

# RoboForm Power User Guide

## Turn RoboForm Into A Marketing Machine

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## **DOWNLOAD ROBOFORM**

A lot of people agree that RoboForm is an invaluable tool for managing their passwords but if that's all you're using it for, you're missing out on some great possibilities.

You can use RoboForm to submit articles, assist in exchanging links with other sites, doing research for product development as well as increasing your security by using RoboForms auto password generator.

## **First Time Users**

Since the “RoboForm Power User Guide” covers advanced RoboForm techniques, basic setup is beyond the scope of this publication, please take a moment and read through the [Manual](#) (link in left menu) before continuing. Your main goal at this point is getting your Primary Identity setup. We will build upon that.

You can jump directly to the identity setup section by clicking on your browsers toolbar (IE7)...

- > edit
- > find on this page
- > enter **Creating, Editing and Managing Identities**

When creating your Primary Identity, I recommend using your factual information, primary email address, social security number, business identification number, etc.. as you can use this identity to quickly sign up with affiliate programs and other sites as needed where you would want accurate information.

## Article Submissions [\(top\)](#)

Now that your primary identity has been created, we can “clone” it as needed, make a few changes and use it for our different projects.

**To “clone” you main identity.**



*On your RoboForm menu.*

*Select Identities*

*Right click on your primary identity  
click Clone*

*It will ask you for a “new identity name”, you  
can name this one “Article Submissions” if you  
like.*

*Create or select a folder to store this identity.  
“Articles” or “Identities”.*

Now, on your RoboForm menu...

go to identities,

place your mouse over your new “Article Submissions” identity

right click and click “edit”

You can edit your personal information here to match what you use for your article submissions. For instance, you may use a pen name or different email address. If so, change your “name” to your pen name and change your email address to the one you prefer to use for this.

You can remove any personal information like SS#, etc.. here if you like or you can just leave it as is. It really doesn't matter because it's only going to fill the required fields on the form and if any article directory is requesting your SS#, obviously you would just skip it anyway!!

On the tabs on the top, click on the “Custom” tab. This is the area we'll be setting up to

fill the article directory submission forms.

Field Name	Field Value	Other Match Strings
title	Your Article Title Goes Here	
name	Your Name or Pen Name Goes Here	
bio	The HTML For Your Bio Box Goes Here	resource
category	Your Articles Category Goes Here	
summary	Your Article Summary Goes Here	description
keywords	keyword1, keyword2, keyword3	
article	Your Article Goes Here	body

(Custom section for Article Submissions)

In the image above, notice that there are three columns.

Field Name

Field Value

Other Match Strings

The “Field Name” is the words on the form that RoboForm looks for. When it finds that “Field”, it will insert the data in the corresponding “Field Value”.

Example: If we were to go to submit our article now, the text “Your Article Title Here” will be placed in the form where it asks for our title.

The “Other Match Strings” will be used if the primary “Field Name” is not found on the form.

Example: We go to submit our article and instead a form field having the word “bio”, the word “Resource” is found. Since we have the word “resource” in our “Other Match Strings”, the correct data will still be inserted.

You can have multiple “Other Match Strings”.

Example: You may find that different forms use different words for the “Name” field. When filling forms with RoboForm, if you ever come across a field that wasn't completed, look for another “trigger” to put into your “Other Match Strings”.

For the “Name” field, we could use other matches like nic, nickname, payee, make checks out to, etc..

Each of these would be placed on their own line. Be careful to use something “unique” or you may get some crossed wires.

If the submission form was set up like this...

Your Name: \_\_\_\_\_

Article Name: \_\_\_\_\_

Your Website Name: \_\_\_\_\_

You couldn't use the word "Name" or it would fill all fields so we would the complete phrases.

Your Name

Article Name

Your Website Name

There are so many different ways these requests can appear, I try to target the smallest word or phrase possible for maximum efficiency.

With that being said, on the three fields above, I would probably only use the "complete phrase for "Your Name" because the word "Name" would fill the other fields and so would the word "Your".

