



ReviewAZON Product Guide v1.x

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Overview

Thank you for purchasing ReviewAZON, the Amazon product review plug-in for Wordpress.

ReviewAZON is the easy way to add Amazon product reviews and data to your Wordpress blog. Just search for the products you want to promote, choose the appropriate display method and save.

It really is just that easy.

ReviewAZON gives you several ways to display Amazon product data including in-line display options as well as full product posts driven off of simple and easy to use HTML templates.

Create your own templates or modify existing ones to get the most out of your Amazon product data display experience.

Use your creativity to create stunning and profitable Blogs using data from Amazon's Affiliate Web Services.

I hope you enjoy the product.

Brad Hanson
Niche Web Strategies, LLC

Installation

Minimum Server Requirements

ReviewAZON requires the following minimum requirements to function properly. You will need to make sure that your web hosting provider supports these minimum requirements:

- PHP 5.0 or higher
- cURL
- SimpleXML

Wordpress Version Support

ReviewAZON was designed to work with Wordpress 2.7 and higher. **ReviewAZON is not backwards compatible with Wordpress 2.6 and lower.**

Unzipping ReviewAZON

Once you download the software, you will need to use a program such as WinZip to extract the contents of the file to your hard drive.

There are 2 folders in the zip file:

1. ReviewAZON
2. Images

The images folder will need to be copied to the root folder of your blog. If you already have an images folder in the root of the blog, then copy the 2 image files into your existing images folder.

The ReviewAZON folder will need to be placed in the **BLOGNAME/wp-content/plugins** folder of your Wordpress blog installation.

Make sure that you do not change the name of the ReviewAZON folder. Your installation will not work properly otherwise.

Uploading ReviewAZON to Your Blog

Once you unzip the files, you will need to upload the ReviewAZON folder and the contents to the **wp-content/plugins** folder of your Wordpress blog. If you are using a hosting provider such as HostGator or GoDaddy, you will need to follow instructions for moving files to that environment.

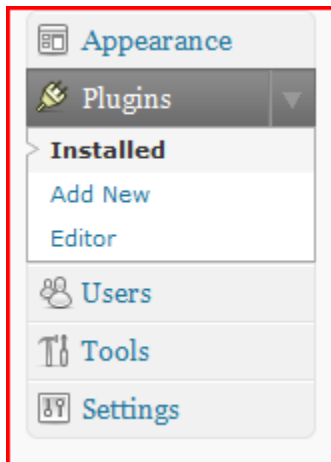
If you are unsure contact your hosting provider more details.

Getting Started

Activating ReviewAZON in Wordpress

Once you upload the ReviewAZON folder into your Wordpress installation, you will need to activate it in order to use it.

To activate ReviewAZON, log in as an Admin to your Wordpress installation and click on the Wordpress Plugins tab:



Look for the ReviewAZON plug-in in the Inactive plug-ins section and click activate.

<input type="checkbox"/>	ReviewAZON - The Amazon Product Review Plug-in for Wordpress	1.0	The Amazon Product Review Plug-in for Wordpress By Brad Hanson, Niche Web Strategies,LLC.	Activate Edit
<input type="checkbox"/>	Plugin	Version	Description	Action

One ReviewAZON has activated successfully, your screen should look similar to this screen shot:

Manage Plugins

Plugin activated.

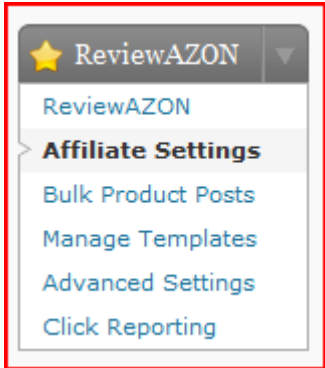
Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

Currently Active Plugins

Bulk Actions

<input type="checkbox"/>	ReviewAZON - The Amazon Product Review Plug-in for Wordpress	1.0	The Amazon Product Review Plug-in for Wordpress By Brad Hanson, Niche Web Strategies,LLC.	Deactivate Edit
<input type="checkbox"/>	Plugin	Version	Description	Action

Once ReviewAZON has been activated successfully, you should see a new ReviewAZON menu panel much like the one here:



You are now ready to configure ReviewAZON.

Affiliate Settings

There are only a couple of settings that you will need to configure to allow ReviewAZON to work properly. Find the ReviewAZON menu panel and choose the Affiliate Settings menu option to get started.

Amazon Web Services Key

In order to use ReviewAZON, you will need to sign up for an Amazon Web Services account. You will be given an AWS token or key that will allow you to make calls to the Amazon Web Service. If this key is not present or is invalid, you will NOT be able to use ReviewAZON.

If you do not yet have an Amazon Web Services account, you can apply for one free of charge by visiting the [Amazon Affiliate Sign Up](#) page.

Once you have obtained the AWS token/key, you will need to enter it on the Affiliate Settings page. Here is where you should enter the key:

AWS Web Services Key:	<input type="text" value="AWS KEY GOES HERE"/>	Your Amazon Web Services unique key that allows you to make calls to the Amazon web service.
------------------------------	--	--

Amazon Web Services Secret Code

Per the new Amazon terms of service changes in May 2009, you will also need to store your Amazon web service secret code in order to make calls to the Amazon Product Advertising API.

Once you have obtained your Amazon secret key, you will need to enter it on the Affiliate Settings page. Here is where you should enter the key:

AWS Secret Access Key:	<input type="text" value="lwu6gWwjGPx4YabmPiegJdVHWxRUvvz064k6"/>	Your Amazon Secret Access Key is used to make encrypted and secure calls to the Amazon Web Service.
-------------------------------	---	---

Amazon Affiliate Settings

You will need to specify which affiliate program you signed up for when you applied for affiliate status at Amazon.





