

# **Installation Instructions & Marketing Ideas**

*for*

## **Forex Trading**

## **Website**

*created by*



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# Installation Instructions

## Config File Basic Changes:

There are three possible basic changes to the config.php file. However, you only need to edit the basic changes plus the amazonmp3.php file and upload everything for your site to be ready to go.

*Partial screen shot from config.php file:*

```
///*****  
///***** BASIC CHANGES *****  
///*****  
  
//----- AFFILIATE ID'S -----  
  
$cbankID = 'spoint';  
$googleID='pub-7498802748633148';  
$amazonID='sonicpocom-20';  
  
//----- YOUR DOMAIN -----  
  
$yourdomain='sonicpoint.com';  
  
//----- FAVORITES -----  
  
$favurl='http://sonicpoint.com/go.cgi/forexsite';  
$favmsg="Please bookmark $yourdomain to your Favorites";
```

### 1. Affiliate ID's

a). ClickBank ID: If you don't have a Clickbank ID, register free at [SonicPoint.com/cbank.php](http://SonicPoint.com/cbank.php). Replace *spoint* above with your Clickbank ID. Be sure to keep the *single* quotes in place ( ' ). Otherwise, it won't work. Don't change any other code then the ID itself.

b). Google ID: Login to [adsense.google.com](http://adsense.google.com) to retrieve your "pub" ID. (*Or register free if you're not yet an AdSense Publisher.*) Copy/paste your AdSense ID including the "pub" portion so it looks just like our ID above.

c). Amazon ID: Login to <https://affiliate-program.amazon.com/103-0566162-9977439>. Retrieve your actual associate ID from the upper left side. Replace our ID above. Remember to leave the *single* quotes ( ' ) and everything else the same or it won't work. (*UPDATE >> see #4 Amazon below*)

### 2. Your Domain

Your Domain: This is what is shown at the top of the page, the Favorites link, the Title and the footer. Type whatever you want so long as you only replace *SonicPoint.com* and nothing else.

### 3. Favorites

a). favurl: When a visitor clicks on the Favorites link in the navigation bar, a box pops up to add your site to their web browser's Favorites or Bookmarks. The URL is where they will be taken to the next time they click on your link from their Favorites or Bookmark. I recommend using a tracking URL as we do above. If you need a free redirect and click tracker, consider [ClickAudit.com](http://ClickAudit.com).

b). favmsg: This is included with the Favorites so when your web visitor reviews their Favorites or Bookmarks, they will see the description of your site and entice them to click.

### 4. Amazon Code (*special note*)

Unfortunately, when testing if the Amazon code will work with just a simple variable like the rest of the code, I discovered it may not. After a little research, I discovered it's not an Amazon or SonicPoint issue. It's a Flash issue. Once the Flash code is set, Amazon states it cannot be a variable. Therefore, **you may need to login to Amazon to create your own MP3 Forex Audio code** (*first try the site without changing Amazon code*).

Login to <https://affiliate-program.amazon.com/103-0566162-9977439>. Click on Build Widgets. Click on Audio MP3 Widget. Search using Forex (*must include capital F*). Click each Forex audio Add button. When clicked from all six pages, click the Next button. Choose the Large size 336. Save it. Click Add to Your Page. Copy the HTML code. **Open our file amazonmp3.php near the config file.** Replace the code entirely. *Save and close the file.*

**That's it for the basic level. You can now skip to the Upload section.** Or continue on with more edits.

## Config File Color Changes:

Partial screen shot from the *config.php* file:

```
//*****  
//***** COLOR CHANGES *****  
//*****  
  
//---- STYLE ----  
$row1txtcolor='white';  
$row1BGcolor='#4E7CAC';  
$row2BGcolor='white';  
$row3BGcolor='#F7E8A5';  
  
//---- BODY ----  
$pageBGcolor='#F4F7FC';  
  
//---- SIDEBAR ----  
$sidebarBGcolor='#DEF0FF';  
  
//---- MAIN SECTION ----  
$mainBGcolor='#FFFFFF';
```

You can change the row colors, the page background color, the sidebar background color and the main section background color. **Simply find the color scheme you desire and replace the colors above.** Again, be sure to keep the single quotes ( ' ) and the rest of the code.

