



www.LPGen.com

LPGen-X Flight Manual

Version 2.0 © 2009 by Niche Information Services

April 11, 2009 – Manual version 2.03

Version 2.0

This work is Copyright Niche Information Services 2009, all rights reserved. It is illegal to copy, distribute, or create derivative works from this manual in whole or in part, or to contribute to the copying, distribution, or creating of derivative works of this manual. By opening and reading this manual, you are agreeing to the Terms of Use stated below:

The following rules and Terms apply to all users of this manual. By using any of the materials contained in this manual and any accompanying software, you agree to comply with and be bound by the terms and provisions as outlined in this legal notice.

I. Limited License

Section 1.01 Niche Information Services hereby authorizes you to view materials published by Niche Information Services solely for personal, and non-public, use. No other use of the information is authorized without prior written permission of Niche Information Services. Without limitation of the foregoing, and in consideration of this authorization, you agree not to otherwise distribute the materials.

II. Ownership

Section 2.01 The LPGen Flight Manual, and the information contained therein, are copyrighted and are protected by world-wide copyright laws and treaty provisions and other laws regarding intellectual property. Niche Information Services do not grant any express or implied rights to you under any patents, copyrights, trademarks, trade secrets or other intellectual property rights unless EXPLICITLY STATED.

Section 2.02 Reproduction of any part of this manual by any means, including electronic, is expressly prohibited without prior written consent.

III. Disclaimers and Liability Limitations

Section 3.01 This manual is provided for informational purposes only. Niche Information Services assumes no responsibility for its accuracy, and all information, terms, and policies are subject to change at any time with or without notice and shall be effective immediately and retroactively upon any change. Any use of, or actions taken based upon any of the information contained in this manual is done entirely at your own risk.

Section 3.02 IN NO EVENT SHALL NICHE INFORMATION SERVICES OR ANY OTHER PARTIES INVOLVED IN THE CREATION OR DELIVERY OF THIS MANUAL BE LIABLE TO ANY PARTY FOR DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL OR ANY OTHER DAMAGES ARISING OUT OF THIS MANUAL, EVEN IF SUCH PERSONS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. EXCEPT AS MAY BE EXPRESSLY PROVIDED IN THE LICENSE TERMS ACCOMPANYING ANY SOFTWARE PURCHASES, NICHE INFORMATION SERVICES AND THE OTHER PARTIES INVOLVED IN THE CREATION OR DELIVERY OF THIS MANUAL SPECIFICALLY DISCLAIM ANY AND ALL WARRANTIES, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE. EXCEPT AS MAY BE EXPRESSLY PROVIDED IN THE LICENSE TERMS ACCOMPANYING ANY PURCHASED SOFTWARE, THE MATERIALS CONTAINED IN THIS SOFTWARE & MANUAL ARE PROVIDED ON AN "AS IS" BASIS, AND NEITHER NICHE INFORMATION SERVICES OR ANY OTHER PARTIES INVOLVED IN THE CREATION OR DELIVERY OF THIS MANUAL HAVE ANY OBLIGATION TO PROVIDE MAINTENANCE, SUPPORT, UPDATES, ENHANCEMENTS OR MODIFICATIONS, OR ANY OTHER RESPONSIBILITY WHATSOEVER TO DEFEND OR INDEMNIFY AGAINST CLAIMS OF INFRINGEMENT OR MISAPPROPRIATION OF

COPYRIGHTS, TRADE SECRETS, PATENTS, TRADEMARKS, OR OTHER INTELLECTUAL PROPERTY RIGHTS; THE ENTIRE RISK OF THE QUALITY AND PERFORMANCE OF SUCH MATERIALS IS WITH THE USER.

Section 3.03 Niche Information Services does not warrant the accuracy, completeness or correctness, authenticity, timeliness, or usefulness of any opinions, advice, services, merchandise, information, or content provided through this manual. Niche Information Services will not be liable to you or anyone else for any decision made or action taken by you or anyone else in reliance upon the information provided in this manual. Information in this manual is intended as an informational aid.

Section 3.04 In no event shall Niche Information Services or any other parties involved in the creation or delivery of this manual be liable for any direct, indirect, incidental, consequential, special, exemplary, punitive, or any other monetary or other damages, fees, fines, penalties, or liabilities arising out of or relating in any way to this manual, or sites accessed through this manual, and/or content or information provided herein. Your sole and exclusive remedy for dissatisfaction with the service is to stop using the product.

Section 3.05 The Publisher and the Author(s) disclaim any personal liability, loss or risk incurred as a result of any information or advice contained herein, either directly or indirectly. The Publisher and Author(s) do not intend to render professional advice in the documents contained herein. All product names are trademarks of their respective owners.

Section 3.06 Mention of non-Niche Information Services products and services, and links to non-Niche Information Services related web sites, are for informational or convenience purposes only, and constitute neither an endorsement nor a recommendation. Niche Information Services assumes no responsibility with regard to the selection, performance, or use of these products, services and sites. When you access a non-Niche Information Services web site, understand that it is independent from Niche Information Services and that Niche Information Services has no control over the content of that web site.

Section 3.07 You also understand that this Agreement is entered into and performed in the United States, and is governed by and shall be construed in all respects under the laws of The United States, exclusive of its choice of law or conflict of law's provisions. In any claim or action directly or indirectly arising under this Agreement or related to this manual, each party irrevocably submits to the jurisdiction of the United States and each party waives any jurisdictional, venue, or inconvenient forum objections to such court. If any of the provisions of this Agreement are held by a court or other tribunal of competent jurisdiction not to be enforceable, then such provisions shall be limited or eliminated to the minimum extent necessary so that this Agreement shall otherwise remain in full force and effect.

IV. Feedback and Privacy

Section 4.01 Niche Information Services does not intend to receive confidential or proprietary information from you. Please note that any feedback, information or material you provide at this site shall be deemed to be non-confidential, unless otherwise specified. Niche Information Services shall be free to use such non-confidential information on an unrestricted basis. We will not, however, intentionally release your name or otherwise publicize the fact that you have submitted materials or other information unless: (a) we ask your permission to use your name; or (b) we first notify you that the materials or other information you submit to a particular part of our site will be published or otherwise used with your name on it; or (c) we are required to do so by law; or (d) we received permission to do so from the submitter.

V. Miscellaneous

Section 5.01 This Agreement constitutes the entire agreement between the parties pertaining to its subject matter. It may not be modified except as described elsewhere in this Agreement. Anything in this manual inconsistent with or conflicting with the terms of this Agreement is superseded by the terms of this Agreement. Any rights not expressly granted herein are reserved.

Table of Contents

1. Introduction

- 1.1. *Welcome to LPGen*
- 1.2. *What is LPGen, Anyway?*
- 1.3. *Technical Requirements*
- 1.4. *Software Licensing*

2. Installing LPGen

- 2.1. *Using the LPGen Install Wizard*
- 2.2. *Manual Install*
- 2.3. *Updating LPGen*

3. Configuring LPGen

- 3.1. *Changing Permissions*
- 3.2. *The Admin Panel*
- 3.3. *Authorizing LPGen*

4. Operation

- 4.1. *LPGen Admin Panel Options*
 - 4.1.1. License Code
 - 4.1.2. Admin Username
 - 4.1.3. Admin Password
 - 4.1.4. Fake File Extension
 - 4.1.5. 404 Error if no matching keyword
 - 4.1.6. Default Keyword selection
 - 4.1.7. Root template
 - 4.1.8. Make all dynamic content invisible
 - 4.1.9. Days to cache content
 - 4.1.10. Error reporting options
 - 4.1.11. Address for notifications
 - 4.1.12. Create RSS Feed Based on Keyword

- 4.1.13. Maximum Items in RSS Feed
- 4.1.14. Remove Links In RSS Feed
- 4.1.15. Get wiki article based on keyword
- 4.1.16. If no valid article found, use this:
- 4.1.17. Word number limit for Wiki articles
- 4.1.18. HTML tags to allow in articles
- 4.1.19. Clear Cache

4.2. *Understanding Templates*

4.2.1. *The Template Editor*

- 4.2.1.1. *Create New Template*
- 4.2.1.2. *Hide / Show*
- 4.2.1.3. *Main Templates*
- 4.2.1.4. *Cloaked Templates*
- 4.2.1.5. *Keyword Files*

4.2.2. *Demo Templates*

- 4.2.2.1. *The Christian Dating Template*
- 4.2.2.2. *The Default index Template*
- 4.2.2.3. *Understanding URL formatting*

4.3. *Template Cloaking*

4.4. *The Demo Campaign*

- 4.4.1. *Tokens*

4.5. *Scraper Settings*

- 4.5.1. *Using The Scraper and Article Modules*

5. **Datafeeds**

- 5.1. *Datafeed Usage*
- 5.2. *Datafeed Tokens*
- 5.3. *Datafeed Formatting*

6. **Split Tester Settings**

- 6.1. *Split Test DB Setup*

6.2. *Split Test Editor*

7. Rotator Group Editor

7.1. *Settings / URLs / Codes*

7.2. *Hide All / Show All / Even Split*

7.3. *Special URL Tokens*

8. Traffic Report

8.1. *Split Report For...*

9. Caching

9.1. *Methods of Caching*

9.1.1. *Xenu Link Sleuth*

9.1.2. *Background Caching*

9.1.2.1. *Generation Settings*

9.1.2.2. *Generate Cache*

10. Your PPC Campaigns

10.1. *Using LPGen with Google Adwords*

10.2. *Using LPGen with Yahoo Search Marketing*

10.3. *Using LPGen with MSN AdCenter*

11. Additional Resources

11.1. *ToolTrainer.com*

11.2. *PayPerClick Formula*

11.3. *Google Adwords Editor*

11.4. *Speed PPC*

11.5. *Ad Text Generator*

11.6. *Adword Smackdown*

11.7. *Affiliate Networks*

12. Troubleshooting

12.1. *Incorrect CHMODs*

12.2. *Improperly formatted datafeed keywords file*

12.3. *Error message about an "ipf-work-dir" folder*

- 12.4. *The installer says something about not being able to access the web server.*
- 12.5. *I forgot my login or username, how do I retrieve it?*

13. In Closing



1 Introduction

1.1 Welcome to LPGen!

Firstly, I'd like to express my sincere thanks to you for purchasing LPGen. This has been and continues to be a labor of love, as well as a part of my business. This tool was created with you, the pay per click marketer, in mind. It was born out of the many frustrations that myself and my fellow marketers were feeling as we fought with Google over Quality Scores and bid prices. At the end of the day however, please don't forget that LPGen, as powerful as it is, is merely a tool and will not do anything for you by itself. It requires effort on your part, just as all the rest of your marketing requires effort. My goal as a software developer is to simplify and automate as much of that effort as possible. In the past I have done so strictly for my own benefit, and the benefit of a few very close associates. Now however, I have been encouraged to bring my creations out into the light of day, so that everyone may benefit from them.

