



## Easy Ad Unit Plugin Package User Guide

You may already know that the easiest way to monetize a blog is to simply add AdSense, Amazon and Clickbank ad units to the blog. You get paid for your visitors, while the ads are served up by Google, Amazon and Clickbank - without any ongoing effort from you. It's quite easy to set up a blog and post content to it, but most people struggle with the technical aspects of adding ad units to their blogs.

That's where our [Easy Ad Unit Package](#) comes in, by creating a special WordPress plugin that will add AdSense, Amazon and Clickbank ads to your blogs, automatically...

### A Quick Introduction To WordPress

If you're new to WordPress, this section provides a quick overview of how to create a blog and the basics of using WordPress.

#### Creating A Wordpress Blog

If your web host supports "Fantastico" (supported on most good web hosts), you can create a new blog very easily in a few seconds. For instructions, [click here](#).

If your web host doesn't support Fantastico, it is a little more complex to install Wordpress - but still less than five minutes work. There is a [video tutorial here](#) or you can read the [official text instructions here](#).

Once your blog is set up, just visit the web address of the blog to view the home page.

You can access the admin features by visiting the "wp-admin" folder of the blog. For example, if the web address of your blog is <http://www.mysite.com>, you would visit <http://www.mysite.com/wp-admin>

#### Wordpress Themes

The appearance of a Wordpress blog can be changed by using a different "theme". Themes can include header graphics, as well as defining the fonts and layout of the blog.

There are thousands of themes available on the Internet, most of which are free. You can see a large [selection of themes here](#).

The easiest way to install a new theme is to select "Themes" on the admin menu (it is in the "Appearance" section) - and then click on the "Install Themes" tab at the top of the page (if it is present). This will allow you to view a selection of themes taken from the Wordpress.org site, pick a theme and then install it automatically.

If there is no "Install Themes" tab on your blog, or if you want to install a theme from a different source, you can use the Theme Installer Tool below.

Once you have installed themes, you can instantly switch between themes at any time by clicking "Themes" on the admin menu (in the "Appearance" section) and using the "Manage Themes" tab. Just click "Activate" on the theme you want, to use that theme.

## **Wordpress Plugins**

Plugins extend the functionality of your blog. There are all sorts of plugins available for Wordpress, many of which are free. For details of some of the free plugins, [click here](#).

There are also many commercial plugins, such as the ad unit plugin that this software creates. Commercial plugins are usually more powerful, higher quality and easier to use than free ones.

To install a plugin, use the Plugin Installer Tool below.

Once you have installed a plugin, you need to activate it by visiting "Plugins" on the admin menu. You'll see a list of all the installed plugins, with an "Activate" link under each one (or a "Deactivate" link if the plugin is currently active).

Some plugins have Settings that allow you to configure how the plugin works (The ad unit plugin below does not have settings as it has a Setup Tool instead). For plugins with settings, a new entry should appear automatically under "Settings" in the admin menu.

## **Wordpress Widgets**

The home page of most Wordpress blogs have a central section containing the blog posts and a side bar (on the left or right hand side) containing other things, such as navigation links, search form, calendar, etc.

The default contents of this side bar are determined by the theme being used. However most themes are "Widget Enabled", which allows you to select what appears in this side bar, using the "Widgets" option on the admin menu (under "Appearance").

The items that can be included in a side bar are referred to as "widgets".

If you use the "Widgets" option, you'll see the screen split into two parts. All the widgets that can be shown on your side bar are shown on the left hand side. All the widgets that are currently on your side bar are shown on the right hand side.

If you want to add an item currently on the left hand side to the side bar, click on the item and drag it to the right hand side and then release. If the widget can only appear once on the side bar, it will disappear from the left hand side and appear on the right hand side. If the widget can appear multiple times on the

side bar, it will remain on the left hand side and also appear on the right hand side.

You can also remove items from the side bar by clicking on them and dragging them back to the left hand side.

Once you have set up your widgets, you can view the home page of your blog, to see what it looks like and then adjust the widgets further if required.

The ad unit plugin below can add up to three widgets to your blog - for AdSense, Amazon and Clickbank ads. The widgets are only active if the plugin has been activated. To make the widgets appear, you need to add the widgets to your side bar as described above.

