

Basic entry approval

Within VS-TrEx 1.3.8 series of traffic exchange software

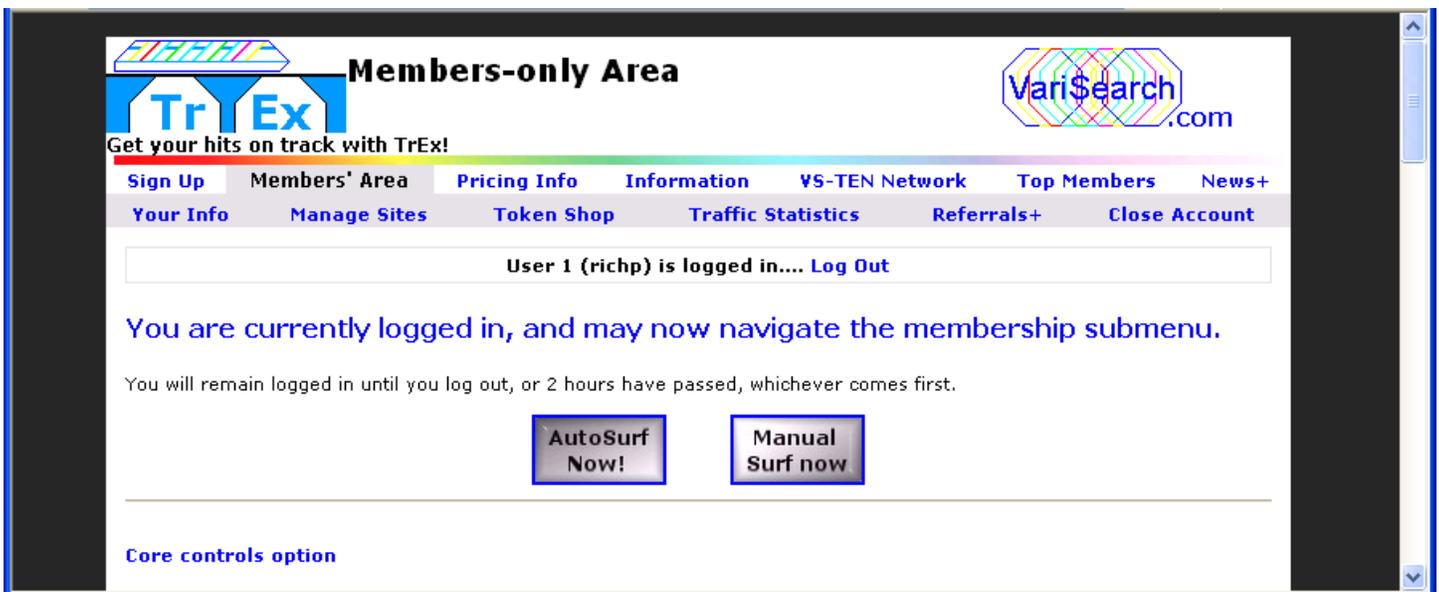
General: General management of any traffic exchange includes performing approval or rejection of sites, banners, and so forth, as submitted by members.

If you (or your helper) doesn't perform these tasks, your members' sites won't be visible on your exchange. This is something that generally should be done at least once, and preferably 3-4 times a day. Your members will appreciate faster approvals.

Getting into the site management system

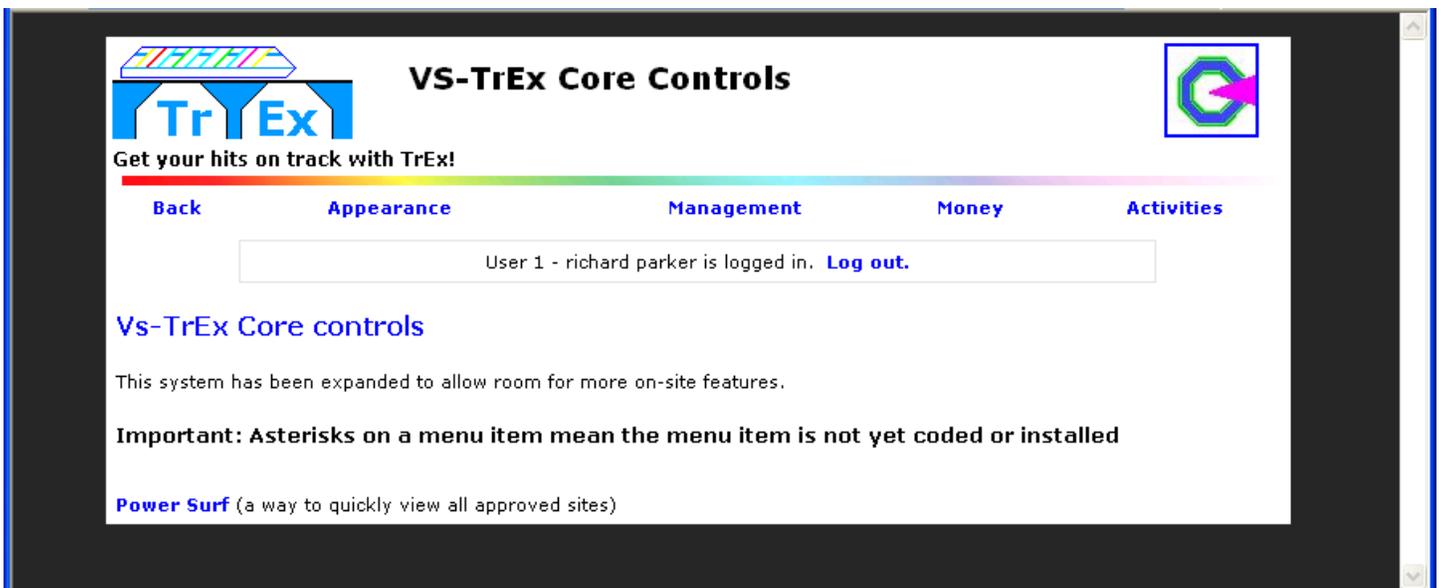
You must have an account with full access (this would be a 'yard controller' account, or whatever you have called the highest membership level (the one that can not be subscribed to).

