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Introduction

In this tutorial we are going to crank up the horsepower and get more out of PHP than you might have known was possible.

You will learn, step-by-step, how to dynamically create Google Adsense niche sites, your own "Cool Little Sites" where you collect commissions from Google Adsense, Ebay and Amazon as well as custom landing pages.

Of course, the main thing I want you to take from this is the ability to use this technology to meet your own individualized needs. I will show you step by step how use this technology to create the types of sites I mentioned above but I also want you to understand how it works so that you can incorporate some or all of these components into your site building.

How It Works

The Code Explained

We will be working with three pieces of code which you may use some or all depending on which types of pages you are building.

The first piece of code we will be using is

```php
<?php
$val = $_GET['word'];
?>
```

This is placed in between the <head> and </head> tag of your page like this...

```php
<head>
<?php
$val = $_GET['word'];
?>
</head>
```

This code allows for us to send a special variable to the page which we can then use in a number of ways. In this tutorial, we are going to focus on populating areas of your page with this captured variable for dynamic customization.

Let's say we have a link somewhere pointed to our site that looks like this.

http://www.yoursite.com/salespage.php?word=ABCXYZ

Now for this example we are using salespage.php as our page which has the variable capture code in between the head tags. *Don't worry, we can use the .html extension and will go over that later. For now,*

we will use the .php extension.

The second piece of code we will be using is

```php
<?php echo "$val"; ?>
```

We are going to place this throughout our page wherever we would like for our word variable to be displayed.

Let's go ahead and use this to auto-populate our salespage title, keyword and description.

```php
<head>
<?php
$val = $_GET['word'];
?>
<title><?php echo "$val"; ?></title>
<meta name="keywords" content="<?php echo "$val"; ?>" />
<meta name="description" content="<?php echo "$val"; ?>" />
</head>
```

Since the variable that was captured in our hyperlink with
?word=ABCXYZ
was ABCXYZ then we can populate this word throughout our page anyplace we use the php echo code above.

For our example here, the title, keyword and description for our salespage would now look like...

```html
<head>
<title>ABCXYZ</title>
<meta name="keywords" content="ABCXYZ"
<meta name="description" content="ABCXYZ" />
</head>
```

Ok, that works, but it is pretty plain isn't it? You can completely customize your title, keywords and description by writing them out the way you normally would and replace the actual keyword for the php echo code above.

Another example of a more customized title, keyword and description could look like this.

```
<title>The <?php echo "$val"; ?> Source</title>
<meta name="keywords" content="<?php echo "$val"; ?>, <?php echo "$val"; ?> links, <?php echo "$val"; ?> information" />
<meta name="description" content="Everything You Ever Wanted to Know About <?php echo "$val"; ?>" />
```

Which would look like this

```
<title>The ABCXYZ Source</title>
<meta name="keywords" content="ABCXYZ, ABCXYZ links, ABCXYZ information" />
<meta name="description" content="Everything You Ever Wanted to Know About ABCXYZ" />
```

The third piece of code we will be using is...

```
<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>
```

We will be using this code to create our dynamic links which will in turn create our dynamic niche pages.

We can upload keyword files which this code will automatically open and randomly select a keyword which it will then insert into the page wherever we place this code. So if we upload 10 keyword files with 100 keywords in each one, we will have a dynamic site of 1000 pages. We will alter this code a little later on to actually make it hyperlink the keyword to it's dynamic page.

By placing this code multiple times in a menu section, we will have randomly generated, keyword targeted links which are search engine friendly.

That wraps up our code explanation. We will now move into the

actual page creation for the types of websites we would like to generate.

Don't worry if you don't fully grasp the dynamics behind the code we will be using yet. We will go into further detail as is needed during the following chapters when we actually begin to use them.

Basic AdSense Sites

Creating Your Index Page

You can start with any template or design you like. If you are building a niche site about dieting then a template with a dieting theme would be nice, but not necessary.

