

# **WPClickExchange**

## **WordPress Plugin**

### User Manual

#### **THE FOLLOWING TERMS AND CONDITIONS APPLY:**

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# Installing “WPClickExchange”.

Installing the plugin is like installing any other WP plugin.

**Step 1:** Go to the "Plugins" section and click.


**Step 2:** Click "Add New" and Upload the included zip file.

**Step 3:** Activate "WPClickExchange".

## A Final Thing Before We Begin...

If you are using a “Cache” plugin (something very probable), please make sure that it allows pages with GET parameters (look for an option that allows you to NOT cache page requests that use GET parameters).

For example, if you are using WPSuperCache (a popular cache plugin), You have to enable this option:



☒ Don't cache pages with GET parameters. (?x=y at the end of a url)

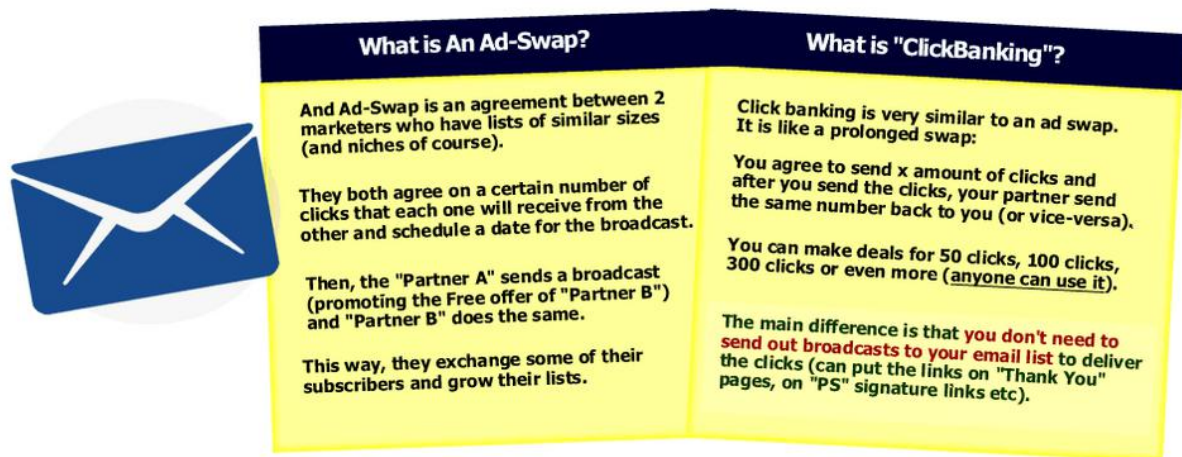
*Tip: If you are using WPSuperCache, you can configure its settings from your WP Admin Dashboard (Left Sidebar -> Settings - WPSuperCache).*

# Quick Process Overview.

In short, the plugin allows you to create campaigns for:

- Ad Swaps Deals.
- ClickBanking Deals.

Just in case you're new to these, here's some quick help:



And here are some links that can help you to find partners:

ClickBanking Testimonials

<https://www.facebook.com/groups/deekayclickbankingtestimonials/?ref=bookmarks>

ClickBanking & Adswaps

<https://www.facebook.com/groups/134986830030397/?ref=bookmarks>

WarriorForum Joint Ventures

<http://www.warriorforum.com/warrior-joint-ventures/>

Once you have a deal, you need to track 2 things:

- 1) The unique clicks that your partner sends to you.
- 2) The unique clicks that you send to your partner.

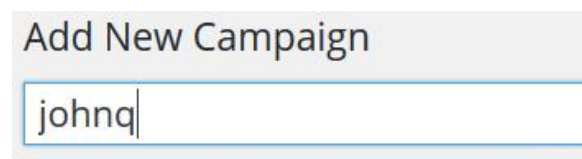
(Duplicate clicks and fraudulent clicks are not counted by the plugin).

So, the first step will be to create your tracking link (we call it “Campaign”).

## **Creating a New Campaign With “WPClickExchange”.**

After activating the plugin, you can create a new campaign by going to the WPClickExchange Menu (Admin Sidebar) ---> Add New.

