

User Manual



Scriptalicious SEO Scripts

User Manual

The Official User Manual for SEO Scripts 2.0

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1. Installation

1.1. Server Requirements

SEO Scripts is designed to run on a Web server with the following capabilities:

- PHP 4/5
- MySQL
- Apache with mod_rewrite, CURL, and GD support

These features are very common on most modern Web servers. If any of these items are not available on your Web server, please contact your Web hosting company to have it enabled. Our support team cannot help with the installation of these items.

1.2. Downloading the Software

After purchasing [SEO Scripts](#), you will receive an email containing specific download instructions. You can download the latest version of SEO Scripts from your Scriptalicious Account at any time:

<http://www.scriptalicious.com/account.php>

1.3. Installing the Software

Once you have the latest version, [unzip](#) the file on your desktop or somewhere easy to remember. You should now have a folder named SEO Scripts-2.x.zip (where `2.x` is the version number).

Using your [favorite FTP client](#), upload the contents of the new folder to your Web server. Make sure you upload all files to the folder you want the site to run on. Usually this will be `public_html` or `htdocs`, but you can also upload the files to a subfolder or subdomain on your site.

Once all of your files have been uploaded, you must run the install script to complete installation. Load up your [favorite browser](#) and head to:

<http://www.yourdomain.com/install/>

Make sure you replace `www.yourdomain.com` with the URL where you have uploaded SEO Scripts. The installer will guide you through the rest of the process.

When complete, delete the `install` folder and log in to the Admin CP to change your password immediately.

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The default login username is "admin", password "admin".

2. Site Administration

SEO Scripts has a full Administration Control Panel that allows you to change settings, edit content, configure and customize tools, and much more. This section will show you how to use the Admin CP.

2.1. Logging in to Admin CP

The Admin CP is reserved for the site owner, and any other individuals they wish to have complete access to the website contents and settings. The Admin CP can be access in your browser by visiting:

<http://www.yourdomain.com/admin/> - (replace `www.yourdomain.com` with your domain)

If you haven't logged in yet, you will be presented with a login form to enter your username and password. If you have logged in recently you will be taken directly to the Admin CP dashboard.

2.2. Configuration

You can configure many settings to suit your particular needs, and to tweak the performance and appearance of your site. This section covers all the major settings available in the Admin CP.

Basic Settings

If you just installed your site, the first thing you should do is to set up some basic settings for your SEO Scripts installation. If you haven't changed the title of your site, you will see a "nag" message every time you log in, reminding you to setup your site.

Find Basic Settings in **Settings > Site Config > Basic Settings**, and update the fields listed below:

Basic Settings	
Settings > Site Config > Basic Settings	
Site URL	The full URL of your site, including the trailing slash. <i>Eg: http://www.yourdomain.com/tools/</i>
Site Name	The short name for your site. <i>Eg: My SEO Tools</i>
Site Title	The full site title used in the browser window. <i>Eg: My SEO Tools: Tools for Webmasters and SEO Pros</i>
Admin Email Address	The administrator's contact email address for system messages.

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Basic Settings

Settings > Site Config > Basic Settings

Welcome Message	A brief (<255 chars) welcome message for use in templates.
------------------------	--

Changing Themes & Styles

By default, SEO Scripts has one theme called "seo", with several styles to choose from.

Change your Theme Settings in **Settings > Site Config > Theme Settings**.

Read more about customizing and creating your own themes in Section 3: Customizing Your Site.

SEO Settings

SEO Settings lets you set default META keyword and description fields, tweak URL formats, and other SEO options for your site.

Change your SEO Settings in **Settings > Site Config > SEO Settings**.