You will go ahead and name it index.htm

I use the .htm because the .htaccess file we are going to set up later will redirect all .html extension to our dynamic template. So, for any page that you want to be static and not dynamic, name it with the .htm extension and it will show as you've designed it.

The first thing we are going to need here are some keyword files. You can use whatever keyword tool you prefer. If you don't have one, you can download www.goodkeywords.com, it's free and easy to use.

Another keyword tool is www.wordtracker.com. It is much more advanced and they do have a free trial so you can check it out before deciding whether to purchase.

Keyword selection is outside the scope of this tutorial. You can use broad keywords or very targeted keywords to create niche sites.

For this example, we will be creating a dieting niche site so these are the search terms we will use now.

You must first decide how many menu links you would like and what "categories" in your niche you would like to target. This is just so that we can get a good mix of menu links each targeting a specific

sub-niche of our primary niche.

For our dieting niche site, I decide on the following sub-niche categories.

Dr. Atkins
Diet
Diet Patches
South Beach Diet
Weight Loss
Weight Watchers

I will have a total of six menu links.

I start by opening Good Keywords and doing a search for "atkins" without the parenthesis. If you are doing multiple keyword phrases, you can use the parenthesis to get more targeted results.

My search returns 100 keywords & phrases. Depending on the keyword tool you are using, you may have more or less.

If you are using Good Keywords, you can right click on the results and select, "Copy to Clipboard" then select, "Copy All Words".

Open up notepad or your favorite text editor and paste the clipboard into a blank page. You will want to go through and delete any keywords or phrases that are either not relevant to your niche or are so obscure they will more than likely not get the desired Adsense Ads showing on our page.

Here is a small sampling of the results which was returned for the "atkins" search term. I will remove the ones in red.

atkins diet menu
atkins food
atkins cocina con de del dietetica dr el libro nuevo rapidas recetas sencillas y
atkins diet recipe
christopher atkins
atkins recipe
atkins rodney watching

The second step in this process is to change the keyword phrases to proper capitalization. This is optional but because this keyword will be used in the <H1> tags and various places by itself, it's what I prefer. The choice is yours though.

You can use this free tool: http://webnet77.com/cgi-bin/helpers/words-numbers.pl to change the case on your phrases. Just copy and paste your keywords into the box on the free tool page and select "Proper Case" from the drop down menu and click submit.

Paste your properly cased keyword phrases back into your blank text file and save with whatever name you like so that you will know what it is when you are ready for it. In our example, I saved as atkin.txt

Notice that the file name "atkin" is singular. I strongly suggest that you use singular and not plural names for reasons that will become clear momentarily.

Repeat the process for each of your menu keyword categories. For this example, I ended up with six files.

atkin.txt
diet.txt
dietpatch.txt
southbeach.txt
weightloss.txt
weightwatchers.txt

The above keyword files are included inside the Sample1 folder and may be referenced at any time.

Now, it's time to insert these into your index.htm page where you would like them to appear.

To add these in, we will paste the following code...

Note: I will be using my atkins.txt file for my first menu link

```
<a href="<?php
$atkins = file("atkin.txt");
$atkin = rand(0, sizeof($atkins)-1);
echo $atkins[$atkin];
?>.html"><?php echo "$atkins[$atkin]"; ?></a>
```

Let's break this down and take a closer look at the above code.

Because the code is between the <a href=" and the it will be turned into a hyperlink. Notice the .html after the closing tag of the php, which is the ?>

This will pull a random keyword from our atkin.txt file and add the .html after it so link to ourkeyword.html

This works as long as our keyword .txt files are uploaded into the same directory. If not, you could use the full path in the code which would look like this.

```
<a href="http://www.yoursite.com/directory/<?php
$atkins = file("atkin.txt");
$atkin = rand(0, sizeof($atkins)-1);
echo $atkins[$atkin];
?>.html"><?php echo "$atkins[$atkin]"; ?></a>
```

The section above in blue will echo, (display on the page), the randomly selected keyword as our hyperlinked text. So, let's say the randomly selected keyword was atkinsdiet

This code will produce a link with the hyperlinked text of atkinsdiet and it will be linked to atkinsdiet.html

Something to note here is that your keywords will most often be an actual phrase of two or more words. When this happens, the link would look like; atkins diet.html

This is perfectly fine because when clicked, you will see the address

bar change to atkins%20diet.html , The %20 represents a blank space in computer talk. If for some reason, you would rather have your links look like atkins%20diet.html instead of atkins diet.html , this is easily done by doing a search and replace in your text editor. In the find what box of your search and replace, just hit your space bar and in the replace box enter "%20" without the quotes. As I mentioned, there is no need for this but I wanted to explain how to do it if you wanted to.