### **Creating Blog Posts**

The primary purpose of any blog is to display blog posts. You can create new posts at any time by clicking the "Add New" option in the "Posts" on the admin menu.

Creating posts is very simple. You just enter your post title into the box at the top and then the blog content into the box underneath. When you are finished, click "Publish" and the new blog post will appear on your blog.

## **Create Your Ad Unit Plugin**

The ad unit plugin provides several features as follows:

Automatically include AdSense ads above and below your blog posts  
(ads only appear around the first post on a page).

Provide AdSense, Amazon and Clickbank widgets that can be used on your blog

Optionally change all links to "nofollow" to conserve page rank

Optionally change all AdSense IDs used on your blog pages to your own AdSense ID. This can be used in conjunction with off-the-shelf Wordpress themes that already contain AdSense ads - as an easy way to customize the theme.

[\(Click Here To Use The Create Plugin Tool\)](#)

After clicking the above button you will see a box like this...

The screenshot shows a window titled "Create Ad Unit Plugin" with the following fields and options:

- AdSense ID:** A text input field with a "Paste" button to its right.
- I am using an off-the-shelf AdSense enabled theme:** An unchecked checkbox.
- AdSense top ad:** A dropdown menu showing "336x280 (recommended)".
- Display the top ad on the left hand side of the post:** An unchecked checkbox.
- AdSense bottom ad:** A dropdown menu showing "468x60 (recommended)".
- Enable AdSense widget:** An unchecked checkbox.
- Amazon ID:** An empty text input field.
- Amazon category:** A dropdown menu showing "Books".
- Amazon search term:** An empty text input field.
- Clickbank ID:** An empty text input field.
- Clickbank search term:** An empty text input field.
- Ad colors:** Two color swatches, one blue and one green.
- Website domain:** An empty text input field with a "Create" button to its right.

Enter your details into the boxes as follows:

### AdSense ID

Enter or paste your AdSense ID into the box. The easiest way to get your ID is to go to your AdSense account on Google.com and visit the "My Account" section. Scroll down to "Property Information" and you'll see something like this:

AdSense For Content: ca-pub-123456789

AdSense for Search: partner-pub-123456789

Referrals: ca-ref-pub-123456789

(the number in your account will be different to 123456789)

Enter (or paste) the AdSense For Content value into the box. The "ca-" and "pub-" parts are optional - the number is the important part as this is your unique ID.

### I am using an off-the-shelf AdSense enabled theme

This checkbox should only be checked if you are using an off-the-shelf Wordpress theme that already contains AdSense ads. These themes are comparatively rare, so unless you specifically bought an AdSense enabled theme, it's very unlikely that your theme will be AdSense enabled. For ordinary themes, you should just leave this checkbox unchecked.

AdSense enabled themes are usually supplied with the theme creators AdSense ID embedded in the theme. You have to manually edit each theme file to change the ID to your own AdSense ID. By using this checkbox, the plugin will do this editing for you automatically, so you do not need to edit the theme files. Just check the checkbox and enter your AdSense ID. You should set the AdSense Top Ad and AdSense Bottom Ad entries to "None" (since the theme already contains AdSense ads). You can still use the Amazon and Clickbank ad features if required.

### **Adsense Top Ad**

Choose the size of ad to be shown at the top of the blog post. Most people leave this set to 336x280.

### **Display The Top Ad At The Left Hand Side Of The Post**

The top ad can be shown above the post - or at the left hand side of the post, depending on whether this checkbox is checked. This is a matter of personal preference, but most people leave this checkbox unchecked.

### **Adsense Bottom Ad**

Choose the size of ad to be shown at the bottom of the blog post. Most people leave this set to 468x60.

### **Enable Adsense Widget**

Check this checkbox if you want to use the Adsense widget. For more details on widgets, see the section below: Using Widgets.

### **Amazon ID**

If you want to use an Amazon widget on your blog, enter your Amazon ID (otherwise leave the box blank). For more details on widgets, see the section below: Using Widgets. If you don't currently have an Amazon ID, make sure you are connected to the Internet, then click here to sign up. Note that every application is considered on its own merit and Amazon do sometime refuse sites.

### **Amazon Category**

Most people leave this set to "Books", but you can choose any category.

### **Amazon Search Term**

Enter the search term for the ads. For example, enter "beauty" to show ads for beauty related products.

