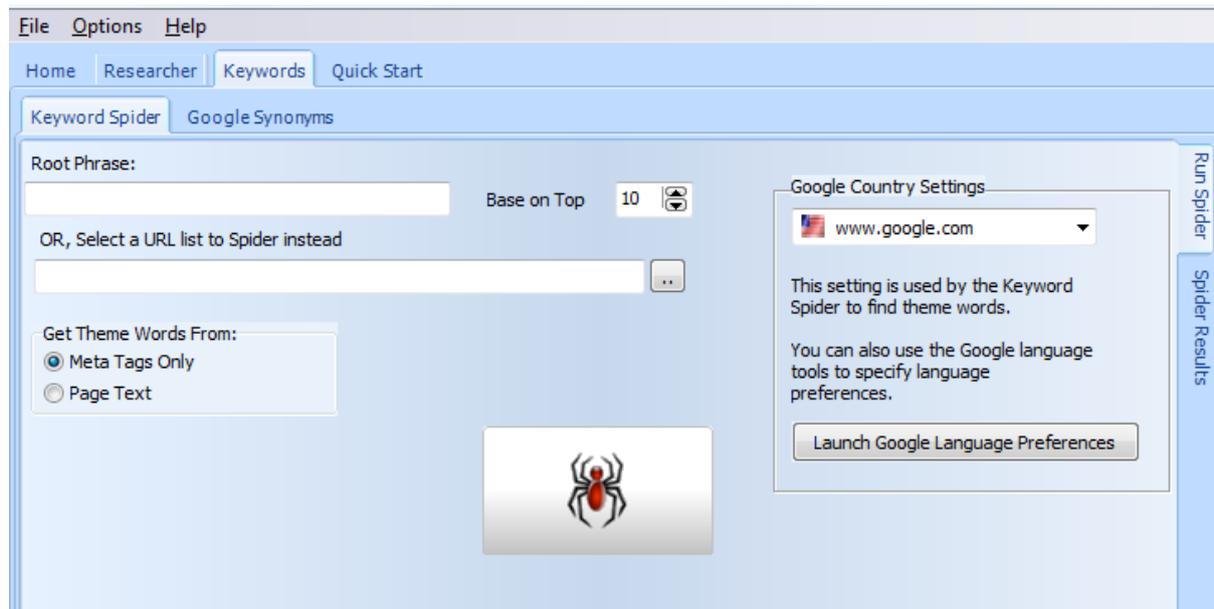
When I am happy with my final list of “synonyms”, I can click the “Save to Keyword List” to have those words and phrases added to my theme word and theme phrase lists.



While the synonym generator can get you a lot of great theme words and phrases, the real power of theme word generation comes from the Keyword Spider:

## The Keyword Spider

Those who have used KRA Pro (or Niche Blueprints) will be familiar with this tool although there are a few differences. The screen gives you a few options:



On the right hand side, you can select one of the available Google centres. Most people will leave this as google.com. If you want to change to a centre in your own language, make sure you also Launch Google Language Preferences (the button under the country settings) and select your language there as well.

### Using the Root Phrase to Find theme words

On the left hand side of the spider screen, you have a box to enter your Root Phrase. This is the main phrase of your article that the Keyword Spider will use to query Google and find theme words from the top pages. E.g. if you were writing about diabetes alert dogs, that is what you would type.

In most cases the spider will return plenty of theme words and phrases.

NOTE: The spider works by looking at the top pages in Google (the number depends on what you have in the "Base On Top.." box of the spider screen), so if you type in an obscure search phrase, the spider may not have any relevant pages to work from. This is the time to broaden your root phrase. In my diabetes alert dogs example, I actually got plenty of data back, but if I didn't, I could repeat the spider using a slightly different phrase, or even broaden it to just the word diabetes. This could return a lot of relevant words and phrases if I needed them.

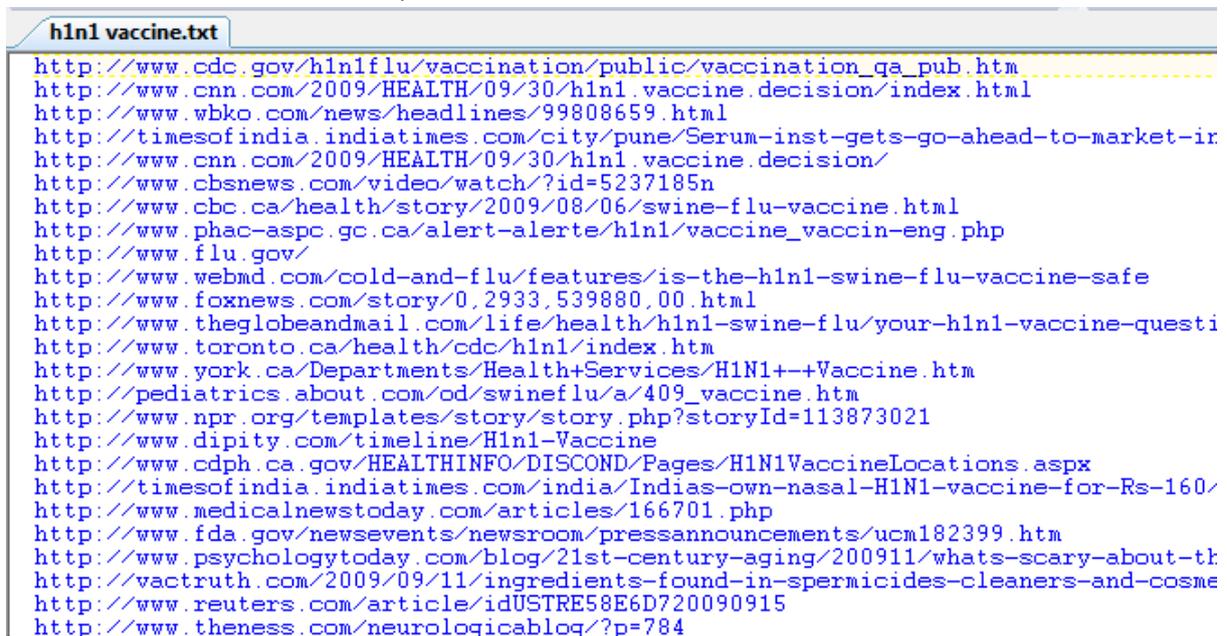
## Using a Custom List of URLs to Find theme Words