I truly do want you to benefit from my work, and I truly want to have a "Win-Win" relationship with my customers. This is why, as you will see, I am a very active presence in many forums, not the least of which is the LPGen user's forum at www.LPGen.com/forum (and which I strongly encourage you to join!). Some of the best and brightest minds in this game are known to drop in from time to time, so take advantage of this "virtual shoulder-rubbing" and ask questions, post observations... I promise you, the more help you give, the more help you will receive. I am absolute living proof of this universal law in action.

Should you find, after reading this manual and watching the tutorial videos, that you require additional support, please contact the help desk at <http://support.tooltrainer.com> and myself or another support member will be happy to assist you!

So once again, welcome to LPGen... it's going to be a fantastic ride!



1.2 What is LPGen, anyway?

LPGen is a landing page generator. OK so you knew that. But what does that mean exactly, and why does it matter? Well dear reader, let me take you back... to a time before landing pages had swept the land, and direct linking was still the dominant power in the kingdom... let me take you back – to the year 2003!

OK enough with that. In all seriousness though... several years ago, there was much less need for a product such as LPGen. Affiliates discovered that they could simply place a paid ad on a Pay Per Click network (like Overture, or the then-new Google Adwords system), that linked directly to their affiliate link for a particular product. If the clicker purchased the product, the affiliate made money, and all was well with the world. Affiliates didn't need a web site, hosting, a server, or even a product, to make a lot of money at this. This method is called "direct linking" (and was nicknamed the "google cash" method after an eBook by the same name), because you are directly linking to the merchant page, via your own unique affiliate link. It's a very attractive method because it's so easy to implement... you can quite seriously have a campaign running in 5 minutes from the time you think of an idea, to the time your ad is live. It's pretty amazing!

Unfortunately, time does not stand still... flash forward to today. The search engines (Google, Yahoo, MSN, and many others) now all have quite advanced PPC systems in place, and they have grown wise to the ways of the direct linking affiliate. Direct linking does not provide new, unique, or worthwhile content to the visitor (so it is thought) and so therefore, affiliates who direct link are frequently punished by requiring them to pay astronomical sums of money for their clicks. The solution? Landing pages!

By sending your clickers first to a well-designed landing page that you control, you can effectively pre-sell them on the product, and offer them valuable content that enhances their experience (reviews, product comparisons, specs, etc.) If they then click through to the merchant page and buy, you still get paid. But you could also lose them at this point, and they never click to the merchant. This is the risk of landing pages.

A properly made landing page will typically receive a better "quality score" from the PPC engines, and will be rewarded with lower bids for the chosen keywords. There are no guarantees however, and the search engines don't make their formulas known... so it's a constant changing game that we must continue to play.

The basic idea though, is to provide content to your visitors, tailored to the keywords you're bidding on. And that's fine if you're bidding on a dozen keywords... just write a dozen articles. Simple right? But what if you're bidding on 1,000, 30,000, or 100,000

keywords?? You MUST have dynamically generated content on your landing pages, and that is precisely what LPGen will give you.

1.3 Technical Requirements

LPGen does have certain technical specifications which must be met, in order for the software to function. The basics are as follows:

A web host/server supporting:

- o Linux operating system
- o Ioncube Loaders installed
- o PHP 4.3 or newer
- o Apache mod_rewrite support enabled
- o cURL module installed & properly configured
- o No open_basedir restrictions in effect
- o PHP Safe Mode OFF
- o Ability to send outgoing mail via PHP (to use the "mail notification" feature)

These should all be fairly standard on most hosts, but I have occasionally seen hosts that are just flat-out incompatible. **MANY SHARED HOSTS WILL NOT BE ABLE TO RUN LPGEN or will perform very poorly.** This is why I am so adamant that anyone serious about marketing online, needs to at least be using a VPS.

If you have a host that simply will not work with LPGen and wish to get another hosting account, I can tell you who I use, and who other owners of LPGen have been using with success.

Personally, I have servers hosted with LiquidWeb (www.tooltrainer.com/liquid) and SLHost (www.lpgen.com/slhost.html) and I have found them to support basically anything, and give extremely fast turnaround time to support requests. Liquidweb in particular is very high end, with 24/7 phone support. I have also had numerous VPSs (Virtual Private Servers) with SLHost and they have always "just worked." SLhost often has discounts, so even if you don't see one at the link above, write to sales@slhost.com and ask nicely.

Also, I've seen users of LPGen have good success with [Host Gator](http://www.lpgen.com/hostgator.html) (www.lpgen.com/hostgator.html) as well. They are reasonably priced (go with the

\$10/month account as a minimum) and seem to support LPGen just fine, although they require CHMOD 755 for folders.



Lastly, be aware that many shared hosts run PHP in what is known as “safe mode” and this can cause major problems for LPGen and other PHP scripts. Basically, it is a security mode that keeps many PHP functions from being able to work properly. This is typical of shared hosts since they don’t want everyone sharing the server, to be able to use certain features that could compromise security in the wrong hands. This is another strong endorsement for having your own server, or at least a VPS, as it will give you total unlimited control over what you do and how you do it.

1.4 Software Licensing

LPGen is intended to be installed on a single server or hosting account. To this end, it will lock itself to the first server you run it from, and will not work on any other server or hosting account. If you ever find you need to change hosts, just contact me and I can change your authorization.

Note that you can use LPGen on unlimited domains, subdomains, add-on domains, and IP addresses, as long as they are all on the same physical server or hosting account. All you have to do is make sure you entered the license code in the LPGen settings panel, after it’s installed, and LPGen will work provided all other compatibility requirements have been met.

If you require running LPGen on multiple servers, contact me to discuss purchasing additional licenses for a reasonable fee.

To get your download your software and get your license code, go here:

http://lpgen.com/licenses/client_area.php

Log in with the email address you used during purchase. The default password should have been emailed to you but you can request it again if you are not sure.

Once logged in, click on “View Your Licenses” on the left hand side. Then click on the “View & Download” button to the right hand side.

Your license key is now displayed. You can copy it from here to paste into the first page of LPGen once you install it and log in. Click on “Download” to download your .zip file containing everything you need to install LPGen. Don’t download a local key, as that is not needed.

2 Installing LPGen

There are two possible ways to install LPGen. Method #1 is definitely preferred, since it typically requires no server or file configuration at all on your part. If you are using a non-Windows computer (Macintosh, Linux, etc.) then you will need to use method #2, to install LPGen.

2.1 Method #1: Using the LPGen Install Wizard

LPGen comes with a self-installer that is designed to make it incredibly simple for you to set up and start using. You don't have to change any file permissions on your server, don't have to use an FTP program, and basically can be up and running within 5 minutes. ***THIS IS MUCH EASIER SHOWN THAN EXPLAINED, SO I URGE YOU TO WATCH THE INSTALLATION VIDEO.***

The basic process works like this:

You must have already unzipped the file you received with your purchase in order to be reading this documentation. Along with this PDF file, there is .EXE installer, and another .zip file. For now, ignore the .zip file.

- ❖ Launch (double-click) your .EXE file and the installer will begin to run.
- ❖ The first screen will say "Welcome to the LPGen Installation Wizard". Click the Next button.
- ❖ If you click the "View" button, this manual will display.
- ❖ Click the Next button to continue the installation.
- ❖ Enter your FTP information:
 - FTP server address: Enter the domain you wish to install onto, for example www.lpgen.com.
 - FTP port: Do not change unless you know you need to.
 - FTP username: Enter your FTP username for this domain.
 - FTP password: Enter your FTP password for this domain.
- ❖ By default, LPGen will install itself into a folder titled "offers" but ***you should change this to something unique***. Simply click on the "Change" button to do so.
- ❖ Create install folder in: This will vary somewhat between different hosts. For my VPS/dedicated server, I would put "public_html/" there. If you are unsure what to put, you may click the "Browse" button, and a list of your server's folders will be shown. I suggest putting LPGen in the "root" of your domain, usually called public_html, www, htdocs, or something similar. This would simply be the "top level" of your web site domain/subdomain.
- ❖ Click the "Next" button.

- ❖ The installer will verify that it is able to upload the files correctly, and if it is, will ask you to confirm the install location. This should be the full domain to your site, for example <http://www.lpgen.com/>. If this is the case, click the “Next” button. If not, you may change it so that it reflects the domain you are installing onto.
 - If you are using an “adon” domain, you may be required to put in the primary domain of your server, and the folder name of the adon domain. For example if your primary server domain was BlueWidgets.com and your adon domain was RedWidgets.com you might put in <http://bluewidgets.com/redwidgets>.
- ❖ One last test is performed, and a final confirmation screen will be presented. If everything looks correct to you, click the “Install” button, and the wizard will take care of the rest.
- ❖ Go have a drink. =)

You’re done! On the screen titled “Install Wizard Completed” you can click the “Finish” button, and a web browser will be launched, and you will be taken to LPGen’s admin screen. Proceed to section 3 of the manual, below.

In some odd cases, a message may appear saying something about your server not being available, or something along those lines. If this happens, tick the “my web server is not ready” box and complete the install. You will then manually need to visit LPGen’s admin panel, which would be at www.yourdomain.com/admin/ if you installed in root.

2.2 Method #2: Manually Installing LPGen

If you were unable for any reason to use the install wizard, you can still install LPGen manually, just follow these steps:

- ❖ Unzip the file called LPGen-X2.zip, and store the resulting folder somewhere on your computer where you will easily be able to find it.
 - NOTE: Depending on how you unzipped the file, there could be an LPGen-X2 folder within another LPGen-X2 folder. The folder you will need to be uploading is the one that contains the index.php and other associated program files & folders.
- ❖ Once you determine which folder contains the LPGen files, upload that entire folder to your web server/host, preferably in the root of your domain (typically called public_html, httdocs, or www). The end result will be something like ‘public_html/LPGen-X2’, as the LPGen folder needs to go immediately “under” the top level directory.
- ❖ Rename the LPGen-X2 folder to anything you wish (for example, “offers”). This will become part of the URL you send people to, so should be appropriate to the URL you want people to see.

