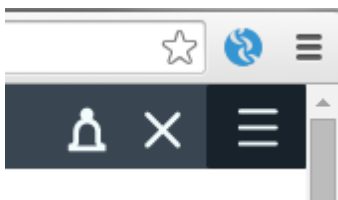


# Skimlinks *editor*

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.

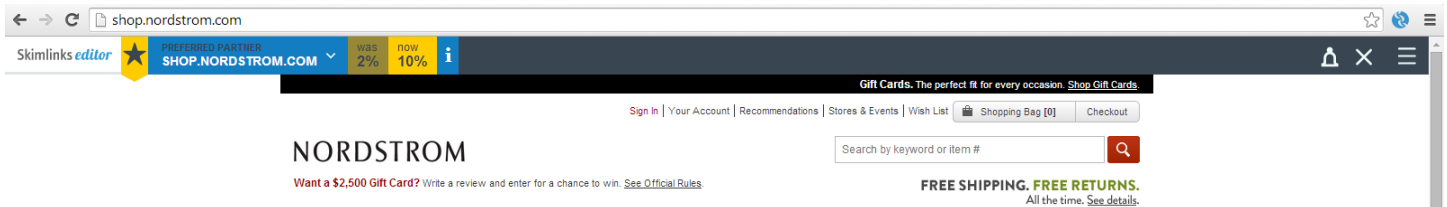


Skimlinks Editor is now ready to use. On the right you will see three icons. This enables you to:


- » 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:



Skimlinks *editor*  **PREFERRED PARTNER**  
**SHOP.NORDSTROM.COM**  **was 2% now 10%** 

**Copy full URL for your site**

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

**Copy short URL for anywhere else**

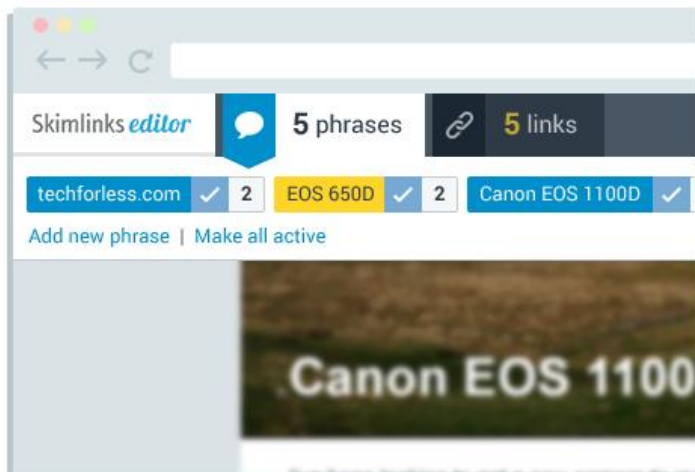
You can add this short URL to a social site of your choice.

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.

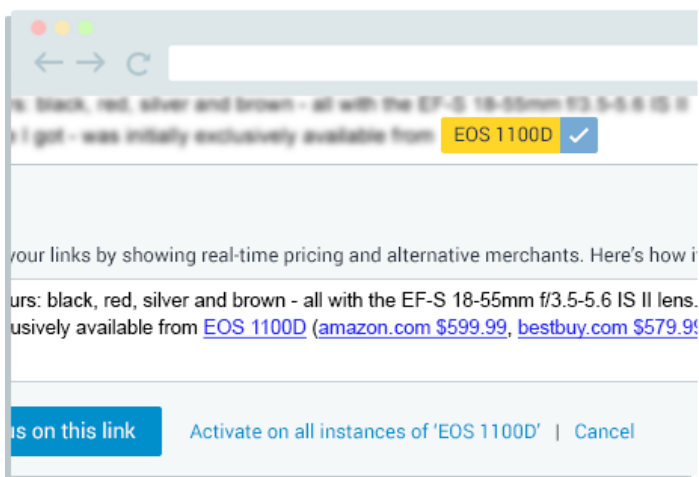
You can also shorten links to post them on social media, email, and any other non-Skimlinks enabled site. The shortening process automatically affiliates the link.