I'll go ahead and add in all of my menu links now. This is a very simple and basic menu with the text being centered and a blank space between each menu link. You could add these into tables or into cells with button graphics as backgrounds. It can be as simple or as sophisticated as you are comfortable with. You just drop in the code wherever you would like a menu link to display.

I find the easiest way to do this is to layout the page in my html editor and just place text as a place holder for each of my menu links which I will then open in notepad and replace the place holders with the actual code. This method also helps eliminate some of the code alterations some html editors make, for instance NVU likes to replace "> with > as well as some others.

For example. If when designing your page, you placed the text

Menu Link 1

Menu Link 2

and so on where you would like your menu links to be. You could then open it in a text editor and replace...

Menu Link 1

with

```
<br>
<a href="<?php
$atkins = file("atkin.txt");
$atkin = rand(0, sizeof($atkins)-1);
echo $atkins[$atkin];
?>.html"><?php echo "$atkins[$atkin]"; ?></a>
<br>
```

This would create your menu link in that spot. Just repeat for the other menu links. Of course, this step is not necessary if your html editor doesn't alter the code, you can just design your page as you normally would and place the code in the page right then.

Now, that you have your index page build, you need to make your dynamic template. This is where the magic starts to happen.

Creating Your Dynamic Template

You will design one page which will be your dynamic template. This is what every page on your niche site will look like.

All of your menu links are secretly redirecting to your template file and sending a hidden variable which will be used throughout the dynamically generated page.

Remember this code from above?

```
$val = $_GET['word'];
```

All of your menu links like atkins.html are secretly redirecting to
yourdomain.com/dir/template.php?word=keyword
and in doing so is passing this word variable to your template page which we will then use the

```
<?php echo "$val"; ?>
```

code to, do what? That's right, to *echo* the variable we've passed through, or in other words, to display our keyword in the page wherever we've told it to by placing the php echo code in the exact spot we wish to have it displayed.

For example

One of our menu links is

atkins%20diet.html

When someone clicks on that, it silently redirects to

template.php?word=Atkins%20Diet

Which our template picks up on because of the $val = $_GET['word']; tag in the head of the page and will then place the words Atkins Diet everywhere on the page where we have placed the php echo tag.

You can open template.htm in the Sample1 to see how a page can be layed out. You can make your template looks however you like, just place the following codes in the place of where you want your keywords and menu links.

Everyplace you want the keyword to appear, place...

```php
<?php echo "$val"; ?>
```

Everyplace you want a menu link to appear, place...

```php
<a href="<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>.html"><?php echo "$keywords[$keyword]"; ?>
```

Replace the word "keyword" with the name of your keyword file. Pay attention to which ones are singular and which are plural. Make sure and keep this the same which is the reason I suggested earlier that you use singular words to name your keyword.txt files.

Of course, if you did name a keyword file a plural word, like "keywords", instead of "keyword", then it would look like this, notice the bolded letters "**ss**"...

```
<a href="<?php
$keywordss = file("keywords.txt");
$keywords = rand(0, sizeof($keywordss)-1);
echo $keywordss[$keywords];
?>.html"><?php echo "$keywordss[$keywords]"; ?>
```

You can name your template file anything you like, I like to use the name **template.php** because that's what it is and the surfer will not see that name, the dynamically generated pages will take on the name of the keyword so even though the template.php file is working it's magic, it will appear to the surfers that they are actually at your keyword.html page.

