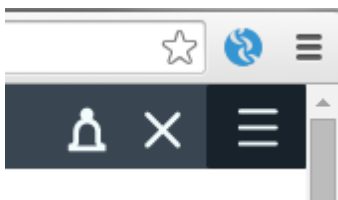# Skimlinks editor

Skimlinks Editor empowers editors to create and monetize commerce-related content easily and seamlessly. Find out more about merchants in our network, generate new revenue streams by shortening and sharing monetizable links and exert editorial control over Skimlinks products (including SkimWords).

Anyone with access to Skimlinks Hub can use Skimlinks Editor. You can download Skimlinks Editor Here.

Once you have installed Skimlinks Editor, you will be prompted to login with your Skimlinks credentials.
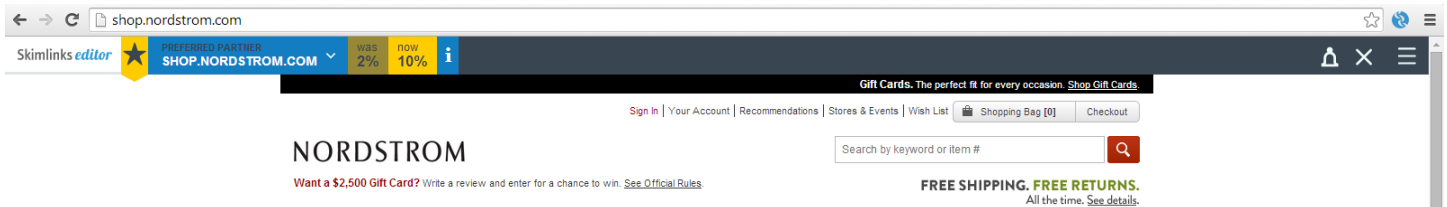

Skimlinks Editor is now ready to use. On the right you will see three icons. This enables you to:

- » Enable or Disable Skimlinks Editor automatic notifications.
- » Hide Skimlinks Editor. Note: clicking the blue icon will reveal Skimlinks Editor.
- » Choose your website. If you have multiple sites in your Skimlinks account, you can select which site you want to add or share links from.

Discover how much commission merchants pay for referrals

Whenever you visit the website of a merchant in our network. Skimlinks will bring up information about how much that retailer pays for referrals and whether they are a Preferred Partner - merchants who pay Skimlinks publishers above average commission rates.

Shorten and share affiliate URLs of the product pages you browse

Clicking on the Star will reveal sharing options:

Copy full URL for your site

You'll need to have Skimlinks installed on your site.

http://shop.nordstrom.com/   [Copy]

Copy short URL for anywhere else

You can add this short URL to a social site of your choice.

http://fave.co/1isJi25   [Copy] [t] [f]

Skimlinks Editor lets you copy and share affiliate URLs directly from your browser. If you copy the full URL to your Skimlinks enabled site, our technology will automatically affiliate it.
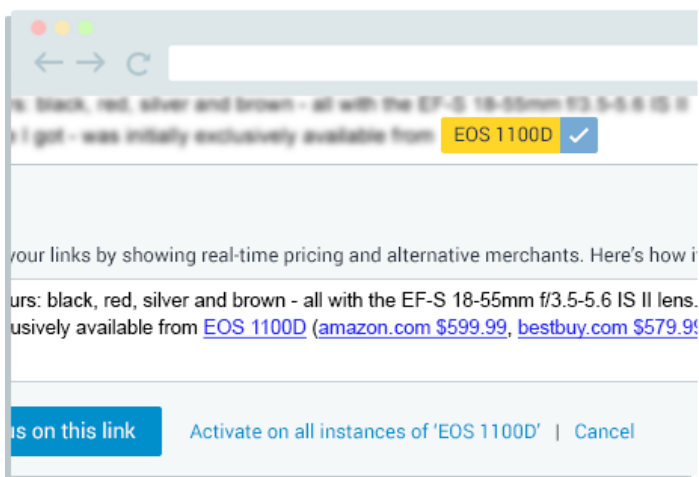
You can also shorten links to post them on social media, email, and any other non-Skimlinks enabled site. The shortening process automatically affiliates the link.

