

Search2Post Plugin for Wordpress

User manual

Complete Search Function Replacement Plugin that Automatically Creates
New Posts or Pages on your Site from the Keywords that Visitors enter
into Your Search Box

Current Version = **v1.3.1** released **May 17th, 2010**

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Thank you for your interest in our Search2Post plugin for Wordpress. If you have purchased this plugin then we really appreciate your very kind support.

You can [grab this plugin from here](#).

Whats new in version 1.3.1 ?

- 1) I have added a new template tag - %%randomimage%% The purpose of this tag is to allow you to place a random image (from a folder of images that you have uploaded for this purpose) onto your auto-generated page or post. You can then assign the %%keyword%% tag to the ALT and TITLE tags of the image. Thus gaining some extra on-site SEO value from the post/page.
- 2) I have added a new widget configuration option where you can choose to disallow non-alphanumeric input in the search box. This is handy if people are entering in apostrophes, double apostrophes, etc. and breaking your searches.
- 3) Search2Post now creates a MySQL database index for itself on the Wordpress post_title field. This makes the plugin faster on sites that have a lot of posts/pages (ie. Sites with more than 2000 posts/pages will start seeing this extra speed), as Search2Post is now able to search for duplicate post titles much faster.

What does this plugin do ?

It is designed to replace the default search function that you already may be using on your site.

Wade (the author of [phpBay Pro](#)) released a piece of code (in the phpBay forum) that you could use in the search.php file of your site. This code redirects all searches to eBay instead of to your own site. While this is a very useful modification, it still has 1 big disadvantage. When the visitor leaves your site then so does that nice page of content that they were looking at.

Enter my Search2Post plugin.

Now all the searches that your visitors perform will automatically create (and save) new pages or posts on your site. So when they leave they also leave you with fresh, new and relevant content.

What are the benefits ?

The benefits are numerous, including -

- Constant fresh new content being added to your site automatically.
- Usually your visitors will search for things related to your niche. So the new posts or pages are mainly content relevant to your site.
- The keywords that your visitors enter into your search are things that they are actually specifically looking for. No need to try and second guess them anymore.
- Each page or post that is created is automatically pinged (we strongly recommend using the free [Maxblogpress Ping Optimizer plugin](#) for this), so the search engine spiders come around and visit very quickly.

This plugin uses a powerful “randomization engine” that can assist you in creating content pages that are more unique.

Before I go ahead with the installation instructions I would like to cover the randomization engine, and provide some examples.

The Randomization Engine

You can use the randomization engine in both the page/post title field, as well as the page/post content field.

The purpose of the randomization engine is to allow you to automatically create literally hundreds (or even thousands) of different random options (or “spun content” as it has become known) for each new title and the body content. This helps negate any possible search engine duplicate content penalties that so many people talk about.

It is very simple to use. There is only 1 tag to remember ... the `[[|]]` tag.

The usage may be best described by way of an example title field.

Example 1

Assume that you enter the following into the title field of the widget configuration screen.

`[[Your search|The search|Search|Our search]] has [[resulted in|yielded|given]] the following [[items|choices]]`

When the plugin interprets this, it will automatically generate a new title randomly from the 24 ($4 \times 3 \times 2 = 24$) different variations. It randomly picks 1 of the options between each of the `[[]]` tags, each option being further separated by the `|` separator bar.

Here are some of the possible titles it will randomly create for you from the above example.

The search has resulted in the following items
Our search has given the following items
Your search has resulted in the following choices

Using this technique you can provide plenty of different titles (or body content) for the plugin to chose from.

Here is a further example, of content that you may include in the external output template.

Example 2

[[Below are|The following are]] the results [[returned|we found|that we found|that we have located]] for you based on [[the keywords|the words]] that you entered.

If you [[get|see]] too few items then please [[broaden|change]] your [[search terms|keywords]] a little. If you see too many [[items|listings|options]] then please narrow your [[keywords|search words]] and search again.

New in v1.1.5 : The body text field has been removed, and replaced with an external HTML template file. You now enter the above text into there.

This example will give the plugin (2x4x2x2x2x2x3x2=768) 768 different options of body text to select from for each new page or post it creates. Every option is grammatically correct.