There may be occasions when you have a list of URLs that you want to spider for theme words. E.g you may want to see what theme words a particular group of competitors are using, so copy their URLs to a text file. You can then get WCS to use this custom list of URLs to find theme words instead of basing theme words on the top x pages in Google.

The format of the text file is as follows:

1. 1 URL per link
2. URL includes http://
3. No blank lines in the text file

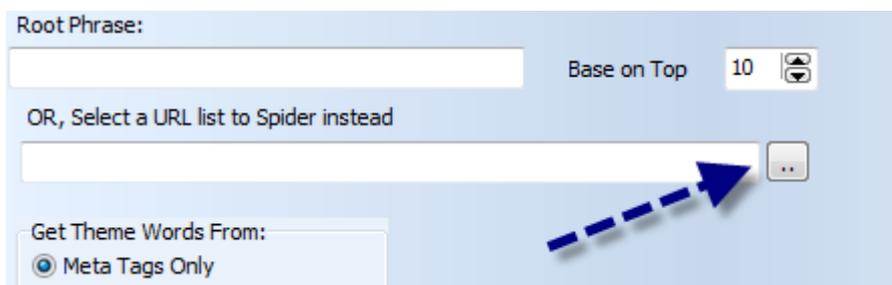
Below is a screenshot of an example file that could be used:



```
h1n1 vaccine.txt
http://www.cdc.gov/h1n1flu/vaccination/public/vaccination_ga_pub.htm
http://www.cnn.com/2009/HEALTH/09/30/h1n1.vaccine.decision/index.html
http://www.wbko.com/news/headlines/99808659.html
http://timesofindia.indiatimes.com/city/pune/Serum-inst-gets-go-ahead-to-market-ir
http://www.cnn.com/2009/HEALTH/09/30/h1n1.vaccine.decision/
http://www.cbsnews.com/video/watch/?id=5237185n
http://www.cbc.ca/health/story/2009/08/06/swine-flu-vaccine.html
http://www.phac-aspc.gc.ca/alert-alerte/h1n1/vaccine_vaccin-eng.php
http://www.flu.gov/
http://www.webmd.com/cold-and-flu/features/is-the-h1n1-swine-flu-vaccine-safe
http://www.foxnews.com/story/0,2933,539880,00.html
http://www.theglobeandmail.com/life/health/h1n1-swine-flu/your-h1n1-vaccine-questi
http://www.toronto.ca/health/cdc/h1n1/index.htm
http://www.york.ca/Departments/Health+Services/H1N1+-+Vaccine.htm
http://pediatrics.about.com/od/swineflu/a/409_vaccine.htm
http://www.npr.org/templates/story/story.php?storyId=113873021
http://www.dipity.com/timeline/H1n1-Vaccine
http://www.cdph.ca.gov/HEALTHINFO/DISCOND/Pages/H1N1VaccineLocations.aspx
http://timesofindia.indiatimes.com/india/Indias-own-nasal-H1N1-vaccine-for-Rs-160/
http://www.medicalnewstoday.com/articles/166701.php
http://www.fda.gov/newsevents/newsroom/pressannouncements/ucm182399.htm
http://www.psychologytoday.com/blog/21st-century-aging/200911/whats-scary-about-th
http://vactruth.com/2009/09/11/ingredients-found-in-spermicides-cleaners-and-cosme
http://www.reuters.com/article/idUSTRE58E6D720090915
http://www.theness.com/neurologicabloq/?p=784
```

If you get the format of this wrong, the Spider may not work properly.

In order to use a file like this, simply use the button to select it from your hard disk.



The filename will appear in the text box, and those URLs will then be spidered. If you start to type anything in the Root Phrase box, this will cancel the custom URLs process and set the spider up for using the root phrase instead.