SEO Settings

Settings > Site Config > SEO Settings

Site Page URL Format	<i>Important: Use caution and always test the effects of your changes to this field. Do not use spaces or special characters.</i> This field lets you configure the URL format used for Site Pages. You can safely use A-Z, a-z, 0-9, and -_/. (minus sign, underscore, forward slash, and period).
Search URL Format	Not Yet Implemented. <i>Important: Use caution and always test the effects of your changes to this field. Do not use spaces or special characters.</i> This field lets you configure the URL format used for Search results. You can safely use A-Z, a-z, 0-9, and -_/. (minus sign, underscore, forward slash, and period).
Default Separator	The default separator to use in the browser title & navigation.
Title Tail	A short site title to append to all page titles in the browser.
META Keywords	A comma separated list of keywords for your site. No more than 20 recommended. <255 chars). META Keyword tags are checked by some search engines and Web services.
META Description	A brief (< 255 chars) description of your website to use in the site META tags. META Description tags are checked by some

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SEO Settings

Settings > Site Config > SEO Settings

search engines and Web services.

Tool Settings

The SEO tools can be configured in Tool Settings. Basic Settings lets you enable/disable CAPTCHA, set request limits, and change other basic tool options. SEO Settings gives advanced users access to the URL formats for all of the tools and categories.

Change your Tool Settings in **Settings > SEO Tools**.

Tool Settings	
Settings > SEO Tools	
Require CAPTCHA?	Enables/disables CAPTCHA for all tools. Disable to configure CAPTCHA for each tool individually.
IP Request Limit	The maximum number of requests allowed from an IP address within the IP Cache timeframe (see below). Exceeding this limit displays a friendly error message.
IP Cache (hours)	How long to cache IP addresses. This determines how long users must wait for access if they exceed the limit.
Default Max URL Count	Default number of URLs to allow for tools that accept URL lists as an input. This can be changed on a per-tool basis and overrides this setting.
Description Length	The cutoff length for tool descriptions on the website.
Tools Page URL Format	<i>Caution: Advanced users only. No spaces or special characters.</i> Configures the URL format for Site Pages. You can use A-Z, a-z, 0-9, and -_/. (minus, underscore, forward slash, period).
Tool Page URL Format	<i>Caution: Advanced users only. No spaces or special characters.</i> Configures the URL format for Site Pages. You can use A-Z, a-z, 0-9, and -_/. (minus, underscore, forward slash, period).
Category URL Format	<i>Caution: Advanced users only. No spaces or special characters.</i> Configures the URL format for Site Pages. You can use A-Z, a-z, 0-9, and -_/. (minus, underscore, forward slash, period).
Short URL Format	<i>Caution: Advanced users only. No spaces or special characters.</i> Configures the URL format for Site Pages. You

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Tool Settings	
Settings > SEO Tools	
	can use A-Z, a-z, 0-9, and -_/. (minus, underscore, forward slash, period).

System Emails

You can edit the email templates used for the contact form.

Change system email messages in **Settings > Edit Messages**.

You can edit two email templates:

- **msg_email_contactthankyou** – Sent to the user after submitting the contact form
- **msg_email_contactnotify** – Sent to the admin along with a user's message

Click on the name of a message to edit it. You can add special variables that will be replaced with the site name, sender name, etc. Message variables are in the format `[[variablename]]`.

The following fields can be modified:

Messages	
Settings > Edit Messages	
Message Title	The title of the message – for reference only. <i>Special variables: [[site_name]], [[f_email]]</i>
Message Subject	The message subject – displayed as the email subject. <i>Special variables: [[site_name]], [[f_email]]</i>
Message Text	The full message text. <i>Special variables: [[site_name]], [[f_email]], [[f_comments]]</i>
Message Name	DO NOT EDIT unless you are a programmer and know exactly what you're doing. This changes the system name.

2.3. Site Pages

SEO Scripts has a powerful CMS for editing the pages on your website. You can add, edit, organize, and search an unlimited number of pages on your site.

Site Pages are organized in a heirarchical format, allowing infinite level of sub-pages to organize all of your content. Every page has a Parent. The default Parent is the Home page, but you can change this from the

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Edit Page form. The Home page is a special page with no parent, and cannot be deleted.

There are two editing modes available – Design Mode and Source Mode. The default is Design Mode.

*Note: The advanced editor requires the use of a modern browser – IE 6/7, Firefox, Safari, and Opera tested. If you have problems, you can disable the advanced editor under **Settings > Site Config > Other Settings > HTML Editor**. Setting this to Basic will display a standard textarea.*

Adding and Editing Pages

Manage all Site Pages in **Site Admin > Edit Pages**. Clicking a page name will allow you to edit the page.