That's it for uploading, next there is a little bit of file configuration you need to do before everything will be up & operational.

2.3 Updating LPGen

If you are updating your LPGen to a new version from a previous install, here are the steps I suggest in order to minimize any disruption to active campaigns:

- ❖ I'm assuming your old LPGen folder name was "offers."
- ❖ I'm assuming your new LPGen folder name will be "lpgen" when you put it on your server.
- ❖ COPY (not MOVE) your old templates and keyword lists into the new LPGen folder in the correct locations (copy them from the old install to your computer first if need be, then back from your computer to the new install)

- ❖ Verify the new install is working perfectly... permissions, admin settings, etc.
- ❖ On your server, QUICKLY rename the old LPGen folder to "offers off."
- ❖ On your server, QUICKLY rename the new LPGen folder to "offers."

You should not notice any problems with your campaigns if these steps are followed correctly.

Alternatively, you may run the install wizard again and name the installed folder something unique, and then simply complete the steps above starting from copying your templates and keyword lists into the new install.

You actually CAN simply install right on top of the old version, and only the core LPGen files will be replaced leaving your templates and other files intact. But this should be used with caution on live campaigns that are making you money just in case something unexpected happens during the process.

3 Configuring LPGen

For video installation instruction, please see the tutorial videos, located in the owners area::

www.LPGen.com/downloads.html

There are only a few required changes in order for LPGen to be fully operational. They are as follows...

3.1 Changing Permissions (required only with a manual install)

Inside the LPGen folder, make the following file and folder permissions changes:

- CHMOD all folders below the root folder EXCEPT FOR ADMIN, to 777.
- CHMOD the admin folder to 755.
- CHMOD all the contents of the templates folder to 777.
- CHMOD admin/key.php to 777
- CHMOD admin/lpgen-settings.php to 777.
- CHMOD admin/split-settings.php to 777.
- CHMOD content/ses-config.php to 777.
- CHMOD content/files/ to 777.
- CHMOD all the contents of the "data" folder to 777.

If the concept of file permissions is new to you, please watch the install video and hopefully it will make things more clear.

3.2 The Admin Panel

The various features of LPGen can be enabled/disabled via the admin interface, which will by default be found in:

www.yourdomain.com/offers/admin/

Just go to that location with your browser once LPGen is installed/copied onto your server and configured as above (if you used the install wizard, it should have taken you here automatically). The features themselves will be discussed in more detail later in this manual. **When accessing the admin panel, you MUST have cookies enabled or you will be unable to log in.**

3.3 Authorizing LPGen

The default login & password are both “admin”, and you should change it once you log in the first time. Be sure you enter your license code (you can retrieve it if you need to at http://lpgen.com/licenses/client_area.php) into the settings, or LPGen will display messages about not being licensed on all your admin pages. Note that if your license ever fails for any reason, it will not affect traffic going to your existing campaign, it will merely prevent you from working in the LPGen interface until you get the license issue resolved.

If you ever forget your login or password, you can find it by logging into your server via FTP, and going to your LPGen folder (“offers” or whatever you named it). There is a file there inside the admin folder, called lpgen-settings.php which will contain your license, login & password.

4 LPGen Operation

A BRIEF WORD ABOUT SECURITY

LPGen allows for great power and flexibility in what you do with it. This includes the ability to put PHP code directly into your templates. HOWEVER, in certain server configurations, this could be *extremely* dangerous if an unauthorized user were to gain access to your LPGen installation. *To the extent that they could format your entire server, or take it over, or anything else they wished to do.*

The simple solution, is to make absolutely certain you change your username and password and never EVER give it to anyone you do not trust 100%. It's so easy to change, that if you need to give someone (like myself for example) temporary access to look at something, you can just change it again as soon as they are done.

For your safety, **KEEP YOUR USERNAME AND PASSWORD A SECRET!**

4.1 LPGen Admin Panel Options

The LPGen admin panel has 2 areas that control all of LPGen's various features and functions. They are located on the left hand side after you log in.

LPGen Settings

There are a number of options available to you in LPGen, that affect the way in which your landing page sites will behave. The following is a simple list, and I'll explain each one in detail afterwards:

- LPGen Settings
 - License Code
 - Admin Username
 - Admin Password
 - Fake File Extension
 - 404 Error if no matching keyword
 - Default Keyword Selection
 - Root Template

- Make all dynamic content invisible
 - Days to cache content
 - Error reporting options
 - Address for Notifications
- RSS Settings
 - Create RSS Feed Based on Keyword (Will use template name otherwise)
 - Maximum Items in RSS Feed
 - Remove links in RSS feed
- Wikipedia Settings
 - Get wiki article based on keyword
 - If no valid article found, use this:
 - Word number limit for Wiki articles
 - HTML Tags to allow in articles
- Clear LPGen cache

4.1.1 License Code

Self-explanatory, this is the license code issued at the time of purchase, and should also have been retrieved by you at http://lpgen.com/licenses/client_area.php. You may install LPGen onto as many domains, and as many IP addresses as you wish with this license, as long as they all reside on the same server/hosting account.

4.1.2 Admin Username

You may choose any username you wish, this is strictly for logging into the LPGen admin panel to change these settings. It has no other effect.

4.1.3 Admin Password

You may choose any password you wish, this is strictly for logging into the LPGen admin panel to change these settings. It has no other effect.

4.1.4 Fake File Extension

The File Extension feature is so that you can choose what kinds of pages your site **appears** to be made with. By default, it is set to .html so you can have the appearance of a static HTML coded site. But for example, if you would prefer your URLs look like :

www.domain.com/offers/auto-insurance/keyword.php

Then you would simply change the extension to “.php” and begin using that in your destination URLs. You can also not use a file extension at all, and simply end your URLs with a slash, similar to many blogging platforms.

4.1.5 404 Error if no matching keyword

If this option is checked, LPGen will display a “real” 404 error message to the visitor (human or search engine) if they try to visit a page that does not have a corresponding keyword in your keywords.csv file. This mimics the behavior of a normal, static web site, in that a page that does not exist, cannot be visited. For example if you had the keyword “widget” in your keywords list, but a visitor attempted to visit the “widgets” page (notice the “s” in widgets), it would display a “404 Page Not Found” error message.

If this option is unchecked, LPGen will display a page about anything anyone attempts to visit. If a user tried to go to some-random-page.html then LPGen would faithfully deliver them a page all about “some random page” and with content to match. Clearly, that would be pretty strange... so if you disable this feature, be sure you understand the expected behavior. Similarly, if you leave it enabled, take care not to have any typos in your PPC URLs, or you could accidentally pay to drive traffic to a page that does not exist. Fortunately the PPC companies will typically catch this, and not allow you to send the traffic anyway.

Additionally, you can create a template called “404” and if this feature is enabled, any traffic for keywords that are not in your keyword list, will be shown the 404 page instead. Great for custom 404 pages!

4.1.6 Default Keyword Selection

There are 3 options in this drop-down menu:

Random Keyword will cause a random keyword from the keyword list (if present) to be shown every time the campaign’s root directory is visited. For example if your campaign was at www.domain.com/offers/auto-insurance/ then you would get a random keyword from your auto-insurance-keywords.txt file, each time that URL was loaded. If no keyword list is present, the template name will be used instead.

First Keyword will use the top keyword in your keywords list, if present, each time the root template directory is loaded. If no keyword list is present, the template name will be used instead.

Template Name will simply use the name of your template as the default keyword, if the root template directory is loaded.

4.1.7 Root Template

If you find yourself wishing to send traffic to `www.yourdomain.com/keyword.html` instead of to `/template-name/keyword.html`, you can choose a single “root template” here, and that template will automatically be used for any traffic that visits the root of your LPGen install.

4.1.8 Make all dynamic content invisible

This feature will hide all dynamic content generated by LPGen, for all of your templates at once. The content will not be seen by human visitors, but will still be in the source code for the search engines to detect. When checked, the cloaking option will wrap all content generated by LPGen, in tags designed to hide it from human visitors. It will still appear in the source code and visiting bots should still see it, but humans will not see it unless they view the source of the page.

For reference, the code used is:

```
<div style='display:none'>  
Your hidden content here  
</div>
```

This is a way of “quick & dirty” stuffing content onto your pages in a way that will not be visually distracting to the visitor.

4.1.9 Days to Cache content

The Days To Cache feature controls how long LPGen will keep the content portions of your pages static. If you want your content to update more frequently, you should lower this number, or if you’d like your pages to remain the same for a longer period of time, increase the number. Setting it to 0 will cause LPGen to not cache anything, which I generally would not recommend.

4.1.10 Error reporting options

You have 3 choices as to how LPGen notifies you of any internal errors, if at all.

Disable Errors is fairly obvious, choosing this will prevent LPGen from displaying or sending notices of any errors.

Send Minimal Errors will cause LPGen to notify you via email of certain basic errors it detects with your LPGen installation. You will receive an email to notify you that an “error log” has been created in your LPGen “error_logs” folder. If you want to know what the error is, you will need to go look at that file (which can be done from within the LPGen interface). The information sent in the email is merely for your reference and does not actually contain the error(s).

Send ALL Errors will email you about absolutely any error of any kind, big or small. I don't suggest you select this mode in normal operations, it will mostly be used if you are experiencing problems and need me to help you troubleshoot the issue.

Note that you must have outgoing email support on your server in order for these options to work properly.

4.1.11 Address for Notifications

This is the email address to send error messages to, if one of the above error sending options is selected.

4.1.12 Create RSS Feed Based on Keyword (Will use template name otherwise)

When checked, the %%rss-feed%% token will create its content feed based on the individual keyword that is currently in use. If unchecked, the feed will always be created from the template name instead. It will still randomly select one of the included or user-defined RSS feed sources however, so the content will still change over time and come from different sources.

4.1.13 Maximum Items in RSS Feed

This determines how many results (maximum) will be returned by the RSS feed module. For example if you were putting an RSS feed into a very small box on your web page, you might want to have only one or two feed headlines displayed.

