



# MemberWing-X

## Wordpress Membership Plugin

### User Guide & Step-by-Step Tutorial

MemberWing-X is an advanced multifunctional Wordpress Membership Plugin designed to help you build **Powerful Premium Membership** portals quickly and easily.

MemberWing-X is built from the ground up to deliver:

- Maximum organic rankings,
- Strong SEO (Search Engine Optimization) features,
- Digital Content Protection and
- Automated Content Promotion.

It includes custom features to boost revenues as well as to detect, prevent and terminate sources of digital content theft.

[www.MemberWing.com](http://www.MemberWing.com)

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#### **Simplicity:**

Here is a 1-Minute Jumpstart Tutorial designed to start selling access to your premium content with MemberWing-X:

**Watch This Video:** [Convert your Blog to a Premium Membership Site](#) in less than **50 seconds** with **MemberWing-X!**

1. [Upload MemberWing-X](#) to your site and activate the plugin.
2. To sell access to any article for \$9.95, just insert this text marker right after the free teaser: `{{{9.95}}}` and Press [Update].

You're done and ready to sell! MemberWing-X will automatically generate paypal "buy" button, process sales, create new member accounts, deliver notification emails and manage access.

The latest version of the FREE, fully featured version of MemberWing-X is [available for download here](#).

**This Free version of MemberWing-X gives you a chance to start your online membership business with no risk and no initial investment.**

**NOTE: Limitations of Free Download of MemberWing-X.**

- You are allowed to use the Free Version of MemberWing-X (with full features) for commercial purposes on blogs with 10 members or less.
- Once the 10 members limit is exceeded a number of essential features will be disabled unless you enter a valid Pro License Code.  
(In other words - if you want to operate MemberWing-X on sites with more than 10 members you'll need to purchase Pro License.)
- The Free Version of MemberWing-X automatically includes branding and sponsored backlinks to support its development efforts.
- Owners of MemberWing-X Pro Licenses enjoy priority technical support and no sponsored elements on their websites.

**[Get rid of Promotional Backlinks and 10-Member Limit  
Purchase Pro License of MemberWing-X \(Single and Unlimited  
Domain Options\)](#)**

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# MemberWing-X Features

**Convert any WordPress Blog** to a fully featured Membership Website with your custom specs in minutes.

**Unlimited Membership Levels** to manage access to groups of articles, pages and premium digital downloads.

**Sell Access** to pages, posts, categories for a fixed fee or by recurring subscriptions. Set access options and access restrictions globally or as page-specific.

**Manage access to time-sensitive information**, time-delayed information, real-time news, urgent advisories, critical opportunity alerts and warnings directly through your website.

Perfect for investment and securities industry advisors, trading experts, research analysts, strategists as well as any premium information information publishers. **NOTE: Available with MemberWing-X TSI Edition only.**

**IP Protection** allows site administrators to limit number of internet unique IP addresses the member can use to access premium content from. The main purpose of this feature is to prevent losses due to theft as well as to boost membership site revenues by preventing login sharing between multiple people. This happens in a scenario where one person pays for access and then split costs (as well as login credentials) with any number of other people.

**Restrict access to freshly published content** (such as new valuable reports, trading alerts, important opportunities announcements, etc.), but automatically loosen access restrictions rules as the time-value of such information diminishes.

**Integration with payment processors:** Paypal, Clickbank, **E-Junkie.com** and **Authorize.net** with support for recurring memberships and single payment products. Includes Universal Integration with other payment processors and shopping carts. More payment system integrations are coming.

**Digital Online Store Builder:** The ability to build your own digital online store, create up to 10 custom front-end presentation templates and the ability to replicate customized copies of your digital online store on any number of other websites worldwide. Adding new products to your own Digital Online Store is as simple as uploading your premium downloadable content to a secure directory. This will automatically create new products for your Digital Online Store as well as on all copies (points of presence) of your store worldwide.

**Integration with Commercial Autoresponders:** The ability to have an unlimited number of autoresponders matching an unlimited number of products.

**Gradual Content Delivery** functionality (dripping content). It protects posts & pages against content leeching and helps to retain paying members.

**No Source Code Encryption.** Want your webmaster to tweak a thing or two or add a new feature specific to your needs (at your own risk of course)? The code is 99% open. No Zend, no IonCube is required to run it. The power is in your hands.

**MemberWing-X: SEO Features:**

- **Free teaser** for each premium protected post or premium page indexable by search engines. (Free teasers helps to boost website organic ranking by allowing major search engines to index and rank premium pages. Free teasers also helps new visitors become interested in your content and encourages them to join your site to read more).
- Implementation is [Google First Click Free standard](#) offering enhanced indexing and higher ranking potential. First Click Free was designed by Google to address needs of membership sites with restricted access to content. This is "must have" features for membership site owners.
- **Automated indexing of time-sensitive content** after the expiration of a restricted timeframe. This feature keeps your time-sensitive content safely protected yet uses expired content to achieve higher organic ranking with major search engines. **NOTE:** [Available in MemberWing-X TSI Edition only.](#)
- **Automated Digital Content Promotion Logic** (PromoFusion) boosts visitor engagement and allows Google to index more of your rich media content. This in turn helps boosts organic ranking of your membership site. PromoFusion allows non-members (and search engine spiders) to discover and view promotional (teaser) versions of your materials while logged on members will see the content in full. PromoFusion is a powerful SEO + marketing feature all-on-one.
- The **ability to replicate digital online store content** via SEO API's. This allows you to create any number of customized HTML-rich copies of your digital online store with product descriptions and "buy" buttons on any number of other websites worldwide.
- The ability to **detect the presence of search engine spiders** on a template level and extra optimize rendering of Digital Online Store content for Search Engines.

#### [MemberWing-X: Digital Content Security, Download Protection and Link Sharing Prevention features:](#)

- **Digital Content downloads protection** - prevents unauthorized downloads and access to digital materials. Only logged on premium members can access downloads and only the ones they have the right to. No more hassles with "hiding" links, managing time expired links, or trying to limit downloads to 3 times.
- **Digital content link sharing prevention.** Only logged on premium members in good standing will be able to access your premium download or access rich media materials.  
Non-members will either see cut-down promo version of the same material (PromoFusion automatic feature) or gets 404 error (your choice).
- **Digital Content Theft Prevention and Tracing** - TraceFusion. TraceFusion uniquely watermarks each premium download with an identity of a user who accessed it. TraceFusion helps you to detect and terminate individuals who join your site to steal and illegally distribute your premium content on file sharing sites, torrent sites or for "group buys". It helps you to stop premium content leaks, prevent loss of revenues and maintain your business integrity.
- **NOTE: MemberWing-X is the only WordPress Membership Software in the world that offers digital content theft prevention and tracing features.**

#### [MemberWing-X: Sell access to downloadable materials:](#)

- Sell digital downloads securely and directly from your website with only a Paypal account.

- Automatically enable access to certain groups of premium digital materials for owners of a special products.
- Enable access to certain groups of premium digital downloads to free members.
- Protection against link sharing is automatic.

**Integrated Affiliate Tracking System**: comes with MemberWing-X. No need to sign up for a third-party system, services or purchase yet another piece of software to double your support costs.

**All of the above comes with all new MemberWing-X.  
Yours to profit from. Yours to enjoy.**

**[Click HERE to Buy MemberWing-X Professional License](#)**

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## Installing Wordpress with CPanel on a Brand New Website

If you have not already registered a Domain Name and opened a Hosting Account:

1. Purchase your Domain Name at our [recommended domain registration company](#).
2. Open a Hosting Account with the [most recommended web hosting company](#).
  - Offers services that are guaranteed to be fully compatible with all features of MemberWing-X
  - Is not blacklisted with Google (Some hosting companies welcome spammers and websites using their range of IP addresses are not ranked well on Google)
  - Offers the ability to get a dedicated IP address for your domain inexpensively. This also helps with SEO ranking and offers better suitability for secure ecommerce sites.

These are recommended as they offer the best overall pricing, support and quality of services offered.

Once you've registered your Domain Name and signed up with your Hosting Company, follow these steps to **Install Wordpress**:

1. Login to your CPanel account. In our example we are using Hostgator's Cpanel.
2. Scroll down to "Software / Services" and click on "Fantastico De Luxe" icon.
3. While at the Fantastico screen - Click on "Wordpress" link (under "Blogs"). This will begin the visual installation of Wordpress.
4. Click on "New Installation".
5. Enter "Administrator-username", such as: **johnadmin**
6. Enter a secure "Password". (Use a combination of letters, numbers and symbols)
7. Enter "admin nickname", such as **John**.
8. Enter "Admin e-mail" - your personal valid Paypal email. This is email where payments from your future payments will be sent to. You may change this later on within your Wordpress admin panel.
9. Enter "Site name" and "Description".
10. Press [Install WordPress] button to complete the installation process.
11. Press [Finish installation] on the next screen.

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## Basic Configuration of Wordpress

1. Login to your Wordpress Admin Panel with your admin username and password:  
YOUR-SITE.com/wp-admin
2. Navigate to: Settings -> Permalinks  
Choose: (\*) Custom Structure = **/%postname%/**  
Press [Save Changes] button  
This setting will give you SEO friendly URLs across all of your site as well as set your site to be ready for MemberWing-X enhanced Digital Content Protection (see below).

3. Navigate to: **Settings -> General**

Enable "Membership"  Anyone can register

Press [Save Changes] button

This setting will allow you to accept Free Registrations to build your mailing list faster.

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## Installing the MemberWing-X Plugin

1. [Download the latest version of MemberWing-X plugin from here](#) and save it to your local computer.
2. Login to your Wordpress Admin Panel:  
YOUR-SITE.com/wp-admin
3. Navigate to **Plugin -> Add new**
  1. click "Upload" link
  2. click [Choose File] button, navigate to MemberWing-X ZIP archive file saved during the previous step.
  3. click [Install Now] button and wait until "Plugin Installed successfully" message appears.
  4. then click "Actions: Activate Plugin" link.
4. Done!

**MemberWing-X** is ready to function right off the bat with zero or very minimum configuration. It does its best to guess the most acceptable default settings enabling you to concentrate on building your site and adding content instead of being concerned about 'under-the-hood' settings. Having said that - the possibilities to configure every single detail of MemberWing-X's functionality are plentiful.

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## Quick Start your Membership Site in 5 Minutes

Suppose that we are building a self-improvement Premium Membership Site. To begin, we need to create 2 premium posts to start attracting prospects and members. Let's do it.

1. Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin) and navigate to: **Posts->Add New**
2. Name your post:

*Five quotes that will help you to manifest your desires.*

3. In the Post Body type this text:

*It has been proven that listening and reading inspiring words helps one to feel inspired, overcome temporary life challenges and speed up manifesting desires. Here are the best quotes to help you to accomplish just that. Read them, print them, put them in front of your eyes and contemplate them daily.*

*Here they are:*

**{{{\*}}**

1. "Obstacles are those frightful things you see when you take your eyes off your goal." - Henry Ford
  2. "Only those who dare to fail greatly can ever achieve greatly." - Robert Francis Kennedy
  3. "The only true wisdom is in knowing you know nothing." - Socrates
  4. "Leadership is the art of getting someone else to do something you want done because he wants to do it." - Dwight D. Eisenhower
  5. "The way to get things done is not to mind who gets the credit for doing them." - Benjamin Jowett.
4. On the right sidebar, under "Categories", click "Add New Category" link  
In a "New Category Name" type: **Techniques**. You've just created a new category "Techniques" and placed your new article under it.
  5. We've used special premium marker: **{{{\*}}** inside the body of article. This marker tells MemberWing-X to separate the free teaser from the premium part of content.  
**{{{\*}}** - means non-members will only see free teaser and will receive an invitation to join your website. Once a person signs up and logs in, full access will be given to articles protected by the **{{{\*}}** marker.
  6. Press [Publish] Button when you are finished. Here we just published our first premium article. More explanations will follow.
  7. Let's create a second premium article:  
**Posts -> Add New**, give your post a name:  
  
*The Most Powerful Secret Technique to Make Someone Fall in Love with You.*
  8. In the body of the post type this teaser:

*I've read 100's of books and studied the works of many masters on the subjects of goal achievement and self improvement.  
One little known and yet super powerful technique really got my attention. That one was about happiness in personal relationships.*

*It was about resolving conflicts, getting your power and happiness back and improving connections. Anyone can do this and anyone can do this at any time even while driving a car. In fact the other person doesn't even need to know that you are practicing this secret technique regarding him/her. Here's how it works:*

**{{{4.95}}}**

*This technique consists of a thinking part and of a feeling part.*

*Make a list of positive aspects about the other person (in writing if you can, or mentally if you driving or on a meeting).*

*No matter how you feel about that person or what is going on in your relationship, make a list of everything positive you know about that person.*

*We recommend making a list of 10-12 positive aspects. Now slowly read each of these aspects. Try to feel each of them. Feel joy and appreciation thinking about each of this positive aspects about the other person.*

*Repeat this 3 times each day. Give it a few days and expect a positive surprise in your relationship.*

9. On the right sidebar, under "Categories", uncheck [ ] Uncategorized, and check [x] Techniques, thus also placing the second article into the "Techniques" Category.
10. In this article, we used the marker: **{{{4.95}}}** to separate the free teaser from the premium content. This marker essentially says: to see anything after the free teaser, you need to buy access to this article for **\$4.95**
11. Press [Publish] button to save this article.

Stop the timer - we are done!

If you reload your website in a browser, you'll see this:

## The most powerful secret technique to make another person to love you

June 14th, 2010

I've read 100's of books and studied the works of many masters on subjects of goal achievement and self improvement.

