

RSS Equalizer

User Guide

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1 INTRODUCTION

This document is a detailed guide for using the “RSS Equalizer” application. Each of the available tasks is explained inside appropriate sections of this document.

Note: since the application has two possible modes of operation i.e. “Basic” (appropriate for most users) and “Advanced” (for advanced users only), this guide has been divided into two parts each containing information about the specific mode.

- **Basic RSS Equalizer** – see section 2
- **Advanced RSS Equalizer** – see section 3

The desired type is chosen during the procedure of installing “RSS Equalizer” but can be changed at any other time after the installation by choosing the appropriate option inside the main menu (**e.g.** Switch to Basic/Advanced mode).

1.1 Uploading installation pack to web server

The first step in installing “RSS Equalizer” is installing the installation pack to your server. Create a new directory inside the directory on your server which is viewable on the internet and copy the contents of the installation pack to that directory.

Note: it is important to remember the name of the directory where you copied the installation pack because this name will be used for accessing installation program and the application once it has been installed (e.g. <http://www.yoursite.com/rsseq/>, where “RSSEQ” is the name of the directory you created and placed the installation pack to).

2 BASIC RSS EQUALIZER

This section of the document will explain all options and tasks available in the basic version of the RSS Equalizer.

Note: for further information about the advanced version, see section 3.

2.1 Installing basic RSS Equalizer

In order to start installing basic RSS equalizer after you have uploaded the installation pack to your server, enter the address of your website followed by the name of the directory the installation pack has been copied to and **/install**.

For example: <http://www.yoursite.com/rsseq/install/>, where RSSEQ is the name of the directory you have copied the installation pack to. The following screen will be displayed.



Figure 1: Installation procedure (step 1/5)

The following options are available inside this screen:

- **Basic User** – choose this option in order to continue installing basic RSS Equalizer
- **Advanced user** – choose this option if you want to utilize advanced features such as news archive (see section 3)

Choose the “Basic User” option inside this screen and click on the “Next” button. The following screen will be displayed.

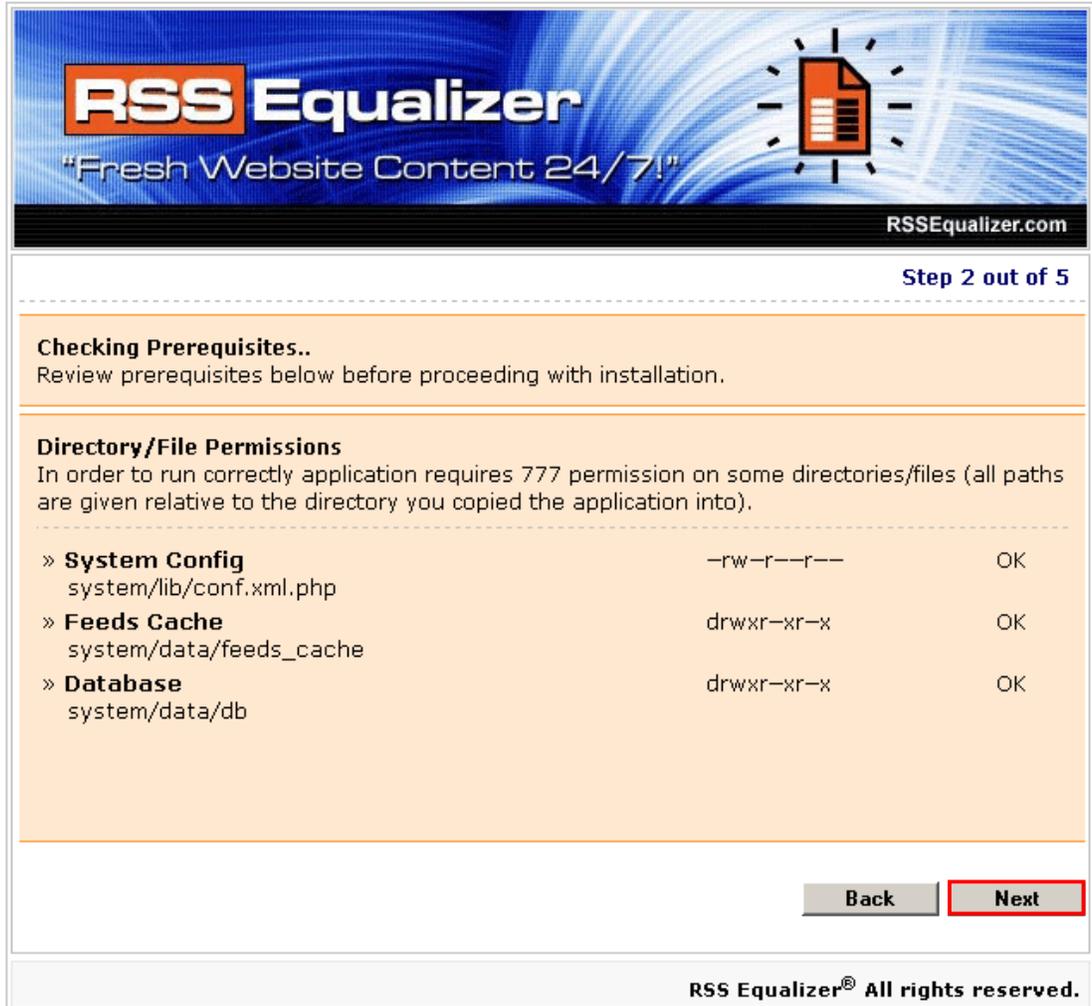
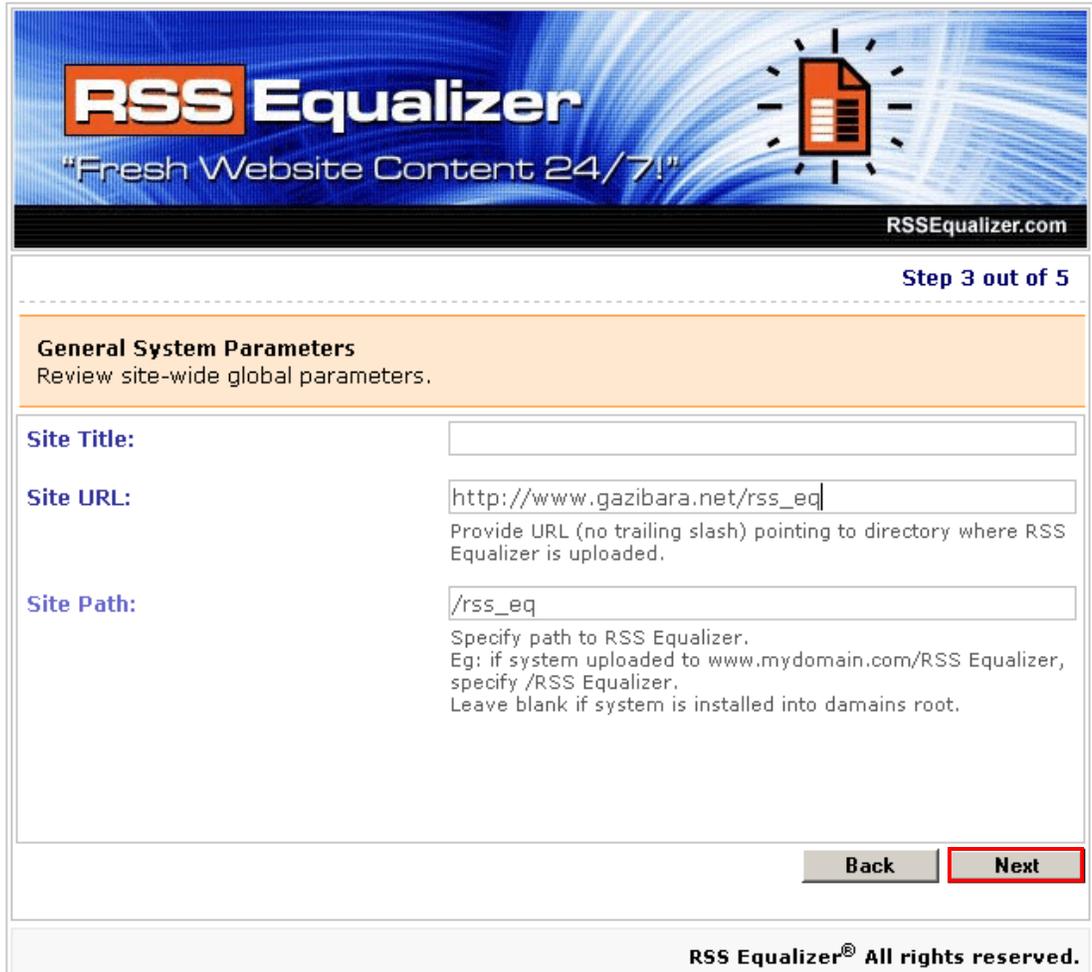


Figure 2: Installation procedure (step 2/5)

In order to run correctly “RSS Equalizer” requires 777 permissions to some directories and files. This screen will give you information on whether permissions are set correctly. Review the status column to make sure it reads “OK”.

If one of the files has incorrect permissions, you will have to set it up manually within the administrator’s interface of your hosting account.

Click on the “Next” button to continue installing “RSS Equalizer”. The following screen will be displayed. The following screen will be displayed.



RSS Equalizer
"Fresh Website Content 24/7!"
RSSEqualizer.com

Step 3 out of 5

General System Parameters
Review site-wide global parameters.

Site Title:

Site URL:
Provide URL (no trailing slash) pointing to directory where RSS Equalizer is uploaded.

Site Path:
Specify path to RSS Equalizer.
Eg: if system uploaded to www.mydomain.com/RSS Equalizer, specify /RSS Equalizer.
Leave blank if system is installed into domains root.

Back **Next**

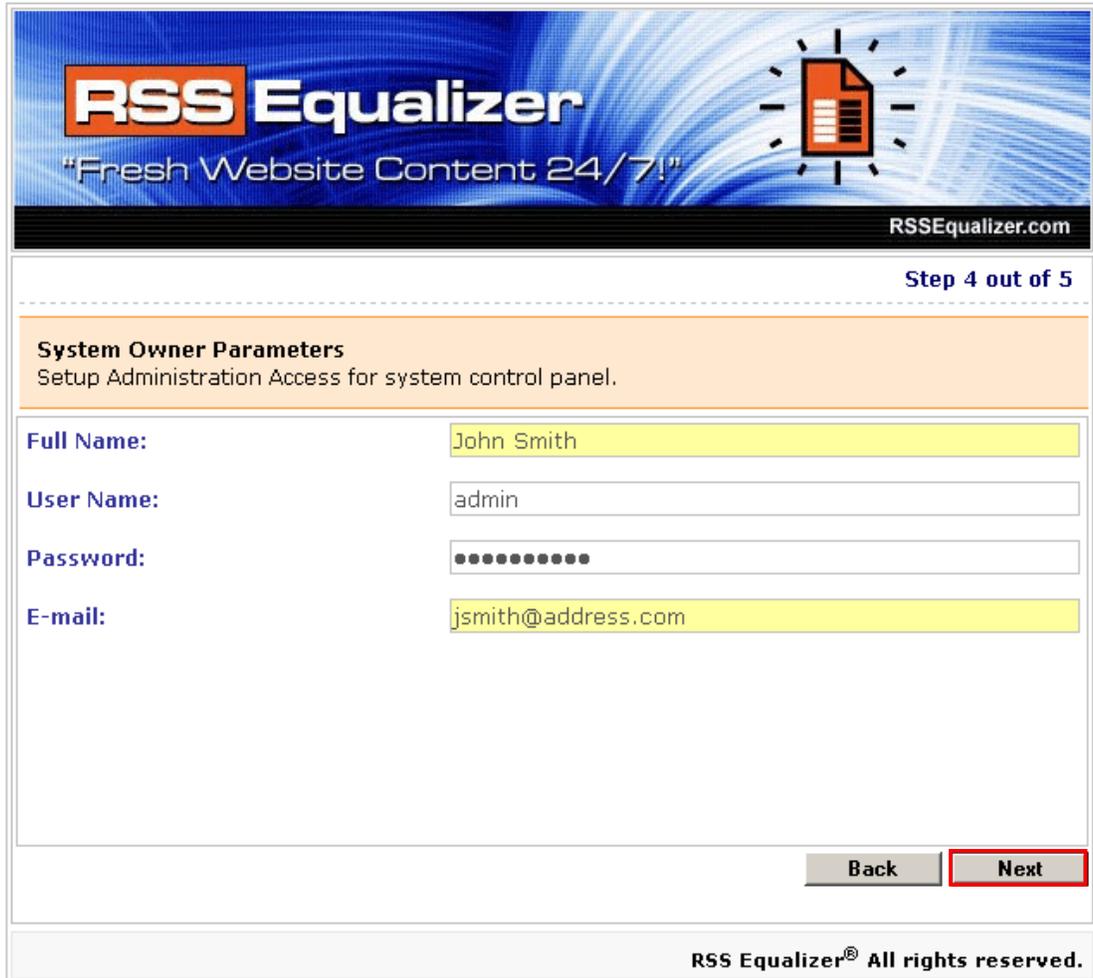
RSS Equalizer® All rights reserved.

Figure 3: Installation procedure (step 3/5)

The following parameters are available inside this screen:

- **Site Title** – input field for entering the title of the site as displayed inside the title bar
- **Site URL** – input field for entering the site URL followed by the name of the directory where RSS Equalizer is uploaded (**for example:** <http://www.yoursite.com/rsseq> - where "rsseq" is the name of the directory RSS Equalizer was copied to)
- **Site Path** – input field for specifying site path i.e. the path to RSS Equalizer (**for example:** if the RSS Equalizer is uploaded to <http://www.yoursite.com/rsseq>, then enter "/rsseq")

After setting the desired parameters, click on the "Next" button. The following screen will be displayed.



RSS Equalizer
"Fresh Website Content 24/7!"
RSSEqualizer.com

Step 4 out of 5

System Owner Parameters
Setup Administration Access for system control panel.

Full Name: John Smith

User Name: admin

Password:

E-mail: jsmith@address.com

Back Next

RSS Equalizer® All rights reserved.

Figure 4: Installation procedure (step 4/5)

This screen is used for defining the details of the administrator's account which will be used for accessing the control panel and managing RSS Equalizer:

- **Full Name** – enter your full name (e.g. John Smith)
- **User Name** – enter your user name (e.g. admin)
- **Password** – enter your password
- **E-mail** – enter your email address

After setting the desired parameters, click on the "Next" button. The following screen will be displayed.



Figure 5: Installation procedure (step 5/5)

This screen contains summary of your installation parameters. You can review the parameters and decide to go back and change any of the specified information.

In case you are satisfied with your choices click on the “Finish” button and the installation will be completed.

2.2 Login Procedure

Important note:

- Before using the application delete the /install folder on your website as it is a potential security threat
- Change the configuration file permissions to read only (**/system/lib/conf.xml.php**)

In order to login to your “RSS Equalizer” control panel, type the name of your website into the browser followed by the name of the directory “RSS Equalizer” was copied to (**for example: <http://www.yoursite.com/rsseq>** - where “RSSEQ” is the name of the directory installation pack was copied to). The following screen will be displayed.



Login

Username:
admin

User Password:
●●●●●●●●

Sign-in

[Lost your password?](#)

Figure 6: Login Procedure

Enter your username and password as specified during the installation procedure and click on the "Sign-in" button. The "RSS Equalizer" interface will be displayed (see section 2).

2.3 Basic RSS Equalizer Interface

This section of the document will give a detailed definition of the basic version of "RSS Equalizer" interface.