4.1.14 Remove Links in RSS Feed

Some people might consider this "black hat" though personally I think it's more of an ethical issue whether you use this feature or not. RSS feeds are intended by definition, to be a way for people to syndicate valuable content so that they can attract more readers to their blogs. However, it is quite simple to disable the outgoing links in an RSS feed, thereby leaving content, but no outgoing links. This also can help in hiding the source of the content, since it will no longer clearly show that it came from a Yahoo RSS feed, or similar source. Enabling this feature will strip out all links from the RSS feeds pulled by LPGen. In doing so you are robbing the person who syndicated that content of its primary purpose, so I leave it to your discretion whether you use the feature or not.

4.1.15 Get Wiki article based on keyword

This will affect how the %%wiki%% content token behaves. If enabled, LPGen will attempt to find a Wikipedia article for the current keyword. If none is found, then by default it will try to use the template name instead. Keep in mind that Wikipedia will not have articles for every keyword – far from it! They will usually only have articles for the broadest of keywords, and for this reason I suggest naming your template after a

broader term in your niche, that you know has a Wikipedia article for it, if you plan to use the %%wiki%% token.

4.1.16 If no valid article found, use this:

If the wiki module can't find an article for the keyword (if the above option is enabled) or template (if the above feature is not enabled) then it will fall back to this term. Make sure this keyword DOES have a Wikipedia article available for it.

4.1.17 Word number limit for Wiki articles

If you wish you may limit your Wikipedia articles to no more than this number of words. The length will be approximate due to the way Wikipedia data is formatted.

4.1.18 HTML tags to allow in articles

If there are certain HTML tags you wish to allow in your Wikipedia content, enter them here with a space between each one. Or make sure they are removed (for example don't include <a> if you want links removed) if you don't want them to appear at all.

4.1.19 Clear Cache

The final option in the admin panel is actually in the left sidebar – assuming you have generated some cache files. Clicking the “Clear Cache” link will do just that – it will delete your LPGen content cache folder. Most likely you won't even need to do this, but if for any reason you find that you do, this is how. Be aware that your entire cache folder will be permanently deleted, and there is no way to get it back. So be sure you really want to delete it. When the cache folder is empty, LPGen will have to pull new content for every aspect of your campaigns, for every keyword you send traffic to, and this could impact the speed of your pages in loading, as well as overall server performance if you have a lot of traffic.

4.2 Understanding Templates

Your templates are what will determine how your landing pages look. The idea is to create one template for your entire campaign, and that template will automatically be used for every single keyword you use, without you having to create those pages.

4.2.1 The Template Editor

The Templates section is where you handle everything related to your templates and keywords. You can create, view, edit, and delete templates all from within this interface.

4.2.1.1 Create New Template

This is for when you want to make an entirely new template from scratch. You can select from the dropdown menu how you would like the new template to start. It can be either a blank file, or can be based on any of your existing templates as a starting point using the “new from” list.

4.2.1.2 Hide/Show

Any template that you want to hide from your list to keep it orderly, you can click the “hide” link to the left, and as long as you also click “View Minimal” at the top, all hidden templates will not be shown.

4.2.1.3 Main Templates

To view any of your campaigns in action, simply click on the name of the template and you’ll be taken to the default page for that campaign. If cloaking is enabled, you will see the cloaked version of the template instead.

4.2.1.4 Cloaked Templates

To create a new cloaked template, simply click the create link, and a duplicate copy of your main template for that campaign will be used to create the cloaked copy. Once the cloaked template has been created, you can click on edit to modify the template to suit your needs; delete to delete the cloaked template, and start (or stop if cloaking is enabled) to turn cloaking on or off, respectively, for that template.

4.2.1.5 Keyword Files

This is where you create, edit, or delete your keyword lists for each template that you are driving traffic to. Remember, you only need to upload a keyword list if you plan to use the “404 error” feature or the background caching, or are using an affiliate datafeed.

4.2.2 Demo Templates

LPGen comes with several demonstration templates, in particular “demo,” “demo-auto-lease,” and “demo-iframe”. You are welcome to use any of these in any way you wish, though the demo file is really only there as a reference for the different tokens and what they do. You can use the dating template as a starting point for your own campaigns if you wish, and both of these templates will be explored in greater detail in the coming pages.

Of primary concern is to make sure your template files always follow this naming convention:

campaign-name (or adgroup-name, etc.)

All lowercase, no spaces, underscores, or punctuation other than periods/full stops, and always put hyphens (dashes) between words. Whatever you name the template, will be used in the resulting URL.

Example: Template name is “auto-insurance” and LPGen folder is called “offers”.

URL would be: www.domain.com/offers/auto-insurance/your-keyword-here.html

Always use all lower case for both your template filenames.

PLEASE NOTE: If you are going to use LPGen as a datafeed landing page generator, your data ***MUST BE TAB DELIMITED***. If your datafeed is provided to you with pipe, comma, or any other sort of delimiter, you **MUST** change it to tab delimited and save it as a .txt file. Please look at the included file “demo-keywords.txt” as an example of proper datafeed formatting.

4.2.2.1 Christian Dating Template

This template is a prime example of what many PPC marketers are doing with most of their campaigns. It’s know as “iFraming the offer” and it is a great tactic to get around the “single URL rule” of Google Adwords in particular. As you can see from the template, this technique consists of nothing more than a very small amount of HTML code, and inserting your CPA affiliate link, which in turn gets displayed to the visitor. The great thing about this is, it does not actually redirect the visitor to the network’s site. The visitor stays on your domain, and probably does not even realize that they are being shown content from a different domain.

PLEASE NOTE: This technique VIOLATES THE GOOGLE TERMS OF SERVICE. While myself and many others do not feel it is likely that Google would terminate your

Adwords account because of this practice alone, it is a possibility and you need to be aware of it.

A big problem most people have with iFraming, is a lack of content. Most landing pages provided by a CPA network, don't have a lot of targeted, relevant content on them... and they certainly won't be relevant for mis-spellings, domain names, or all the other long-tail keywords that we as marketers often want to pursue. This is where tokens come into play.

Looking at the template, you can see that there are a few tokens in the HTML. They look like this:

```
%%rss-feed%%  
%%peakclick%%  
Etc.
```

These are replaced by LPGen at the time a page is requested, with certain content pulled from the web. In the case of the %%rss-feed%% token for example, one of numerous sources is pulled, for the given keyword. Tokens will be explained in much greater detail in a following section.

There are two details about the Christian-dating template that you should be aware of. At the bottom of the template, there is the following code:

```
<div style="display:none">  
<a href=" http://christianteens.about.com/od/advice/a/relationshipub.htm">%%keywordcaps%%</a>  
</div>
```

Notice the "hidden" div tag? This means that the content between that code and the closing </div> tag, will be hidden from your visitor and will not show up on the page when they visit. It will be visible in the source code if they were to look there, but they will not see it on the page. This is commonly known as "stuffing" the page. In this example, we're using it to hide an outgoing link to a "clean" relevant page with %%keywordcaps%% as the anchor text. This is an outbound link to an "authority" site, on the subject of Christian dating. I merely did a Google search for "Christian dating" and chose one of the top resulting sites. This is done to show that we are linking to a relevant authority site, for each landing page. However notice that the anchor text is a token. This means that for each landing page, the outbound anchor text will change to reflect the keyword currently being used. If you are at all familiar with organic SEO, you know how important anchor text is. This is telling Google that the site you are linking to, is relevant for the anchor text keyword. I don't have hard data to say that this makes all the difference in the world, but my general experience has been that this can help with overall quality score and relevance. I'd rather not give the visitor a tempting link to click

on and take them away from my offer however, so I place this link within the “hidden” div tag, so that they will not see it.

The most important thing to note here, is that this outbound URL is NOT where you put your own domain. This should be some sort of outside, preferably high-page-rank, authority site on the general subject of your offer (insurance, dating, mortgages, ring tones, whatever). If you happen to have your own quality authority site, feel free to link to that site as well or instead, if you wish.

4.2.2.2 The Default index Template

By default, if a visitor tries to view your “root” LPGen directory by editing the URL in the address bar, they will be shown the “index” template. It is pre-set to use a PHP redirect to “your-domain.com” but clearly you should change that to redirect somewhere else, or you can delete the template contents completely and replace them with anything you wish to show for your folder root. This is especially useful if you don’t install LPGen into a sub directory, but into your domain root instead. In this way you can have a custom, LPGen-enabled page that is shown any time someone visits the root of your domain without specifying a template in the URL. You could redirect them somewhere else, or show them a sales letter, a specific offer, or anything else you wish to do.

4.2.2.3 Understanding URL Formatting

Your URLs will need to follow certain conventions when using LPGen. They’re fairly simple, once you know what they are. Here is the standard basic LPGen-ready URL format:

www.domain.com/lp-gen-folder/template-name/keyword.html

So if your domain was “mygreatdomain.com” and you installed LPGen into a folder called “offers” and had a template called “auto-insurance.html” with the keyword “cheap auto insurance quote,” your URL would be:

www.mygreatdomain.com/offers/auto-insurance/cheap-auto-insurance-quote.html

Now, there is still one different URL format you will need to know about, and that’s the format to use from within Google Adwords. With Adwords, we’re able to take advantage of a great feature called Dynamic Keyword Insertion. What this means is, we don’t actually have to specify the keyword we want to use. Google will do that FOR US based on the ad the user clicks on. Sections 6.1 – 6.3 will explain in detail how to set up your URLs for use with Adwords, Yahoo Search Marketing, and MSN Adcenter.

4.3 Template Cloaking

WARNING: If not used carefully, this technique is totally against the terms of service of all the search engines and they will certainly disallow your campaigns or possibly ban your account if they catch you cloaking! This has never happened to my knowledge, but you have still been warned.

Cloaking is sometimes called a “black hat” tactic, but if you understand what it really is you’ll see that by itself, it is neither good nor bad, it is merely an available technique. It’s how it’s used that turns this into an ethical argument for some. The basic concept is to show the search engine one version of your page, and the human visitor another version. One very common example of this is used on sites that require a free signup to access their content, but they still want the search engines to be able to index their pages. Go ahead if you know how – surf www.nytimes.com after changing your browser’s user agent to that of Google (and deleting any nytimes.com cookies if they exist on your computer), and you’ll see that you are never forced to register, and you can read everything for free. Many sites allow this.