Also, by using the .php extension we do **not** have to make any changes to our server to treat non .php extensions as php pages and parse for code.

You can open template.php for reference.

Make sure and add the code below in between your <head> and </head> tags.

```
<?php
$val = $_GET['word'];
?>
<title><?php echo "$val"; ?></title>
```

```html
<meta name="keywords" content="<?php echo "$val"; ?>" />
<meta name="description" content="Top <?php echo "$val"; ?> Resources" />
```

You should already have your menu set up in your index page so you can just copy the code from there and paste it into your template.php file or manually insert it as you did above when creating your index page by pasting...

```php
<a href="<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>.html"><?php echo "$keywords[$keyword]"; ?>
```

Change the text above in red to match your keyword file.

You are ready to upload your dynamic Adsense niche site and with one more quick modification, you will be all set.

Setting Up .htaccess

Our final step is to set up our .htaccess file so that it takes our menu links and sends them through our template.php file all the while appearing to be a static page and search engine friendly.

Because we are redirecting everything with the extension .html , I recommend you set up your niche sites on their own domain or use a directory so that our .htaccess will only affect pages in that exactly directory and not site wide.

For example...

If you were making a dieting niche site and purchased a domain like mydietingnichesite.com , then you could upload your .htaccess into the root (top level area) of your site.

However, if you had a domain like.. tonsofniches.com and wanted to add a dieting niche to it, you should create a dieting directory and upload your .htaccess file into that directory so it won't affect the rest of your site. This way your Adsense niche site would be accessible at tonsofniches.com/dieting

To create a new .htaccess file, open up a text editor like notepad and paste the following into the blank page.

RewriteEngine On
RewriteRule ^(.*)\.html template.php?word=$1 [L]

This code tells your server to take anything with the extension .html and send it through template.php?word=$1 replacing the $1 with whatever words come in before the .html

This is what makes everything dynamic. The automatic redirection and substitution of keyword.html to ?word=keyword

Save your file as .htaccess and upload it as mentioned above, either into your top level directory or sub-directory depending on where your niche site will reside.

If you have trouble saving with the **.htaccess** file name, just save as htaccess.txt and then change the name to .htaccess once uploaded.

This redirection and substitution is also what is going to allow us to create our dynamic, custom landing pages which we will get to in just a moment, but first, I want to try and simplify this for you in a step by step guide you can refer to quickly.

The first time reading through, I am sure it sounds more complicated than it is but once you've done one or two, you can crank out niche sites quickly. What will actually end up taking you the longest is selecting your keywords and maybe the graphics work if you are talented in that area and what to make nicer templates, which is optional but not necessary.

Step by Step Simplified

1. Create Your Index Page, name index.htm
2. Create keyword.txt files
3. Add your menu links to Index Page
4. Create your template page, name template.php
5. Add $val = $_GET['word'] code to template.php
6. Add echo "$val code to template.php everywhere keyword will appear, don't forget to add in title, keyword and description tags.
7. Add menu link code to template.php
8. Create and/or upload .htaccess file

That's the short version. Everything should be well documented in detail in the section above. Remember that this will get much, much easier as you get a little experience.

If you have any problems after uploading, here are a few things to check...

1. Make sure the paths are correct. The keyword.txt files are in the same folder as your index and template.php
2. Make sure you're .htaccess file is named correctly and uploaded
3. Make sure your html editor has not changed any code
4. Make sure your singular and plurals are correct in menu code
5. Make sure your host allows mod rewrite

If for some reason, your host does not allow mod rewrite, you can still build niche sites but without the static .html part.

You would create your menu links like so instead of the method we used above which adds the .html to the end and sends directly to the

template.php file instead of silently redirecting...

```
<a href="template.php?word=<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>"><?php echo "$keywords[$keyword]"; ?>
```

This would produce the link

template.php?word=keyword

instead of keyword.html

Honestly though, If my hosting company didn't allow mod-rewrite I would seriously look at someone else, like Host Gator not to mention my own Hosting Company www.UnselfishMarketers.com. They as well as we have packages there for less than $10 and a very user friendly control panel.