You can use either the alphanumeric Hex starting with the pound sign ( # ). Or, simply type in the CSS-accepted color word such as *pink* without the pound sign ( # ). I suggest you first **make a copy** of the original *config.php* file and name it *configORIG.php* in case you mess up and don't know the original settings.

## Config File Image Changes:

Partial screen shot from config.php file:

```
//---- RANDOM IMAGE ----  
$filename = array ();  
$filename[0] = 'e-forex2u.jpg';  
$filename[1] = 'forex-news-791466.jpg';  
$filename[2] = 'forex.jpg';  
$filename[3] = 'forex_2.jpg';  
$filename[4] = 'online-forex.jpg';  
  
$randomi=rand(0, 4);  
  
$image = $filename[$randomi];
```

You can add more images to put in rotation. These images appear on the Home Page and Each Article Page. They are in constant *random* rotation.

I suggest you keep the same sizes – *approximately 190 wide by 150 high*.

To add your image(s), just upload the image file(s) in Binary Mode to the *same directory* where your Forex Site is located. Then add the line:

```
$filename[5] = 'yourfile.gif';
```

after the \$filename[4] line. If you add more than one image file, repeat the process but increase the number inside the brackets by one each time. Eg. \$filename[6], \$filename[7], \$filename[8], etc.

**Remember:** make a backup copy of the config.php file *before you edit*. In case you mess up you can simply upload the original file and your site will work again.

## Upload Files:

1. Upload *all* **.php** files in ASCII format if you're using an FTP program. If you're using your Web Browser and CPanel, it should upload in the correct format automatically.
2. Upload all image files (*.jpg, .gif, .png*) in Binary format – *same directory*.
3. CHMOD the “timer.txt” file to 666 and your forex directory to 755.
4. In your Web Browser, go to YourForexSite.com and test the site. Then begin your marketing efforts and prosper!

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\* Secret tool expands the keywords to 66.15 million keyword phrases!

## Advanced Editing Tidbits:

If you know PHP/HTML, you can edit anything in the website because it's completely Open Source. I hard-coded a template that's used for every page.

The breakdown is as follows:

1. Template: I hard-coded a template that's used for every page. Simply replace the x's...

```
XXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXX
```

in the MAIN SECTION with your HTML and/or PHP code to add pages.

2. Ad Zones: ppc468.php (*every page*), ppccbank.php (*article pages only at bottom*), ppclinks.php (*every page at bottom*). Change to anything you want – Yahoo, CJ, etc.

3. Footer: footer.php

4. Header: I used row1.php, row2.php and row3.php for the header.

5. Sidebar: sidebar.php

6. Style: style.php ~ The CSS area between <HEAD> and </HEAD>

7. To: to.php is a simple redirect script used to hide the Clickbank ID's. Use it for any other URL's you choose. If you know PHP, add simple tracking too.

8. Article Files: All full article files begin with art\_. The summary pages that show on the Home Page are the files that begin with sum\_. You can add/delete articles as you choose. Use the template.php file to add. Be sure to edit the articledir.php file (*Article Directory shows on every article page*).

9. Liability: SonicPoint.com accepts no responsibility or liability on your part for editing. If you mess up and your site doesn't work anymore, find your zip file you downloaded and start over. Or download again at sonicpoint.com/login.php. If we have to edit your site or files, there will be a fee.

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# Marketing Ideas

This *quick overview* can help create a **lucrative income** using your new Forex Site. Test each one and see what works best for you. Have patience and commit to at least three months of marketing efforts on a consistent basis. If you choose to make this a *real* home business rather than a home *hobby*, you can fire your boss. *Remember to keep the ads snappy and compelling!*

## Online Marketing:

Before you begin any marketing, you will want to get a reliable ad tracker. This will show you which ads are working and which ones are not. You can get a simple free tracker at [ClickAudit.com](http://ClickAudit.com) or a better ad tracker with autoresponders and more bells and whistles at [GetResponse](http://GetResponse).