Choose the program name here:

Select Affiliate Country:	<input type="text" value="Choose Your Affiliate Program"/>	Select the country of the Amazon Associate program for which you are a member.
----------------------------------	--	--

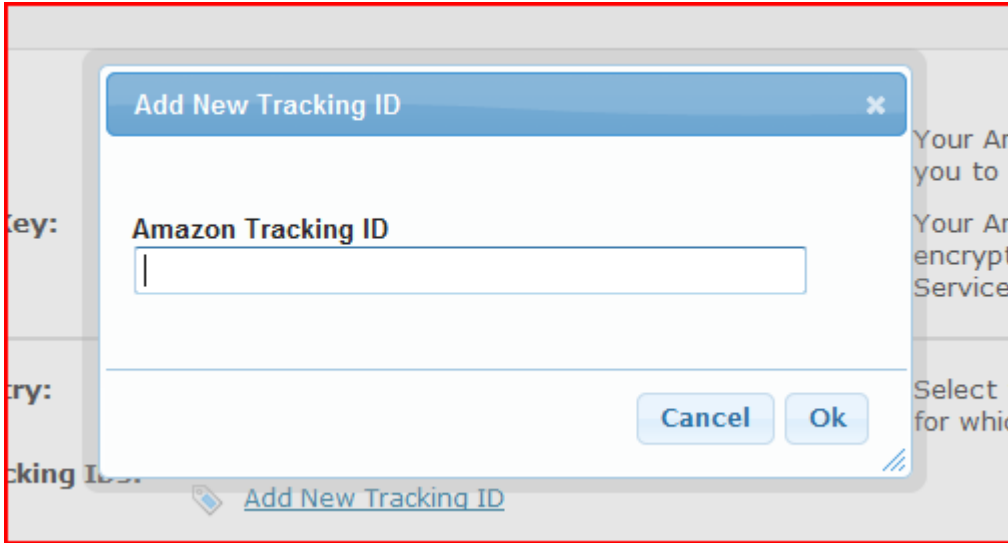
This is very important. You cannot use ReviewAZON unless you choose the affiliate country. This also tells Amazon which web service URL to use to retrieve product data. Without this option set, you will not be able to make calls to the Amazon Web Service.

You will want to sign up as an affiliate of Amazon if you want to receive commissions on the products you promote with ReviewAZON. Once you sign up as an affiliate, you will need to create an Amazon Associate ID to track your customer clicks and get credit for the sale.

You can add unlimited tracking IDs per affiliate country or program. Once you choose your affiliate program, you can click on the link below to start creating your tracking IDs:

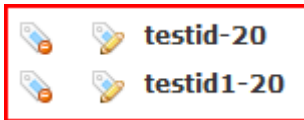
Amazon Affilaite Tracking IDs:	Add New Tracking ID
	 testid-20
	 testid1-20


When you click on the Add New Tracking ID, you enter the name of your tracking ID in the dialog box:



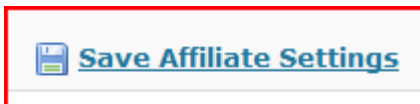
When you are done typing in your tracking ID, click OK to save it and associate it with your affiliate country or program.

You can also edit existing tracking IDs and delete them using the icons next to the tracking IDs.



Use the  tool to move your tracking IDs in any order you want. The top tracking ID becomes the first one in the list and is your default.

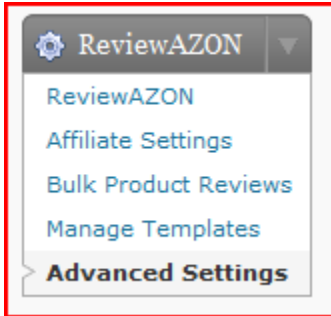
Once you make your selections in this screen, make sure to save your settings by clicking on the Save Affiliate Settings link.



Advanced Settings

ReviewAZON was designed to work out of the box with minimal configuration. There are, however, some advanced features that you can configure to enhance the ReviewAZON experience.

To set these advanced settings, choose the Advanced Settings menu option from the ReviewAZON menu panel:



Display Settings

Use these display settings to change the way ReviewAZON renders data in your blog.

Review Excerpt Layout

Review Excerpt Layout:

Select the default page layout for your product reviews. Normal view shows review excerpts in a horizontal layout while Flow layout shows reviews in a 2 column layout.

Note: Flow layout requires a template change for most Wordpress templates. Please consult the ReviewAZON documentation for more information.

You can select the way that product excerpts are displayed on the front page of Wordpress by selecting from two options: Normal and Flow.

The default selection is Normal and this option pulls the display layout from the Excerpt template. Each template group has a file called excerpt.html that contains the layout for this option.

The flow layout option pulls the display layout from the Excerpt Flow template. Each template group has a file called excerpt_flow.html that contains the layout for this option. The biggest difference between the Normal and Flow option is that you can configure your template to float left and display your posts horizontally instead of vertical.

Most Wordpress templates will require a modification to enable this to work properly.

The key to enabling this to work is to look for a wrapper div that exists in not all, but some Wordpress templates and modify/remove this wrapper. This will enable the flow excerpt template to create the posts without the restriction of the wrapper div tags applied.

Show Excerpts on the Following Pages

<p>Show excerpts on the following pages:</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Home Page <input checked="" type="checkbox"/> Front Page <input checked="" type="checkbox"/> Category Page <input checked="" type="checkbox"/> Search Page <input checked="" type="checkbox"/> Tag Page <input checked="" type="checkbox"/> Sticky Post 	<p>You can choose to show product post excerpts on certain pages. Check the pages where you want to only show product post excerpts. All other pages will show full posts if allowed by the Wordpress theme you are using.</p>
---	--	--

Out of the box, ReviewAZON only shows excerpts on the following pages:

1. Home Page
2. Front Page
3. Category Page
4. Search Page
5. Tag Page
6. Sticky Post

If you want to show full product posts on these pages, all you have to do is uncheck the box next to the page you want to show full product posts.

Default Template Group

<p>Default Template Group:</p>	<p>Custom ▼</p>	<p>Select the default template you would like to use to display review information for the main product review pages, posts and excerpts.</p>
---------------------------------------	-----------------	---

ReviewAZON gives you the flexibility to set a group of template files as the default for displaying and organizing Amazon data. Out of the box, ReviewAZON ships with 3 template groups: Default, Custom and Tabs.

Each template group contains the HTML templates used to display full product data, excerpts, excerpts in flow layout, product description, customer reviews, YouTube videos, and In-Line product displays.

You can very easily create your own template group and add it to ReviewAZON. You can learn more about creating your own template groups in the Managing Templates section of this guide.

Default Stylesheet Location

Template groups have an associated Stylesheet called default.css and it is located in the css folder of the template group folder.

If you want to use a Stylesheet in another location, you have to define the path to that Stylesheet here:

Default stylesheet location: You can specify the path to your default template group stylesheet. Normally this is wp-content/plugins/ReviewAZON/templates/{Template Group Name}/css, but you can change it to any location.

For example: if you wanted to put your stylesheet in the root folder of your blog, you would use the following path: /templates/{Group Template Name}/css or /templates/Default/css.

If you want to use the out of the box path, just type in the word default in the textbox.


If you wish to use the one in the template folder, then you will type in the word **default** and save your advanced settings.










You can learn more about templates and template groups in the Managing Templates section of this guide.

