

Content Lock Pro

User's Manual



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[ContentLockPro](#)

The Self Hosted Gateway Solution

In an exclusive Joint Venture, AMS LLC and Flipping Enterprises are proud to release ContentLockPro – the self-hosted content locking gateway which is taking the Content Gateway Industry by storm!

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Preface

Details on how to access the private buyer's area, support, and other Resources, can be found on the last page of this Manual.

Should you run into any issues installing or using Content Lock Pro, please first take a look at our Frequently Asked Questions page at <http://ContentLockPro.com/faq/>, as well as read through this manual.

Your download contains two items, a DOCS folder, which includes this manual and details on CLP skins for your gateways, and a CLPv2.zip which contains the files you need to upload to your server. Remember, details for extra skins are in the DOCS folder.

Installation

To upload the CLP v2 script to your host, you can use cPanel, upload the CLPv2.zip archive to your chosen installation folder, and extract the contents. Once extracted, for your security, delete the CLPv2.zip archive.

If you prefer to upload via FTP, we recommend Filezilla, its freeware. If you are not sure how to use FTP programs, we have a short walkthrough video.

For FTP, first extract the CLP archive on your computer, which will produce a folder which contains a number of folders (1, assets, images, css, js, etc) and a couple of files (index.php and .htaccess). You will need to upload the contents of this folder (*i.e. the subfolders mentioned and the couple of files*) to the folder on your server which you used when you created your license. You **MUST** make sure you upload the .htaccess file – if you can't see it on your computer, please enable “show hidden files” according to your Operating System.

For example, you told us you would install on <http://google.com/search> (lucky you – if you own Google.com ☺), so you will upload the assets folder, the images folder, and all of the

other folders, plus the .htaccess and index files to the “search” folder on your server, under the main root folder for your domain, Google.com.

You also need to visit the cPanel of your domain, and create a database, add a user to the database, and assign all privileges to that user (if you are unfamiliar with how to do this, you'll find a create database tutorial in our videos). Keep a note of the database host, the database name, the username you created, and the password you assigned, as you will need these shortly.

In general, your database host will be “localhost”, however, on some hosts, such as GoDaddy, or hosts without a cPanel, the database creation process will be slightly different, and the database host may be a complete url (*for example, on GoDaddy, a database host may be h12mysql34.secureserver.net*).

Please also note that most database names and usernames are formed by a word, then an underscore, and then another word (*for example, database_name*). Some modern PHPMysqlAdmin dashboards only display the underscore and word after it, but, to install CLP, you need to use the full thing (both words and the underscore between them).

Once you have created your database and user, and you have uploaded the folders and files, (upload and installation walkthroughs also available in our videos), visit your domain's folder in your browser (*in our example, you would browse to <http://google.com/search>*).

You will see an Installation page, which you need to complete.

The first field is important; this will be the name of your postback script file. As you will be handing a url with this filename to your networks, you want this to seem as easy and professional as possible. Choosing a unique name for this also means you will not appear to be related to other users of ContentLockPro.

*Suggested names are: pb.php, postbacks.php, mypb.php, pback.php, posts.php, ab.php, rtn.php, etc. Within the box on the Installation form, enter **ONLY** the name, do **NOT** enter the extension (.php), nor your domain, folder, etc, so, in the case of the names above, you would enter pb OR postbacks OR mypb, etc.*

Moving on, you now need to complete the details for the database, as explained above when you created the database (I hope you made that note!).

Finally, you need to create a username (email address) and a password for your script. It is **IMPERATIVE** that you keep these safe, as we will NOT be able to recover these for you. The username can be any email address, it doesn't matter whether or not it exists, nor whether or not you own it, all that matters is that you remember it, along with the password you create.

Both will be needed every time you log in to the interface.

You are 99% of the way there now, all you need to do is to press the Install button, and complete one final step – when you see the message that your script has been installed, you need to revisit your installation folder (*“search” in our example*) and delete the *“install”* folder you will see inside there, together with all of its subfolders and files.

There – that was easy, wasn't it?

Now, you can revisit your install location (<http://google.com/search>) and you should be presented with a Login form. Now is when you need the username and password you created above. Insert them in the login form, and press login, and you are now ready to make money with content locking!

Quick Start Guide

The Flow in CLP changes a little from when you have first installed, to when you already have offers and/or lockers created.

For the quickstart guide, let's run through a general overview of CLP...

The Navigation is quite simple, and is made up of distinct parts:

- The vertical menu on the left and the page content on the right.
- In locker pages, you will also have a horizontal menu across the top, for easy access to other areas related to this locker, along with a button to create a New Locker.
- In the locker "form" page, where you Edit existing lockers, you will also find 4 buttons near the bottom, which will allow you to preview your locker, or to save your changes and access other areas.

So, let's start by running down the menu on the left:

The first icon is the **Lockers** icon.

You will be on this page each time you log in to the application. The content area of this page includes a list of all the lockers you have created so far, with small "actions" icons which allow you to preview each locker, to edit it, or to clone it.

After installation, this list will be empty, but you will see a "New Locker" button which allows you to get started.

The second icon is the **Offers** icon.

There are two parts to the content area on the right:

- The top half is a form, which will allow you to add new offers to your CLP installation. If you are editing an existing offer, the form will be prepopulated with the offer's current settings after you have clicked the "edit" link for it.

- The lower part of the content area is a list of all the offers you have added to CLP so far. It displays information on each offer's settings, and 2 possible actions for each offer: edit (change destination, pause the offer, change geo-location, etc.) & delete.

An offer deleted from here is deleted from your CLP installation completely. If you ever wish to use it again, you will need to recreate it from scratch (if you think you'll re-use, it's better to just "pause" it).

The next icon is the **Backgrounds** icon.

When you visit the Backgrounds page, you will see a list of skins available to you for use in your lockers. CLP is preloaded with 10 skins. For more, please see the DOCS folder, as over 100 are included for your use.

Backgrounds can be added to this list by uploading a skin when creating a locker, or by bulk uploading images to a CLP folder, and updating the database.

The list is ordered according to how many lockers, out of those you have created, are using each skin, so skins used most frequently will appear at the top of your list.

This is the only place from where you can delete backgrounds (deleting a skin from a locker will not remove it from the list on this page). When you delete a background from here it will also physically delete the image from your server.

The fourth icon is the **Stats** icon.

On the stats page, you will see your stats, broken down by days, locker id's, and offer id's, allowing you to split-test and identify what performs best.

Finally, we come to the **Logout** icon, which, as the name suggests, will log you out 😊

So...let's create a Locker! *(this is a 5 minute exercise, covering the bare minimum required to create a locker, and will allow you to follow the "flow" in CLP; after the Quick Start Guide, you will find everything broken down into fine detail in subsequent chapters).*

As soon as a new locker is created, you will be taken to the Add Links page, to add offers to it. Because you don't have any offers within CLP yet, you would need to then go to the Offers page, add some offers to CLP, and then return to the "Edit Locker" page, to add some of those offers to this locker.

You will often do things that way once you are familiar with the interface but, for now, let's add some sample offers first, so we then have them available to add to this locker.

So, follow me, and click on the **Offers** icon in the menu on the left.

We're going to make 5 offer links. For each one, you will complete the form, and then hit the Add Offer button. It will then display as an offer in the list in the bottom half.

You can delete these links once we have created our first sample locker and you are happy with the exercise.

