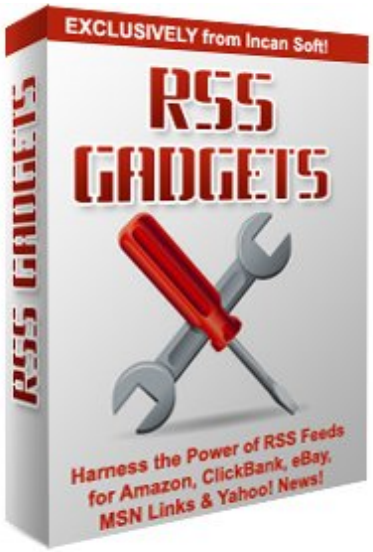

~ R S S G A D G E T S ~

Version 2.0

Café Frappe | Enigma | Niche Mania | Incansoft

DISCLAIMER AND LEGAL NOTICES

The information in this document is copyrighted 2008 by Incansoft and is protected under US and International Law. It may not be reprinted, copied, redistributed, retransmitted, photocopied, displayed, or stored electronically or by any means whatsoever without the express written permission of the author.

The information presented herein represents the views of the author as of the date of publication and is for informational purposes only. For additional information please review the Incansoft™ Terms Of Use.

INTRODUCTION

RSS Gadgets is a new script from Incansoft that runs on your web servers and seamlessly integrates with your web pages; allowing you to monetize each page with non-cached, targeted RSS Feeds from Amazon, ClickBank, and Ebay.

Additionally, targeted News and Links Feeds are provided via Google, Yahoo and MSN respectively. These, while not monetized, will add fresh content to your pages on every visit for search engines to continually feed upon!

This script can actually be used to build WEB 2.0 style pages based on keywords you're targeting with minimal effort on your part. By using a template, plugging in a few lines of code and uploading your site, you can literally deploy a simplistic web site within minutes.

Table of Contents

DISCLAIMER AND LEGAL NOTICES **2**

INTRODUCTION **2**

TABLE OF CONTENTS **3**

CONFIGURING RSS GADGETS **4**

REGISTRATION KEY 4
RSS GADGETS GLOBAL CONFIGURATION 5
AMAZON CONFIGURATION 8
CLICKBANK CONFIGURATION 10
EBAY CONFIGURATION 10
YOUTUBE VIDEO CONFIGURATION 11
GENERIC NEWS FEED CONFIGURATION 12

WORKING WITH CSS **13**

EXAMPLE CSS 14

RSS GADGETS INSTALLATION **15**

ADDING RSS GADGETS TO YOUR WEB PAGES 16
ADVANCED USES 17

INSTALLING RSS GADGETS ON WORDPRESS **19**

ZEND ENCODING INFORMATION **20**

HOW TO OBTAIN PRODUCT UPDATES **20**

OBTAINING TECHNICAL SUPPORT **21**

LEGAL INFORMATION **21**

WARNING: RSS Gadgets uses the Zend Optimizer V2.6 (or higher) and due to this, all files must be uploaded in "**Binary**" Mode on your FTP Client. Most FTP Clients run in Automatic Mode, which will not work!

CONFIGURING RSS GADGETS

Before installing RSS Gadgets, you need to configure it to work with your Affiliate ID's and to apply styles that will allow it to seamlessly integrate into your web pages. You're going to locate and open the Configure.php file using either Windows Notepad or an HTML Editor.

There are five parts of the Configuration file that are of concern to users. If you do not presently have an account at one of the latter three, it's not a problem; just leave the ID variables blank. You can still display the content, but will obviously not receive an affiliate commission until you do create an account.

REGISTRATION KEY

When you purchased RSS Gadgets, you were issued a Registration Key to use with the script. You're going to enter it into the **$strKeys** variable as shown below:

```
// ------------------------------------------------------------------------|
// Incansoft.com (TM) © 2000 - 2008 All Rights Reserved                     |
// ------------------------------------------------------------------------|

    $strKeys = "1234567890";
```

You're going to enter it between the double quote marks (shown highlighted) without leaving any spaces or adding any other characters. If you enter the Registration Key incorrectly or do not have a valid Registration Key, a message will intermittently be displayed in place of the feed.