These are trivial examples, and I am sure that you can come up with many more.

Remember, you have no way of knowing what your visitors are going to search for, so you want to keep the body text as generic as possible.

New in V1.2: You CAN “nest” options. So [[item1|[[item2|item3]]|item4]] IS allowed. See how the middle option is in itself another set of 2 options?

The %%keyword%% Placeholder Tag

There is an additional tag that adds to the power of this plugin. The %%keyword%% placeholder tag.

You can use this wherever you wish within both the title and the external output template. Whenever the plugin encounters this tag it will replace it out with the actual keywords that the visitor entered into the search box (plus any forced keywords you specified).

Here are 2 more examples, but this time including the %%keyword%% tag.

Example 3

Assume that you enter the following into the title field of the widget configuration screen.

[[Your search|The search|A search|Our search]] for %%keyword%% has [[resulted in|yielded|given]] the following [[items|choices]]

In this example the plugin has 24 (4x3x2) random strings to chose from as a title, except now they contain the keyword that the visitor searched for. Lets assume they searched for Hannah Montana Ticket. The following are now 2 of the possible options that could have been chosen.

The search for Hannah Montana Ticket has resulted in the following choices

A search for Hannah Montana Ticket has yielded the following items

The same applies for the external output template, except that you can use HTML.

Example 4

Assume that you enter the following into the external output template.

[[Below are|The following are]] the results [[returned|we found|that we found|that we have located]] for you based on %%keyword%%, which were [[the keywords|the words]] that you entered.

If you [[get|see]] too few items then please [[broaden|change]] your [[search terms|keywords]] a little. If you see too many [[items|listings|options]] then please narrow your [[keywords|search words]] and search again.

There are 768 options for the plugin to chose from. All we added in is the %%keyword%% placeholder tag though, so that now appears in the body text.

NOTE: You CAN use the %%keyword%% tag within the [[|]] tag.

NOTE: You can use the %%keyword%% placeholder tag as many times as you like (in the title and the body content). Every instance will be replaced with the keywords that the visitor entered.

Below is just 1 of the 768 random possibilities that would have resulted from the above example.

*The following are the results that we have located for you based on Hannah Montana Ticket, which were the keywords that you entered.

If you see too few items then please broaden your search terms a little. If you see too many listings then please narrow your keywords and search again.
*

Using these very simple techniques you can craft yourself hundreds or thousands of random titles and body texts, that are all grammatically correct and relevant for your post or page.

The %%randomimage%% Placeholder Tag

This is another place holder tag that you can use in your template. This is a very handy feature as it allows you to place random images on any S2P generated post/page, and to assign the %%keyword%% tag into the ALT and TITLE tags for that image.

This effectively places the searched for keywords into the image tag, and you end up getting better on-page SEO value.

You can have multiple %%randomimage%% placeholders in a single template if you wish. The result of a %%randomimage%% replacement is a full URL to an image file.

In order to make use of this placeholder tag you need to first upload a set of images into the /phpBay-Search2Post/random-images folder. S2P will pick one of the images randomly from this folder. This folder name is case sensitive to the plugin, so be sure to call it this exact name (all lowercase letters) if you create the folder yourself.

I normally upload 40 or 50 different images (all the same size) into this folder. It does not matter what you name the image files.

It is easier to show you how to use this placeholder by way of a template snippet example.

Example 5

```
[[Below are|The following are]] the results [[returned|we found|that we found|that we have located]] for you based on %%keyword%%, which were [[the keywords|the words]] that you entered.<br /><br />If you [[get|see]] too few items then please [[broaden|change]] your [[search terms|keywords]] a little. If you see too many [[items|listings|options]] then please narrow your [[keywords|search words]] and search again.<br />
```

Note the use of the %%randomimage%% and the %%keyword%% tags in the red highlighted line above, to display an image and to set the ALT and TITLE tags of the image to the searched for keywords.

You can also use the %%randomimage%% tags within [[|]] randomization tags so that some of your pages show images, and some don't.

System Requirements

- 1) Wordpress – any version from 2.5.1 onwards
- 2) A widget capable Wordpress theme.

