



ORWELL

User Guide

Product Website: www.orwellpro.com/blog

Support: support@orwellpro.com

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Watch the latest Orwell training video at...
<http://www.orwellpro.com/Orwell/Orwell.html>

The User Interface

Orwell is a very powerful tool that enables you to quickly and easily find and/or edit content for use on your websites. Orwell boasts an extremely clean and user-friendly interface. Upon opening the software you will find five main components:

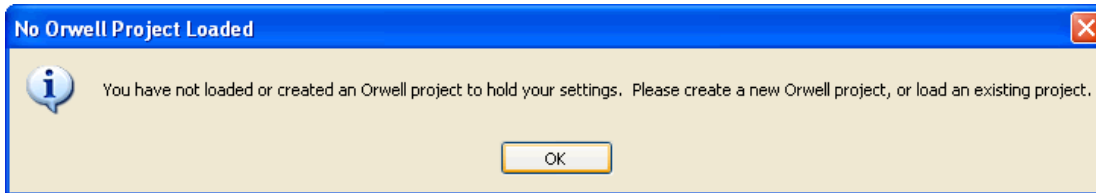
1. Browser Controls
2. Browser Window
3. Article Parsing Buttons
4. Article Details Panel
5. Project Links



The default page seen in the internal browser is the Orwell Blog. Here you can submit a ticket to Orwell customer support, keep up with current events within the Orwell community, or leave feedback about the software directly on the blog. Software updates and news will also be posted here. Also feel free to use the suggestion button located at the top of the screen if you have any ideas on how we could improve Orwell.


Initial Set-up

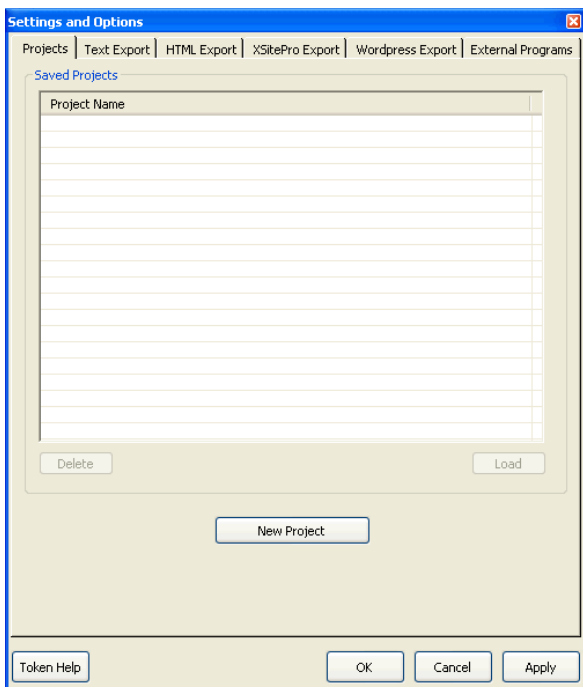
You will notice that if you try to click on any of the “Project Links” you will get the following error screen:



Before you can use the main features of Orwell you will need to create or load a project. To do this click on the “Projects” link.

Projects

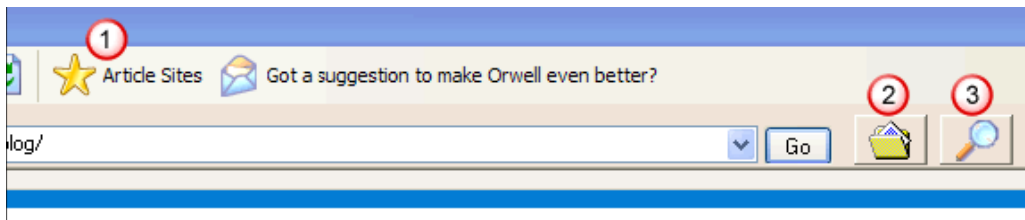
The  Projects link contains the settings for all of the features you will use within Orwell. When you click on the “Projects” link it will open the “Settings and Options” window seen below. The “Settings and Options” tabs give you control over the functionality of each of the “Projects Links”. Before using any of the features in Orwell you will want to designate how you would like each option to perform. For more information on how these settings work please refer to the video linked to at the top of this file.



