



## **IDAVI PLUGIN FOR WORDPRESS**

Installation & User Guide  
Version 1.0.1

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## **Introduction**

### ***Welcome***

Hello and thank you for downloading the Wordpress plugin for iDavi. This plugin only takes a few minutes to get setup and working and will work for you 24 hours a day.

This plugin has many features that will promote iDavi products on your blog with links that include your affiliate links. This means that you make money on complete auto-pilot. Here are the built in features in the iDavi Plugin:

### **Automatic Product Posts**

The iDavi plugin will search through iDavi for products that match the category and keywords you have selected and create posts in your blog promoting those products. You can also select what category on your blog you want the posts to go into. You can have multiple category and keyword setups and each going to a different category on your blog.

### **Banner Ads**

iDavi can look through the products on iDavi that match your category selection and create banner ads that can be placed at the top or bottom (or both) of your blog posts. You can also optionally show the ads on the posts on the front page as well. Of course, these banner ads point to iDavi products with your affiliate ID on them.

### **Hop Ads**

The hop ad feature in the iDavi plugin is a widget that you can place anywhere on your blog that allows widgets to be placed. Typically this is in the sidebar but it can be placed anywhere. You select the category for the products that will be promoted and the plugin does the rest. Just like everywhere in the iDavi plugin, the links to the products have your affiliate id attached to them.

### **Email Ads**

The iDavi plugin taps one of the most forgotten communication items on a blog. Wordpress sends out emails for just about everything, a new signup, a new comment, forgot password, etc. Most of the time these emails go out without any promotion in them. Our plugin will add ads to products from the

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category that you select to every email sent out by Wordpress. This helps to monetize every piece of your blog.

## Installation

### Downloading

The latest version of the iDavi plugin for Wordpress is always available for download just by logging into the iDavi affiliate area at <http://idavi.com/affiliates> and clicking on the Promotion Tools link on the left navigation bar.

Once on the Promotions Tools window, in the toolbar there is a button to download the WP Plugin.

### Uploading and Installing

There is no reason to unpack the files in the zip file you downloaded. You can upload it directly to your Wordpress blog.

To install into your Wordpress blog, first login to your Wordpress admin panel by going to <http://yourblogname.com/wp-admin> and entering your user credentials for your blog admin account.

Once you are in the blog admin panel, click the Plugins section in the left navigation menu. Once you click the plugins section it will expand and will show additional options. One of those options is Add New. Click the Add New option.

You should not be in the Install Plugins section. Under the Install Plugins title there are some options, one of them is Upload. Click the Upload option.

When the page changes you should see a section title “Install a plugin in .zip format”. Right beneath that there is a file field with a browse button. Click the browse button and select the zip you downloaded for the iDavi Wordpress Plugin. Once selected click the Install Now Button.

Once the upload completes you will be given the option to activate the plugin. Go ahead and click activate now.

The iDavi plugin for Wordpress is now installed.

### Registering

To use the iDavi Wordpress plugin you need to have a free affiliate account at iDavi. Without an affiliate account we cannot give you credit for the traffic you send. Once you have an affiliate ID you just need to

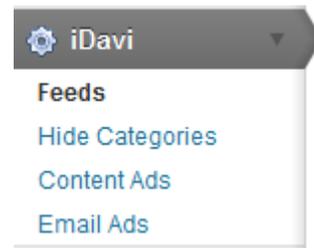
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place it into the Feeds configuration in the iDavi options. We cover this setup more in the following sections.

## How To Use

### Accessing the iDavi Plugin Administrative Interface

To access the administrative interface for the iDavi Wordpress plugin, login to your wordpress administrative interface. Once you get logged in, the iDavi option will show up below the regular “Setting” section. Click on the iDavi section and it will expand and show you the options.



### Feeds

The Feeds section is where you setup the how the plugin will create new blogs posts from the product data feeds at iDavi. The first section we need to setup is the Feed options. Some of the options in this section are also used in other features of the iDavi plugin.

### Feed Options

The Feed Options section is the 2<sup>nd</sup> section in the Feeds option. But for the initial setup this section should be setup first. Following the below graphic we will describe each option in detail.

A screenshot of the 'iDavi Feed Options' configuration page. It contains several settings: 'iDavi Nickname' is 'netnutmike'; 'Maximum Post Frequency' is 'Every Hour'; 'Maximum Post Per Day' is blank with '(leave blank for no limit)'; 'Maximum Post Per Cycle' is '3' with '(default = 1)'; 'Maximum Post Per Feed Per Cycle' is '1' with '(default = 1)'; 'Feed Priority' is 'Top To Bottom'; 'Allow Pingbacks?' and 'Allow Comments?' are both checked with the instruction 'Check this box to allow pingbacks/comments on posts from iDavi!'.