Remove, edit, or add geo-targeted, high yielding SkimWords product links with one click

SkimWords uses natural language processing algorithms to find accurate product references in your content and link them to retailers where the products can be bought. Customize how SkimWords operates on your site with Skimlinks Editor and choose where the selected phrases should link to. Even if you don't have SkimWords turned on, you can still add SkimWords links to your content on an ad-hoc, page-by-page basis. Links stay current and are optimized for both yield and your users' location.

Activate SkimLinks Plus: insert up-to-date merchant and pricing information alongside product links

Where possible, SkimLinks Plus inserts up-to-date pricing information and alternative purchasing options alongside specific SkimLinks links. The suggestions stay current over time, and your users are informed in real-time as to the best retailer for the products in your content.

The Editor tool gives you 100% control over SkimWords in your content. On page load, the Editor Tool will show you phrases in a piece of content that can earn you money, where possible. You can leave the phrase suggestions we make on a given page or you can select which phrases you want (or don't want). You can change the destination URL of any phrase to your liking, as well as change the actual phrase being linked, entirely. We'll show you how to do it! Just follow the guide below...!

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PHRASE STATES

When browsing your own website, you can activate Skimlinks Editor to see what phrases have SkimWords potential. The Editor will highlight the phrases for you and you can then choose whether you want to activate one, all, or none of them.

Below are the different notifications you will see on the Editor:

» The phrase is ON and WILL link to a destination optimized by Skimlinks

sam edelman flats ✓

» The phrase is OFF and will NOT be linked within your content.

sam edelman flats +

» The phrase is ON and appears 3 times within your content.

jeans ✓ 3

CHECKING WHERE A PHRASE LINKS TO

To see where a phrase links to, just follow the steps below:

» Navigate to a page on your site where SkimWords phrases appear.
» Open the tool to see a list of SkimWords phrases that have been found.
» Click on the phrase you want to check -- the phrase destination is shown in the Phrase Overlay.

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CHANGING WHERE A PHRASE LINKS TO

SkimWords automatically links phrases to particular destination URLs, however you can easily change that.

» Click on the phrase you want to change -- the current phrase destination is shown in the Phrase Overlay.

» Click on a different product if you want the phrase to link to it.

» Alternatively, enter you own URL. The tool will tell you if that link can be monetized.

DEACTIVATING A PHRASE

You may on occasion wish to deactivate a phrase. This is easily done:

»   Navigate to the page on your site with the phrase you wish to remove.

»   You have 3 options to remove the phrase:

1. Within the tool:

- find the phrase you want to deactivate in the list the tool gives you:

- click on the 'tick' to turn off the phrase, so it looks like this:

2. Within the content:
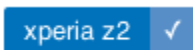
- Find the phrase you want to deactivate on the page

- click on the 'tick' to turn off the phrase, so it looks like this:

3. In the Product Overlay:

- Open the Product Overlay by clicking on the phrase

- Click 'Deactivate' in the right hand corner

» In the Phrase Overlay, click on a phrase in the tool to open this.

TURNING OFF ONE INSTANCE OF A PHRASE THAT APPEARS MULTIPLE TIMES

You may not always wish to entirely deactivate a phrase, but rather do so in one specific paragraph on the page.