Managing Template Tabs

If you are using the Tabs template group, you can easily create and manage the tabs right from the Advanced Settings page of the ReviewAZON menu panel.

Default Template Group: Tabs ▼

 [Add New Tab](#)

			Description
			Product Details
			Customer Reviews

Adding New Tabs

Create new tabs by clicking the Add New Tab link. Once you click the link, a dialog box will appear that will let you set the properties of the tabs you create.

Add New Tab

Tab Title

Tab Content

Make this tab visible?


Use the following tokens in the tab content field:

Product Description %%DESCRIPTION%%	Product Details %%PRODUCTDETAILS%%	Customer Reviews %%CUSTOMERREVIEWS%%
Similar Products %%SIMILARPRODUCTS%%	Product Accessories %%PRODUCTACCESSORIES%%	Video Reviews %%VIDEOREVIEWS%%
eBay Auctions %%EBAYACTIONS%%		

Cancel Ok




Editing Existing Tabs

Edit an existing tab by clicking on the edit tab icon . The edit tab dialog will appear and allow you to change the attributes of the tab and save them to the database.

Deleting Tabs

Delete a tab by clicking on the delete tab icon . This will permanently remove the tab from the tabs database.

Re-Ordering Tabs

Reorder tabs by clicking and dragging the tab move handle  in a vertical movement above or below the tab in which you want to move. Release the mouse button and it will auto save this to the tabs database. This will reorder the tabs to display in the order you specify.

Displaying Token Data

You can add template tokens in the tab content section of the tab dialog box and have custom Amazon Data show up in the tab screen.

Valid tokens that you can use in the tab content section are as follows:

1. **Product Description:** %%DESCRIPTION%%
2. **Product Details:** %%PRODUCTDETAILS%%
3. **Customer Reviews:** %%CUSTOMERREVIEWS%%
4. **Similar Products:** %%SIMILARPRODUCTS%%
5. **Product Accessories:** %%PRODUCTACCESSORIES%%
6. **Video Reviews:** %%VIDEOREVIEWS%%
7. **eBay Auctions:** %%EBAYACTIONS%%
8. **Overstock.com:** %%OVERSTOCKLISTINGS%%

Number of Customer Reviews to Display

Number of customer reviews to display:

You can specify the number of customer reviews to display on the main product pages.

⚠ Use this setting very carefully since some products have well over 100 or more reviews. You can degrade the viewing performance if you specify high number of reviews to display since the it will require multiple calls to the web service to return this data.

You decide on the number of customer reviews to display per product page. The default is 5 customer reviews.

Customer Reviews are paged in Amazons Web Service and only pulls 5 reviews per call. Use this setting very carefully since multiple web service calls are required to pull additional customer reviews. If you want to display a large number of reviews, you might want to turn on page caching to reduce the number of calls every time the Main template page is called.

Customer Review Sort Order

Customer review sort order: Overall Rating high to low ▼

You can customize the order in which Customer Reviews are displayed on your pages. Just choose one of the sort options from the dropdown.

You can customize the display order of customer reviews by choosing a default customer review sort order.

Page Caching

Cache page content for:	<input type="text" value="0"/> Hour(s)	<p>You can use product review data caching to increase the page load time and reduce the number of web service calls to Amazon. The default setting is 0 (no caching), but you can enable page caching by setting the value to 1 hour or greater. Use this if you experience slow load times for excerpts and pages.</p> <p>⚠ Important: Per the Amazon terms and conditions, certain data can be stored up to 24 hours. Max cache settings are allowed up to 23 hours to comply with these restrictions.</p>
--------------------------------	--	--

Full Amazon product pages and reviews can be cached for up to 23 hours. Amazon TOS allows certain data to be cached for up to 24 hours. Since the price data is also cached along with other data from Amazon, a price last updated message will be displayed for caching times greater than one hour. This is to comply with Amazon Web Services TOS.

Page content caching only applies to product posts that use the Main template file.

Save Last Search Results

Save Last Search Results?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>You can have ReviewAZON save your last search results and have them auto load when you launch the product search dialog box. This is useful when you want to add multiple items of the same category type via the Add New Post page. The Default value is YES.</p>
----------------------------------	---	---

You can have ReviewAZON remember the settings of the last search query performed. This is extremely helpful when you are adding items in particular group via the Add New Post page of Wordpress. It keeps you from having to enter all the search criteria again when adding items from the same niche or group.

Allow Expanded Tokens for Excerpts

<p>Allow expanded tokens in Excerpts?</p>	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<p>By default, excerpts are built using minimal cached data elements stored when a new product is added or updated through the caching process. Since a page can display multiple post excerpts, this increases the load time significantly. You do have the option of expanding the range of tokens you can use in this template, but a call must be made to Amazon to get those values everytime the excerpt is displayed on the page. The Default value is NO.</p> <p>⚠ Remember: Turning on this option has the potential to decrease performance on pages that show a large amount of post excerpts.</p>
--	--	--

By default, the product excerpts are built from minimal data saved for each product. If you want to build more robust product excerpts with a wider range of product data, you will need to allow expanded tokens to be used in product excerpts.

An example would be if you wanted to include the product attribute “Manufacturer” in your product excerpts. This is not enabled by default so you would need to turn this on to allow the data to be retrieved.

Overriding Product Descriptions

<p>Cache product descriptions?</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	<p>Some product descriptions are not very long or may be empty in some cases. If you choose to cache product descriptions, they will not be overwritten if you make changes to them in the Add New Post or Edit Post pages.</p>
---	--	---

There are times when you may want to add to a product description or create your own product description instead of the one provided by Amazon. To allow ReviewAZON to pull your edited product description, you will need to enable this option.

By default, ReviewAZON pulls the latest product descriptions from Amazon every time a product is displayed, unless caching is turned on.

This is extremely helpful since there are lots of products that either do not have product descriptions or very small product descriptions.

Auto Create Product Brand Category

<p>Auto create product brand category? <input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<p>You can have ReviewAZON automatically create the brand category of the product post and assign it to the brand category when adding a new single product post. When you crate new posts using the Bulk Product Post page, the category will be created and you must manually check the category to assign newly created bulk posts.</p>
--	--

You can have ReviewAZON automatically create the product category and assign the post to the category when this option is enabled. Single Product Posts will automatically be assigned to the category, but Bulk Product Posts will not.

In the Bulk Product Post page, the category will be displayed in the category listing but you must manually check the category you want to assign the posts.

PhpOStock (Overstock.com) Integration

ReviewAZON can integrate with [PhpOStock](#), a Wordpress plug-in that pulls Overstock.com affiliate listings.