When you log in, an extra link will appear called "Core Controls Option", below the 'surf now' buttons, as shown below.



The screenshot shows the 'Members-only Area' of the TrEx website. At the top left is the TrEx logo with the tagline 'Get your hits on track with TrEx!'. At the top right is the VariSearch.com logo. Below the logos is a navigation menu with items: Sign Up, Members' Area, Pricing Info, Information, VS-TEN Network, Top Members, News+, Your Info, Manage Sites, Token Shop, Traffic Statistics, Referrals+, and Close Account. A login status box indicates 'User 1 (richp) is logged in...' with a 'Log Out' link. Below this, a message states: 'You are currently logged in, and may now navigate the membership submenu. You will remain logged in until you log out, or 2 hours have passed, whichever comes first.' Two buttons are visible: 'AutoSurf Now!' and 'Manual Surf now'. At the bottom left, there is a link for 'Core controls option'.

Click on the "Core controls option" link, and the top-level menu will change:

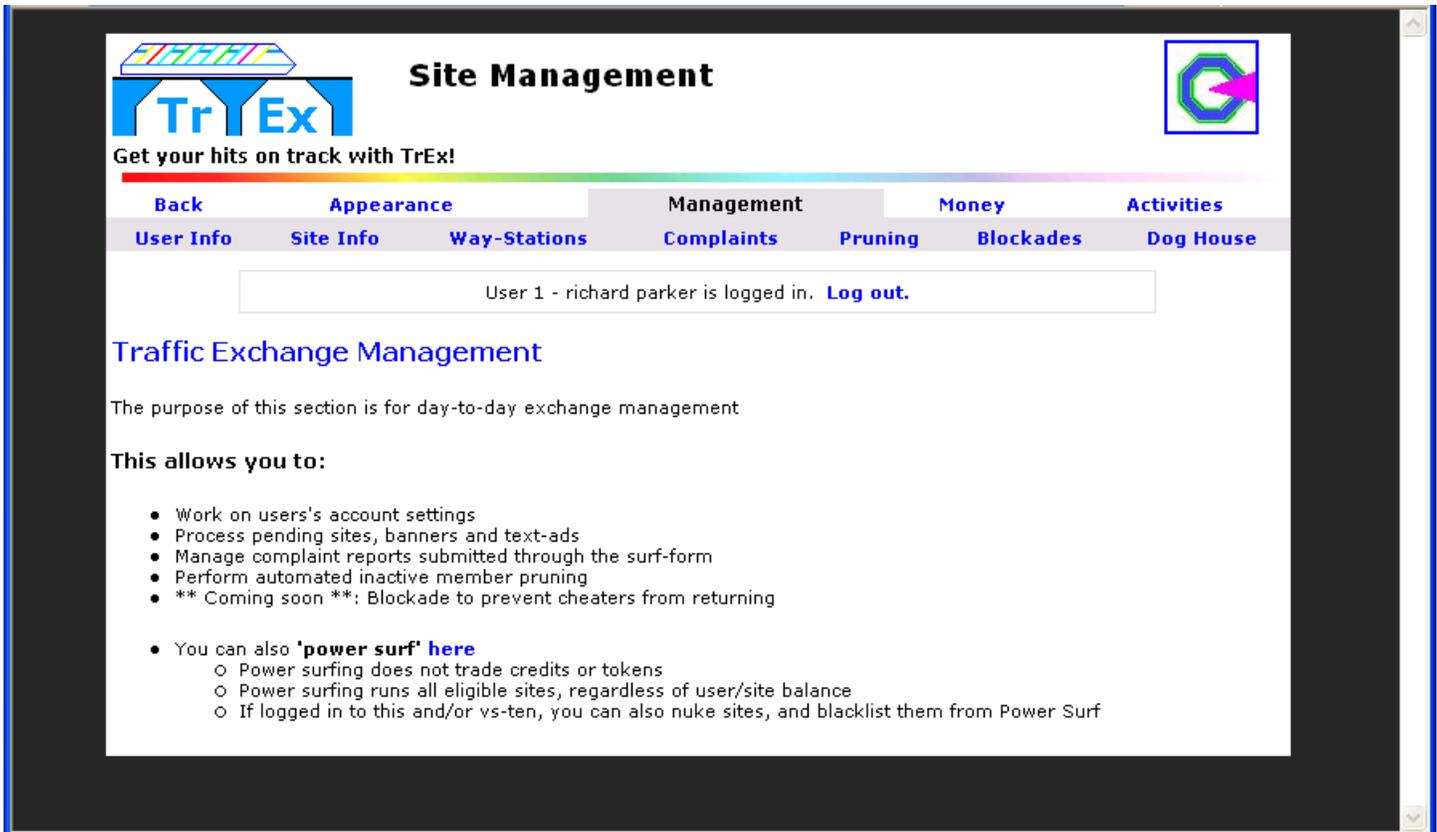


The screenshot shows the 'VS-TrEx Core Controls' interface. At the top left is the TrEx logo with the tagline 'Get your hits on track with TrEx!'. At the top right is a logo featuring a green circle with a pink arrow pointing to it. Below the logos is a navigation menu with items: Back, Appearance, Management, Money, and Activities. A login status box indicates 'User 1 - richard parker is logged in.' with a 'Log out.' link. Below this, the heading 'Vs-TrEx Core controls' is followed by the text: 'This system has been expanded to allow room for more on-site features.' An important note states: 'Important: Asterisks on a menu item mean the menu item is not yet coded or installed'. At the bottom, there is a link for 'Power Surf (a way to quickly view all approved sites)'.