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 +

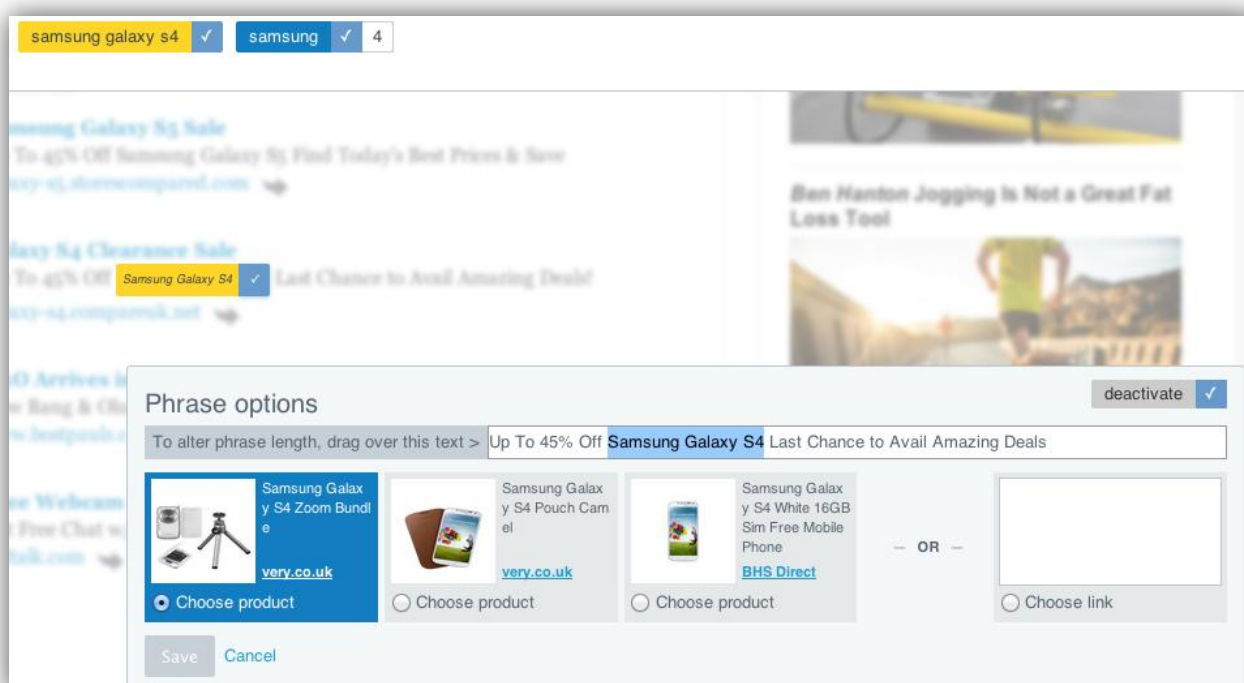
- » The phrase is **ON** and appears **3 times** within your content.

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.



The screenshot shows the Skimlinks Editor interface. At the top, there are two phrase buttons: 'samsung galaxy s4' (yellow background, checked) and 'samsung' (blue background, checked, with a count of 4). Below this, a list of search results is visible, with one result highlighted: 'Samsung Galaxy S4' with a checked status and a count of 4. A 'Phrase options' dialog box is open over the highlighted result. The dialog box contains the text: 'To alter phrase length, drag over this text > Up To 45% Off Samsung Galaxy S4 Last Chance to Avail Amazing Deals'. Below this text are three product options, each with a radio button and a 'Choose product' label:
 

- Samsung Galaxy S4 Zoom Bundle (very.co.uk)
- Samsung Galaxy S4 Pouch Camera (very.co.uk)
- Samsung Galaxy S4 White 16GB Sim Free Mobile Phone (BHS Direct)

 To the right of these options is an 'OR' separator and a 'Choose link' option with an empty input field. At the bottom of the dialog box are 'Save' and 'Cancel' buttons. In the top right corner of the dialog box is a 'deactivate' button with a checked status.