The PhpOStock short code is automatically generated for you each time you create a post. This allows you to use the %%OVERSTOCKLISTINGS%% template token in your ReviewAZON Main template.

You will need to enable the display of Overstock listings in the Advanced Settings page of the ReviewAZON menu panel.

Display Settings	eBay Integration	phpOStock Integration	Text Options	Link Options	Debug Settings
Maintenance Options					
<p>If you want to display Overstock.com products related to the product reviews, you can have ReviewAZON create the phpOStock search shortcode for you. You can use the popular phpOStock Wordpress plug-in found here. You will need to download phpOStock and install the plugin in your blog before you are able to use this functionality.</p> <p>Click here to purchase and download phpOStock Now!</p>					
<p>Display phpOStock product listings? <input checked="" type="radio"/> Yes <input type="radio"/> No</p>			<p>You can choose to have ReviewAZON grab products from Overstock.com via the phpOStock plug-in that are associated with your product post. The default setting is NO.</p>		
<p>Empty phpOStock Text</p>		<p>No Overstock.com listings were available.</p>		<p>Enter the html or text you would like to use when Overstock.com does not return any results.</p>	

Using PhpOStock

ReviewAZON can work with [PhpOStock](#) to pull in Overstock.com listings and display them in the via the ReviewAZON display templates.

To use [PhpOStock](#), you will need to follow the instructions for uploading it to your Wordpress plugins directory and configure it via the [PhpOStock](#) product documentation.

To enable the use of [PhpOStock](#) in ReviewAZON, just go to the Advanced Settings page in the ReviewAZON menu panel, select the PhpOStock Integration menu tab and set **Display PhpOStock Product Listings** to YES.

eBay Integration

ReviewAZON can integrate with [PhpBayLite](#) and [PhpBayPro](#) by creating the PhpBay short code and attaching that to the product post record in your blog database.

This allows you to use the %%EBAYACTIONS%% template token to display eBay auction results anywhere in your ReviewAZON Main template and use the ReviewAZON eBay Sidebar Widget.

You will need to enable the display of eBay auctions in the Advanced Settings page of the ReviewAZON menu panel.

Display Settings
eBay Integration
Text Options
Link Options
Debug Settings

If you want to display eBay auctions related to the product reviews, you can have ReviewAZON create the eBay search shortcode for you. You can use the popular PhpBayLite or PhpBayPro eBay auction listing display plug-in for Wordpress found [here](#). You will need to down load PhpBayLite or PhpBayPro and install the plugin in your blog before you are able to use this functionality.

[Click here to download PhpBayLite or PhpBayPro.](#)

Display Ebay Auctions? Yes No

Empty Ebay Auction Text

You can choose to have ReviewAZON grab eBay auctions that are associated with your product post. The default setting is NO.

Enter the html or text you would like to use when eBay does not return any results.

Using PhpBayLite

ReviewAZON can work with [PhpBayLite](#) to pull in eBay auctions and display them in the via the ReviewAZON display templates.

To use [PhpBayLite](#), you will need to follow the instructions for uploading it to your Wordpress plugins directory and configure it via the [PhpBayLite](#) product documentation.

To enable the use of [PhpBayLite](#) in ReviewAZON, just go to the Advanced Settings page in the ReviewAZON menu panel, select the eBay Integration menu tab and set **Display Ebay Auctions** to YES.

Using PhpBayPro

ReviewAZON can work with [PhpBayPro](#) to pull in eBay auctions and display them in the via the ReviewAZON display templates.

To use [PhpBayPro](#), you will need to follow the instructions for uploading it to your Wordpress plugins directory and configure it via the PhpBayPro product documentation.

To enable the use of [PhpBayPro](#) in ReviewAZON, just go to the Advanced Settings page in the ReviewAZON menu panel, select the eBay Integration menu tab and set **Display Ebay Auctions** to Yes.

Text Options

ReviewAZON allows you to set the default text for a number of different data elements as well as control how much post excerpts to show when generating product excerpts.

Truncating Post Excerpt Text

Truncate post excerpt after characters.

If you want to show only a certain number of characters in your post excerpt, enter the number of characters here. Setting this value to 0 will show the entire excerpt. The default is 350.

You can control the number of characters to show when product excerpts are displayed. The default is 350 characters.

Default Super Saver Text

Default Super Saver Shipping Text	<pre>Free Shipping Available</pre>	Enter the html or text you would like to display when a product is eligible for super saver shipping.
--	---	---

If products are eligible for free shipping, you can define the default text to display by entering it here. You can add text or HTML markup.

Empty Product Accessories Text

Empty Product Accessories Text	<pre>No product accessories were found for this product.</pre>	Enter the html or text you would like to display when there are no product accessories available to display.
---------------------------------------	--	--

If no product accessories are found, you can enter the display text here. You can add text or HTML markup.

Empty Similar Products Text

Empty Similiar Products Text	<pre>No related products were found for this product.</pre>	Enter the html or text you would like to display when there are no similar products available to display.
-------------------------------------	---	---

If no similar products are found, you can enter the display text here. You can add text or HTML markup.

Empty Product Details Text

Empty Product Details Text	<pre>No details are available for this product</pre>	Enter the html or text you would like to display when there are no product details available to display.
-----------------------------------	---	--

If no product details are found, you can enter the display text here. You can add text or HTML markup.

Empty Customer Reviews Text

Empty Customer Reviews Text	<pre>No customer reviews were found for this product.</pre>	Enter the html or text you would like to display when there are no customer reviews available to display.
------------------------------------	---	---

If no customer reviews are found, you can enter the display text here. You can add text or HTML markup.

Empty YouTube Videos Text

Empty Video Reviews Text	<pre>No video reviews found for this product.</pre>	Enter the html or text you would like to display when there are no video reviews available to display.
---------------------------------	--	--

If no YouTube videos are found, you can enter the display text here. You can add text or HTML markup.

SEO Link Options

On site SEO is very important and ReviewAZON helps by allowing you the option to display SEO friendly URLs for text links and images.

Enabling link SEO will take a URL like this:

```
http://www.amazon.com/Samsung-BD-P1500-1080p-Blu-ray-Player/dp/B0014H16V0%3FSubscriptionId%3D34567JHYEIKJ8%26tag%3Dtest20%26linkCode%3Dxm2%26camp%3D2025%26creative%3D165953%26creativeASIN%3DB0014H16V0
```

and turn it into this:

```
http://reviewazondev.com/review/product/B0014H16V0/samsung-bd-p1500-1080p-blu-ray-disc-player
```

You will need to make a slight modification to your .htaccess file to allow the SEO links to function properly. The code is automatically generated for you so that you can cut and paste the code into your .htaccess file.