Briefly:

- **Back** – return to the members' area login screen
- **Appearance** – change things related to site appearance
- **Management** – most day-to-day work is done here
- **Money** – work with payment processors and payouts (if enabled)
- **Activities** – Things related to getting members to take actions... click-for-credit offers, weekly mailouts, statistics and competitions are done here.
- **Power surf** – This allows you to roll through approved sites quickly, checking for violators.

For site approval, Pick **Management**



TrEx Site Management

Get your hits on track with TrEx!

[Back](#) [Appearance](#) [Management](#) [Money](#) [Activities](#)

[User Info](#) [Site Info](#) [Way-Stations](#) [Complaints](#) [Pruning](#) [Blockades](#) [Dog House](#)

User 1 - richard parker is logged in. [Log out.](#)

Traffic Exchange Management

The purpose of this section is for day-to-day exchange management

This allows you to:

- Work on users's account settings
- Process pending sites, banners and text-ads
- Manage complaint reports submitted through the surf-form
- Perform automated inactive member pruning
- **** Coming soon ****: Blockade to prevent cheaters from returning
- You can also **'power surf' here**
 - Power surfing does not trade credits or tokens
 - Power surfing runs all eligible sites, regardless of user/site balance
 - If logged in to this and/or vs-ten, you can also nuke sites, and blacklist them from Power Surf

Briefly:

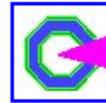
- **User Info** – view and manage member accounts
- **Site Info** – view and manage sites, banners, text-ads and mini banners
- **Way Stations** – (or some other name) – manage clusters of sites put together by upgraded members
- **Complaints** – manage reports generated by surfers
- **Pruning** – automated ways to eliminate inactive users
- **Blockades** – tables to prevent users with specified email or IP addresses from joining. Also allows the prevention of entering certain URL's... saves approval time later.
- **Dog House** – a table to allow, but restrict certain URL's.

This document addresses site approvals, so click on 'Site Info'.



Site Management

Site Info



Get your hits on track with TrEx!

- [Back](#)
 - [Appearance](#)
 - [Management](#)
 - [Money](#)
 - [Activities](#)
- [User Info](#)
 - [Site Info](#)
 - [Way-Stations](#)
 - [Complaints](#)
 - [Pruning](#)
 - [Blockades](#)
 - [Dog House](#)

User 1 - richard parker is logged in. [Log out.](#)

Site List

Sort By: Descending order:

Only Pending Entries: Show URL, not description:

Only Entries For user #:

Search for URL:

You are on page #: of 91 Show sites per page

Add a new site by clicking [here](#).

Important: When done with pending site reviews, update user flags by [clicking here](#).

Final site purge: This will remove any records that the user has marked for deletion.

Hint: Click on the Site ID # to view more details

SID #	User	Type	User Description	Appr / Status	Xg/Ex/Man	Way Stn	Hits
1	1	Site	Welcome #1	Appr / Act	--/--/--/--	1:1-1	39256 / 0
2	1	Site	Welcome #2	Appr / Act	--/--/--/--	1:1-2	37924 / 0
3	1	Site	VariSearch / webmasters card	Appr / Act	--/--/--/--		39263 / 0
4	1	Banner	Animated Banner ad for banners	Appr / Act	--/--/--/--		250420 / 0
5	1	Site	Welcome #3	Appr / Act	--/--/--/--	1:1-3	37681 / 0

This is the default display, which shows all sites in SBID order. [SBID Stands for Site/Banner Identity: it is a unique number assigned to any site/banner/text-ad/mini-banner in the system... in some places we just call this the "SID".].

Columns:

- SID: The Site/Banner ID number – click to view details on an entry
- User: The User ID number of the person who entered that site
- Type: Will show Site, Banner, Text-Ad, Mini-Banner, indicating what this record should contain. [For revenue-sharing exchanges, paid entries will also have a dollar sign (\$) in this column.]
- User Description: What the user entered to describe this site
- Appr/Status: 2 fields: The state of approval, a slash, and the user status
 - States of approval are Pending, Approved, Warned
 - User Statuses are Active, Paused, Deleted
- Xg/Ex/Man: Indicators if this entry is: On an Exchange, marked as Exclusive, Manual Only, and/or DogHoused
- Way Stn: If this site is in a way-station cluster, it will show: User ID colon Way Station ID colon sequence. So, as shown above, user #1 has Site 1, 2, 5 showing in a way station.
- Hits: This number is not always current, but the left-hand number should show local hits, and the right-hand number should show hits on an exchange.

This is a lot of data, and really just “FYI”... to actually get to site approvals, you must tell the system to only show site entries that need approval.

To accomplish this, check the checkbox in the search box that says “Only Pending Entries”, then click “Redraw”.