Where this comes into play for marketers however, is when they want to trick the search engines into believing that there is content on the page, when there isn’t. Many AdSense site builders for example, have been known to serve pages to the search engines that are stuffed with tons of keywords and “junk” content, but all the human sees is a blank page with an AdSense block on it, and nothing else. This is where the terms of service violations come into play. So as I mentioned at the top of this section, be aware of what you are doing when you use cloaking, and be responsible about it. Our goal as search engine marketers needs to be to fly under the radar as much as possible.

OK so let’s get into it! How template cloaking works in LPGen is like this:

It works on a premise known as “browser sniffing” which means that LPGen already detects what sort of browser is being used, and the search engines all identify themselves as who they are in this way. The logic is that the automated bots that the search engines use, go check your campaign when it is first run. If they see anything they don’t like, then they flag it for a human manual review. Once a human looks at a marketer’s landing page, in many cases they are going to be instantly shot down because as a general rule, sales pages are not well-liked. But if we can avoid the human review by giving the automated bots what they like to see, then we should be just fine and stay fine!

Here are the steps to cloaking your templates:

- First, create your “normal” template the way you want human visitors to see it.
- Now click “create” for that template, under the “cloaked templates” column.
- In the cloaked template, remove or change anything that you don’t want the search engines to see. I suggest that if you are using an iFrame in the human template, remove all traces of it in the cloaked template. Also if you have affiliate links in the human template, replace them in the cloaked template with links to some high quality, relevant content sites that are generally on topic for your campaign.
- Now when you send traffic to your URL, LPGen will take care of the rest.

The real world effect of this is, when a search engine examines your page, they will see it linking only to nice, “clean”, non-affiliate-oriented sites. I suggest using sites like Wikipedia or news sites, or other thematically-related very high popularity and high profile but non-commercial-oriented sites. A human visitor however, would get a link to the affiliate page where you want them to go. This should result in a reduction in slaps due to having affiliate links on your landing page.

If you would care to see how your page will look to a search engine, simply make sure cloaking is enabled in the Templates section of the admin panel, and click on the small green link that says “on”. You’ll now be shown the cloaked template.

Also please note, if you use the “christian-dating” template as a starting point for your own campaigns, make SURE you take out the line in the cloaked template that says "You are <? echo \$agent; ?>".

For your reference, there is a cloaked version of both the “christian-dating” template, and the “optin1” template.

Once again I want to reiterate my earlier warning:

WARNING: This is totally against the terms of service of all the search engines and they will certainly disallow your campaigns or possibly ban your account if they catch you cloaking!

4.4 Demo Campaign

The demo campaign exists simply to show each of the LPGen tokens in action. Hopefully they are self explanatory just from seeing what they do, but if not, here is a more in depth explanation of each token.

4.4.1 Tokens

There are a number of built-in tokens, and a number of additional modules included with LPGen as of the initial release, with more planned for later.

For all tokens, they are used in your template by enclosing the name of the token/module (without the .php) within double percent symbols, such as:

`%%keyword%%`

The built-in tokens are:

`%%keyword%%`

This will insert the current keyword, exactly as it is on your keyword list, wherever you place the token.

`%%domain%%`

This token will always display the root of the actual domain/subdomain where LPGen is installed. **This may be required in various cases such as when you are running LPGen in a subdomain or possibly in nested subdirectories, but have another component (an image, stylesheet, or flash video, for example) that gets confused by LPGen's dynamic nature.** In this instance, you would need to make sure the path to the file in use on your template, was something like:

`http://%%domain%%/path/to/your/file`

Without this token, LPGen will be unable to use relative paths to access files in other folders of your domain or subdomain. **If in doubt, always use the full absolute path to any images, stylesheets, etc. that you use in your templates.**

%%home%%

Similar to %%domain%% above, but differing in one critical way. %%home%% will always be whatever the top level of your LPGen install is, which may not be just the root of your install. For example if LPGen was installed in www.domain.com/software/lp/ then %%home%% would return exactly that location.

%%redirect%%

This is a special module that allows you to specify a domain within the token. For example:

%%redirect(<http://www.yahoo.com>)%%

The above would redirect the visitor to Yahoo.com. **Note that this token MUST be placed at the very top of the page, it cannot go after any HTML or PHP “echo” statements. It can be the only thing on a page though if you wish.**

##hide## and ##/hide##

Notice that these are slightly different from the normal %% token convention. These are intended to allow you to selectively hide any content you want. You would use them as follows:

##hide##

Content you want to hide goes here.

##/hide##

So they work similarly to HTML tags, but surrounded by ## symbols instead. These use the same “hidden DIV” approach that the content hiding option uses.

The remaining content tokens are:

%%keywordcaps%%

Wherever this token is placed, the current keyword will be inserted in sentence case, with each word in the phrase capitalized.

%%keyworddash%%

Wherever this token is placed, the current keyword will be inserted exactly as it is in the keyword file, but with dashes between the words.

%%keywordplus%%

Wherever this token is placed, the current keyword will be inserted exactly as it is in the keyword file, but with plus signs between the words.

%%peakclick%%

Wherever this token is placed, content will be pulled in from www.peakclick.com for the current keyword. Where ordinarily this would include affiliate links for their own pay-per-click network, LPGen will remove any links and use the text merely as relevant content. **NOTE: You do NOT need to be a member of this network in order to use the content.**

%%rss-feed%%

LPGen will randomly choose between a variety of different major RSS feeds as sources for its RSS content, and cache it on your server for the duration set in your LPGen settings area. This means the content on your page is changing periodically, not only to reflect whatever updates have happened in the RSS feed, but changing to potentially a completely different feed source all together. You now have the power of a blog (updating, changing, relevant content) built right into your landing pages.

Please note to only use a single %%rss-feed%% token on your landing page templates, as multiple copies of this token will result in the same feed appearing multiple times, and that creates duplicate content which you don't want.

If you want to use your own rss feeds, simply edit the file located at data/rssfeeds.txt and be sure to match the conventions used in that file.

%%searchfeed%%

Wherever this token is placed, content will be pulled in from www.searchfeed.com for the current keyword. Where ordinarily this would include affiliate links for their own pay-per-click network, LPGen will remove any links and use the text merely as relevant content. **NOTE: You do NOT need to be a member of this network in order to use the content.**

%%wiki%%

This is a Wikipedia article module, that will pull content from Wikipedia.org based on either the current keyword, the template name, or a default word as specified in the main settings page. This token is best suited for very broad terms, as Wikipedia will not have content for long tail keywords.

Those are all the included content tokens. If you have any ideas for additional content modules or functions you'd like to see – let's hear them! Share them in the forum or send them to me privately and I will see about adding them.

%%utube%%

This will return a video from Youtube.com based on your current keyword.

%%xtreme%% and %%xc%%

If you're a user of XC, you have direct support for it within LPGen. The XC Module automatically sets the campaign name for XC to be the template name that it's placed on, and the ad name can be dynamically passed in your template.

To use the XC module follow these steps:

1. Log into your server (FTP) and in the LPGen install, go to the modules folder and edit the "xtreme.php" file, changing the following lines at the very top, to your correct information:

\$xc_install = "www.your-domain.com/xtreme3";

2. Next at the top of the template on which you would like to use xc, put:

%%xtreme(your-ad-name)%%

at the very top of the template. Don't put it between a <? ?>, just put it by itself at the very top of the page.

3. Last at the end of your affiliate urls and where the tracking sub-id would normally go, put %%xc%% such as:

<http://www.lynxtrack.com/afclick.php?o=4837&b=dt08sr07&p=9035&l=1&s=%%xc%%>

That's all there is to it, XC should now track the activity on all pages using this template.

%%source%%

This is intended to be used in your outgoing affiliate links so that you can track in the subid, what source the traffic came from. It works by checking the referrer that sent you the traffic, so if it came from Google.com then %%source%% would be "google" and if it came from looksmart.com then it would be "looksmart". So you can format your outbound affiliate link like this:

<http://www.lynxtrack.com/afclick.php?o=4837&b=dt08sr07&p=9035&l=1&frame=keep&s=%%source%%-%%keyworddash%%>

and the last part would end up looking something like:

&s=looksmart-some-keyword

And now you know where all your traffic is coming from for every click!

%%dynamic-tokens%% (this is not actually a token of its own)

LPGen includes an extremely unique and powerful feature called Dynamic Token Generation. What this means is that almost ANY value you add to your query string at the end of your incoming URL, will turn into a matching %%token%% you can use in your landing page. In other words, if you had this URL:

www.domain.com/template-name/keyword.html?color=blue&size=large

then you would now have two new tokens available to you: **%%color%%** and **%%size%%** and they would automatically display (in this case) “blue” and “large” respectively. This can allow you to dynamically generate just about anything you can imagine, simply by passing it in a subid to your landing page.

There are a couple of exceptions that you can't use, namely k= and keyword= plus I wouldn't suggest using any of the existing module or token names, because they could conflict with LPGen's own functioning.

4.5 Scraper Settings

The “article” and “se-” tokens use a custom web crawler that goes out and brings back the required content. As such, it has a number of settings and controls. I rarely ever change them and the defaults are already set at what I use, but if you wish to change them, feel free to experiment.

Regarding the Yahoo Demo API Key, it supports quite a number of queries per IP address, but if you find your articles are returning blank, you may need to get your own Yahoo API key at <http://developer.yahoo.com/>

4.5.1 Using The Scraper and Article Modules

This module has so many possibilities that it needed its own entire settings section. Under the heading “Content Settings” you will find the option for Scraper Settings.

Quite seriously, there are so many possibilities with this module that it’s nearly impossible to document them well. I encourage you to explore the different settings and see how they behave. For the time being, a basic description of the modules will have to suffice, while the video tutorials are completed which will show what all these settings do. These are much easier to show, than to explain.

But for now...

%%article%%

This module will pull a keyword-relevant article from one of a number of large article directories including ezinearticles.com. If no article can be found with the current keyword, it will fall back on the template name. And if it can’t even manage to find something then, it will just return nothing. This module works very well on a large variety of keywords, but as a safety measure make sure your template name is a fairly broad niche-related term so that there will almost surely be article content for it.