One little known and yet super powerful technique really got my attention. That one was about happiness in personal relationships.

It was about resolving conflicts, getting your power and happiness back and improving connections. Anyone can do that and anyone can do that at any time even while driving a car. In fact the other person doesn't need to know you are practicing this secret technique regarding him or her. Here's how it works:

The rest of this article is available to premium members only.  
Buy this article: **\$4.95** [Buy Now](#)

Powered by wordpress membership plugin **MemberWing-X**

Posted in [Techniques](#) | [Edit](#) | Comments Off

## Five quotes that will help you to manifest your desires

June 14th, 2010

It has been proven that listening and reading inspiring words helps one to feel inspired, overcome temporary life challenges and speed up manifesting desires.

Here are the best quotes that will help you to accomplish just that. Read them, print them, put them in front of your eyes and contemplate on them daily.

Here they are:

The rest of this article is available to members. Membership is Free!  
[Register](#)

Powered by wordpress membership plugin **MemberWing-X**

Posted in [Techniques](#) | [Edit](#) | Comments Off

## Here's what we've accomplished already:

1. We just created 2 premium articles.
  - First one ("Five Quotes...") is not visible to free visitors but will be fully accessible to any registered and logged on user.
  - Second article ("The most powerful technique...") can only be read by purchasing it individually for \$4.95
2. When we inserted the premium marker **{{{4.95}}}** inside the article - MemberWing-X automatically generated a Paypal button enabling anyone to purchase access to the premium article. The payment will be sent automatically to the email address registered to the administrator of the website. You may change this email via **Wordpress Admin Panel -> Settings -> General -> E-Mail address**
3. At this point, this brand new website is all ready to:
  - Generate a mailing list of free subscribers.
  - Accept and process Paypal payments from new members wishing to get full access to your premium content by buying your premium articles.
4. We've accomplished all of the above with zero configuration of **MemberWing-X!**
5. Now you may add any number of premium articles or pages for sale and set the price for each one individually.

## TIPS:

- You may change the pricing for your articles at any time by editing number inside of **{{{...}}}** brackets, such as: **{{{29.95}}}** This change will be immediately reflected on your website.
- Even though you are logged on as administrator, you cannot see premium content. The default setting is "visitor's preview". You may turn on the ability to view all premium content by going to:  
**MemberWing-X -> General settings -> Admin** acts like regular non-logged on visitor? [ ] - uncheck it and press [Save Settings] button.

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## Setting up Recurring Membership Subscriptions with MemberWing-X

With MemberWing-X and Paypal, it is easy to offer access to your premium content on a recurring payments basis. MemberWing-X allows you to offer an unlimited number of recurring payment plans, such as "Silver Membership" or "Gold Membership" and automatically charge members for access on a periodic basis. You will be able to choose which membership product is required for access to which article by putting special premium marker inside the articles, such as:

- **{{{gold}}}** - allow access to owners of "Gold Membership" product
- **{{{gold|silver}}}** - allow access to owners of "Gold Membership" or "Silver Membership" product
- **{{{4.95|gold|silver}}}** - allow access to owners of "Gold Membership" or "Silver Membership" product or access can be purchased individually (just to this article) for \$4.95
- **{{{membership}}}** - allow access to owners of any product that has keyword "membership" in it's name.
- **NOTE:** case is not important.

Recurring membership creation is a 4-step process:

1. Create a separate "subscribe" page on your site that explains the benefits of your membership plans and instructions on how to buy your offerings.
2. Create a recurring "subscription" button on your Paypal account
3. Paste HTML code of that button inside the content of your "subscribe" page.
4. Set premium markers inside the articles to enable access by subscription. (In our case, we will change **{{{4.95}}}** -to-> **{{{4.95|gold}}}**)

### Here's How to Do It -

1. To create the "Subscribe" page, Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin) and navigate to:  
**Pages -> Add New**  
Name your new page: Subscribe
2. In the body of this page, we need to add information that explains the benefits of membership.  
Enter this text:  
"By joining our site and becoming a full member, you'll gain immediate access to our premium materials".
3. Press [Publish]
4. Now we need to create the actual Paypal subscription button.  
Login to your Paypal account at [www.paypal.com](http://www.paypal.com)

5. Navigate to "Merchant Services" Tab:



6. Click on Create Buttons, "Subscribe" link:



7. The new subscription button form will open:

Fill in:

- Item Name
- [optional] add "Desired username" and "Desired password" fields if you want to give the new member a choice to pick his/her own username and password.
- Billing amount
- Billing cycle

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [Website Payments Standard Overview](#) for more information.

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more.](#)

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type  
Subscriptions

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Which button should I choose?

Item name: Gold Membership  
Subscription ID (optional):  
Currency: USD

Customize button:  
 Add a dropdown menu with prices and options  
 Add a dropdown menu  
 Add text field  
[Customize text or appearance](#) (optional)

Your customer's view:  
Subscribe  
VISA, MasterCard, PayPal, eCheck

Have PayPal create user names and passwords for customers  
Notes: [IPN and server modifications required.](#)  
Auto Return is not compatible with this feature.

Billing amount each cycle: 19.95 USD  
Billing cycle: 1 month(s)  
After how many cycles should billing stop? Never  
 I want to offer a trial period

Merchant account IDs: [Learn more](#)  
 Use my secure merchant account ID  
 Use my primary email address: sales@mensk.com

▶ Step 2: Track inventory, profit & loss (optional)  
▶ Step 3: Customize advanced features (optional)

Name of product.  
It must match to premium marker's keywords, such as: {{{gold}}} or {{{membership}}}

Optional: you may add fields: "desired username" and "desired password"

Recurring payment

Select billing cycle, such as: Daily, Monthly, Weekly or Yearly

Create Button

Leave Step 2 and Step 3 at defaults, Click to generate HTML for your subscription button

8. Leave Step 2 and Step 3 at the default settings and click [Create button] to generate the HTML code for your new subscription button:

**PayPal**

**My Account** | **Send Money** | **Create an Invoice** | **Merchant Services** | **Auction Tools** | **Products & Services**

Overview | Add Funds | Withdraw | History | Resolution Centre | Profile

### You are viewing your button code

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Integration tips](#)

**Website** | **Email**

**Copy HTML code for the button and paste it inside the HTML code of your site's "join" or "subscribe" page.**  
**When visitor clicks on this button and pays he will get access to your membership. MemberWing-X will send email to new member with his username, password and...**

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="NP7QKFQGNA">
<input type="image" src="https://www.paypal.com/en_US/i/btn
/btn_subscribeCC_LG.gif" border="0" name="submit" alt="PayPal - The
safer, easier way to pay online!">
 <input name="hosted_button_id" type="hidden" value="NP7QKFQGNACQC" /><input alt="PayPal - The safer, easier way to pay online!" name="submit" src="https://www.paypal.com/en_US/i/btn/btn_subscribeCC_LG.gif" type="image" />  </form>
```

Word count: 16 Draft Saved at 8:32:0

Publish your new 'Subscribe' page and reload it. Our Subscribe Page is very simple but still 100% functional:



On your real site, you may of course want to add more information about your offerings and design it any way you see fit.

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## Selling Access to Premium Content with a Fixed fee or by Paid Subscription

The only thing left to do is to allow people to purchase access to premium content by either buying a recurring subscription or paying individually for each premium article. Currently, if the visitor wants to read "*The Most Powerful Secret Technique to Make Someone Fall in Love with You*" Article, they have to pay \$4.95 and that's the only way. This is because the premium marker is set at `{{{4.95}}}`

Let's modify it to accept recurring subscriptions as well:

1. Login to your Wordpress Admin
2. Click on "Posts"
3. Click on "*The Most Powerful Secret Technique to Make Someone Fall in Love with You*" post
4. Find the marker:  
`{{{4.95}}}`  
and modify it to this:  
`{{{4.95|gold}}}`
5. Press [Update] button to save changes.
6. Reload your site. You will see that the premium content warning has been changed to allow visitor to purchase the article in 2 ways:
  - by clicking "subscribe" link
  - by clicking [Buy Now] button to buy access to article for a fixed fee (\$4.95).



7. Please note that you may edit the content of these "premium content warning" messages via MemberWing-X settings at:  
**MemberWing-X -> General Settings**

### Here's What We've Accomplished So Far:

1. Installed latest version of Wordpress via CPanel (with only a few clicks).
2. Configured Wordpress for SEO friendly URL's (via permalinks setting) and made it ready to use Digital Content Protection functions (see below).
3. Configured Wordpress to allow free subscriptions (great for building mailing list of prospects).
4. Created premium (zero cost) article that will help us to build a mailing list (the one protected with `{{{*}}}` marker)
5. Created a premium article available for purchase with a single fee of \$4.95 or by buying "Gold Subscription" product for \$19.95 / monthly.

6. Created "Subscribe" page that explains the benefits of membership.
7. Created a Paypal subscribe button that allows members to buy recurring "Gold Subscriptions" and pasted its code into the "Subscribe" page.

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## Setting Custom Expiration Dates for Single payment and Recurring Products

Normally single pay products gives members infinite (with no termination or expiry date) access to Premium Content. Recurring payment products gives members either infinite access or a predefined termination date which is equal to the end of term date. MemberWing-X version 4.30 and higher includes the option to set custom "lifetimes" for any product - recurring or single pay. This is achieved by customizing settings at **MemberWingX -> Products and Time Settings** page.

In the **product keyword:lifetime** option, you specify either the name of the product or a keyword matching the name of product. For example, if you sell a "Gold Membership" subscription product with 3 monthly recurring payments but want to extend member access to 6 months, you will insert one of these values:

**gold:180**  
**gold membership:180**  
**membership:180**

This setting allows you to set a custom expiry date for "Gold Membership" that is equal to +180 days after the date purchase. You may also adjust the expiration date for any member and for any product manually via **Users->username** Wordpress admin screen. Go to Wordpress **admin -> Users**, click on **username**, scroll down and you'll see all products that the given member owns. Edit "expiry date" setting to your liking and press [Update User] button.

Once the expiry date is reached, the product will be automatically marked as "expired" and the member will lose access to the related premium content materials. This "expiry date" takes priority over the end-of-term of recurring membership products. Some more information about this option is available under "Notes" section of **MemberWingX -> Products Settings** page.

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## How to enable IP Protection

IP Protection logic allows site administrators to limit number of internet unique IP addresses the member can use to access premium content from.

The main purpose of this feature is to prevent losses due to theft as well as to boost membership site revenues by preventing login sharing between multiple people. This happens in a scenario where one person pays for access and then split costs (as well as login credentials) with any number of other people.

IP Protection settings are accessible through **MemberWingX -> General** Settings screen.

The following settings are available:

**\* IP Protection enabled**

This setting allows you to globally enable/disable IP Protection.

Default: disabled.

**\* IP Protection max allowed addresses**

This setting limits user to a specific number of different IP addresses he can use to login from.

Attempt to access premium content from more than this number of IP addresses will cause "Access Denied" warning.

Default: 3 (for example: home, office, coffee shop)

When user is first logged into the site - his new, unique IP address will be saved into "Registered IP Addresses" table.

In subsequent attempts to access premium content user's IP address will be matched to these "Registered IP Addresses" table.

If user's current IP address is contained within this table - user will be allowed to proceed. Otherwise - access will be denied.

"Registered IP Addresses" table can be accessed for every user at Users->username screen.

**\* IP Protection IP address filter mask**

How IP address matching is performed.

Default: nnn.nnn.nnn.\* - which means that last octet of IP address will be ignored during comparisons.

Possible settings:

nnn.nnn.nnn.nnn - exact match is required between user's current IP address and previously registered IP addresses.

nnn.nnn.\*.\* - ignore last two octets in IP address comparison.

**\* IP Protection Access denied message**

This message will show up when user will be denied access to premium content due to IP Protection logic.

\* **IP Protection log history size**

Each successful login to site will be logged.

User's IP address, datetime, and browser identity will be recorded.

This setting allows you to specify maximum number of entries within the log.

"Log" table can be accessed for every user at Users->username screen.

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## Using Premium Markers to Protect your Premium Content

**MemberWing-X** manages access to premium content depending on the product(s) that the currently logged on user owns.

With MemberWing-X - **every premium user is at a "subscriber" level** and the user's rights to view the Premium Article is dictated by the **Premium Markers** you insert into the article.

**Premium Markers** are snippets of text that you insert directly inside the text of your article/page to separate free teasers from premium content.

As a reminder - that's how you insert them inside the body of article or page:

*Hello, this is free teaser visible to everyone (including search engines of course) ...  
{{{gold}}}*

*And this is premium part visible only to logged on premium members...*

So in the above example, **{{{gold}}}** is a **Premium Marker**. It is used to make your article/post/page Premium. Anything above the marker is visible to everyone. Anything below it is protected. The Premium Marker snippet acts like a little instruction for MemberWing-X to allow or deny access to content for current user/visitor.

The best way to learn the structure of Premium Markers is by example:

- **{{{?}}}** - (MemberWing-X versions 6.5+) Anyone, including free non-logged on visitors may access the article. This marker is usually used with Time Sensitive Information (TSI) access delay parameter, such as: **{{{?:30d}}}** (a Free Visitor has to wait 30 days before being able to access the article). See **MemberWing-X TSI Edition** below for more details.
- **{{{\*}}}** - To access the article/page, the user just needs to become a Free member of blog.
- **{{{\$}}}** - The user may own \*any\* product to be able to access this article. Free membership does not count. Ideal for online store owners with many products who want to give access to certain content only to their active customers.  
**IMPORTANT:** Starting from MemberWing-X versions 6.5+ usage of markers **{{{0}}}** and **{{{0.0}}}** has been changed. Please replace them with **{{{\*}}}** in all your pages and posts. Make sure that Free Subscription is enabled at Wordpress admin: **Settings->General->Membership** [x] "Anyone can register"
- **{{{4.95}}}** - Access to this premium page could be purchased for \$4.95. You may of course set any price you want: **{{{19.95}}}** or **{{{100}}}**.
- **{{{gold}}}** - The User must own the product with keyword "gold" in it's name to access this article. For example, he might own "Gold Membership" subscription or "gold 2001 coin" product to access this article (note: comparison is case insensitive).
- **{{{membership}}}** - The User must own the product with keyword "membership" in it's name to access this article. For example owning the "Premium Gold Membership" product would allow him to access this article. In fact owning any product with the keyword "membership" in it's name will let user access this content. Owning "Premium Gold Subscription" or "Lifetime Access" products will **not** allow the user to access this page as there is no "membership" keyword in these product names.

- **{{{gold|lifetime}}}** - Owning a product with either keyword "gold" or "lifetime" in it's name will qualify the user to access the content. Examples are: "Gold Membership" or "Lifetime Subscription". Owning "Silver Membership" will **not** work as it contain neither "gold" nor "lifetime" keyword in it's name.
- You have **3 levels of differently priced memberships**: Silver, Gold and Platinum. "Silver Membership" is the cheapest and allows access to minimal content. "Gold Membership" is more expensive and gives the user permission to more material. "Platinum Membership" is the high-end, all-inclusive membership.
- Hierarchical memberships relationships could be arranged with these markers:
  - {{{silver|gold|platinum}}}** - Use to protect "silver" articles. Note: you may also use this marker: **{{{membership}}}** - that will signify that owning any product with keyword "membership" in it would do.
  - {{{gold|platinum}}}** - Use to protect "gold" articles. "Silver Membership" owners cannot access it.
  - {{{platinum}}}** - to protect "platinum" articles. Only "Platinum Membership" owners will be able to access it.
- **{{{4.95|membership}}}** - Indicates that the User can buy access for \$4.95 fixed fee (only for this article) or by purchasing any "membership" product to possibly access more articles.
- **{{{10|gold|platinum}}}** - Indicates that the User can buy access for \$10.00 fixed fee (only for this article) or by purchasing Gold or Platinum products.

#### NOTES:

- Premium Marker keywords (words inside of **{{{...}}}** brackets) do not specify whether that keyword must belong to recurring subscription or single fee products. They are just being matched against the product name that the currently logged on member owns.
- Please note that Premium Marker keyword matching also performs against article names that the user owns (has purchased). For example, if the user purchased a single article named "How to Polish Your Gold Ring" protected with **{{{4.95}}}** marker - he will also be allowed to access any article protected with **{{{gold}}}** marker as well, because "gold" is in the title.

#### Important: Setting Markers Globally:

- Before MemberWing-X version 6.5, you had to insert Premium Marker Code into every article or page you wanted to protect. This process was time consuming, error-prone and quite challenging especially for webmasters owning large websites with many posts or pages. Now, with MemberWing-X versions 6.5+ you can define Premium Markers globally per Category.
- To accomplish this, go to **MemberWingX->Categories** Settings and for the desired Category specify the length of free teaser (in characters) and the Premium Marker Code. Press [Save Settings].
- This function will automatically apply this Premium Marker for every article that belongs to this given category **unless** an article already contains a Marker within it's content. In other words, if the Premium Marker is already defined within the article or page body, then the category-wide setting **will not be applied**. This function is ideal for owners of websites who wants to convert their portals to fully featured membership sites with MemberWing quickly and with very little effort.

- If the article belongs to multiple Categories and each Category contain different Premium Markers, then the Premium Marker will be sum of them all. For example, if category "News" contains the Category-wide Marker: **{{{Silver}}}** and category "Alerts" contains category-wide marker: **{{{Gold}}}**, the resultant Premium Marker will be constructed as: **{{{Silver|Gold}}}**. As this will result in a "silver" user having access to an article from the "gold" category, an you need to be careful when assigning an article to multiple Premium Categories.

---

## MemberWing-X TSI Edition:

### Using Advanced Premium Markers to Deliver Time-Sensitive Information

Starting with MemberWing-X version 6.5, it is possible to manage delivery of time-sensitive information with MemberWing-X TSI (Time Sensitive Information) Edition. The TSI Edition adds an extra new dimension to define the value of premium information based not only on it's quality but also on it's **freshness**. When the value of information is the highest at the moment of it's release, MemberWing-X TSI allows you to define an extra set of access restriction rules based on this time factor.

TSI functionality is ideal for real-time and time-sensitive information publishers, financial research analysts, market strategists, investment and securities industry experts, trading advisors and other skilled professionals. Publishers of trading alerts, emerging trends reports, timely investment opportunities, real-time news and industry reports will equally benefit from the functions described below.

In addition, TSI functions also serve as a strong catalyst to build premium member base. Providing interested people the means to access important information "faster" works well as online marketing and sales tool by itself.

#### How It Works:

MemberWing-X TSI Edition allows you to specify an extra delay time for each keyword within the premium marker: **{{{gold}}}** -> **{{{gold:7d}}}** - this essentially says: "the owner of the Gold product will be allowed to access this article no sooner than 7 days after it's original publish date".

#### Examples:

**{{{?:30d}}}** - Free visitor '?' will be able to access the article in 30 days since it's published date.

**{{{\*:10d}}}** - Any logged on visitor '\*' will be able to access article in 10 days since it's published date.

**{{{ \$:7d}}}** - The owner of any product '\$' will be able to access article in 7 days.

**{{{bronze:24h}}}** - The owner of a "Bronze membership" product can access the article in 24 hours.

**{{{silver:20m}}}** - The owner of a "Silver membership" product may access the article with only a 20-minute delay.

**{{{gold}}}** - The owner of a "Gold membership" product may access the article as soon as it is published.

As you can see, you may specify the delay time by appending 'd', 'h' or 'm' letters to the number. A number without an appended letter (? :30) defaults to 'days'.

As with any Premium Marker, the the delay can be specified within the marker directly inside article text or category-wide via the **MemberWingX->Categories** Settings screen.

In addition, you may specify delays per product globally via: **'MemberWingX->Products and Time Settings->TSI: Time-Sensitive Information** settings / Product Access Delays'

options. This allows you to set the global delay per product, such as: 'bronze:24h' and then in the Premium Marker specify just the name of product, such as: `{{{bronze}}}`.

For example, if 'TSI: Time-Sensitive Information Settings' (global product-wide delays) contain this data:

```
?:30d
*:10d
$:7d
```

and the Premium Marker (within the article or within category-wide setting) contains this string: `{{{?|*|$|gold}}}`, then the resultant marker will be this: `{{{?:30d|*:10d|$:7d|gold}}}`.

**NOTE:** `{{{?|*|$|gold}}}` is a simpler way to write markers utilizing the global option (above) to quickly modify access delays per product site-wide.

#### Notes:

- If the marker already contains delay, such as this: `{{{*:12h}}}`, then no global delay settings will be applied. In other words, a locally specified value will prevail over a global setting. Specifying the global delay as 0 (such as: `gold:0`) is redundant and not necessary. Not specifying a product delay within the global settings at all will result in the same thing.
- If the user owns a number of products specified within the marker, such as: `{{{gold:5d|report:3d}}}` and each product carries a certain access delay, the final access delay will be calculated as the minimum value. In this case it will be 3 days.
- **Important:** marker such as this: `{{{?:30d}}}` carries important SEO value. In 30 days, when the delay expires - full content of such article will become available for everyone, including search engines. This way content with expired time value can automatically be set to be indexed by search engines. This is an excellent approach to use less valuable information to boost the organic ranking of your membership site.
- All delay times set within the non TSI edition of MemberWing will have no effect and will be reset to zero.
- Delays are calculated from the original publishing date of the article or page. Subsequent edits do not "reset" the time counter.
- To override the global delay setting and allow immediate access for certain product owners, use :0 for the delay value, for example: `{{{*:0}}}`. This means "Any logged-on member will be allowed to access this article immediately even if the global "Product Access Delay" is set to another value.
- If you want to encode custom rules to manage premium Content within your Wordpress templates or pages, you may use this snippet of PHP code as a general guidance:

```
if (function_exists ('MWX_UserCanAccessArticle'))
{
    // first parameter: article/page ID. -1 => current article,
    second parameter: user_id. -1 => currently logged on user. Third
    parameter: premium marker string (stuff inside {{{...}}} brackets)
    $access_info = MWX_UserCanAccessArticle (-1, -1,
"gold:5d|platinum");
    if ($access_info)
    {
        if ($access_info['immediate_access'])
        {
            echo 'current visitor can access article protected with
{{{gold:5d|platinum}}} premium marker immediately';
        }
        else
```

```

        {
            // Note: this will only work for MemberWing-X TSI
Edition. Other editions will always return '0'.
            echo 'current visitor can access article protected with
{{{gold:5d|platinum}} premium marker in ' . $access_info['in_seconds']
. ' seconds';
        }
    }
else
    {
        echo 'currentl visitor does not have access to article
protected with {{{gold:5d|platinum}} premium marker';
    }
}

```

- End of section.

---

## Integrating your Membership site with Commercial Autoresponders

An Autoresponder is a service that allows you to deliver regular marketing campaigns by email the proper way. If you try to send email directly from your blog to 100's or even 1000's of your members or subscribers, only a handful of people will actually receive your email. The reason for this is strict anti-spam filtering and blacklisting done by most major internet service and email providers.

It is just a fact of life these days - Most self sent emails will more often than not end up in the "Spam" folder of your recipients and they'll never see it.

The most reliable way to deliver emails is to use commercial autoresponder services, such as [AWeber](#) or [Mailchimp](#). Besides deliverability features, autoresponders include lots of very useful marketing and tracking features that Wordpress or other WEB systems do not. If you plan to grow your business, we highly recommended that you use a professional autoresponder service for your email marketing needs. These autoresponders are monthly paid services, and usually have a Free Trial.

### Here's How to Integrate Autoresponders with MemberWing-X:

1. Open an account with the Autoresponder you have selected. We recommend [AWeber](#) or [Mailchimp](#). Mailchimp offers a flexible set of API's to give you all kinds of control over your mailing list from WEB scripts. If you plan on making custom integrations with the Autoresponder from your scripts, Mailchimp offers great functionality.
2. Log in to your Wordpress admin panel: YOUR-SITE.com/wp-admin
3. Click on: **MemberWing-X -> Autoresponders**
4. If you use [AWeber](#), you must activate the MemberWing parser within your Aweber mailing list configuration panel by going to: **My Lists->Email Parser-> [x] MemberWing**. Without this step, no new subscribers will be added to your Aweber list. If you need assistance regarding this, please contact the Aweber helpdesk: [\*\*help@aweber.com\*\*](mailto:help@aweber.com)  
If you use [Mailchimp](#), please fill in the "Mailchimp API Key" field (mandatory), and "Mailchimp Interest Groups" (optional fields).  
If you use 1ShoppingCart's Autoresponder service, please fill in "1ShoppingCart merchant ID" number.
5. Fill in the "Product Keyword" and matching "Autoresponder List" (name or ID). "Product Keyword" is the keyword that will be matched against the product name that a member purchased. If match is found, then the new member will be added to matching autoresponder list.  
**NOTE:** For free memberships, use "Product Keyword": **default**.
6. More instructions and helpful links are provided inside of the "Autoresponders" Admin screen.
7. Click the [Save Settings] button when finished. That is pretty much it.

Now, when a user subscribes to your blog or buys any product, his name and email address will automatically be added to the proper autoresponder. This includes free subscribers, articles, products, digital downloadables and subscription purchases. This way, you will be

able to launch email marketing campaigns to your active customers and prospects directly from your autoresponder account.

## **Aweber Shortcodes: Adding Segmentation of Free Subscribers (support for multiple lists for different classes of free subscribers).**

**MemberWing-X** allows you to have different mailing lists for different paid products (products that needs to be purchased). But what about free products? Up until recently, MemberWing allowed only one mailing list for free subscribers. As many webmasters have different ways to build mailing lists (free subscriptions, separate free opt-in pages, giving away different FREE downloadable PDF's to different groups of people, etc), MemberWingX has added a feature called **Aweber Shortcodes**.

**NOTE:** Support for multiple lists for free subscribers is currently available only with the [AWeber autoresponder](#).

### **To Use this Feature, do the following:**

1. Login to your [Aweber](#) control Panel  
**Important:** make sure to disable Popup or Ad Blocker plugins in your web browser. (AWeber uses javascript to display forms and options and AdBlocking facility of your browser will interfere with that process).
2. Create a mailing list for each free product you want to have separate mailing list for, such as: [seotips-list@aweber.com](mailto:seotips-list@aweber.com) or [superdiet-list@aweber.com](mailto:superdiet-list@aweber.com)
3. Go to MWX settings: **MemberWingX -> Autoresponders** page
  - Find area: "Autoresponder <=> Product assignments"
  - Inside the "Product Keyword" field, add a new keyword (any unique keyword) that defines this list, such as **freeseotips** or **superdiet**.
  - Inside the "Autoresponder list" field, add the same listname that you created at Aweber, such as **seotips-list@aweber.com**
  - Select "autoresponder service" = "Aweber" and press [Update List Assignment]
  - Do this for each list that you want to create.
4. In your Aweber control panel - set this list to "Current list" and go to My Lists->Custom Fields
5. Add new custom fields with these names: **First, Last, Username** :

## Custom Fields:

You can collect more information about your subscribers than just name and email address!

Use this page to define what other information you want to collect.

Then, when you create a [web form](#) you can ask subscribers for that information.

Custom Field Name	Subscriber Update	Add / Delete
<input type="text" value="Last"/>	<input type="checkbox"/>	<input type="button" value="X"/>
<input type="text" value="First"/>	<input type="checkbox"/>	<input type="button" value="X"/>
<input type="text" value="Username"/>	<input type="checkbox"/>	<input type="button" value="X"/>
<input type="text"/>	<input type="checkbox"/>	<input type="button" value="+"/>

Examples: Address, Phone Number

- Press [Save] button.

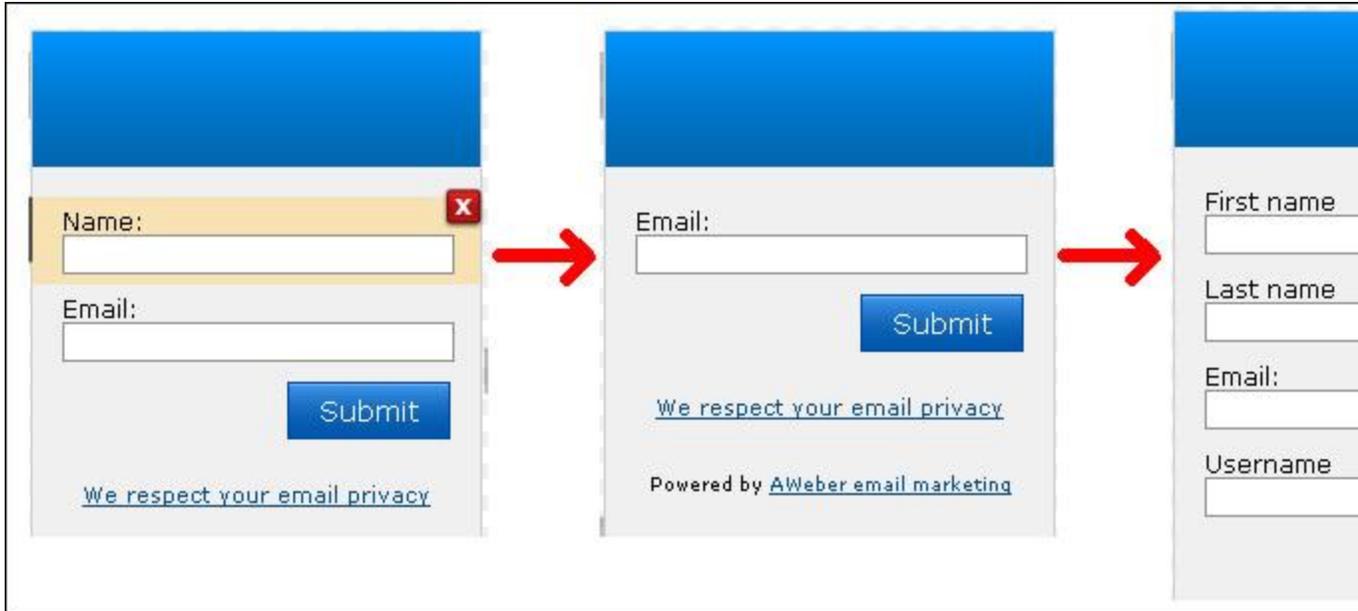
6. Click the Web Forms main menu link to create a new opt-in / signup form.
  - Click button [+ Create Web Form] and a new frm creation screen will open.
  - In the default form editing dialog that appears, make sure to delete field 'Name:'.

**NOTE:** This is important step - presence of this field in a form conflicts with Wordpress (Aweber sends variable **name=** in query string and Wordpress doesn't like that)

- **Optional:** From the left side click [+] buttons for each extra field you want to add to your form.

These are custom fields that were added in previous step: **First**, **Last** and **Username**.

Optional **Username** field will allow your visitor to choose his/her username with your website (MemberWingX will create account with this username):



You may edit the names of each field as you want them to appear. For example 'Name' could be renamed to 'First name', etc...

- Complete other steps of the Form Creation process then Save the new form. At this point you are ready to get HTML / javascript code for the new optin form.

7. **Create optin page** for the above list on your website. Paste the HTML code for the above form into your opt-in page.
8. **Create a separate "Welcome" page** for that list. The new subscriber will be redirected to this page upon confirmation - this is the final step of the subscription process. Once this happens, **MemberWing-X** will be able to create new free account for the new subscriber.
9. Your Welcome Page could have any text in it + special mandatory shortcode. Add the following shortcode to this "welcome" page:

... some optional text like - welcome to our list - text ...

**[mxw\_auto\_register\_aweber prodkeyword=productkeyword]**

... some more text - great to have you with us - text ... **productkeyword** - is the "Product Keyword" that was defined in MemberWingX autoresponder's settings. Example:

```
[mxw_auto_register_aweber prodkeyword=freeseotips]
```

10. In your Aweber Control Panel, go to:
  - My list -> List** settings, [Go to Step 2]
  - set above Welcome Page as a "Confirmation Success Page URL" for the above list.
  - Check checkbox: [x] Pass subscriber info
11. Do the above steps for each new list.
12. When a new user joins this list, Aweber will redirect him to that "Welcome" page. Special variables will be passed along during this redirect and **MemberWingX** will add this new user to your Wordpress database and also add the product '**productkeyword**' to his metadata. This will allow you to have the new Free Subscriber assigned to a special separate list at Aweber. It will also allow you to give this user restricted access to certain content on your site (via **{{{productkeyword}}}** premium marker discussed above).

## Gradual Content Delivery Functionality with MemberWing-X (dripping content)

Gradual Content Delivery functionality (dripping content) allows you to load your membership site with many articles and pages but gradually release them to your members if their membership is maintained in a good standing (active). This prevents new members from leeching all your premium content (by signing up, copying everything and then cancelling their subscription).

This feature also helps you to maintain your subscription base for longer. In addition, if your premium content is some sort of gradual e-course materials, Gradual Delivery will help you to deliver the course materials at predefined time intervals, calculated from the date the member joins.

**Gradual Content Delivery** allows you to set **maturity** for each individual article or page. Definitions:

- **maturity** is a minimal number of days since the joining date before the member will be able to see and read the page. Before this maturity date is reached, that page or post will be completely invisible to this member. Even if member knows to direct the link to that page (for which he is not mature enough) and they attempt to access it, a '404 not found error' will be generated.
- Page (or post) for which custom field is set is named ***Gradually Delivered*** page.

In other words the new member must be "mature enough" to be able to access the page. Setting page maturity is accomplished by setting a numeric value for the custom field named: ***maturity*** for article or page.

For example, if the custom field **maturity** for the page is set to **15**, it means that the currently logged on member will see this page only after he/she has been a member for at least 15 days.

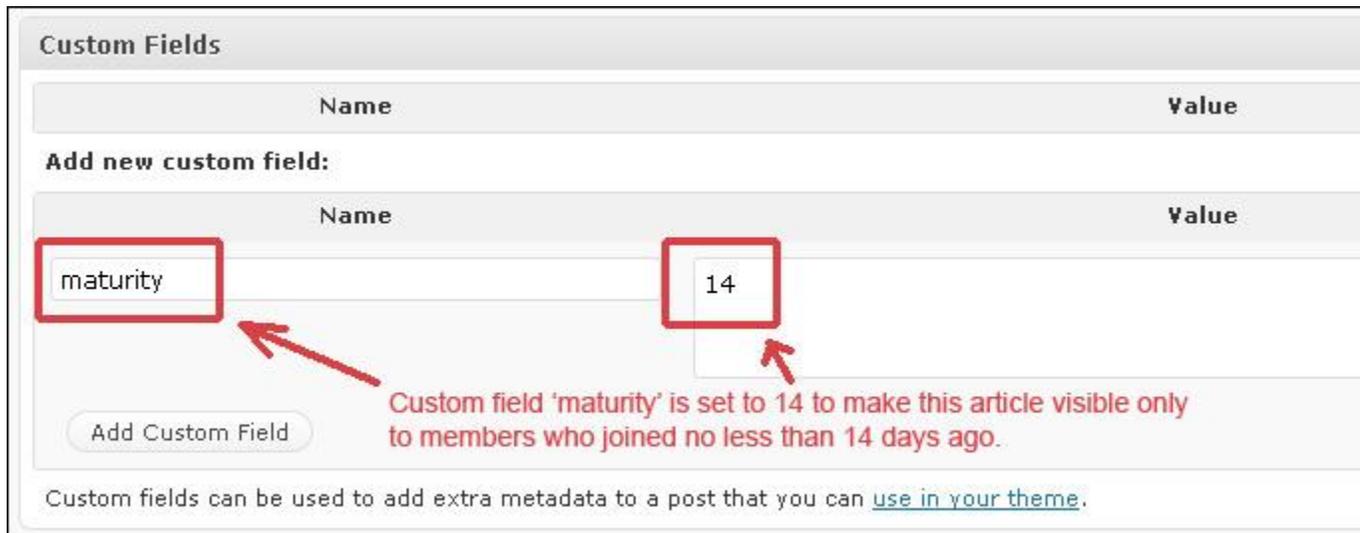
### NOTES:

- When maturity is set to **0** - Gradual Delivery is off - page is always visible.
- When maturity is set to **1** - The page/post is invisible to non-members and non-logged on visitors, but immediately visible to any logged on member, including members who just joined. Setting maturity to 1 is convenient when you want to hide pages or posts completely from free visitors but immediately show it to every registered and logged on member.
- When maturity is set to value of **2** or higher - it will function as described above. In other words, the minimum number of days for setting page to be gradually delivered is: 2.
- Unlike with the Premium Markers Page, post maturity does not depend on the product(s) that a member owns.
- You may use Premium Markers (described above) inside a gradually delivered page as well.

### Here's How to Set Page (or Post) Maturity:

1. Load page or post into the editor
2. Scroll down toward "Custom Fields" area.

3. Set custom field name to: **maturity**
4. Set custom field value to **14**:



Name	Value
maturity	14

Custom field 'maturity' is set to 14 to make this article visible only to members who joined no less than 14 days ago.

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

5. Press [Update] to save this article.
6. The above will make this page visible only to members who joined no less than 14 days ago.

**NOTE:** if you logged on as administrator - all Gradually Delivered pages will be visible to you. If you want to test this feature - you'll need to be logged on as another user.

**MemberWing-X** also includes Gradual Pages widget, named **MemberWing-X pages**. This widget helps to show each currently logged on user which pages he/she has access to based on the maturity factor (how long they've been a member).

You may use this widget normally via: **Wordpress admin->Appearance->Widgets->"MemberWing-X pages"** widget. Drag it to any sidebar or place your current theme allows you to.

**Gradual Content Delivery** functionality opens possibilities for you as a membership site owner to operate multiple recurring payment membership sites on autopilot. You may preload your membership website with multiple posts and pages of content and mark each post maturity in a gradually evolving fashion, such as:

- Article 1: maturity 2
- Article 2: maturity 3
- Article 3: maturity 4
- Article 4: maturity 5

This way, every day (starting from day #2 after the member joined), each member will be able to discover new content on your site without you doing any extra daily work.

**Please note that Gradual Content Delivery functionality applies to visibility of posts/pages independently of anything else. Visibility of post/page (or lack of thereof) is calculated from the date of the account creation of the currently logged on member.**

# Selling Access to Premium Digital Downloadable Products

## Digital Content Download Protection & Theft Prevention with MemberWing-X

Digital Content Protection (DCP) allows you to offer secure access to your premium digital downloadable materials. With DCP you may:

- Securely sell single digital files.
- Securely sell access to a group of premium digital files.
- Arrange groups of files to be accessed by members who have purchased any product.
- Arrange groups of files to be accessed by any logged on subscriber (to stimulate free memberships and build lists of prospects).
- All of the above includes automatic prevention of link sharing, (i.e. shared link will not work for non-member or for member who did not purchase qualified products).
- All of the above includes theft prevention features served by Tracefusion functionality.

### Important Notes & Requirements:

- MemberWing-X Digital Content Protection is currently only supported for Linux based hosting environments + Apache servers (LAMP).
- The mod\_rewrite Apache option must be enabled for DCP to work.
- If you are not sure if your hosting company supports that environment and options, please use the [hosting company of our choice](#) that is guaranteed to support everything automatically.

### To Configure Digital Content Protection:

1. Configure basic Wordpress settings:  
Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin)
2. Navigate to: **Settings->Permalinks**,  
Choose: (\*) Custom Structure = **/%postname%/**  
**NOTE:** DCP will not work if permalinks are set at their default value. It must be set to **anything but the default value**. The above setting is highly recommended for SEO.
3. Press [Save Changes] button
4. Configure MemberWing-X:  
Navigate to:  
**MemberWing-X -> Digital Content Protection**
5. Confirm "Physical location (directory) for your premium files:" or edit it to your liking (**it is recommended to leave it at default value**) unless your are sure what you are doing). **.../PREMIUM\_FILES** is the default value. This is where you will be uploading your premium digital files via your favorite [FTP program](#).  
**NOTE:** You may create subdirectories under **.../PREMIUM\_FILES** but **the subdirectory names must be carefully chosen** because access to files is managed based on directory names (see below).
6. Confirm "WEB URL to link to above premium files:" or edit it to your liking (**it is recommended to leave it at default value**).
7. Leave TraceFusion option at it's default setting for now.
8. Press [Save Settings] if you've edited any settings.

### Here's What the Settings Above Mean (Using Default Pettings):

- The file uploaded to: `.../public_html/PREMIUM_FILES/some-file.pdf` is treated as "premium" and can only be accessed via this WEB URL and only by a logged on Premium Member: <http://YOUR-SITE.com/premium/some-file.pdf>

**NOTE:** If your web server configuration is correct and matches the above requirements, it is **not** possible to access above file directly like this: [http://YOUR-SITE.com/PREMIUM\\_FILES/some-file.pdf](http://YOUR-SITE.com/PREMIUM_FILES/some-file.pdf) because of .htaccess restriction inside of the /PREMIUM\_FILES/ directory.

## Reserved Subdirectory Names

Directory names under /PREMIUM\_FILES/ must follow certain **naming conventions** to achieve desired levels of protection. Certain subdirectory names are reserved and are used to control access to files inside of them.

### There 5 Groups of Reserved Subdirectory Names used by MemberWing-X:

1. **'Locked'** access subdirectory names.  
Locked access directories (and their subdirectories) are used to keep files that are for internal use only. Temporary uploads and backups could be kept in there. Files inside Locked Access subdirectories cannot be sold via Digital Online Store Builder and cannot be accessed via WEB URLs. Use an [FTP](#) (File Transfer Protocol) program to upload and manage these files.
2. **'Unrestricted'** access subdirectory names.  
Names of subdirectories used to store helper files such as images, icons, stylesheets, javascripts, etc. Files located in Unrestricted directory and its subdirectories are accessible to anyone including free visitors.  
**NOTE:** Files inside unrestricted directory trees cannot be used as a products for sale via Digital Online Store Builder, but they can be used to store icons, preview images or free snippets.
3. **'Free'** access subdirectory name: **'free'**  
If a file resides anywhere under subdirectory named 'free' - it can be accessed by any logged on user. This is great feature to help you build an opt-in and prospect list by giving access to premium digital materials for free signup. Examples:

`./public_html/PREMIUM_FILES/free/beginner_intro.pdf`

`./public_html/PREMIUM_FILES/materials/free/mp3/step_by_step.mp3`**NOTE:** The name 'free' is reserved and cannot be changed.

4. **'Individual Access'** (former **'private'**) Subdirectory Names group.  
The Individual Access Subdirectory is used to keep files that can only be accessed by individual purchase. This is helpful when you want to build an online store of unique downloadable products where each product needs to be purchased separately. You may pick one or more Individual Access Subdirectory Names for your needs via MemberWing-X admin area at:  
**MemberWing-X -> Digital Content Protection -> "Individual Access Subdirectory Names"**. This setting keeps a comma-delimited array of Individual Access subdirectories. Names like "downloads, files" are set as defaults and can be changed or edited to your liking.  
Here are a few examples:

`./public_html/PREMIUM_FILES/downloads/tutorial_1.pdf`

`./public_html/PREMIUM_FILES/selected/downloads/Course1/lesson_5.avi`**NOTES:**

- Any subdirectory that has a name starting with underscore '\_' or dot '.' is considered **Individual Access** as well. Such subdirectories don't have to be specified inside "Individual Access Subdirectory Names" of MemberWing-X Admin settings.

For example this file needs to be purchased separately as well:

./public\_html/**PREMIUM\_FILES**/\_specialty/broadcast.mp3- It is possible to create a special product that would enable access to a group of digital files (1 or more files) inside **Individual Access** directory bracketed by the range of dates. For example: "1 Week Pass" or "Monthly access" could give access to a set of downloadables released within a specific range of dates and residing inside of **Individual Access** directory. For more information see section below: "**Selling access to group of digital files defined by the range of dates**".

5. '**Group Access**' (former '**Keyworded**') Subdirectory Names group.

Name of the subdirectory is matched to the product name that a member owns to determine whether he has access to files under such subdirectory. The match is performed in a *case-insensitive substring* manner. For example subdirectory '**silver**' will match successfully with all of these products: "Premium Silver Membership", "silver coin", "Silverado".

You may edit this group here: **MemberWing-X -> Digital Content Protection -> "Group Access Subdirectory Names"**.

For example, let's assume that the "Group Access Subdirectory Names" setting contains this: "membership,subscription,bronze,silver,gold,platinum". Member '**walter**' owns the product named "Premium Gold Membership". '**walter**' will be able to access these files:

./public\_html/**PREMIUM\_FILES**/membership/intro1.pdf

./public\_html/**PREMIUM\_FILES**/membership/gold/advantages.flv But '**walter**' will **not** be able access these files:

./public\_html/**PREMIUM\_FILES**/membership/platinum/specials.pdf

./public\_html/**PREMIUM\_FILES**/membership/silver/stories.pdf

./public\_html/**PREMIUM\_FILES**/subscription/guide.pdf because he does not own any product that has both "gold" and "platinum" or "gold" and "silver" or "subscription" keywords.

As you see, when a file resides under more than one Group Access Subdirectory (/membership/silver/ or /membership/platinum/) - all of these subdirectory names (keywords) must be matching to **at least one** of products that the member owns in order for him/her to get access to this file.

**NOTES:**

- When file(s) are located inside the Root premium directory, such as:

./public\_html/**PREMIUM\_FILES**/tips.pdf- then any logged on member who owns at least one product (does not matter which one) will be able to access **tips.pdf** file.

- When file(s) are located inside a directory path that neither belongs to 'free', nor to 'individual access' nor to 'group access' directories, such as:

./public\_html/**PREMIUM\_FILES**/some/funny/dir/yo.pdf- then any logged on member who owns at least one product (does not matter which one) will be able to access **yo.pdf** file.

## Priority of Reserved Subdirectory Names

What if the subdirectory tree contains a mix of different groups of reserved names such as this?

`./public_html/PREMIUM_FILES/membership/_files/gold/free/example.pdf`

### Here are the Rules to Determine the Access Rights:

- 1. Top Priority: 'Locked'** access directory names. It overrides all other names, even if followed by or preceded with 'free', Unrestricted, Group Access or Individual Access dirnames.  
`./public_html/PREMIUM_FILES/membership/_files/gold/free/example.pdf`
- 2. Next Highest Priority: 'Unrestricted'** access directory names. It overrides 'free', Group Access or Individual Access dirnames:  
`./public_html/PREMIUM_FILES/_files/gold/img/super.jpg` - super.jpg file may be viewed by anyone including free non-logged on visitors. 'img' is an unrestricted directory name.  