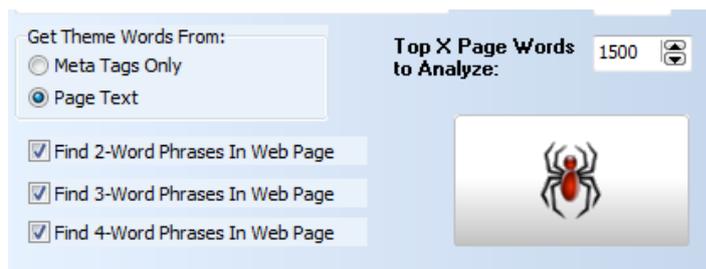
## OK, Ready To Spider?

OK, before you send the spider off to Google, you need to make a decision. The spider can work on Meta keyword tags only, or Page Text. The difference is simple:

**Meta Tags Only** – only strips theme words from meta keywords tag. This is limited, but will return results more quickly. However, be aware that a lot of pages don't list meta keywords and even those that do, don't always include the best phrases.

**Page Text** – This uses both the meta tags AND the on page text to find theme words. This is the most complete way to find theme words, but can take a few minutes to return data (depending on the speed of your computer). However, this is the method I recommend you use.

When you select the Page Text Option, a few more options appear on the screen:



Firstly, on the right, you will see a box that says "Top X Page Words to Analyze". The default is set to 1500, but if you have a slow computer, you can reduce this down to 500 or so. That means the spider will then only analyze the top 500 words on each of the top pages in Google. This speeds up the fetching of theme words, and the fact that most important words appear at the top of each page anyway, means you won't miss much.

Bottom left are three check boxes. This tell the spider what to look out for. I recommend you leave all three checked, so that you get theme words, 2-word phrases, 3-word phrases & 4-word phrases all returned.

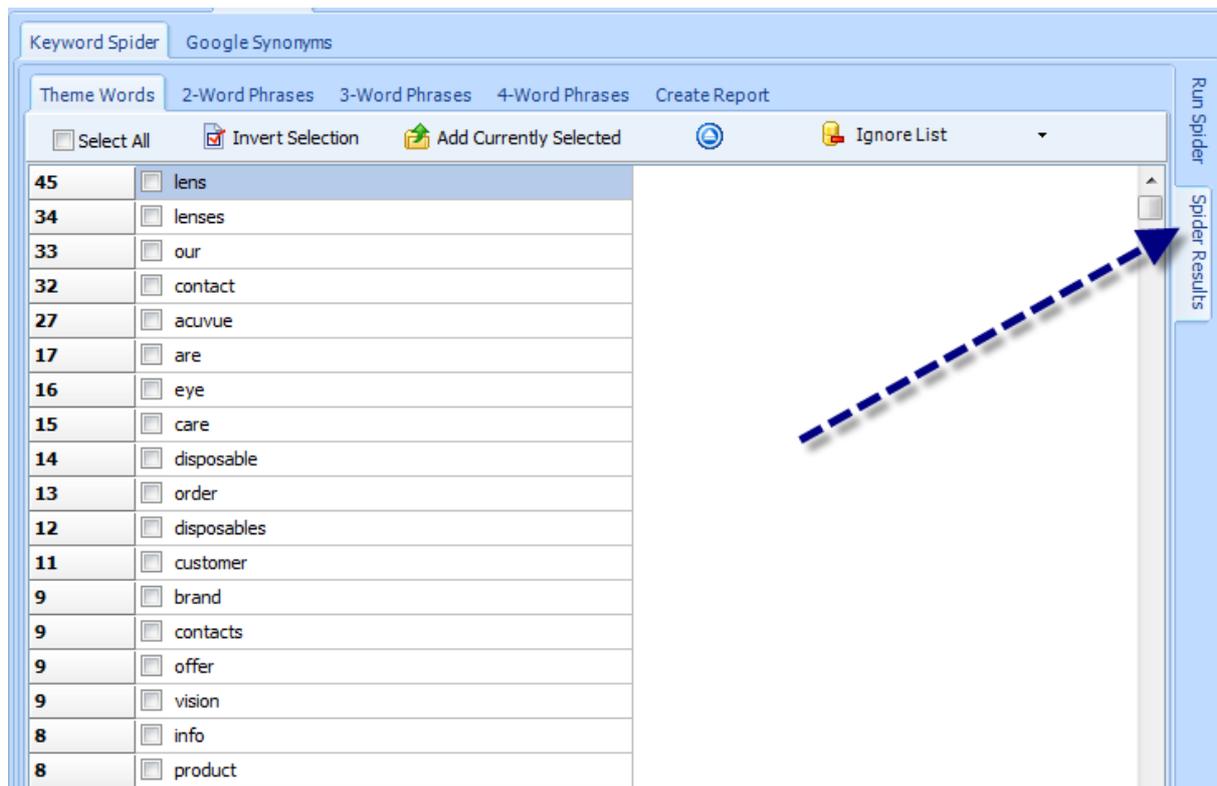
Once you have specified your options, click the large spider button:



Now, sit back and wait while the spider goes to work. It can take a few minutes to return the data depending on internet connection speed and the speed of your computer.

On my 2 year old laptop with 2 GB Ram and a 2.0 GHz Intel Core Duo processor, the spider took 3 and a half minutes when analyzing the top 1500 words per page.