%%se-scrape%%

The se-scrape token will go and pull relevant search results from a large list of search engines, and will break it down into sentences and assemble them into paragraphs. This results in what appears visually to be an article, however if you read it, the sentences don’t make a lot of sense. This should not be used to generate content that your visitors would likely read. It is however ideal for extreme long tail keywords, domain names, mis-spellings, etc. I suggest using only 1 or 2 short paragraphs of fewer than 100 words (settings available in the Scraper Settings page).

%%se-title%%

Similar to se-scrape, this will typically return a single sentence, intended to look like the title to an article or blog post.

%%meta-kws%%

This token will work only if a keyword list is present for the current template. It will select a few of your keywords at random, and display them comma separated, for your meta keywords tag.

%%se-meta-desc%%

Also in the “scrape” family, this will do what se-scrape does, but return just a couple of sentences, intended to be used in your meta description tag.

5 Datafeeds

If you've been around internet marketing for any length of time, you've probably heard the term "data feed" or "affiliate data feed" before. Most likely though, unless you actually went and started working with them, you're still scratching your head wondering what the fuss is all about. So in that vein, let me hopefully shed some light on the subject for you.

Datafeeds have a misleading name to begin with. Many of us are used to things like RSS feeds, XML feeds, streaming audio & video feeds, etc. Those are all examples of what I personally consider a "true" feed... something that comes to you in real time when you request it, and is dynamic and changing on its own at any time.

Datafeeds in the affiliate marketing sense however, are not this at all! They are actually not even a feed, if you can believe that! They are actually nothing more than a database. They typically come in the format of an Excel spreadsheet, or a .csv (Comma Separated Values) file, and they are not dynamic at all. Sure the affiliate merchant might update the information from time to time, but it is still up to you to go get the updated version, clean it up, format it, and get it loaded into whatever method you use to create a web site out of it.

Now the wonderful thing about these however, is that they contain a *wealth* of information that you can use to insert into a web site. Typically, they will contain things like:

- Product Name
- Product Model Number
- Product Description
- Product Keywords
- Product Image Link
- Product Thumbnail Image Link
- Product Order Link
- Product SKU Number
- Etc.

They may contain this information for hundreds, thousands, even *tens of thousands of products!* This means you are instantly adding an entire merchant's catalog to your site, just by making use of their data.

So, that's all well & good... but now what? So I have this spreadsheet file with all this stuff in it. What am I supposed to do with that? How do I get it onto the web so I can make some money? I am so glad you asked!

5.1 Datafeed Usage

Obviously, you need to build a web site. Now you could take the information contained in the data feed for, say, 1,000 products, and hand-build a different .html page for each one of those products, painstakingly pasting the information from the datafeed into your page's html source code. But of course that will probably take most people months to complete – if they even have the patience!

But all this information is there, can't we just have the computer read it and know what to do with it?

That's exactly where LPGen comes into play.

5.2 Datafeed Tokens

LPGen will read a properly formatted file (we'll talk about formatting later), and automatically create some new tokens for you. For example, if the top line in your datafeed looked like this:

```
Blue Shoes,suede leather,$19.95 ,
```

LPGen will, after the list is properly formatted, give you several new tokens to work with, that are all based on the %%keyword%% token. They are:

%%keyword0%% (optional, and identical to %%keyword%%)

%%keyword1%%

%%keyword2%%

%%keyword3%%

Etc. etc. for as many items of data as you have in your datafeed.

In the above example, %%keyword1%% would display "suede leather", %%keyword2%% would display "\$19.95", etc.

Now, why doesn't %%keyword1%% display "Blue Shoes" you ask? Because computers start counting from zero, so technically, %%keyword0%% would display "Blue Shoes" in this example, but you can of course use %%keyword%% as you normally would for just the main keyword.

Now, not to forget that this is all HTML code in your template, if you were to use %%keyword3%% you would get a link to the product's picture. This means you can also do something like this:

```
<a href="http://www.shoestore.com"></a>
```

The above would display the product image as a clickable link leading to shoestore.com.

Are you beginning to see the possibilities here?

With a properly set up datafeed file and web site template, you can have a 10,000 page product site created in seconds using LPGen, without having to upload 10,000 files or manage all those individual pages. Got an updated .csv file from the vendor? Simply reformat it and replace the file on the server, and your site is completely updated for the new catalog of products!

5.3 Datafeed Formatting

The information in your .csv file must be formatted properly, which will require you to do a little work either in Excel or, if you're a little more adventurous, in a plain text editor.

A complete lesson in how to use Excel is beyond the scope of this printed manual, although the video showing how to clean up & format a datafeed is probably much better suited to this task. Here is the bottom line essence of how a datafeed must be formatted:

- Column A must contain your keywords
- The keyword list file data **must be tab delimited**. This is critical.

Beyond that, just make sure the columns are ordered the way you would like them, and if there are any columns of data you have no use for, I suggest deleting them completely as it will make for a smaller file, which will help LPGen to load the data faster.

Datafeeds are still a foreign concept to many people, so I strongly suggest you watch the demo videos, and play around with the demo campaign (which if you look at the keyword list, you will see is actually a datafeed itself) and get a feel for what you can do with it by moving tokens around on your page.

6 Split Tester Settings

One of the most powerful things you can do in online marketing, is to constantly be testing. Different landing pages, headlines, offers, domains, templates, content... you have to test it all. The Split Tester was developed so you can quickly and easily split test any aspect of your campaign that you need to. It is incredibly powerful, and fairly complex at first glance, but once you get the hang of it you'll wonder how you ever lived without it.

6.1 Split Test DB Setup

Unlike the rest of LPGen, the split tester is driven by a MySQL database, so you will need to have set one up expressly for LPGen's use. See the tutorial video on SQL setup if you aren't sure what needs to be done. Database setup is a skill you need to master if you're going to work online, it's not hard once you've done it a few times.

You'll need to enter your DB name, username, and password. If you know you need a different host, you can change "localhost" but in almost all cases, you should leave it on localhost.

6.2 Split Test Editor

This is where you can see all the campaigns that you have created, as long as they have not been deleted. There are numerous options here and the video will be most effective in showing how they all work. As a reference however, here is an outline starting from the top:

View All / View Minimal – This works in conjunction with the show/hide feature described below. If you click "View All" then all campaigns, whether active or inactive, will be visible. If you click "View Minimal", then only "active" campaigns will be visible.

Create New Campaign – This is where you can name a new campaign you wish to create, as well as another existing campaign you'd like to "clone" from. This is very useful if you want to take an existing campaign and make a copy of it, to make slight changes to it.

Campaign Name – Each campaign has a name that can consist only of alphanumeric characters, and underscores. All spaces are automatically converted to underscores. I suggest staying with all lowercase campaign names as well but that's up to you.

Show All, Hide All – This has to do with visually displaying only certain campaigns. Each campaign is either "active" or "inactive", and the "View All / View Minimal" link at the top, determines what you actually see.

Edit – Click this to edit the individual offers/URLs being rotated inside a given campaign.

Report – This shows you the Traffic Report for a given campaign, where you can see each click that came through along with the keyword and source that generated it.

Test – Click here to test the rotator for that campaign.

Delete – Click to delete the entire campaign permanently from the database – CANNOT BE UNDONE!

Hide/Show – Click to toggle the individual active/inactive status for a given campaign (affects visibility ONLY).

Cloak / Uncloak – This is an extremely powerful feature that can serve many purposes. Most commonly it is used to keep the traffic source you're running a campaign on, from knowing what you're actually doing so they can't steal it from you. To use cloaking:

Select the campaign you wish to cloak, and click the "cloak" link on that line. A yellow line will appear below the campaign, saying "Send spies to:" You can enter any URL you want in there (even another split tester URL!) and when you click Save, that will become the destination for any traffic that meets certain criteria.

A visitor is considered to be a "spy" based on several factors. Most notably, their IP address. There is a file called ip_list.txt in your data folder, that contains a few IP addresses to start. You can edit this file via FTP to add any additional IPs that you wish... most likely the IPs of Google, Yahoo, MSN, or any other traffic source you might use. There are even services that make these available for a fee. If a visitor from one of those IPs comes to that campaign **and cloaking is activated for it**, they will be sent to the cloaked URL instead and will never see the actual campaign.

Also, if the cloak is enabled and there is no keyword defined, the keyword is equal to "test", or contains a { or } symbol, it is assumed to be a traffic network visitor and again will be sent to the Cloaked URL.

If you wish to customize the rules and have the skills to do so, you may edit the cloak_rules.php file in the admin folder any time you wish. Just be sure you know what you are doing as it involves editing PHP code and will break the cloaking feature if you aren't careful. I've commented the code as best as I can to help.

7 Rotator Group Editor

If you create a new campaign, or click Edit on an existing campaign, you're taken to the group editor. This is where you will Add offers/URLs to your rotator, and determine what percentage of your traffic will go to each one. It's most common to rotate evenly among a group of URLs, and there is an "Even Split" link which will accomplish this as you will learn. So again, starting from the top:

View All / View Minimal – This link toggles between these two states, and controls the display of the shown or hidden items in the list below.

Traffic Report – This is where you can analyze the traffic for the current group.

Add Destination

Title – Give the offer, template, or URL you are about to choose a name. This is arbitrary and can be changed at any time.

Commission – How much you are paid for a conversion, if applicable. Can be left at zero.

Weight – What percentage of traffic should this offer get. Usually left at zero until a bunch of items have been added to the group.

Send To – If you want to rotate one of your existing LPGen templates, choose it here. If you instead want to rotate any other URL, choose Add URL from the list, and enter the URL in the field to the right.

Press the Create button when you are ready to add the new destination. You will see that the path to your chosen template (if you chose a template) will be added as a line item in the group. Notice also that by default, it ends with #kw#. This is so the incoming keyword will be passed to your template, and the proper content will be generated automatically.

7.1 Settings / URLs / Codes

Split URL – This is the actual URL you would use to send traffic to this particular rotator group. There are several custom subids in the URL, and it's important you understand what they are and how to use them:

g= This contains the name of this particular rotator group as defined in the Split Test Editor.

src = This would be something to identify where the traffic came from, it could be the name of a network, an adgroup, a numeric identifier, or anything else.

kw= This would usually be used to pass the keyword you were bidding on. It can also be encoded to a number if you wish, which will be explained below.

Note that the rotator also incorporates Dynamic Token Generation just like the LPGen template processor. ANY subid you place in your URL, will end up with a matching token you can pass along in your individual links below. This will be much more clear by watching the video.