`./public_html/PREMIUM_FILES/membership/css/gold/free/style.css` - style.css file may be viewed by anyone including free non-logged on visitors. 'css' is an unrestricted directory name.
- 3. High Priority: 'Free'** access subdirectory name.  
`./public_html/PREMIUM_FILES/free/example.pdf` - any logged on user has access to **example.pdf**  
`./public_html/PREMIUM_FILES/blah/free/example.pdf` - any logged on user has access to **example.pdf**  
`./public_html/PREMIUM_FILES/gold/free/membership/_special/_file/example.pdf` - any logged on user has access to **example.pdf**
- 4. Medium Priority: 'Individual'** Access subdirectory names group. It overrides **Group** Access names and forces any file under it to be purchased separately:  
`./public_html/PREMIUM_FILES/_files/intro1.pdf` - **intro1.pdf** file must be purchased separately to be accessed by member.  
`./public_html/PREMIUM_FILES/membership/_files/intro1.pdf` - **intro1.pdf** file must be purchased separately to be accessed by member.  
`./public_html/PREMIUM_FILES/membership/_files/gold/intro1.pdf` - **intro1.pdf** file must be purchased separately to be accessed by member.
- 5. Low Priority: 'Group'** Access subdirectory names group:  
`./public_html/PREMIUM_FILES/membership/tutorial.pdf` - **tutorial.pdf** file may be accessed if member owns any product with keyword "membership" in it's name.  
`./public_html/PREMIUM_FILES/Selected_Files/membership/PDF_manuals/tutorial.pdf` - **tutorial.pdf** file may be accessed if member owns any product with keyword "membership" in it's name.  
`./public_html/PREMIUM_FILES/membership/gold/advanced.pdf` - **advanced.pdf** file may be accessed only if member owns any product with keyword "membership" and keyword "gold" in it's name. Examples: "Gold Membership" or "premium gold membership access".  
**NOTE:** If a user own two separate products, one with keyword "gold" in it's name and another with keyword "membership" in it's name - he will **not** be able to access the above file.  
All Group Access subdirectory names that precede filename (/membership/gold/ or /subscription/silver/ etc...) must be present in a single product that member owns to

have access to that file.

6. **Lowest priority: Unspecified** subdirectory.

If a file belongs to a directory tree where no part of it belongs to any of above groups, then to access this file user **must be logged on** and own at least one product (doesn't matter which one).

./public\_html/**PREMIUM\_FILES**/blah/boo/hello/blurb.pdf - **blurb.pdf** file may be accessed by any logged on member who owns at least one product. It could be any product.;

For more examples, let's consider a Membership Site with these specific Premium Files and explain the relationship between naming conventions and levels of protection:

./public\_html/**PREMIUM\_FILES**/beginner\_intro.pdf  
./public\_html/**PREMIUM\_FILES**/**free**/interview.mp3  
./public\_html/**PREMIUM\_FILES**/**membership**/training\_session.wmv  
./public\_html/**PREMIUM\_FILES**/**membership/gold**/mastery\_course.pdf  
./public\_html/**PREMIUM\_FILES**/**\_files**/basic\_concepts.zip  
./public\_html/**PREMIUM\_FILES**/**\_files/\_pdf**/self\_study\_course.pdf

According to the default **MemberWing-X** DCP settings, all above files can be accessed via these WEB URLs:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)  
<http://YOUR-SITE.com/premium/free/interview.mp3>  
[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)  
[http://YOUR-SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)  
[http://YOUR-SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)  
[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf)

These URLs may be used directly inside your pages and posts & Premium Members will be able to access these files if they own the requisite products.

## More Examples/Detailed Explanations of Directory Locations & Levels of Protection They Offer:

- **./PREMIUM\_FILES/free/\***

These files are available to any logged on member including free logged on subscribers.

For example, if member '*mary*' joined as a free subscriber, she will be able to access this file:

<http://YOUR-SITE.com/premium/free/interview.mp3>

- **./PREMIUM\_FILES/\***

These files are available to any logged on member who owns at least one product (doesn't matter which one).

For example, if member '*peter*' purchased one article for \$2.99, he will also be able to access these files:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)

<http://YOUR-SITE.com/premium/free/interview.mp3>

- **./PREMIUM\_FILES/membership/\***

These files are available to any logged on member who owns at least one product with the keyword "membership" in it's name, such as "Beginner **Membership**".

For example if member '*johnsmith*' purchased "Beginner **Membership**" subscription, he will be able to access these files:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf) (owns at least one product)

<http://YOUR-SITE.com/premium/free/interview.mp3> (any logged on member can access this)

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv) (/membership/ - is a 'Group Access' subdir name, and he owns product with such keyword in it's name)

- **./PREMIUM\_FILES/membership/gold/\***

- these files are available to any logged on member who owns at least one product with keywords "membership" **and** keyword "gold" in it's name, such as "**Gold Membership**".

For example, if member '*susan*' purchased a "**Gold Membership**" subscription, she will be able to access these files:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)

<http://YOUR-SITE.com/premium/free/interview.mp3>

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)

[http://YOUR-SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)User

*'johnsmith'* will not have access to this file: [http://YOUR-](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)

[SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf) because he does **not** own any product with **both** keywords: "membership" **and** "gold" in it's name.

- **IMPORTANT:** 'Group Access' subdirectory names act like keywords to be matched with a product name that members own. (In some ways, 'Group Access' subdirectory names act a bit like a Premium Marker Keywords inside **{{{...}}}** brackets for premium articles).

- **./PREMIUM\_FILES/\_files/\***

**./PREMIUM\_FILES/\_files/\_pdf/\***

or:

[./PREMIUM\\_FILES/\\_any/\\_name/\\*](#)

When a subdirectory name starts with an underscore '\_' or dot '.' (ex: **\_mydata** or **.mydigitals**), these names do **not** participate in the matching process with product names that members own. These are 'Individual Access' subdirectory names. Files that are located inside of subdirectories whose names begin with underscore '\_' or dot '.' must be purchased individually.

This means **none** of the above members will have access to these files:

[http://YOUR-SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)

[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf) This feature effectively allows you to create a digital download store selling unique digital download products directly from your website.

For example, if member '**george**' purchased a product named "Complete downloadable course: **self\_study\_course** he **will** be able to access these files:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)

<http://YOUR-SITE.com/premium/free/interview.mp3>

[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf) **NOTE:**

- The name of a file without extension must be present in the name of the product that members own. See below on how to create a "Buy" button for individual files.

- '**George**' will not be able to access this file: [http://YOUR-](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)

[SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip) because he did not purchase it. Each single file located inside of "underscored" subdirectory need to be purchased separately.

- You may add your own 'Individual Access' subdirectories (that do not start with underscore) inside MemberWing-X admin settings:

**MemberWing-X -> Digital Download Protection -> "Individual Access Subdirectory Names"**

## How to securely sell individual digital downloadable file with Paypal.

Let assume that we want to securely sell recording of an amazing interview:

### **success\_talk.mp3**

1. First - create a new page named, for example, "Downloads".
2. Paste inside "Downloads" page this text:  
**Please <a href="http://YOUR-SITE.com/premium/downloads/success\_talk.mp3">Click here</a> to download success in business interview. Make sure you are logged on.**  
This is secure link and only logged on user who purchased this file will actually be able to download it.
3. Press [Publish] button to save this page.
4. Upload your premium digital file 'success\_talk.mp3' into subdirectory that is marked as one of 'Individual Access' subdirectory names in MemberWingX->Digital Content Protection.  
For example 'downloads' folder is marked as 'Individual Access' subdirectory by default:  
**[./PREMIUM\\_FILES/downloads/success\\_talk.mp3](#)**  
(we assume you have 'downloads' as part of your Individual Access Subdirectory Names inside MWX settings).  
**Note: it is strongly advised to avoid using spaces and punctuation marks (such as quotes) in the names of files and subdirectories to avoid problems.**
5. Create Paypal "Buy Now" button for the single product:  
Login to paypal.com, go to "Merchant Services" tab, click on "Buy Now" link under "Create Buttons" section.
6. Follow this naming convention to properly create the name of product. You must specify name of digital downloadable file including directories, relative to /PREMIUM\_FILES/ directory.  
For example if location of downloadable file on the file system is here:  
**/home/johnsmith/public\_html/PREMIUM\_FILES/downloads/success\_talk.mp3**  
Then encoded name for Paypal button will be like this:  
**Live Talk! [file: downloads/success\_talk.mp3]:**  
Include the name of digital downloadable file in "Item name", such as:

▼ Step 1: Choose a button type and enter your payment details

**Product name must include  
name of directory+name of digital file  
enclosed in [ ... ] brackets  
as shown here:**

Choose a button type  
 ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  ▼ [Need multiple prices?](#)

7. Paste HTML code of that button inside your "Downloads" page right after "...**Make sure you are logged on.**" text.. Add description of your digital product.
8. Visitor comes to "Downloads" page. MemberWing-X dynamically inserts Paypal IPN code inside the "Buy" button HTML.
9. When visitor clicks "Buy" button for that digital product and makes a purchase - here's what happens:
  - Paypal sends notification to MemberWing-X about the purchase
  - MemberWing-X creates new user account (or updates existing user account) with information about the purchased product.
  - MemberWing-X dispatches email to webmaster (you) and to buyer with his login credentials:  
username, password and login link.

Notes:

  - You may modify this email content via MemberWingX admin panel:  
MemberWing-X -> General Settings -> "Welcome email subject:" and  
MemberWing-X -> General Settings -> "Welcome email body:" options.
  - You may want to add a link to "Downloads" page inside email body so user will be able to quickly access his new purchase.
  - User clicks on "login" link, logs in, gets to "Downloads" page and from there he can click the link and actually get access to the file he purchased.
10. You will need to repeat steps 2 - 7 for each new digital downloadable product that you want to sell from your website.  
White this "Download" page is overly simplistic - it should give you a good idea of steps required to sell digital downloads from your site securely.
11. NOTE: Alternatively you may use MemberWing-X Digital Online Store (DOS) Builder (see chapter below) that allows you quickly create digital downloadable products just by uploading them via FTP into .../PREMIUM\_FILES/ location.

Selling access to group of digital files defined by the range of dates. [fs-daterange](#) specification.

Starting with MemberWing-X 6.511 - it is possible to create specially named products that will give access to a group of files defined by the range of dates.

Such files must reside inside of **Individual Access** directories. Product name must follow special naming convention to make it happen.

This facility allows to sell "Year worth of upgrades", "3 Days Access Pass to Premium Reports" or "1 Year of past archives" - type of products.

By example:

- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:s]**  
Such product gives access to total 3 days worth of files uploaded into PREMIUM\_FILES/downloads/racing/ location, including all subdirectories, starting with the date of purchase (today) for a total of 3 days.  
Date of files must be encoded in format: YYYY-MM-DD and will be derived from the file name, such as: Daily\_Investment\_Report\_\_2010-08-23.pdf
- **3 Days Access Pass [fs-daterange:downloads/racing:today:+2 days:s]**  
Same as above just a different encoding, instead of '=3 days' it says '+2 days'. Which means today (date of purchase) + 2 more days access.
- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days]**  
Same as above but will NOT include subdirectories = ':s' attribute is not specified. Which means this product will give date-define access only to file located directly inside of PREMIUM\_FILES/downloads/racing/ location.
- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:ft]**  
Same as above but file date will be determined from the filesystem (using PHP filectime() function). When 'ft' attribute is specified - it means date does not have to be encoded in the filename.  
If 'ft' attribute is missing - then date of file will be determined from the filename (according to rules above) - this is default behavior.
- **Summer 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-06-01:2010-08-31:s]**  
Such product gives access to files uploaded into PREMIUM\_FILES/trading/options/calls/\* location, including all subdirectories, starting from (and including) June 01, 2010 and ending at (and including) August 31, 2010.  
Date of files must be encoded in format: YYYY-MM-DD and will be derived from the file name: Some\_File\_\_2010-08-23.pdf (this is default setting, unless 'ft' attribute is specified)
- **Summer 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-06-01:=3 months:s]**  
Same as above but duration is specified as '=3 months' instead of specific date.
- **Last 2 weeks archive [fs-daterange:allfiles/content:today:-2 weeks]**  
This product name allows to sell access to past data. Product named this way will give access to total of 2 weeks worth of files uploaded into PREMIUM\_FILES/allfiles/content/\* location, NOT including subdirectories, starting 2 weeks before the date of purchase (today) and NOT including today.