RSS GADGETS GLOBAL CONFIGURATION

This section deals with a few basic settings for the script in general that will globally affect all of the feeds. As when entering your Registration Key, you're going to carefully edit each value between the double quote marks or, if an integer, just a whole number.

```
// ------------------------------------------------------------------------|
// RSS GADGETS GLOBAL CONFIGURATION                                        |
// ------------------------------------------------------------------------|

    $strKeyword       = "Toy Trains";
    $intRssQty        = 25;
    $intLength        = 100;
    $intPages         = 1;
    $strColor1        = "#E8EEF4";
    $strColor2        = "#FFFFFF";
    $strHilite        = "#C7D7E5";
```

The first variable, **$strKeyword**, determines what results are returned by each feed. We recommend that you avoid using long tail keywords here, as these will normally return few or no results. Your keyword or phrase should target the topic fairly broadly. You may want to experiment a bit with this value to achieve the optimum results.

For information on targeting different keywords on different pages within the same site, please see the section on Advanced Uses.

The variable **$intRssQty** defines the number of results to display per page. In all cases, the actual number of results displayed may be less than this, so ideally, set a this to higher number, i.e.; 25 to maximize the potential results shown.

Next, the variable **$intLength** is used to define the number of characters to display for any description text. This variable may be configured in one of three ways:

1. **Whole Number** – Enter the maximum number of characters you want displayed for any description. The description text will be truncated when that limit is reached.

2. **Zero** – Entering a zero [0] (without the brackets) will allow the full description to be displayed regardless of its length.

3. **Negative One** – Entering [-1] in this field (without the brackets) will turn descriptions completely off.

Just like normal search engine results, RSS Gadgets uses pagination, i.e.; a series of numbers linked to subsequent pages, allowing your visitors to see more than a single page of products. As shown below, the pagination is included at the top and bottom of the feed. Setting the variable **$intPages** to 0 will turn off pagination if desired.

Here is the complete list of parameters for **$intPages:**

- **0** – Turn off pagination.
- **1** – Display pagination at the top and bottom of the table.
- **2** – Display pagination only at the top of the table.
- **3** – Display pagination only at the bottom of the table.

The final three variables are used to alternate row colors and to highlight the row the mouse cursor is presently over. To this end, the **$strColor1** and **$strColor2** variables contain the hex color code to use for alternating row colors. If you do not want to use alternating row colors, simply use the same value for both variables.

The **$strHilite** variable is also a hex color code that changes the background color of the row the mouse cursor is over or hovering on as shown below. This is useful to help your visitor keep track of where they are, especially on cluttered tables. If you do not want to use this effect, just change the value to match the alternating row color.

NOTE: All of the global setting may also be modified to work with individual pages differently. For more information about this, please review the Advanced Uses section of this help file.

AMAZON CONFIGURATION

If you are going to build an Amazon store, there are two variables to configure. The first variable, **$strAssociatesID** is simply your Affiliate ID issued to you by Amazon.

```
// ------------------------------------------------------------------------|
// AMAZON CONFIGURATION (Associates ID and Search Mode)                     |
// ------------------------------------------------------------------------|

    $strAssociatesID  = "nichemaniacs-20";
    $strMode          = "All";
```

The second variable, **$strMode** is critical to understand to ensure the proper results are returned to you. Amazon divides their products into Stores (categories), such as Health and Personal Care. They refer to these Stores as **Modes** and use an acronym to reference them.

During testing of the Amazon portion of RSS Gadgets, we found that using the **All** Mode seemed to provide the best results. If you reference the wrong Mode or Store when targeting a specific keyword, you may receive unexpected results.

On the other hand, referencing specific Modes allows you to provide more concisely targeted products within certain categories. For example, if you primarily sell books, then using that for the Mode will ensure that only books are listed in your Amazon store.

Unless you know from experience specifically which combinations of Keywords and Modes will provide the most relevant listings, just experiment. Through trial and error you'll find the right combinations to ensure good CTR.