Meta Refresh – If you wish to use a meta refresh/redirect to send the traffic to each item, choose this option.

Redirect – This uses a standard PHP header redirect.

Frame – This will use a frame to keep the traffic on your domain, but display the content you chose to link to. Be aware that frame busters can cause problems so use this option with care.

Test Link – Click this to test the behavior of your rotator.

7.2 Show All / Hide All / Even Split

Much like the hide/show option in the template editor, Show All and Hide All change the visibility state of all the items in this rotator at once. ***This does not in any way change the weighting of how much traffic will be sent to the offers, it only makes them able to be hidden from view.*** Ultimately the “View All/View Minimal” link at the top of the page, determines the overall visibility.

Even Split – When clicked, this will evenly distribute the weight of all **visible** items so you have a nice even rotation. This means if you don’t want an item to be part of the rotation, you must hide it before clicking on Even Split.

Show/Hide - Each item can be individually shown or hidden as well by clicking Show/Hide. This is globally controlled by the “View All/View Minimal” link at the top of the page.

Delete – Click to delete this item and all its associated data, from this rotator group. THIS CANNOT BE UNDONE.

7.3 Special URL Tokens

In order to pass values from the incoming URL subid, to the individual items in your rotator, it's required to have special tokens you can use in your links, to represent the values in the subids. For example, if your incoming URL was:

www.domain.com/lpg/index.php?g=diet-group&src=diet-adgroup&kw={keyword}

and you wanted to send traffic to the URL:

www.youraffiliatelink.com?subid1=diet-adgroup_keyword

Then your affiliate link URL would actually look like:

www.youraffiliatelink.com?subid1=#src#_#kw#

As you can see, since the original URL had a subid src= and another subid kw= there are two tokens, #src# and #kw#, available to be used. But this would be true of ANY subid in the URL and allows you to pass any special data through the URL that you wish.

There are a few additional tokens you may wish to use as you get more advanced. They are:

#id# - Passes a numeric code that is assigned to that particular combination of keyword, URL, and source. You can see the numbers that match up to your keywords in the Traffic Report, when all columns of data are visible.

#rot# - Passes the keyword encoded with "rot-13" encoding. This is a very simple technique for obscuring text, it rotates alphabetical characters by 13 places in the alphabet. It's a quick way to hide your keywords from prying eyes, but still make it easy for you to decode later (you will need to use an encoder/decoder like <http://www.rot13.com/> to convert back & forth).

#rn# - Passes a random 3 to 5 digit numeric string, useful for obscuring your keywords, for example: #rn##rot##rn#

#ts# - Passes a numeric date/time stamp of when the impression was triggered.

8 Traffic Report

This is where you'll see what's going on with your traffic. ***This is not meant to replace another conversion tracking system like Xtreme Conversions, Prosper202, etc.*** This is meant to be an easy way for you to see in real time what traffic is flowing to what campaign and what offer for what keywords and from what source. Although it does allow you to manually enter conversions and see an EPC, don't think of this as a replacement for a full featured tracking system. It's not. But it IS extremely useful and powerful.

Refresh – Does what it says, refreshes the page and all visible data on it.

View All / View Minimal – This link toggles between these two states, and controls the display of the shown or hidden items in the list below.

Edit Group – Takes you back to the edit screen for this group.

8.1 Split Report For...

Add Column – Allows you to choose what columns of data are displayed. You can see the URL each item is sending traffic to, the source you defined for it, the incoming keyword, or all at once.

Remove Column – Removes whichever columns of data you wish to no longer see, or all at once.

Results Per Page – How many rows of data do you wish to see at once on screen?

Title, Views, Conv, %, Revenue, EPC – Click on each of these to sort by them, click again to reverse the sort direction.

Additionally, you can click on the line item of any of the visible data columns, to filter by only that item. This is more easily understood in video than by explaining, and requires there to be data present in order to see anything.

If you have All columns shown, you can manually enter a number for the Conv (conversions) field. Once saved, this will then calculate an EPC (Earnings Per Click) as well as conversion rate so you have an idea of where your best performance is coming from.

Once again this is NOT meant to replace a full tracking system, but it is completely live real time data and is quite useful.

Save All / Clear All – These will save any conversions you may have added to any particular line item, or will delete ALL traffic data from the campaign. This does not

delete the URLs from the rotator group, it only deletes all data collected. **THIS CANNOT BE UNDONE!**

Clear Conv – This will delete only the conversion data from the entire campaign. Additionally you can click “clear” on any specific line to remove all the data for just that single line. **THIS CANNOT BE UNDONE!**

At the bottom of the page you can click Next -> or Last -> to jump to the next page or end of the data.

9 Caching

Caching is a critical concept to understand. When grabbing content dynamically from the web, there is an unavoidable speed issue because your page can only load as fast as the site you request content from, responds. For this reason LPGen often appears slow when first loading a page. Subsequent loads of that same page will be much quicker, because after the first load the page is *cached* or stored as a text file locally on your own server. This makes it much faster to load the next time someone requests the same information.

The big problem is when you first put your campaign live, the search engine (Google for example) will typically crawl every one of your pages to verify what's on them. If every page is requesting several pieces of content from around the web, this can actually CRASH your server! The solution is to have all the pages cached ahead of time.

9.1 Methods of caching

LPGen has a built in method of caching called "Background Caching", but there is also a more manual way to do it.

9.1.1 Xenu Link Sleuth

Prior to the introduction of "Background Caching" in LPGen, there was still a way to accomplish the same result using a free utility called Xenu Link Sleuth (just Google it).

Xenu is designed to allow webmasters to crawl their sites in search of broken links, and it will then report which links were broken so they can be fixed. But in order to do its job, it must crawl every link it finds – ideal for LPGen users who want all their pages cached at once!

The idea is that you must provide Xenu with a text file list of all your URLs, for each page you want crawled. This means you must create such a list yourself, using Excel, a text editor, or any other means.

Simply take your root LPGen path, such as:

www.mydomain.com/offers/template-name/

and add each of your keywords to the end, such as:

www.mydomain.com/offers/template-name/blue-widget

www.mydomain.com/offers/template-name/red-widget

www.mydomain.com/offers/template-name/green-widget

etc.

Make sure you always use hyphens (dashes) between words.

Then give this list to Xenu and it will crawl every one of those URLs, caching all your pages for you!

9.1.2 Background Caching

The second method of caching is much simpler, but sometimes doesn't work on certain server configurations. Most likely however, this will be the method to use as it's built in and requires just one click to start.

9.1.2.1 Generation Settings

Use Background Processor – Usually you will want this enabled, as it allows you to continue using LPGen while it loads all your pages in the background. If for any reason you want to watch LPGen while it loads each page, you can disable this feature.

Path to PHP Installation – Change this only if you know that your PHP path is different.

Use Proxies – If enabled, LPGen will use whatever is listed in the “working proxies” box, when it pulls content. This will result in less chance of your server's IP being banned for repeated requests, for example from an article directory or search engine.

Import Free Proxies – When clicked, this will fetch a list of free proxies that is updated periodically and place it in the “working proxies” box.

Working Proxies – This is a list of the proxies that will currently be tested and used, if working. Any proxies that are not working will go into the “bad proxies” box. LPGen can grab a list of free proxies, but free proxies are notoriously slow, and often go down unexpectedly. If you prefer, you may enter a list of your own proxies here, in the format:

username:password@111.222.333.444:5555

If you're using paid proxies, you should understand what the above numbers refer to (IP and Port).

Bad Proxies – When a cache job is started, the proxies are tested and anything that fails, is put here.

9.1.2.2 Generate Cache

This is where you will actually start a cache job, or see its status. You can also edit your keyword list directly from here if needed. A Cache can only be performed on templates that have a list of keywords available, so make sure you place all the terms that you want cached into a keyword file.

10 Your PPC Campaigns

The primary way in which most people do PPC marketing at this point in time, is by using Google's Adwords program. It's by far the simplest to get set up with, and is probably the most robust such program available. However, Yahoo and MSN both have offerings to compete with Google now, and there are a large number of "second-tier" or lesser-known PPC engines as well. By far Google, Yahoo, and MSN are the most common though (the "Big Three" as I call them) and so they are what I will focus on here. LPGen was designed from the beginning to work with all three of these networks with ease.

10.1 Using LPGen with Google Adwords

If you don't already know how to use Google Adwords, this manual will not be able to really get you started from nothing. That's a subject for an entirely different book, and in fact there are many that have already been written. You can get excellent free information directly from Google at <http://www.google.com/adwords/learningcenter> by watching their tutorial videos and reading the site. If you prefer a "crash course" from [an acknowledged expert on Adwords, Perry Marshall](#) is pretty much considered one of the absolute top people when it comes to learning how to best utilize Adwords. If you want a paid course on Adwords (though his free course is outstanding too!), his always receives absolute top recommendations.

So, what about using LPGen with Adwords? I've found that it's actually so simple, that people tend to try to make it more complicated than it is. Hopefully you will understand exactly what to do from reading this, or watching the associated video.

Adwords requires that every ad have a destination URL where you send your visitors. This would be the landing page of your site, to the specific keyword you are bidding on. You can also have a unique URL for every keyword. The keyword URLs are used when someone finds you through the search network, and the ad URLs are used when someone finds your ad on the content network (if you are running on the content network). In either case, if no keyword URL is specified, the ad URL is always used by default.

The great thing is, Google also has something called Dynamic Keyword Insertion. What it does, is allow you to specify a token in your URL rather than an actual word, and at the time the ad is run, that token will be replaced by the particular keyword you are bidding on. Normally, this is used in your ad copy, for example in your headline, it might look like this:

Cheap {KeyWord} Here

So if you had a “widgets” template and were bidding on the keyword “Blue Widgets” the ad would read “Cheap Blue Widgets Here”, and so forth. But the interesting part is, you can also use DKI in the destination URL. This means you can format your destination URL like this:

www.yourdomain.com/offers/widgets/{keyword}.html

and Google will replace {keyword} with the actual keyword, when the person clicks your ad. This is where LPGen does its magic... now that your URL is something like www.yourdomain.com/offers/widgets/Blue-Widgets.html, LPGen will display a custom landing page all about “Blue Widgets” to the visitor. Depending on what tokens you used in the template, it will display all manner of content for them, and more importantly – for Google! This means your landing page is highly relevant for the term “Blue Widgets” and will be judged accordingly by Google’s algorithms. High relevancy is what leads to higher quality scores, higher quality scores lead to lower bids and better ad placement, better ad placement leads to more click throughs, and more click throughs leads to more visitors which leads to more conversions which leads to more money in your pocket! This is why targeted landing pages with real content on them are so critical and can have such a huge effect on your bottom line.