### **Clickbank ID**

If you want to use an Clickbank widget on your blog, enter your Clickbank ID (otherwise leave the box blank). For more details on widgets, see the section below: Using Widgets. If you don't currently have a Clickbank ID, make sure you are connected to the Internet, then click here to sign up and select the "Promote Products" option.

### **Clickbank Search Term**

Enter the search term for the ads. For example, enter "beauty" to show ads for beauty related products.

### **Ad Colors**

Select the primary and secondary text colors for the ads by clicking on the two color boxes and then using the standard color selector to pick appropriate colors. The Adsense ads use the primary color for the title and the secondary color for the URL. The Amazon ads use the primary color for the title. The Clickbank ads use the secondary color for the title (to ensure they look different to the Adsense ads).

### **I am using WordPress Multisite**

Most people do not use WordPress Multisite, so leave this checkbox unchecked. If you are using WordPress Multisite, check this checkbox. See below for more details of Multisite.

### **Website Domain**

Enter the domain name for your website - for example mysite.com. If you are using the plugin on a subdomain, enter the full subdomain name.

## **Create Button**

When you have filled in the boxes, click the Create button, then select where to save the new plugin file on your PC.

The tool will create a new file on your PC, named: adunitplugin.php

**Please Note:** You may use the plugin on all the websites you own, but you must not distribute, give away or sell the plugin (or any part of it).

## **Uploading And Activating The Plugin**

Once you have created the plugin, you need to upload it to your web host and then activate it. To do this, proceed as follows:

1. Use the Plugin Installer Tool below to install the plugin.
2. Once you have installed the plugin, activate it through the 'Plugins' menu in WordPress.
3. If you want to use the Adsense, Amazon and Clickbank widgets, you need to add them to your side bar. See the section "Wordpress Widgets" above for instructions.

## **WordPress Multisite - Advanced Users Only**

WordPress Multisite allows you to set up a single installation of WordPress and then use it to operate lots of blogs. Most people do not use Multisite as it is more complex to set up than just using one installation of WordPress for each blog.

Multisite is usually used to operate blogs on different subdomains and/or addon domains.

Multisite can also be used to operate blogs in different subfolders of the same domain, but very few people use that option and it is not really supported by this software. If you are using Multisite to operate blogs in different subfolders of the same domain, then leave the "I am using WordPress Multisite" checkbox unchecked and just use the same plugin for all your blogs (this means all the blogs will have identical settings).

The information below assumes you are using Multisite to operate blogs on different subdomains and/or addon domains

You must check the "I am using WordPress Multisite" checkbox and you will need to use the Create Plugin tool to create a separate plugin for each subdomain and addon domain, using appropriate settings each time.

Each time you use the Create Plugin tool, it will create two files named: adunitplugin.php and adunitplugin\_\_DOMAIN.php where DOMAIN is the subdomain or addon domain name.

For example, if you are creating a plugin for sub1.myblog.com, it will create files named: adunitplugin.php and adunitplugin\_\_sub1.myblog.com.php.

The adunitplugin.php file is always the same, but the adunitplugin\_\_DOMAIN.php file is different for each subdomain/addon domain.

You must upload both files to your blog. It is recommended that you create a subfolder called "adunitplugin" in your plugins folder and upload all the plugin files here.

For example, if you are creating plugins for myblog.com, sub1.myblog.com, sub2.myblog.com and myaddon.com, you will upload the following files:

adunitplugin.php  
adunitplugin\_\_myblog.com.php  
adunitplugin\_\_sub1.myblog.com.php  
adunitplugin\_\_sub2.myblog.com.php  
adunitplugin\_\_myaddon.com.php

Note that the Create Plugin tool will re-generate the adunitplugin.php file each time it is used, but the file will be the same each time.

Once you have uploaded all the files, you can use the blog "Network Activate" feature to activate the plugin on all blogs (or you can activate the plugin on each blog separately if you prefer).

Note that if you activate the plugin on a blog, but there is no plugin file for its subdomain or addon domain, the plugin will not work on that blog, even though it is activated. This will not do any harm though, so it IS safe to Network Activate the plugin even if you are not using it on all the blogs.

## **Theme And Plugin Installer Tools**

These tools offer a quick and easy way to install themes and plugins. Note that use of these tools is optional. You can upload themes and plugins using the features built into Wordpress itself (if they work on your web host), or using any other uploading solution.