When the spider returns, it switches over to the Spider Results Tab:



When the results open, you are on the theme words tab. This lists all of the words found on the top pages, as well as the number of times the word appeared. The higher the number, the more important the word on the pages, though be aware you will get words like “can”, “this”, “have” etc in the list as well. Your next job is to place a check mark against each of the words you want to include. You can scroll down the list of theme words selecting all words that you think are relevant to your niche. If you are unsure about any word, check it anyway as you can always check this later with the “Compare against top 10” report we saw in the Editor section of this manual.

When you have completed the theme words, switch to the 2 word phrases, then 3 and finally 4-word phrases, and select any phrases that you want to target.

Tip: I actually work from 4 word phrases backwards through 3, 2 and then theme words. This means I can better evaluate the phrases. E.g. on my two word phrases I have “diabetic alert”, which I might select, if I had not already seen and selected “diabetic alert dogs” on the three word phrase list.

When you have gone through each list and selected the words and phrases you want to target, switch to the Create Report Tab:

The top section of this screen allows you to click the “Add Phrases to Article Theme Lists” button and automatically add all of the selected spider results to your theme lists.

*NOTE: If this button is greyed out, it means you have not opened or created a new article to hold the theme words. Simply go to the article manager screen and create (or open) and article, then return here – your keywords will still be there.*

The bottom of this screen gives you a little extra flexibility. Here you can create reports on your hard disk. These phrase lists can be comma separated or separated by a new line, and they can include the counts (number of times the keyword appeared). The types of reports are:

- Text File – simple \*.txt file.
- HTML Report – A web page with the results.
- Copy to Clipboard – copies the report to the clipboard.

For the first two types of report, you need to specify an output folder where the reports will be created. If you are using Vista, make sure you have permission to write to any folder you select here.

## Keyword Spider and the Ignore List

The keyword spider is extremely powerful at pulling out words and phrases from the top ranked pages, but it needs an “ignore list” to help decide which words are not important. WCS comes with a standard ignore list but you can add your own items to this list as well.

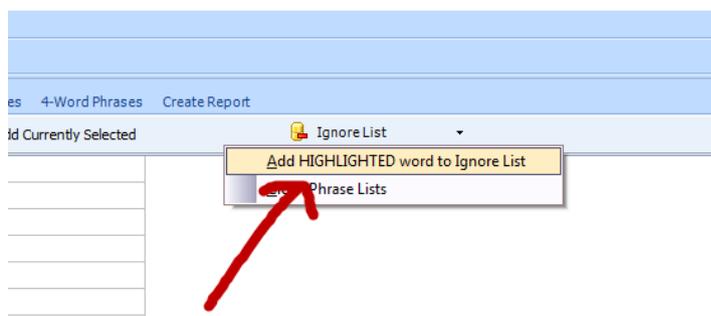
Basically, the ignore list should include small words like “it”, “the”, “and” etc (words that hold no significance to any particular niche) as well as single characters, numbers, strange punctuation etc that you want to ignore.

When the spider collects its data, it will refer to the ignore list on your computer to decide if a particular single word is important or not. Let’s take an example.

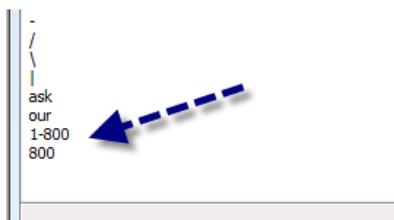
If I run a Spider for the term “contact lens”, here is a small screen capture of part of the results that are returned:

7	<input type="checkbox"/>	doctor
7	<input type="checkbox"/>	monthly
6	<input checked="" type="checkbox"/>	1-800
6	<input checked="" type="checkbox"/>	800
6	<input type="checkbox"/>	bifocal
6	<input type="checkbox"/>	biomedics

Note those two that are highlighted. These are not “words” I am interested in, so I can select them one by one, and click the “Add HIGHLIGHTED word to the ignore list” menu.

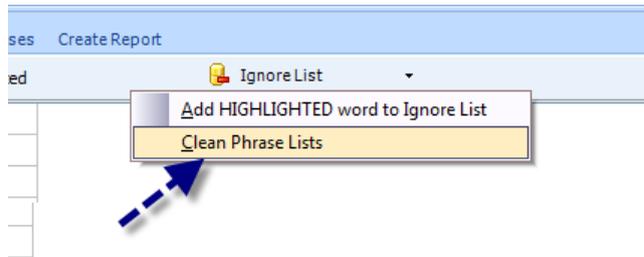


This then will add the word to the ignore list. If I repeat for both of the “words”, the end of my ignore list now looks like:



Note that both “words” have been appended to the end. You can access the Ignorelist Editor screen via the options menu. If you manually edit it through this editor, be sure to save any changes using the save button, before closing.