The end result here, is that in our Google Adwords account we can use the exact same destination URL, for every single keyword and ad! Because the URL will be changed for us dynamically at the time the visitor clicks our ad, we don’t need to create hundreds or thousands of unique URLs. One URL to Rule Them All! ;)

10.2 Using LPGen with Yahoo Search Marketing

Yahoo’s PPC platform is very similar in overall concept to Google Adwords, but most people find that the traffic is very different, and the costs can tend to be much less expensive. Only testing and tracking will really tell you how it will work for you though, so I encourage you to give it a try. There are some important differences however, one of which will critically impact how LPGen will work.

Yahoo supports DKI in the same way that Google does in most respects – with one *critical* difference. They do not allow a dynamic keyword to be used in the destination URL! Clearly this is a real problem for a program like LPGen which relies on a dynamic keyword in the URL, isn’t it?

Well all is not lost. Yahoo actually has a different approach to this, and it requires enabling a feature of your Yahoo account that is disabled by default. First I’ll explain how to enable the feature, then we’ll discuss what it does.

- First, log in to your Yahoo Search account.
- Now from the main Dashboard, click the Administration tab.
- Directly under those tabs will be a series of links. The link on the far right is called Tracking URLs. Click that link.
- Choose the radio button titled “Tracking URLs on”, and click the “Save Changes” button.

There, that wasn't so bad was it? You're all set to use Yahoo's version of dynamic keywords in the URL. But how does it work?

Now that you've enabled Tracking URLs, yahoo will automatically begin sending some additional information in all the URLs when someone clicks one of your ads. They actually transmit a bunch of interesting information, but there is one in specific that we are most concerned with, called “OVKEY”. OVKEY is short for **O**verture **K**eyword., and it will contain the keyword that you were bidding on. It will cause the URL that someone gets sent to from your ad, to look something like this:

www.yourdomain.com/offers/widgets/{keyword}.html?OVKEY=Blue-Widgets

Now, if you're paying attention, you may notice something... what about that ugly {keyword} thing that's in there, won't that cause problems??

Well, yes it can. This is the one change you must make for your URLs in order to make them cross-compatible with Yahoo – delete the {keyword}.html from them all. This means your URLs will look like this in your Yahoo account:

www.yourdomain.com/offers/widgets/

You will probably need to edit your URLs either in Excel, or using a text editor and the find & replace feature. It should only take a minute or less.

Yahoo will then add the OVKEY to the end of it when the visitor clicks, which will tell LPGen what page to deliver. LPGen looks at the incoming URL, and if it sees an OVKEY variable attached to the URL, it knows this person came from Yahoo, and so it should use OVKEY to specify the page to create. So LPGen will faithfully display the correct page all about Blue Widgets, as expected, if that was the keyword contained in OVKEY. Aren't computers smart?

10.3 Using LPGen with MSN AdCenter

MSN's PPC network hasn't been around nearly as long as Google or Yahoo, but it is quite powerful and they do have a good amount of traffic, so don't overlook them. Traffic is likely cheaper there than at either of the other two networks, but there also could be less of it or the quality could be lower. You will have to test & track to see for yourself.

Using LPGen with MSN AdCenter is exactly like using it with Google Adwords, simply insert the dynamic keyword token {keyword} into your destination URLs, so that they resemble this:

www.yourdomain.com/offers/widgets/{keyword}.html

That's really all there is to it, everything else will pretty much apply as with Google, so I suggest you read that section if you haven't already.

11 Additional Resources

11.1 Tooltrainer.com

[ToolTrainer.com](#) is my blog where I share quick tips, shortcuts, and tricks about using all manner of tools, but primarily those used in making money online. As of this writing it is still in its infancy, and I have grand plans for it. I want to cover anything and everything that you need to know about any tool you use online. That's a lofty goal I know, and I aim to please so... check it out and leave me comments wherever appropriate, I'd love to see them!

11.2 PayPerClick Formula

[The PayPerClick Formula](#) (or PPCF as it's affectionately known) is the best home study course available for those who are really serious about running a PPC marketing business, with a focus on generating CPA leads. If that all seems like alphabet soup to you – don't worry. It's all covered very well in the course. I have gotten to know numerous people very well through my participation in the user's forum, that are now earning over \$10,000 per month in profits, after 3 to 4 months of focused, hard work on applying the techniques in the course. It won't be for everyone, as the course is not "cheap" and the work required is not "easy," but for those who apply themselves, the rewards are clearly worth the effort and cost. If you feel you're up for it, I suggest you check out the course. In fact, LPGen owes its existence to the PPCF user forum.

11.3 Google Adwords Editor

If you aren't already using it, you absolutely positively *must* start using [Google's Adwords Editor desktop software](#). It is available for both Mac OSX and Windows, and is a must-have for any PPC marketer. Oh and did I mention it's FREE??? Go get it. Now. I'm not kidding. I'll wait.

11.4 Speed PPC

Speed PPC is an incredibly simple product in concept, but in application it works so outstandingly well that it's nothing short of stunning. The same end result can be accomplished with several other tools in conjunction, but you will spend several hundred times as long (at least!) to do it. If you have a tools budget and are serious about cranking out the PPC campaigns, [I recommend Speed PPC as an excellent product](#). However it will only help you to do more of what you already know how to do, faster and larger. If you don't yet know how to build a small profitable campaign, SpeedPPC won't help you.

Oh, it's Windows only.

11.5 Ad Text Generator

This is a tool aimed at people (like myself =) who either aren't very good at writing PPC ads, or just plain hate doing it. Watch the video demo I made at www.AdTextGenerator.net, and decide for yourself!

11.1 Adword Smackdown

Last but definitely not least, is the first 3rd party plugin for LPGen. [Adword Smackdown](#) could be considered to be a very sophisticated cloaking solution. Obviously it's not for everyone, but if you would like to be able to show Google (or any other search engine) nothing but pure clean content, while showing your human visitors only the offer you want them to see, this is the best solution currently available. LPGen does have its own cloaking, but it uses two totally distinct templates and also tries to tell what's a bot and what's not. Smackdown uses just one template, and there is no guesswork involved. Bots will always be served one thing, and human visitors another, because it uses an encrypted javascript that the bots can't see.

For more on this, see the video I made announcing it last year:

www.tooltrainer.com/smackdown

11.2 Affiliate Networks

I'm asked frequently what networks I use or can recommend. Everyone's experiences are unique, but here is a list of many of the networks that I have used (in no particular order):

www.tooltrainer.com/copeac
www.tooltrainer.com/neverblue
www.tooltrainer.com/cpae
www.tooltrainer.com/xy7
www.tooltrainer.com/azoogole
www.tooltrainer.com/cx
www.tooltrainer.com/hydra
www.tooltrainer.com/clickbooth
www.tooltrainer.com/revenueloop
www.tooltrainer.com/clickbank
www.tooltrainer.com/shareasale
www.tooltrainer.com/linkshare
www.tooltrainer.com/flux
www.tooltrainer.com/getads

12 Troubleshooting

As relatively easy as it is to get going with LPGen, there is always room for error. Here are a few of the most common ways people have run into problems getting going. For more common problems, visit the support desk.

12.1 Incorrect CHMODs

Make absolutely certain if you have performed a manual install, that you have set permissions correctly for the required files, as outlined in section 3.1.

12.2 Improperly formatted datafeed keywords file

Make sure your keywords file adheres to all the required details, as listed in section 5.

12.3 Error message about an “ipf-work-dir” folder

I’ve only seen this come up a couple of times. During installation (if using the Wizard), the installation wizard creates some temporary folders & files, that it then deletes upon completion. If for any reason the wizard is unable to delete these temporary files, it can result in an error message from LPGen. If you notice any folders inside your LPGen folder with a name similar to the above, please delete the folder completely.

12.4 The installer says something about not being able to access the web server, but I can see that it created the folder and some temp files just fine. Why can’t it continue?

This is a very confusing issue, but here is what is probably going on:

During the installation process, you are asked to “Create install folder in”, and in the example video I use “public_html”. If however you were installing into an adon domain on your server called “mydomain.com”, then the path would probably be something like “public_html/mydomain” instead. But on the next screen when it asks for the path to the web server, this MUST MATCH, but be formatted with a proper web address starting from the top domain on your host. So if your primary domain was “thidomain.com” then the path to your web server for this install might be something like <http://thisdomain.com/mydomain>.

I know, confusing isn't it? Hopefully my example video will make it easier to understand than describing it in writing.

12.5 I forgot my login or username, how do I retrieve it?

The login and username are stored in a file on your server in the admin folder, called "lpgen-settings.php" and you only need to log in and view that file, in order to retrieve the information. Note that this file cannot be read from anyone outside your server.

13 In Closing

By now you should hopefully be up and running with LPGen. If you're a more visual person, don't forget to check out the tutorial videos at:

www.LPGen.com/lpgenx-vids.html

as they may be more your style. Also don't forget to come join and participate in the user community at:

www.LPGen.com/forum/

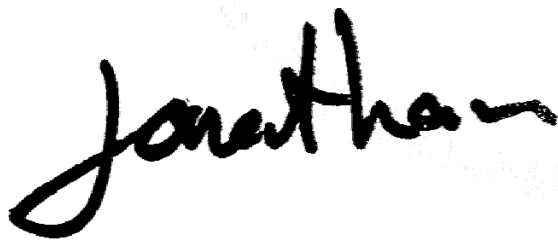
There are some extremely successful, highly profitable PPC marketers in the forum who regularly share amazing insights, tips, and tricks that can help you in your PPC business. Don't be left out, go sign up right now!

And again, the help desk can be found at:

<http://support.tooltrainer.com>

Lastly, don't ever hesitate to ask me questions as I do my best to help everyone that I can. If you have specific suggestions about LPGen, that's great! Or even if you just want to talk about PPC and related aspects, that's fine too. In fact the forum is perfect for talking about almost anything at all, so I'd love to see you there.

Always the Best!



Jonathan van Clute