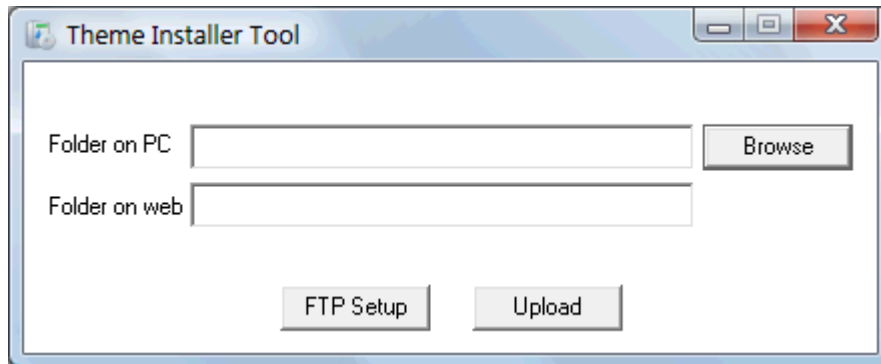
Before using the Theme Installer, create a folder on your PC for your themes and put each theme in a suitably named subfolder of this folder.

Before using the Plugin Installer, create a folder on your PC for your plugins and put each plugin in this folder - or in suitably named subfolders of this folder. If you are installing the ad unit plugin, simply put the adunitplugin.php file into this folder.

(Click Here to Use The Theme Installer Tool)

(Click Here to Use The Plugin Installer Tool)

Here's a screenshot of the Theme Installer Tool (the Plugin Installer looks identical).



Click the Browse button and select the folder containing your themes/plugins.

The tool will upload everything that in that folder, including any subfolders.

If your blog is in a folder on your website, enter the name of the folder into the Folder On Web box (leave the box blank otherwise).

Click the FTP Setup button and enter your FTP details (domain name and your web host user name and password). These details will be remembered so it's even quicker to upload additional scripts in future.

Then just click the Upload button and everything will be uploaded.

### **Notes On Entering Your FTP Details**

The first time you use one of the tools, you need to enter the FTP details for your website. The two tools share this information, so you only need to enter it once.

Click the FTP Setup button to enter these details. You will need to know the user name and password for your web host. Your web hosting company should have provided these.

The tool automatically works out some of your web host settings, so it's easier to set up than normal FTP programs.

Please note that to use this software, you must have your domain name set up and working. This means that if you enter your web address (such as [www.mysite.com](http://www.mysite.com)) into your Internet browser, the browser must be able to find the site (even if it just displays a blank page). If your site is brand new, it may take a few hours before your domain name is fully set up and your browser can see it.

**Requirements:** Blogs must be WordPress blogs on your own web hosting (i.e. NOT on wordpress.com). Ideally you should be using the latest version of Wordpress, but the plugin should work with any version of WordPress from 2.6 onwards. The tool that creates the plugin requires a PC running Microsoft Windows (any version).

**Future Versions:** Once you order this software, you are automatically entitled to any future versions at no further cost. WordPress is now a very stable platform. This means the plugin should work with all future versions of WordPress. However in the event that a new version of the software is released to handle changes to WordPress (or for any other reason), you would be entitled to the new version at no extra cost. The software incorporates a special mechanism to automatically check for new versions.

**Earnings Disclaimer:** Although ad units can be an effective form of income generation, the results are dependent on many factors outside our control, including the blog content, blog design and ad units used. We are not therefore able to give any guarantees about the income that you will attain by using this software - or even give any assurances that you will earn anything at all. We will however refund your money in full in the unlikely event that you are unhappy with your purchase.

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AdSense, Amazon and Clickbank offer an easy way to get paid for your visitors. You don't need to put in any effort to find suitable ads. Just let the system find suitable ads and serve them up automatically.

Although it is possible to add AdSense, Amazon and Clickbank ad units to your blogs manually using other solutions, the process is generally complex and time consuming. Our [Easy Ad Unit Package](#) offers a very quick and easy solution that can have ad units up and running on your blog in two minutes flat. And you can use it to put ad units on an unlimited number of blogs, saving you time and effort over and over again.

For any questions or comments, please feel free to [contact us](#).