## 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.

The screenshot shows a browser window with a search result for 'Samsung Galaxy S4'. A phrase overlay is open, displaying the text 'Up To 45% Off Samsung Galaxy S4 Last Chance to Avail Amazing Deals'. Below the text, there are three product options, each with a radio button and a 'Choose product' label:

- Choose product: Samsung Galaxy S4 Zoom Bundle (very.co.uk)
- Choose product: Samsung Galaxy S4 Pouch Camera (very.co.uk)
- Choose product: Samsung Galaxy S4 White 16GB Sim Free Mobile Phone (BHS Direct)

There is also a 'Choose link' option on the right, which is currently empty. The overlay has 'Save' and 'Cancel' buttons at the bottom left and a 'deactivate' button at the top right.

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

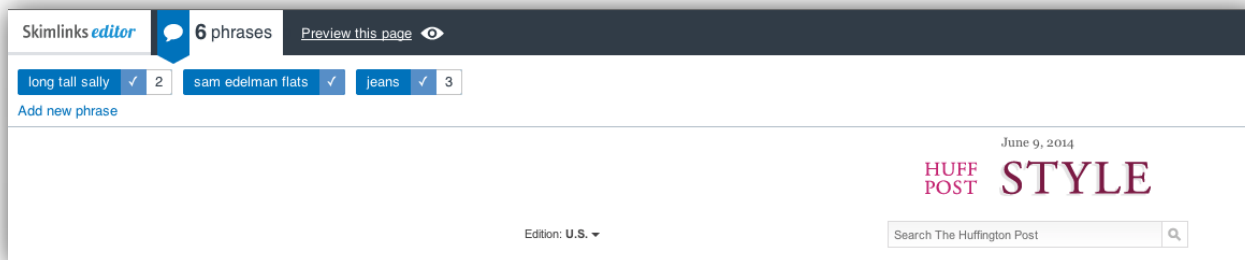
This screenshot is similar to the previous one, but the 'Choose product' radio button for 'Samsung Galaxy S4 Pouch Camera (very.co.uk)' is now selected. The 'Save' button is highlighted in blue.

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

This screenshot shows the 'Choose link' option selected. The text 'www.samsung.co.uk' has been entered into the input field. Below the input field, there is a blue button labeled 'Choose link' and a note that says 'This link cannot be monetized'. The 'Save' button is highlighted in blue.

## 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

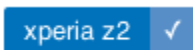


- click on the 'tick' to turn off the phrase, so it looks like this:



### 3. In the Product Overlay:

- Open the Product Overlay by clicking on the phrase




- Click 'Deactivate' in the right hand corner




Phrase options deactivate ✓

To alter phrase length, drag over this text > matching the **Xperia Z2**




Sony Xperia Z2 Smartphone Black  
[very.co.uk](#)

 Choose product



Sony Xperia Z2 Smartphone White  
[very.co.uk](#)

 Choose product



Sony Xperia Z2 Smartphone Purple  
[very.co.uk](#)

 Choose product

— OR —

 Choose link

Save Cancel

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

Skimlinks *editor* 6 phrases Preview this page

long tall sally ✓ 2 | sam edelman flats ✓ | jeans ✓ 3

Add new phrase

**Long Tall Sally:** Unlike most sites which just offer a tall section, [Long Tall Sally](#) is entirely dedicated to dressing lankier ladies. With their specialisation, you can be sure you'll find something you love, whether it's a pair of Princess jeans or Nike West boots.

**Nordstrom:** The best part of Nordstrom's tall section has to be their shoes. They offer [Sam Edelman flats](#) and Vince Camuto pumps in size 13, as well as Charlotte Olympia slippers in a size 12.