So, for our first offer, use Test Google as the title (this is what will be displayed as the link text in your Locker), `http://google.com/?sid=[[subid]]` as the URL, set a tooltip text if you wish, do your own thing with Blank Referrer and Monetary Value, and leave it checked as "Active". Set Availability, for all links, to INT, or to your own country.

Repeat another 4 times, using these, respectively, as Title and Url:

- Test Bing – `http://bing.com/c1=[[subid]]`
- Test Yahoo – `http://yahoo.com`
- Test Twitter – `http://twitter.com/?subid=[[subid]]`
- Test Referrer – `http://referrer.us/HTTP-Referer-Test.html` (you might want to check "Blank referrer" for this one!)

Ok, we now have 5 "offers" added to CLP. Adding `[[subid]]` to each offer is optional, but it will be required when you are using CPA offers and using postbacks to unlock, so we might as well start to get used to it!

Now it's time to create the locker itself:

Please hover over the Information icons next to each field for some further details.

For the purposes of this Quick Start Guide we will complete the minimum required fields, and, later, we will cover each one in detail, and change them to suit.

So, in Step 1, please give your locker a Title (anything, it's for your private use only), set the Pop Delay to 1, and RePop Frequency also to 1.

Insert some text in the Locker Text box, and add two offers, by placing the token "{link}" twice within the Locker Text area (don't include the quotes, but DO include the curly braces).

Then move down to Step 2, Your Locker's Appearance.

You now need to decide whether to use an image on your computer, an image within CLP, or a self-colored background for your locker. For an image on your computer, use the "Browse button" and select your image (you won't see anything happen, but it gets uploaded). For an image from within CLP, use the "Select Image from Background Gallery" button, and select your image. If you prefer a self-colored background, use the Background Color field, and choose your color using the Color Picker.

For now, leave everything else as is, and use the button **"Create My Locker Now"**.

 **CONGRATULATIONS!** 

You still have a little work to do, but you have just created your very first locker. Time for a quick coffee, go pat yourself on the back!

Ok, have you finished your coffee? Ready to move on?

You will now be taken to the Add Links section.

This page is known as a locker's "Edit Links" page, and can only be accessed via an existing locker. It contains two lists in the content area. The top half has a list of offers you have already added to this locker, with a small icon to delete from this list. The bottom half contains a list of all offers in your CLP offer "pool", which haven't yet been added to this locker.

As we have added 5 test offers to our CLP, you will see these 5 offers in the lower list, which are available to this locker (and, of course, to all future lockers).

Next to each one, you will see a small “add” icon. Click, one at a time, on the “add” icon for 4 out of your 5 offers. The 4 you click on will, in turn, be added to this locker.

Removing them from this locker at a later stage will not delete them from CLP, they remain available to be re-added to this locker, and/or to other lockers.

NOTE: *Remember, on a locker’s “Add links” page, all you can do is add offers already within your “pool” to this locker, or remove offers from this locker.*

*Changing an offer’s settings, whether it is active or paused, or deleting it entirely can only be done from the “Offers” page, accessed via the **Offers** icon in the menu on the left. When you make changes to an offer via the “Offers” page, it takes immediate effect across all lockers which include that offer.*

Now, please click on the “Update Locker” button near the top of the page.

It's time to adjust your Locker to get it how you want it.

So, to recap:

In the last few minutes, you entered 5 offers (not real CPA links, just sample links for testing) in your CLP “Offer pool”, created your first Locker, and added 4 of those offers to it.

You would now visit the “Embed Code” page, collect the code for this locker, and paste it into a page or a website you want to “lock”.

This is the end of the QuickStart Guide – everything else in this Manual relates to creating and modifying lockers, the finer detail of what all the options actually do, entering CPA links, advanced customization, and how to place the lockers on sites.

Locker Customization

So, we'll start by covering in detail what some of the options you used in the Quickstart Guide actually do, and what can be modified, so your next Locker is an "actual locker", rather than a test sample. Start by using the Lockers icon in the Vertical Menu, and select to edit the Sample Locker we just created from the list displayed, by clicking on the "pencil" icon.

Locker Elements:

On the Locker "form" page, when editing existing lockers, you will see that the form contains 4 distinct areas:

- Step 1: "About your Content Locker", this is where you manipulate your locker's content, and apply your desired "settings" to your lockers.
- Step 2: "Your Locker's Appearance", this is where you edit colors, add or change the skin, and add or change the locker's size.
- Step 3: "Link Options", where you edit settings which relate to Offer links.
- Step 4: "Messages Options", this is where you can customize the messages presented to your visitors after they have clicked on an offer link.

So, let's now cover each area in detail.

Step 1: About your Content Locker (content and settings)

The first field is "**Locker Title**".

It is required, but will only ever be seen by you. Ideally, you should use something that lets you know which locker this is. So, if you are creating a locker specifically to lock your

“ilovepets.com” website, call it “Love Pets”, for example. If creating a locker to lock multiple sites, but focused on iPhone offers, call it “iPhone”, or similar. If creating a locker to split-test performance, by comparing, say, Ringtone Offers to Survey Offers, call it “Ringtone vs Survey Split A”, and then call the other one “Ringtone vs Survey Split B”. If creating a locker to split-test locker skins, and you’re using a Justin Bieber skin on it, with the intention of using a Britney Spears skin on the other one, call them “Split A JBieber” and “Split B BSpears”. I’m sure you get the idea – the point is to use something which, at a glance, will let you know which locker you are looking at, especially once you create many and they are all displayed in a list.

Note: When you “clone” a locker, it will carry over everything from the initial locker. You should then edit the clone, to change whatever you wish (offers included, skin, etc), but you should at least change its title, to distinguish it from the original.

Moving on, we come to the “**Locker Text**” area, which uses the TinyMCE visual editor. This is where you will be entering the actual text content of your locker, and the CPA offers.

In this area, you can enter and format headlines, plain text, images, footer texts, etc.

It is basically like creating an HTML page, and you can use either the Visual editor, for “WYSIWYG” functionality, or you can use the HTML button to edit the source.

DIVs, styles, SPANs and other CSS/Html elements can be added, we’ll cover those in further detail shortly.

You should consider including a headline (unless using a skin which has embedded text), and then expand somewhat on what you used in your headline, add offer instructions for offer completion, or any other variation of what you would like to say. It is recommended to ask your visitors to complete an offer which interests them, as this will lead to happier advertisers and networks.

Offers will be displayed within this locker wherever you enter the token **{link}** in this area. You need to enter {link} for each offer you wish to display – **CLP will replace the {link} token for the title of an offer**. So, if you want to display 3 offers, for your visitors to choose from, you need to enter {link}{link}{link} (i.e. 3 times).

The tokens can be placed anywhere, images or text can be around them, and the tokens can be styled, using the visual editor, to apply styles, colors, fonts, etc, to the title text of your

offers. If you wish to display an image as your Offer, instead of text, you should place the image within the “Title Text” field of the offer itself, in the Offers section of CLP.

In your Locker’s text, you may also wish to mention that more offers can be seen by refreshing the page the locker is displayed on.

This is because, if you have loaded plenty of links in CLP, but only included, say, 3 links in your locker, and a visitor arrives from a country where more than 3 of your links are available, the locker will show only 3 but, if you have set them to rotate, then each time the locked page is refreshed, your visitors will see new offers from your “pool”.

For example, if you have a total of 30 links added to this locker and, of those, 15 accept US traffic, then a visitor from the US may see 3 links (because you included the {link} token three times), and, each time he refreshes the locked page, he will see another three, until he has eventually seen all 15 available to him.