Cool Little Websites

Getting Started

By building "Cool Little Websites", you can use the methods and technology from the section above to collect commissions from a pay per click sponsor like AdSense, the Ebay Affiliate Program and the Amazon Affiliate Program all on one site.

If you've completed the AdSense Niche Site section above, things should start getting easier because we will be utilizing the same code as above only applying it a little differently to get contextual links from Ebay and Amazon.

For that reason, we won't spend a lot of time on the actual index and template setup and will focus mainly on the differences and how to use the php echo code to pull in relevant ebay auctions and amazon ads.

You will start exactly the same way as with the Adsense Niche Sites above. Decide which niche you are going after and use your keyword tool to get your targeted keywords to keep your "Cool Little Site" niche focused and build your menu links.

Using the methods described above, create your keyword text files, your index.htm and template.php files.

When designing your pages this time, you will want to allow space for

your Ebay listings and amazon ads to be displayed.

When getting your code for Ebay listings, you will be able to choose from several different widths depending on how much information you want to show on your page.

On the sample site included in the Sample2 folder, I used a width of 455px while allowed me to place it in a center cell between two sidebars, the left being the menu and google skyscraper and the right being amazon and a search box.

You can view the index.html file in the Sample2 folder to get an idea of how I prepared to layout this template. You can see that I decided to go with the jewelry niche because generally those prices tend to be higher than some niches and will pay a higher commission. You're not limited however, create hundreds or thousands of these if you like. There are plenty of categories which tend to carry higher priced merchandise.

Also, in the Sample2 folder, you will find my keyword.txt files which I created the same way as we did for the Adsense Sites.

So, go ahead and get your index and template page ready, (remember to add the code between <head></head> and meta tags on your template.php), refer to the Adsense Niche section above if necessary, then we will get our code for Ebay and Amazon.

Code For Relevant Ebay Listings

If you aren't already an affiliate of Ebay, go signup there and then go to the http://affiliates.ebay.com.

Click on the "Tools" tab and then click "Editor Kit". From there you will click on the "Create an Editor Kit" button.

You can select from a variety of sizes and colors to blend with your template. I generally leave the dimensions set on "Custom Display" and just configure the output with the other options on the page.

When selecting the columns, how much you display on your page will depend on how much space you've allocated in your template for your Ebay listings.

The template I set up for our Sample2, I used the fixed width of 455px for the cell which will contain my Ebay listings. While selecting which options you would like included in your listing, notice below the "Show column" section that there is a box marked "Width". As you check and uncheck the "Show column" boxes that the width required to display what you have checked is displayed on the line right below the "Width" box. Use this to insure that your listing will fit in the space you've reserved in your template for this.

You can also scroll up to the top of the page to see what your output will look like after you've made any changes.

You can choose to sort by "ending time" or "highest priced", this is totally up to you as most of the options are so if I don't go over a section here, then it is just a matter of preference and you can make different changes to see which is to your liking.

In the next section of the Editor Kit, (Content Selection), you will see an empty box labeled "Search keywords (optional)". This is the place in the script which will be generated that we will substitute with our php echo code so we need to place something here that will stand out when looking at the code, so place something like XXXXX so it won't be missed later. Also check the "Search title and description box".

In the area immediately below the one we were just looking at above, you will see "When Editor Kit returns no search results", select "Show Most Watched Items in the following category". Click the "Category numbers" link and browse to show the most appropriate category to match your niche and enter the category number in the blank box.

In our Sample2, our niche was jewelry so I entered "281" for my category. The more targeted you can make this, the better your results will be.

In the "Tracking Services" section, select your provider, which will be commission junction and then enter your "Commission Junction PID" where asked. You can get this by logging into commission junction, clicking on the "Account" link then click on the "Web site Settings" link. Your PID is listed there. The "Commission Junction SID" is optional, click the "What is SID?" link to learn more.

Scroll up and preview what your listing will look like to be sure that the font and colors are what you want and that it will fit in your template the way you want.