My refined list would look like this...

Your Name

Article

Website

Just pay attention when submitting to insure the correct information gets posted into the correct field. After you've been through your entire submission list, you will already know it is filling the forms correctly and you can really start screaming through them.

**If you'll set yours up as it appears in the image above, I believe you'll find it fills correctly for the majority of article directories.** Be sure and click on "Save & Close" when you are finished so you don't lose the changes you've made.

Remember, if you find a field on a submission form that didn't fill, take a moment, pinpoint the trigger (text) and enter it immediately into the "Other Match Strings" for the corresponding field and then try it again.

When registering or logging into the Article Directories for the first time, RoboForm will pop up and offer to "Save Passcard", choose yes and create a new folder, "Article Directories". The next time you submit, you can click "Logins" on your RoboForm

menu and all of the Article Directories you submit to will be right there in your “Article Directories” folder and you can just click and log in.

For the articles “Category”, you may choose to select this manually, you may just change the “Field Value” each time or you may clone your newly created article identity as many times as you wish and have special identities for each niche, you may find this method useful since ordinarily your bio, keywords and categories would be different as well.

You would have...

- Article Submit Business
- Article Submit Health
- Article Submit Golf, etc..

## Link Trades & Directories [\(top\)](#)

Now that we've gotten through the first section, Article Submissions, you can probably think of many different ways to use RoboForm to help you with any type of submissions you do frequently.

It all starts the same way, clone your main Identity and then set up your custom fields.

For link exchanges, you more than likely have several sites. After you create your first clone to use for link exchanges, it will be easier to clone that and just change the “Field Value”, (the information being submitted), for each new link exchange identity.

The image shows a screenshot of the RoboForm interface, specifically the 'Custom' section. The interface is divided into three columns: 'Field Name', 'Field Value', and 'Other Match Strings'. The 'Field Name' column contains text boxes for 'contact name', 'contact email', 'site name', 'site url', 'reciprocal', 'category', 'description', and 'keywords'. The 'Field Value' column contains corresponding text boxes with placeholder text: 'Your Name Here', 'Your Email Here', 'Your Sites Name Here', 'Your Sites Url Here', 'Reciprocal Link Url Here', 'Your Websites Category Here', 'Your Website Description Here', and 'keyword1, keyword2, keyword3'. The 'Other Match Strings' column contains text boxes with placeholder text: 'webmaster webmaster', 'title', 'website url', and 'our link back'. Each text box has a small trash icon to its right.

(Custom section for Link Trades & Directory Submissions)

The identity naming structure is up to you, but it will be easier if you use simple & clear names, especially if you have many. Getting organized up front is much easier than

trying to organize things later.

For your link exchange identities, you might use something like...

- Site1 Trades
- Site2 Trades
- Site3 Trades
- Site4 Trades

Now, whenever you are doing your online browsing as usual and run across a site you would like to exchange links with, there is no need to search for and open a saved text file with your information or to manually type anything, just “right click” (or click the corresponding identity icon if you have RoboForm on your browsers toolbar) on the form and select “fill form”, you will then be offered a choice of identities to choose from. Select the site, the form fills and you are done.

Setting up your customs sections as shown in the image above will work for the majority of sites you run across. If you do happen to come across a field not being filled, find the trigger and enter it into your “Other Match Strings” right away or if it is an entirely new field, like “What color are your eyes”, you can enter the trigger into the next empty “Field Name” and then set a “Field Value” for it.

## Classified Ad Submissions [\(top\)](#)

If you want to submit to classified ad sites, Roboform can keep track of any logging a list of classified ad sites you submit to and it can also be set up to complete the forms.

If you submit the same ads repeatedly, you can create numerous Identities. One for each ad you submit or if you submit different ads, you can just create one Identity “Classified Ads” and change the “Field Value” for each ad you submit.