Quickly create a new page by clicking **Site Admin > New Page**.

When you edit or create a new page, you will be taken to the Edit Page form. The Edit Page form allows you to change the name, title, and settings for each page, as well as edit the content with an advanced editor.

The following fields are available on the Edit Page form:

Edit Page	
Site Page > Edit Page	
Page Title	The full title of the page – displayed in the browser window. Eg. "About Us – All About Our Website". <i>Special variables: %site_title%</i>
Page Name	The short name, for use in menus and links. Eg. "About Us"
Safe Name	An URL safe name for the page. This field is automatically set for you after entering the Page Name. It can be changed. <i>Can include the characters A-Z, a-z, 0-9, and -_./.</i>
Page Status	The status of a page determines whether it is visible, hidden, or completely disabled. Creating hidden pages is handy for
Parent	Specify a parent page, allowing an infinite level of sub-pages to organize your content.
Page Layout	The page layout template to use when viewing this page. The standard layouts are default – standard view with menu, home – simple layout with no menus, and clean – a completely stripped layout that's used for popups.
Default Sort Order	Manually set the sort order for display in menus. Sorted lowest to highest.
Use Title Tail	Append the Title Tail setting from Site Config to the Page Title in the browser window?
Script Wrapper	<i>Advanced users only.</i> Allows the use of a PHP script to

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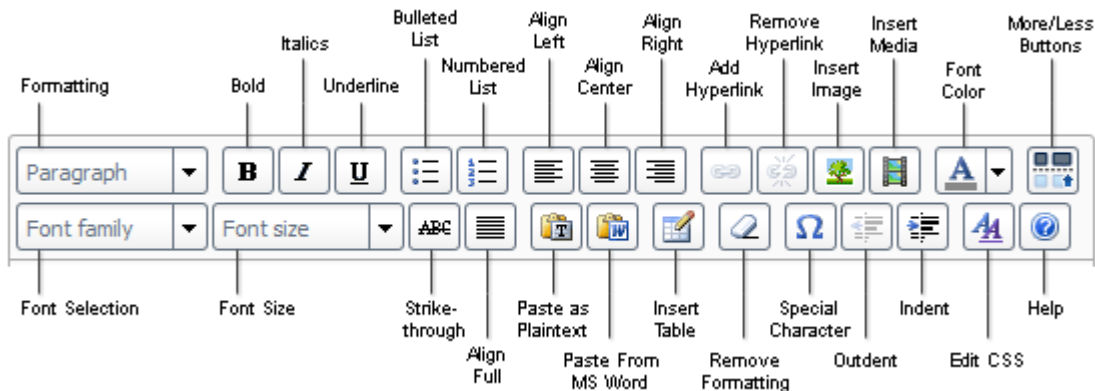
Edit Page	
Site Page > Edit Page	
	execute in place of the content for this page. Lists all files in the /content/ folder with a .php extension.
META Description	A brief (< 255 chars) description of the page to use in the site META tags. META Description tags are checked by some search engines and Web services.
META Keywords	A comma separated list of keywords for the page. No more than 20 recommended. (<255 chars). META Keyword tags are checked by some search engines and Web services.

Using the WYSIWYG Editor

When you create or edit a page you can use the advanced editor to format your text, insert images, layout pages with tables, and more. No HTML experience is required to use the Advanced Editor. Like a word processing program, you can use the toolbar to format your page as you create it.

By default you will see a single toolbar. Click the More/Less Button to display the extended toolbar.

See the complete key to all of the buttons and controls available in the editor below.



Using the Source Code Editor

The Source Code Editor gives you direct access to the underlying HTML source code for the page. It supports advanced syntax highlighting for HTML and CSS, as well as auto-indentation.

Switch to the Source mode by clicking the "Source" tab in the editor.

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2.4. Site Links

Site Links is a list of links on your website that can be managed easily from Admin CP.

Click **Site Admin > Site Links** to view, edit, and delete links.