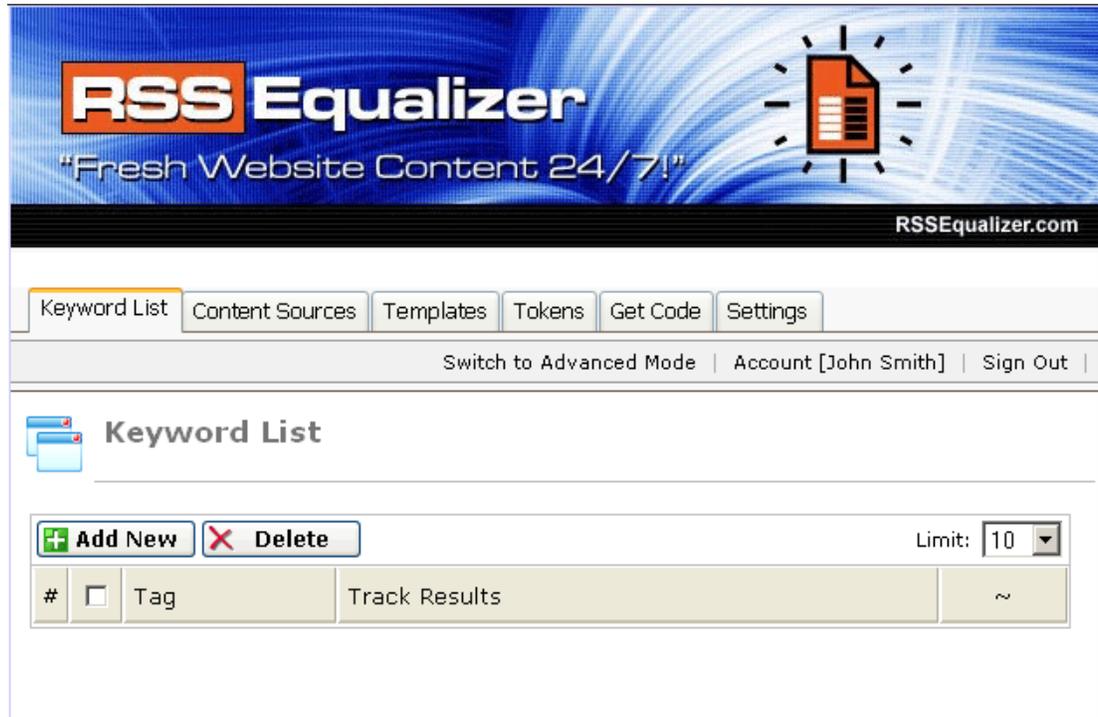


Figure 7: RSS Equalizer Interface

The following are the elements of the “RSS Equalizer” interface:

- **Keyword List** – see section 2.4
- **Content Sources** - see section 2.4.1
- **Templates** - see section 2.6
- **Tokens** - see section 2.7
- **Get Code** - see section 2.8
- **Settings** - see section 2.9
- **Switch to Advanced Mode** - see section 2.9.1
- **Account** - see section 2.11
- **Sign Out** - see section 2.12

2.4 Managing Keyword List

In order to start managing list of keywords choose option “Keyword List” from the main menu.



Figure 8: Managing keyword list

The following options are available inside this screen:

- **Adding new keyword** – option for adding a new keyword (see section 2.4.1)
- **Deleting a keyword** – option for deleting a keyword (see section 2.4.5)

2.4.1 Adding new keyword

In order to add a new keyword click on the “Add New” button inside the “Keyword List” screen (see Figure 8). The following screen will be displayed (**note:** the screen is presented with 3 screenshots).

RSSEqualize

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Advanced Mode
Account [John Smith]
Sign

Keyword List/New RSS Keyword

Fill required data and press submit button

New RSS Keyword

General

Tag:
seo_marketing

RSS Keyword:
SEO Marketing

RSS Source Feeds:
http://news.search.yahoo.com/news/rss?ei=UTF-8&fl=0&x=wrt&p=%KEYWORD%

Feeds to be used as the RSS content source.
One item per line. %KEYWORD% token, would be substituted with actual RSS keyword by parser.
Use Default List - default list is configurable from **Settings/General Parameters** pane.

Figure 9: Adding a new keyword (step 1/4)

The following parameters are available inside this part of the screen:

- **Tag** - used as unique id; having a keyword tag allows us to define the very same keyword with different parameters. Avoid using special characters in keyword tags such as "\$", "#" etc. Tag is also used to form a file name for RSS File Handlers.
- **RSS Keyword** - keyword string for which content should be fetched
- **RSS Source Feeds** - feed link per line, number of feeds is unlimited (but keep it reasonable!)

Randomizer Setup

Randomizer I:
 Use Single Feed (First) 

The actual usage of RSS Source Feeds could be configured.
 You can either use the first feed in the above list as the source, use a single random feed, or use multiple amount of feeds. Obviously, the latest method would be the most randomized one.

Randomizer II: Shuffle News Items. Results fetched from a feed(s) would be shuffled, thus even if you are using a single feed, you would get a content that looks different (order of items is changed).

Randomizer III:

Lower Limit:
 5

Upper Limit:
 10

Figure 10: Adding a new keyword (step 2/4)

The following parameters are available inside this part of the screen:

- **Randomizer I** - "Use single feed (first)" would utilize only one feed for content, the one that's first in keyword RSS Feeds list. The lowest degree for this randomizer layer. "Use single feed (random)" would shuffle the RSS Feeds list and randomly pick single feed for content fetch. "Use multiple feeds" Would take a random amount of feeds, get a certain items from each feed selected.
- **Randomizer II** - Whether to shuffle the result item list or not. If checked true, then results would be additionally shuffled before displaying. This gives different look even if the very same items are picked
- **Randomizer III** - Give min/max boundaries for how many items should be fetched. Set to the same value to fetch an exact number of items.

Extended SEO Setup

Backlinks:

www.google.com
 www.yahoo.com

Backlinks used within RSS items. One item per line.
Use Default List - default list is configurable from **Settings/General Parameters** pane.

RSS Item Template: RSS Item (Extended)  **RSS News List Template:** RSS List (Bulleted) 

 **Create**

Figure 11: Adding a new keyword (step 3/4)

The following parameters are available inside this part of the screen:

- **Backlinks** - List of links used for highlighted keywords back linking. If you want your RSS items to contain backlink to your site(s) just add them to this section. If back links exist then instead of highlighting (making either bold or italic) item would be linked.
- **RSS Item Template** - When you are fetching RSS items system should know how to display a single instance of RSS item (other items would obviously use the very same prototype). This template type allows you to reveal info about how your single RSS item would look like. It does not provide any info whether items are separated by simple
 tag or by horizontal line, it does not give us a complete RSS feed block, just a single item.
- **RSS News List Template** - item list does not take into account how actual RSS items are rendered (it's handled by RSS Item template), instead it concentrates on how items look together. So List template gives you an idea how a bunch of items are compiled together

After setting the desired parameters, click on the "Create" button and the new keyword will be created.

RSEqualizer.co

Keyword List | Content Sources | Templates | Tokens | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] | Sign Out

Keyword List

+ Add New | Delete | Limit: 10

#	Tag	Track Results	
1	seo_marketing	0	   

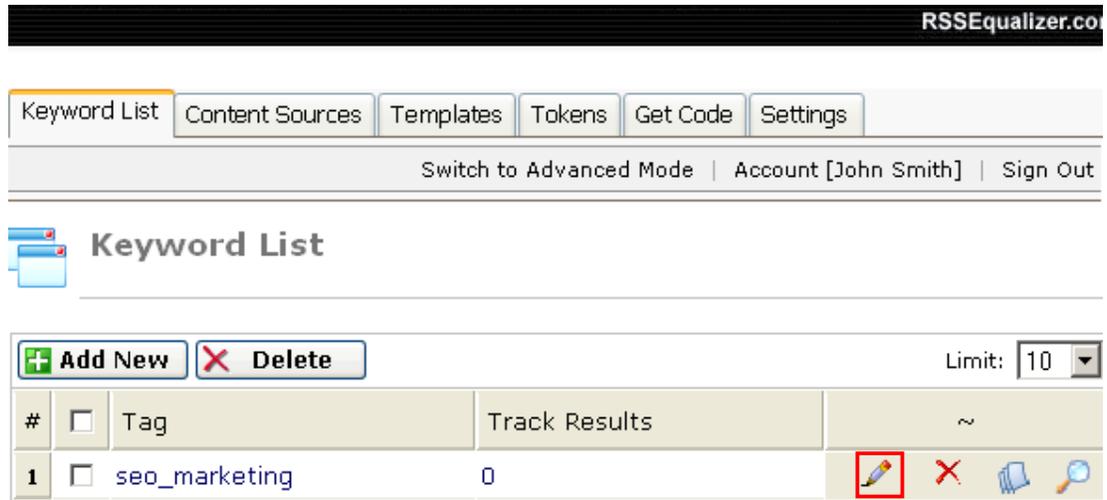
Figure 12: Adding a new keyword (step 4/4)

The following options are available for each keyword

-  - option for editing the keyword (see section 2.4.2)
-  - option for deleting the keyword (see section 2.4.3)
-  - option for clearing tracker results for this keyword (see section 2.4.4)
-  - option for viewing feed (see section 2.4.5)

2.4.2 Editing the keyword

In order to edit the keyword, choose option "Keyword List" from the main menu and then click on the edit icon  next to the desired keyword.



RSSEqualizer.co

Keyword List | Content Sources | Templates | Tokens | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] | Sign Out

Keyword List

Add New **Delete** Limit: 10

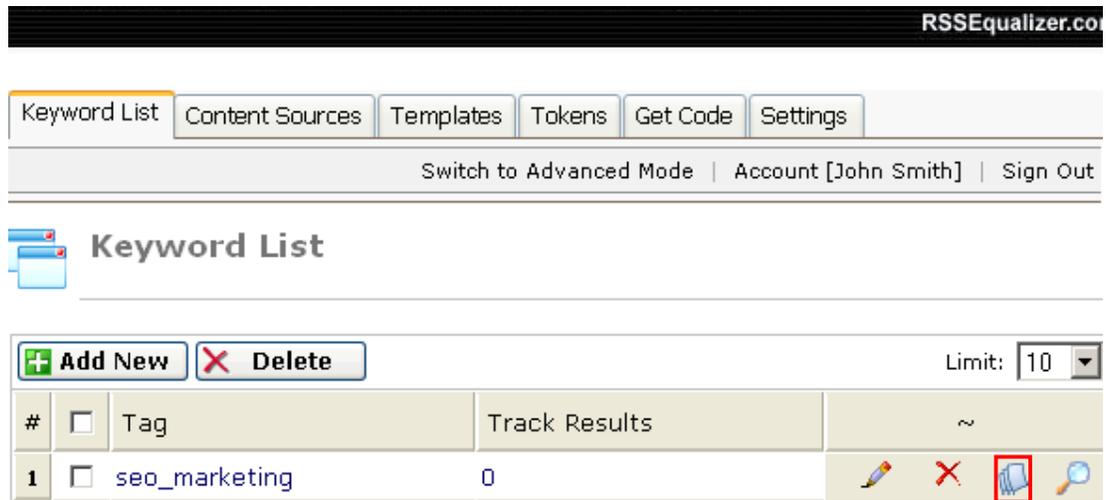
#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	   

Figure 13: Editing the keyword

The screen with the parameters of the chosen keyword will be displayed. See section 2.4.1 for further information.

2.4.3 Clearing tracker results

In order to clear tracker results, click on this icon  next to the desired keyword.



RSSEqualizer.co

Keyword List | Content Sources | Templates | Tokens | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] | Sign Out

Keyword List

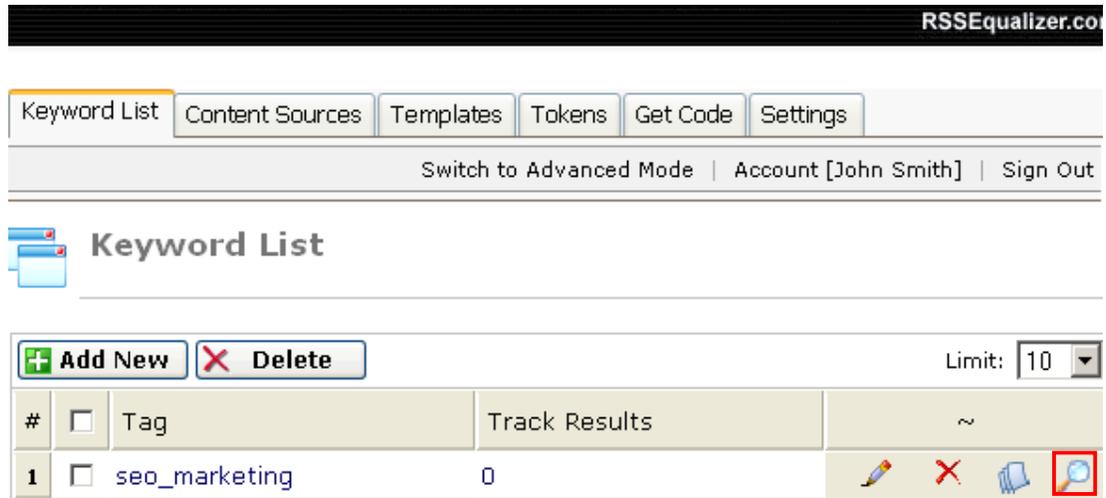
Add New **Delete** Limit: 10

#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	   

Figure 14: Clearing tracker results

2.4.4 Viewing Feed

In order to view the feed click on this icon  next to the desired keyword.



RSSEqualizer.co

Keyword List | Content Sources | Templates | Tokens | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] | Sign Out

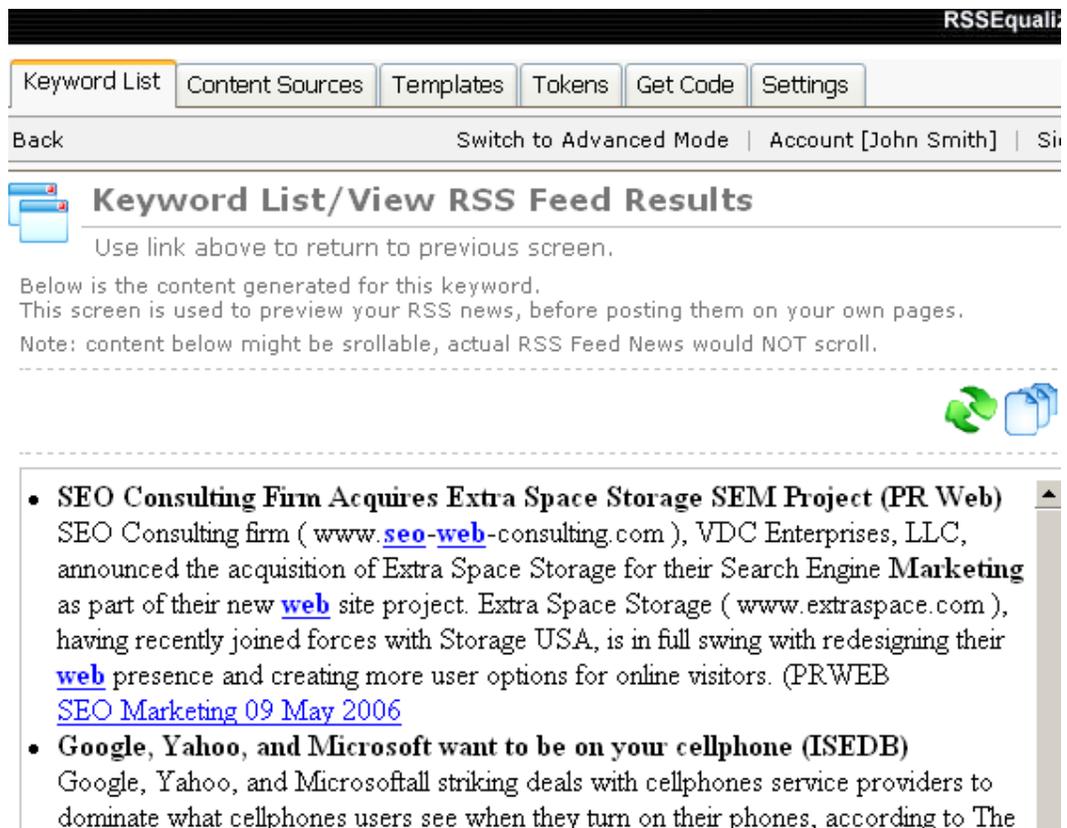
Keyword List

[Add New](#) [Delete](#) Limit: 10

#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	   

Figure 15: Viewing the feed

The following screen will be displayed. This screen contains content generated for the selected keyword. It is used to preview your RSS news before posting them on your own pages.



RSSEqualizer.co

Keyword List | Content Sources | Templates | Tokens | Get Code | Settings

Back | Switch to Advanced Mode | Account [John Smith] | Sign Out

Keyword List/View RSS Feed Results

[Use link above to return to previous screen.](#)

Below is the content generated for this keyword.
This screen is used to preview your RSS news, before posting them on your own pages.
Note: content below might be scrollable, actual RSS Feed News would NOT scroll.