**Old Navy:** Old Navy's tall section, which caters to women '6' and above, offers dresses with as


**Topshop:** Are you exposed? Head to chertals print d

**Victoria's Secret:** offers women's

Celebs who do


**Phrase options** deactivate ✓

To alter phrase length, drag over this text > The best part of Nordstrom's tall section has to be their shoes. They offer **Sam Edelman flats** an




Sam Edelman Joie Ballet Flat Black  
[Amazon UK](#)

 Choose product



Sam Edelman Women's Aster Espadrille Flats Black  
[Amazon UK](#)

 Choose product



Womens Sam Edelman Saddle Gilda Leather Sandals  
[Play.com](#)

 Choose product

— OR —

 Choose link

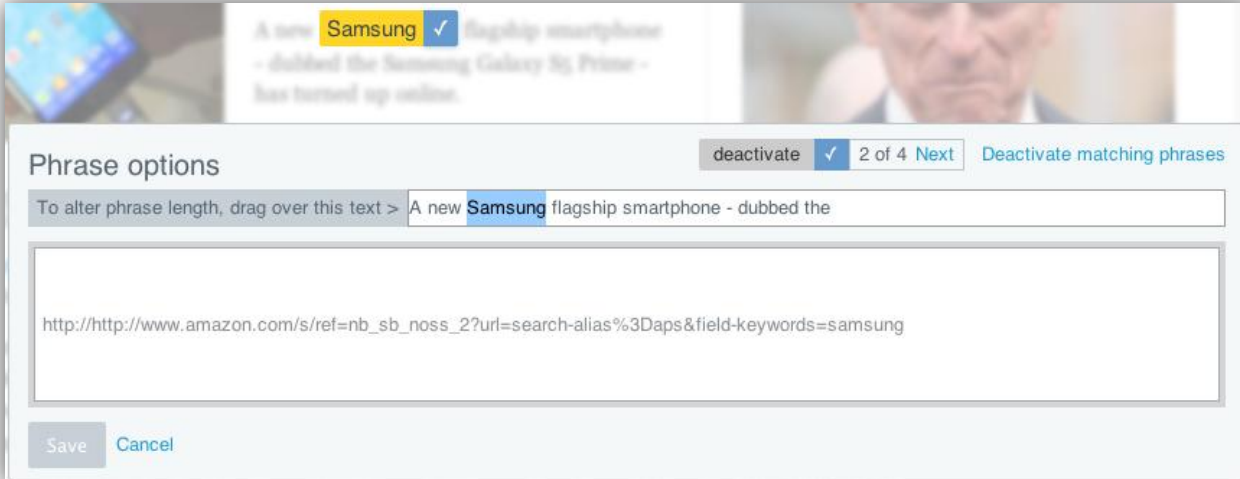
Save Cancel

## 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.



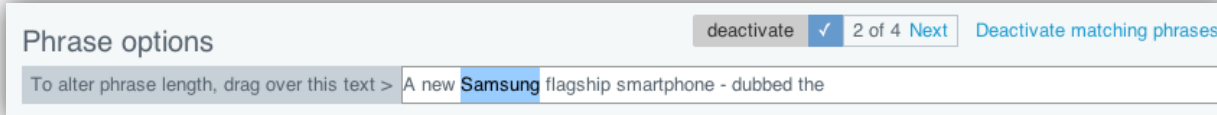
Phrase options deactivate ✓ 2 of 4 Next Deactivate matching phrases

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.