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**iDavi Nickname:** This is one of the most important settings in the iDavi Plugin. If this option is not set properly then you will not get credit for any sales that are made from your blog. This is the nickname that you setup when you signed up for your free iDavi affiliate / merchant account.

**Maximum Post Frequency:** This option sets how often you want new posts to be added to your blog. The fastest frequency is once an hour. In most cases once or twice a day is more than enough. It all depends on how fast you want to go through the products in the feeds at iDavi. This can be changed at any time.

**Maximum Post Per Day:** If you want to set a limit on the number of new posts that posted in one day, you can setup this feature simply by entering a number into this field. If you leave this field blank no daily limit will be enforced.

**Maximum Posts Per Cycle:** This option sets the maximum number of posts per posting cycle that should be posted. For example, lets say you setup 5 different categories in the feed setup with one post per cycle each. If allowed, each cycle could post 5 new blog posts. By setting this to 2 you could limit each cycle to only creating 2 blog posts. The default is 1 post per cycle.

**Maximum Posts Per Feed Per Cycle:** This option sets the maximum number of posts per posting cycle that should be posted from each feed. For example, lets say you setup 5 different categories in the feed setup. If you set this option to 2, it would post up to 2 blog posts from each of the 5 categories. That means that you could end up with 10 new blog posts depending on how the other options are setup. The default is 1 post per cycle.

**Feed Priority:** This option allows you to set which way the feed is read when inserting new posts. At the time of this writing the order of the feed (unless specified) is pretty much oldest to newest. That could change at any time though. By default, this option is set to run from top to bottom which is oldest first. Since you will be probably be posting new products for a while, there probably is no need to change that.

**Allow Pinbacks:** If checked, the posts that are posted by the iDavi Plugin will be allowed to participate in the built in Wordpress Pingback features.

**Allow Comments:** If checked, the posts that are posted by the iDavi Plugin will be people to comment on the post using the Wordpress comment system.

## Feed Setup

After you have your Feed Options set you can create iDavi Feed Setups. An iDavi feed setup allows you to select the product category from iDavi and optionally add some keywords to search for. Then you setup what category on your blog that you want the matching product posts to be placed into and the frequency that you want them to post.

You can setup as many of these “Feed Setups” as you want. Below is a screen capture of the feed setup page section. Below the graphic is a description of each of the options.

**iDavi Feed Setup**

In this section is where you define the different feeds that you want to use to post into your blog

**Keywords:** Enter the Keyword. Examples: automotive,art  
**Site Category:** This is the Category where any new post will be inserted  
**Feed Category:** This is the Category from iDavi  
**Post Frequency:** This is the minimum amount of time between new posts from this feed.  
**Last Post:** This is the date of the Last Post from this feed.

Keywords	Site Category	Feed Category	Post Frequency	Last Post	#
<input type="text"/>	test	Business / Invest	Every Hour	10-30-2011 23:11	X
<input type="text"/>	test2	E-Business : Art	Every Hour	10-26-2011 19:07	X
<input type="text"/>	test	E-Business : Er	Every Hour	10-28-2011 01:58	X

[Add new Configuration Entry](#)

**Keywords:** The keywords are optional. If you have placed keywords into this field, the feed generator at iDavi will first select the products in the selected category and then apply a filter based on the keywords you supply. If you leave the keywords field blank, all products in the selected category will eventually have a blog post created for them.

**Site Category:** This is the category on your blog that you would like the product posts to be placed into. This field is a pulldown list of the current categories setup on your site.

**Feed Category:** This is the category on iDavi that you want to pull products from to create the feed. This field is a pulldown list of categories that are available at iDavi. This list is created when you login to admin your Wordpress site. So as new categories are added at iDavi they will automatically show up in this list without any software update.

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**Post Frequency:** This tells the iDavi plugin how often you want to post a new post from this feed. This setting works in conjunction with the Maximum Post Frequency. The Maximum Post Frequency is the master. It determines how often the plugin looks at the feeds for work to do. For example, if your feed is setup to post once an hour but the Maximum Post Frequency is set to once per day, your feed will only post once per day.

If you flip that and have your Post Frequency for the feed set to once a day and the Maximum Post Frequency set to once an hour, your feed will get checked once per hour but will not post until after the day.

**Last Post:** This is not an editable field. It is here simple to help provide you a quick visual when the last post from this feed was posted.

**X:** Clicking the X will delete the Feed Options row and the feed. It will not delete any posts that were posted by the feed, it simply will not run again.

**Add New Configuration Entry:** Clicking this link will add a new line to the feed configurations so you can setup a new feed.

### ***Comments / Ratings Options***

The iDavi plugin has the ability to take ratings from customers and place them in your blog. It is flexible with how it inserts the comments. It can insert the comments into the original posts or it can insert them into the Wordpress comments system.