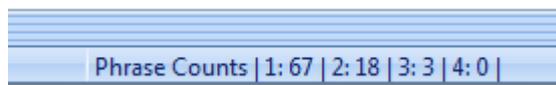
OK, with those two “words” added to my ignore list from the spider screen, I can remove any 2, 3 & 4 word phrases that start or end with those two new ignorelist words by selecting the “Clean Phrase List” menu item:



In other words, this will now go through my 2, 3 and 4 word phrases and remove any that start or finish with these “unimportant” words. You can check to see if any are removed by looking at the status bar BEFORE:



And AFTER cleaning:



In this case, none were removed. This section of the status bar shows the number of words or phrases in the theme words, 2 word, 3 word & 4 words lists. The theme word (or 1 word phrase) list did not reduce because when we added those two words to the ignorelist, the counts were kept up to date.

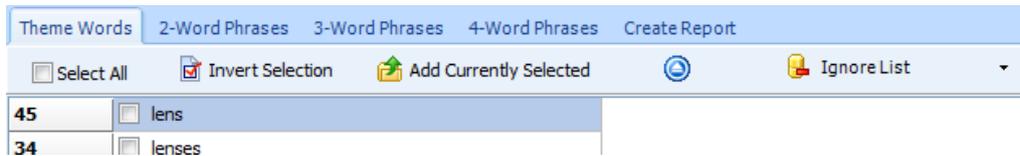
Now that these new ignore words have been added to the ignore list, next time I run the spider, these two words are missing from the theme word list:

9	<input type="checkbox"/>	freshlook
7	<input type="checkbox"/>	doctor
7	<input type="checkbox"/>	monthly
6	<input type="checkbox"/>	bifocal
6	<input type="checkbox"/>	biomedics
6	<input type="checkbox"/>	disposables
5	<input type="checkbox"/>	daily

The arrow shows where they were in the previous run.

Using the ignore list adds extra power to the spider because it means you can quickly get rid of words and phrases that have no value. This allows for faster selection of theme words.

## Other Buttons on the Theme Words Tabs



We have already looked at the Ignorelist button.

The Select All checkbox should be self explanatory as is the Invert Selection (which checks the unchecked and unchecks the checked) but I should discuss the “Add Currently Selected” button as many people misunderstand its purpose.

This button is for ADDING ONE theme word or phrase to the list in your article. It does not add all of the selected phrases. The idea for having this button is that you go through the process of collecting words and phrases and then use the “Add Phrases to Article Theme Lists” button over on the reports tab. However, you may, after having done that find one or two theme words you would like to also include. This “Add Currently Selected” button is used for that. It will add the one single currently highlighted word or phrase to your article theme word or phrase list.

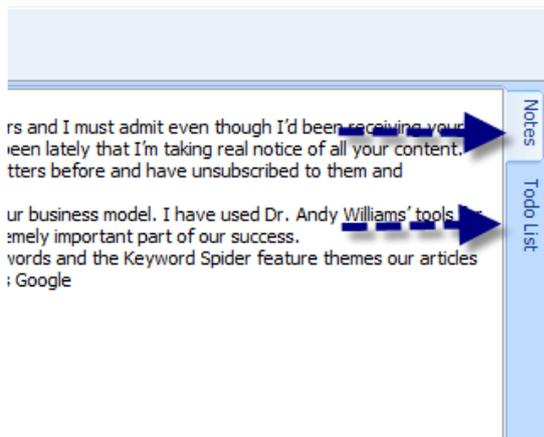
Next to this button is another button:



This button simply returns you to the top of the list. It saves all that scrolling if you have reached the bottom!

## Notes Tab

The Notes tab actually has two sub-tabs – Notes and To Do List which are accessed on the far right of the screen:

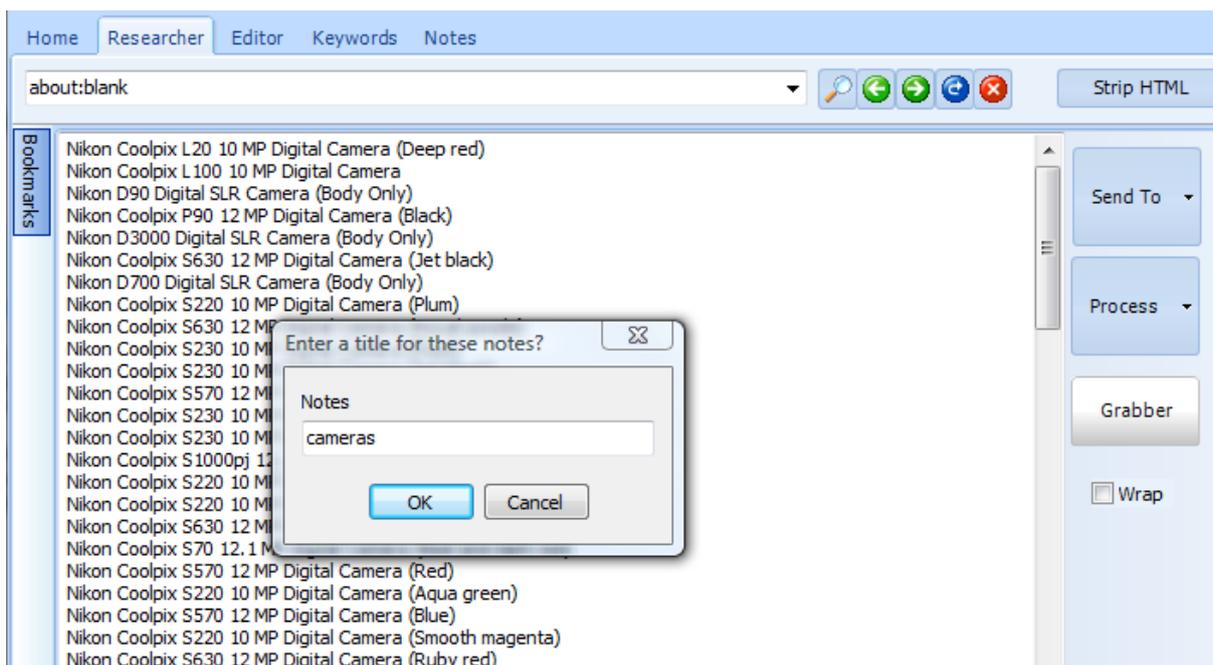


These are just tools to help you organise and keep important information safe and easily at hand.

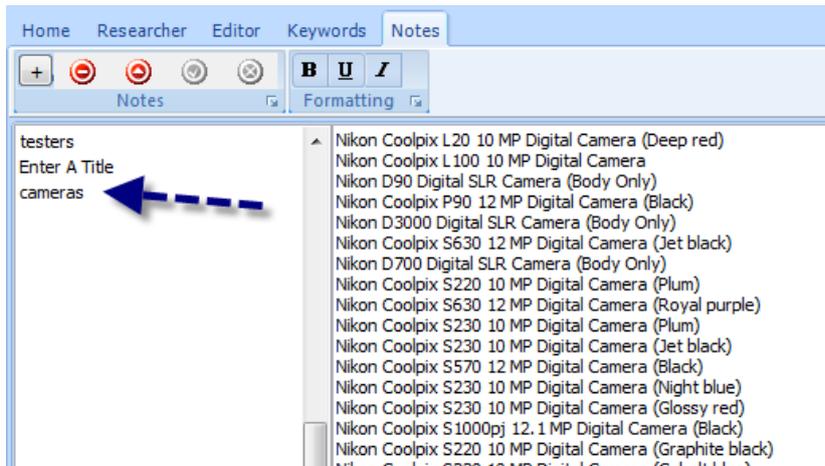
Notes and Todo Lists are *assigned to a particular project* - each project can have one Todolist, and multiple sets of notes. Therefore, any notes or todo list you create when working on an article in a particular project will be visible when you open any other article in the same project.

## Notes

From the scratchpad, you can send the contents of the scratchpad to the notes screen. When you “Send To” Notes, a popup box appears asking for a name for the notes. Type in a name, and the scratchpad contents become a set of notes.

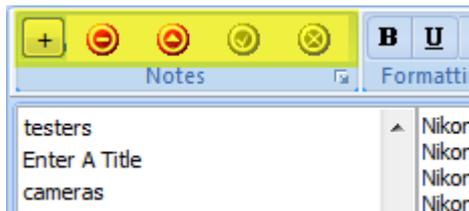


In the screenshot above, I have selected Send To Notes and given the notes the name “Cameras”. When I click OK, the camera list appears as a new Note in my Notes list:



Selecting the Cameras notes in the list displays those notes in the large editable region on the right. You have a few options for formatting the text in the Notes – bold, italics and underline.

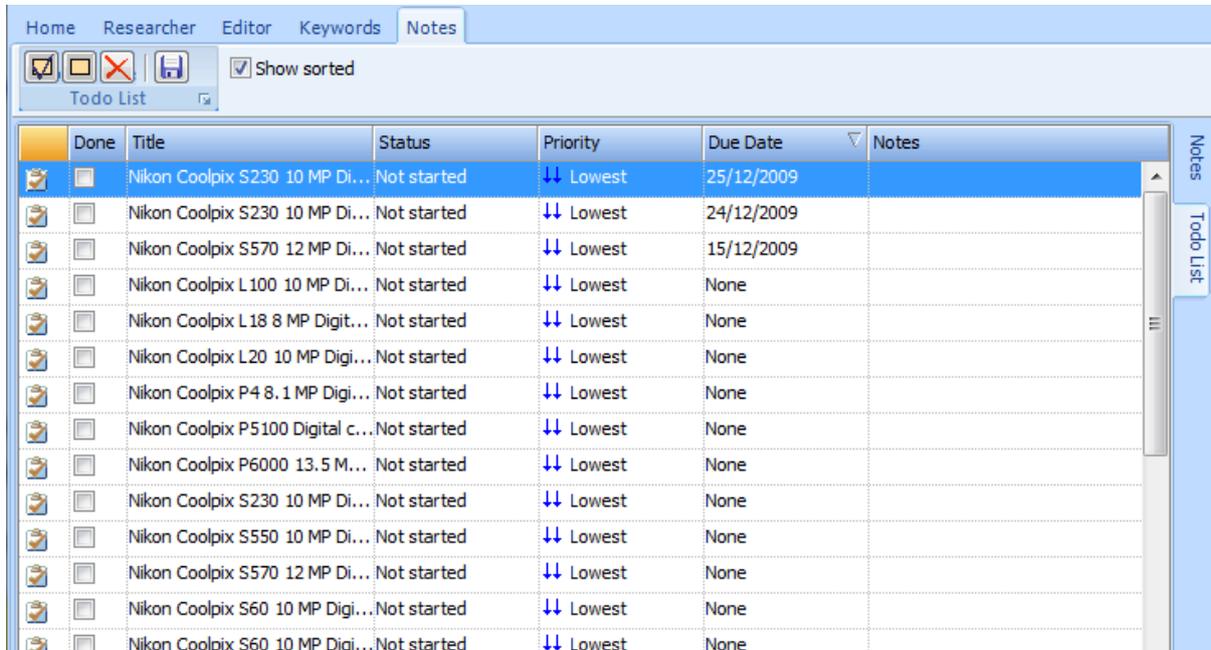
In the toolbar at the top, you can Add, Delete, Edit, Save and Cancel changes:



The New Notes button allows you to create new notes from this screen (and not the scratchpad as we saw in the earlier example).

## The Todolist

Now, suppose that instead of sending that camera list to Notes, I sent them to the Todolist. Here is what my Todolist now looks like:



Done	Title	Status	Priority	Due Date	Notes
<input type="checkbox"/>	Nikon Coolpix S230 10 MP Di...	Not started	↓↓ Lowest	25/12/2009	
<input type="checkbox"/>	Nikon Coolpix S230 10 MP Di...	Not started	↓↓ Lowest	24/12/2009	
<input type="checkbox"/>	Nikon Coolpix S570 12 MP Di...	Not started	↓↓ Lowest	15/12/2009	
<input type="checkbox"/>	Nikon Coolpix L100 10 MP Di...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix L18 8 MP Digi...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix L20 10 MP Digi...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix P4 8.1 MP Digi...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix P5100 Digital c...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix P6000 13.5 M...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix S230 10 MP Di...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix S550 10 MP Di...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix S570 12 MP Di...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix S60 10 MP Digi...	Not started	↓↓ Lowest	None	
<input type="checkbox"/>	Nikon Coolpix S60 10 MP Digi...	Not started	↓↓ Lowest	None	

I know have a list of articles I want to write in my niche!

I can specify whether the article is done yet, the status, priority, due date and even some notes about that todo item.

There is a toolbar at the top that allows you to:



Check All Items, Uncheck All Items, Delete Items marked as done and save todolist titles to a text file (great if you want a text file version of these items).

The check box "Show Sorted", if checked, allows you to order your todolist by clicking column headers. That way you can have then in order of due date, or priority, etc.

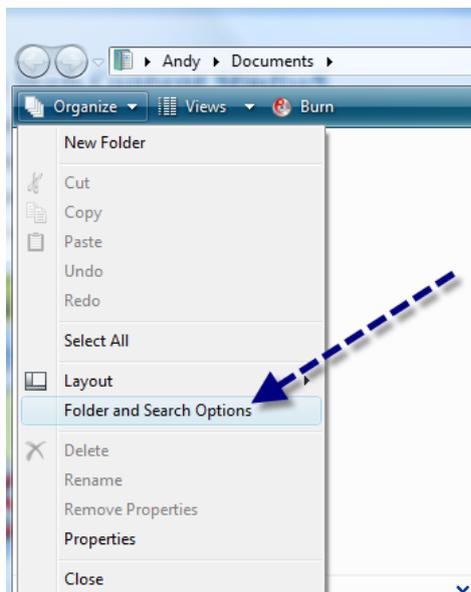
## The Data Files Used in Web Content Studio

Windows does not like user data to be stored in the main program folder. Windows Vista in particular tries to enforce this by making the program folders un-writable unless you are running the software as Administrator. Because of this, I have created WCS so that your data is stored in the folders that your copy of Windows suggests. You can see where that location is in the about screen:

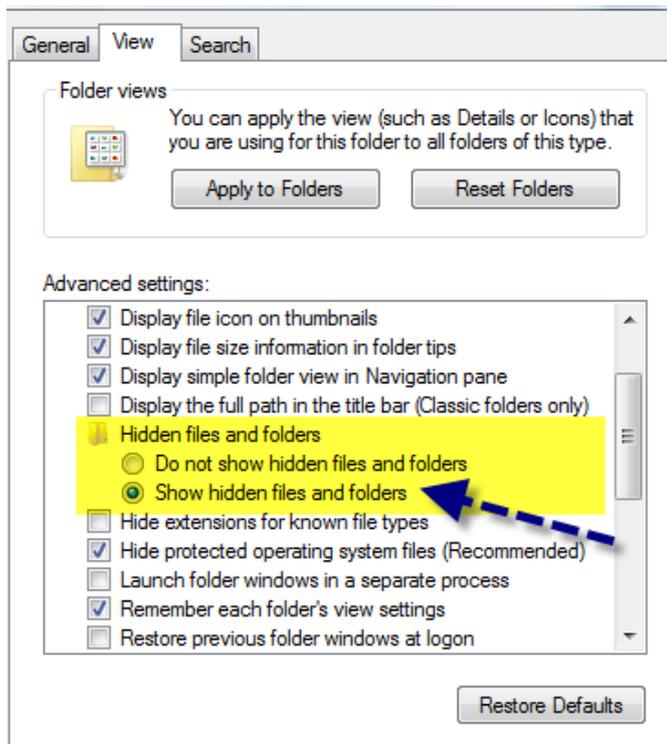


Now, while this makes Windows happy, it will frustrate a lot of users of WCS simply because Windows hides these folders by default. If you want to add a new dictionary, chances are you won't be able to find this folder because Windows is hiding it. To make this folder visible, you need to tell windows not to hide it. Here is how to do it.