Need a few sample ads? Here they are...

### Free Forex Quotes

Bookmark our site and watch  
Currency quotes all day.  
[Yoursite.com](http://Yoursite.com)

### Free Forex Calculators

Get real-time currency  
Conversion and PIP calculators  
[Yoursite.com](http://Yoursite.com)

### 5 Steps to Forex

Only 5 steps to real  
Forex trading. Free report.  
[Yoursite.com](http://Yoursite.com)

**1. Search Engines:** The fastest way to targeted web traffic is search engine marketing (SEM). It's fast because many times your ads will be displayed in a matter of minutes (*sometimes they need approval which takes less than 24 hours*). It's targeted because your ads only appear based on the keywords you choose. In this case, if you select *free forex quotes*, you get people with Forex on their mind. *Now that's a targeted audience!*

Many people say the top search engines are getting too expensive. But if you choose longer keyword phrases, you can reduce your cost. Even better, each search engine allows you to cap the amount you pay per click. To get cheap cost per click at the major search engines, just choose a lower click cost like 15¢. At the 2<sup>nd</sup> tier search engines, you could pay as low as 1¢ per click!

I recommend registering as an Advertiser at the following seven search engines. This will cover

approximately 98% of the entire internet.

[Miva](#) – Get a **FREE \$25 Bonus**

[Enhance](#) – **Get \$25 in FREE clicks**

[Search123](#) – **Tired of inflated click prices?**

[Google](#) – *The big dog! 50% Market share.*

[MSN AdCenter](#) – High quality clicks

[Yahoo!](#) – Good quality clicks, more volume than MSN

[Ask.com](#) – High quality clicks and expanding daily

**2. Directory Submissions:** Don't expect a ton of web traffic from these directory sites. However, they're important because search engines perceive the more websites that link to your site means your site is popular. The more popular it is, the better ranking it can get in the search engine results (a/k/a One Way Text Linking).

You can submit your site by software or pay someone. If you want to save time, **use free software like [Directory Submitter](#)**. Since many sites don't allow automated submissions, there are several sites that are still "manually" submitted in the software. But you don't have the repetitive typing because the software saves your info. You just click one button per manual site. *(There are hundreds of automated submission sites included.)*

Of course, the other option is to pay someone to do your submissions. At first, you might think, "*Forget it! I can do it myself.*" Then when you actually calculate your time versus the price, it makes sense to hire someone. **I recommend [PageRankSubmit](#)** – *they only submit to directories with a Page Rank of 4 or higher!*

**3. Classified Submissions:** The biggie here is [Craigslist.org](#). It has the highest ranking available at Google.com and is one of the most visited web sites in America. But, you have to be very careful to submit your ad correctly. If not, your ad will be banned very quickly and your account may be terminated. You wouldn't want that because almost all categories are free to submit. Plus, the search engines – *especially Google* – loves Craigslist! If you want hyper-results in multiple cities, use the [Craigs AutoPoster](#).

The next largest place to submit online classified ads is **eBay**. Yes, *that* ebay. **Register for an account [here](#)**. Login. Then click Sell at the top of the page. Go through their wizard process and choose Classified Ad when it comes to type of listing. It's only \$9.95/month to reach their millions of customers and visitors.

**4. Article Submissions:** Writing Articles, or editing [Private Label Articles](#), is a quick method to make yourself appear as an expert in your field. This is also a fast method to get one-way-links back to your site to increase web traffic. Again, you can do it manually to all the hundreds of article directories. Or you can use

free software called [Article Submitter](#).

**6. Text Link Ads:** This is another fast way to get links to your site and noticed by the search engines. You simply buy cheap links. It's that simple. Try...

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## Offline Marketing:

This method is simply placing tiny, inexpensive classified ads in newspapers and magazines to get traffic to your website. Except, you place one ad with one network and they place all the ads for each publication.

Suburban Newspapers: [Classified Avenue](#)

County & Rural: [State Classified Networks](#)

Penny Savers, etc: [Nationwide Advertising](#)

Magazines: [RJ Ads](#)

Biz Opp Magazines: [Wolf Enterprises](#)

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