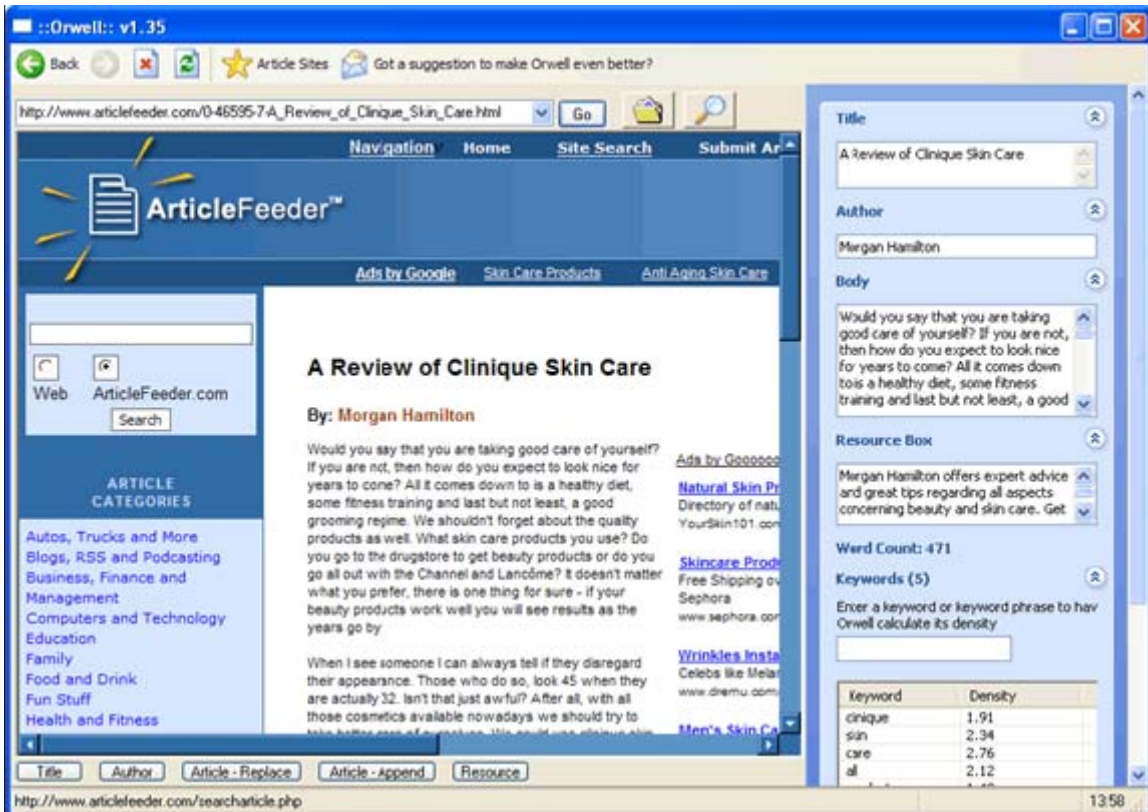
Finding An Article To Work With

At this point you have a few options:

1. You can choose one of the included article sites to search for content (you can also add any site of your choice by navigating to that site, clicking on the “Articles Sites” button, and selecting “Add a Bookmark”).
2. You can choose to edit content already contained on your computer by clicking on the file selector button.
3. You can use Content Rover to search for keyword related content by clicking on the magnifying glass.



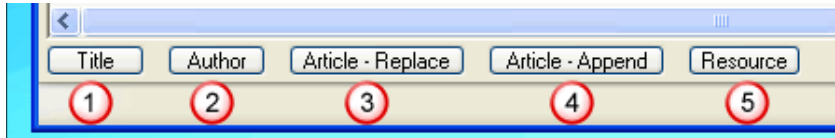
When you select an article from an article site, Orwell will automatically fill in the appropriate fields in the right hand column with the corresponding data.



The screenshot shows the Orwell application window with the ArticleFeeder website loaded. The main content area displays an article titled "A Review of Clinique Skin Care" by Morgan Hamilton. The right-hand column contains a form with fields for Title, Author, Body, Resource Box, Word Count, and Keywords. A table at the bottom right shows keyword density for "clinique", "skin", "care", and "all".

| Keyword | Density |
|----------|---------|
| clinique | 1.91 |
| skin | 2.34 |
| care | 2.76 |
| all | 2.12 |


You can also use the buttons located at the bottom of the screen to transfer data. Just highlight the text you wish to transfer and click on the button that corresponds with that field.



Keyword Analysis

Once you have all the fields filled out properly you can perform accurate keyword analysis. Enter any keyword or keyword phrase that you want analyzed and click the "Recalculate" button(1). If you decide that a keyword appears too much in your content you can always make the necessary changes and click recalculate again. The "Clear Article" button(2) will remove data from all fields so that you can begin to work with another piece of content. If you click on the "Saturation" button(3) it will show you the number of pages in the major search engines that match the particular article you are analyzing. It can be used to determine how "fresh" your content is. Higher numbers indicate more widespread use of the article.

Word Count: 471


Keywords (5) 

Enter a keyword or keyword phrase to have Orwell calculate its density

skin care 2.55%

| Keyword | Density | |
|----------|---------|--|
| clinique | 1.91 | |
| skin | 2.34 | |
| care | 2.76 | |
| all | 2.12 | |
| products | 1.49 | |

1 Recalculate 2 Clear Article 3 Saturation?

 Edit Article 5

Before you save the article you may want to use the edit article link(5) to add commentary. You can use the commentary to add keyword rich related information or your own personal review of the article to make the content a little more unique. When you are finished editing/analyzing the article you can use the "Save as HTML" or "Save as Text" links which will utilize the settings you defined earlier. Enjoy the tool!