When creating or editing a new link, the following fields are available:

Site Links	
Site Admin > Site Links	
Link Title	The anchor text for the link.
Link URL	The complete URL.
Link Summary	<i>A short, optional summary (< 255 chars) of the link.</i>
Status	Show/hide the link on your website.
Open in New Window	Force the link to open in a new window.
Add nofollow	Optionally add the rel="nofollow" attribute to links.

2.5. User Accounts

User Accounts lets you manage users with administration rights for your website.

Click **Site Admin > Users** to view, edit, and delete user accounts.

The follow fields are available for each user:

User Accounts	
Site Admin > Users	
Username	A unique username. <i>No spaces or special characters.</i>
Email Address	A valid email address for user contact and password info.
Password	Password for the user. Must be set for a new user. Leave blank to edit an existing user without changing the password. <i>>4 chars, recommended 7-10 chars alphanumeric.</i>
Confirm Password	Confirm the password.

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2.6. Tools Administration

SEO Scripts lets you manage all SEO tools and categories on your website.

Use Tools Admin to change the name, description, SPAM settings, sorting, and other fields. Use Categories to edit the names and descriptions of tool categories.

Editing Tools

Visit **SEO Scripts > Edit Tools** in the menu to access all SEO tools. Here you can filter by category, sort by field, change tool sort ordering, and edit a tool by clicking on the name.

Editing a tool lets you change the following fields:

Edit Tools	
SEO Scripts > Edit Tools	
Tool Title	The full title of the tool – displayed in the browser window. <i>Eg. "PageHeat Checker Tool – Check your heat!"</i>
Tool Name	The short name, for use in menus and links. <i>Eg. "PageHeat Checker"</i>
Safe Name	An URL safe name for the tool. This field is automatically set for you after entering the Tool Name. It can be changed. <i>Can include the characters A-Z, a-z, 0-9, and -_./</i>
Description	A description of the tool to display on the tool page and to show a summary of in categories.
Instructions	Instructions to add to the tool page. One per line.
Category	Which category this tool belongs to.
Status	Enable or disable the tool from being displayed on the site.
CAPTCHA	Enable or disable CAPTCHA for this tool only.
Max URLs	The number of URLs to allow for this tool. Will force tool to accept URL lists – do not set this number if not already set.
Max Data	The max lines of data to allow for this tool (eg. keyword lists). Will force tool to accept data lists – do not set this number if not already set.
Icon File	The name of an icon graphic to display for this tool. Icons located in <code>/tpl/seo/images/ico/</code> .

Tool Categories

Click **SEO Scripts > Categories** to manage Tool Categories.

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Click Create Category to create a new category, or click a category name to edit a category. You can also delete single or multiple categories, or change the sort order of a category from Tool Categories admin.

The follow fields are available for each category:

Tool Categories	
SEO Scripts > Categories	
Title	Full title of the category, shown in the browser window.
Name	A short name for the category, used in menus and links.
Safe Name	<i>An URL safe name for the category. Can include the characters A-Z, a-z, 0-9, and -_./.</i>
Description	A description of the category to display in category fields.
Status	Enable or disable the category to remove from menus.

URL Shortener Admin

The URL Shortener Admin lets you manage all of the URLs created by the URL shrinking tool.

Click **SEO Scripts > Short URLs** in the menu to access the URL Shortener Admin.

Click Create New URL to manually enter a short URL, or click a Short URL name to edit the record. You can also delete single or multiple URLs, and preview/test the shortened URLs.

The following fields are available for each record:

Short URLs	
SEO Scripts > Short URLs	
Short URL	The short URL – alphanumeric, under 16 characters.
Full Redirect URL	The full URL to redirect all visitors to.
# Hits	The number of clicks for this URL.
IP Address	The IP address of the client that added this custom URL.

3. Customizing Your Site

3.1. Using Themes and Styles

SEO Scripts has support for Themes and Styles, which can change the appearance of your site. A theme is a full design, and a style is just one "version" of a theme.

Changing the active theme and style is covered in Section 2.2: Configuration.