- Building upon these examples - if we'd have a task to create 'Spring 2010 options' product we could encode it in this way:  
**Spring 2010 options trading tutorials [fs-**

**daterange:trading/options/calls:2010-06-01:-3 months:s]**

or this way:

**Spring 2010 options trading tutorials [fs-**

**daterange:trading/options/calls:2010-03-01:=3 months:s]**

or this way:

**Spring 2010 options trading tutorials [fs-**

**daterange:trading/options/calls:2010-03-01:2010-05-31:s]**

- **1 Day Access Pass [fs-daterange:markets/alerts/stocks:today:=1 day]**

Gives access to 1 day worth of files uploaded into

PREMIUM\_FILES/market/alerts/stocks/\* location, NOT including subdirectories, released on the date of purchase (today)

Let's define the spec to create specially encoded product names that gives access to date range of files, by taking this name as an example:

**3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:s,ft**

- **Days Access Pass** [fs-daterange:downloads/racing:today:=3 days:s,ft]- arbitrary name of product part.
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - fully defined date range specification
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - separator characters
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - beginning of date range specification
- 3 Days Access Pass [fs-daterange: **downloads/racing**:today:=3 days:s,ft] - relative directory tree under which files are located. Relative to .../PREMIUM\_FILES/ on a file system.
- 3 Days Access Pass [fs-daterange:downloads/racing: **today**:=3 days:s,ft] - starting date. Could be in format: '**today**' (date of purchase) or '**2010-12-21**' - specific date.
- 3 Days Access Pass [fs-daterange:downloads/racing:today: **=3 days**:s,ft] - ending date of date range. Could be either specific date ('**2010-12-21**') or relative human readable description, starting with '-', '+' or '=' characters, such as: '**=3 days**' or '**-2 weeks**' or '**+4 months**' or '**=1 year**'.
- 3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:**s,ft**] - optional attributes.  
's' - include subdirectories (default:do not include), 'ft' - use filetime to determine file date instead of filename-based encoding. Default: filename-based encoding.

Notes:

- 'today' signifies the date of purchase and allows to create product once without changing any specific date ranges later on.
- Minimal range is 1 day.
- Following language constructs can be used to specify range of dates: **day, days, week, weeks, month, months, year, years**. PHP strtotime() function is used to convert text to actual dates.
- When creating Paypal Buy or Subscribe buttons - complete product name will go into the proper '**Item name**' field:

▼ Step 1: Choose a button type and enter your payment details

Choose a button type  
Buy Now ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Item ID (optional) [What's this?](#)

3 Days Pass [fs-daterange:downloads.today:-

Note: See more tutorials posted on [MemberWing Forum, tutorials section](#).

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## Digital Online Store (DOS) Builder

MemberWing-X 6.x and higher includes Digital Online Store (DOS) Builder - facility to easily create customizable digital online stores allowing you to sell any kind of digital downloadable materials individually and in groups.

DOS even allows you to add your digital online store to non-Wordpress based websites and to websites that are based on non-Linux and non-PHP backends.

To create digital online store - just upload any materials you want to sell with any [FTP upload program](#) into proper premium subdirectories (under /PREMIUM\_FILES/).

See this section of manual: "Selling Access to Premium Digital Downloadable Products" for more details on naming conventions used for secure subdirectories.

To access Digital Online Store Builder settings go to:

Wordpress admin->MemberWingX->Digital Online Store Builder

This screen will allow you to set many different options for your digital online store as well as for each product and for directories where your digital downloadables are located.

Once uploaded - each file becomes "buyable" digital product and by default it will inherit it's settings (like price and image icon URLs') from parent directory.

Each directory inherits it's own settings from it's parent directory as well.

This way if you are selling many "similar" digital products (like premium images, MP3's, similar ebooks, etc) - you may set it's options once (at it's parent directory) and these options will be automatically applied to each file located inside this directory (plus any subdirectories as well). You may override settings for each file or directory individually as well.

If you want to set certain file's option to be "inheritable" - set it's value to **NULL**.

Product Name and Product Description for directories normally should represent general description of products inside this directory.

For example:

- Directory /PREMIUM\_FILES/tutorials/ may have Product Name set as "Collection of Tutorials".

- Directory /PREMIUM\_FILES/tutorials/photoshop/ may have it's Product Name set as "Photoshop Tutorials" and Product Description set as "Collection of Tutorials covering Adobe Photoshop CS5", and Price set to "19.95".

This will be the default price to be applied to any files uploaded inside this tree.

Large Images URLs and Small Images URLs settings represents product pictures. You may specify none, 1, or more than one image URL. You may also specify multiple image URL's - put each on a new line, such as:

MY-SITE.com/img/pic1.jpg

MY-SITE.com/img/pic2.jpg

MY-SITE.com/img/pic3.jpg

etc...

Below Files/Directory listing are general settings for Digital Online Store Builder. Here you may set Primary Payment Processor, which could be either Paypal or authorize.net system (with the help of [authorize.net plugin](#)).

## Digital Online Store (DOS) Templates

Once your digital premium products are uploaded and settings are set - you may spend some time configuring templates. Templates are mostly HTML code pieces that define how your store will look visually on your pages.

MemberWing-X includes 10 "slots" for templates that you may customize directly via admin settings.

You may render your digital online store using any template. In fact you may render your online store differently on different pages using different templates at the same time. Templates t1 and t2 are preset for you but you may change them as you wish. Although we recommend you to leave these predefined templates untouched for your reference.

Additionally to that you may define separate .css (stylesheet) and .js (javascript) files for each template.

Note: **IMPORTANT**: it is recommended to keep your versions of custom .css and .js files outside of MemberWing-X directory tree (/plugins/memberwing-x/). This is to prevent loss of your files during MemberWing-X upgrade.

Each template consists of 4 parts:

1. **Main Container**. Main container could be any HTML construct. Example:  
`<ul>{ONLINE_STORE_ITEMS_HTML}</ul>`  
{ONLINE\_STORE\_ITEMS\_HTML} - is a replacement tag that will be replaced with HTML code of directories and items (products) for sale.
2. **Directory/Folder template**. HTML construct that will be used to render name and description encoded into given directory. Example:  
`<li><b>{DIR_PRODS_NAME_TXT}</b><br />{DIR_PRODS_DESCRIPTION}</li>`  
If you do not want to render any HTML for directories - you may empty this part of template
3. **Item allowed template**. HTML construct that will be used to render items that are available for download to currently logged on user.
4. **Item denied template**. HTML construct that will be used to render items that are not available to current visitor.

Check out sample working code of 't1' and 't2' templates for your reference.

You may use number of predefined replacement tags anywhere within HTML code of your template. Here is the list of available replacement tags:

### DOS Templates - Replacement Tags

- **{ONLINE\_STORE\_ITEMS\_HTML}** - this tag ought to be used only by Main Container part of template.
- **{DIR\_PRODS\_NAME}**, **{DIR\_PRODS\_DESCRIPTION}** - these tags usually used only by Directory/Folder template. They represent Product Name and Product Description as they are set for currently rendered directory.  
**{DIR\_PRODS\_NAME\_TXT}** - is a "smarter" version of **{DIR\_PRODS\_NAME}** replacement tag and will be rendered as Product Name (if present) or as physical directory name.

- **{CUSTOM\_BUY\_CODE}** - will be replaced with content of Custom Buy Code setting for that file. Note: if Custom Buy Code is present - it will override all {\*\_BUTTON} tags.
- **{ICON\_URL\_1}** - will be replaced with first URL in Small Images URLs setting for currently rendered item.
- **{BIGIMG\_URL\_1}** - will be replaced with first URL in Large Images URLs setting for currently rendered item.
- **{ICON\_IMGS\_2X}** - currently not used. In a future will be replaced with <img .../> tags for 2+ URLs in image URLs list.
- **{PROD\_NAME}** - will be replaced with the name of product as set in Product Name setting
- **{PROD\_NAME\_TXT}** - will be replaced with either Product Name or normalized file name of item.
- **{PROD\_DESCRIPTION}** - will be replaced with Product Description for currently rendered item.
- **{PROD\_DESCRIPTION\_EXCERPT}** - will be replaced with excerpt version of Product Description. "Excerpt" part is everything before the [...] tag inside of the actual description text. Use [...] tag to create define shorter excerpt part inside long descriptions.
- **{CURRENCY\_SYMBOL}** - will be replaced with HTML version of currently active currency symbol.
- **{PROD\_PRICE}** - will be replaced with number part of currently rendered product price.
- **{PROD\_PRICE\_TXT}** - will be replaced with currency symbol + number part of product price.
- **{SAFE\_DOWNLOAD\_URL}** - will be replaced with actual download URL of the current product
- **{RANDOM\_NUMBER}** - will be replaced with randomly generated number. Useful to attach to preview version of product download URL to avoid browser caching. See 't1' template code for example.
- **{DIR\_NAME}** - relative name of current items' directory. For /PREMIUM\_FILES/tutorials/photoshop - it will be **tutorials/photoshop**
- **{FILE\_NAME}** - will be replaced with only filename part of the current item.
- **{BUY\_NOW\_BUTTON}** - will be replaced with HTML code for "buy now" button for the current item. If Custom Buy code is set - then Custom Buy code will be used.
- **{ADD\_TO\_CART\_BUTTON}** - will be replaced with HTML code for "add to cart" button for the current item.
- **{VIEW\_CART\_BUTTON}** - will be replaced with HTML code for "view cart" button for the current item.
- **{URL\_DOWNLOAD\_BUTTON}** - will be replaced with URL link to the image of 'download' button, defined in MemberWing-X->General Settings screen.

## DOS Templates - Logic Tags

DOS templating engine allows you to render HTML code one or another way depending if certain condition is true or false.

For example - for SEO purposes you may decide to render full description for every item if page is loaded by search engine spider, but only show excerpt part of description if page is loaded by normal human visitor.

Or include "preview" link only if given item is available for preview (see section of this manual: "Automated Digital and Rich Media content promotion and Digital SEO enhancements - PromoFusion").

Such logic is easily accomplished by using Logic Tags. Here are few samples of using Logic Tags inside template:

- ...`{IF_GOOGLE}<div class="product-description-excerpt">{PROD_DESCRIPTION_EXCERPT}</div>{ELSE}<div class="product-description">{PROD_DESCRIPTION}</div>{ENDIF}`...
- or more complicated logic with nested logic tags:
  - `{IF_CUSTOM_BUY_CODE}`
    - `{IF_PROD_PRICE}`
      - `<div class="price-tag-wrapper">{PROD_PRICE_TXT}</div>`
      - `{ELSE}{ENDIF}`
        - `<div class="buy-button-wrapper">{CUSTOM_BUY_CODE}</div>`
    - `{ELSE}`
      - `{IF_PROD_PRICE}`
        - `<div class="price-tag-wrapper">{PROD_PRICE_TXT}</div>`
        - `<div class="buy-button-wrapper">{BUY_NOW_BUTTON}</div>`
        - `{ELSE}{ENDIF}`
    - `{ENDIF}`...

As you may see general structure of logic tag is this:

`{IF_some_condition}...{ELSE}...{ENDIF}`. `{ELSE}` and `{ENDIF}` tags are mandatory, although they may or may not contain any content in between them.

As you saw in above sample - replacement tags also may be nested to any level. This allows you to create really "smart" templates.

Here is the list of currently available replacement tags. More likely will be added in a future.

- **{IF\_FILE\_WITH\_PREVIEW}** - Used by "Item Denied Template". If preview for the given file is available (filename\_**denied**.ext) than this tag will evaluate to true.
- **{IF\_PROD\_PRICE}** - If product price is >0. Some products are priced at 0 (available for free members). This logic tag will allow to avoid printing "0" price.
- **{IF\_CUSTOM\_BUY\_CODE}** - If given item has custom buy button code specified.
- **{IF\_GOOGLE}** - If current page is loaded by search engine spider - it will evaluate to true. For normal (human) visitors it will evaluate to false.

## Adding and Replicating Digital Online Store on page(s) of your website(s)

There are multiple ways to add Digital Online Store to pages of your website. MemberWing-X Digital Online Store Builder also include a ways to easily replicate your store on as many webpages on as many other websites as you want. This facility should help you to boost your brand awareness, visibility, and sales.

Here are few possible methods to add Digital Online Store to page of your website:

1. **Method 1: DOS Page Tag**: Insert this tag into any post or page on your site to display all products in your digital online store:
  - [mwx-digital-online-store]** - this will generate digital online store using template 't1'
  - [mwx-digital-online-store t3]** - this will generate digital online store using template 't3'

2. **Method 2: DOS Widget**: Copy embeddable digital online store widget code (see "Your Online Store Widget" in MemberWingX->Digital Online Store Builder screen) and paste it into any page of any website that supports javascript. This widget will convert into online store automatically.  
Embeddable digital online store widget is a great way to create multiple copies of your online store all over the web very quickly.  
Within widget's HTML code you may edit variables: **use\_template**, **regex\_include**, **regex\_exclude** and **max\_items** to customize the way online store will show up.
  
3. **Method 3: DOS PHP Snippet**: Use embedded PHP code snippet to generate more customized version of digital online store. To do that:  
Insert this tag inside of any post/page:  
**{{MWXPHP=online\_store1}}**  
Create custom field named **online\_store1** with the following content.  
Example 3.1:  