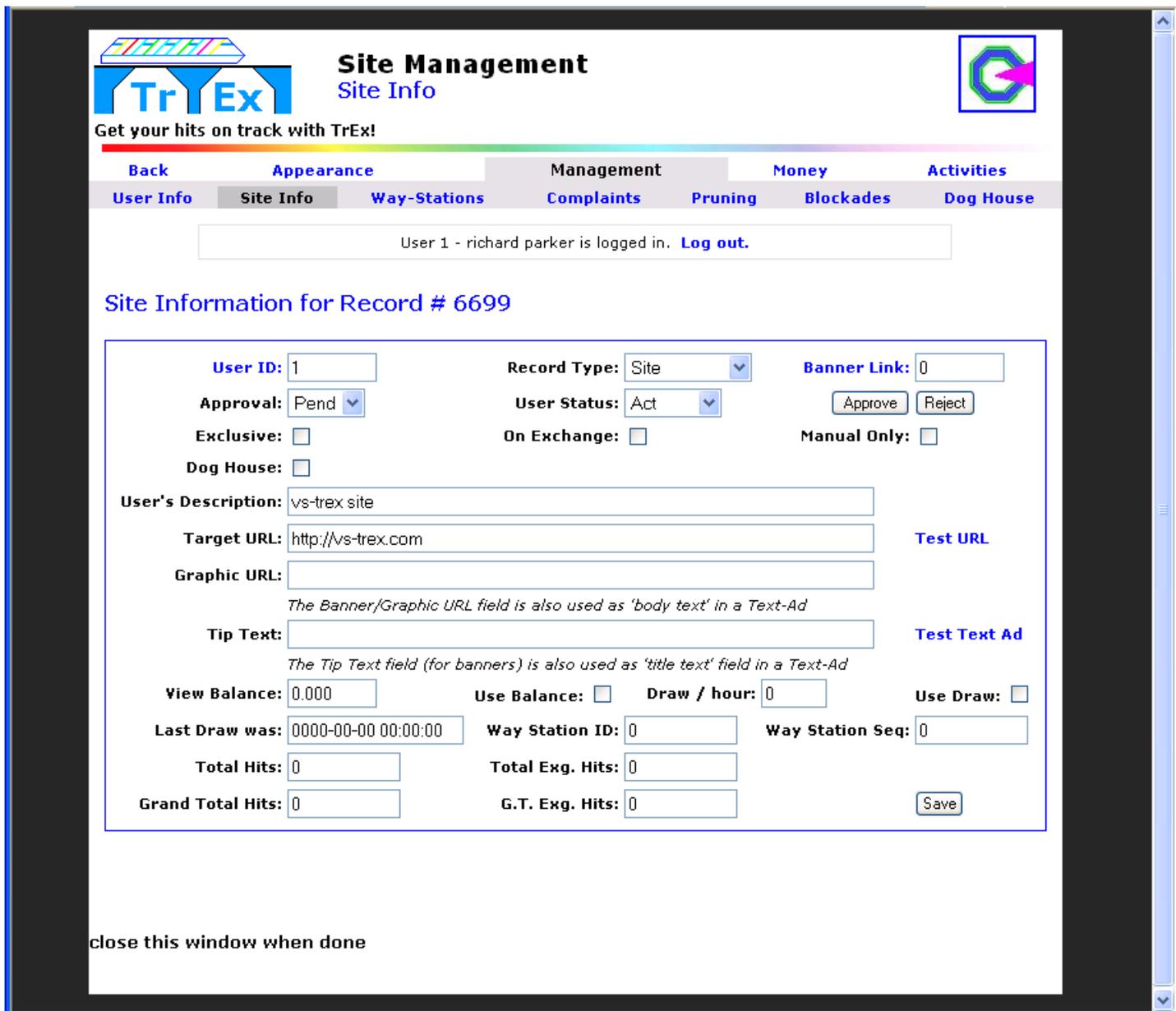
The screenshot shows the TrEx Site Management interface. At the top, there is a logo for TrEx and the text "Site Management Site Info". Below this, a navigation bar includes "Back", "Appearance", "Management", "Money", and "Activities". Under "Management", there are sub-links: "User Info", "Site Info", "Way-Stations", "Complaints", "Pruning", "Blockades", and "Dog House". A message indicates "User 1 - richard parker is logged in. Log out." The main section is titled "Site List" and contains search filters: "Sort By: SBID", "Descending order: ", "Only Pending Entries: ", "Show URL, not description: ", "Only Entries For user #: ", and "Search for URL: ". There is also a "Show 40 sites per page" option and a "Redraw" button. Below the filters, there are instructions: "Add a new site by clicking here.", "Important: When done with pending site reviews, update user flags by clicking here.", and "Final site purge: This will remove any records that the user has marked for deletion." A hint says "Click on the Site ID # to view more details". A table lists three site entries:

SID #	User	Type	User Description	Appr / Status	Xg/Ex/Man	Way Stn	Hits
6699	1	Site	vs-trex site	Pend / Act	--/--/--/--		0 / 0
6700	1	Banner	VS-TrEx Banner	Pend / Act	--/--/--/--		0 / 0
6701	1	Text Ad	VS-TrEx text ad	Pend / Act	--/--/--/--		0 / 0

At the bottom, there is a "Return to main core menu." link.

So, you can see there are only 3 entries to check here.

Click on the SID# at the left to start reviewing the entry.



Here is how this screen would be read in English, row by row:

User **1** has entered a **SITE** with no **Banner link**.

It has not been checked (it is **Pending**), the user want it active. Do you approve or reject this site (the buttons).

This is not **Exclusive**, and it not **on an exchange**, and it is for the **auto, not manual** surf system

The system has **not** detected it as a doghouse URL

The user describes it as a **vs-trex site**

When shown, this will show **http://vs-trex.com** (target is what the user will see in rotation)

The link to the right allows you to test this URL in a rotator, to make sure it displays properly.

Graphic and tip text are not applicable to a site.

This user is not assigning views or draw, so displays will subtract from the main user balance.

The site has not been seen yet.

To check this site, click on the 'Test URL' link. A new window will come up, and rotate across this page, as per the sequence shown below:

Step 1:

The image shows a screenshot of a web application interface. The top section is a white box with a black border containing the following text:

Welcome to VariSearch: TrEx!