samsung ✓ 4

» Click on the phrase to open the Phrase Overlay.
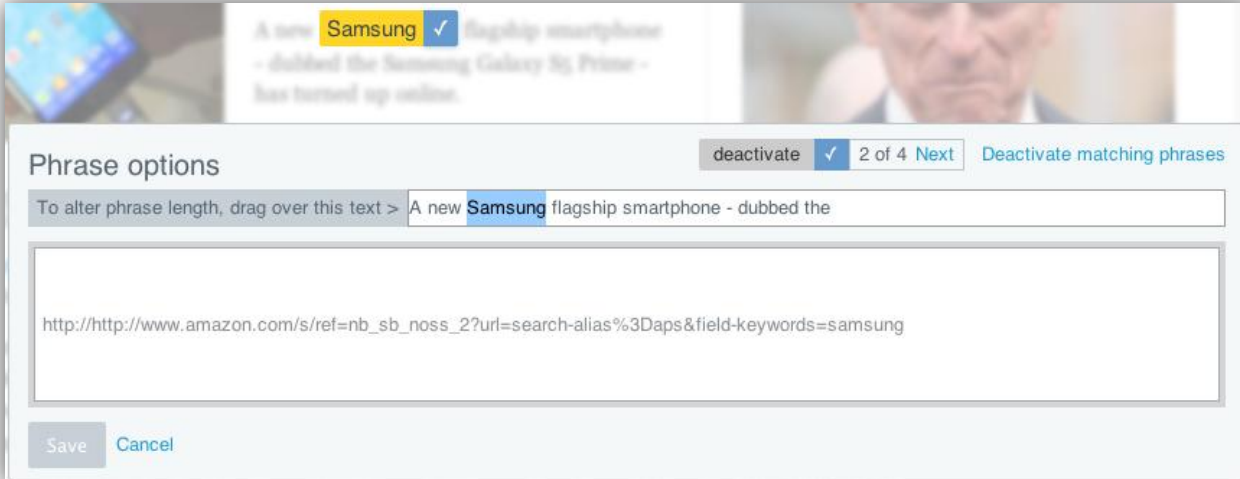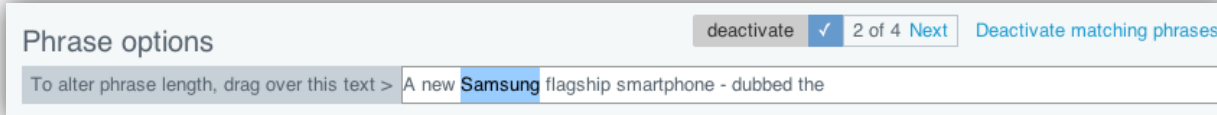
A new **Samsung** ✓ flagship smartphone
- dubbed the Samsung Galaxy S5 Prime -
has turned up online.

Phrase options   deactivate ✓ 2 of 4 Next   Deactivate matching phrases

To alter phrase length, drag over this text > A new **Samsung** flagship smartphone - dubbed the

http://http://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Daps&field-keywords=samsung

Save   Cancel

» Click 'next' to scroll to the instance of the phrase you want to remove;
the page will scroll to the phrase.

Phrase options   deactivate ✓ 2 of 4 Next   Deactivate matching phrases

To alter phrase length, drag over this text > A new **Samsung** flagship smartphone - dubbed the