The first field (right below “Add New Campaign”) will give you an “alias” For your url, that will be visible in the url of your tracking link.



A screenshot of the 'Add New Campaign' form. The form has a light gray header with the text 'Add New Campaign'. Below the header is a text input field with a blue border and a light blue shadow. The input field contains the text 'johnq' and has a vertical cursor at the end of the text.

The Next Step is to enter quick info about the campaign. This info will be used for your reference.

CAMPAIGN NAME	
Campaign Name:	<input type="text" value="Steve XYZ - 50 Clicks Sept 2015"/> <i>Enter a name for this campaign.</i>
Enabled	<input type="button" value="Yes"/> <i>Select an option</i>
Partner Name:	<input type="text" value="Steve XYZ"/> <i>Enter the name of your click partner.</i>
Your Partner Url:	<input type="text" value="http://www.stevexyz.com"/> <i>Enter the url of the partner. This is for your reference.</i>
Deal	<input type="button" value="ClickBanking (I Will Send First)"/> <i>Select an option</i>
Clicks Agreed:	<input type="text" value="50"/> <i>Enter the number of clicks agreeded for this campaign.</i>

Then enter your URL and the url of your partner (where you want to send the traffic - can be any url of your choice)...

TARGET URLS	
Incoming Traffic Url (Your Url):	<input type="text" value="http://www.yoururl.com"/> <i>Enter a url starting with http://www.</i>
Unique Clicks Received:	<input type="text" value="0"/> <i>Unique Clicks That Your Partner Has Sent To Your Url.</i>
Outgoing Traffic Url (Destination URL of Your Partner):	<input type="text" value="http://www.yourpartnerurl.com"/> <i>Enter a url starting with http://www.</i>
Expired Outgoing Traffic Url:	<input type="text" value="http://www.yoururl.com"/> <i>If you have reached the number of clicks to send to your partner (or if for some reason you have disabled this campaign), your traffic will go to this url.</i>
Unique Clicks Sent:	<input type="text" value="0"/> <i>Total clicks that you have sent to your partner.</i>

You'll also notice a field called **"Expired Outgoing Traffic Url"**.

If you have a campaign that is running (example, you're sending traffic from an email broadcast to your partner) and you have reached the max number of agreed clicks, the plugin can automatically **stop sending traffic to your partner** ....and start sending traffic to the url of your choice instead (example: a url of another partner).

The same will happen if for some reason, you "Disable" the campaign (the system will stop sending traffic to your partner and will send traffic to your alternative url instead).

Finally, save your campaign...



After saving it, click the "All Campaigns" link from the "WPClickExchange"...

And locate your campaign. Under the "Links" column, you'll see two links:

Link "In" this one is the link that your partner has to use to promote your site. Link "Out", is the link that you have to use to send traffic to your partner.



Notice: If you click each link, you'll notice that it will track 2 clicks only (1 for the "Clicks Sent" column and another one for the "Clicks Received" column. If you make more clicks, they won't be counted (the plugin tracks one click per visitor only).

To get the url of each link, make a right click on each link and select "Copy Url" (or similar). Then you can paste each url into Notepad, WordPad etc. Comment: Later we'll talk about conversion tracking.

**Highly Recommended:** It's highly recommended to adjust your settings **BEFORE** going live and then don't update them anymore (not at least while they're getting lot of traffic).

## Quick Campaigns Overview...

To check the performance of you campaigns, click “All Campaigns” from the “WPClickExchange”.

Here's a quick overview...

The screenshot shows a table of campaigns with various performance metrics. Annotations with arrows point to specific columns: 'TRACK UNIQUE CLICKS RECEIVED FROM YOUR PARTNER' points to 'U/C Received'; 'TRACK UNIQUE CLICKS SENT TO YOUR PARTNER' points to 'U/C Sent'; 'TRACK OPTINS.' points to 'Optins'; and 'TRACK SALES!' points to 'Sales'.