- SEO Consulting Firm Acquires Extra Space Storage SEM Project (PR Web)**
 SEO Consulting firm (www.seo-web-consulting.com), VDC Enterprises, LLC, announced the acquisition of Extra Space Storage for their Search Engine Marketing as part of their new [web](#) site project. Extra Space Storage (www.extraspace.com), having recently joined forces with Storage USA, is in full swing with redesigning their [web](#) presence and creating more user options for online visitors. (PRWEB [SEO Marketing 09 May 2006](#))
- Google, Yahoo, and Microsoft want to be on your cellphone (ISEDDB)**
 Google, Yahoo, and Microsoft all striking deals with cellphones service providers to dominate what cellphones users see when they turn on their phones, according to The

Figure 16: Viewing feed results

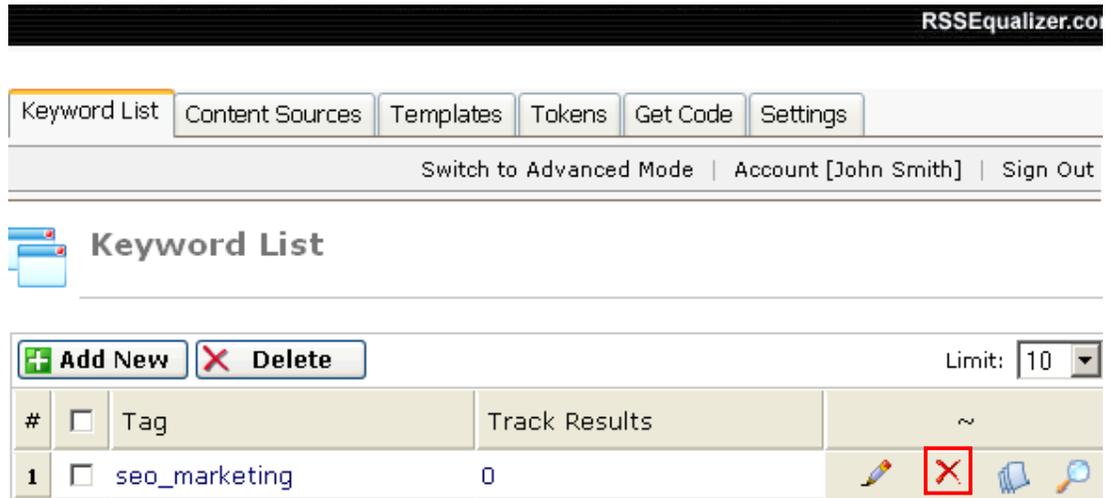
The following other options are available inside this screen:

-  - option for refreshing the contents of the window

-  - option for getting the code (see section 2.8)

2.4.5 Deleting a keyword

In order to delete a keyword, click on the delete icon  next to the desired keyword.



The screenshot shows the RSS Equalizer web interface. At the top right, the URL 'RSSEqualizer.co' is visible. The main navigation bar includes tabs for 'Keyword List', 'Content Sources', 'Templates', 'Tokens', 'Get Code', and 'Settings'. Below the navigation bar, there are links for 'Switch to Advanced Mode', 'Account [John Smith]', and 'Sign Out'. The main content area is titled 'Keyword List' and features a toolbar with 'Add New' and 'Delete' buttons. A 'Limit: 10' dropdown is also present. Below the toolbar is a table with the following structure:

#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	   

Figure 17: Deleting a keyword

2.5 Managing Content Sources

For more convenience, you may manipulate common content sources for your keywords. Just select a keyword and update/view its RSS

Feeds or Backlinks values. When you are not concerned with where archives are located, what templates are used and other particularities, but want to overview what content is being processed it's an ideal screen to look for. You could quickly toggle between keywords, and see what sources are utilized. In order to start managing content sources, choose that option from the main toolbar.

RSSEqualizer.com

Keyword List **Content Sources** Templates Tokens Get Code Settings

RSS Feeds | Backlinks Switch to Advanced Mode | Account [John Smith] | Sign Out

Content Sources/Rss Feeds

Links

Registered Keywords:

seo_marketing

http://news.search.yahoo.com/news/rss?ei=UTF-8&fl=0&x=wrt&p=%KEYWORD%

Figure 18: Managing Content Sources

In order to manage content source, choose the desired keyword from the pull down menu, define the desired source and click on the “Update” button to save the changes.

Note that you can also click on the “Backlinks” option and view the defined backlinks.

Keyword List **Content Sources** Templates Tokens Get Code Settings

RSS Feeds | **Backlinks** Switch to Advanced Mode | Account [John Smith] | Sign Out

Content Sources/Backlinks

Links

Registered Keywords:

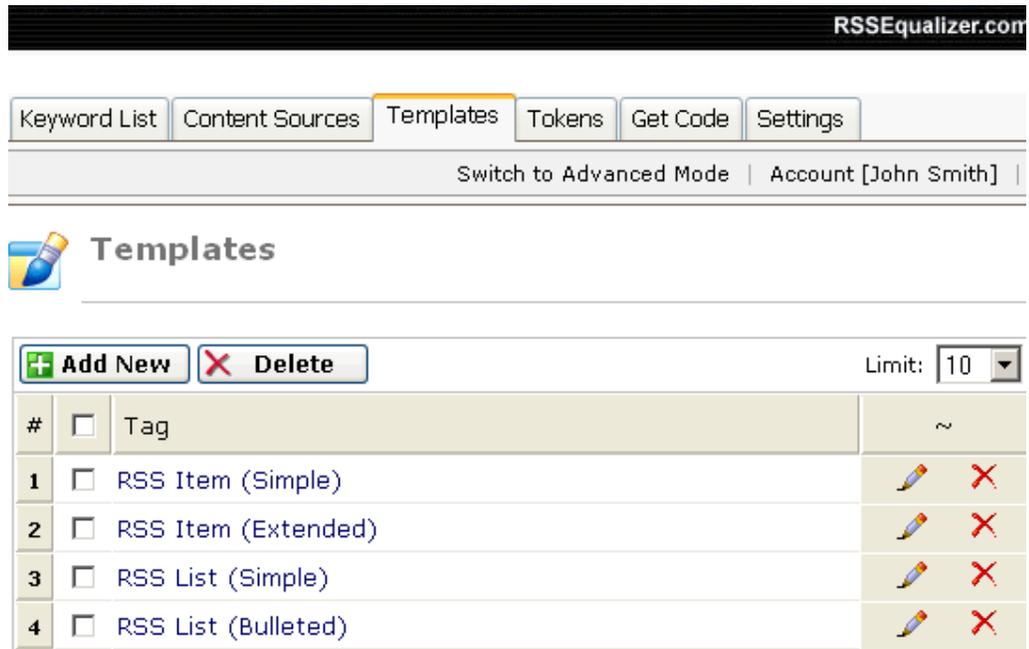
seo_marketing

www.google.com
www.yahoo.com

Figure 19: Viewing backlinks

2.6 Managing Templates

In order to start managing templates, choose option “Templates” from the main menu.



RSSEqualizer.com

Keyword List Content Sources **Templates** Tokens Get Code Settings

Switch to Advanced Mode | Account [John Smith] |

Templates

+ Add New **X Delete** Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	RSS Item (Simple)	
2	<input type="checkbox"/>	RSS Item (Extended)	
3	<input type="checkbox"/>	RSS List (Simple)	
4	<input type="checkbox"/>	RSS List (Bulleted)	

Figure 20: Managing templates

The following options are available inside this screen:

- **Add New** – option for adding a new template (see section 2.6.1)
- **Delete** – option for deleting a template (see section 2.6.2)
- **Edit** – option for editing a template (see section 2.6.3)

2.6.1 Adding a new template

In order to add a new template click on the “Add New” button.



RSSEqualizer.com

Keyword List Content Sources **Templates** Tokens Get Code Settings

Switch to Advanced Mode | Account [John Smith] |

Templates

+ Add New **X Delete** Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	RSS Item (Simple)	
2	<input type="checkbox"/>	RSS Item (Extended)	
3	<input type="checkbox"/>	RSS List (Simple)	
4	<input type="checkbox"/>	RSS List (Bulleted)	

Figure 21: Creating a new template (step 1/2)

The following screen will be displayed.

Figure 22: Creating a new template (step 2/2)

The following parameters are available inside this screen:

- **Tag** - used as unique id for the template i.e. template name
- **Template Type** – option for choosing the desired template type
- **Template** – option for setting entering the contents of the template; the contents are created by clicking on the available parameters from the “Parameters” part of the screen (e.g. if you want to display the site title inside the template, click on the “Site Title” parameter and the “<%\$SITE_TITLE” will be displayed inside the template content – this means the template will contain the title of the site)
- **Parameters** – list of all available parameters which can be used for creating a template which are divided into content and tokens
- **HTML** – choose this option if you want to see HTML code inside the template
- **WYISWYG** – choose this option if you want to have a preview of what the template layout will look like

After setting the desired parameters, click on the "Create" button and the new template will be created.

2.6.2 Deleting a template

In order to delete template choose option “Templates” from the main menu and click on the delete icon  next to the desired template.

Templates

 Add New		 Delete		Limit: 10
#	<input type="checkbox"/>	Tag		~
1	<input type="checkbox"/>	RSS Item (Simple)		
2	<input type="checkbox"/>	RSS Item (Extended)		
3	<input type="checkbox"/>	RSS List (Simple)		
4	<input type="checkbox"/>	RSS List (Bulleted)		

Figure 23: Deleting a template

2.6.3 Editing a template

In order to delete template choose option “Templates” from the main menu and click on the delete icon  next to the desired template.

Templates

 Add New		 Delete		Limit: 10
#	<input type="checkbox"/>	Tag		~
1	<input type="checkbox"/>	RSS Item (Simple)		
2	<input type="checkbox"/>	RSS Item (Extended)		
3	<input type="checkbox"/>	RSS List (Simple)		
4	<input type="checkbox"/>	RSS List (Bulleted)		

Figure 24: Editing a template

Once you click on the edit icon, the screen with the parameters set for the selected template will be displayed (see section 2.6.1 for further information about these parameters).

2.7 Managing Tokens

Tokens are simple string values which are used within your templates i.e. a way to define your own template variables.

For example: if you want to have your company name available as template variable, so that you do not have to type your credentials in every template (**note:** if you would update the value you would do it from Tokens screen only, without navigating into each template and updating it manually).

In order to start managing tokens, choose option “Tokens” from the main menu.

RSSEqualizer.com

Keyword List | Content Sources | Templates | **Tokens** | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] |

Tokens

All token values are available in templates through common matrix named \$TOI i.e. To access token named "myToken" use \$TOKENS[myToken] within your term code.

+ Add New **X Delete** Limit: 10 ▾

#	<input type="checkbox"/>	Tag	~

Figure 25: Managing tokens

The following options are available inside this screen:

- **Add New** – option for adding a new token (see section 2.7.1)
- **Edit** – option for editing a token (see section 2.7.2)
- **Delete** – option for deleting a token (see section 2.7.3)

2.7.1 Adding a new token

In order to add a new token, choose option “Tokens” from the main menu and click on the “Add New” button.

RSSEqualizer.com

Keyword List | Content Sources | Templates | **Tokens** | Get Code | Settings

Switch to Advanced Mode | Account [John Smith] |

Tokens

All token values are available in templates through common matrix named \$TOI i.e. To access token named "myToken" use \$TOKENS[myToken] within your term code.

+ Add New **X Delete** Limit: 10 ▾

#	<input type="checkbox"/>	Tag	~

Figure 26: Creating a new token (step 1/2)

The following screen will be displayed.



Tokens / New Token Item

Fill required data and press submit button

New Token Item

Tag:

Value:

Figure 27: Creating a new token (step 2/2)

The following parameters are available inside this screen:

- **Tag** – input field for entering the name of the tag which will be used as a variable (e.g. "company_name")
- **Value** – text area for entering the value for the variable (in this case the name of the company, which can be entered in multiple lines)

After setting the desired parameters, click on the "Create" button and the new token will be created.

2.7.2 Editing a token

In order to edit a token, choose option "Tokens" from the main menu and then click on the edit icon  next to the desired token.

Keyword List | Content Sources | Templates | **Tokens** | Get Code | Settings

Switch to Advanced Mode | Account [John Smith]



Tokens

All token values are available in templates through common matrix named \$TOKENS i.e. To access token named "myToken" use \$TOKENS[myToken] within your template code.

Limit:

#		Tag	~
1	<input type="checkbox"/>	company_name	<input type="button" value="✎"/> <input type="button" value="✖"/>

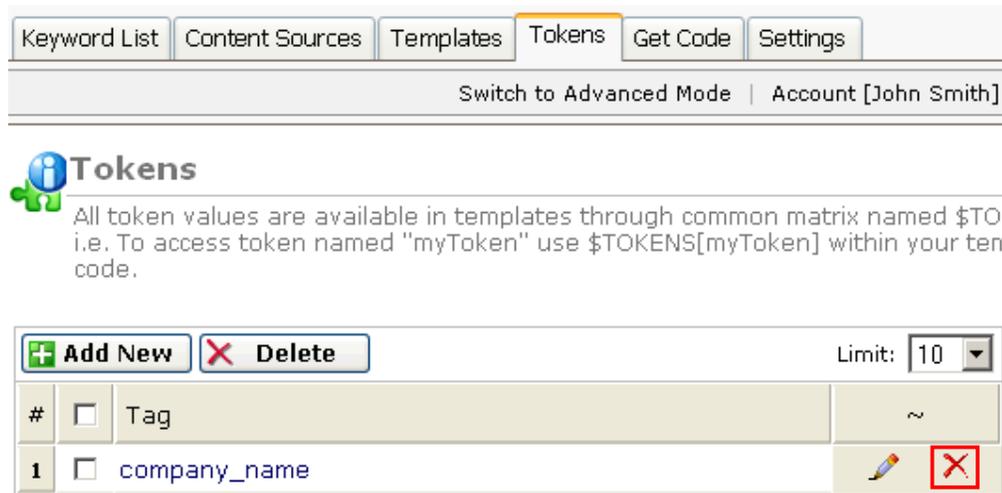
Figure 28: Editing a token

The screen with the parameters set for the selected token will be displayed where you can make the desired changes.

Note: see section 2.7.1 for further information about these parameters.

2.7.3 Deleting a token

In order to delete a token, choose option “Tokens” from the main menu and then click on the delete icon  next to the desired token.



Keyword List | Content Sources | Templates | **Tokens** | Get Code | Settings

Switch to Advanced Mode | Account [John Smith]

Tokens

All token values are available in templates through common matrix named \$TOKENS. i.e. To access token named "myToken" use \$TOKENS[myToken] within your template code.

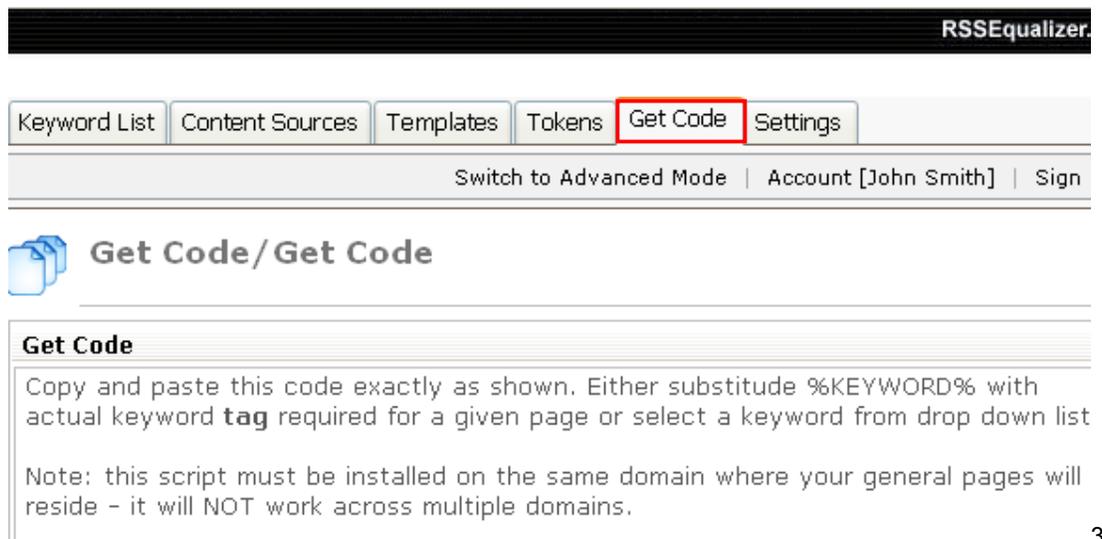
+ Add New **X Delete** Limit: 10

#	<input type="checkbox"/> Tag	~
1	<input type="checkbox"/> company_name	 

Figure 29: Deleting a token

2.8 Getting the code for your pages

The “Get Code” functionality provides a simple way to include code for your pages. In order to get the code, choose option “Get Code” from the main menu. The following screen will be displayed (**note:** the screen is presented with 3 screenshots).



RSSEqualizer.

Keyword List | Content Sources | Templates | Tokens | **Get Code** | Settings

Switch to Advanced Mode | Account [John Smith] | Sign

Get Code/Get Code

Get Code

Copy and paste this code exactly as shown. Either substitute %KEYWORD% with actual keyword **tag** required for a given page or select a keyword from drop down list

Note: this script must be installed on the same domain where your general pages will reside - it will NOT work across multiple domains.

3

Figure 30: Getting the code (screenshot 1/3)

In order to generate the code either choose the desired keyword from the pull down menu or substitute the %KEYWORD% variable with the actual keyword required for the selected page.

Once the code has been generated, copy and paste the code exactly as shown.

Note: this script must be installed on the same domain where your general pages will reside (it will not work across multiple domains).