Themes consist of template files, CSS, JavaScript, image files, and other media.

A template file is an HTML file with the **.tpl** filename extension. Template files are different from normal HTML files since they also support special markup, codes, and variables for generating dynamic output.

3.2. Customizing Your Theme

Themes are organized into folders, located in the **/tpl/** folder on your website. The default theme for SEO Scripts is called "seo". Customizing the CSS and templates for your theme lets you change almost any aspect of your website.

Editing your design requires some basic knowledge of HTML and CSS.

We have provided instructions for a few common customizations, such as changing your logo and placing banners. For detailed information on theme design and customizing your site, read the official Design Manual for SEO Scripts in the documentation area of our website:

<http://www.scriptalicious.com/en/docs/seo-scripts/>

Adding Your Logo

One of the first things that you might want to do is add your logo to the site.

With some basic knowledge of HTML and an FTP editor you can add your logo easily. First, upload your logo to the server using your FTP client . You can save the file anywhere you want but remember the URL. We suggest using the **/images/** folder for simplicity.

By default SEO Scripts displays the title in the default layout template of the "SEO" theme. Open `layout_default.tpl` in your favorite code editor.

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Now, find the following code:

```
<h1><a href="{dir_base}">{site_name}</a></h1>
<div class="khsb">{site_title}</div>
```

Replace all of the above code with an IMG tag to display your logo:

```

```

If you want the image to link to your homepage, use the following code:

```
<a href="{site_url}"></a>
```

Now, save layout_default.tpl and refresh your site to test the changes!

The {site_url} variable will be replaced with your actual URL when the site is displayed.

You may need to change the code a bit to get the alignment correct. You can modify the *margin* property to get it lined up correctly. The spacing is in pixels (px) and is ordered top, right, bottom, left.

Adding Menu Items

New menu items are automatically created for pages that are active in the Admin CP. If you want a new page to be linked from your main menu, just add a new page from the Admin CP and make sure it's active.

You can also add your own menu items to the existing menus, or create a new menu entirely.

To manually add a link to your menu:

Open layout_default.tpl and find the following code (around lines 22-39):

```
<div class="kinner">

  <div class="ksmenu">
    <h2>Navigation</h2>
    {kMenu()}
  </div>

  <div class="ksmenu">
    <h2>Categories</h2>
    {seoscriptsCatMenu()}
  </div>

  <div class="ksmenu">
    <h2>Links</h2>
    {kSiteLinks()}
  </div>
```

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```
</div>
```

```
</div>
```

The above HTML code displays the sidebar menus on your site. You can see a menu for Navigation, Categories, and Links by default. Modify the code to add a new menu above, below or in the middle of your sidebar menus. See the revised example code below, with **changes in red**:

```
<div class="kinner">

  <div class="ksmenu">
    <h2>Navigation</h2>
    {kMenu()}
  </div>

  <div class="ksmenu">
    <h2>Categories</h2>
    {seoscriptsCatMenu()}
  </div>

  <div class="ksmenu">
    <h2>Links</h2>
    {kSiteLinks()}
  </div>

  <div class="ksmenu">
    <h2>Menu Title</h2>
    <ul>
      <li><a href="http://www.example.com/">Link Title #1</a></li>
      <li><a href="http://www.example2.com/">Link Title #2</a></li>
    </ul>
  </div>

</div>
```

Placing Banners, Ads, and Links

Placing banners, ads and links on your site means finding the desired location in a template file and placing your code. The code you use and where you place it will depend on your ads, and might require some experimenting.

Usually, you will be provided with some kind of code from your advertiser such as the banner text link or even a flash video. Depending on the size and type of the ad you may want to place it in the header, footer, or maybe the sidebar of your website.

To insert a header banner, try editing header.tpl.

To insert a footer banner, try editing footer.tpl.

To place an ad in the sidebar, or above/below the content area of your site, try editing layout_default.tpl.

3.3. Theme Design and Advanced Editing

For detailed information on theme design and customizing your site, read the official Design Manual for SEO Scripts in the documentation area of our website:

<http://www.scriptalicious.com/en/docs/seo-scripts/>