Once you have entered your text in the “**Locker Text**” area, you will want to move on to manipulating that text.

The text can be manipulated, by selecting whichever part you wish to color, set styles for, etc, by highlighting it within the Visual editor and using the appropriate buttons.

You need to apply a Format first, as, by default, it doesn’t apply any format.

If you are more comfortable with Html, you can select the Html button on the editor, and do your editing there.

You can also right-click within the Text area, and make use of some further options.

Remember that changes you make can be previewed instantly, but are not committed until you “**Save**”.

Important Note: Unless otherwise mentioned, the main locker “settings” below apply only to CPA offers/links created in the Offers “pool”, and inserted using the {link} token.

Just underneath the text area, you will see a few fields and checkboxes, the first of these is the “**Pop-up Delay**”. This is a required field, is measured in **milliseconds**, and is a “tease-timer”. This will allow you to show a few seconds, or minutes, of your locked page (usually used if you have a video, or other slowly revealing content), before the locker appears and blocks further viewing. If you wish the page to be locked immediately, set this to 1 (it's milliseconds, remember?). For a 10 second delay, set it to 10000, and so on.

Note: The “Pop-up Delay” setting starts to count down from when the locker is triggered (by default, it is triggered on a locked page load, but it can also be triggered by clicking on an element within the locked page).

The next field is **“Re-pop Frequency”**, and it is measured in hours. When someone successfully unlocks your locked content, a cookie is set, and the locker will no longer appear until the cookie expires. In most cases, it should be set to 24, allowing visitors who complete offers to view your content for 24 hours before they are locked out again.

By default, for links inserted as tokens (i.e. from the Offers added to this locker from the general “offers pool”) the lockers only get removed when a postback call is received from a network, confirming that an offer was completed, and you will be credited for it. However, if you don't wish to use postbacks, or you are using offers from networks which don't support postbacks, you have the option to remove your locker via a Timer function.

If this is what you would like to do, then you need to check the **“Timer Unlocking”** box, and set the number of **seconds** you would like the timer to run for until the locker disappears. In this scenario, the timer starts counting down when an offer link (inserted using the {link} token), has been clicked on, and not before, so you still have a good chance that your visitors will complete your offers. There is no difference in the “Waiting to be unlocked” appearance of your locker whether you are using postbacks or a timer, so your visitors will not know which is in use.

The next field in locker creation is **“Forced Completion”**. By default this is on, and every visitor who sees your locker must complete an offer to get past it. However, there are certain circumstances in which you may wish to display a locker to ask visitors to complete an action, but you wish them to do it on a voluntary basis only, and you are willing to allow them to access your content regardless.

We now see the **“Disable when no offers”** checkbox. Again, this applies to Offers inserted via the {link} token. When you add offers to this locker, from the pool, and insert tokens to display them, it may happen that you get visitors to your page from, say, India, but none of the Offers you have added have been marked as available to India. If, in this case, you would prefer the page to just be unlocked for the Indian visitor (no locker appears), then you should check this

box. If you leave this box unchecked, in the above scenario, your Indian visitor will see the “Sorry, no offers are available for your location” message (which can be customized).

This visitor will only be able to remove the locker if you have included other elements for unlocking, as they will not be able to complete offers for you.

The next field is **“Iframe Unlocking”**. As we learned in the “Locker Text” field, you can include iframes in your lockers. If you do include an iframe (say, the email submit field and button sliced from a CPA offer, for example), you will need to remove the locker when the button (inside the iframe) is clicked. CLP v2 is set up to detect this click, by looking at the visitor’s browsing history, and checking for changes to it.

For this to work, you need to check the “iframe unlocking” box. Do NOT check this box unless you want to use iframed submits to unlock, as it will remove the locker as soon as any page is visited. We then come to **“Seconds to Unlock”**, this box relates directly to Iframe unlocking, and is the number of seconds which will pass between the submission in the iframe and the locker removal.

Finally, for this section, we reach the **“Redirect Url”** field. There are a few more fields below this which will be covered in the Advanced section, as they are not required for “standard” lockers with “standard” CPA offers used from the general CLP Offer Pool.

The **“Redirect Url”** field is where you should insert a destination url, if you want your visitors to be sent to a new page upon completing an offer to remove the locker. Instead of the locker just disappearing, allowing visitors to gain access to the original locked page (which is what happens when this field is left blank), your users will be taken to a new page instead. This url is not visible within the locker’s source code, so visitors have no way of knowing where the url is unless they correctly remove the gateway.

The next 3 fields refer to Advanced settings. Leave them blank and ignore them for now but, when you're ready for some extra functionality (beyond a straightforward CPA gateway), head over to the Advanced Section for the full details on them.

Step 2: Your Content Locker's Appearance

This is the area where you can change the locker's size, allocate a color, a pre-loaded skin, or your own image, to be used as your locker's background, and set a couple of other details.

Let's cover the basics of locker backgrounds so you know how they work.

Skins/Backgrounds:

First of all, you don't have to use a background image at all; you can just manipulate the background color and border size and color.

If you choose to upload your own image, from your computer, a recommended size is a minimum width of 400 to 550 pixels, and a minimum height of 250 pixels. If you choose to use your own image, check its size, and adjust the overlay size to match as, if the overlay size is larger, your image will tile. (by default, the width is set to 539px and the height is set to 264px – this matches most of the skins provided by CLP).

Nevertheless, there is an **“Autofit to Content”** checkbox, which will ensure your links will always fit within your locker – please note that this button will tile the image if the final height is larger than the image's height.

Still in Step 2 of the form, the first field is **“Background Color”** – leave this blank if using a skin or an image. If you prefer to just have a self-colored background for your locker, click in this box, and use the colorpicker to select a color.

You can also display a **“Border”** around your locker; there is a **size** field for it (in pixels) and a **color** field for it. By default, the border size has been set to 0. It accepts any setting, at 0 it will not show at all, 5 is a good size, and at 40 it will be pretty thick!

“Overlay Width” and **“Overlay Height”** control the size of your locker and, as discussed in the Skins/Backgrounds paragraph, should match the size of the image you are using, or, if not

using an image, should be set to a minimum, for websites, of 400 x 250 (smaller if you intend to display to mobile devices).

Overlay Opacity is how dark the surround of your locker will be. This should probably not be much lower than 80%, and you may wish to set it as high as 95%, a lot depends on the brightness of the site you intend to lock.

The next checkbox is **“Autofit to Content”**, which we also covered in the Skins/Backgrounds paragraph.

You also have a **“Rounded Corners”** box, which, as is mentioned in the form, will not really work in Internet Explorer, but will round your corners nicely in other browsers.

The **“Browse”** button allows you to upload your own background image, which must be on your own computer. To use an image on your computer, use the **“Browse button”** and select your image (you won't see anything happen, but it gets uploaded). For an image from within CLP, use the **“Select Image from Background Gallery”**, which will display any images included in your CLP's Backgrounds Section (ten are preloaded, others are supplied via installable “packs”), and select your image.

Once you save a locker in which you have either uploaded an image, or selected one from the Gallery, you will see a thumbnail named **“Current Image”**.

Until you have created or saved your locker, the image you are using will not appear there, which is why we created a sample in the Quickstart Guide.

You will also see a small “delete” icon next to the thumbnail, to be used if you decide to change or remove the image you are currently using.