Make any changes necessary and repeat until you get it the way you want.

Click the "Continue" button to generate your code, which will look similar to...

<script language="JavaScript" src="http://lapi.ebay.com/ws/eBayISAPI.dll?EKServer&ai=bnu%7Fwhskrhsq&bdrcolor=FFCC00&cid=0&eksize=1&encode=ISO-8859-1&endcolor=FF0000&endtime=y&fbgcolor=FFFFFF&fntcolor=000000&fs=0&gallery=y&hdrcolor=FFFFCC&hdrimage=1&hdrsrch=n&img=y&lnkcolor=0000FF&logo=2&num=25&numbid=n&paypal=n&popup=y&prvd=1&**query=XXXXXX**&r0=4&shipcost=n&siteid=0&sort=MetaEndSort&sortby=endtime&sortdir=asc&srchdesc=n&tbgcolor=FFFFFF&**title=XXXXX**&tlecolor=FFCE63&tlefs=0&tlfcolor=000000&track=1234567&watchcat=281&width=570"></script>

There are two changes you will want to make.

Replace **query=XXXXXX** with
query=<?php echo "$val"; ?>

That will automatically insert your dynamic keyword into the Ebay script to be searched.

If you added a title, you can modify it here.

Replace title=XXXXX with
title=<?php echo "$val"; ?>+Auctions+Ending+Soon%21

Use the plus symbol "+" to join two or more words. The %21 will insert an exclamation point.

Changing the title is optional if you set your title in the Ebay Editor Kit before generating your code.

Paste your code in your template where you would like to have your auction listings appear and that's it.

Now, we're ready to add in your Amazon code and you should be ready to go.

Code For Amazon Ads

Sign up for the Amazon Affilaite Program:
http://affiliate-program.amazon.com if you haven't already. Once you have done that, log in to your affiliate area.

Click the build links button on the left navigation menu. The type you choose is really up to you as there are no special tricks for getting the correct ads to display on your pages.

You can either select the "Omakase Links" which is the closest thing to what we are accomplishing with AdSense and Ebay. Amazon claims to be able to determine, as AdSense does, the content of a page and insert the proper ads.

It's been my experience that this has not been very accurate. They claim that it does take time for the pages to be properly categorized

and you can help speed the process up by setting up a new Tracking ID for each individual site or niche because part of it's learning process is keeping track of what people are clicking on and by having separate Tracking ID's, this will be more accurate.

If you choose to do this, you should set your new Tracking ID's to be niche related so you can easily get the best code to match whatever is the current niche you are working in.

Another way, and the way I mostly use is to click "Recommended Product Links" in the left navigation menu and selecting a product line and Subcategory. I've tried entering keywords before and replacing with the php echo code but if there are no matches found, then it doesn't display anything unlike Ebay where we can select an alternative to be displayed in the event our search was not matched.

If selecting a "Recommended Product", then as soon as you've chosen your category and subcategory, press continue and you'll come to a page where you can select the size of ad that you would like displayed. In the Sample2 folder, I've inserted my Amazon ads in a right hand column so I chose 120x600 to get a skyscraper ad. The size you choose will depend upon your layout. Try different sized ads and different product lines on your page to get best results.

Once you've decided on the size, click on the "select this size" button to the far right of the ad you've selected. Depending on your screen size, you may have to scroll over to see it. My monitor settings are 800x600 and it took a while to locate that button the first time I was there so I thought I'd save you the trouble of looking.

Once you've done that, you can click on "Customize Link Appearance" to change your ad colors and make a few other alterations if you like. Update your html and paste that code into your template where you would like the Amazon Ad to be displayed.

Don't forget to upload an .htaccess file as detailed in the AdSense section so your niche menu links, redirection and keyword substitution will work correctly.

Add A Dynamic Search Box

Taking advantage of your template.php and .htaccess file, we can add a "dynamic" search box to your niche sites.