Here is a list of qualified Modes you may use – note that these are case sensitive:

- All
- Apparel
- Automotive
- Baby
- Beauty
- Blended
- Books
- Classical
- DVD
- DigitalMusic
- Electronics
- GourmetFood
- Grocery
- HealthPersonalCare
- HomeGarden
- Industrial
- Jewelry
- KindleStore
- Kitchen
- MP3Downloads
- Magazines
- Marketplace
- Merchants
- Miscellaneous
- Music
- MusicTracks
- MusicalInstruments
- OfficeProducts
- OutdoorLiving
- PCHardware
- PetSupplies
- Photo
- SilverMerchants
- Software
- SportingGoods
- Tools
- Toys
- UnboxVideo
- VHS
- Video
- VideoGames
- Watches
- Wireless
- WirelessAccessories

Also note that Amazon periodically updates these Modes to include new ones, depreciate outdated ones and for other modifications. Your best bet is to periodically check at Amazon if you are interested in keeping this list up-to-date.

CLICKBANK CONFIGURATION

The variable**, $strClickBankID** is simply your Affiliate ID or Nick Name issued to you by ClickBank. No other configuration is required for ClickBank.

```
// ------------------------------------------------------------------------|
// CLICKBANK CONFIGURATION (ClickBank NickName)                            |
// ------------------------------------------------------------------------|

    $strClickBankID   = "karthula";
```

EBAY CONFIGURATION

With the introduction of the eBay Partner Network, you may no longer use Commission Junction ID's for affiliate sales. Instead, you enter a Campaign and Custom ID as shown below:

```
// ------------------------------------------------------------------------|
// EBAY CONFIGURATION (Ebay Partner Network Campaign and Custom ID)        |
// ------------------------------------------------------------------------|

    $strCampaign      = "5335848912";
    $strCustomID      = "BigMike";
```

The **$strCampaign** variable is the ID of the Campaign created at Ebay. **$strCustomID** variable is a name you apply to track different aspects of each campaign.

There is also a special CSS class named .EbayEndTime in case you wish to change the color from the standard red to something else for the countdown to the sale ending.

YOUTUBE VIDEO CONFIGURATION

The YouTube.com video feed is provided via their Developer API. This means that your keywords must be entered slightly differently than in the **$strKeyword** variable discussed earlier.

In this case, you're going to enter one word as a primary keyword into **$strKeyword1** and another secondary keyword into **$strKeyword2**. You may leave off the second keyword if desired.

```
// ------------------------------------------------------------------------|
// YOUTUBE CONFIGURATION (Keywords & relevance|rating|viewCount|updated)|
// ------------------------------------------------------------------------|

    $strKeyword1      = "Dogs";
    $strKeyword2      = "Comedy";
    $strSortedBy      = "viewCount";
```

The **$strSortedBy** variable is used to define how you want the feed sorted by default. There are four possible options (note that these are case sensitive):

- relevance
- rating
- viewCount
- updated

We've found that sorting by viewCount provides the best sort for continual updates to the video feed.

GENERIC NEWS FEED CONFIGURATION

Although we've provided newsfeed scripts from Google, MSN and Yahoo, we know that you may want to work with other news feeds of your own choice. To that end, we've included a script called GenericNews.php, which you may configure using any RSS 2.0 conforming feed.

```
// ------------------------------------------------------------------------|
// GENERIC NEWS FEED CONFIGURATION (News Feed URL)                         |
// ------------------------------------------------------------------------|

$strNewsLink =”http://newsapi.bbc.co.uk/feeds/search/news+sport/<KEYWORD>";
```

You're going to add the Absolute URL to the news feed you want to the **$strNewsLink** variable. Note that you also need to insert the Token <KEYWORD> in the URL at the location used when a search parameter is entered.

In the example above, we're pulling a news feed from the BBC – the search parameter was found at the end of the URL (as if it were a folder name). Your feed may require this Token in a different location.

You're not just limited to news per se; you may add link feeds and other types of feeds as long as they are RSS 2.0 conforming. For example:

```
$strNewsLink = "http://search.msn.com/results.aspx?q=<KEYWORD>&format=rss";
```

Will display a page of keyword targeted links and descriptions from MSN.