Step 3: Link Options

This section relates only to offers added using the {link} tokens, from the CLP offer pool. The first field is **“Required Offers”** and should generally be left on its default setting of 1. However, if you wish your visitors to complete two or three Offers before the locker is removed, you can change this number to 2 or 3. In Step 4 we'll cover “messages” – if you are going to get visitors

to complete more than one offer to gain access, be sure to customize the messages accordingly.

Next there is a “Rotate Offers” checkbox, which controls whether or not you wish to rotate your offers (ideal for situations where you wish to display one offer only, but you want that one offer to be rotated, and also great for when you add 20 offers to a locker, but only wish to display 3 at a time).

Step 4: Message Options

In this section you can customize the messages displayed to your visitors after they click on one of your Offer links.

When someone clicks on an offer, the locker changes to display a box with some text, and a link which removes that box and returns you to the locker. By default, the text is: “Please wait while we verify that you've completed the offer... or {change}!”

{change} is a token, and will be replaced by whatever you insert in the next field, which, by default, is “try a different offer”. So, if you leave the messages unchanged, when someone clicks on a link, the small box will display:

“Please wait while we verify that you've completed the offer... or try a different offer!”

The second field (“try a different offer”) is a link which, when clicked on, will return the visitor to the locker, without having removed it.

In certain situations, you may wish to change these messages to things like:

“Please wait whilst we confirm your download, or {change}”, with the next field containing:
“choose another toolbar”

and so on.

Note that these messages do NOT need to be changed, but users of CLP v1 requested the ability to customize them, to cover situations in which their visitors were perhaps downloading software, or submitting email addresses, etc, so the ability to do so is now included.

If this is a New Locker you are creating, you will now see the **Create My Locker** button (take a quick look at the Quick Start Guide for how to proceed), but, if you are editing an existing locker, you will now see four buttons, a **“Save and re-edit”** button, which will “commit” your changes and return you to this page to continue editing, a **“Preview Changes”** button, which allows you to preview changes you make now to the Locker Text above, the font sizes, font colors, anything really, on the fly, WITHOUT having to save. No changes are “committed” until you save, but they can be

previewed. The last two buttons are **“Save and Add Links”**, which will “commit” your changes and take you to the links page to add offers to your locker, or **“Save and Get Code”**, which will also “commit” your changes, but, this time, for the event in which you already have your links, or where you'd like to “live preview” your locker on a site, will take you to the **“Embed Code”** page, where you will be able to copy your code from, to paste into your sites (covered in a later chapter)

As a final consideration...

If you have an available website where you can temporarily display a locker whilst creating it, please bear in mind that you can add a locker to a site, via the embed code, at any stage in it's creation. It does NOT need to have links in it, and you can manipulate anything and everything within the creation form in your script, save, refresh the locked site's page in another tab, and instantly see it displayed exactly as it will look when “live”. Check the “Embedding Lockers” chapter if you want to know how to do this now, and, if you do, then use the **“Save and Get Code”** button.

Adding Offers

Ok, moving swiftly on, it's time to get some links into this baby!

You have already created some pseudo-Offer in the Quickstart Guide, so we'll just recap how things work in this section of the Manual.

CLP has an "Offer Pool" where all the offers you wish to use get added. You access the Offer Pool via the "Offers" icon in the left hand vertical menu.

We'll run over how to add the Offers shortly but it's important to understand the following:

When you add an Offer to the "pool", it remains available to be used by any, or all, of your lockers. If you wish to edit the offer, you must do it from this section of CLP. This applies also if you wish to pause an offer, or you wish to delete it completely.

Adding offers to the pool does not add them to a locker.

To add offers to a locker, you need to use the "Save and Add Links" button, or the "Edit Links" link, depending on whether you have just created a locker, or you are editing an existing locker.

Within lockers, offers can only be added to the locker, or removed from the locker – they will always remain in the Offer pool unless you delete from the Offers Pool section itself.

To comply with Advertisers' and Networks' Terms and Conditions, you should only display offers which allow “Content Locking” and/or incentivization. In order to safeguard your proprietary business data, your script includes a referrer scrubbing option, which will ensure your visitors arrive at the Advertiser's page with no referrer. This means that neither your Advertiser nor your Network will have any information relating to where your traffic is coming from.

Please note that ContentLockPro will not be held responsible for uses of this script which break the Terms and Conditions of displayed offers, the referrer blanking option has been included for legitimate business data protection reasons.

Your next step is to log in to your Affiliate Network, and choose the campaigns you wish to promote. I recommend completing an excel worksheet, with columns such as Network name, Offer Number, Offer link, Description and Payout, as this will make your life a lot easier if you are using multiple Networks and offers.

Each time you collect a link, be sure to generate it in the network with an included subid. The subid should be between 2 and 4 random characters and numbers, as it is only a placeholder. For example, in Maxbounty, add a subid as “aa”, to generate the following link:

<http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=aa>

Within the “**Edit Links**” section of your locker, you will need to replace the subids you have created with this tag: `[[subid]]` so that link becomes:

[http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=\[\[subid\]\]](http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=[[subid]])

So, use things like “aa”, “a1”, “adam”, “mysub”, “01”, etc as placeholders, so it will then be easier to see what to replace. There is a chapter to follow with much more detail regarding

subids, plus examples covering many networks, so, if the concept is new to you, we've got you covered!

Bear in mind that, if using the Timer option, you do not need to use the [[subid]] tag in your links, but postbacks will not work if you haven't placed the tag.

Once you have collected your links, it's time to insert them into the **"Edit Links"** section of your locker. Within this new form, you will see the following fields: **"Title"**, **"Url"**, **"Availability"**, **"Tooltip Text"** and **"Blank Referer"**.

The **"Title"** field is the text, for that offer, which will be displayed in your locker, and linked to your offer's url. The **"Title"** field accepts html, so you can display an image, if you wish, or apply styles.

For example, if your offer provides the opportunity to win an Ipad2, appropriate titles could be: "Win an Ipad2!", "Get the New Ipad2" or "Get a FREE Ipad2".

The **"Url"** field is where you insert the link you generated for that offer in your Network's website. Remember to change your subid placeholders for the [[subid]] tag. As well as covering subids in a later chapter in this manual, we have a video walkthrough to fully explain their use. Your lockers are geo-targeted, so offers will only be displayed to visitors arriving from countries which you have included from the **"Availability"** section when creating your links.

*If your Network states that a particular offer is available to US and Canada, then, in the **"Availability"** list you should select United States and Canada. If a visitor then arrives from the UK, they will not see that particular offer.*

The countries inside the **"Availability"** section have been ordered according to popularity (please forgive the order, and if we've missed your country in the first few, please don't take it personally!). You can select multiple countries by holding down the "Control" key ("Command" key on Macs) on your keyboard as you click on your choices.

When an offer is available to all countries, you can just leave “International” selected – it’s selected by default, but deselects if you click any other country without using the control key. Please note the difference between offers classed as International within CPA Networks, and the “International” option in the **“Availability”** section.

In general, Networks mark an offer as International when it is available to users from countries outside of the US and Canada. This means that an offer available to users in, say, the UK, will be classed as International in your network. In your script, however, if that offer is only available to the UK, you should select the United Kingdom, because “International” in your script means “available to every country on earth” and, clearly, that is not the case where this offer is concerned.

So, remember, if you select “International” from the “Availability” section, that offer will be shown to all of your visitors, regardless of where they are located in the world.