Enabling SEO Friendly Amazon Links

Enable SEO links? Yes No Rewrite links to a user friendly version.

If you want to enable SEO friendly links, just choose YES.

Enabling SEO Image Links

Enable SEO image links? Yes No Rewrite image links to a user friendly version.

If you want to have ReviewAZON create SEO friendly image links, choose the YES option.

SEO Link Prefix

SEO link prefix: The default link prefix is "review", but you can change this value to something else if you wish.

Each SEO friendly link has to start with a link prefix word to tell Wordpress where to find the real Amazon link to redirect your users. The default value is review, but you can change it to whatever you want. You will just need to make sure that you update your .htaccess file each time you change this value.

Updating Your .htaccess File

Link cloaking has been successfully enabled. A file called reviewazon.php has been created in the root directory of your Wordpress installation.

You will need to add the following code to your .htaccess file located in the root directory of this blog.

Open the .htaccess file, copy the text below and paste it at the top of the .htaccess page. Save the .htaccess file.

```
# IMPORTANT: Place this code above and before ANY Wordpress htaccess code in the .htaccess file
# If this Wordpress site is installed anywhere other than the root (http://www.mysite.com/folder/)
# you will need to add the folder name to the RewriteBase line. (RewriteBase /folder/)
#BEGIN ReviewAZON
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /
RewriteRule ^images/(.*/)(.*)$ http://ecx.images-amazon.com/images/I/$2 [R,L]
RewriteRule ^review/(.*/)(.*/)(.*/)(.*) /reviewazon.php?asin=$2&link=$1&trackingid=$3&title=$4 [R,L]
</IfModule>
#END ReviewAZON
```

ReviewAZON generates the necessary code to add to your .htaccess file so that your SEO friendly URLs get translated into the real Amazon links.

You will need to place this code block at the top of the page above any Wordpress code. This is very important. If you do not do this, it will be wiped out when Wordpress regenerates the .htaccess file.

Verifying the Reviewazon.php File Exists

Amazon offers lots of different links for you to use to redirect customers to certain places. A special file is generated to handle the redirect for all those special URLs that Amazon gives you.

This file is needs to be present in the root folder of your Wordpress installation.

ReviewAZON will try and generate this file for you, but some hosting providers may set permissions to restrictive to allow the file to be generated.

You will get an error message if the file cannot be created. If this happens, you can simply copy the file to the root of your Wordpress folder.

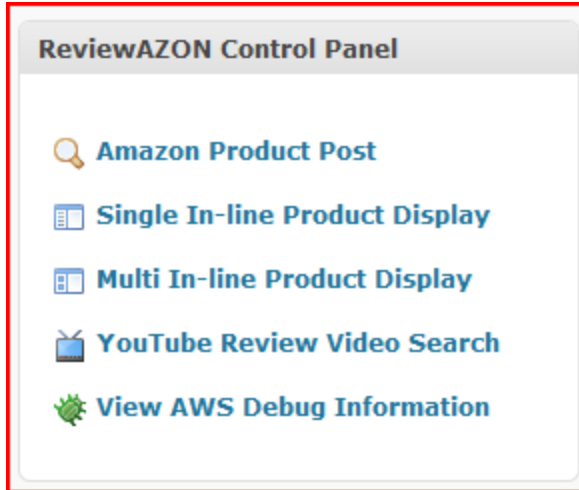
Note: If you get an error generating the file, go to wp-content/plugins/ReviewAZON/seo/reviewazon.php and copy that to the root folder of your blog. It will be the same folder where your .htaccess file resides.

Enable Debugging

Enable Product Debugging? <input type="radio"/> Yes <input checked="" type="radio"/> No	If you want to see all the attributes that are returned for a product, you can enable product debugging to see those values. When you enable debugging, a debug link is added to the Add/Edit Post and Page screen in the ReviewAZON control panel. When you add/edit your product post, you can view all the data that is returned from the Amazon web service for this product.
--	---

Sometimes it is helpful to see what the Amazon Web Service is returning for a particular product. This is sometimes helpful when creating or modifying templates that doesn't generate any data for a particular token or field you are trying to use.

You can enable debugging here and a link will show up in the Add/Edit Post and Page screen. From here, you can see exactly what the web service is returning for your product selection.



Note: AWS debugging is only available for product posts. If you are using the single/multi in-line post options this will not be available.

Maintenance Options

There are several options you can use to manage your ReviewAZON installation.

Re-Install ReviewAZON

Reinstall ReviewAZON	Use this function to reinstall all the ReviewAZON data tables. This function removes all the existing tables and data associated with ReviewAZON and reinstalls them to the default/out of the box version.
----------------------	---

Use this function to delete the ReviewAZON tables and reinstall them.

Create Link Redirect File

Create Link Redirect File	Use this function to create/recreate the reviewazon.php Amazon link redirect file that is located in the root directory of your blog. This file is needed to redirect SEO links to Amazon and is created automatically when SEO links are enabled.
	⚠ If this file cannot be created due to permissions, you can copy the file from the wp-content/plugins/ReviewAZON/SEO folder to the root folder of your blog installation.

If you need to recreate the link redirect/click tracking file you can use this function to do that. This will attempt to delete and create the file in your blog root folder. If for some reason (permissions) it cannot create the file, you can move a copy of the file from the wp-content/plugins/ReviewAZON/seo folder to the root of your blog folder.

Clear Product Settings Table

Clear Product Settings Table

Use this function if you want to clear all the ReviewAZON product post setting records. This DOES NOT delete blog posts associated with the product post records.

If you need to remove all the Amazon product posts created by ReviewAZON, you can clear the post settings table by using this function. It will not delete the Wordpress posts, just the ReviewAZON post data.

Clear Click Tracking Table

Clear Click Tracking Table

Use this function if you want to clear all the ReviewAZON click tracking reporting records.

If you want to remove the click tracking records, you can use this function to remove them all.