WORKING WITH CSS

In order to most effectively integrate RSS Gadgets with your web pages, you want to style the feeds in such a way as to blend in with everything else. To this end, we've included an external style sheet named RssGadgets.css, which allows you complete control over the "Look and Feel" of the feed tables and data.

On the next page we're showing the "Out of the Box" CSS used for testing purposes. You may modify this to suite your needs and tastes completely, without affecting the operation of the script.

As you can see, there are 5 directives that control the display of the feeds. The first, #RssTable, controls the overall table itself. You can change the width of the table, the font used and so forth. The second directive, #RssRow, controls everything between <tr></tr> - it's primarily in place for the highlighting feature.

The #RssImage directive controls the cell containing the product image in each row. Similarly, the #RssText directive controls the cell to the right of the image with the text data. The last directive is #RssPagination, which controls the top and bottom row of each feed when the $intPages variables is set to true to display pagination.

You are not limited in any way in terms of what CSS may be applied to RSS Gadgets. You can, for example, add borders, colors, various special effects and so forth. NOTE: It's important that you not change the names of the directives used as these are referenced in each of the gadgets provided.

EXAMPLE CSS

```
#RssTable
  {
      background-color:    #FFFFFF;
      font-family:         Verdana;
      font-size:           10pt;
      padding:             4px;
      width:               780px;
  }
#RssRow
  {
      padding:             15px;
  }
#RssImage
  {
        padding:           10px;
        text-align:        center;
        vertical-align:    top;
        width:             75px;
  }
#RssImage img
  {
        margin-right:      5px;
  }
#RssText
  {
      padding:             10px;
      text-align:          justify;
      width:               705px;
  }
#RssPagination
  {
      background-color:    #2C547D;
      color:               #FFFFFF;
      height:              24px;
      text-align:          center;
  }
#RssPagination a
  {
      color:               #FFFFFF;
  }
.EbayEndTime
  {
      color:               #C80000;
  }
```

RSS GADGETS INSTALLATION

After configuring RSS Gadgets, you're going to upload the files to a folder your web site's Root Directory (usually on the same level as your web site's images folder). For example, you'll create a folder called RSSGadgets or something similar and upload all of the files there.

> **WARNING**: RSS Gadgets uses the Zend Optimizer V2.6 (or higher) and due to this, all files must be uploaded in "**Binary**" Mode on your FTP Client. Most FTP Clients run in Automatic Mode, which will not work!

Next, you need to ensure that your HTM/HTML files are able to execute PHP by including one of the following lines into an .htaccess file:

- `(PHP 4.x) AddType application/x-httpd-php .php .html .htm`
- `(PHP 4.x) AddHandler application/x-httpd-php .php .html .htm`
- `(PHP 5.x) AddHandler x-httpd-php5 .php .html .htm`

Please note that you may need something slightly different – contact your web hosting service for additional direction as this is server dependent and we would not be able to help you with it.

NOTE: A sample .htaccess file is included in the zip file for you to use. Upload it to your server in the root directory.

ADDING RSS GADGETS TO YOUR WEB PAGES

Adding the script to any web page is a very simple process. Open each page in an HTML Editor and paste the following lines of PHP Include Code into it at the location you want the particular RSS Feeds to appear:

```
<?php

      $strPath = "../RssGadgets/";
      include($strPath."Amazon.php");

?>
```

The **$strPath** variable contains the path to RSS Gadgets relative to the current file. In the example above, the two dots mean go up one folder level and then down into the RssGadgets folder.

If your web site uses any sort of SSI or other includes in its design, you may be able to insert this PHP Include Code into an include file instead, which will save you from manually editing every page. After doing so, upload those pages to your server and you are now live :)

In the example above, we're loading the Amazon RSS Feed into your web page and are making two assumptions:

1. That you've created a folder called RssGadgets in the Root Directory.
2. All of the RSS Gadgets files have been uploaded there.

ADVANCED USES

Out of the box, RSS Gadgets is perfect for adding different feeds to an existing site, but it has far more potential than a single page of feeds! If you're feeling adventurous, we'll walk you through the process to add additional, targeted feeds to your site :)

First, it's important to understand the process taking place – when you add the PHP include to display one of the feeds, it in turn, loads the Configure.php file to use as a reference for obtaining the feed itself. Given that, any variables listed in the configuration file will supersede any other variables.