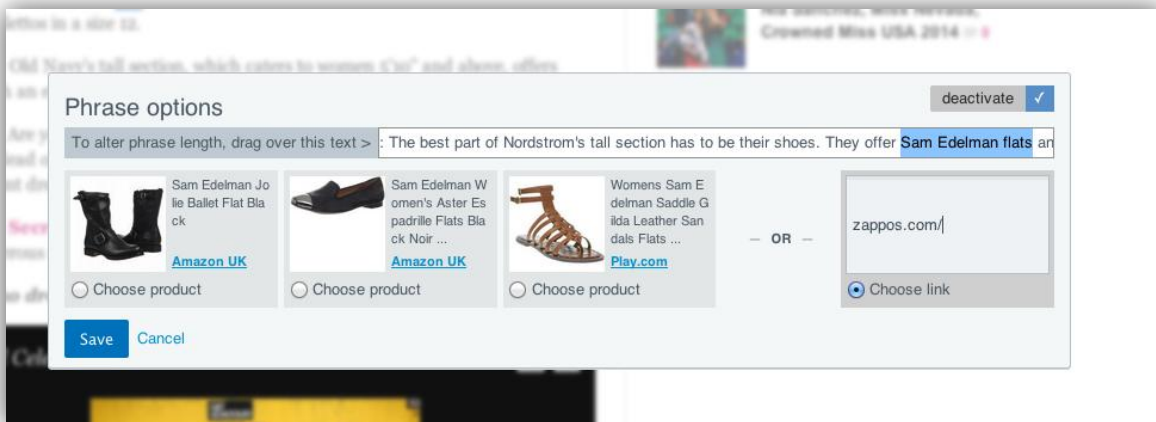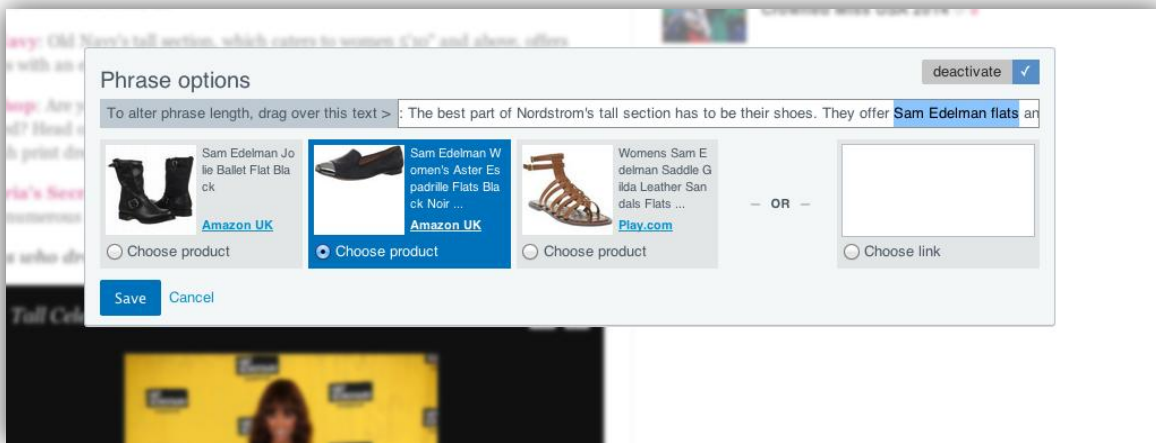» Click 'Deactivate' in the right hand corner of the Product Overlay.

REACTIVATING A PHRASE

sam edelman flats   **+**

Accidentally deactivated the wrong phrase?

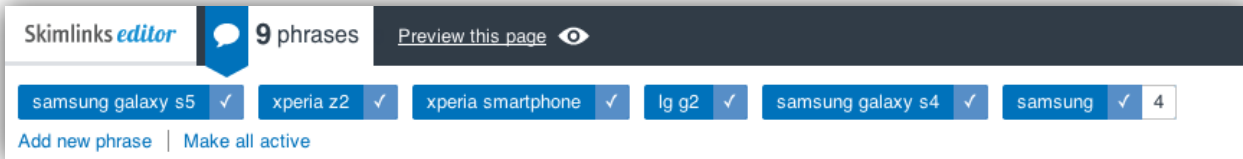» To turn a deactivated phrase back on, click on the blue 'plus', so it looks like this again:
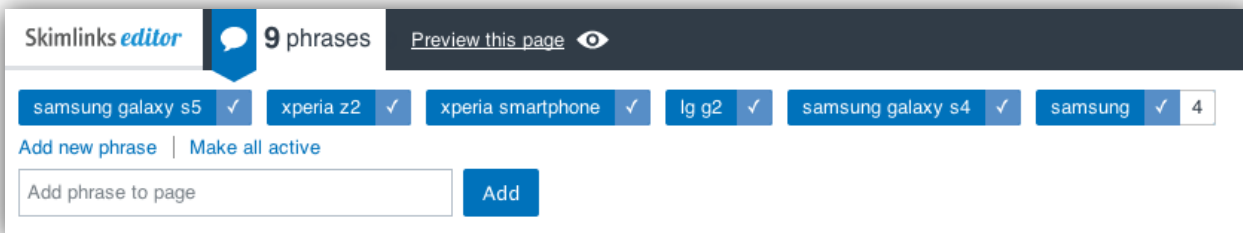
sam edelman flats ✓