Bulk Actions	ID	Partner	Campaign	Clicks Agreed	U/C Received	U/C Sent	Optins	Sales	Links	Status
<input type="checkbox"/>	20	Mark F	Sep 2015 (CB Sends First)	100 🟡	74 (T1:93%)	NA	24 (32%)	3 🟡	In / Out	Enabled
<input type="checkbox"/>	19	Susan J	Sep 2015 (CB - I Send First)	50 🟡	24 (T1:67%)	50 (T1:96%)	21 (38%)	0 🟡	In / Out	Enabled
<input type="checkbox"/>	18	John Doe	Sep 2015 (CB Sends First)	100 🟡	100 (T1:74%)	100 (T1:89%)	48 (48%)	4 🟡	In / Out	Disabled
<input type="checkbox"/>	17	Walter Q	Sep 2015 (CB - I Send First)	50 🟡	50 (T1:68%)	50 (T1:82%)	28 (56%)	0 🟡	In / Out	Disabled

For each campaign you can see:

- The Agreed Clicks.
- The Unique Clicks That You Have Received From Your Partner.
- The Unique Clicks That You Have Sent To Your Partner.

*Duplicate clicks and fraudulent clicks are not counted by the plugin).*

- You can see the number of optins (subscribers) that you're getting.
- You can see the number of sales that you're getting.

Comment: When you see the unique clicks that receive, you can also see how much of that traffic is T1%.

Clicks Agreed	UC Received
100 🍌	74 (T1:93%)
50 🍌	24 (T1:67%)

If you click the campaign, you can also see more detailed stats (number of clicks that came from mobile etc).

All this information will give you an idea of the quality of the traffic that you're getting and its performance (optins, sales).

The same for the traffic that you send to your partners (you can see its quality but of course, you can't track the optins / sales that they get).

## Some Comments About the Stats...

### - About T1, T2 & T3 Countries:

These are groups of countries (a convention used in the Internet Marketing world).

In general terms, T1 traffic (US, CA, GB, NZ, AU) is High Quality traffic and usually converts better than the other groups (although - and this is a personal consideration - you can get very good results with T2 traffic too).

If you want to move countries from one group to another, you can do it from the "Settings" Link (Menu).



If you go to the details of each campaign, you'll also find some values that belong to clicks that have not been counted (invalid).

There are 3 kind of clicks that are considered as "Invalid":

**Duplicate Clicks:** If a visitor clicks a link from the same campaign more than once, only the first click is counted. The rest is considered as "Duplicate Clicks".

**Web Bots:** Traffic from web bots or spiders is NOT counted and its is considered as "Invalid".

**Proxies:** Clicks from proxies is NOT counted and its is considered as "Invalid".

In general, we can't consider a source of traffic as "bad" if you get many duplicate visitors (some visitors may click a link twice).

We just don't count them as unique to protect our investment if (for example), we're buying a certain number of clicks.

*Pay attention to the % of proxies that you get on a campaign (most of the Fraudulent traffic usually comes through proxies).*

As for proxies, there's NO system that can detect 100% of the proxies so consider this as an orientation.

Beyond this, the best way to ensure the quality of your traffic is to look for reliable providers (look for testimonials on FB groups etc).

## Tracking Optins.

If you need to track how many subscribers (or leads) you're getting through a Squeeze page (or similar system), the process is simple.

First, go to your campaign and enter a personal code (key) under the "Authorization Key to track FREE Subscriptions".

Can be any combination of letters and/or numbers of your choice (no symbols please).

AUTHORIZATION KEYS TO TRACK ACTIONS	
Authorization Key to Track FREE Subscriptions:	<input type="text" value="1111"/> <i>Please read the user manual for more details.</i>

After doing this, save your campaign.

The next step is to add some special parameters to your tracking url.

For example, suppose that this tracking url belongs to your campaign...

<http://www.yoursite.com/wplpt/wwet/>

Ok, we need to add parameters at the url that will indicate:

- 1) The Key that we've created before (the key authorizes to track a new subscriber).
- 2) The URL where we have to take the visitors AFTER they have subscribed (can be any url of your choice).

So this is what we'll add at the end of our tracking url...

?subkey=**1111**&returnurl=**http://www.someurl.com/thankyou**

(You have to change the values in red: Your personal Key and the URL of your thankyou page for your subscribers).