NOTE: *Geo-targeting is not applied to the previews, to enable you to view all of your links regardless of which country you are located in. Blanking referrers, however, is applied in previews.*

Finally, you have the option to **“Blank Referrers”** or not. If you wish to blank for this offer, check the box.

Each time you complete the fields in the **“Edit Links”** form and click on the **“Add Link”** button, your new link will be added to the list displayed under the form. From this list, you can pause or delete links, change their destinations, or, indeed, modify anything about them.

If you have already placed the embed code for a locker on a website, pausing, deleting or changing offers added to that locker, from within the Offers Pool, will have an immediate effect across all the sites where you have placed the code for that locker.

Understanding Subids

As you are probably aware, most CPA Networks use Affiliate Platform Tracking Software as their backend. It is the Platform a particular Network is using which determines the way they create their tracking links, which are then offered to their Publishers, like you. The four largest Providers of these Platforms are **Direct Track**, **Hitpath**, **LinkTrust** and **HasOffers** (with apologies to any who may feel I have left them out!).

Some other networks have coded their own in-house solutions, and there are also small differences amongst the exact methods used to generate tracking links between multiple Network's using the same Platform Provider, however, these are really small exceptions which confirm the rule.

Most Platforms allow Publishers to “append” an unlimited amount of subids to their links, and, indeed, generate their links with their choice of subid already appended. Again, there are exceptions to this rule, most notably, **LinkTrust** Networks (**OfferWeb**, **EWA** and others), and this difference will be covered later in this chapter.

For now, it is sufficient for you to know that using unique subids for every visitor you send to a Network's offer will provide a way for your locker to know when an offer has been completed.

In order to send each visitor with a unique subid to an offer, your ContentLockPro script will automatically create a unique string each time it displays, and it will append this string to your link, wherever you instruct it to do so. To "tell" the script where to place the subid, you need to insert a tag to mark where it should go. Your script uses the `[[subid]]` tag for this. That is two square opening corchettes, the word subid, and then two closing square corchettes.

We already provided an example in the "**Adding Offers**" chapter, but let's discuss many more.

DirectTrack Networks use `s1=` to place your subid in their links, so, for a **DirectTrack** link, such as **Maxbounty's** above, you will end the link with `s1=[[subid]]`.

HasOffers Networks use `c1=`, so, for an example link, like:

<http://affiliate.flwtracker.com/rd/r.php?sid=123&pub=123456&c1=&c2=&c3=>

which I would have generated as:

<http://affiliate.flwtracker.com/rd/r.php?sid=123&pub=123456&c1=aa&c2=&c3=>

using "aa" as my placeholder, would then be inserted into my locker as:

[http://affiliate.flwtracker.com/rd/r.php?sid=123&pub=123456&c1=\[\[subid\]\]&c2=&c3=](http://affiliate.flwtracker.com/rd/r.php?sid=123&pub=123456&c1=[[subid]]&c2=&c3=)

HitPath Networks, such as **Ads4Dough**, **Convert2Media**, etc, also use `c1=`, so their links are very similar to **HasOffers**.

AdCommunal uses in-house software, and they place your subids after `si=`, an example link is:

[http://www.grtdl.com/r.asp?a=1234&o=1234&si=\[\[subid\]\]](http://www.grtdl.com/r.asp?a=1234&o=1234&si=[[subid]])

Affiliate.com and **Copeac** use `subid1=`, and an example link of theirs is:

[http://click.eyk.net/ez/abcdefghijklmn/&subid1=\[\[subid\]\]](http://click.eyk.net/ez/abcdefghijklmn/&subid1=[[subid]])

Neverblue uses `subid=`, so a sample link, generated using "aa" as my placeholder would be:

<http://fbgdc.com/click/?s=12345&c=123456&subid=aa>

and for placing in my locker, would become:

[http://fbgdc.com/click/?s=12345&c=123456&subid=\[\[subid\]\]](http://fbgdc.com/click/?s=12345&c=123456&subid=[[subid]])

Now, I promised you I would cover **LinkTrust**, and I'm not going to disappoint...

The **LinkTrust** Networks, in general, do not wish Publishers to use unique subids per visitor, they prefer you to reserve the use of subids for tracking things common to multiple visitors. For example, you could use one subid for search traffic from Google, another for search traffic from Yahoo, and yet another for, say, female, age 30-40, traffic from POF.

Obviously, when used in this way, multiple visitors will arrive under the same subid, which is how the **LinkTrust** Networks would like things to happen. To overcome the requirement some Publishers (including us!) have whereby they wish to uniquely identify each and every visitor (think Postbacks, Reward scripts, etc), they have designated a new variable, which CAN be unique to each visitor, and they call it "AffiliateReferenceID".

Here is an example link from OfferWeb (I have used CL as my subid, so I will know this traffic came from my "Content Locker, and "aa" as the placeholder for the unique variable the locker needs to append:

<http://cpatrackinglinks.com/redirect.php?CID=123456&AFID=12345&ADID=123456&SID=CL&AffiliateReferenceID=aa>

This link would now become:

[http://cpatrackinglinks.com/redirect.php?CID=123456&AFID=12345&ADID=123456&SID=CL&AffiliateReferenceID=\[\[subid\]\]](http://cpatrackinglinks.com/redirect.php?CID=123456&AFID=12345&ADID=123456&SID=CL&AffiliateReferenceID=[[subid]])

The guys at Prosper202 have made some wonderful tracking software, and they have collated a large amount of references to the use of subid's across multiple Networks. Although old, a fairly comprehensive list can be found at:

<http://prosper.tracking202.com/forum/6/21/tracking-subids#7848>

They were the inspiration for our tagging system, so you will notice we place the same tag as they do, which makes their reference documents ideal.

We will also collect questions and answers regarding subids within a thread on our forum, so please ask if you feel stuck or you have any outstanding issues relating to the use of subids in your lockers.

Remember that the script itself will generate a unique string, and append that string to your offerlinks, in whichever position you placed the `[[subid]]` tag.

Postback Urls

The time has come to attack what is possibly the most complex part of this script. ContentLockPro actually makes all of this a piece of cake, but some help from your Network Affiliate Manager's will go a long way, as well as the support we will offer.

Bear in mind that, by using the **“Timer to Unlock”** option, you can use your lockers before you have set your postbacks up, however, postback unlocking is the bees' knees, so you definitely want to be using it!

So, let's get started, take a deep breath...

Your first step is to visit one of the lockers you have created (you have made more than one, haven't you?), and click on the pencil icon under the options column. This will take you to the Locker edit page, and you will see a link to **“Embed Code”**. Click on that link.

You are now presented with the embed code which has been generated for that locker. About halfway down that page, you will see your Postback Url, in this format:

<http://yourdomain.com/yourscriptfolder/yourpostbackfilename.php?sid=>

If we return to our original example (you were the proud owner of Google, remember?), your postback url, had you chosen pb as your postback filename, would look like:

[http://google.com/search/pb.php?sid =](http://google.com/search/pb.php?sid=)

So, what you now need to do is to copy that url, and either place it in your network as a global postback url, or as a campaign postback url, or hand it to your Affiliate Manager.

Now, remember that we are going to send every visitor from our lockers with a unique subid appended to their offer link? If you don't, it's time to revisit the “Adding Offers” or “Understanding Subids” chapters.

Back? Clear on the subids? Ok, let's continue...