ADDING A NEW PHRASE

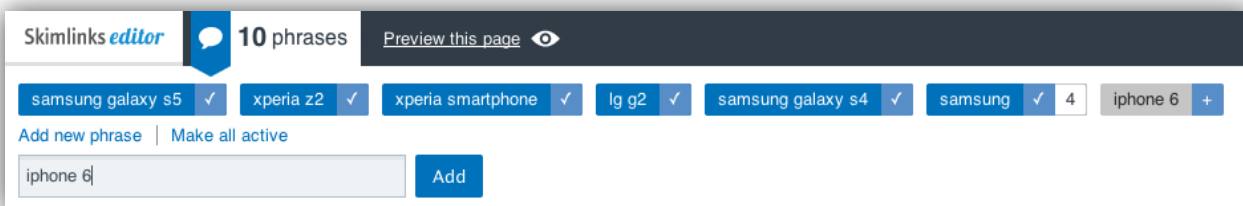You can use Skimlinks Editor to hyperlink phrases not highlighted by SkimWords.
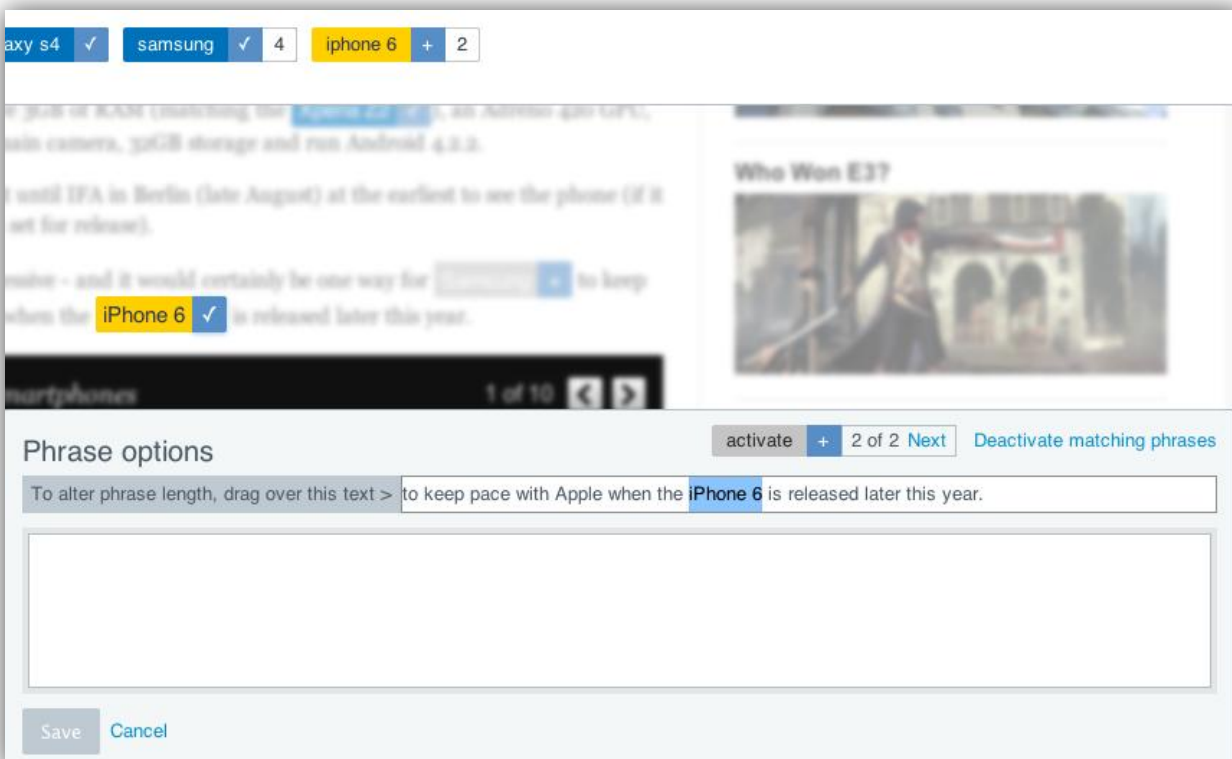
»   Open the Editor tool.