The image shows a screenshot of the RoboForm software interface, specifically the 'Custom' section. The interface is divided into three main columns: 'Field Name', 'Field Value', and 'Other Match Strings'. The 'Field Name' column contains three entries: 'ad title', 'ad description', and 'category'. The 'Field Value' column contains three entries: 'Revolutionary New Makeup And Beauty Secrets', a long paragraph of text describing a beauty product, and a URL 'http://www.squidoo.com/xxxxxxxxxx'. The 'Other Match Strings' column contains three entries: 'ad header', 'ad text', and 'departments'. The interface also has a top navigation bar with tabs for 'Summary', 'Person', 'Business', 'Address', 'Credit Card', 'Bank Account', 'Authentication', and 'Custom'.

(Custom section for Classified Ad Submissions)

I went ahead and left an actual ad in the “Field Values” so it would make sense just in case it wasn't perfectly clear what went in these fields in the previous images.

You can create this “Classified Ads” identity by cloning one of your other identities and then making the changes to the custom tabs section. Make sure you change your email address to one which you don't mind receiving some unwanted email because you're sure to get some.

## **Product Research** ([top](#))

I'm calling it “Product Research” though it's function is not limited to that. I use RoboForms SearchCard feature for many other things, like searching movie titles at blockbuster, whois lookups, my local weather and more.

So, what is your normal procedure now when researching? Do you google it and follow links that way? Do you have the sites you use to research bookmarked and get to them that way?

With RoboForms SearchCards, you can enter your keyword(s) one time into the search box and it will connect with the site you wish and initiate that search for you.

You can find a listing of available SearchCards [here](#).

Installing them into your RoboForm search box is simple, just click the one you want. It will ask you to save and that's it! It's ready to use. I save mine into a folder named “Search”, if you don't already have a folder named “Search”, you can create one or just leave it in its default place. Completely up to you.

Most of the SearchCards you will find at the site above are aimed towards personal use and not towards doing product research although there are a few there that I use like ebay, amazon, (for pricing & demand), a few of the news SearchCards for current & past events, wikipedia, youtube, bloglines, Del.icio.us & technorati. (Please note that some of the SearchCards from this site, like Amazon do contain the creators affiliate link, you may edit the search card and remove, replace or follow the instructions below and create your own SearchCards.)

After you've installed the ones from there you want, it's easy to create your own SearchCards for sites you personally use for product research.

## To Create Your Own Search Card [\(top\)](#)

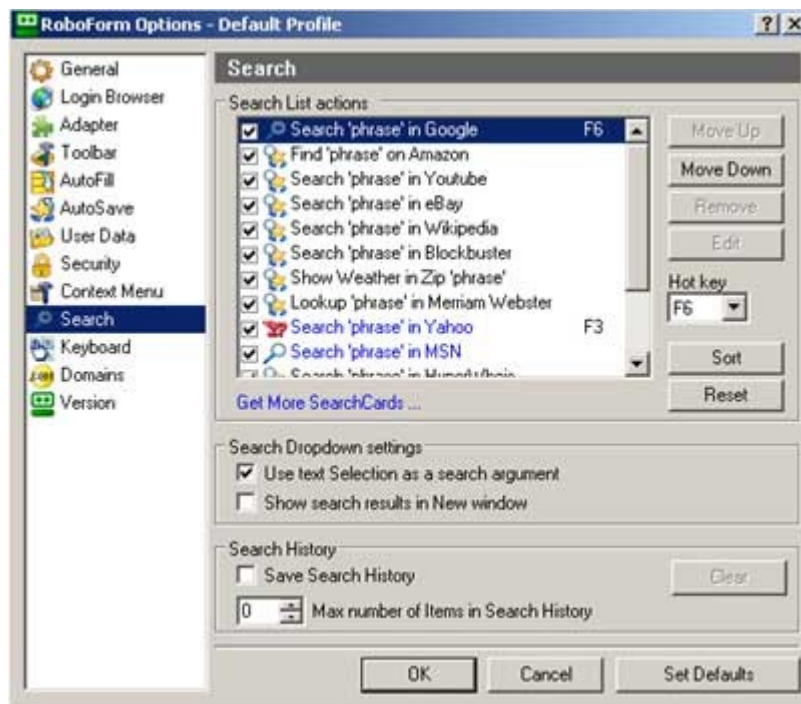
Browse to the site you want to search.