By inserting comments it looks like your blog is active and draws more attention to the post about the product increasing the possibility of another sale for you.

Below is the comments / Rating Options window and what each setup field is for.

**Comments/Ratings Options**

Post to Comment Priority:

Maximum Comments/Ratings Per Day:  (leave blank for no limit)

Maximum Comments/Ratings Per Cycle:  (default = 2)

Maximum Comments/Ratings Per Feed Per Cycle:  (default = 1)

Comments/Ratings Inserted:

**Post to Comment Priority:** This option sets up what should take priority when entering new feed posts. Below are the options and what they do:

**Simultaneous:** This option will insert both new product posts and new comments into existing posts.

**Alternate:** This option will alternate what is getting inserted. On one run it will insert new posts with products and the next it will insert comments on existing posts. The next run it will insert new product posts, and so on.

**Random:** This option will randomly pick between either inserting new product posts or inserting comments for existing posts.

**Posts First:** With this option selected, it will post new products posts until there are no more products to post, then it will start looking for comments for the existing posts.

**Rating First:** With this option selected it will post comments for any product that already has a product post. If it find no new ratings for any products it will then start to post product posts.

**Maximum Comments/Ratings Per Day:** This works very similar to the maximum posts per day options but sets limits on the comments and ratings that are posted per day. The default if not specified is 2 per day.

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**Maximum Comments/Ratings Per Feed Cycle:** This setting will limit the number of comments and ratings that are posted in a single post cycle. If not specified it default to 1.

**Comments/Ratings Inserted:** This option sets how you would like Comments and Ratings to be inserted. Below are the options and what they do.

**Do Not Insert:** This options turns off the inserting of comments and ratings into your blog.

**As Comments:** This option will insert the comments and ratings as comments on the blog posts. This is the recommended action if you are going to insert comments and ratings because it looks like natural blog conversation and also give the search engines more to review.

**In The Post:** This option will append to the actual post text at each insert making the post itself longer and longer.

### ***Advanced Options***

The advanced options allow you to change items that probably do not need to be changed for most people. Below is a screen capture of this section and then a description of each field and its options.

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### Advanced Options

Post Format  
(Leave blank for default.)

Excerpt Format  
(Leave blank for default.)

Allow Category Overrides:

If A Category Does Not Exist:

Minimum Post Size:  (Any post that has text smaller than this number will not get posted)

**Post Format:** This option allows you to change the default post format. It uses short codes to build the post. The following is the list of short codes that can be used in this field:

**[TITLE]:** The name of the product

**[DESCRIPTION]:** The description of the product

**[LINK]:** A link to the product at iDavi

**[IMAGE]:** The url to the image of the product

**[KEYWORDS]:** The keywords that are set for this product

**[PRICE]:** The price of the product

**Excerpt Format:** This option allows you to change the default format used for the excerpt. It uses short codes to build the excerpt. The following is the list of short codes that can be used in this field:

**[TITLE]:** The name of the product

**[DESCRIPTION]:** The description of the product

**[LINK]:** A link to the product at iDavi

**[IMAGE]:** The url to the image of the product

**[KEYWORDS]:** The keywords that are set for this product

**[PRICE]:** The price of the product

**Allow Category Overrides:** This option allows you to override the category set in the feeds setup. In most cases this will not be needed.

**If A Category Does Not Exist:** If you are overriding a category and it does not exist, this option determines that you want to do if the category does not exist on your blog. This option works with the Allow Category Overrides option and will not be used much.

**Minimum Post Size:** This is an optional item but works well to only keep higher quality items on your blog. By setting this to something like 100 or higher, only products that have a product description that creates a blog post that is longer than say 100 characters will be posted. This will help to keep out the junk products that have no descriptions or just a product name.

## **Hide Categories**

This feature allows you to post products into your blog for promotion but keep them from showing up on the front page. Not everyone wants to put a ton of product posts directly on your front page. Using this feature allows you to keep the products posts for promotion and even refer to them in other posts without looking like all you do is promote products.

## Category List

The category List is where you setup how you would like each category to function. Below is a screen capture of the option section and a description of each option is below.

### Idavi Category Excluder Options

Help ▾

Use this page to select the categories you wish to exclude and where you would like to exclude them from.

Category	Exclude from Main Page?	Exclude from Feeds?	Exclude from Archives?
test	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
test2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uncategorized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Exclude from Main Page:** Check this checkbox for any category that you want to exclude from the main page of your blog.

**Exclude from Feeds:** Check this checkbox for any category that you want to exclude from your blog's rss feed. It is not recommended that you use this feature since some of the best promotion is done through feeds.

**Exclude from Archive:** Check this checkbox for any category that you want to exclude from the blog archives.

## Content Ads

Content ads are ads that are placed either at the top or bottom of posts (or both). There are very few options required to setup ads. Below is a screen capture of the options and then a description of each option.