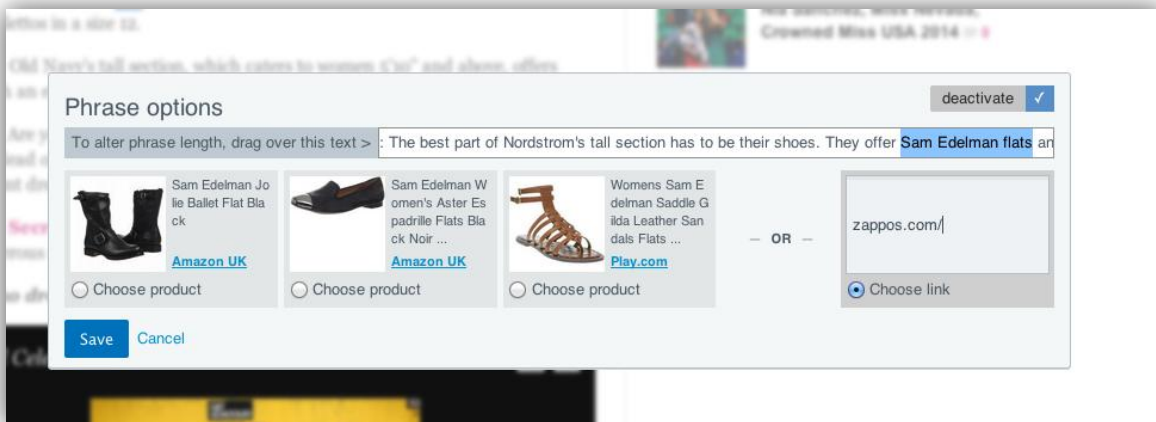
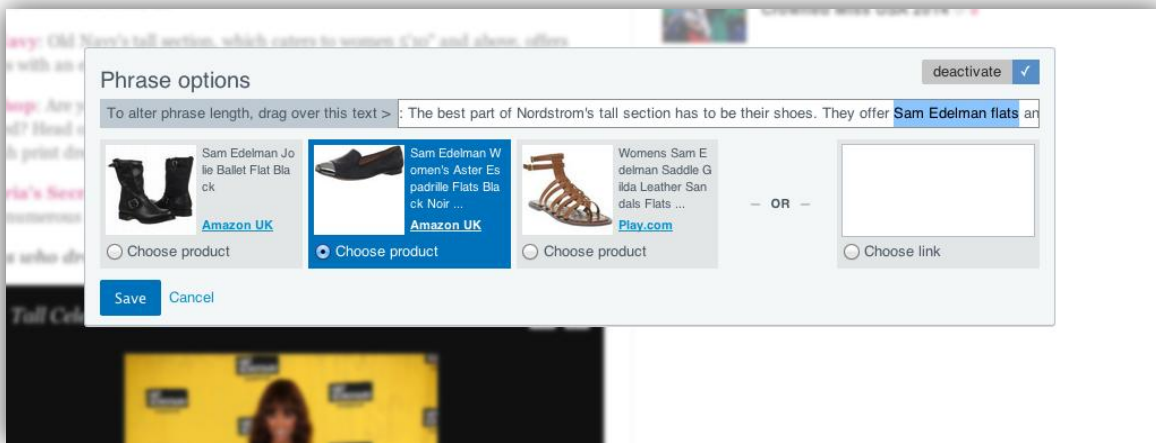
## REACTIVATING A PHRASE

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:

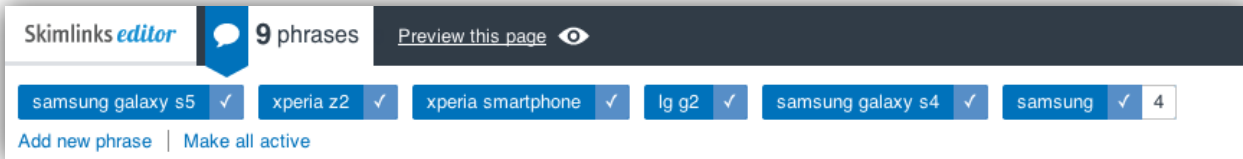
sam edelman flats ✓



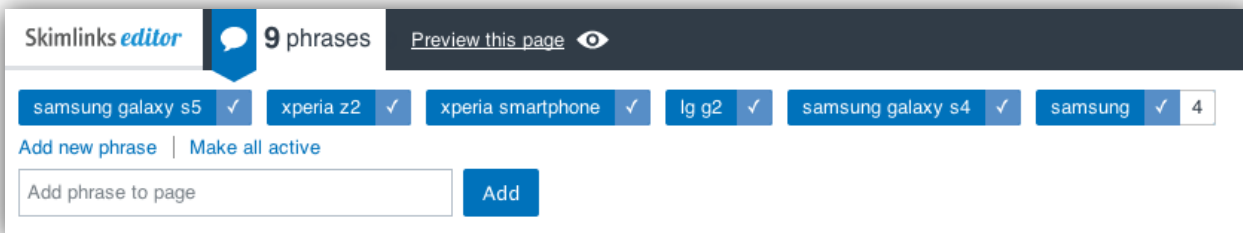
## ADDING A NEW PHRASE

You can use Skimlinks Editor to hyperlink phrases not highlighted by SkimWords.

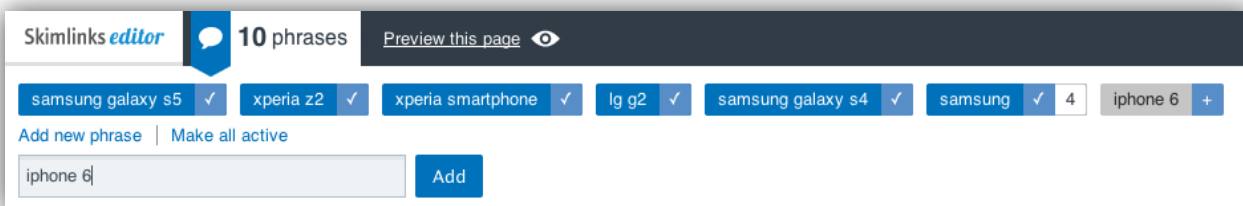
- » Open the Editor tool.



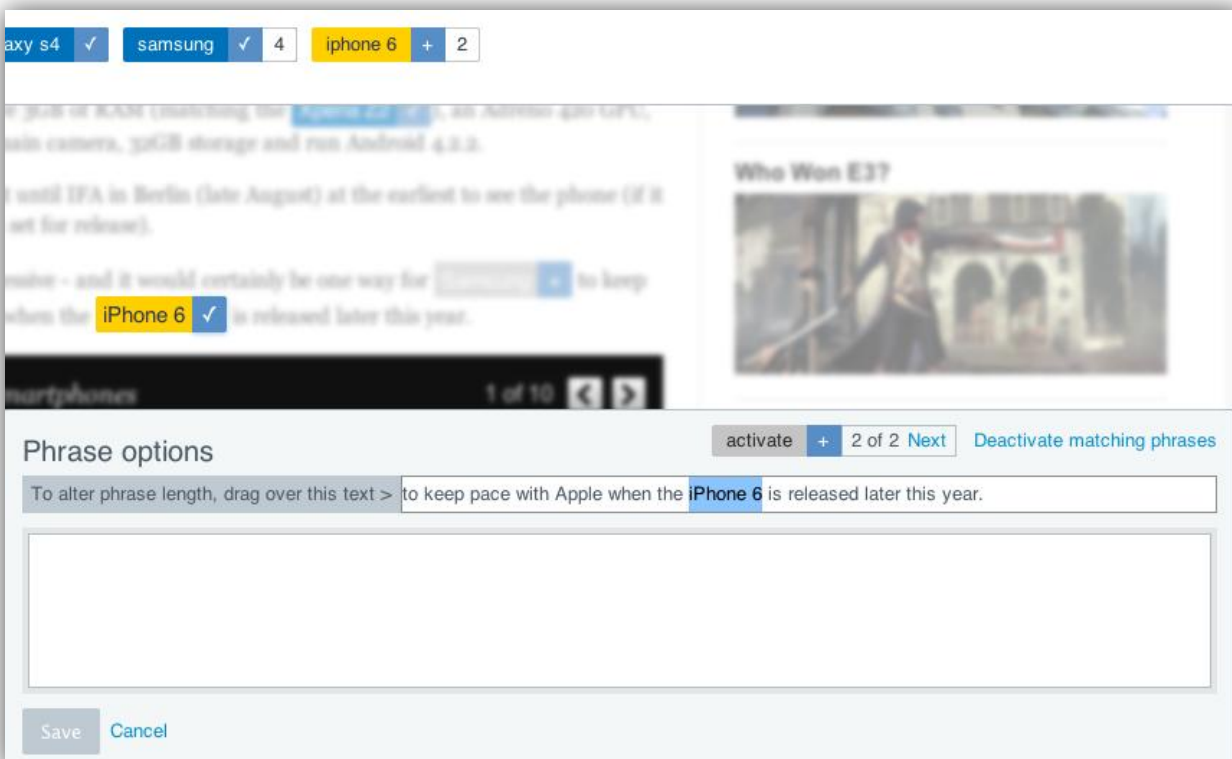
- » Click on 'Add new phrase'.