Un-Install ReviewAZON

Uninstall ReviewAZON

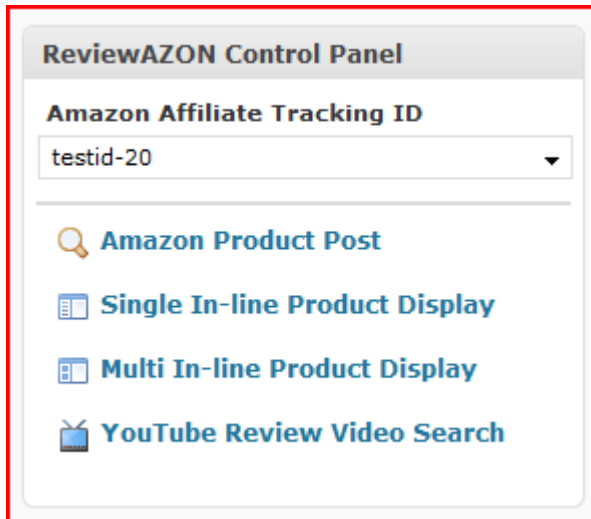
Use this function to uninstall ReviewAZON. This function removes all the tables and data associated with ReviewAZON. Once you uninstall, you can deactivate the ReviewAZON plugin.

If you want to remove all the tables ReviewAZON created on install from your Wordpress blog, you can use this function. This will remove all ReviewAZON data so only use this if you want to remove all ReviewAZON tables.

Adding Amazon Product Information

ReviewAZON Control Panel

The ReviewAZON control panel is a widget that is displayed in the upper right hand corner of the Add/Edit Post and the Add/Edit Pages section of your Wordpress administrative website.



Inside the ReviewAZON control panel you will find various options available to you so that you can create and insert Amazon product data into your Wordpress blog via a complete post or in-line advertising blocks.

You also have the option of searching for and adding YouTube videos that may enhance the product review post you are creating.

Using the Amazon Product Search Dialog

In order to add products to your blog, you will need to search for available products via Amazon's vast product inventory. You can accomplish this by browsing Amazon's products via the ReviewAZON Amazon Product Search dialog.

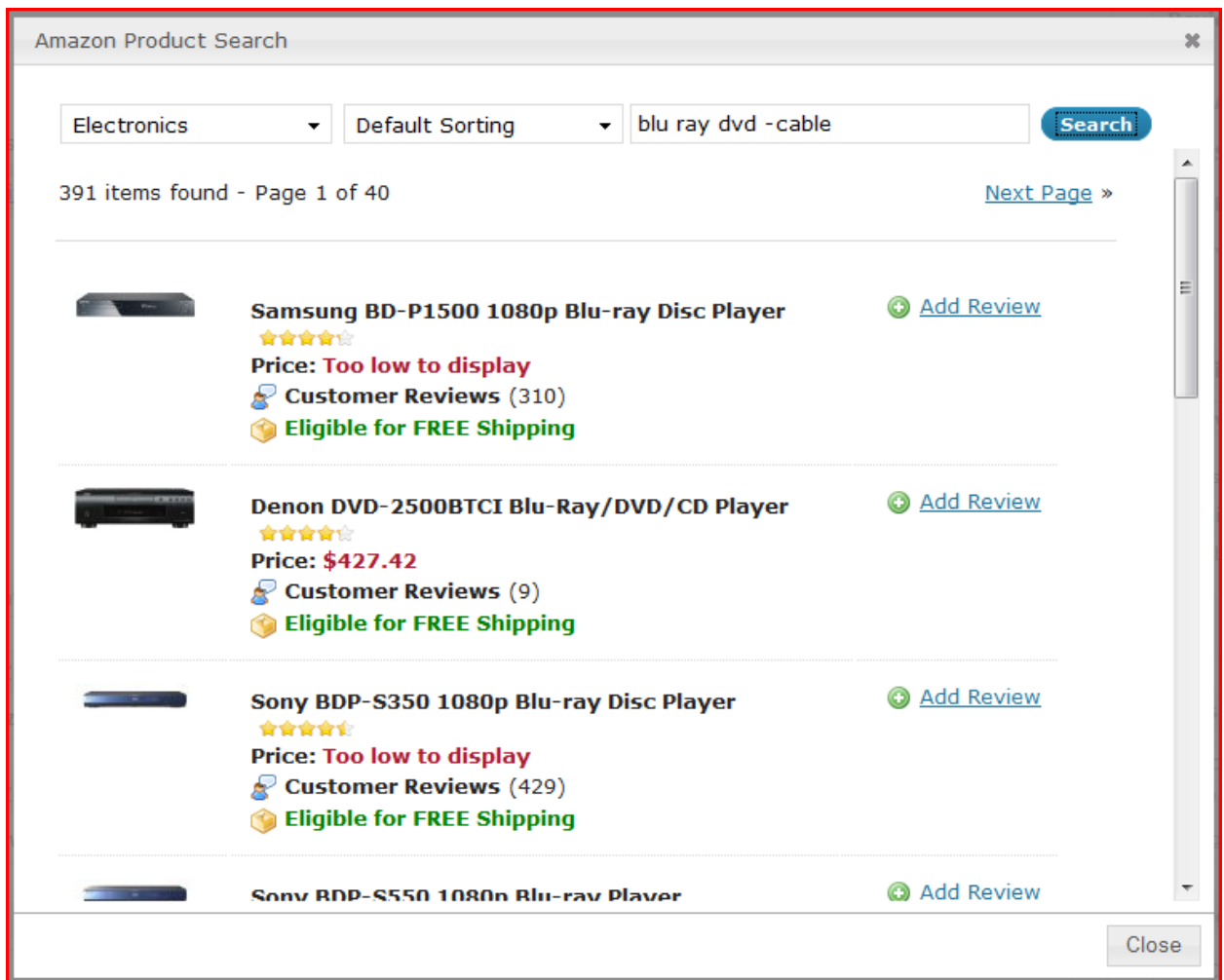
The search dialog allows you to search by category, sort order and keywords. Each category is different depending on the Amazon affiliate program in which you are a member and not all country selections have the same categories available to you.

Search sorting options are also available for some categories, but not others. They will vary based on the affiliate country you are promoting and the product category chosen for that program.

Keywords are words that you will enter to help narrow down your product display results. You must enter keywords or the Amazon Web Service will return no data found. You can also use negative keywords to help narrow down your results.

Let's say that you are promoting Blu-Ray DVD players and you only want to display the player, not the cables that are also sold on Amazon. Just type in Blu Ray DVD –cable into the search box and click Search. This will limit your results to just Blu Ray DVD players.

This action is called adding negative keywords and can really help narrow down your search results.



Product search results will display a product image, title, rating stars, price, customer review count and free shipping (if available). This will help you in determining what products you want to promote if you are looking to promote products that have customer reviews.

Not all products have customer review ratings and that will be indicated in the search results dialog.

If you have added a particular product to your blog in the form of an Amazon Product Post, you will see that product grayed out and no longer available to add as a product post.