Because of that, we need to remove certain variables from the Configure.php file, so that we can initialize them individually on each page. This is what allows us to create an unlimited number of pages with precisely targeted feeds with totally different content.

```
// ------------------------------------------------------------------------|
// RSS GADGETS GLOBAL CONFIGURATION                                        |
// ------------------------------------------------------------------------|

    $strKeyword             = "Bicycles";
    $intRssQty              = 25;
    $intLength              = 0;
    $intPages               = 1;
    $strColor1              = "#E8EEF4";
    $strColor2              = "#FFFFFF";
    $strHilite              = "#C7D7E5";
```

In the default configuration above, the **$strKeyword** variable references Bicycles. This means that every feed will also display something related to bicycles, so we need to remove the entire line. When finished, it will look like this:

```
// ------------------------------------------------------------------------|
// RSS GADGETS GLOBAL CONFIGURATION                                        |
// ------------------------------------------------------------------------|

    $intRssQty              = 25;
    $intLength              = 0;
    $intPages               = 1;
    $strColor1              = "#E8EEF4";
    $strColor2              = "#FFFFFF";
    $strHilite              = "#C7D7E5";
```

Now, on each page, we're going to add the PHP include like this (changing the **$strKeyword** Variable each time):

```
<?php

      $strKeyword = "Schwinn Bicycles";

      $strPath = "../RssGadgets/";
      include($strPath."Ebay.php");

?>
```

That page will then display an Ebay feed related to Schwinn bikes as opposed to bikes in general. On the next page, you'll change the keyword to another manufacturer. Rinse and repeat :)

You can actually do this with each variable in the configuration file – for example, if you want to change the alternating colors on different pages or the highlighting color, just remove them and add them to the include on each page.

This makes it possible to create hundreds or thousands of WEB 2.0 style pages with fresh content coming in hourly!

INSTALLING RSS GADGETS ON WORDPRESS

As it turns out, installing RSS Gadgets on a Word Press is really quite simple to do. The first thing you need to do is to download and install the "RunPHP" plugin, which may be obtained here:

http://www.nosq.com/download/runPHP2.3.1.zip

Next, you need to identify the document root path for the location where you uploaded RSS Gadgets. This will look something like:

/home/username/mydomain/public_html/RssGadgets/

On each post or page where you want to include one of the Gadgets, you're going to add this code rather than what we've previously mentioned:

```
<?php

      $strPath = "/home/username/mydomain/public_html/RssGadgets/";
      include($strPath."Ebay.php");

?>
```

This will allow WP to find the include files and everything will then work normally on your blog.

ZEND ENCODING INFORMATION

All of the PHP files except for the Configure.php file are obfuscated, encoded and optimized for performance. This protects us from Copy Cats who steal our code and then reuse portions of it in their own scripts.

The Zend Encoder and Zend Optimizer have become industry standards for PHP Script Development and are available on the majority of hosting services around the world.

It is critical that you not attempt to edit any of the encoded files. Doing so will cause them to fail.

HOW TO OBTAIN PRODUCT UPDATES

Incansoft frequently updates all of their products over time. To see if an update is available for a particular script or software application visit this URL:

http://www.incansoft.com/Updates.php

it is the policy of Incansoft to provide minor updates at no charge to our customers. This includes bug fixes, tweaks, etc., and are indicated by a decimal point, i.e., V1.1, V1.2, V1.3, etc.

Major updates are those which include significant improvements to the product and are indicated by, V1.0, V2.0, V3.0, etc. All major updates require purchasing a new license to the product, often provided at a discounted rate.

Additionally, we notify all customers when an update has been released – if your PayPal email address is up-to-date, you will receive these notifications.

OBTAINING TECHNICAL SUPPORT

Please visit the Support page at Incansoft for information on how to best obtain support for EZ Coupon Manager (http://www.incansoft.com/Support.php).

LEGAL INFORMATION

Please be sure to read, understand and agree to the Legal Information found on the following pages:

Copyright Policy | Disclaimer | Privacy Statement | Terms of Use