Type rfang into the sites search box

ALT+Click the search/find button

RoboForm autosave pops up, name it and click “Save”

You can change the order in your search box, set to open searches in a new browser, set to save search history, set up a hot key or edit your SearchCards at any time by either going to RoboForms “Options” menu then navigating in the left pane to “Search”, or type anything into the search bar and when the SearchCard list drops down, the last entry will be (customize search box), this will open directly to the searchcard control panel. (see image below)



Infoproduct creation is not the subject of this report, but to give you some ideas of helpful SearchCards you can create...

<http://wikipedia.org>

[www.m-w.com](http://www.m-w.com)

<http://news.yahoo.com>

<http://ebay.com>

<http://news.google.com>

<http://blogsearch.google.com>  
<http://www.gutenberg.org>  
<http://ezinearticles.com>  
<http://articledashboard.com>  
<http://answers.yahoo.com>  
<http://www.squidoo.com>  
<http://www.ehow.com>  
<http://www.wikihow.com>  
<http://www.howstuffworks.com>  
<http://www.about.com>  
<http://books.google.com>  
<http://onlinebooks.library.upenn.edu/search.html>  
<http://groups.google.com>  
<http://groups.yahoo.com>  
<http://www.openflix.com>  
<http://www.gpoaccess.gov>  
<http://www.gpoaccess.gov/multidb.html>  
<http://www.elance.com>  
<http://sourceforge.net>  
<http://www.printfu.org>

The link below to e-book.com/au is not a searchable site for adding to RoboForm but it has an extensive listing of sites full of public domain content including audio. Some of which do have site search features you could create a SearchCard for.

<http://www.e-book.com.au/freebooks.htm>

Depending on your niches, you could also set up SearchCards for related forums.

## **Backing Up Your Data** [\(top\)](#)

Now that you've done all of this work, let's make sure it's safe!!

On your RoboForm toolbar, go to options. In the left pane, click on "User Data"

Click on "Backup" and navigate to where you would like to save it.

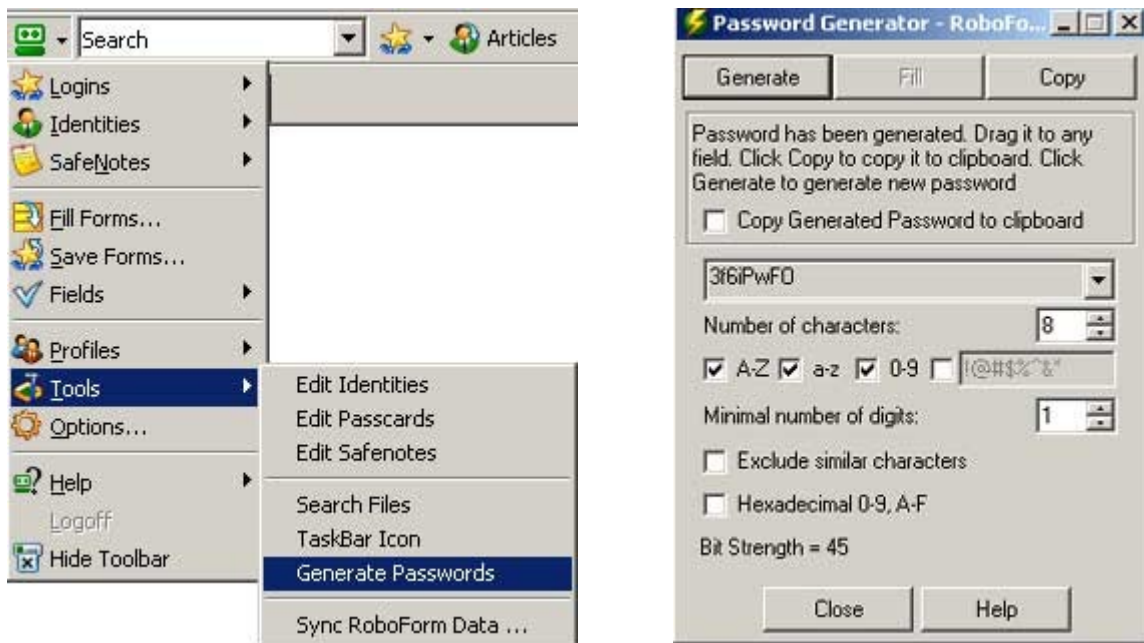
Click on "Restore" to restore from your backup if needed.