This system will test your page in 3 steps

- 1. This page will display**
 - This lets you verify what windows are open initially
- 2. Your page will display... check for pop-up/pop-under and slide-in windows**
 - Make sure there are no pop-ups, pop-unders, slide-ins
 - Make sure there are no downloads, dialog boxes
 - Verify that there is no obscenity, profanity, hate, hacking, or other inappropriate content
- 3. A 'done' page will display**
 - Check to make sure that no 'exit pages' display
 - This validates that there is no 'frame breaker' on the page

If the frame doesn't appear below, or if pop-up, pop-under or slide-in windows appear at any time during this test, please do NOT save your site record. Correct your site, or change your entry and please re-test before saving a new site.

Remember that chronic site-policy violators are subject to having their account terminated.

If you are testing a banner, the landing-page (destination url) must meet our surf-page criteria.

The bottom section of the screenshot shows a control panel with two main windows:

- Site Surfability System:** Shows "Next site in 2 seconds." and buttons for "[Pause]", "[Resume]", "[Next Step]", and "[Open]". The URL is "http://vs-trex.com".
- VS-TEN Blacklist:** Shows "0 Match found", "Match mechanism was 'Not found'", and "Score for the following result was 5". It also includes the text "** arbitrary or not found result **" and "This result is for vs-trex.com".

This is the 'start page'... note that you will get info from the VS-TEN blacklist in the lower-right, so you know if the site has known issues. A score of 5 or above is generally acceptable. A score of 3 usually means pop-ups have been detected. A score of 0 means this is a bad site: Frame Breakers, downloaders, or X rated stuff gets a score of zero.

If you're in a hurry, click 'next step' in the lower left, and it will jump to the step 2 display.

Step 2:



The screenshot shows a web browser window displaying the VS-TrEx website. The website has a green header with the text "New ideas, New software" and the VariSearch.com logo. Below the header is a navigation menu with links: "What is this", "Features", "Examples", "Support", "Demo", "Buy", "Sell", "About us", and "Privacy". The main content area features a colorful gradient bar and the headline "Get an advertising system that can also turn a profit!". Below this is a sub-headline "This site will tell you why you should get your own copy of the VS-TrEx Traffic Exchange System" and a paragraph describing the system. There are two sections: "If you would like:" with a bulleted list of benefits, and "If you need:" with a bulleted list of requirements. A coupon for "\$60 off...with coupon" is visible on the right. At the bottom of the browser window, a "Site Surfability System" window is open, showing a timer set to 12 seconds and a "VS-TEN Blacklist" window with search results for "vs-trex.com".

New ideas, New software

VariSearch.com

New ideas, New software: Don't get left behind!

[What is this](#) [Features](#) [Examples](#) [Support](#) [Demo](#) [Buy](#) [Sell](#) [About us](#) [Privacy](#)

Get an advertising system that can also turn a profit!

This site will tell you why you should get your own copy of the VS-TrEx Traffic Exchange System

VS-TrEx is a Traffic Exchange Script that can help you promote your other online / work at home businesses, and can create a new income stream for you in a few different ways.

If you would like:

- A growing community that who will regularly view your ads
- Who will read a weekly email from you
- Some of whom will pay you money to show their ads to each other

...Then you probably want to run a traffic exchange.

If you need:

- Your members to show text-ads and banners for you on THEIR website!
- A system to automatically service their purchases
- A way to easily connect your exchange to a network of over 100 other exchanges
- An exchange that offers users things no other exchange offers

...Then you definitely want to get a VS-TrEx traffic exchange.

May Flowers
\$60 off...with coupon

Site Surfability System

Next site in 12 seconds.
[Pause] [Resume] [Next Step] [Open]

URL: http://vs-trex.com

VS-TEN Blacklist

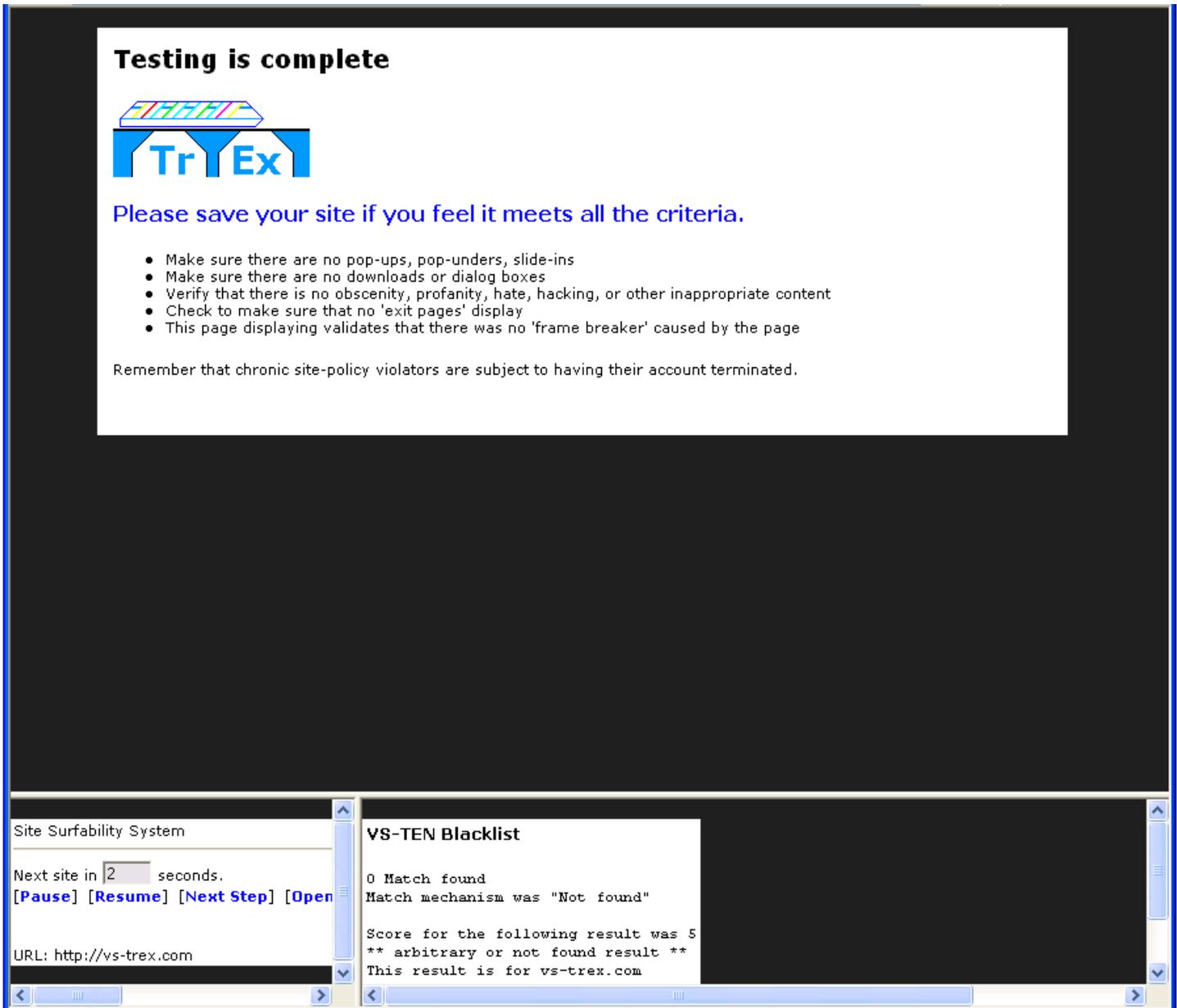
0 Match found
Match mechanism was "Not found"