## ***iDavi Ads Options***

### Idavi Ads Options Page

Show Custom ads on Homepage?  Yes  
If selected, Custom ads will be displayed on the main blog page. Otherwise they will only be displayed on the single post or page view.

Minimum Post Word Count:  (enter 0 to disable); Suggested Value: 200  
Top and Bottom ads will not be displayed unless the post word count is more then this setting.  
This does not affect Custom Ads.

Only show ads on posts older then:  days (enter 0 to disable); Suggested Value: 30  
This regulates the automatic insertion of Top and Bottom Ads, but does not affect the Custom Ads.

Category:

Show Top ads

Show Bottom ads

**Show Custom ads on Homepage:** Checking this box will also place ads on the posts that are located on the main page of your blog. If you are also going to use hop ads you may or may not want to include more ads on the front page.

**Minimum Post Word Count:** This option allows you to specify that a post must be a certain length before it will have an iDavi ad placed on it.

**Only show ads on posts older than:** This option allows you to not show ads on a post until it is x days old. So new posts will be free of ads until it has aged this many days.

**Category:** This is the iDavi category that you want to pull products from to create the ads.

**Show Top Ads:** When this option is checked, an ad will be placed at the top of each post that meets the above requirements.

**Show Bottom Ads:** When this option is checked, an ad will be placed at the bottom of each post that meets the above requirements.

## **Email Ads**

In an effort to monetize every part of your Wordpress blog, the iDavi plugin can place ads into the emails that are sent by Wordpress. There just a few quick options to setup.

### ***Email Ad Options***

Below is a screen capture with the 3 options that need to be setup to start adding promotion ads into every Wordpress email. After the Screen Capture we will describe each of the options.



The screenshot shows a settings box titled "Email Ad Options". It contains a dropdown menu for "Select Category" with the text "Business / Investing : Marketing & Sales" and a downward arrow. Below the dropdown are two checkboxes, "Show Top Ad" and "Show Bottom Ad", both of which are checked. At the bottom left of the box is a button labeled "Update".

**Select Category:** This is the iDavi category that you want to pull products from to create the email ads.

**Show Top Ad:** Check this option to insert an email ad above the email content.

**Show Bottom Ad:** Check this option to insert an email ad below the email content.

## Hop Ads

Hop ads are ads that are placed on the page. Typically there are at least 2 to 4 ads in a group. Setting up hop ads with the iDavi plugin is really easy. The most confusing part is finding where to set it up.

The hop ad feature is implemented as a Wordpress widget. You insert and setup widgets in Wordpress in the Appearance Section. Expand the Appearance section by clicking on it. Once the section expands you will see Widgets right below themes. Click on Widgets.

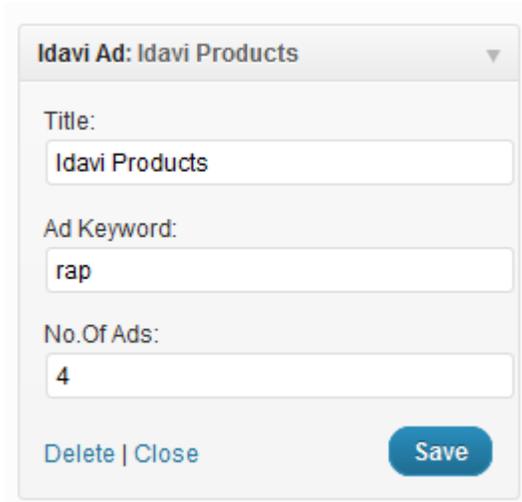
Once in the widgets section you will see a section of widgets, in there you will see the iDavi Ads widget. To activate the widget, just drag the widget to the widget area that you want to place it into.

Once you have it there, click the down arrow on the newly placed widget. Options will open up. Below we will explain what the options do.

### **Email Ad Options**

If you have opened the widget options for the iDavi Ads widget, you will see an options screen similar to the screen capture below. Below the screen capture we discuss the 3 options that can be setup in the widget.

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The screenshot shows a configuration window for an "Idavi Ad" widget. At the top, there is a dropdown menu labeled "Idavi Ad: Idavi Products" with a downward arrow. Below this, there are three input fields: "Title:" with the value "Idavi Products", "Ad Keyword:" with the value "rap", and "No.Of Ads:" with the value "4". At the bottom left, there is a link "Delete | Close" in blue text. At the bottom right, there is a blue rounded button labeled "Save".

**Title:** This is the name that you want to give the widget when it displays on your blog.

**Ad Keyword:** This is the keywords that you want to search iDavi for products to promote in the widget.

**Select Category:** This is the iDavi category that you want to pull products from to create the email ads.

**No. Of Ads:** This is the number of ads you want the widget to display.