Installation of Plugin

The installation of this plugin is identical to most other Wordpress plugins.

- 1) Unzip the package you received.
- 2) FTP upload the whole /phpbay-Search2Post folder (with its files) into your /wp-content/plugins folder along with all the other plugins you have.
- 3) Log in to your Wordpress administration panel, navigate to the plugins section, and activate the new plugin called “Search-2-Post with phpBay”.
- 4) Thats it. Done !!

Configuring the Plugin

The Plugin implements as a sidebar widget.

NOTE: You cannot use this plugin without using it as a widget. It is designed to be a complete replacement to the default search that you are using now.

NOTE: It can be used together with the default search function (although I can't think of too many instances where you would want to do this) if necessary, and both will work seperately as they are designed too.

- 1) Navigate to the “Widgets” section of your administration panel. This will normally be found under the “Design” option.
- 2) “Add” the new widget you will see there called “phpBay Search-2-Post Sidebar Widget”. Drag it to the correct position in your widgets order. Nearer the top will normally be better.
- 3) Click on the widgets “edit” link to open its configuration screen.
- 4) Give your widget a title. This will appear in the title bar of the widget on each of your web pages.
- 5) This plugin is written to be compatible with as many themes as possible. Some themes will not display your search box nicely though, without a bit of CSS tweaking. *That is a “theme” issue and has nothing to do with the widget code.* If you need to enter some blank lines between the widget title bar and the search text box then you can enter a number of blank lines here.
- 6) You can enter some text that displays above the search input field. Basic HTML is allowed. You can also leave this blank.
- 7) Set the width of the input search field that you wish to display. The default value is 20 if you leave it blank. Themes with thinner sidebars may want to decrease this a little. Wider sidebars can increase it.
- 8) Enter the text that you wish to display on the search submit button itself. If you leave this out the button will say “Search”.
- 9) Specify whether you want the plugin to create you posts or pages.
- 10) Depending on whether you select pages or posts above, you can now select a category (for posts) or a parent page (for pages) within which the new content will be created. This gives a high degree of control over the new content and where it appears in your sites structure.

- 11) Now you can specify what the title of your posts or pages is going to look like. This field uses our randomisation engine (“content spinning” feature) to assist you in creating random titles. You should also use the %%keyword%% placeholder to include the keyword combo that your visitor entered into the search box (*ULTRA-IMPORTANT for SEO purposes*). Nested spinning IS allowed to any depth.
- 12) Specify how you want to handle capitalization of the %%keyword%% tag when it is replaced. You have a few options. Leave it just as the visitor entered it. Force the whole keyword combo to lowercase. Capitalize just the first letter of just the first keyword. Capitalize the first letter of every keyword. Uppercase the entire keyword combo. These settings can be handy if you have keywords that contain proper nouns. **NOTE:** Wordpress automatically capitalizes the first letter of each word in the title irrespective of the settings you make here.
- 13) (new in v1.5.1) Now enter any compulsory keywords that you wish to “force” on the visitor. These are words that are added to their inputted search words if they do not enter them themselves. These compulsory words/word are added AFTER and profanity filter words have been removed.
- 14) (new in v1.5.1) Specify whether you wish the compulsory words to be added to the beginning, or the end, of the visitors entered search words.
- 15) This entry is a profanity filter. Enter a string of keywords here that are “banned” words. Comma separated, with no spaces. The profanity filter will remove the banned words from the search string entered by the visitor BEFORE the new page or post is created.
- 16) You can specify to the plugin that you wish to be emailed each time a new post/page is created. The notification email contains the keywords that the page was built with, as well as the URL. This is important for you to control the pages/posts that are being created on your site. The plugin will create pages/posts for anything the visitor enters. You do not really want a search page relating to “car tires” to appear on your site that sells “garden equipment”. In this case you could then just pop in to your administration panel and delete the unrelated content page. The notification email also lists the posters IP address, as well as a link that you can use to do a trace on that IP address. Handy to check that you are not going to ban a search engine. Just enter the email address you wish to be notified on into the field. *If you leave this field blank then no email is sent.*
- 17) The plugin fully supports the “All-in-One-SEO-Pack” plugin. It uses the page/post title as the AIOSP title, the first complete sentences beyond 160 characters of the page/post body text as the AIOSP description, and the keywords the visitor entered as the AIOSP keywords field. Select "Yes" at this option if you

have that plugin installed ... and leave as "No" (the default value) if you don't. It is **HIGHLY RECOMMENDED** that you install this plugin if you don't already have it.