Back to our previous example, our final tracking url will be something like this...

<http://www.yoursite.com/wplpt/wwet/?subkey=1111&returnurl=http://www.someurl.com/thankyou>

---- Please remember to use your own values (your own tracking url and your own values for the parameters and MAKE SURE THAT BEFORE THERE IS A / BEFORE THE ?subkey value). ----

This will be your url to track new subscribers.

You have to add this url to your autoresponder system (Aweber, GetResponse etc) as your success page (the url where your visitors Are redirected after they subscribe).

Comment: The system only tracks one subscription per visitor and per campaign.

## Tracking Sales.

The process is similar to the one that we've described before.

First, go to your campaign and enter a personal code (key) under the "Authorization Key to track Sales".

Authorization Key to Track Sales:	<input type="text" value="1111"/>
	<i>Please read the user manual for more details.</i>

After doing this, save your campaign.

The next step is to add some special parameters to your tracking url.

For example, suppose that this tracking url belongs to your campaign...

<http://www.yoursite.com/wplpt/wwet/>

Ok, we need to add parameters at the url that will indicate:

- 1) The Key that we've created before (the key authorizes to track a sale).
- 2) The amount of the sale.
- 3) The name of the item that the visitor has purchased.
- 4) The "Thank You" Page (Where You'll Take Your Visitors After They've Purchased a Product).

Here's an example of those values:

?saleskey=1111&amount=32.15&item=myseosoftware&returnurl=http://www.someurl.com/seo

(In red, you see the values that you must customize with your own values).

Back to our previous example, our final tracking url will be something like this...

<http://www.yoursite.com/wplpt/wwet/?saleskey=1111&amount=32.15&item=myseosoftware&returnurl=http://www.someurl.com/seo>

*---- Please remember to use your own values (your own tracking url and your own values for the parameters and MAKE SURE THAT BEFORE THERE IS A / BEFORE THE ?subkey value). ----*

This will be your url to track new sales.

You have to add this url to your sales platform (PayPal, JVZoo, WarriorPlus, ClickBank etc) as your thank-you page (the url where your visitors are redirected after they buy a product).

Comment: The system tracks unlimited sales per visitor and per campaign (every sale is recorded).

# If You're Running ClickBanking Campaigns This Will Help You...

....

## How To Turn Each Visitor Into 2, 3 or More.

This is a **PROVEN system** that can help you to easily **turn 1 visitor into 2,3,4,5 or more.** And it's really easy to implement.

**How It Works:** The system is really easy to implement and very effective. All that you have to do is put the links of multiple ClickBanking partners on a thank you page.

Something Like This:



See? If 1 of your visitors clicks the 3 links, **you get 3 visitors back to your sites from your partners!**

**But There's One Problem: Manually Removing Expired Links Is Time Consuming!**

This system has one problem: **Manually removing** the links to your partner when you have sent the agreed clicks... it's really time consuming.

**The Good News: Our Plugin Will Automatically Remove Them For You!**

The solution is really easy with our plugin: Just add a shortcode, and each link will be **automatically hidden from your pages** when it has reached the number of agreed clicks (of if - for some reason - you have disabled the JV deal).

## Here's How To Automatically Hide Links From Expired Campaigns...

**Step 1:** Go to your dashboard and locate the campaign id of your choice

For example, the following campaign has the id 27.

<input type="checkbox"/>	ID	Partner	Campaign
<input type="checkbox"/>	27	Mark F	Mark F - CB 50 Clicks

**Step 2:** Paste this shortcode into any WordPress Page or Post....

[showcbpartner campaignid='27']Text of Your Link Here[/showcbpartner]

>>> Comment: Replace the values in red with those of your choice (campaign id, text link). <<<

**Step 3:** Publish your WordPress page or post.

If you make a preview of it, you'll see that the text that was surrounded by the shortcode was converted to a link (the link that points to the url of your partner for the campaign of your choice).

Once you've sent the agreed number of clicks (or if you've disabled that campaign for some reason), the link will be hidden from all the pages where you have pasted the shortcode.

Comment: You can add as many links (shortcodes) as you want .

That's all.