1. Open Windows Explorer.
2. In the Organize menu, select the Folder and Search Options item:



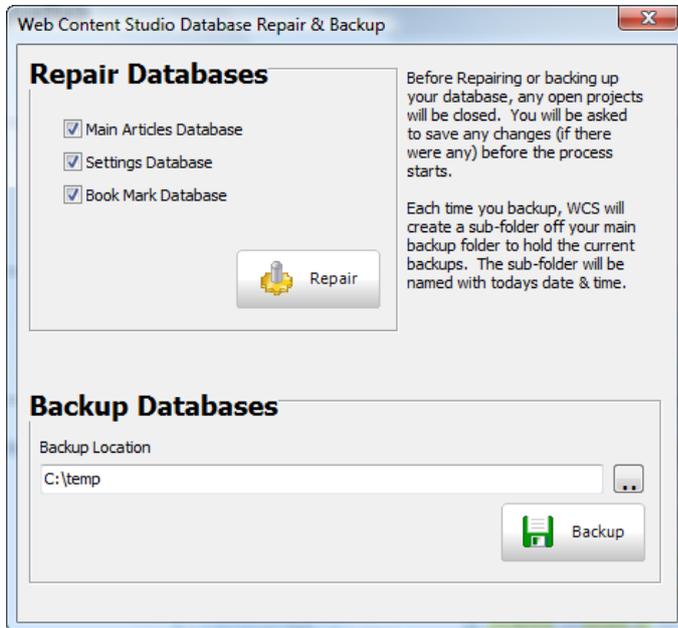
3. Click onto the view tab:



4. Under the “Hidden files and folders” section, make sure you select the “Show hidden files and folders” radiobutton.
5. Click OK to save.
6. Your WCS data folder should now be accessible.
7. If you want to hide these folders again, simply repeat the above steps but select the “Do not show hidden files and folders” radiobutton.

## Repairing Databases & Backing Up your work

From the Options Menu, select Backup & Repair Database. The following screen opens:



The top section is only used to repair & compact a broken database.

Web Content Studio uses the same database system as both SEO Website Builder and KRA/KRA Pro. In those other program I have never experienced a corrupt database. However, the option is there just in case and also if you want to compact your databases.

Compacting a database will remove any “empty” space that was created from deleting existing articles or projects. Whenever you repair the databases, WCS will look for problems and fix them, and then once it finishes that, it compacts them. I suggest you do this periodically (once every couple of months) after you take a backup.

To repair & compact the database system used in WCS, simply check all three boxes (don't uncheck any of these unless you know exactly what you are doing). Then click the Repair button. Your databases will be repaired if necessary and then compacted, removing any empty space created from deleting articles, projects or other data.

If you just want to backup your data files, select a folder for the backups. Whatever folder you choose for backups MUST allow you to write files to it. E.g. on Windows Vista with User Accounts enabled, you cannot write to the program files folders or sub-directories. I recommend you create a backup folder inside the WCS data folder (see About Box for location of this folder). E.g. if your data folder is:

C:\Users\Andy\AppData\Roaming\Web Content Studio

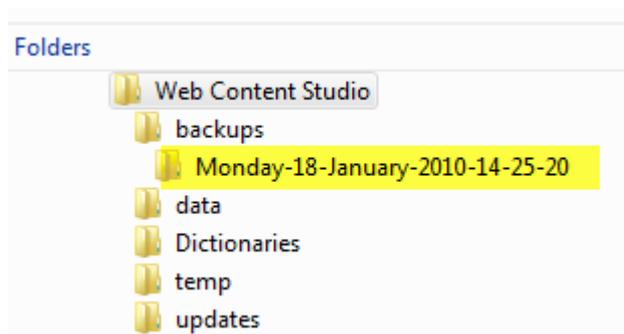
Create the following sub-folder:

C:\Users\Andy\AppData\Roaming\Web Content Studio\Backups

You can then select this folder as your backup folder.

NOTE: Windows hides these data folders by default, so see these instructions for [unhiding the folder](#).

Now, whenever you create a backup, WCS will create a sub-folder with date and time, and copy your data files there. It also compacts the files as it copies them. Below you can see one of these backup directories:



.. and the files inside:

Name	Date modified	Type	Size
Bookmarks.ABS	18/01/2010 14:25	Absolute Database	101 KB
MainProdigy.ABS	18/01/2010 14:25	Absolute Database	46 KB
settings.ABS	18/01/2010 14:25	Absolute Database	16 KB