Score for the following result was 5
** arbitrary or not found result **
This result is for vs-trex.com

The site should show up in main window. If it shows properly, without popups (unless you allow popups), let the timer run out, and the tester will move on to step 3.

While you can use the 'next step' here to short-cut the timer, it is not recommended... many popups and problem sites will take a while before an issue will appear. If the site hasn't displayed as the timer winds down, you may hit the 'pause' link, to give the site a little more time to load. Then hit 'resume' to continue the timer.

Step 3:



Testing is complete



Please save your site if you feel it meets all the criteria.

- Make sure there are no pop-ups, pop-unders, slide-ins
- Make sure there are no downloads or dialog boxes
- Verify that there is no obscenity, profanity, hate, hacking, or other inappropriate content
- Check to make sure that no 'exit pages' display
- This page displaying validates that there was no 'frame breaker' caused by the page

Remember that chronic site-policy violators are subject to having their account terminated.

Site Surfability System

Next site in 2 seconds.
[Pause] [Resume] [Next Step] [Open]

URL: http://vs-trex.com

VS-TEN Blacklist

0 Match found
Match mechanism was "Not found"

Score for the following result was 5
** arbitrary or not found result **
This result is for vs-trex.com

If you get to this page, the site is probably safe to approve... if this page never shows up, that's a good sign that the site you are viewing is a frame-breaker.

Once you're done with this test, close this browser window and make your decision on this site.

In this case, I would normally approve the site:

Click the 'approve' button, then close the site window after it has redrawn.

However, so you can see the options, I will click on 'reject', so you can see how it works:

The screenshot shows the TrEx Site Management interface. At the top left is the TrEx logo with the tagline "Get your hits on track with TrEx!". The main header is "Site Management Site Info". A navigation bar includes "Back", "Appearance", "Management", "Money", and "Activities". Below this is a sub-navigation bar with "User Info", "Site Info", "Way-Stations", "Complaints", "Pruning", "Blockades", and "Dog House". A status bar indicates "User 1 - richard parker is logged in. Log out." A message says "site record edited successfully".

The central form is titled "Checking site/banner data for rejection" and is for "User: 1 - richp : richard parker". It contains several checkboxes for reasons for rejection:

- Popups
- No image
- Image size
- Framebreaker
- Obscenities/Porn
- Banned site
- Dead site
- Self-reference
- Use on b/t only

Below the checkboxes is a text area for "Other Comments:" and a "Send Rejection Notice" button. At the bottom of the form, there are fields for "User ID: 1", "Record Type: Site", "Banner Link: 0", "Approval: Warn", "User Status: Act", and buttons for "Approve" and "Reject". There are also checkboxes for "Exclusive:", "On Exchange:", and "Manual Only:".

This inner frame that has opened up contains a 'reason for rejection' block. You may check any of the boxes for automatic text, and can also optionally put other explanations in the 'other comments' box. Then click 'send rejection notice'.

Note: The site has already been marked as 'warning'... look lower on the page to see that. This inner frame is specifically to send an email to the user, to tell them WHY the site is in warning status. For many users, they put up a bad page from either not reading your site policy, or by mistake. Example: We get about 20-30 sites a month that get popup warnings because they use free site traffic counters, which generate popups.

After you hit "Send Rejection Note" it will tell you "message sent", and you can close this window.

Looking at the Site list, you can either keep mental track of what you're doing, or just hit 'redraw' to see what site records are still pending.



Site Management

Site Info



Get your hits on track with TrEx!

- Back
 - Appearance
 - Management**
 - Money
 - Activities
- User Info
 - Site Info**
 - Way-Stations
 - Complaints
 - Pruning
 - Blockades
 - Dog House

User 1 - richard parker is logged in. [Log out.](#)

Site List

Sort By: SBID Descending order:

Only Pending Entries: Show URL, not description:

Only Entries For user #:

Search for URL:

This is the only page to show Show sites per page

Add a new site by clicking [here](#).

Important: When done with pending site reviews, update user flags by [clicking here](#).

Final site purge: This will remove any records that the user has marked for deletion.