If the product has already been added, you will also see displayed in red the words “This Item Is Published”. If the product is available to be added, you will see the blue “Add Review” link to the right of the product.

Amazon Product Search

Books Best Selling weight loss Search

Master Your Metabolism: The 3 Diet Secrets to Naturally Balancing Your Hormones for a Hot and Healthy Body! [Add Review](#)
 ★★★★★
 Price: \$14.30
 Customer Reviews (24)
 Eligible for FREE Shipping

Flat Belly Diet **This Item Is Published**
 ★★★★★
 Price: \$12.88
 Customer Reviews (90)
 Eligible for FREE Shipping

The 4 Day Diet [Add Review](#)
 ★★★★★
 Price: \$14.40
 Customer Reviews (65)
 Eligible for FREE Shipping

The CR Way: Using the Secrets of Calorie Restriction for a Longer, Healthier Life [Add Review](#)
 ★★★★★
 Price: \$9.99

Close

Search results are also paginated if there is more than one product returned.

Amazon Product Search

Books Best Selling weight loss Search

5975 items found - Page 1 of 598 [Next Page »](#)

You will see the number of items found as well as the number of pages in the result set. You can page from one page to another by using the Next and Previous page options.

Instructions on how to add products is outlined in the next few sections for each product display method.

Types of Display Methods

Out of the box, ReviewAZON comes complete with 3 types of product display methods. If you want to create a Wordpress post out of Amazon product data, you can choose the Amazon Product Post option.

If you want to add a single in-line advertisement to augment your blog post, you can choose the Single In-Line Product Display option.

Lastly, if you want to show multiple Amazon products in your blog post, you can choose the Multi In-Line Product Display option.

Now, let's discuss them in detail to give you an idea of how they work.

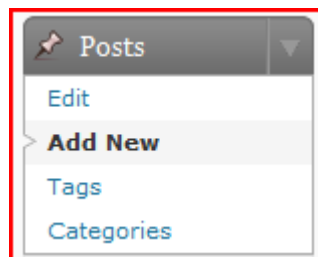
Creating Amazon Product Posts

ReviewAZON allows you to create complete Wordpress posts from Amazon product data via Amazon Web Services and HTML templates and tokens. In just a few clicks, you can add detailed product data to your blog and have it display as a post without having to do any cut and paste HTML or JavaScript.

Step by Step: Adding an Amazon Product Post

Here are step by step instructions on how to add an Amazon Product Post:

1. Click on the Add New menu option on the Post menu panel



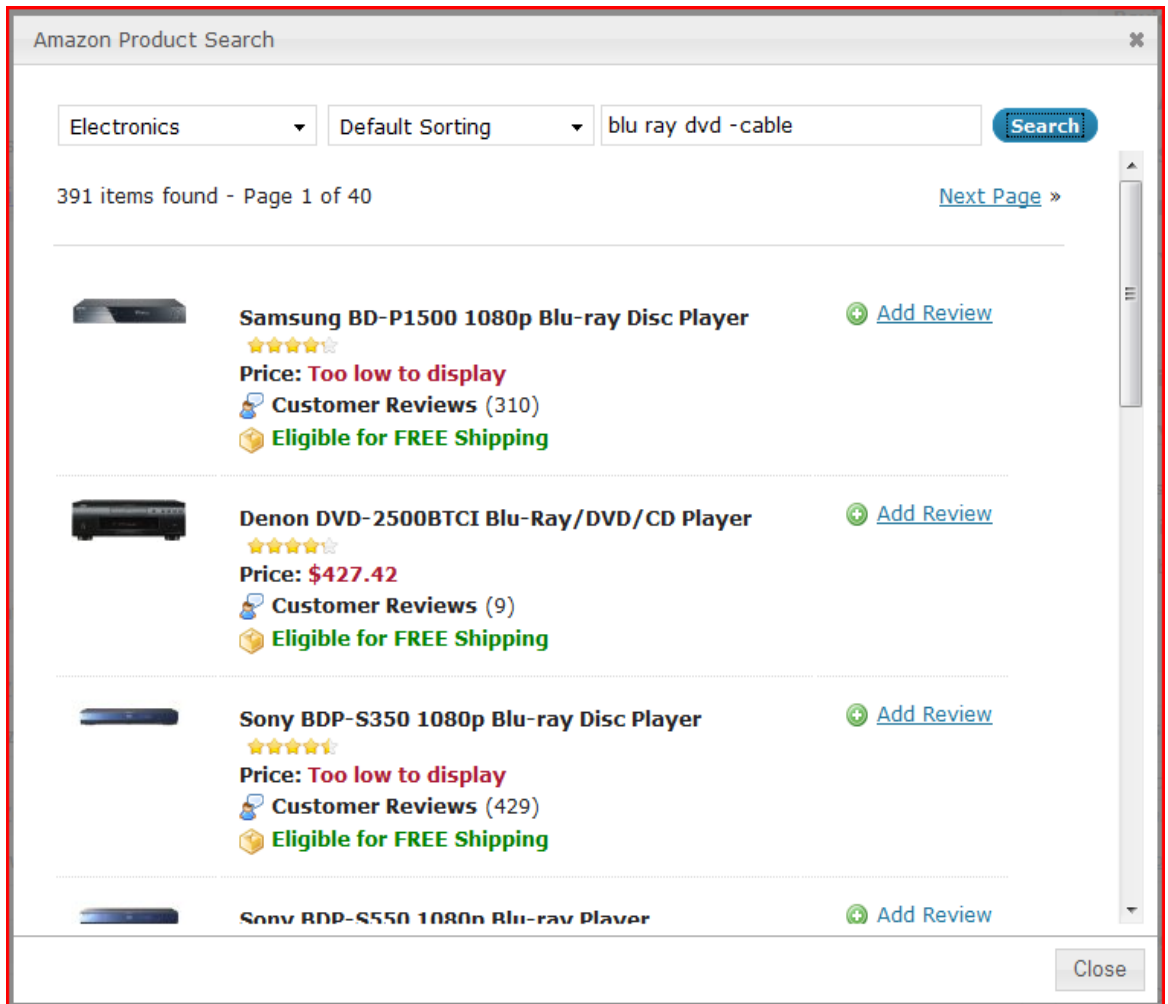
2. From the ReviewAZON control panel, click on the Amazon tracking ID you want to associate with this post.



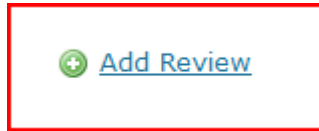
- 3. From the ReviewAZON control panel, click on the Amazon Product Post link.



