~ EZ Niche Builder ~

Version 1.0

Café Frappe | Enigma | Niche Mania | Incansoft

DISCLAIMER AND LEGAL NOTICES

INTRODUCTION

Building and deploying a large number of web sites has one disadvantage – they're difficult to maintain and expand easily. We've changed all that!

Now, by simply creating a single template page and configuring one PHP file, we're going to show you how easily you can expand and maintain your web sites. You'll be able to add new content in bulk or individually and yet still control every aspect of the "Look and Feel" of your sites.

More importantly, you'll be able to monetize them with anything you want, including the built-in stores for Ebay, ClickBank and Amazon. Add News Feeds from MSN, Yahoo, Google or choose your own!

Setting up Niche Stores has never been easier ☺

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GETTING STARTED

Building and deploying web sites with this script is a piece of cake and really does not take long at all. Most of the work involved is actually in identifying keywords to target and developing a template. Once that's done, from that point forward you'll spend very little time expanding or maintain the sites.

Here is a short list of the steps involved:

1. Complete Keyword Research.

2. Obtain Article Content.

3. Create, Borrow or Buy a Template to use.

4. Configure the Script.

5. Upload Everything to the Server.

How you go about steps 1 and 2 are entirely up to you. There are many tools, services and other resources available online to facilitate this. Note that we will be coming back to talk quite a bit about the Article Content and formatting.

One of the core advantages of this system is that there is very little in the way of a footprint, because you are using your own template and not one shared by hundreds or thousands of people. For that reason, we've taken the decision to NOT provide templates to our customers – besides, you can readily find these all over the net!

The script itself is surprisingly flexible and will allow you to do just about anything you want with it. There are also two ways to deploy Niche Stores – either globally, where they are the same throughout the site or individually, where you provide different stores on different pages.

STEP 1 – KEYWORD RESEARCH

If you plan of using the built-in Niche Stores (Ebay, ClickBank or Amazon), don't forget to check your keywords to make sure that products are available for them. Obviously, the same is true for any other products or services you plan to target with your keywords.

One other note – try to use short keywords for the article file names and long-tail keywords for your article titles. In other words, extract the "Real" keyword phrase from the long-tail keywords you're really targeting.

STEP 2 – ARTICLE CONTENT

All of your articles will be stored in text files with some very simple formatting. You're going to use the keyword for the article file name, using an underscore to replace any spaces. Every article file name must end in .txt. For example, if you have an article with the keyword Dog Training Tips, the file name will look like this:

Dog_Training_Tips.txt

Formatting the article is very simple and also flexible for you. You must use a text editor that puts a line feed and carriage return after pressing enter to start a new line. Not all text editors do this, so I urge you to use Windows Notepad for this to save yourself any aggravation.

The script expects that your article title will be on the very first line of the text file. It then assumes that the remaining text is the article body. Make sure that you put a blank line between the article title and body and of course a blank line between paragraphs (improve readability).

By default, the script will format the article title with an <h1> tag – so you needn't do anything more with it. Your titles may be as long as you like – they will wrap on the web page automatically.

In the article body, you can leave the text plain or add any HTML tags you want, including using inline CSS if needed. You can plug in advertisements, images, etc., or anything else you want to display with a given article.

STEP 3 – CREATE, BORROW OR BUY A TEMPLATE

You're going to need a one-page template that includes the layout and all of the common features of your web pages. Your layout may be as complex or as simple as you'd like – it's entirely up to you.

Your template can be designed in any HTML editor and you can use the external CSS file provided or do everything inline. The key point to remember is that everything you want to appear on every single page should be part of this template. When you are done editing it, you will rename it to Template.php (note the capital T).

Whenever you want to make a global or site wide change (changes that will appear on every page), you will make them to this template. You may rename it to Template.htm to edit it and then rename it back to Template.php to upload it.

USING TOKENS IN YOUR TEMPLATE

As part of your template design, you're going to include something called Tokens that are place holders to show the script where different elements of the content will be loaded. The script will dynamically replace the Tokens on the fly with the actual content. The most important thing to remember is that the Tokens are enclosed by square brackets and are always upper-case.

Here is the list of Tokens you may use and a description of what they do:

- **[TITLE]** – This is normally placed between the <title></title> tags on your template. It will then display the article title in the title bar of the visitor's browser.

- **[DESCRIPTION]** – This Token is placed in the description meta tag for SEO purposes. It will put the first paragraph of the current article in place of the Token.

- **[KEYWORDS]** – Like the description Token, this one is replaced with all of the keywords of the article content. Remember that each article's file name is considered a keyword (with the underscores and .txt extension removed of course).

- **[NAVIGATION]** – The script generates a typical vertical navigation menu based on the text files it finds. It replaces this Token with that menu at the location you want your visitors to see it.