Hint: Click on the Site ID # to view more details

SID #	User	Type	User Description	Appr / Status	Xg/Ex/Man	Way Stn	Hits
6700	1	Banner	VS-TrEx Banner	Pend / Act	--/--/--/--		0 / 0
6701	1	Text Ad	VS-TrEx text ad	Pend / Act	--/--/--/--		0 / 0

[Return](#) to main core menu.

Okay, now we have a banner to approve. Just like with sites, click on the SID #, and the details for this entry will come up:



Site Management

Site Info



Get your hits on track with TrEx!

[Back](#) [Appearance](#) [Management](#) [Money](#) [Activities](#)
[User Info](#) [Site Info](#) [Way-Stations](#) [Complaints](#) [Pruning](#) [Blockades](#) [Dog House](#)

User 1 - richard parker is logged in. [Log out.](#)

Site Information for Record # 6700

User ID: <input type="text" value="1"/>	Record Type: <input type="text" value="Banner"/>	Banner Link: <input type="text" value="0"/>
Approval: <input type="text" value="Pend"/>	User Status: <input type="text" value="Act"/>	<input type="button" value="Approve"/> <input type="button" value="Reject"/>
Exclusive: <input type="checkbox"/>	On Exchange: <input type="checkbox"/>	Manual Only: <input type="checkbox"/>
Dog House: <input type="checkbox"/>		
User's Description: <input type="text" value="VS-TrEx Banner"/>		
Target URL: <input type="text" value="http://vs-trex.com"/>	Test URL	
Graphic URL: <input type="text" value="http://vs-trex.com/promo/fullbanner.gif"/>	Test Graphic	
<i>The Banner/Graphic URL field is also used as 'body text' in a Text-Ad</i>		
Tip Text: <input type="text" value="Click here to check out great traffic exchange software"/>	Test Text Ad	
<i>The Tip Text field (for banners) is also used as 'title text' field in a Text-Ad</i>		
View Balance: <input type="text" value="0.000"/>	Use Balance: <input type="checkbox"/>	Draw / hour: <input type="text" value="0"/>
Last Draw was: <input type="text" value="0000-00-00 00:00:00"/>	Way Station ID: <input type="text" value="0"/>	Way Station Seq: <input type="text" value="0"/>
Total Hits: <input type="text" value="0"/>	Total Exg. Hits: <input type="text" value="0"/>	
Grand Total Hits: <input type="text" value="0"/>	G.T. Exg. Hits: <input type="text" value="0"/>	<input type="button" value="Save"/>

close this window when done

The only real difference between approving a site and a banner:

- VS-TEN scores really don't matter for a banner, unless there is a downloader
- Things like pop-ups and frame breakers don't apply, since clicking on a banner opens a new window
- The real catch with banners is you want to check the graphic for size.

Click on the 'test graphic' link to make sure the graphic displays, and fits within the guidelines:

Welcome to VariSearch: TrEx!



This display will show if your banner fits our sizing criteria (468x60).

You must still check your destination page using the other tester.

Left to right max = 468 pixels.



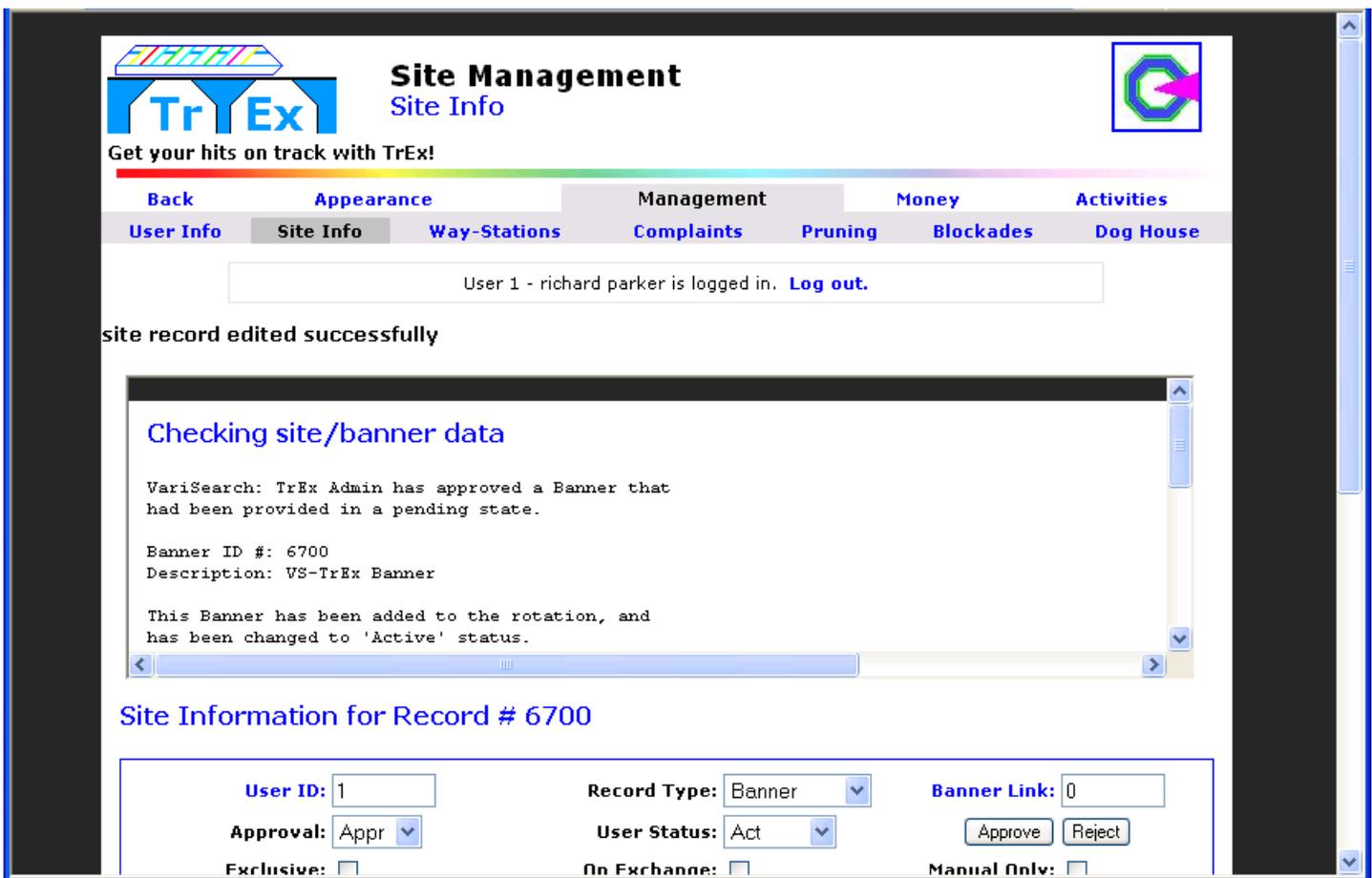
VS-TrEx.com: New Ideas, New Software!
ins... Generous affiliate program...get on board today!