You are not limited to using this on your "Cool Little Website", it can also be used on your AdSense Websites we created above. Just paste this code into your index or template page where ever you would like the search box to appear...

```
<form method="get" action="template.php">
  <p class="style7"><b>Site Search</b><br>
  <input name="word" size="15"> </p>
  <p class="style7"><input value="Search"
 name="Search" type="submit"></p>
</form>
```

Notice the action="template.php" in the code above. This means that the search box and template.php are in the same directory, otherwise you could put this code on any page in your site by using the full path like action="http://www.yoursite.com/directory/template.php

The input name="word" will pass the search term to your template page where it will be processed the same as the dynamic menu links are in the dynamic websites you created above...

Custom Landing Pages

Adwords Landing Pages

We've saved the easiest for last! By now you probably understand the basic concept of what we've been doing. If you don't, you will as soon as you begin actually building some sites and get a little practice.

Taking what we've learned so far, we can easily create a custom landing page for Adword Campaigns that may make Google a little happier when it visits your landing page and finds relevant content.

There is nothing new in this section that you have not already learned up to this point so I'll jump right into the details.

Create your template.php and place your code between the head tags including the title, keyword and description code. Feel free to add some text before or after the php echo tag to personalize this.

Example on next page...

```
<head>
<?php
$val = $_GET['word'];
?>
<title><?php echo "$val"; ?></title>
<meta name="keywords" content="<?php echo "$val"; ?>" />
<meta name="description" content="<?php echo "$val"; ?>" />
</head>
```

You can add variations of your keyword by just adding a comma and the echo tag again along with any additional text you want to appear in the phrase, like...

```
<meta name="keywords" content="<?php echo "$val"; ?>, <?php echo "$val"; ?> Information, <?php echo "$val"; ?> Resources" />
```

Do the same thing with your description leaving out the commas.

```
<meta name="description" content="This is a really great page about <?php echo "$val"; ?>" />
```

Set your template page up to look like your normal landing page for the campaign you are working with. Add the <?php echo "$val"; ?> tag wherever you would like your campaign keyword to appear. Like inside your heading tags and sprinkled throughout your landing page.

This way when google checks, it will appear relevant which may lower your cost per click?

You will probably want to avoid putting your dynamic menu links, AdSense, Ebay or Amazon ads on this page. You are just taking your current landing page for this product or keyword and modifying it appear more relevant.

You will need your .htaccess file in place so we can specify our landing page in our Adwords account as landingpage.html and it silently redirect and utilize our template file to customize.

To do this, you will probably want to set up a new folder for each campaign which is selling a different product because obviously you won't want to use the same landing page to sell peat moss as you would car parts.

You also probably won't need to worry about an index.htm file with these as you are sending people directly to the dynamic page you want straight from Google. That is optional.

Create your .htaccess or upload one you've already made into the directory which houses your template.php file

Here, to save you from having to scroll up and find it

```
RewriteEngine On
RewriteRule ^(.*)\.html template.php?word=$1 [L]
```

Now, say you were selling peat moss. You would take the landing page you are currently using for that campaign and add the tags we just covered above into it and save it as template.php or create a new one.

Upload it into it's own folder so the .htaccess doesn't affect other pages on your site.

You might go with a simple naming system like

yourdomain.com/peatmoss

or something a little more complex like

yourdomain.com/c-1_3/

Depending on your current naming and organizational system. I like simple, so I'm going to stick with /peatmoss for now.

So, I created my template.php which looks really nice, full of pictures of healthy plants thriving in my peat moss. I've added the tags above that will match the clicked keyword and display on my page.
I've uploaded my template.php and .htaccess file to my peatmoss folder

mysite.com/peatmoss

Now, I log in to my adwords account and enter a new keyword

The keyword phrase I want to enter is

"Mulch Peat Moss Product"

So when asked what url to send to, I enter

mysite.com/peatmoss/**Mulch**%20**Peat**%20**Moss**%20**Product**.html

Remember the %20 is computer talk for "a blank space".

Now, when your ad is clicked on, the page will silently redirect and grab your keyword phrase and fill it in on your page where ever you told it to by placing the echo tags.