Registered Keywords:
Please select

PHP Mode

PHP - Code for RSS Feeds PLUS Tracking [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/rss.php");
include("/home/gazibara/public_html/rss_eq/track.php");
?>
```

PHP - Code for RSS Feeds ONLY (No Tracking) [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/rss.php");
?>
```

PHP - Code for Tracking ONLY (No RSS Feed) [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/track.php");
?>
```

Figure 31: Getting the code (screenshot 2/3)

SSI Mode

SSI - Code for RSS Feeds PLUS Tracking [sample]:

```
<!--#include virtual="/rss_eq/rss.php?keyword=%KEYWORD%" -->
<!--#include virtual="/rss_eq/track.php?keyword=%KEYWORD%" -->
```

SSI - Code for RSS Feeds ONLY (No Tracking) [sample]:

```
<!--#include virtual="/rss_eq/rss.php?keyword=%KEYWORD%" -->
```

SSI - Code for Tracking ONLY (No RSS Feed) [sample]:

```
<!--#include virtual="/rss_eq/track.php?keyword=%KEYWORD%" -->
```

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Figure 32: Getting the code (screenshot 3/3)

2.9 Managing Settings

In order to start managing various settings, choose option “Settings” from the main menu.

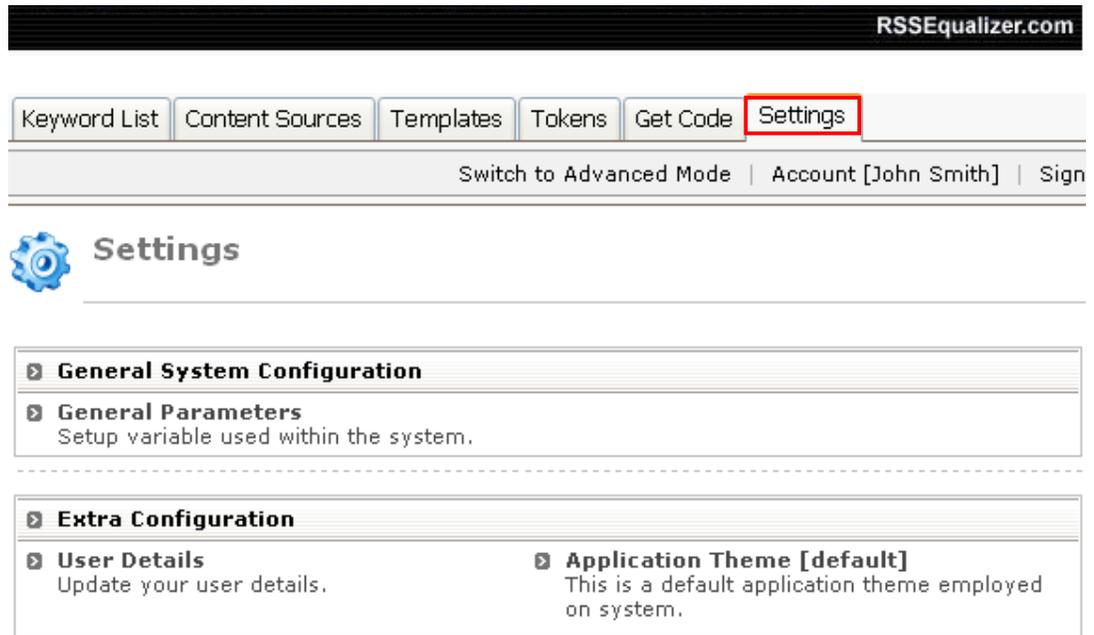


Figure 33: Managing settings

The following options are available inside this screen:

- **General Parameters** – option for managing general parameters (see section 2.9.1)
- **User Details** – option for managing user details (see section 2.9.2)
- **Application Theme** – option for managing application theme (see section 2.9.3)

2.9.1 Managing General Parameters

In order to start managing general parameters, click on the “General Parameters” option inside the “General Settings” screen. The following screen will be displayed (**note:** screen presented with 2 screenshots).

RSSEqualizer.com

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Advanced Mode
Account [John Smith]

Settings/General Parameters

Provide general RSS parameters used by default throughout the system.

General Parameters

Site Title:

Site URL:

RSS Feeds:

```
http://news.search.yahoo.com/news/rss?ei=UTF-8&fl=0&x=wrt&p=%KEYWORD%
http://news.google.com/news?hl=en&ie=UTF-8&output=rss&q=%KEYWORD%
http://beta.search.msn.com/results.aspx?format=rss&q=%KEYWORD%
```

One item per line. To add dynamic feed use %KEYWORD% token, which would be substitute actual RSS keyword by internal parser.

Figure 34: Setting general parameters (1/2)

The following parameters are available inside the first part of the screen:

- **Site Title** – input field for entering the title of the website as displayed inside the browser title bar
- **Site URL** – input field for entering the URL of the website
- **RSS Feeds** - the URL's that RSS Equalizer will pull RSS data from

Backlinks:

One item per line. This is a default Backlinks list, you can customize this list per keyword item.

Affiliate Program

RSS Equalizer has a built-in affiliate program – enter your Clickbank Affiliate Nickname and Tag Line – application would create a hoplink on-fly.

Tag Line is the actual text that will be displayed – if you do not want RSS Equalizer display a tag line, make the Tag Line blank.

Affiliate Nickname:

Tag Line:

Non-registered Keywords

Specify the behavior for situation when keyword include code requests the fetcher to provide RSS news for a keyword not registered with the system.

Behavior:

Figure 35: Setting general parameters (screenshot 2/2)

The following parameters are available inside the second part of the screen:

- **Backlinks** – text area for entering backlinks; one item should be entered per line
 - **Note:** this is a default Backlinks list; you can customize this list per keyword item
- **Affiliate Program** – RSS Equalizer has a built-in affiliate program; you should enter your Clickbank Affiliate Nickname and Tag Line – the application will create your affiliate link
- **Non-registered Keywords Behavior** – use this pull down menu to specify the behavior for situation when keywords include requests for providing RSS news for a keyword not registered with the system

2.9.2 Managing User Details

In order to start managing user details choose option “Settings” from the main menu and then click on the “User Details” link.



Settings

General System Configuration	
General Parameters Setup variable used within the system.	
<hr/>	
Extra Configuration	
User Details Update your user details.	Application Theme [default] This is a default application theme employed on system.

Figure 36: Managing user details (step 1/2)

The following screen will be displayed.

Edit Registration	
User Type: System Administrator	
Full Name: John Smith	
Username: admin	
Password: 	
Contact Information	
E-mail	Phone
<input type="button" value="Update"/>	

Figure 37: Managing user details (step 2/2)

The following parameters are available inside this screen:

- **User Type** – field displaying the type of user
- **Full Name** – enter your full name
- **Username** – set the username which will be used for login
- **Password** – set the password which will be used for login
- **Email** – enter email address
- **Phone** – enter phone number

After setting the desired parameters, click on the "Update" button in order to save the changes.

2.9.3 Managing Application Theme

In order to start managing application theme choose option "Application Theme" from the "Settings" page.



Settings

General System Configuration	
General Parameters Setup variable used within the system.	
<hr/>	
Extra Configuration	
User Details Update your user details.	Application Theme [default] This is a default application theme employed on system.

Figure 38: Managing Application Theme (step 1/2)

The following screen will be displayed.

RSSEqualizer.com

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Advanced Mode
Account [John Smith]
Sign

Settings / System Theme

To give you greater control over the layout system supports theme selection. All representational elements of your site are configurable via this mechanism. Review `application_path/layout/themes` folder for more info.

System Theme

System Theme:

▼

✔ Update

Figure 39: Managing Application Theme (step 2/2)

Select the desired system theme from the pull down menu and click on the “Update” button in order to save the changes.

2.10 Switch to Advanced Mode

This option is used for switching to advanced mode. The advanced mode contains more advanced features and is meant for advanced users.

Note: you can overview the options available within the advanced mode by viewing section 3.

2.11 Managing your account

The “Account” option inside the main menu is meant for managing your account information. See section 2.9.2 for further description of the procedure for updating your account.



Figure 40: Managing your account

2.12 Sign Out

Use this option to sign out of RSS Equalizer application.



Figure 41: Sign out option

3 ADVANCED RSS EQUALIZER

3.1 Installing Advanced RSS Equalizer procedure

In order to install advanced RSS Equalizer after you have uploaded the installation pack to your server, enter the address of your website followed by the name of the directory the installation pack has been copied to and `/install`.

For example: <http://www.yoursite.com/rsseg/install/>, where RSSEQ is the name of the directory you have copied the installation pack to. The following screen will be displayed.

Welcome to installation wizard!
This utility would take care of almost all tasks required to setup successfully RSS Equalizer application.

Please select the installation type. For most users Basic Application Setup would be enough. More advanced users wishing to utilize advanced features of RSS Equalizer such as news archive should proceed with Advanced Setup.

Basic User **Advanced User**

Back **Next**

Figure 42: Installation procedure (step 1/6)

The following options are available inside this screen:

- **Basic User** – this option is suitable for most users (see section 2)
- **Advanced user** – choose this option in order to install advanced features such as news archive

Choose the “Advanced User” radio button inside this screen and click on the “Next” button. The following screen will be displayed.

Checking Prerequisites..

Review prerequisites below before proceeding with installation.

Directory/File Permissions

In order to run correctly application requires 777 permission on some directories/files (all paths are given relative to the directory you copied the application into).

» System Config system/lib/conf.xml.php	-rwxrwxrwx	OK
» CronFile system/crons	-rw-r--r--	OK
» Feeds system/data/feeds	drwxr-xr-x	OK
» Feeds Cache system/data/feeds_cache	drwxr-xr-x	OK
» Database system/data/db	drwxr-xr-x	OK

[Back](#)
[Next](#)

Figure 43: Installation procedure (step 2/6)

In order to run correctly “RSS Equalizer” requires 777 permissions to some directories and files. This screen will give you information on whether permissions are set correctly. Review the status column to make sure it reads “OK”.

If one of the files has incorrect permissions, you will have to set it up manually within the administrator’s interface of your hosting account.

Click on the “Next” button to continue installing “RSS Equalizer”. The following screen will be displayed. The following screen will be displayed.

General System Parameters

Review site-wide global parameters.

Site Title:	<input type="text" value="RSS EQ"/>
Site URL:	<input type="text" value="http://www.gazibara.net/rss_eq"/> Provide URL (no trailing slash) pointing to directory where RSS Equalizer is uploaded.
Site Path:	<input type="text" value="/rss_eq"/> Specify path to RSS Equalizer. Eg: if system uploaded to www.mydomain.com/RSS Equalizer, specify /RSS Equalizer. Leave blank if system is installed into domains root.

[Back](#)
[Next](#)

Figure 44: Installation procedure (step 3/6)

The following parameters are available inside this screen:

- **Site Title** – input field for entering the title of the site as displayed inside the title bar
- **Site URL** – input field for entering the site URL followed by the name of the directory where RSS Equalizer is uploaded (**for example:** <http://www.yoursite.com/rsseq> - where “rsseq” is the name of the directory RSS Equalizer was copied to)
- **Site Path** – input field for specifying site path i.e. the path to RSS Equalizer (**for example:** if the RSS Equalizer is uploaded to <http://www.yoursite.com/rsseq>, then enter “/rsseq”)

After setting the desired parameters, click on the "Next" button. The following screen will be displayed.

Task Dispatcher
Configure CRON enabled automation utility.

Minutes:	<input style="width: 80%;" type="text" value="30"/> (0-59)
Hours:	<input style="width: 80%;" type="text" value="10"/> (0-23)
Day of Month:	<input style="width: 80%;" type="text" value="*"/> (1-31)
Months:	<input style="width: 80%;" type="text" value="*"/> (1-12)
Weekdays:	<input style="width: 80%;" type="text" value="*"/> (0-6)

Figure 45: Installation procedure (step 4/6)

The task dispatcher i.e. CRON is used to automatically update the RSS feed data on your Web pages (**e.g.** if you want to update the RSS at 10:30 AM then you would enter 30 for Minutes and 10 for Hours)

- **Minutes** - any integer from 0 to 59
- **Hours** - any integer from 0 to 23
- **Dy of Month** - any integer from 1 to 31 (must be a valid day if a month is specified)
- **Months** - any integer from 1 to 12 (Jan, Feb, etc.)
- **Weekdays** - any integer from 0 to 6 (0 = Sunday, 1 = Monday etc or Sun, Mon, etc.)

After setting the desired parameters, click on the "Next" button and the following screen will be displayed.

System Owner Parameters
Setup Administration Access for system control panel.

Full Name:	<input style="width: 80%;" type="text" value="John Smith"/>
User Name:	<input style="width: 80%;" type="text" value="admin"/>
Password:	<input style="width: 80%;" type="password" value="....."/>
E-mail:	<input style="width: 80%;" type="text" value="jsmith@address.com"/>

Figure 46: Installation procedure (step 5/6)

This screen is used for defining the details of the administrator's account which will be used for accessing the control panel and managing RSS Equalizer:

- **Full Name** – enter your full name (e.g. John Smith)
- **User Name** – enter your user name (e.g. admin)
- **Password** – enter your password
- **E-mail** – enter your email address

After setting the desired parameters, click on the "Next" button. The screen with the installation summary will be displayed.

Installation Summary
Review your current installation.

» **Installation Type:** Advanced User

» **Site Title:** RSS EQ
 » **Site URL:** http://www.gazibara.net/rss_eq
 » **Site Path:** /rss_eq

» **CRON:** http://www.gazibara.net/rss_eq/system/cron_scheduler.php 30 10 * * *

» **Full Name:** John Smith
 » **User Name:** admin
 » **E-mail:** jsmith@address.com

Ready to install. Press Finish to continue..

Figure 47: Installation procedure (step 6/6)

Inside this screen you can review all of your installation settings and still decide to go back and change any of the information. If you are satisfied with the settings, click on the “Finish” button to finalize the installation procedure.

3.2 Login Procedure

Important note:

- Before using the application delete the /install folder on your website as it is a potential security threat
- Change the configuration file permissions to read only (**/system/lib/conf.xml.php**)

In order to login to your “RSS Equalizer” control panel, type the name of your website into the browser followed by the name of the directory “RSS Equalizer” was copied to (**for example:** <http://www.yoursite.com/rsseq> - where “RSSEQ” is the name of the directory installation pack was copied to). The following screen will be displayed.

A screenshot of a login form titled "Login". It has two input fields: "Username:" with the text "admin" and "User Password:" with masked characters. A "Sign-in" button with a green checkmark icon is highlighted with a red box. Below the form is a link "Lost your password?".

Login
Username: admin
User Password: ●●●●●●●●
<input type="button" value="Sign-in"/>
Lost your password?

Figure 48: Login Procedure

Enter your username and password as specified during the installation procedure and click on the “Sign-in” button. The “RSS Equalizer” interface will be displayed (see section 2).

3.3 Advanced RSS Equalizer Interface

This section of the document will give a detailed definition of the advanced version of “RSS Equalizer” interface.

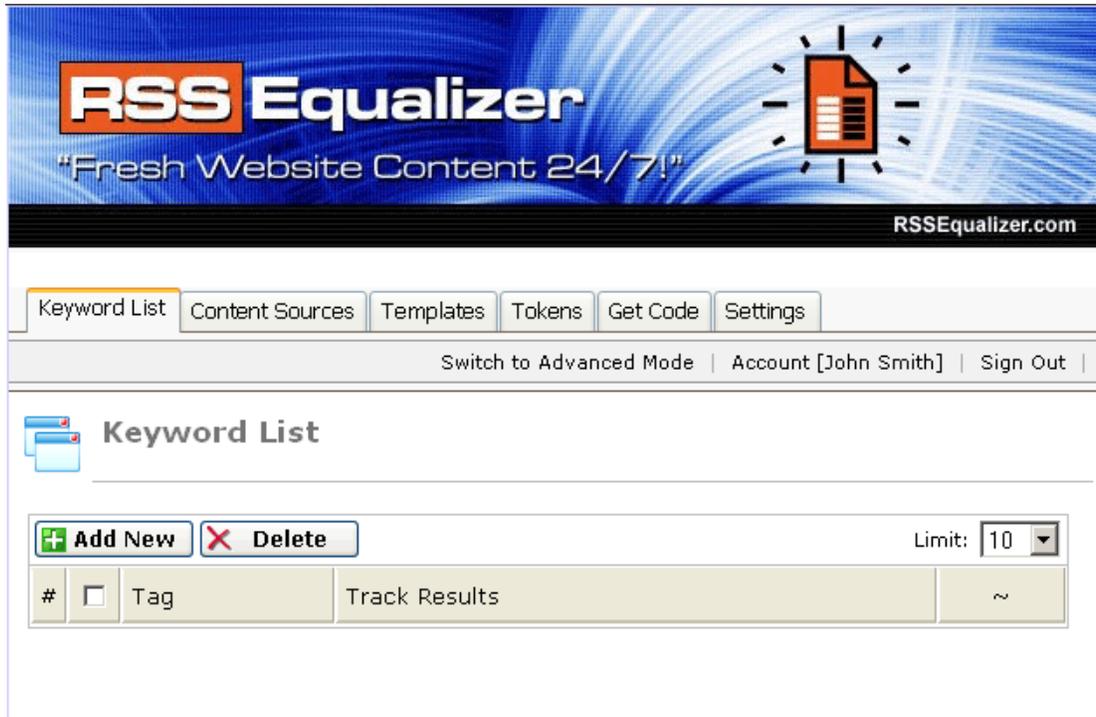


Figure 49: RSS Equalizer Interface

The following are the elements of the “RSS Equalizer” interface:

- **Keyword List** – see section 2.4
- **Content Sources** - see section 2.4.1
- **Templates** - see section 2.6
- **Tokens** - see section 2.7
- **Get Code** - see section 2.8
- **Settings** - see section 2.9
- **Switch to Advanced Mode** - see section 2.9.1
- **Account** - see section 2.11
- **Sign Out** - see section 2.12

3.4 Managing Keyword List

In order to start managing list of keywords choose option “Keyword List” from the main menu.

[view post-install warnings]

Keyword List Content Sources Templates Tokens Get Code Settings

Switch to Basic Mode | Account [John Smith] | Sign Out

Keyword List

Limit: 10

#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	<input type="button" value="edit"/> <input type="button" value="delete"/> <input type="button" value="add"/> <input type="button" value="search"/>

Figure 50: Managing keyword list

The following options are available inside this screen:

- **Adding new keyword** – option for adding a new keyword (see section 3.4.1)
- **Deleting a keyword** – option for deleting a keyword (see section 3.4.6)

3.4.1 Adding new keyword

In order to add a new keyword click on the “Add New” button inside the “Keyword List” screen (see Figure 50). The following screen will be displayed (**note**: the screen is presented with 3 screenshots).

RSSEqualize

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Advanced Mode
Account [John Smith]
Sign

Keyword List/New RSS Keyword

Fill required data and press submit button

New RSS Keyword

General

Tag:

RSS Keyword:

RSS Source Feeds:

Feeds to be used as the RSS content source.
 One item per line. %KEYWORD% token, would be substituted with actual RSS keyword by parser.
Use Default List - default list is configurable from **Settings/General Parameters** pane.

Figure 51: Adding a new keyword (step 1/4)

The following parameters are available inside this part of the screen:

- **Tag** - used as unique id; having a keyword tag allows us to define the very same keyword with different parameters. Avoid using special characters in keyword tags such as "\$", "#" etc. Tag is also used to form a file name for RSS File Handlers.
- **RSS Keyword** - keyword string for which content should be fetched
- **RSS Source Feeds** - feed link per line, number of feeds is unlimited (but keep it reasonable!)

Archive Creation
Archive Directory: /home/gazibara/public_html/rss_eq/archive
Archive URL: http://www.gazibara.net/rss_eq/archive
Archive File Prefix: arch
Archive Creation Period: Do not archive the content
<ul style="list-style-type: none"> Do not archive the content Archive Daily Archive Every 2 Days <li style="background-color: #000080; color: white;">Archive Every 3 Days Archive Every 4 Days Archive Every 5 Days Archive Every 6 Days Archive Every 7 Days

Figure 52: Adding a new keyword (step 2/4)

The following parameters are available inside this part of the screen:

- **Archive Directory** – the directory where the archive will be located (/archive by default)
- **Archive URL** – the URL of the archive
- **Archive File Prefix** – enter the prefix for the archived file (e.g. “arch”)
- **Archive Creation Period** – select the archive creation period from this pull down menu (e.g. “Archive Every 3 Days”)

Randomizer Setup
Randomizer I: Use Single Feed (First)
The actual usage of RSS Source Feeds could be configured. You can either use the first feed in the above list as the source, use a single random feed, or use multiple amount of feeds. Obviously, the latest method would be the most randomized one.
<input checked="" type="checkbox"/> Randomizer II: Shuffle News Items. Results fetched from a feed(s) would be shuffled, thus even if you are using a single feed, you would get a content that looks different (order of items is changed).
Randomizer III:
Lower Limit: 5
Upper Limit: 10

Figure 53: Adding a new keyword (step 3/4)

The following parameters are available inside this part of the screen:

- **Randomizer I** - "Use single feed (first)" would utilize only one feed for content, the one that's first in keyword RSS Feeds list. The lowest degree for this randomizer layer. "Use

single feed (random)" would shuffle the RSS Feeds list and randomly pick single feed for content fetch. "Use multiple feeds" Would take a random amount of feeds, get a certain items from each feed selected.

- **Randomizer II** - Whether to shuffle the result item list or not. If checked true, then results would be additionally shuffled before displaying. This gives different look even if the very same items are picked