Top to bottom max=60 pixels.

If the guidelines are not pushed apart, the banner is a reasonable size.

Remember that banners can be smaller, but should not be larger than the guidelines.

So, we'll approve this banner, and continue on with the text ad.



Site Management
Site Info

Get your hits on track with TrEx!

Back Appearance Management Money Activities
User Info Site Info Way-Stations Complaints Pruning Blockades Dog House

User 1 - richard parker is logged in. [Log out.](#)

site record edited successfully

Checking site/banner data

VariSearch: TrEx Admin has approved a Banner that had been provided in a pending state.

Banner ID #: 6700
Description: VS-TrEx Banner

This Banner has been added to the rotation, and has been changed to 'Active' status.

Site Information for Record # 6700

User ID: <input type="text" value="1"/>	Record Type: <input type="text" value="Banner"/>	Banner Link: <input type="text" value="0"/>
Approval: <input type="text" value="Appr"/>	User Status: <input type="text" value="Act"/>	<input type="button" value="Approve"/> <input type="button" value="Reject"/>
Exclusive: <input type="checkbox"/>	On Exchange: <input type="checkbox"/>	Manual Only: <input type="checkbox"/>

On to the text-ad:



Site Management

Site Info



Get your hits on track with TrEx!

Navigation menu: Back, Appearance, Management, Money, Activities
Sub-menu: User Info, Site Info, Way-Stations, Complaints, Pruning, Blockades, Dog House

User 1 - richard parker is logged in. [Log out.](#)

Site Information for Record # 6701

User ID:	<input type="text" value="1"/>	Record Type:	<input type="text" value="TextAd"/>	Banner Link:	<input type="text" value="0"/>
Approval:	<input type="text" value="Pend"/>	User Status:	<input type="text" value="Act"/>	<input type="button" value="Approve"/>	<input type="button" value="Reject"/>
Exclusive:	<input type="checkbox"/>	On Exchange:	<input type="checkbox"/>	Manual Only:	<input type="checkbox"/>
Dog House:	<input type="checkbox"/>				
User's Description:	<input type="text" value="VS-TrEx text ad"/>				
Target URL:	<input type="text" value="http://vs-trex.com"/>	Test URL			
Graphic URL:	<input type="text" value="You can have your own traffic exchange, installed and customized by profe:"/> <small>The Banner/Graphic URL field is also used as 'body text' in a Text-Ad</small>				
Tip Text:	<input type="text" value="Your own Traffic Exchange!"/>	Test Text Ad			
<small>The Tip Text field (for banners) is also used as 'title text' field in a Text-Ad</small>					
View Balance:	<input type="text" value="0.000"/>	Use Balance:	<input type="checkbox"/>	Draw / hour:	<input type="text" value="0"/>
		Use Draw:	<input type="checkbox"/>		
Last Draw was:	<input type="text" value="0000-00-00 00:00:00"/>	Way Station ID:	<input type="text" value="0"/>	Way Station Seq:	<input type="text" value="0"/>
Total Hits:	<input type="text" value="0"/>	Total Exg. Hits:	<input type="text" value="0"/>		
Grand Total Hits:	<input type="text" value="0"/>	G.T. Exg. Hits:	<input type="text" value="0"/>	<input type="button" value="Save"/>	

close this window when done

This uses the 'graphic URL' field as the body of the text ad, and the 'tip text' as the headline for the text ad.

To make sure it reads properly, click the 'Test Text Ad' link to the right of 'tip text'.

The screenshot shows a window titled "TrEx Ad System" containing an advertisement. The ad has a blue header with the text "TrEx Ad System" in yellow. Below the header, the main text reads "Your own Traffic Exchange!" in bold, followed by "You can have your own traffic exchange, installed and customized by professionals." in a smaller font. At the bottom of the ad, there is a red link "vs-trex.com" and a blue footer with the text "Space available" in yellow.

Again, this looks approvable.

Updating User flags

To be more efficient, VS-TrEx keeps a ‘short list’ of users with banners, text ads, and so on. This list must be kept up to date. When you’re done with site approvals and rejections, you need to click on the link on the main Site List page that says:

Important: When done with pending site reviews, update user flags by [clicking here](#).

Click on the ‘clicking here’ link, and a new page will appear:



This will list the flag changes for any user whose status has changed. The letters shown are:

- S – Sites
- B – Banners
- A – Text-Ads
- M – Mini Banners
- D – DogHouse

This helps keep the system running efficiently, allowing VS-TrEx to skip over users who don’t have banners, for instance, when looking for a banner.

This is the end of the “Site Approval Basics” document. We will be putting together more of these type of mini-documents as time permits.