- 18) The default redirect mode is "PHP Redirect". This is the quickest and most reliable method. However, a minority of servers and Wordpress setups just will not work properly with this setting (the technical reason for this is beyond the scope of this manual). An extra option is included for maximum compatibility. If you do not get redirected to the newly created page after pressing the "search" button, then you will rather need to select "Java Redirect" here.
- 19) **(new in v1.5.1)** Enter the name of the folder containing the external template that you are using to format the output of your page/post.
- 20) **(new in v1.5.1)** Specify whether you wish to make use of the “noindex” feature. If you turn this feature on, then all newly created pages/posts will be marked as “noindex” to all of the search engine spiders and they will not be indexed. This gives you a chance to manually go and edit them, if you wish, before feeding them to the search engines. When you have edited them then you will need to delete the “noindex” custom field on each page or post, and then search engines will pick them up the very next time your site gets spidered or pinged.
- 21) **(new in v1.2)** Specify whether you wish to EXCLUDE all Search2Post generated posts from your site RSS feed. The plugin does this on a category-wide basis, so you need to be saving your S2P posts to a unique category for this to work properly.
- 22) **(new in v1.3.1)** Specify whether you wish to limit the possible characters that can be entered into the search box. If you turn this feature on then the allowable characters are – a to z, A to Z, 0 to 9, comma, Dollar sign, Pound sign, Yen sign, ampersand, hyphen, spacebar, DEL, BKSP and arrow keys. Use of this feature will prevent people from using “ and ' and other non-standard characters that often break the proper search result.

Known Issues

1. If you are using a plugin called “Tagaroo”, then its very likely that the redirection function of Search2Post plugin will not happen after the new page/post is created. Deactivate the Tagaroo plugin and normal operation is restored.
2. If PHP special characters like &, “, or ' are used by the visitor in their keyword then the result is no searches. I am working on a fix for this.

Search box displays weird in your sidebar ?

This widget fully obeys your themes CSS styling. *If it does not display correctly then this will be due to a setting in your own themes CSS style file.* It has nothing to do with the coding of S2P.

You will need to have a look at the source code of your web page (your browser can show you this), and look for the css classes that are defined around the area of the widget (usually , , <FORM> or <TABLE>). This will give you a good clue where to look in your themes CSS style file to make the relevant changes to get it to display properly.

Remember to make backups of all Wordpress/theme files BEFORE you change them.

Testing the Widget

You can test the plugin by going to your site and typing in some search term into the widget search box.

A new page/post will be created, and your browser will automatically redirect to that new page/post.

If you have specified an email address then you will immediately receive the notification email listing the address of the new page, and the search term it was created for.

Formatting your Output using the External Template File

In v1.5.1 I introduced a custom template feature. You use this to format the output of the results on your own pages or posts. This is an extremely powerful feature that gives you almost limitless possibilities for customizing the look of your search result pages.

You specify **the name of the folder** containing your template in the plugin configuration screen.

A template in Search2Post must conform to a rigid “standard”, and it is important for you to understand how it works in order to get the most out of your plugin

1) The Template File Name

A template consists of a single file – called content.html.

This file name is hard coded, so you must stick to this naming convention (case sensitive).

If you would like to create multiple templates, and swap between them from time to time just to “mix it up” a little for the search engines, then you can do so. Just make sure that each template has its own content.html file inside its own separate folder in the /phpBay-Search2Post/templates folder

In addition, you can optionally have a CSS style sheet for your template. A style sheet file must be called style.css, and it must live in the same folder together with its associated content.html template file.

If your template is going to use some additional images (maybe for custom bullets, or random images, etc) then you may also optionally have an /images sub-folder in your template folder.