- **Randomizer III** - Give min/max boundaries for how many items should be fetched. Set to the same value to fetch an exact number of items.

Basic SEO Setup

Keyword to Highlight:

You can have multiple keywords to be highlighted. Separate each keyword with comma.

Bold
 Italic
 NONE

Extended SEO Setup

Backlinks:

www.google.com
 www.yahoo.com

Backlinks used within RSS items. One item per line.
Use Default List - default list is configurable from **Settings/General Parameters** pane.

RSS Item Template:	RSS News List Template:
<input type="text" value="RSS Item (Extended)"/>	<input type="text" value="RSS List (Bulleted)"/>
Archive Single Day Page Template:	Archive Index Page Template:
<input type="text" value="Archive Keyword Page (Simple)"/>	<input type="text" value="Archive Index Page (Simple)"/>

✔ Create

Figure 54: Adding a new keyword (step 4/4)

The following parameters are available inside this part of the screen:

- **Keywords to highlight** – you can define multiple keywords which will be highlighted (**note:** you also choose the desired formatting: bold, italic or none; each keyword should be separated with comma)
- **Backlinks** - list of links used for highlighted keywords back linking. If you want your RSS items to contain backlink to your site(s) just add them to this section. If back links exist then instead of highlighting (making either bold or italic) item would be linked.
- **RSS Item Template** - When you are fetching RSS items system should know how to display a single instance of RSS item (other items would obviously use the very same prototype). This template type allows you to reveal info about how your single RSS item would look like. It does not provide any info whether items are separated by simple
 tag or by horizontal line, it does not give us a complete RSS feed block, just a single item.
- **RSS News List Template** - item list does not take into account how actual RSS items are rendered (it's handled by RSS Item template), instead it concentrates on how items look together. So List template gives you an idea how a bunch of items are compiled together
- **Archive Single Day Page Template** - template used to display content of RSS feeds for a given date i.e. if on archive index page you click a link to certain date page this template would be used.

- **Archive Index Page Template** - template used to display archive index page

After setting the desired parameters, click on the "Create" button and the new keyword will be created.

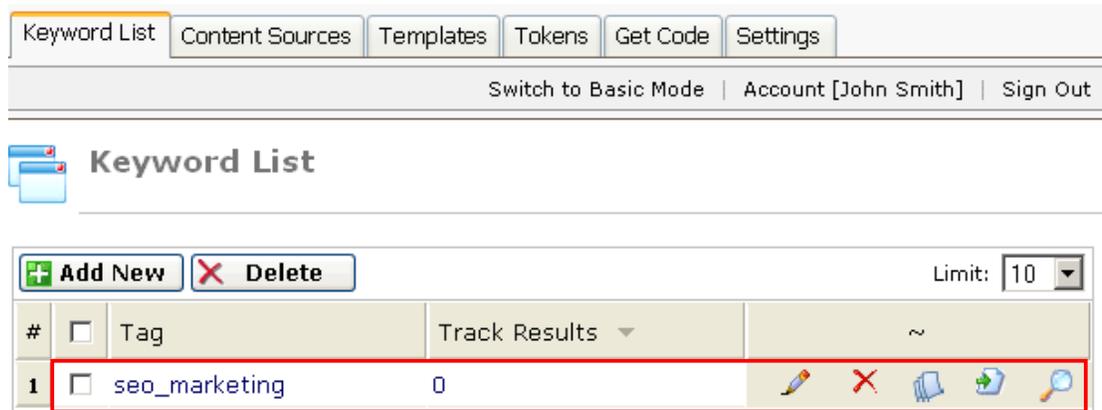


Figure 55: New keyword added

The following options are available for each keyword

- - option for editing the keyword (see section 3.4.2)
- - option for deleting the keyword (see section 3.4.3)
- - option for making feed handler (see section 3.4.4)
- - option for clearing tracker results for this keyword (see section 3.4.5)
- - option for viewing feed (see section 3.4.6)

3.4.2 Editing the keyword

In order to edit the keyword, choose option "Keyword List" from the main menu and then click on the edit icon next to the desired keyword.

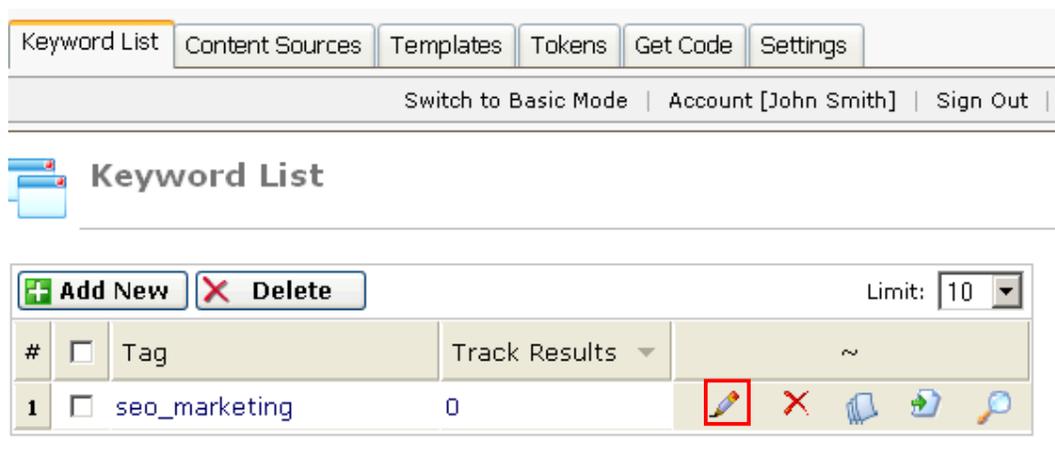


Figure 56: Editing the keyword

The screen with the parameters of the chosen keyword will be displayed. See section 3.4.1 for further information.

3.4.3 Clearing tracker results

In order to clear tracker results, click on this icon  next to the desired keyword.

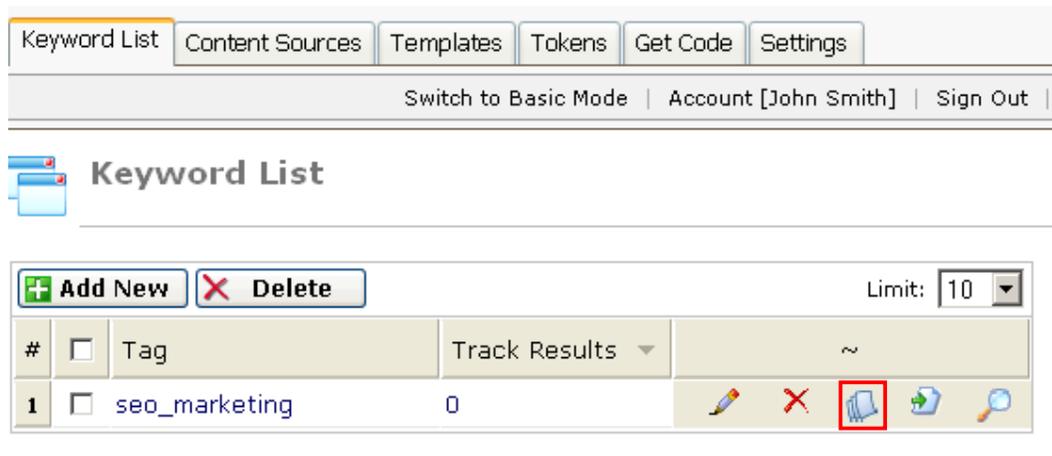


Figure 57: Clearing tracker results

3.4.4 Making feed handler

This make feed handler option is used if you do not want to edit PHP code besides the simple "include()" statement used to display keyword-based RSS news.

You can create a Feed Handler (file used to specify all necessary options for a given keyword). Keyword Tag is used as file name (so by updating tag you can have different versions of handlers).

In order to make feed handler for the desired keyword, click on this icon  next to the desired keyword.

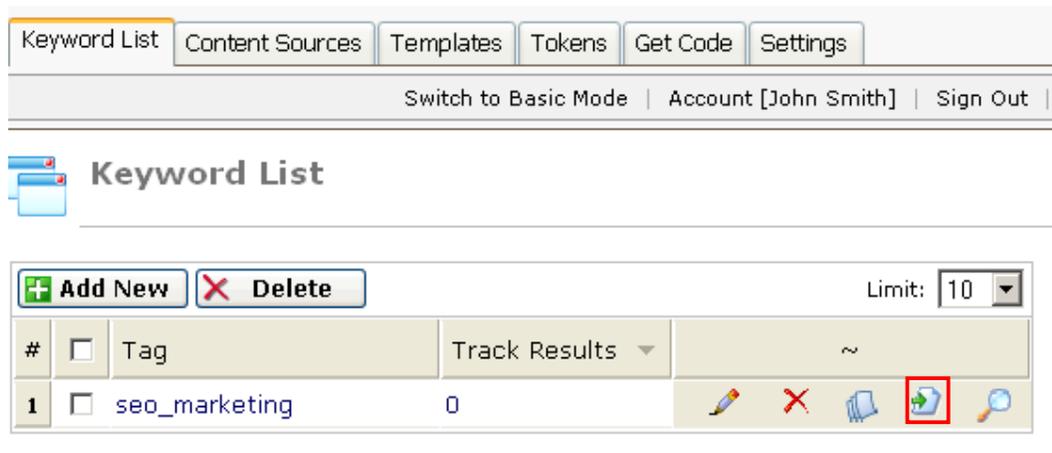


Figure 58: Making feed handler (step 1/2)

The following screen will be displayed.



Keyword List/Create Feed Handler

If you do not want to dig into PHP code besides the simple "include()" statement display keyword-based RSS news, you can create a Feed Handler (file used to store necessary options for a given keyword). Keyword Tag is used as file name (so by updating tag you can have different view handlers).

Start Feed Handler creation..
 Use keyword tag ("seo_marketing") for file name..
 Generated file name: "seo_marketing.php"..
 Feed Handler created.
 Path:
http://www.gazibara.net/rss_eq/system/data/feeds/seo_marketing.php

Figure 59: Making feed handler (step 2/2)

This screen contains information about the progress of creating a feed handler as well as outcome and path of the created feed handler.

3.4.5 Viewing Feed

In order to view the feed click on this icon  next to the desired keyword.

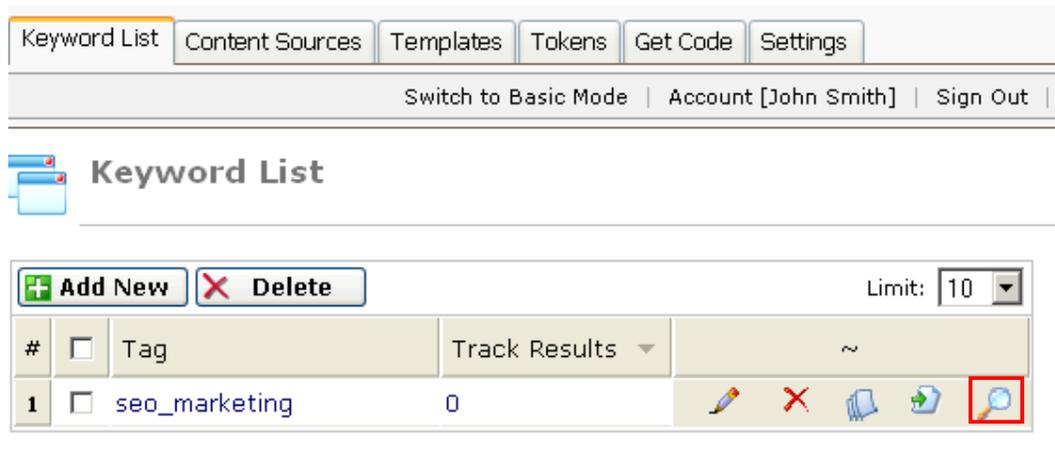
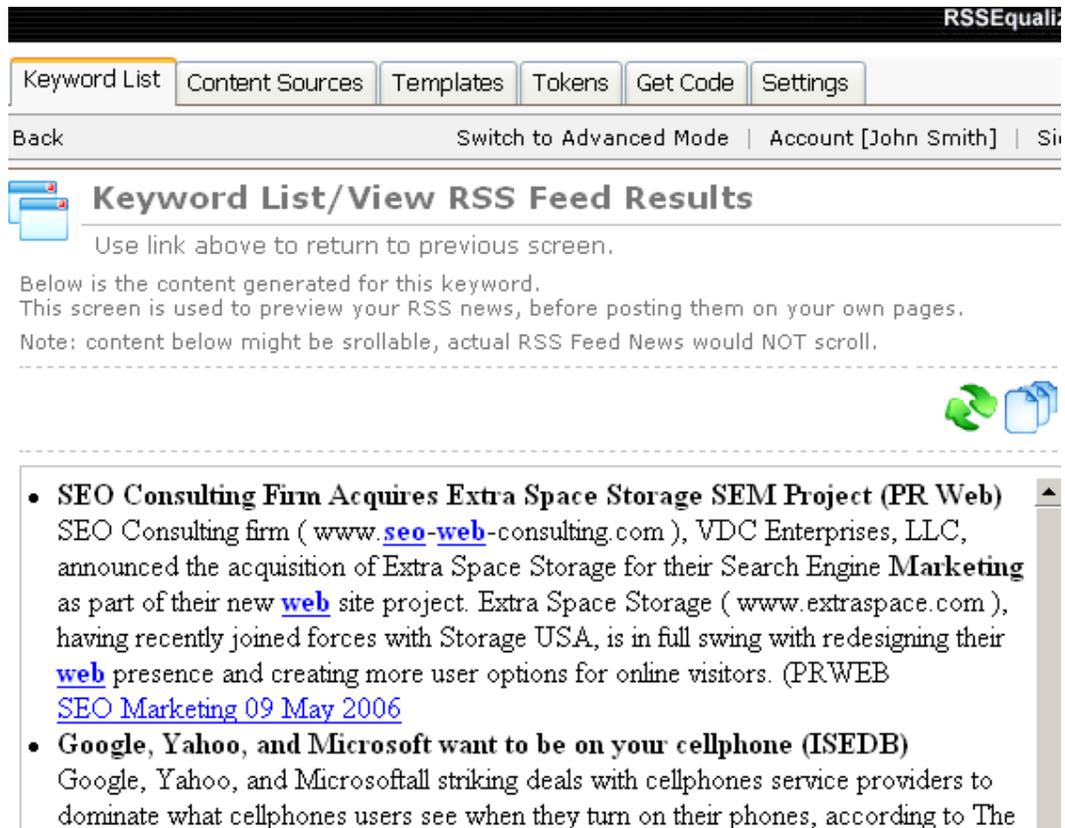


Figure 60: Viewing the feed

The following screen will be displayed. This screen contains content generated for the selected keyword. It is used to preview your RSS news before posting them on your own pages.



RSSEquali

Keyword List Content Sources Templates Tokens Get Code Settings

Back Switch to Advanced Mode Account [John Smith] Sign Out

Keyword List/View RSS Feed Results

Use link above to return to previous screen.

Below is the content generated for this keyword.
This screen is used to preview your RSS news, before posting them on your own pages.
Note: content below might be scrollable, actual RSS Feed News would NOT scroll.

- SEO Consulting Firm Acquires Extra Space Storage SEM Project (PR Web)**
 SEO Consulting firm (www.seo-web-consulting.com), VDC Enterprises, LLC, announced the acquisition of Extra Space Storage for their Search Engine Marketing as part of their new [web](#) site project. Extra Space Storage (www.extraspace.com), having recently joined forces with Storage USA, is in full swing with redesigning their [web](#) presence and creating more user options for online visitors. (PRWEB [SEO Marketing 09 May 2006](#))
- Google, Yahoo, and Microsoft want to be on your cellphone (ISED B)**
 Google, Yahoo, and Microsoft all striking deals with cellphones service providers to dominate what cellphones users see when they turn on their phones, according to The

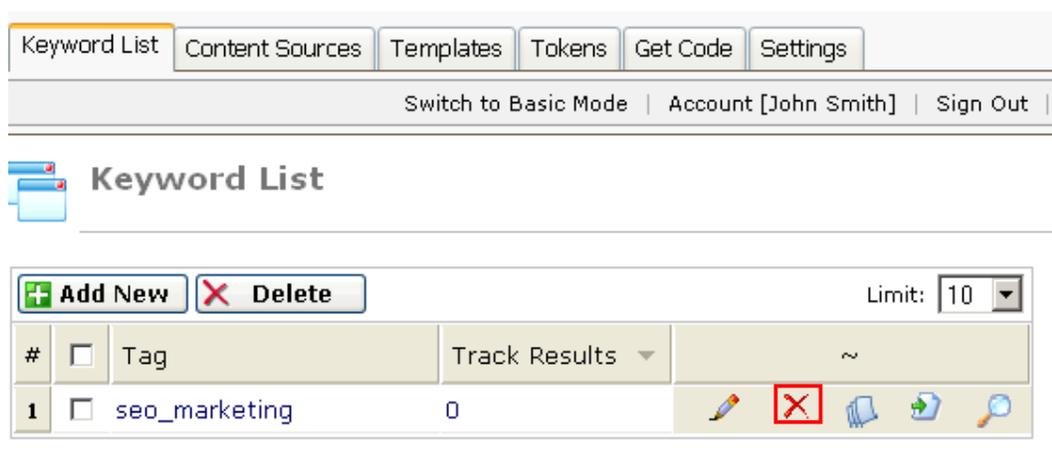
Figure 61: Viewing feed results

The following other options are available inside this screen:

-  - option for refreshing the contents of the window
-  - option for getting the code (see section 3.8)

3.4.6 Deleting a keyword

In order to delete a keyword, click on the delete icon  next to the desired keyword.



Keyword List Content Sources Templates Tokens Get Code Settings

Switch to Basic Mode Account [John Smith] Sign Out

Keyword List

+ Add New X Delete Limit: 10

#	<input type="checkbox"/>	Tag	Track Results	~
1	<input type="checkbox"/>	seo_marketing	0	    

Figure 62: Deleting a keyword

3.5 Managing Content Sources

For more convenience, you may manipulate common content sources for your keywords. Just select a keyword and update/view its RSS

Feeds or Backlinks values. When you are not concerned with where archives are located, what templates are used and other particularities, but want to overview what content is being processed it's an ideal screen to look for. You could quickly toggle between keywords, and see what sources are utilized. In order to start managing content sources, choose that option from the main toolbar.

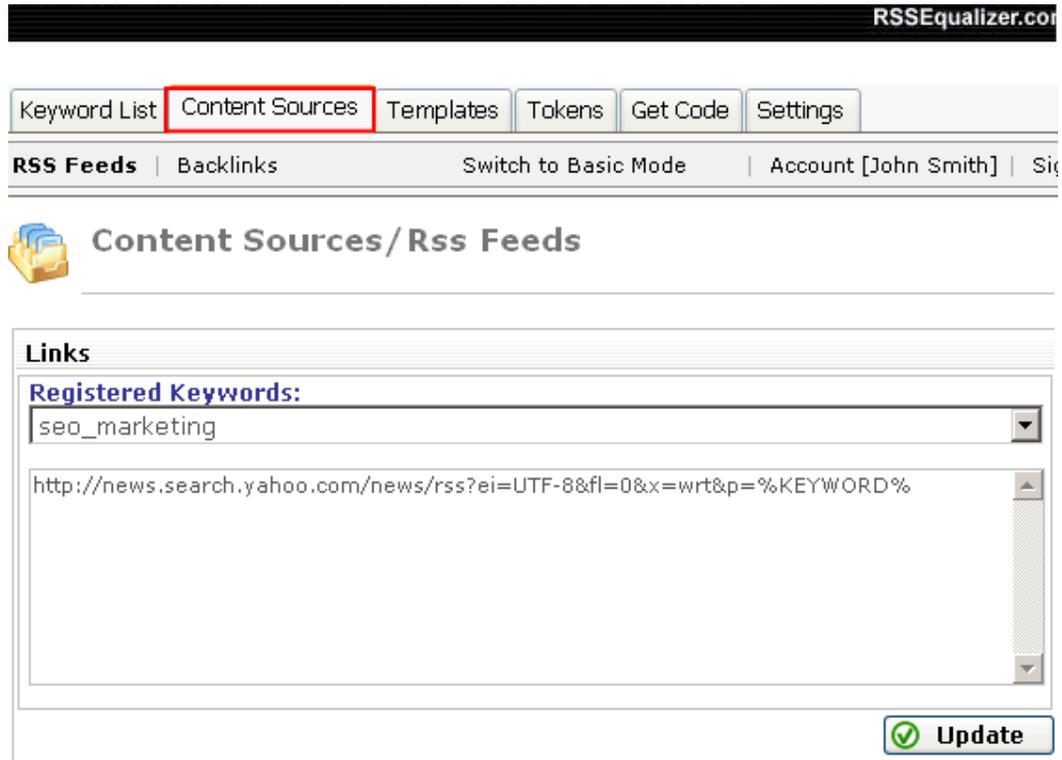
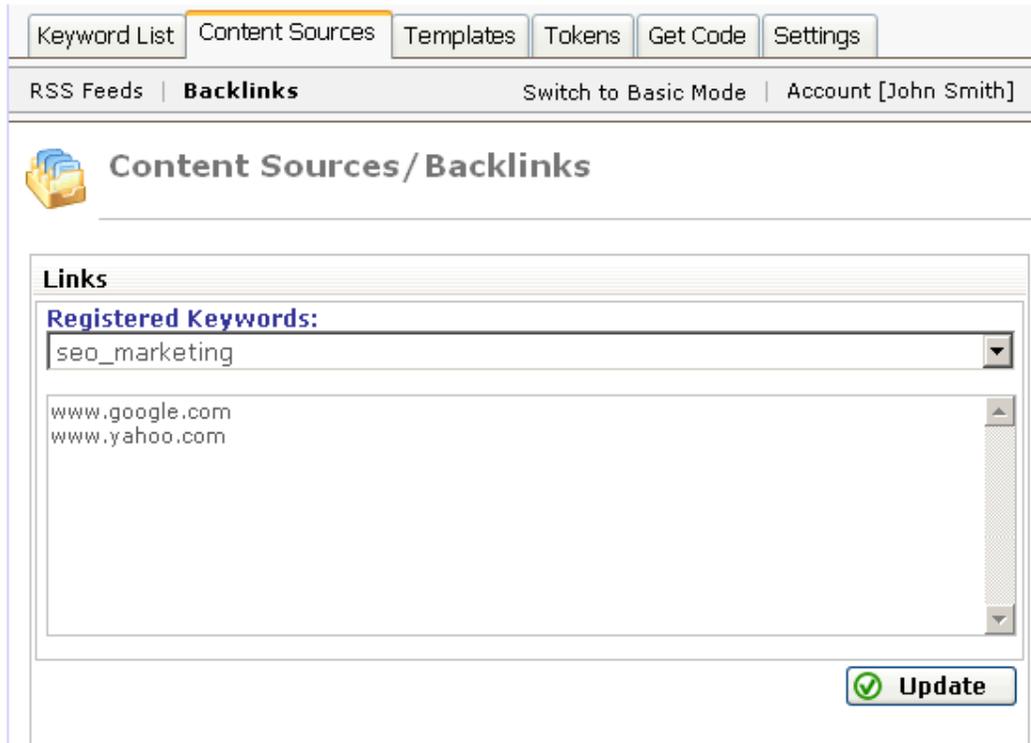


Figure 63: Managing Content Sources

In order to manage content source, choose the desired keyword from the pull down menu, define the desired source and click on the "Update" button to save the changes.

Note that you can also click on the "Backlinks" option and view the defined backlinks.



Keyword List | **Content Sources** | Templates | Tokens | Get Code | Settings

RSS Feeds | **Backlinks** | Switch to Basic Mode | Account [John Smith]

Content Sources/Backlinks

Links

Registered Keywords:

seo_marketing

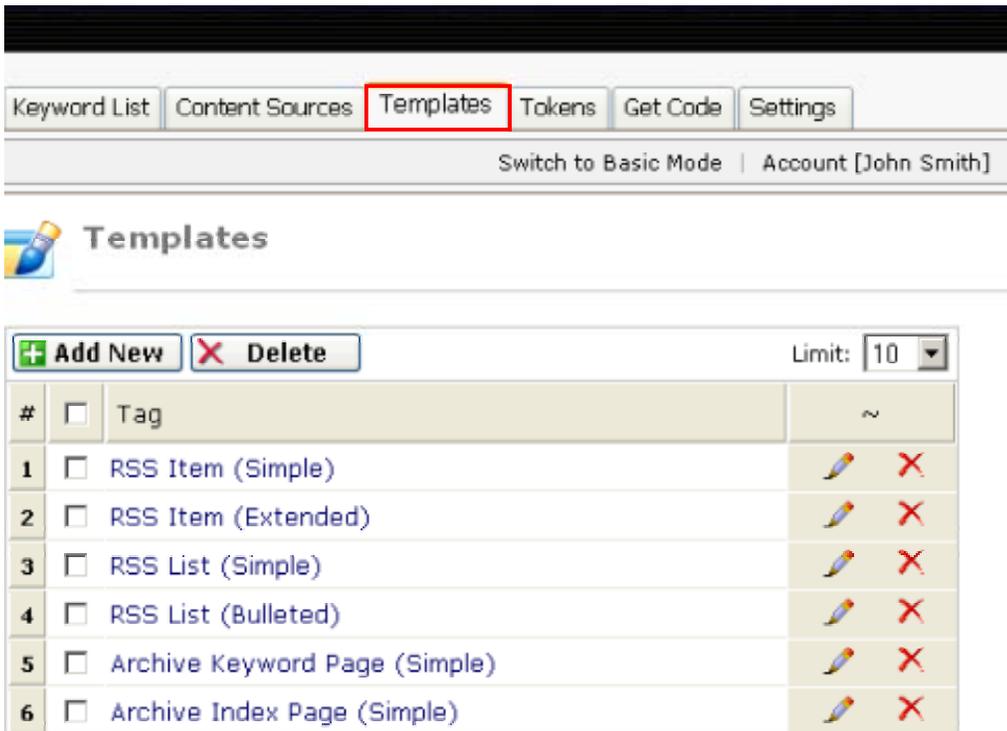
www.google.com
www.yahoo.com



Figure 64: Viewing backlinks

3.6 Managing Templates

In order to start managing templates, choose option “Templates” from the main menu.



Keyword List | Content Sources | **Templates** | Tokens | Get Code | Settings

Switch to Basic Mode | Account [John Smith]

Templates

  Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	RSS Item (Simple)	 
2	<input type="checkbox"/>	RSS Item (Extended)	 
3	<input type="checkbox"/>	RSS List (Simple)	 
4	<input type="checkbox"/>	RSS List (Bulleted)	 
5	<input type="checkbox"/>	Archive Keyword Page (Simple)	 
6	<input type="checkbox"/>	Archive Index Page (Simple)	 

Figure 65: Managing templates

The following options are available inside this screen:

- **Add New** – option for adding a new template (see section 3.6.1)
- **Delete** – option for deleting a template (see section 3.6.2)
- **Edit** – option for editing a template (see section 3.6.3)

3.6.1 Adding a new template

In order to add a new template click on the “Add New” button.



Templates

 		Limit: 10 	
#	<input type="checkbox"/> Tag	~	
1	<input type="checkbox"/> RSS Item (Simple)		
2	<input type="checkbox"/> RSS Item (Extended)		
3	<input type="checkbox"/> RSS List (Simple)		
4	<input type="checkbox"/> RSS List (Bulleted)		
5	<input type="checkbox"/> Archive Keyword Page (Simple)		
6	<input type="checkbox"/> Archive Index Page (Simple)		

Figure 66: Creating a new template (step 1/2)

The following screen will be displayed.

Figure 67: Creating a new template (step 2/2)

The following parameters are available inside this screen:

- **Tag** - used as unique id for the template i.e. template name
- **Template Type** – option for choosing the desired template type
- **Template** – option for setting entering the contents of the template; the contents are created by clicking on the available parameters from the “Parameters” part of the screen (e.g. if you want to display the site title inside the template, click on the “Site Title” parameter and the “<%\$SITE_TITLE” will be displayed inside the template content – this means the template will contain the title of the site)
- **Parameters** – list of all available parameters which can be used for creating a template which are divided into content and tokens
- **HTML** – choose this option if you want to see HTML code inside the template
- **WYISWYG** – choose this option if you want to have a preview of what the template layout will look like

After setting the desired parameters, click on the "Create" button and the new template will be created.

3.6.2 Deleting a template

In order to delete template choose option “Templates” from the main menu and click on the delete icon  next to the desired template.

Templates

 Add New		 Delete		Limit: 10
#	<input type="checkbox"/>	Tag	~	
1	<input type="checkbox"/>	RSS Item (Simple)		
2	<input type="checkbox"/>	RSS Item (Extended)		
3	<input type="checkbox"/>	RSS List (Simple)		
4	<input type="checkbox"/>	RSS List (Bulleted)		
5	<input type="checkbox"/>	Archive Keyword Page (Simple)		
6	<input type="checkbox"/>	Archive Index Page (Simple)		

Figure 68: Deleting a template

3.6.3 Editing a template

In order to delete template choose option “Templates” from the main menu and click on the delete icon  next to the desired template.

Templates

 Add New		 Delete		Limit: 10
#	<input type="checkbox"/>	Tag	~	
1	<input type="checkbox"/>	RSS Item (Simple)		
2	<input type="checkbox"/>	RSS Item (Extended)		
3	<input type="checkbox"/>	RSS List (Simple)		
4	<input type="checkbox"/>	RSS List (Bulleted)		
5	<input type="checkbox"/>	Archive Keyword Page (Simple)		
6	<input type="checkbox"/>	Archive Index Page (Simple)		

Figure 69: Editing a template

Once you click on the edit icon, the screen with the parameters set for the selected template will be displayed (see section 3.6.1 for further information about these parameters).

3.7 Managing Tokens

Tokens are simple string values which are used within your templates i.e. a way to define your own template variables.

For example: if you want to have your company name available as template variable, so that you do not have to type your credentials in every template (**note:** if you would update the value you would do it from Tokens screen only, without navigating into each template and updating it manually).

In order to start managing tokens, choose option “Tokens” from the main menu.



 **Tokens**

All token values are available in templates through common matrix named \$TC i.e. To access token named "myToken" use \$TOKENS[myToken] within your ter code.

  Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	company_name	 

Figure 70: Managing tokens

The following options are available inside this screen:

- **Add New** – option for adding a new token (see section 3.7.1)
- **Edit** – option for editing a token (see section 3.7.2)
- **Delete** – option for deleting a token (see section 3.7.3)

3.7.1 Adding a new token

In order to add a new token, choose option “Tokens” from the main menu and click on the “Add New” button.



 **Tokens**

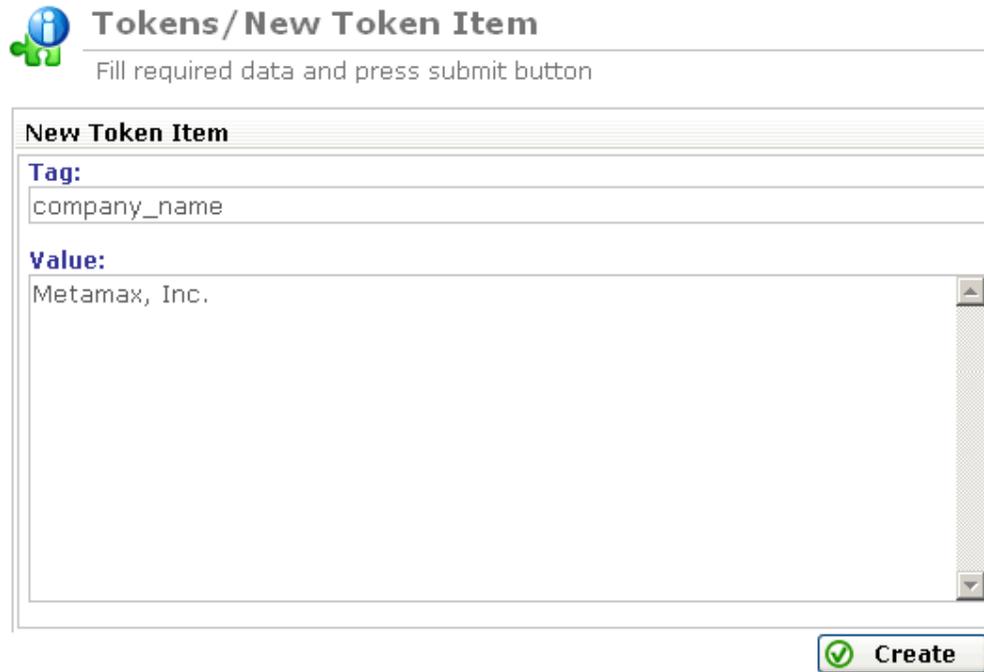
All token values are available in templates through common matrix named \$TC i.e. To access token named "myToken" use \$TOKENS[myToken] within your ter code.

  Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	company_name	 

Figure 71: Creating a new token (step 1/2)

The following screen will be displayed.



Tokens/New Token Item
Fill required data and press submit button

New Token Item

Tag:
company_name

Value:
Metamax, Inc.

Figure 72: Creating a new token (step 2/2)

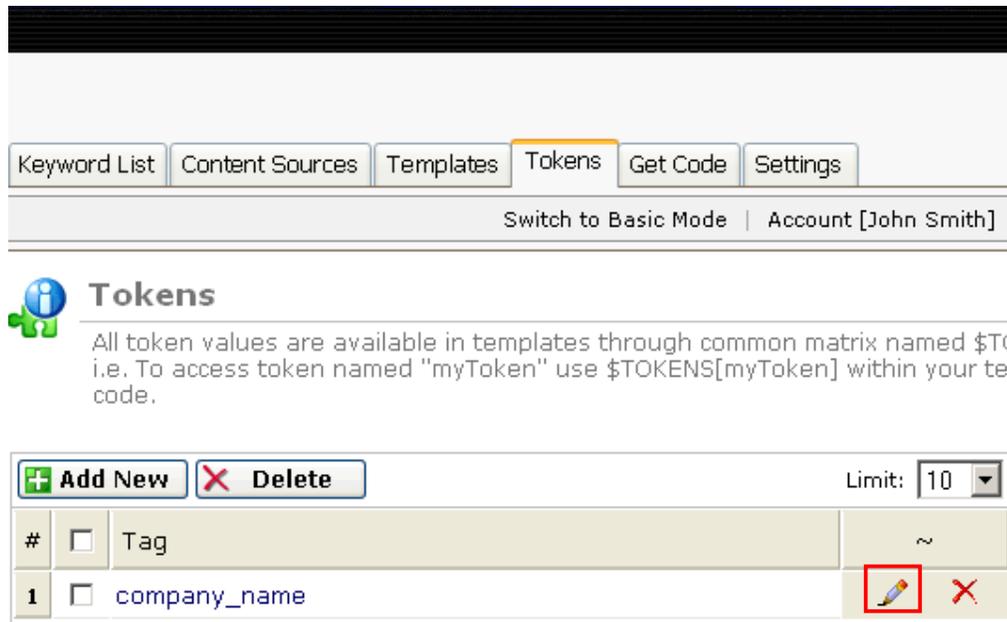
The following parameters are available inside this screen:

- **Tag** – input field for entering the name of the tag which will be used as a variable (e.g. “company_name”)
- **Value** – text area for entering the value for the variable (in this case the name of the company, which can be entered in multiple lines)

After setting the desired parameters, click on the “Create” button and the new token will be created.

3.7.2 Editing a token

In order to edit a token, choose option “Tokens” from the main menu and then click on the edit icon  next to the desired token.



Keyword List Content Sources Templates **Tokens** Get Code Settings

Switch to Basic Mode | Account [John Smith]

Tokens

All token values are available in templates through common matrix named \$TC i.e. To access token named "myToken" use \$TOKENS[myToken] within your ter code.

+ Add New X Delete Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	company_name	 

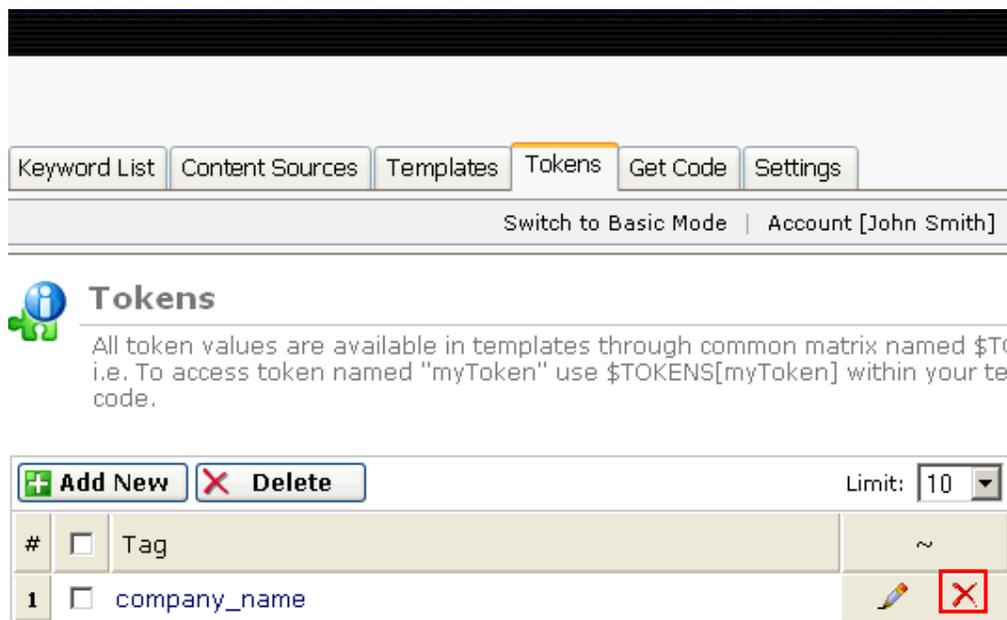
Figure 73: Editing a token

The screen with the parameters set for the selected token will be displayed where you can make the desired changes.

Note: see section 3.7.1 for further information about these parameters.

3.7.3 Deleting a token

In order to delete a token, choose option "Tokens" from the main menu and then click on the delete icon  next to the desired token.



Keyword List Content Sources Templates **Tokens** Get Code Settings

Switch to Basic Mode | Account [John Smith]

Tokens

All token values are available in templates through common matrix named \$TC i.e. To access token named "myToken" use \$TOKENS[myToken] within your ter code.

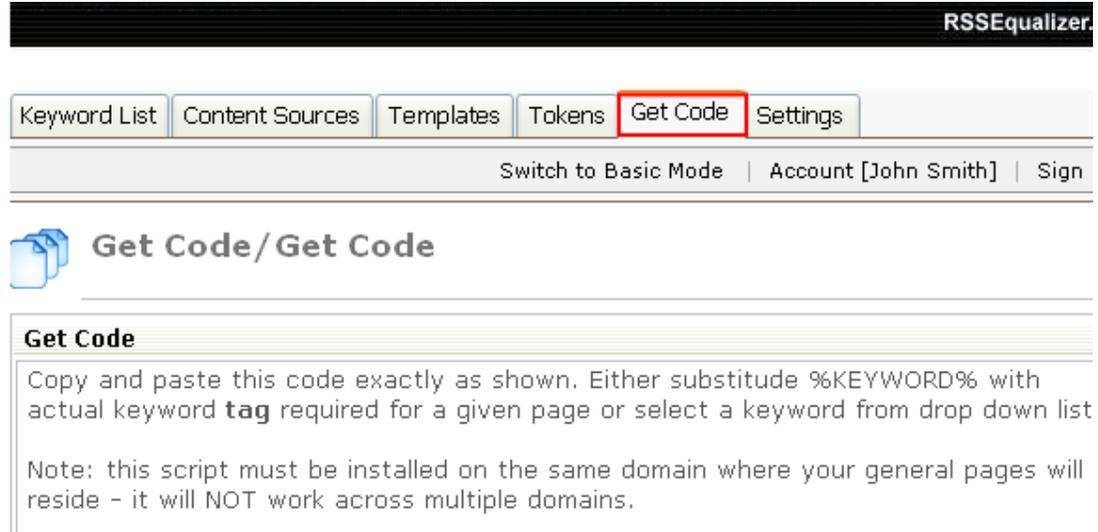
+ Add New X Delete Limit: 10

#	<input type="checkbox"/>	Tag	~
1	<input type="checkbox"/>	company_name	 

Figure 74: Deleting a token

3.8 Getting the code for your pages

The “Get Code” functionality provides a simple way to include code for your pages. In order to get the code, choose option “Get Code” from the main menu. The following screen will be displayed (**note**: the screen is presented with 3 screenshots).



RSSEqualizer.

Keyword List | Content Sources | Templates | Tokens | **Get Code** | Settings

Switch to Basic Mode | Account [John Smith] | Sign

Get Code/Get Code

Get Code

Copy and paste this code exactly as shown. Either substitute %KEYWORD% with actual keyword **tag** required for a given page or select a keyword from drop down list

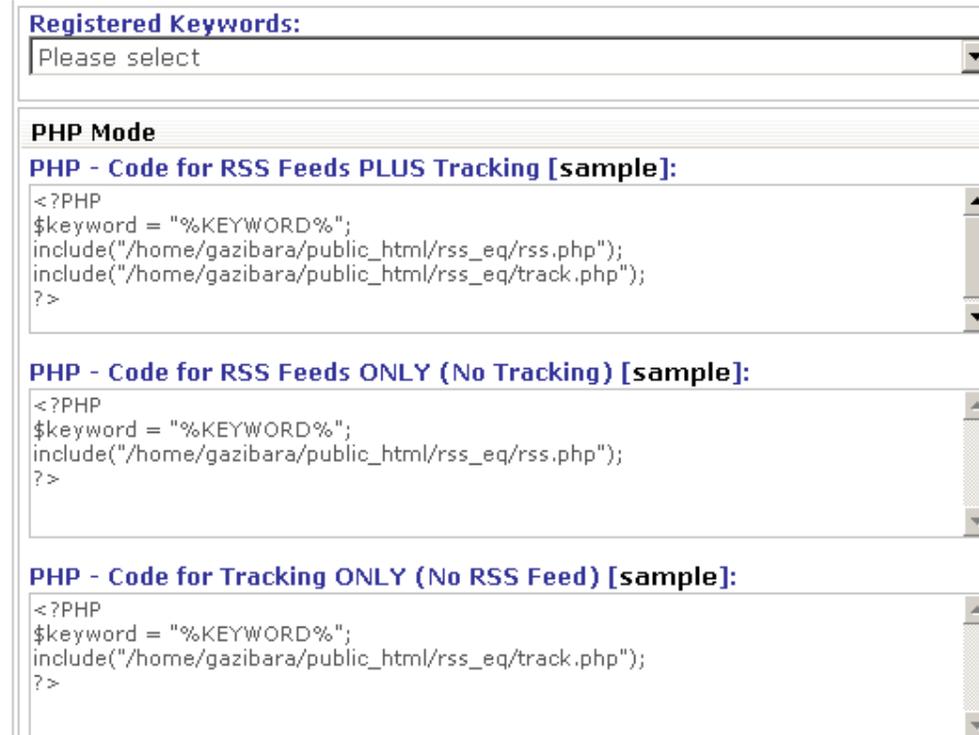
Note: this script must be installed on the same domain where your general pages will reside - it will NOT work across multiple domains.

Figure 75: Getting the code (screenshot 1/3)

In order to generate the code either choose the desired keyword from the pull down menu or substitute the %KEYWORD% variable with the actual keyword required for the selected page.

Once the code has been generated, copy and paste the code exactly as shown.

Note: this script must be installed on the same domain where your general pages will reside (it will not work across multiple domains).



Registered Keywords:

Please select

PHP Mode

PHP - Code for RSS Feeds PLUS Tracking [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/rss.php");
include("/home/gazibara/public_html/rss_eq/track.php");
?>
```