```
if (function_exists('MWX_digital_online_store')) {echo MWX_digital_online_store(array('use_template'=>'t5', 'max_items'=>8));}
```

  
Above snippet and custom field will generate digital online store, using template 't5' showing maximum of 8 items for sale.  
Example 3.2:  

```
if (function_exists('MWX_digital_online_store')) {echo MWX_digital_online_store(array('use_template'=>'t1', 'max_items'=>10, 'regex_include'=>'@\.pdf$i', 'regex_exclude'=>'@sample@', ));}
```

  
Above snippet and custom field will generate digital online store, using template 't1' showing maximum of 10 items for sale matching \*.pdf or \*.PDF specification. The list will exclude any files that contain keyword 'sample' in it's name.
  
4. **Method 4: DOS API**: Using PHP API call in this format:  

```
<?php
echo file_get_contents('http://YOUR-SITE.com/wp-content/plugins/memberwing-x/dos-widget/mwx-dos-api.php?format=html&use_template=t1&max_items=5');
?>
```

  
Above API call will pull complete HTML content for digital online store, using template t1 and will show up to 5 items.  
Actual URL value to use is available at: MemberWingX->Digital Online Store Builder->Digital Online Store API endpoint

Please note that DOS Widget and DOS API methods allow you embed your digital online store onto other websites.

DOS Widget is the easiest method to replicate your Digital Online Store on any number of pages of other websites and blogs that support javascript, such as Blogger.com and others. DOS API is the most SEO-friendly way to replicate your digital online store on other online properties because it actually allows to embed dynamic HTML directly into page.

To customize appearance of your digital online store on your pages using above methods you may also edit values of the following variables:

- use\_template - template name to use: **t1** or **t2**, etc... up to **t10**
- regex\_include - regular expression pattern to match filenames of items. Ex:  
**@\.pdf\$i** - means match all \*.pdf and \*.PDF files, **@tutorial@i** - means match all files with keyword **tutorial** (case insensitive) anywhere in it's name.

- `regex_exclude` - regular expression pattern to specify which files to exclude from display. Ex: `@market(er|ing|s)@i` will exclude any files with keywords: *marketer*, *marketing* or *markets* anywhere in it's name.
- `max_items` - maximum number of items to show.

---

# Automated Digital and Rich Media content promotion and Digital SEO enhancements - PromoFusion

Digital Content Protection controls access to premium downloadable and rich media materials, such as premium movies, images, ebooks, PDF, MP3, ZIP and other digital binary or text files.

But if new visitor will click on a link to premium file - he will get an ugly 404 "not found" error. Same treatment is delivered to the search engine spider which doesn't help in your site's ranking at all.

Wouldn't it be nice if instead of error something more intelligent would happen and visitor would be presented with at least some content?

That's exactly what PromoFusion feature of MemberWing does.

It allows you to feed non-premium visitor with cut down version of your premium content. Consider it like a "teaser" feature for rich media and downloadable files.

PromoFusion feature is automatic.

The only action you need to do is to come up with a promotional version of your premium file and named it in a certain way - by appending '**\_denied**' to the filename.

For example let's assume that you've uploaded premium training session video available to your members:

[./public\\_html/PREMIUM\\_FILES/membership/training\\_session.wmv](#)

and published a link to (or embedded) this video on your front page:

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)

Non-member will not see any video at all because he has no access to it. Neither he can get a feel what this video is about.

You decided to utilize PromoFusion feature, and created shorter introductory version of training session video.

You gave it a name of original file, appended '\_denied' keyword and uploaded it to your premium file folder:

[./public\\_html/PREMIUM\\_FILES/membership/training\\_session\\_denied.wmv](#)

Now, instead of 404 "not found error" or blank screen, every free visitor will automatically see introductory edition of your video. People will stay on your site for longer, Google will see video present on your portal as well and that gives you extra SEO score points as well.

You don't need to change any URLs on your pages. Same link:

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv) - will feed full video to logged on premium members, while showing only introductory version for everyone else.

You may create promo versions for as many digital files as you want following proper naming convention: by appending '\_denied' to the name of "teaser" version before extension.

Upload teaser version to the same directory where full version is located.

[./public\\_html/PREMIUM\\_FILES/membership/tips.pdf](#) - full version

[./public\\_html/PREMIUM\\_FILES/membership/tips\\_denied.pdf](#) - "teaser" version

[./public\\_html/PREMIUM\\_FILES/gold/archives/special.7z](#) - full version

[./public\\_html/PREMIUM\\_FILES/gold/archive/special\\_denied.7z](#) - "teaser" version

PromoFusion functionality helps to boost visitor engagement and boost sales by serving visitors with engaging introductory or marketing message instead of "access denied" errors. It also affords you extra love from search engines who always notice presence of rich media and amount of time visitors spend on your site.

That extra SEO juice will get you to gain higher organic ranking score.

**Tip: Creating Premium pages outside of Wordpress:**

MemberWingX' Digital Content Protection allows you to create premium pages with automated promotional features outside of Wordpress.

For example - you may upload **page.html** and **page\_denied.html** files into secure directory and have your logged on premium member see "premium" version of page.html content, while free visitors will see "promotional" content (pulled from page\_denied.html) automatically via the same URL. This is very powerful feature to create "mini sites" outside of (or in parallel to) Wordpress where you may manage HTML content of special pages directly in any way you like. NOTE: Dynamic PHP pages are not supported yet.

---

# Utilizing Digital Content Theft Prevention and Tracing - TraceFusion

TraceFusion is a feature of MemberWing-X allowing you to invisibly watermark every digital download that is leaving your site with an identity of a user who is accessing it.

In other words TraceFusion automatically adds invisible encrypted signature to every premium digital document. Consider such signature as an invisible digital fingerprint your member makes on every digital file he downloads.

As it often happens - if you find your premium digital materials illegally shared without your permission somewhere on the internet - you will be able to discover identity of a member who originally downloaded your file.

Having such information in your possession you will be able to launch investigation and at the very least to terminate member who likely caused illegal premium document leak.

To turn TraceFusion feature on:

1. Login to your wordpress admin panel
2. Go to:  
MemberWing-X -> Digital Content Protection -> "TraceFusion Digital Content Watermarking and Tracing enabled"
3. Check it on: [x]
4. Press [Save Settings] button

Now - every time any premium digital file is accessed - invisible, encrypted watermark will be embedded in it fully automatically.

## **How to read back information encoded into digital signature?**

Note: To read TraceFusion digital signatures person needs to know MemberWing-X API key that is available only via admin panel at:

MemberWing-X -> General Settings -> "MemberWing-X API Key"

In other words only webmaster who have administrative access can decode signatures. You may not decode signatures created by other websites and no other people can decode your signatures without having access to your MWX API key.

Let assume you found your premium course materials: '**gold\_mastery\_course.pdf**' somewhere on internet where they should no be.

You need to obtain this file in your possession to read digital signature.

To read digital signature of the file:

1. Upload file onto some public directory of your website, such as:  
YOUR-SITE.com/temp/gold\_mastery\_course.pdf
2. Head to dedicated TraceFusion portal: **<http://www.tracefusion.com/>**
3. Paste your MemberWing-X API key and URL of the file:

<b>TraceFusion</b>	
Digital Property and Digital Content Tracing Facility	
TraceFusion digital signature provides you with information about the person who accessed your digital materials.	
<a href="#">Wordpress membership site plugin MemberWing</a> allows you to mark your premium digital materials (images, movies, audio, etc.) with a TraceFusion Digital signature.	
Each copy of downloaded material that leaves your site is signed with unique identity of member who accessed it. This allows you to track each copy of your materials (possibly found as illegally distributed or shared on internet) back to the person who accessed it.	
<b>Your TraceFusion key</b> (Same as MemberWing License key or MemberWing-X API key)	<input type="text" value="726B7AC6434520F2"/>
<b>Please enter URL of file or web page you want to trace</b>	<input type="text" value="http://YOUR-SITE.com/temp/gold_mastery_course.pdf"/>
<input type="button" value="Decode TraceFusion signature"/>	

4. Press button [Decode TraceFusion signature]  
If your API key was correct, file URL is correct and signature is present - the information will be decoded and shown to you.

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## MemberWing-X Integrated Affiliate System

MemberWing-X includes integrated affiliate system that allows you to attract affiliates, promote your products and boost your sales and revenues. Just like everything else MWX Affiliate System can function with very little configuration. MWX affiliate network setting are available via:  
MemberWing-X -> Affiliate Network Settings

Every member of your blog is your affiliate automatically. In other words - every subscriber, including free subscriber and every customer - has it's own affiliate ID to promote your site. Each member's affiliate ID is the same as his user\_id and is available via:  
Users->'**username**', scroll to the bottom of page and find section named "**Affiliate links**".

---

## Integration with [RAP \(Rapid Action Profits\)](#) system

RAP (Rapid Actions Profits) is a marketing system developed by Sid Hale. MemberWing-X integrates with RAP so that any sales processed by RAP will also cause MemberWing-X to create new account on your wordpress blog and automatically manage premium access for new customer.

To integrate MemberWing-X with RAP please follow these steps:

1. Unzip memberwing\_rap.zip (included inside memberwing's ZIP file).  
memberwing\_rap.zip is a certified add-on for RAP allowing integration of RAP with MemberWing-X.
2. Follow installation steps described in README.TXT file
3. Login to your Wordpress admin panel. Go to:  
MemberWingX ->  
Integration with Other Systems ->  
Universal Integration with third party Paypal shopping carts and Paypal payment systems ->  
Universal Paypal Include File
4. Copy this value into your RAP admin panel->Addons->MemberWing Addon

Done.

---

## Integration with [E-Junkie.com](http://E-Junkie.com).

Integrating MemberWing-X with [e-junkie.com](http://e-junkie.com) digital online shopping cart:

1. Check: [x] Send transaction data to a URL while adding or editing your product.
2. Press [Submit] button if you are adding the product, or press [Next] button if you are editing the product.
3. In the Payment Variable Information URL field, enter above value (E-junkie Payment Variable Information URL).
4. Press [Next] button till you can [Submit] to reach the button code screen.
5. Use the Buy NOW or E-junkie Cart button codes from this screen to start selling your product (if you had already copy-pasted the button code for this product and made no other changes to the product, your existing code will continue to work fine).
6. When customer will purchase your product, MemberWing-X will be notified, new member account will be created and new member will be able to login and access premium content according to your rules.

To track all payment events - check **\_\_log.php** file located inside of your MemberWing-X directory: /plugins/memberwing-x/\_\_log.php

---

## Integration with [ClickBank](#).

Integrating MemberWing-X with ClickBank.com :

1. Goto Clickbank.com and create single payment or recurring membership product:  
Clickbank.com ->Login->Account settings->My Products
2. Get it approved by Clickbank
3. Goto Clickbank.com ->Login->Account settings->My site->Advanced tools->Edit
  - Come up with- and enter secret key
  - Click "request access" for instant notification URL
  - Change all "NO" to "YES"
  - Scroll "Terms of use" and check "I understand..." checkbox: [x]
  - Click [Save Changes & Request API access] buttonYou should get message "You have been enabled for instant notification"
4. Login to WordPress admin at: [www.YOUR-SITE.com/wp-admin](http://www.YOUR-SITE.com/wp-admin)  
Go to Settings->MemberWingX->Integration With Other Systems->Integration With Clickbank