What you need from your network, is for them to return the subid you sent with your visitor, appended to the end of your postback url, i.e. if you sent a visitor via this entry in your locker links section:

[http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=\[\[subid\]\]](http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=[[subid]])

then that visitor would arrive at the offer via this link, where “**1a2b3f567red24**” is a random, unique string, for that visitor only, which your locker generated and placed where you tagged the location of the subid:

<http://www.mb01.com/lnk.asp?o=1234&c=12345&a=12345&s1=1a2b3f567red24>

and you would need your network, **MaxBounty** in this case, to issue a postback call, when that visitor completes that offer, to:

<http://google.com/search/pb.php?sid=1a2b3f567red24>

Note how the subid you sent the visitor with has been appended to **sid=**

So, that's how it works, now let's cover some examples as, with some networks, although the placement of postback urls has been automated, you need to help them along a bit.

Ok, let's deal with **DirectTrack** first, as they're one of the easiest. In general, **DT** networks will just append your subid, by default, to the end of the postback url you provide them with, so all you need to do is to hand them your postback url, exactly as it is offered to you in your “**Embed Code**” page – pretty easy, huh?

AdCommunal, which uses in-house software, known as **AffTracks**, will also just append your subid to the end of your pb url.

Other Networks, like **MaxBounty**, require you to add a “**Token**”, similar to our “**Tag**”, to indicate where you would like them to return a value, and the “**Token**” normally relates to which value you'd like them to return. In your case, on all **non-LinkTrust** Networks, the value you'd like them to return is the subid, so you need to use whatever “**Token**” your Network uses for subids.

As an example, continuing with **MaxBounty**, the “**Token**” they use to return a subid is #S1# so, when placing your postback url with **MaxBounty**, you would need to place this:

<http://yourdomain.com/yourscriptfolder/yourpostbackfilename.php?sid=#S1#>

which tells **MaxBounty** that you would like them to replace their subid “**Token**” with whatever subid converted on the offer.

The Google example link:

<http://google.com/search/pb.php?sid=#S1#>

Peerfly's “Token” for subids is subid, so, when placing your postback url with them, it would be placed like this:

<http://yourdomain.com/yourscriptfolder/yourpostbackfilename.php?sid=subid>

Some networks only allow you to place pixels – in this case, just choose the “**Image Pixel**”, and place your postback url in the appropriate format (i.e. with the appropriate “**Token**”, if tokens are used) – this will work in the same way as a postback call.

Last, but certainly not least, we need to return to **LinkTrust** Networks – remember that they use an AffiliateReferenceID instead of subids? Because of this, and the fact that our visitor's unique strings will be sent through as AffiliateReferenceIDs, it is the AffiliateReferenceID which we'll need them to return appended to the end of our postback url. Therefore, when choosing the “**Token**”, we do NOT choose the subid token, we choose the AffiliateReferenceID token instead. That token is [=AffiliateReferenceID=], so the postback url we need to place would be:

[http://yourdomain.com/yourscriptfolder/yourpostbackfilename.php?sid=\[=AffiliateReferenceID=\]](http://yourdomain.com/yourscriptfolder/yourpostbackfilename.php?sid=[=AffiliateReferenceID=])

or, using our Google example:

[http://google.com/search/pb.php?sid=\[=AffiliateReferenceID=\]](http://google.com/search/pb.php?sid=[=AffiliateReferenceID=])

Well, that more or less covers everything you need to know about postback urls - further help, specific to each of your networks, will be available by contacting your Affiliate Managers.

Placing Lockers on Your Sites

So, we have now created lockers, added links to them, and placed our Postback urls with our Networks. Even if we haven't yet placed Postback urls, or if we have decided to use Timer Unlocking, we can now go ahead and place our freshly created lockers on sites we wish to lock.

To do this, select one of your lockers, and use the pencil icon, and you will be presented the Edit Locker Form. Once there, click on the **“Embed Code”** link.

There are 4 sections on the **“Embed Code”** page, let's run through them quickly, and then we'll delve in to each in turn.

The **first** section is the code you would use to place your locker on a site which was not already using jquery.

The **second** section is shorter code, and this is all you need if your site already does use jquery.

The **third** section is your Postback url for this locker – this was covered in the previous chapter.

The **last** section is some extra code, which you only need to place in your site if you wish to block access to users who have JavaScript disabled.

So, onto the code. The jquery part of the code, if you are not using jquery, is best placed in the <head> section of your site.

If you have an html site, you can either place it in your theme's header, if you have a theme, or before the closing </head> tag on each of the pages you wish to lock. For WordPress or PHP sites, it should be placed in your header.php file.

The next part of the code, which is the call to your actual locker, can be placed just after the jquery code, or, if you wish, it can be placed at the very end of your <body> section, just before your closing </body> tag.

In the Resources section, you will find some extra code which you can use on WordPress sites, if you wish to lock only certain pages or posts, as opposed to your whole site. There will also be code provided which will allow you to “lock” content you do not own, i.e., you can “lock” Google.com if you wish to!

We have already covered the Postback Urls, so please refer to that chapter if you need information on them.

The last section of the “**Embed Code**” page provides some code which you can place on your site to make it inaccessible to users who have JavaScript disabled. It is your choice whether to use this code or not, there is no requirement to do so. If you do choose to use it, it should be placed immediately after your opening <body> tag, regardless of the type of site you are using.

Advanced Settings & Options

In this section we will cover the extra features CLP uses, and how to take advantage of them. For a couple of these features, you need a little understanding of CSS, so we'll cover that first.

CSS covers "styles" or "elements", which can be applied to html code. For our purposes, we are most interested in the <div> and elements, although other elements, such as submit buttons, or image tags, can also be used.

In order for a div or span element to follow a particular CSS rule or statement, it can be assigned a class or an id. The CSS rule would then say, for class = x, display the element with these styles or functions, or, for id = y, display the element with these styles or functions. The rule for class x or for id y is declared as a CSS rule, but they are created differently.

A **class** is declared by using a **dot**, followed by the class **name**, for example, **.my_class**

An **ID** is declared by using a **hash**, followed by the ID **name**, for example, **#my_id**

You'll see a reminder regarding whether to use the dot or the hash if you hover over the "info" icon next to the CSS selectors areas in CLP.

All of the above sounds a little more complex than it really is, and you only need to know that, if you use a class, you can use the same class for multiple elements on a page, whereas an ID should only be assigned to one element. You also need to know (but you'll see a reminder in CLP) that classes get defined by a dot, and IDs get defined by a hash.

The first feature we'll cover is what is commonly known as an "**OnClick**" function. This means that you can lock a page, but you can set it so that the gateway will only pop up in front of the page, when something on that page has been clicked.

In CLP, we call the "OnClick" function a locker "trigger", because it "triggers" the appearance of the locker.

If you would like a locker to appear only when a visitor clicks on something, you will need to set this up in two places, one is within the locker itself, and the other is within the locked page, or website.

What you would do is decide what element or elements in your page you'd like to trigger the appearance of your locker when clicked on. Let's say that, for this example, it's a video, and you have 4 videos on the page you want to lock. As you have various similar elements (4 videos), you should use a class selector, which you can apply to all 4 videos. So, the next step is to give the selector a name, so let's name it `.vid_loc`

Note that, since I chose to use a class, I have used a dot in the name.