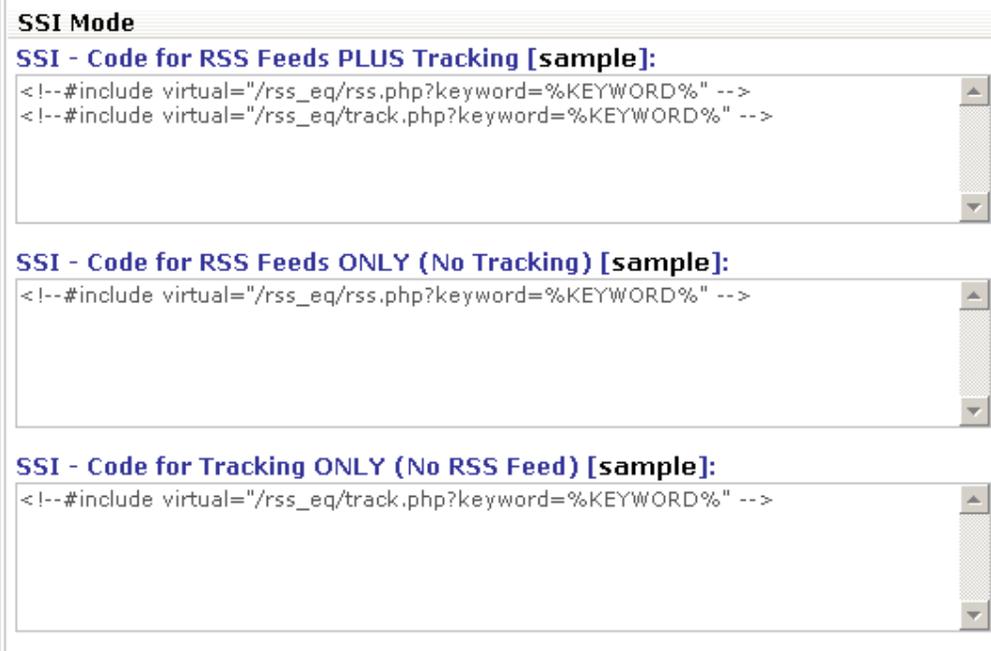
PHP - Code for RSS Feeds ONLY (No Tracking) [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/rss.php");
?>
```

PHP - Code for Tracking ONLY (No RSS Feed) [sample]:

```
<?PHP
$keyword = "%KEYWORD%";
include("/home/gazibara/public_html/rss_eq/track.php");
?>
```

Figure 76: Getting the code (screenshot 2/3)



SSI Mode

SSI - Code for RSS Feeds PLUS Tracking [sample]:

```
<!--#include virtual="/rss_eq/rss.php?keyword=%KEYWORD%" -->
<!--#include virtual="/rss_eq/track.php?keyword=%KEYWORD%" -->
```

SSI - Code for RSS Feeds ONLY (No Tracking) [sample]:

```
<!--#include virtual="/rss_eq/rss.php?keyword=%KEYWORD%" -->
```

SSI - Code for Tracking ONLY (No RSS Feed) [sample]:

```
<!--#include virtual="/rss_eq/track.php?keyword=%KEYWORD%" -->
```

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Figure 77: Getting the code (screenshot 3/3)

3.9 Managing Settings

In order to start managing various settings, choose option "Settings" from the main menu.

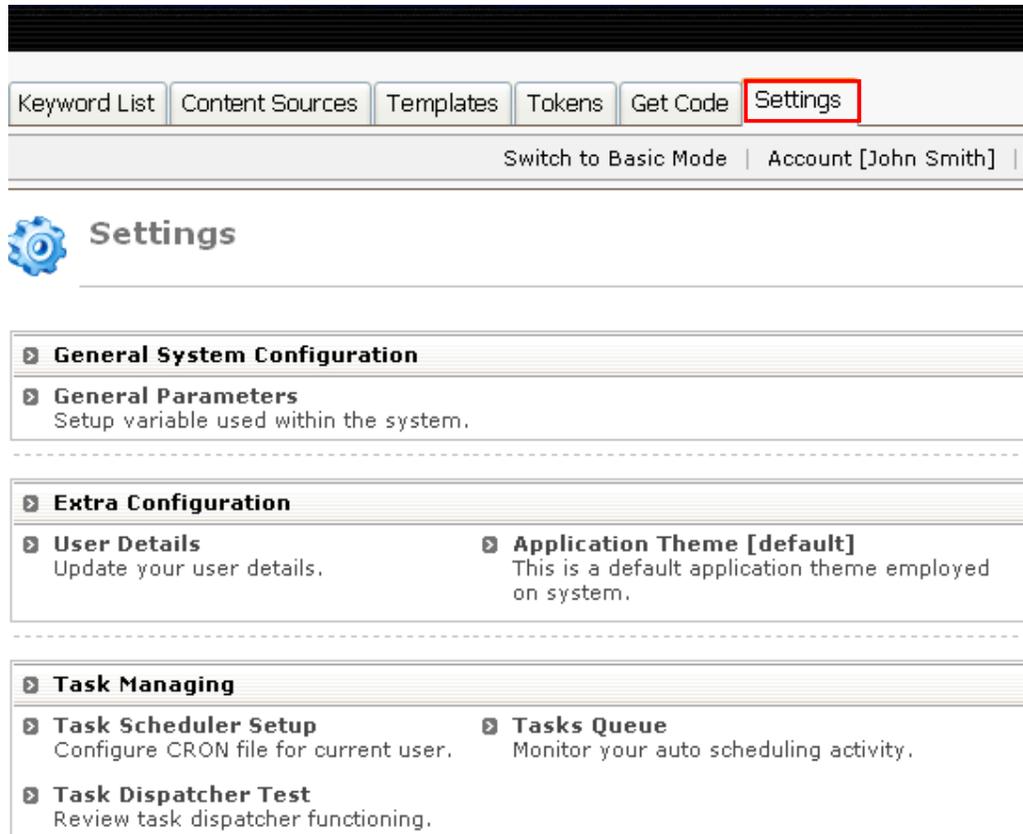


Figure 78: Managing settings

The following options are available inside this screen:

- **General System Configuration (General Parameters)** – option for managing general parameters (see section 3.9.1)
- **Extra Configuration**
 - **User Details** – option for managing user details (see section 3.9.2)
 - **Application Theme** – option for managing application theme (see section 3.9.3)
- **Task Managing**
 - **Task Scheduler Setup** – option for configuring CRON file for current user (see section 3.9.4)
 - **Task Dispatcher Test** – option for reviewing and testing task dispatcher (see section 3.9.5)
 - **Tasks Queue** – option for monitoring your auto scheduling activity (see section 3.9.6)

3.9.1 Managing General Parameters

In order to start managing general parameters, click on the “General Parameters” option inside the “General Settings” screen. The following screen will be displayed (**note**: screen presented with 2 screenshots).



The screenshot shows the RSS Equalizer web interface. At the top right, the URL 'RSSEqualizer.com' is displayed. Below it is a navigation menu with tabs for 'Keyword List', 'Content Sources', 'Templates', 'Tokens', 'Get Code', and 'Settings'. The 'Settings' tab is active. Below the navigation menu, there are links for 'Back', 'Switch to Basic Mode', and 'Account [John Smith]'. The main heading is 'Settings/General Parameters', accompanied by a gear icon. A sub-heading reads 'Provide general RSS parameters used by default throughout the system.' The 'General Parameters' section contains three input fields: 'Site Title' with the value 'My Website', 'Site URL' with the value 'http://www.gazibara.net/rss_eq', and 'RSS Feeds' with three lines of URLs: 'http://news.search.yahoo.com/news/rss?ei=UTF-8&fl=0&x=wrt&p=%KEYWORD%', 'http://news.google.com/news?hl=en&ie=UTF-8&output=rss&q=%KEYWORD%', and 'http://beta.search.msn.com/results.aspx?format=rss&q=%KEYWORD%'. A note below the RSS Feeds field states: 'One item per line. To add dynamic feed use %KEYWORD% token, which would be substitute actual RSS keyword by internal parser.'

Figure 79: Setting general parameters (1/2)

The following parameters are available inside the first part of the screen:

- **Site Title** – input field for entering the title of the website as displayed inside the browser title bar
- **Site URL** – input field for entering the URL of the website
- **RSS Feeds** - the URL's that RSS Equalizer will pull RSS data from

Backlinks:

One item per line. This is a default Backlinks list, you can customize this list per keyword item.

Affiliate Program

RSS Equalizer has a built-in affiliate program – enter your Clickbank Affiliate Nickname and Tag Line – application would create a hoplink on-fly.

Tag Line is the actual text that will be displayed – if you do not want RSS Equalizer display a tag line, make the Tag Line blank.

Affiliate Nickname:

Tag Line:

Non-registered Keywords

Specify the behavior for situation when keyword include code requests the fetcher to provide RSS news for a keyword not registered with the system.

Behavior:

Figure 80: Setting general parameters (screenshot 2/2)

The following parameters are available inside the second part of the screen:

- **Backlinks** – text area for entering backlinks; one item should be entered per line
 - **Note:** this is a default Backlinks list; you can customize this list per keyword item
- **Affiliate Program** – RSS Equalizer has a built-in affiliate program; you should enter your Clickbank Affiliate Nickname and Tag Line – the application will create your affiliate link
- **Non-registered Keywords Behavior** – use this pull down menu to specify the behavior for situation when keywords include requests for providing RSS news for a keyword not registered with the system

3.9.2 Managing User Details

In order to start managing user details choose option “Settings” from the main menu and then click on the “User Details” link.



Settings

General System Configuration	
General Parameters Setup variable used within the system.	
<hr/>	
Extra Configuration	
User Details Update your user details.	Application Theme [default] This is a default application theme employed on system.

Figure 81: Managing user details (step 1/2)

The following screen will be displayed.

Edit Registration	
User Type: System Administrator	
Full Name: John Smith	
Username: admin	
Password: 	
<hr/>	
Contact Information	
E-mail	Phone
<input type="button" value="Update"/>	

Figure 82: Managing user details (step 2/2)

The following parameters are available inside this screen:

- **User Type** – field displaying the type of user
- **Full Name** – enter your full name
- **Username** – set the username which will be used for login
- **Password** – set the password which will be used for login
- **Email** – enter email address
- **Phone** – enter phone number

After setting the desired parameters, click on the "Update" button in order to save the changes.

3.9.3 Managing Application Theme

In order to start managing application theme choose option "Application Theme" from the "Settings" page.



Settings

General System Configuration	
General Parameters Setup variable used within the system.	
<hr/>	
Extra Configuration	
User Details Update your user details.	Application Theme [default] This is a default application theme employed on system.

Figure 83: Managing Application Theme (step 1/2)

The following screen will be displayed.

RSSEqualizer.com

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Advanced Mode
Account [John Smith]
Sign

Settings / System Theme

To give you greater control over the layout system supports theme selection. All representational elements of your site are configurable via this mechanism. Review `application_path/layout/themes` folder for more info.

System Theme

System Theme:

▼

Update

Figure 84: Managing Application Theme (step 2/2)

Select the desired system theme from the pull down menu and click on the “Update” button in order to save the changes.

3.9.4 Setting up Task Scheduler

The “RSS Equalizer” utilizes its own task scheduler and you have to setup your CRON job to occur daily i.e. dispatcher file is called once a day. The system will decide whether there are tasks to be performed/scheduled or not.

If you are familiar with CRON, or have created a CRON job from your hosting Control Panel, you should not have any problems with this screen.

This screen allows you to specify CRON date/time parameters, and takes care about invoking appropriate URLs.

In order to start setting up the task scheduler, choose option “Task Scheduler Setup” inside the “Settings” page.

Extra Configuration	
User Details Update your user details.	Application Theme [default] This is a default application theme employed on system.
<hr/>	
Task Managing	
Task Scheduler Setup Configure CRON file for current user.	Tasks Queue Monitor your auto scheduling activity.
Task Dispatcher Test Review task dispatcher functioning.	

Figure 85: Choosing option "Task Scheduler Setup"

The following screen will be displayed.

Keyword List	Content Sources	Templates	Tokens	Get Code	Settings
Back		Switch to Basic Mode		Account [John Smith]	
					
Settings/Scheduler Setup					
CRON file for current user. Certain system tasks require to be run without user intervention. Therefore system supports its own task scheduler/dispatcher. On this screen you can setup how often Task Scheduler would be called.					
Scheduler Setup					
Below is content of User CRON file (Press 'Update' to recompile). If no scheduled job shows up add the following command via your hosting CP: <pre>30 10 * * * curl http://www.address.com/rss_eq/system/cron_scheduler.php</pre> <pre>MAILTO="jsmith@address.com"</pre>					
Current Server Timestamp: 26 May, 2006 06:04:48					
CRON Options					
Minutes:	Hours:	Day of Month:	Months:	Weekdays:	
30	10	21	*	*	
(0-59)	(0-23)	(1-31)	1-12	(0-6)	
You can set repetition intervals for CRONing					
				<input checked="" type="button" value="Update"/> <input type="button" value="Cancel"/>	

Figure 86: Setting up task scheduler

The following parameters are available inside this screen:

- **Minutes** - any integer from 0 to 59
- **Hours** - any integer from 0 to 23
- **Day of Month** - any integer from 1 to 31 (must be a valid day if a month is specified)
- **Months** - any integer from 1 to 12 (Jan, Feb, etc.)
- **Weekdays** - any integer from 0 to 6 (0 = Sunday, 1 = Monday etc or Sun, Mon, etc.)

After setting the desired parameters, click on the "Update" button to save the changes.

3.9.5 Testing Task Dispatcher

This functionality is used for actual invocation of task dispatcher as if it was called from CRON. It is a useful feature if you want to manually request archive creation and see whether your task dispatcher works correctly.

Note: This feature is meant as a helper tool for users who have sufficient experience with running the application.

In order to start testing the task dispatcher, choose option “Task Dispatcher Test”.

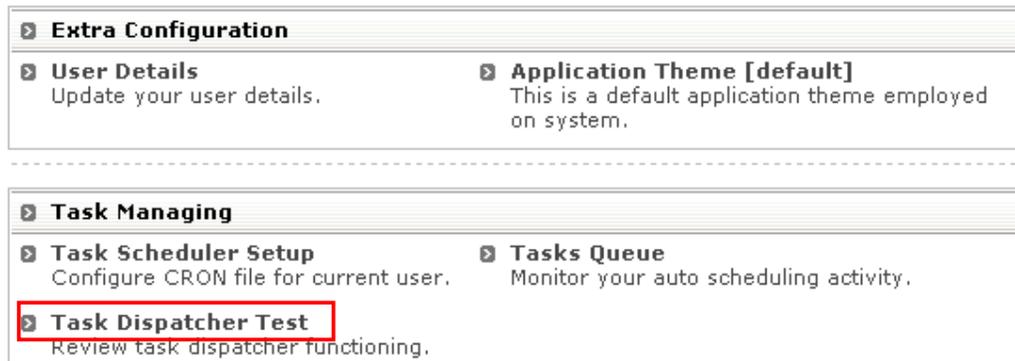


Figure 87: Choosing option "Task Dispatcher Test"

The following screen with the results of the test will be displayed.

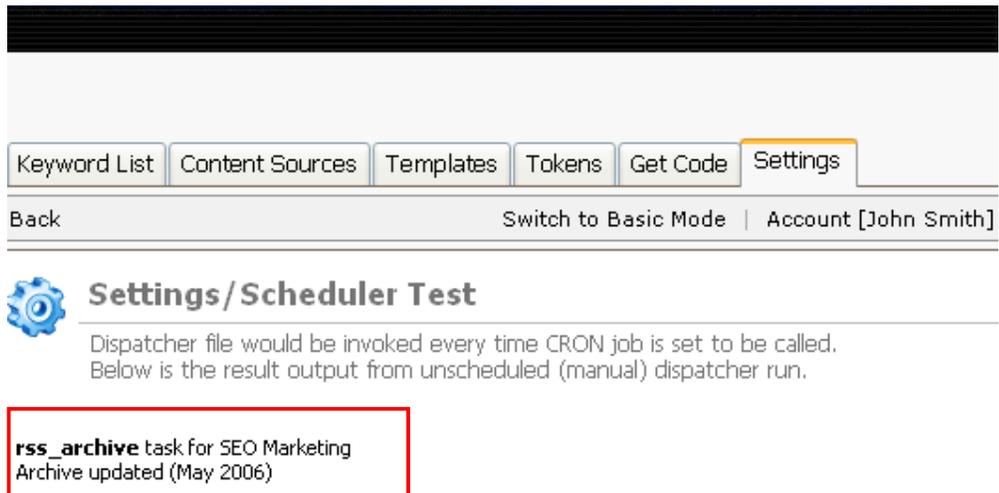


Figure 88: Test results screen

Note:

- in case the test was not successful you will be notified about the nature of the error
- in order for test to function properly archiving should be enabled inside the screen with keywords parameters (see section 3.4.1)
- the permissions of the archive folder should be setup so that writing is possible

3.9.6 Viewing Tasks Queue

This “Tasks Queue” screen allows you to monitor your scheduled tasks. When CRON is setup correctly you would see scheduled/performed/failed CRON invocations.

In order to start viewing tasks queue choose option “Tasks Queue” inside the “Settings” page.

Extra Configuration

User Details
Update your user details.

Application Theme [default]
This is a default application theme employed on system.

Task Managing

Task Scheduler Setup
Configure CRON file for current user.

Tasks Queue
Monitor your auto scheduling activity.

Task Dispatcher Test
Review task dispatcher functioning.

Figure 89: Choosing option "Tasks Queue"

The following screen will be displayed.

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Basic Mode
Account [John Smith]

Settings/Tasks Queue

Limit: ▼

#	Description	Status	Start Time ▲	~
1	SEO Marketing	scheduled	2006-05-31 06:23:41	details
2	SEO Marketing	performed	2006-05-26 06:22:11	details

Figure 90: Viewing "Tasks queue"

The following information and options are available inside this screen:

- **Limit** – pull down menu for choosing the number of tasks that will be displayed per page
- **Description** – this field contains information about the keyword the CRON is related to
- **Status** – this field contains information about the task status (e.g. "scheduled" or "performed")
- **Start date** – field displaying the task starting date
- **Details** – click on this link to view task details (see Figure 91)

Keyword List
Content Sources
Templates
Tokens
Get Code
Settings

Back
Switch to Basic Mode
Account [John Smith]



Settings/View Task Details

Use link above to return to previous screen.

View Task Details

Task Description:

SEO Marketing

Task Type: rss_archive

Task Status: performed

Start Time: 26 May, 2006 06:22:11 (current server time: 26 May, 2006 06:35)

Task Response Message (if performed):

rss_archive task for SEO Marketing
Archive updated (May 2006)

Figure 91: Viewing task details

Note:

- this feature is meant for advanced users who have sufficient experience with running the application.
- If some task is marked as failure it does not necessarily mean that CRON is not working properly i.e. task might be marked as "failed" since there is no need to perform operation at a given time (e.g. archives must be made every 3 days and not on every CRON call), once scheduled time comes, archive would be created and task would get status "performed".

3.10 Switch to Basic Mode

This option is used for switching to basic mode. The basic mode contains fewer features and is more suitable for users with no advanced knowledge.

Note:

- you can overview the options available within the advanced mode by viewing section 2
- you can decide to switch to basic mode at any point by clicking on the "Switch to Basic Mode" link inside the main menu

3.11 Managing your account

The "Account" option inside the main menu is meant for managing your account information. See section 3.9.2 for further description of the procedure for updating your account.



Figure 92: Managing your account

3.12 Sign Out

Use this option to sign out of RSS Equalizer application.



Figure 93: Sign out option