5. Find area "Clickbank Secret Key"- enter your secret key over there
6. Find area "Clickbank product keyword". Enter the keyword that appears in the name of your membership product. For example: **membership** or **gold**.  
When someone purchases one of your clickbank products – MemberWing will be notified by Clickbank via integration mechanism every time for every purchase. But only the product names that contain above keyword (in case-insensitive manner) will be processed by MemberWing. Others will be ignored.  
If this keyword field is left empty – all sales from clickbank will be processed as membership sales by MemberWing and all purchasers will become premium members.
7. Find area "Clickbank Instant Notification URL" – and copy URL that is listed over there
8. Go back to your clickbank account admin: Clickbank->Account settings->My site->Advanced tools->Edit
9. Paste that URL into "Instant Notification URL" field
  - Press small "(test)"link.
  - Wait few seconds until message "The test notification successfully sent..." small window appears
  - Close this small notification window
  - Press [Save] button.
10. Now Instant Notification URL should be visible at:  
Clickbank->Account settings->My site->Advanced tools->Edit screen, together with your secret key
11. Now whenever someone purchase your membership product via clickbank (one-time payment or recurring) – new customer will automatically become a premium user at your MemberWing-controlled membership site.

**NOTE:** Please note that it seems that ClickBank **in test mode** does not issue proper notifications to MemberWing, which means if you are testing - MemberWingX will not create accounts. To really test integration with ClickBank you need to make a live purchase, and then issue refund.

To track all payment events - check **\_\_log.php** file located inside of your MemberWing-X directory: /plugins/memberwing-x/\_\_\_log.php



---

## Integration with [2Checkout.com](https://2Checkout.com).

Integrating MemberWing-X with 2checkout payment service:

1. Login to your 2Checkout admin panel.
2. Paste "2Checkout Instant Notification URL" (from MemberWingX -> Integration with other systems -> Integration with 2Checkout) into 2Checkout admin panel at: Account->Notifications->Global Settings->Global URL.
3. Press [Apply] button.
4. Check "Enable all notifications".
5. Press [Apply] button.
6. Scroll to the end of page and press [Save Settings] button.

To track all payment events - check **\_\_log.php** file located inside of your MemberWing-X directory: /plugins/memberwing-x/\_\_log.php

---

## Integration with [ECWID.com](http://ECWID.com) - online shopping cart and WEB store builder.

[ECWID](http://ECWID.com) is an excellent online shopping cart. It allows you to create hosted catalog with all your products for sale, including description, images, prices, payment methods, shipping methods, different options for each product (such as size, color), etc... Once you created your online product catalog - ECWID gives you a snippet of HTML code, "widget" to embed into any page of website or blog. This widget automatically creates complete online store. ECWID makes it extremely simple and cheap to build online stores to sell physical (and to some extent digital) products.

ECWID gives you a free plan to try its service. Even with free plan you can build fully functional online store.

ECWID's paid plan costs \$17/mo and includes powerful SEO features (inline catalog, instead of javascript-generated one), ability to create discount coupons, access to API and ability to add affiliate tracking to sales.

One of the offerings of ECWID online store builder that really stands out is the fact that they don't take a percentage of your sales. Monthly fee includes everything and no extra charges or hidden fees apply.

They integrate with Paypal, Authorize.net and other payment processing solutions.

I love ECWID for its embeddability - build online catalog, grab widget and insert it to any blog or website. This way you can launch 25 online stores selling your stuff all over the internet - how cool is that?!!!!

ECWID does not have any affiliate tracking functions.

MemberWing-X allows you to add comprehensive affiliate tracking features to your ECWID store, hosted at the same site where you have MemberWing-X installed.

This feature requires a paid \$17/mo ECWID account.

To add affiliate tracking to your ECWID store do this:

1. Make sure you have a paid account with ECWID.
2. Make sure you have [Ecwid Shopping Cart plugin](#) installed and activated. This plugin allows you to create  
Affiliate tracking integration requires that your ECWID catalog will be embedded inside a Wordpress page or post.
3. Have MemberWing-X activated of course.
4. Login to your MemberWing-X admin panel
5. Go to MemberWingX -> Affiliate Network Settings -> Enable affiliate tracking for ECWID shopping cart service?  
Enable it:
6. Press [Save Settings] button.  
From this point on - affiliate ID will be sent along every purchase made through ECWID store.
7. Your affiliates may register and start referring your customers in 2 ways:
  - o By registering at your website as a free "subscriber" via link like this: YOUR-SITE.com/wp-login.php?action=register  
Every subscriber (and in fact any new customer) automatically becomes your affiliate.  
Note: make sure "free registrations" are enabled via Wordpress admin-

>Settings->General->Anyone can register

Once your affiliate registers - he can see his affiliate ID and sample of his affiliate link inside of his dashboard. He must login first.

- o By creating affiliate link to any page of your website like this:

YOUR-SITE.com/some-page/?aff=affiliate@email.com

'affiliate@email.com' - is paypal email address of your affiliate. This method does not even require registration but makes affiliate's email address visible. It is possible though to conceal email address in URL by using any URL shortener service.

8. Once sale is made you may see affiliate's ID by [logging into your ECWID panel](#) and navigating to:

Sales->Orders and then clicking on order number.

Referring affiliate's ID (if any) will be shown in the upper right corner of screen.

MemberWing-X allows you to track customer's IP address together with referring affiliate's ID. This is achieved by enabling this option:

MemberWingX->Affiliate Network Settings->Allow detailed affiliate tracking for ECWID shopping cart service?

If this option is enabled (default) affiliate tracking code will include affiliate email or ID + customer's IP address and will look like this:

The screenshot shows the ECWID website interface. At the top, there is a navigation bar with the ECWID logo and the URL 'www.poodleit.com'. Below the navigation bar, there are tabs for 'Sales', 'Catalog', and 'Customers'. The 'Sales' tab is active, and the 'Orders' sub-tab is selected. The main content area displays 'Order #12, Jul 21, 2010 01:34 PM' with a 'Back to Order List' button. Below the order information, there are two status fields: 'Payment Status: Accepted' and 'Fulfillment Status: New', each with a '[ Change ]' link. On the right side, the 'Affiliate:' field is highlighted with a red box, showing the value 'aff\_id:gleb@membr...'. In the top right corner, there is a link to 'Ecwid.com | Knowledge'.

If this option is disabled only affiliate's ID will be shown:



ecwid

www.poodleit.com

Ecwid.com | Knowledge

Sales

Catalog

Customers

Detailed affiliate tracking

MemberWingX->

Affiliate Network Settings->

Allow Detailed Affiliate Tracking

Orders

Order #13, Jul 21, 2010 01:50 PM

[Back to Order List](#)

Payment Status: **Accepted** [ [Change](#) ]

Fulfillment Status: **New** [ [Change](#) ]

Notes:

Currently [ECWID](#) does not support direct API integration and hence there is no direct integration possible between ECWID and MemberWingX affiliate payouts page.

In other words - you may see which affiliate referred sale for you but for now you'll have to manually track payouts and process payments to affiliates who registered the sale for you.

I am working on adding more dynamic affiliate integration functionality between ECWID and MemberWingX.

But at least for now you may enjoy these benefits:

- Welcome as many affiliates as you want to promote your online ECWID-powered store
- Enjoy better SEO ranking (every incoming affiliate link helps with better organic ranking for your store).
- Have increased incoming traffic of potential customers from your affiliate's websites.
- Hopefully get more sales due to added affiliate-referred traffic .
- Have detailed tracking data for every sale including customer's IP address that can be used in extra conversion stats and analytics.

Hint: have raw log files for your web traffic enabled - this will greatly help you with you sales tracking and analytics.

---

# MemberWing Migration Guide: Migrating from MemberWing 4.x (MW) to MemberWing-X 5.x (MWX) and above.

MemberWing-X is a complete rewrite of MemberWing plugin with important enhancements included into it.

MW is in maintenance, bug fixing and support mode - no more new features will be added into it. All new enhancements, improvements, additions, new features and integrations will go to MWX only.

But please note: if you have active and operating membership site with MemberWing 4.x the upgrade process is **not as simple** as uploading new MemberWing-X plugin. See below.

If you run membership site based on MemberWing 4.x here are important notes about differences between them and issues with migration from MW to MWX.

- MW and MWX use different markers:  
MW markers: {+}, {++}, {+++}, {++++}  
Matching MWX markers: {{{bronze|silver|gold|platinum}}}, {{{silver|gold|platinum}}}, {{{gold|platinum}}}, {{{platinum}}}
- MWX installs into directory that is different from MW. This might pose a problem if you already have existing recurring payment subscribers or integration scripts with their IPN (payment notifications) pointing to the old MemberWing 4.x locations.

## **Recommended MemberWing -> to -> MemberWing-X migration steps:**

1. At your old MemberWing admin settings: Disable integration with autoresponders and iDevAffiliate (if any of these enabled). You will need to re-enable them again via new MemberWing-X admin panel.
2. Deactivate old MemberWing.  
Having old MemberWing and new MemberWing-X active at the same time will likely cause problems.
3. Upload and activate new MemberWing-X plugin.
4. Note: this is optional although recommended step: Replace old style markers inside of your premium posts and pages: {+++} to the new ones, such as: {{{gold|platinum}}} etc... - see above.  
By default MWX will recognize old style markers and translate them on the fly to the new ones. We recommend to replace old style markers to new style markers in all posts and pages as it will offer you more flexibility in a future.  
If you don't have any old style markers left you may disable the following setting (to slightly improve performance of your site):  
MemberWingX -> General Settings -> "Enable MemberWing legacy compatibility mode?" - [ ] - disable it.
5. Re-enable integrations with autoresponders and iDevAffiliate (if you have these enabled at your MW).
6. Please note that none of MemberWing 4.x settings will be transferred to MemberWing-X 5.x.  
So you need to go through all MemberWing-X configuration options and re-configure

them to your liking. Most defaults are fine but please make sure to check your paypal address, paypal currency, etc...

7. You need to recreate all your Paypal buttons following the steps described in this manual. Your old buttons are likely include fields and snippets still pointing to the old script location.

you need to rebuild these buttons and paste new button HTML codes inside your join/subscribe pages.

8. If you have active users with active Paypal recurring subscriptions - you need to leave old (deactivated) MemberWing 4.x files in their directory. This is required so that IPN processing for old subscriptions will continue to operate normally without IPN errors. Same applies for other integrations that are pointing to scripts into old MemberWing directory. If you have any of these active - just leave old MemberWing files in place. If you don't have any previous integrations pointing to MW scripts - you may delete old MW files.

Note: if you delete old MemberWing 4.x files but some other scripts are still pointing to that location - what happens in the worst case is that previously active users with cancelled or refunded subscriptions will not get automatically removed from your system. Although you may always do it manually via Wordpress admin panel, once you receive notification about cancellation or refund.

9. Note: If you decide to keep using the old markers (`{+++}`) and run MemberWing-X in compatibility mode with old style and later on decide move your wordpress installation to another site or directory - certain user metadata might get lost and your members might lose access to premium content.

To resolve this issue you might need to have custom script written for your moved website to re-create metadata for premium members. Contact us for details.

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Please note that this manual is constantly being updated.

[Click here](#) to get the latest up-to-date copy of this manual.