»   Click on 'Add new phrase'.

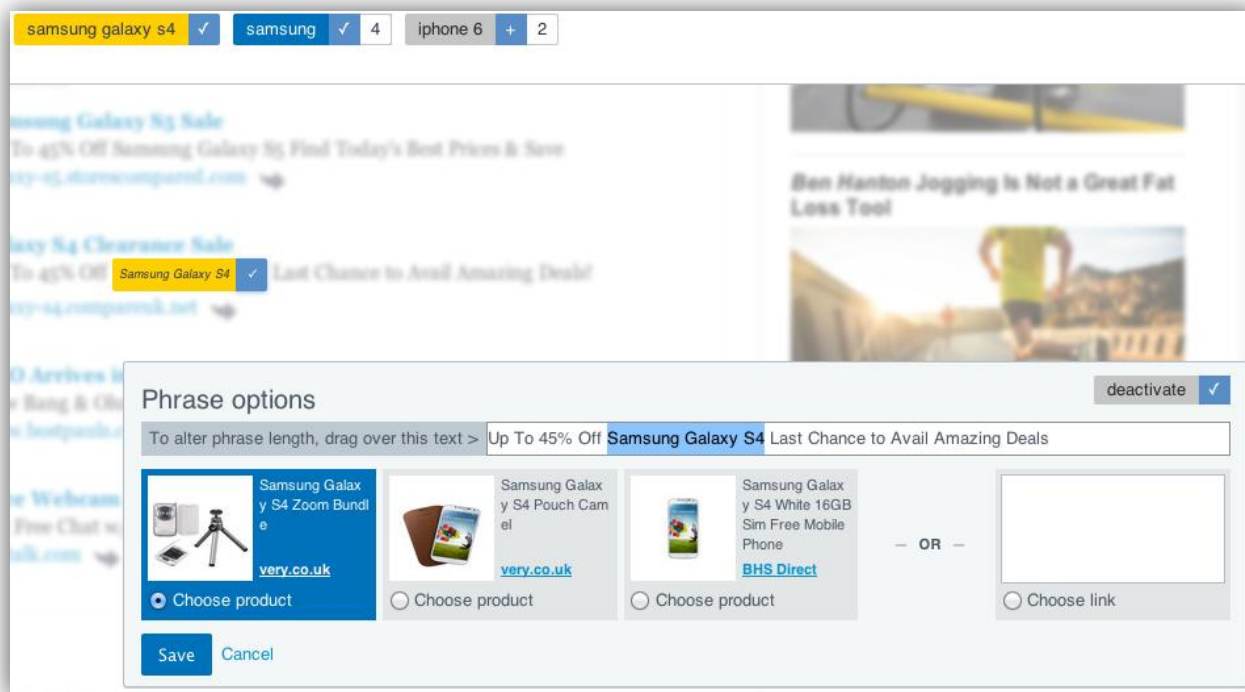»   Type in the phrase you would like to add.

»   Enter the URL you want the phrase to link to; the tool will tell you if it can be monetized.

CHANGING THE LENGTH OF A PHRASE

You can also edit the size of a phrase. For example, if SkimWords has highlighted **"Samsung Galaxy S4"** but you only want to hyperlink **"Samsung",** you can easily do so as follows:

> » Click on the phrase you want to edit.

> » Using your mouse, highlight the phrase you want to change it to.

> » Save your changes.