Now, you need to complete 2 steps, and CLP will do the rest for you automatically:

1. In the locker form, you will see a field named "CSS Selector Trigger", so, in that field, you would insert: `.vid_loc`
2. On the page which you want to lock, you would place each of your four videos in a div or span, assigning the `vid_loc` class to it, like this:

```
<div class="vid_loc">VIDEO 1's HTML CODE</div>
```

```
<div class="vid_loc">VIDEO 2's HTML CODE</div>
```

And so on, for all 4 videos. You can use span instead of div, like this:

```
<span class="vid_loc">VIDEO 1's HTML CODE</span>
```

What you have done above is this:

In step 1, you told CLP:

Whenever you are called to a page, and that page has an element assigned a class named "vid_loc", don't show yourself until that element is clicked on.

In the background, when CLP is told this, it will assign JavaScript "onclick" code to those elements, and not display until those elements are clicked on – this is done automatically.

In step 2, you "marked" the elements on the page with the class, so CLP can find them.

The locker embed code itself should be placed as normal – this will just work as it should 😊

Let's do another example:

In this example, you have a logo on your page, and you'd like the locker to appear when someone clicks on the logo.

As there is only one logo, you decide to use an id, instead of a class. And you decide to call it `my_logo`. So, the two steps are (remember, ids use a hash):

1. In the locker form, in the “CSS Selector Trigger” field, you would insert: **#my_logo**
2. On your page, you will have html code which displays your logo, probably something like:

```
</a>
```

So, you will edit it to become:

```
</a>
```

That basically wraps it up, if you’re stuck, check out some CSS Selectors tutorials, but just know that CLP will do the work for you, that you need to use either a class or an id, give it a name, and place either a dot or a hash in front of it depending on whether it’s the former or the latter. Your class or id gets placed in the CSS Selector Trigger field in your locker, and you then assign either the class or the id attribute to the element, on the page, which you want to act as the “trigger”.

The **next advanced feature** is the “CSS Selector Close” function.

This feature allows you to place elements within the locker itself (an opt-in form, a social sharing button, etc), and then get clicks on those elements to remove the locker.

So, for example, you decide to ask people to “Share on Digg to access the Content”.

In your locker, you place a Digg sharing image, and, when a visitor clicks on it, you want the locker to disappear. This can be applied to any hyperlink, image, button, etc you like. Please bear in mind that any links inserted into the locker, where you have not used the {link} token to insert them, will not be pulled from the Offer Pool, and, therefore, will not trigger the “normal” Timer, nor will they trigger a postback.

To achieve this social sharing example, we proceed in a similar manner to how we use the “trigger” feature above, i.e. by using CSS selectors.

However, this time, you have 3 steps to complete, and all three are done within CLP, in the locker itself.

So, let’s move on to an example, we might as well stick with Digg.

In the Locker Text area, you can either use the Visual Editor, or insert html directly by using the html button.

Insert a small Digg image, and hyperlink it to a Digg submit url, something like this should work:

```
<a  
href="http://digg.com/submit?phase=2&url=http%3A%2F%2Fwww.yourwebsite.com&title=Your%20T  
itle&bodytext=Your%20Description&topic=software"></a>
```

Now, let's move on to the 3 steps required:

1. Choose a name to use for your selector, let's call it `social_btn`. We'll use a span this time, and a class, just to be different. So, enter your selector into the **"CSS Selector Close" field**, like this: `.social_btn`

2. Wrap the element in a span, using our selector class:

```
<span class = "social_btn"> <a  
href="http://digg.com/submit?phase=2&url=http%3A%2F%2Fwww.yourwebsite.com&title=Your%20T  
itle&bodytext=Your%20Description&topic=software"></a></span>
```

3. Decide how long, after the user has clicked on the image, you would like them to wait before the locker is removed – let's say 3 seconds – enter 3 into the **"Selector Close Timer" field**.

Finally, we come to **"Tokens"**, as the **last Advanced Feature**.

Some people like to display some user-specific information to visitors, such as their IP address. To include this in a locker, you need to include the required function in the `CTextVars.php` file, which you will find within the `/protected/helpers` folder of your CLP installation. A sample (using the IP token `{ip_address}`) has been included for reference. Once you create your token, it's as simple as inserting `{ip_address}`, or `{your_token}` into the Locker Text field, to display the information in the locker.

Resources

Well, now that we're fully familiar with our User Interface, it's time to start creating lockers and making some money with this baby 😊

In this section, you will find a list of resources, such as Hosting Companies which will, for a very low cost, provide you with space to install the script, and to run it from, CPA Networks, which will provide you with many offers, and some extra code snippets which you can use to do some cool things with your lockers.

The Networks we recommend are all reputable, pay on time, will happily work with content locking, and, if you need help with getting approved, we'll be able to fix you up with that as well. If you currently do some volume, contact us directly for fast-track approval to the best Networks (for those running over \$100 per day, we can not only get fast-track approval, we can also get you some increased payouts, which will beat "street" rates any day!)

Anyway, we'll leave the list of Companies for the last part of this section, and start with the Code Snippets we promised.

The first snippet on offer is code which can be placed in a WordPress site, if you would like to only lock certain pages or posts. In this scenario, you have 3 options available, one is to embed the non-jQuery part of your code in the bottom of individual pages, just before the closing `</body>` tag, a second one is to create separate templates for your posts or pages, embed the code into these templates, and then use these as the template when creating pages or posts you wish to lock.

Both of these options are rather messy and complex, so we will provide code for a third option, which makes things really easy. This option involves editing the header.php file which belongs to the theme you are using. The first step is to visit the list of pages or posts in your WordPress site, and hover over each one to collect the post id numbers of those you wish to lock.

Bear in mind that all ids will say "post id", although some will be pages and some will be posts. As an example, see this image and note the "status bar" when I hover over a page (I know it's a page because, within my WP Admin, I selected the "pages" list from the menu on the left, rather than the "posts" list):

If you take a look at the “status bar” of your browser when hovering over a page, as I hovered over “Welcome” in the example, you'll see the following information:

```
http://mydomain.com/wp-admin/post.php?post=14&action=edit
```

Where you will see that the id number, for this “Page” (in spite of the fact that the url states “post”), is 14.

In the following snippets of code, you need to insert the page or post numbers you wish to lock:

Code:

```
<?php if(is_page( array( 5, 39 ) ) ) { ?>  
<script type="text/javascript"  
    src="http://mydomain.com/myfolder/locker.js?guid=24da6fb2923f1924">  
</script>  
<?php } ?>
```

So, let's take a look at that piece of code. The blue part is the call to our locker, taken from the Embed Code produced by Content Lock Pro. If the jQuery part of the Embed Code was needed, we could also insert it here, and jQuery will only be called on our locked pages, or we can split the code, insert the call to jQuery outside of this snippet (so jQuery will be called for every page on our site), and insert only the locker part of our code enclosed in this code, as above.

The green part of the snippet above is the code we need to “encase” our call to our locker within, or, indeed, a call to anything else we'd like to run on only certain pages or posts of our WordPress sites.

Lastly, the red part of the code contains two things, first, the word “page” - so, we use THIS snippet to only display the encased code on certain pages. The word “page” can be replaced by the word “post” if we only wish to lock certain posts. Everything else remains the same.

You can encase your code within this php code twice, if you wish, once for pages, and once for posts – this way, for example, you could get your locker to display on pages which have post ids 3, 9 & 21, and to also display on posts, which have post ids 5, 11, 28 and 31. It would look like this:

```
<?php if(is_page( array( 3, 9, 21 ) ) ) { ?>
<script type="text/javascript"
  src="http://mydomain.com/myfolder/locker.js?guid=24da6fb2923f1924">
</script>
<?php } ?>
<?php if(is_post( array( 5, 11, 28, 31 ) ) ) { ?>
<script type="text/javascript"
  src="http://mydomain.com/myfolder/locker.js?guid=24da6fb2923f1924">
</script>
<?php } ?>
```

So, this code should get placed immediately before the closing `</head>` tag within your `header.php` file for your theme. You can access this file by visiting “Appearance – Editor” from the menu in your WP Admin. Once there, select your theme, and click on your `header.php` file to edit.