- » Type in the phrase you would like to add.



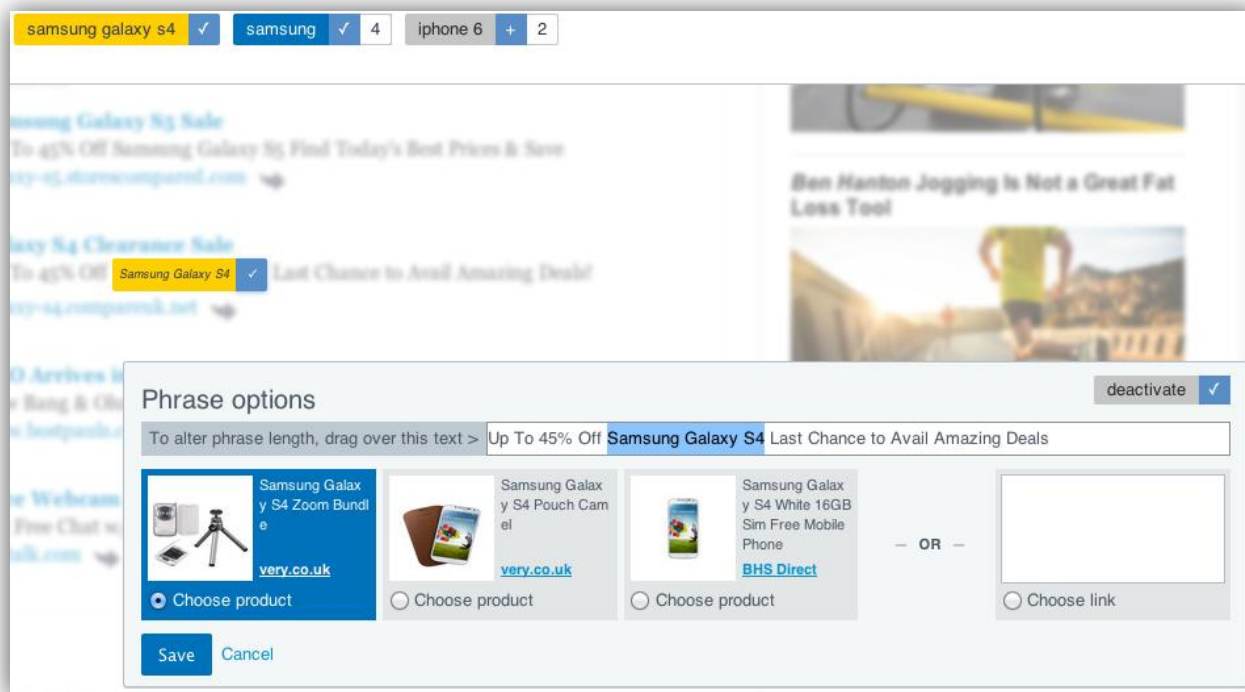
- » Enter the URL you want the phrase to link to; the tool will tell you if it can be monetized.



## 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.