It's important to store this off of your local computer. After all, it's not going to do much good if your hard drive goes (knock on wood).

You can either zip the saved folder up and upload it to your server or burn it off to a disc. Whatever your usual method of backup is will be fine just don't forget if using a software program to include this folder in the schedule.

## Password Management [\(top\)](#)

If you don't have the “Generate Password” icon on your toolbar, you can go to your RoboForms drop down menu and scroll down to “Tools”, then to “Generate Passwords”



The “Copy Generated Password to clipboard” should be checked by default. If you have any trouble copying, just uncheck the box and it should work.

Using a unique password for each site instead of the same or variations of the same is paramount to your online security.

Think about it for a moment, do you really have any idea who you're giving your username and password to? Even if you did, do you know how secure your information is being stored? Just watch the news, accidents (or outright theft) happen all the time.

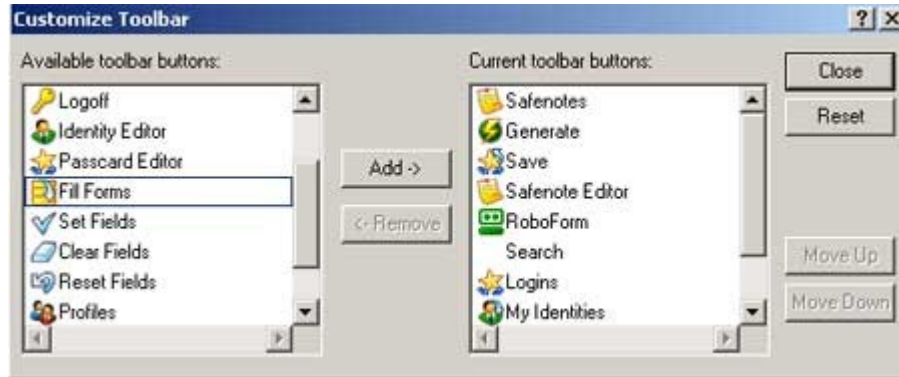
Let's say your username and password does happen to get leaked. How many other places could they gain access to with that same username/password? Ebay? Your server?, Amazon? Your Bank?

Maybe you thought ahead and didn't use the same username/password on all of your highly sensitive logins. What if you just used it for all the article directories you submit to, or classified ad sites, or any other sites like that.

Someone knowing this user/pass could submit poorly written, spammy content under your name causing you problems getting your own content published.

You have the ability with RoboForm to lessen your chances of a serious security breach so please use it!

To make it as easy as possible for you to generate passwords, go ahead and make sure it's icon is easily accessible on your toolbar. You can right click on the RoboForm toolbar and select "Customize toolbar...".



(Move things back and forth or re-order until it meets your needs.)

## Wrapping Things Up [\(top\)](#)

I hope you found this useful and get as much from RoboForm as I have.

I've given you the setups for several different types of marketing situations you might be involved with but you are in no way limited to these. There are many other types of submissions you may do on a regular basis.

Hopefully at this point, you will be able to add new "Field Names" and "Other Match Strings" as necessary and if you come across another form of marketing which requires submitting, you can always clone the nearest match you have and make the needed changes to automate things as much as possible for you.

Enjoy and Happy Marketing,

Gail Sober

[\(top\)](#)