Moving on, as we'd like to cover some other cool pieces of code, we come to what you would need if you wish to lock content which you do not own. This is achieved by creating an html or php page which “iframes” another page or website. You then place your lock code on the html page. There is, however, a small issue to bear in mind.

The ContentLockPro lockers contain code which will ensure it appears on top of embedded flash elements, or videos, in the locked page. It can do this by running through the page's code and, if it encounters embed tags, adding a parameter to them, so they don't show through the locker.

However, it does NOT have access to an “Iframed” page's code and, therefore, flash or video elements on an iframed locked page “may” not be correctly blocked.

So, here's the code, in this example, we're locking Clickbank, as you all know it, and you know also that, sadly, we don't own it ;)

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<script type="text/javascript"
  src="https://ajax.googleapis.com/ajax/libs/jquery/1.5.2/jquery.min.js">
</script>
<script type="text/javascript"
  src="http://yourdomain.com/foldername/locker.js?guid=74db57ee10ee1390">
</script>
<title>Lock Clickbank</title>
<style type="text/css">
  html, body {
    overflow: hidden;
    margin: auto;
    height: 100%;
    width: 100%;
  }
</style>
</head>
<body>
<iframe src="http://www.clickbank.com" width="100%" height="100%" frameborder="0"></iframe>
</body>
</html>
```

So, let's discuss that code:

The parts highlighted in green are standard html code, which you would place on any html page. Within the “head” section, we have placed our locker code, highlighted in red, and, since this is a single page, and not a full-blown website, we have included the call to jQuery. Also within the “head” section, highlighted in blue, we have included a style element for our iframe, as there is no stylesheet available for this page. Finally, in Magenta (purple to some of us!) we have the iframe code itself, and, within it, in grey, we can see the iframed url.

Ok, before we move on to a list of awesome resources (which we'll add to, constantly, within our support areas), there is one last piece of coding we feel may be of interest to you...

It turns out that some networks are not set up for issuing postbacks, but they will place “pixels”, which will fire when a visitor you have sent completes an offer. In these cases, you can include your postback url as an image pixel (remember to place a “token”, if required, to ensure the call for the pixel will deliver your subid string, as it's required for unlocking, in this format:

```

```

A problem arises, however, with some networks, who will not accept the placing of pixels unless they are “secure pixels”. This means that you need an SSL certificate installed on the domain which hosts your pixels, or, in this case, your lockers. Since this is an extra, unwanted, expense, we are including some code which will allow you to use your webhost's SSL certificate, which should work on most shared hosting. It has been tested as definitely working on our recommended hosts, listed below.

This is how it works:

Every shared hosting will have a URL like `http://yourwebsite.yourhosting.com`. This is provided when you first create your account. You can see that adding a ~ sign and your username will show you your website. This means the URL for your website would be something like this:

```
http://yourwebsite.yourhosting.com/~yourusername.
```

If you are able to see your intended website using such an URL then all is well.

Set Up a JavaScript file:

Here we will be using yourhosting.com's SSL certificate to fire our pixel. To do this, simply copy your postback url from the "Embed Code" page of your locker, and place it in a text file using this code:

```
document.write('');
```

Save the file as text, and name it pixel.js. Within that code, the blue part is the code itself, the red part is your postback url, as seen on your "Embed Code" page, and the green part is the "token" and it's formatting, if the network you are using requires a "token" to be included in your postback url, to return the subid value to you. Do not include the brackets I have placed around the "token", as they are only there for clarity in this manual, but do include the hash sign (#) or corchettes {} if they are required as part of your network's "token".

Now save this JS file on your server and place it on your affiliate network by using the JavaScript option for pixels. Note that the URL of the file should be `https://website.webhosting.com/~yourusername/pixel.js`.

Now you have your secured pixels firing without spending money on a SSL certificate. We are using such a URL because we are using the shared SSL certificate on webhosting.com and not from any of our domains which do not have SSL installed.

In some cases, when your main website on the server is not the site in which you have installed ContentLockPro, then place the pixel on the main URL and use that particular username.

That brings us to the end of our "Code Snippets" section, let's move on to some ideas for **Monetizing Content Locking**.

***Disclaimer:** We cannot be held responsible for what you do with your copy of Content Lock Pro, nor for how you obtain content you are locking, but we urge you to remain within what is fully legal within your country of residence and/or business, and to comply with your Network's Terms & Conditions. We are only reproducing what many marketers are currently doing, we are not condoning the use of any of these methods. (sorry, our legal people insist we put this in here!)*

Free Movies or Popular TV Shows

People love watching movies on the Internet. If you can offer them for free, then many people will jump through whatever hoops you place in their paths to watch them, including completing offers or surveys for you.

Free Music, Celeb or Sexy Images, Scandals or Gossip and Controversial Issues:

All of the above are actively hunted down by many Internet users. Although some content may be illegal in many countries, or protected with copyright, the truth is that people actively look for, and want, this type of content.

Discounts, Promo Codes, Coupons or Vouchers:

Are also highly popular items, and you will find many takers for that Adwords voucher, or the Amazon voucher, that may be sitting on your hard drive. If you tie these lockers into offers which also result in large discounts or giveaways, you'll find that your visitors are the exact target market that your advertiser's are looking for.

Comics, Manga, Anime:

Again, hugely popular, and slightly less affected by legal restrictions. Within this category, you could also consider offering emoticon packs, wallpapers, screensavers, etc.

Gaming Cash:

Last, but by no means least, consider setting up tournaments, freerolls or obtaining bonus codes, for the larger gaming establishments (Poker, Casinos, Bingo, etc). There are a good few gaming offers on the CPA Networks, and, if you use them in a locker which is locking access to any of the above items, many of your visitors will happily complete them, as it means, generally, twice the cash! Bear in mind that online gambling is largely outlawed in the US, so be sure to use your geo-targeting features with your lockers. Most of these offers are available to many countries, if not all (except the US), and they tend to have some really large payouts.

Many, many more ideas and tips are available in our support areas, and we'll always be happy to answer your questions, or for you to share alternative methods.

Video Walkthroughs and Demos can be seen at

<http://contentlockpro.com/videos>

If you're using HostGator then please watch the following instruction video:

<http://contentlockpro.com/hgmanual>

Our favorite Resources (the best CPA Networks, which support postback, and which we highly recommend) are available on

<http://contentlockpro.com/resources>

We know the "action-takers" are busy, but you don't want to miss that list!

There are many more things included in the support side of your Content Lock Pro product, however, in order to keep many of these things as awesome as they are, it is best to keep them private and to restrict access to our purchasers. Therefore, we have decided to place our recommendations for Hosting Providers, further monetization ideas, other CPA Networks and more usage tips, within a private, buyer's only, section of our forum.

If you've been through the checkout and licence activation process then you should have your FlippingPlanet account already set up. If not, please sign up at <http://FlippingPlanet.com/> and send an email with your username to emailsupport@contentlockpro.com and we will grant you access to the CLP section.

Enjoy Locking your Content! :)