- **[ARTICLE]** – Like the navigation Token, the article Token is replaced with the actual article from a given text file. This is considered to be the main content of your site.

- **[AMAZON]** – This Token is replaced with an Amazon store targeting the keyword in the article file name.

- **[CLICKBANK]** - This Token is replaced with an ClickBank store targeting the keyword in the article file name.

- **[EBAY]** - This Token is replaced with an Ebay store targeting the keyword in the article file name.

- **[GOOGLENEWS]** – This Token is replaced with a Google News Feed targeting the keyword in the article file name.

- **[MSNNEWS]** - This Token is replaced with a MSN News Feed targeting the keyword in the article file name.

- **[YAHOONEWS]** - This Token is replaced with a Yahoo News Feed targeting the keyword in the article file name.

- **[GENERICNEWS]** - This Token is replaced with a custom News Feed targeting the keyword in the article file name. This feed is entered in the Configure.php file.

You can use any of the Tokens in any combination you prefer. For example, in a typical layout, you would enter the [ARTICLE] token, followed by a couple of hard breaks, which in turn are followed by [EBAY] and then a news feed Token.

There is one more Token reserved for a text file – it's the **[SITEMAP]** Token. Since you only want this to appear on one page, this token is embedded in the text file Sitemap.txt rather than used globally. More on that later!

IMPORTANT NOTE: Earlier I mentioned that there were two ways to add Niche Stores to your article text files. You can actually leave out all but the **[ARTICLE]** Token from your template, if you want to target different Niche Stores or News Feeds in individual articles.

In this case, you simply enter a token at the place in the article where you want that store or feed to appear. Then it will only appear on that article page. There are two drawbacks to this approach:

1. You've obviously got to remember to add the Tokens to each individual article.

2. You cannot use blank articles (see below).

One of the cool things about this script is that you can upload blank articles that just have a keyword as the file name. For example, you create a blank text file called Dog_Training_Myths.txt and upload it.

It will automatically appear in the navigation column and have a title, but no actual content. Instead, it will pick up on the Tokens in your template and display stores or news feeds, etc. Just remember that it only woks when the Tokens are in the template rather than by individual articles.

STEP 4 – CONFIGURING THE SCRIPT

Assuming you're done with the first three steps, there's just a couple of easy things left to do. The first is to configure the script by opening the file Configure.php in Windows Notepad. This is going to allow you to add your ID's for the Niche Stores and other information for it to work properly.

REGISTRATION KEY

When you purchased the script, you were issued a Registration Key to use with it. 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.

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.

```
// ----------------------------------------------------------------|
 // GLOBAL CONFIGURATION                                           |
 // ----------------------------------------------------------------|

    $intRssQty          = 25;
    $intLength          = 100;
    $strColor1          = "#E8EEF4";
    $strColor2          = "#FFFFFF";
    $strHilite          = "#C7D7E5";
```

The variable $intRssQty defines the number of results to display per feed. 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.

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.

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 the script, 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";
    $ShowPrice        = true;
    $ShowBuyNow       = true;
    $ShowPayPal       = true;
    $ShowSaleEnds     = true;
```

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.

The remaining four variables are used to determine whether or not you want to display those elements. Setting them to false will disable them.

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.

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 the script with your template, 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 Styles.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.

You are not limited in any way in terms of what CSS may be applied to the script. 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;
        border-color:        #AA5D63;
        border-style:        solid;
        border-width:        0px;
        font-family:         Verdana;
        font-size:           10pt;
        padding:             4px;
        width:               560px;
    }

#RssRow
    {
        padding:             15px;
    }

  #RssImage
```

```css
        {
                padding:                10px;
                text-align:             center;
                text-decoration:        none;
                vertical-align:         top;
                width:                  100px;
        }

    #RssImage img
        {
                height:                     76px;
                margin-right:           5px;
                width:                  96px;
        }

    #RssText
      {
                padding:                10px;
                text-align:             justify;
                width:                  460px;
      }

    #RssText a:hover
      {
                border-bottom:              1px dashed #C95960;
      }

    #RssText small
      {
                color:                  #404040;
                font-size:              8pt;
      }

    .EbayEndTime
        {
                color:                  #C80000;
        }
```

STEP 5 - SCRIPT INSTALLATION

After configuring the script, you're going to upload the files to your web site's Root Directory.

> **WARNING**: This script 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) AddType application/x-httpd-php5 .php .html .htm`
- `(PHP 5.x) AddHandler x-httpd-php5 .php .html .htm`

This script also uses the Apache Rewrite Engine to give search engines the impression that you have many, many pages set up as HTML files. The following code is used in the same .htaccess file to accomplish this:

```
RewriteEngine on

RewriteRule ^([a-zA-Z0-9_-]+)\.html$ index.php?PageID=$1
```

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.

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 Niche Builder (http://www.incansoft.com/Support.php).

LEGAL INFORMATION

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