So, in this case, the surfer would be greeted by a big bold headline that says...

Mulch Peat Moss Product

The title, keywords and description would have the phrase in it as well as having it throughout your landing page. Google should feel like your page is relevant and your surfer should feel like he has found a gold mine, exactly what he was looking for when he clicked your ad.

Customized Sales Letters

Customizing your sales letters will work exactly like customizing your Adwords landing pages so please refer to the section above "Adwords Landing Pages" for specific instructions.

Essentially, you will

Create your template.php
Add the tags throughout the page where the keyword should appear.
Place in specific folder and upload template.php and .htaccess

Now you can have your links around your site or other places on the internet like Blogger or Squidoo specifically targeting a keyword phrase and have the sales page match the keyword phrase.

Because you will not want to dilute the content of your sales letter, you will probably not want to use the php echo command so much here, limiting it to mainly your title, keywords, description and possibly a couple of headings throughout your sales letter.

For a different type of customization, you can modify the search box we created earlier to add something to your sales letter, like maybe their name.

To do this, add this code on any page

```
<form method="get" action="http://www.yoursite.com/directory/template.php">
  <p class="style7"><b>Enter Your Name</b><br>
  <input name="word" size="15"> </p>
  <p class="style7"><input value="Go"
 name="Search" type="submit"></p>
</form>
```

That would add a box that said "Enter Your Name" above it. You could have it say...

Enter Your Name Here
For A Customized Report

by adding this code...

```
<form method="get" action="template.php">
  <p class="style7"><b>Enter Your Name Here<br>
For A Customized Report</b><br>
  <input name="word" size="15"> </p>
  <p class="style7"><input value="Get Report"
 name="Search" type="submit"></p>
</form>
```

Notice the <br> tag above, bolded and in red. This is just a line

break to have our phrase entered over to lines.

You can completely modify this for appearance, wrap it in an image, add background colors, etc..

The **<input value=** above is what it will say on the submit button. In the first example above, I used "Go", since they were just entering their name. On the second example, I used "Get Report", since we are offering them a customized report.

You could set up a custom template.php file which would then print their name throughout the sales letter.

Something like

Custom Report For <?php echo "$val"; ?>

Would display, "Custom Report For John", if they had entered John as their name.

You could continue...

<?php echo "$val"; ?>, don't miss out on this special offer!

I won't attempt to write a sales letter here, but I wanted you to see how to use it for that purpose. Basically, you are just using the echo tag like you would the {name} tag in your autoresponder. If not the {name} tag, then it's equivalent depending on your autoresponder.

Final Word

This concludes this tutorial. I hope you will find this information useful as you move forward in your website building.

While, we did focus on Adsense Sites, "Cool Little Websites" and Customized Landing Pages I want you to take from this the ability to think outside of the box and not limit yourself to only these types of sites.

You could create niche sites advertising only your own products or the products of others. Think of ways to come up with huge keyword files, like a musical instrument glossary, where you could harvest hundreds if not thousands of keywords and then find a sponsor that would match then build some mega niche sites.

Remember the key ingredients to our dynamic recipe are

==========

```php
<?php
$val = $_GET['word'];
?>
```

between the <head></head> tags to capture the keyword sent.

==========

```php
<?php echo "$val"; ?>
```

To display our captured keyword where ever this tag is placed.

==========

Our keyword.txt files and

```php
<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>
```

To display a random line from our keyword.txt file

==========

```php
<a href="<?php
$keywords = file("keyword.txt");
$keyword = rand(0, sizeof($keywords)-1);
echo $keywords[$keyword];
?>.html"><?php echo "$keywords[$keyword]"; ?>
```

To display a random word from our keyword.txt file and have it linked to keyword.html

==========

Our .htaccess file that will allow for pages that appear static, placed in the same folder as template.php

```
RewriteEngine On
RewriteRule ^(.*)\.html template.php?word=$1 [L]
```

Thank you and best of luck to you!

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Resources

www.goodkeywords.com

http://webnet77.com/cgi-bin/helpers/words-numbers.pl