2) Where are the Templates Stored

Search2Post uses a system that is similar to the Wordpress “theme” organization. Each template is saved as a sub folder in the /phpBay-Search2Post/templates folder.

Let us say, for example, that you have designed your own custom template (which you really MUST do), and you have decided to call it “myfirst”. You will then save it's files into the /phpBay-Search2Post/templates/myfirst folder.

3) What do the Individual Template Files do ?

The purpose of the template file is to format the output of your page or post.

In this simple example of a template file below, you will see simultaneous use being made of the %%keyword%% tag, text randomisation using [[|]] notation, the [phpbay] tag (for phpBay users), and also the [phpstock] tag (for [phpOStock plugin users](#)).

```
<table width="100%" border="0">
<tr>
<td align="left">
[[Please find|Here is|Here are|Below are]] the results of [[your|our]] search for
<strong>%%keyword%%</strong>.<br /><br />
</td>
</tr>
<tr>
<td align="center">
[phpstock]%%keyword%%,3[/phpstock]<br /><br />
</td>
</tr>
<tr>
<td align="left">
Here is some [[more|additional]] content that the template places in the middle.<br />
```

```
</td>
</tr>
<tr>
<td align="center">
[phpbay]%%keyword%%,9[/phpbay]<br /><br />
</td>
</tr>
<tr>
<td align="left">
Here is [[more|some more|additional]] information about
<strong>%%keyword%%</strong>.<br />
</td>
</tr>
</table>
```

A template file must contain valid basic HTML code only (NO PHP, NO JAVASCRIPT).

4) How to Use a Style Sheet with your Template

A style sheet is not compulsory, BUT, the ability to apply a style sheet to your template is what really separates your site graphically from everyone else that is using this plugin.

To specify a style you need to create a CSS style sheet, and you must call it style.css (always), and you must save it in the same folder as your S2P template file.

VERY IMPORTANT : All of the style sheets, from all of the templates, that you have uploaded into your /phpBay-Search2Post/templates folder WILL BE imported into your page when it loads. Please MAKE SURE that all classes that you define are unique, so that they do not interfere with other classes in other style files. You can see how we do this in the example style.css below. In the case below we called our new template “mysecond”, you can call yours anything you like.

Below is an example of a style sheet, together with the associated template files that use it. Please note that this is a simplistic, demonstration, example only and will probably not work in reality.

style.css

```
#mysecond-S2Ptable td{
vertical-align:top;
padding-bottom:30px;
}

#mysecond-S2Ptable tr{

}

#mysecond-S2Ptable br{
display:none;
}

#mysecond-S2Ptable #S2Ptd{
text-align:left;
padding-left:10px;
border-top:1px solid #CCC;
}
```

content.html

```
<table id="mysecond-S2Ptable" width="100%" border="0">
<tr>
<td id="mysecond-S2Ptd">
[[Please find|Here is|Here are|Below are]] the results of [[your|our]] search for
<strong>%%keyword%%</strong>.<br /><br />
</td>
</tr>
<tr>
<td align="center">
[phpostock]%%keyword%%,3[/phpostock]<br /><br />
</td>
</tr>
<tr>
<td id="mysecond-S2Ptd">
Here is some additional content that the template places in the middle.<br />
</td>
</tr>
<tr>
<td align="center">
[phpbay]%%keyword%%,9[/phpbay]<br /><br />
```

```
</td>
</tr>
<tr>
<td id="mysecond-S2Ptd">
Here is [[more|some more|additional]] information about
<strong>%%keyword%%</strong>.<br />
</td>
</tr>
</table>
```

I hope this short explanation has helped you to understand the concept of external templates as they are now used in the Search2Post plugin.

Testing Your Template File Structure

The template can end up containing a lot of [[and]] tags if you are using the content spinning feature heavily.

I have built a small online tester that you can use to check the format of your Search2Post template. [Http://www.search2post.com/test.php](http://www.search2post.com/test.php) is where you will find this. All you do is paste in the contents of your content.html file, and the tester will make sure that your file is structured correctly.

If you have any problems, questions, or suggestions how I can improve this plugin then please do not hesitate to contact me at support@search2post.com