- 4. Search for a product to add via the ReviewAZON product search dialog box.



- Click on the Add Review Link located on the right side of the product search results page.



Once you choose your product, the search dialog box will close and ReviewAZON will attempt to process your request. Once the request is complete, you should see a screen similar to the one below:

Add New Post

Samsung BD-P1500 1080p Blu-ray Disc Player

Permalink: <http://reviewazondev.com/samsung-bd-p15...ay-disc-player> [Edit](#)

Upload/Insert 📷 🎵 ⚙️ Visual HTML

b *i* [link](#) **b-quote** **del** **ins** **img** **ul** **ol** **li** **code** **more** **lookup**

[close tags](#) [phpBay](#)

[ReviewAZON asin="B0014H16V0" display="fullpost"]

Word count: 0 Draft Saved at 9:53:50 am.

ReviewAZON Post Properties

Review Title
Samsung BD-P1500 1080p Blu-ray Disc Player

Ebay Search Query
[phpbay]Samsung BD-P1500 1080p Blu-ray Disc Player, 10[/phpbay]

Ebay Widget Title
Samsung BD-P1500 1080p Blu-ray Disc Player

Product Excerpt

ReviewAZON Control Panel

- Amazon Product Post
- Single In-line Product Display
- Multi In-line Product Display
- YouTube Review Video Search

Publish

[Save Draft](#) [Preview](#)

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish **immediately** [Edit](#)

[Publish](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most popular tags](#)

Categories

[All Categories](#) [Most Used](#)

ReviewAZON will add an image of the product selected in the ReviewAZON Control Panel, populate the Post Title textbox and set some post properties.

Next, we will discuss these items in detail.

Auto Post Title Option

By default, ReviewAZON will pre-populate your Wordpress post title text box with the title of the Amazon product you chose in the search dialog box. Of course you can change this at any time and in some cases you will want to modify this with something shorter or more concise.

ReviewAZON Post Properties

There are certain pieces of data that you can edit depending on the options that are turned on in ReviewAZON. In the screenshot below, you see all the options that are available to you to modify when those options are enabled. By default, only the Review Title and Product Excerpt are visible.

ReviewAZON Post Properties

Review Title

Overstock.com Search Query

Ebay Search Query

Ebay Widget Title

Product Excerpt

Product Description

Review Title

If you wish to edit the title links generated by ReviewAZON, you can tweak them in the post properties section. If you edit the review title, this will be reflected when you use the %%TITLE%% token in the ReviewAZON template pages.

PhpOStock (Overstock.com) Search Query

By default, PhpOStock integration is not enabled in ReviewAZON and you will not see this option if it is not enabled. If you wish to have ReviewAZON create [PhpOStock](#) short codes for each product post, you will need to enable it.

It is a really good idea for you to review the short code generated by ReviewAZON and make the necessary tweaks to pull back relevant content. By default, the product title is used as the

search query and so in some cases it makes sense to change this since no relevant Overstock.com products will be returned.

Note: Some of the product titles are extremely long. You will need to trim them down to just the exact keywords needed to successfully pull back relevant Overstock.com listings.

Please refer to the [PhpOStock documentation on how to edit/modify/use](#) [PhpOStock short codes](#).

Ebay Search Query

By default, eBay integration is not enabled in ReviewAZON and you will not see this option if it is not enabled. If you wish to have ReviewAZON create [PhpBayLite](#) or [PhpBayPro](#) short codes for each product post, you will need to enable it.

It is a really good idea for you to review the short code generated by ReviewAZON and make the necessary tweaks to pull back relevant content. By default, the product title is used as the search query and so in some cases it makes sense to change this since no relevant eBay products will be returned.

Note: Some of the product titles are extremely long. You will need to trim them down to just the exact keywords needed to successfully pull back relevant eBay auctions.

Please refer to the [PhpBayLite and PhpBayPro documentation on how to edit/modify/use](#) [PhpBay short codes](#).

Ebay Widget Title

ReviewAZON has an eBay sidebar widget that you can use to display eBay auctions that are associated with a particular product post. By default, it uses the product title as the widget title, but you can always change that here.

Product Excerpt

When ReviewAZON creates product excerpts the Amazon product description is used by default. If you wish to create your own custom excerpt, you can simply remove the already added content and write your own.

Product Description

By default, ReviewAZON pulls the Amazon product description each and every time the product information is loaded for a product post display.

If you wish to override, make changes or remove the product description you will need to turn on Cache Product Descriptions from the ReviewAZON Advanced settings page. If this is not enabled you will not see this as an option in the ReviewAZON Post Properties section.

Once this is enabled, you should be able to edit the product description and have that persist until you want to change it later.

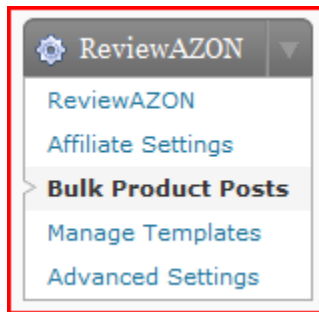
Adding Bulk Amazon Product Posts

If you wish to create multiple Amazon product posts at one time, then you will want to use the bulk add feature of ReviewAZON.

You will be able to create product posts, add them to categories and set several additional properties such as the ability to post on demand and schedule product post creation over a period of time.

Step by Step: Adding Bulk Amazon Product Posts

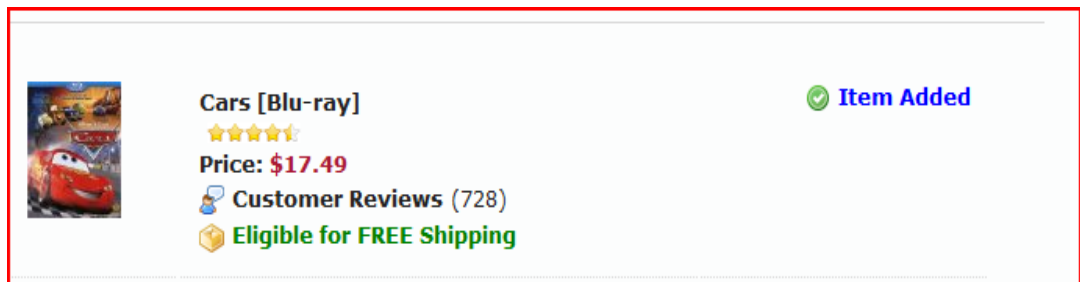
1. Navigate to the Bulk Product Post page via the ReviewAZON menu panel.



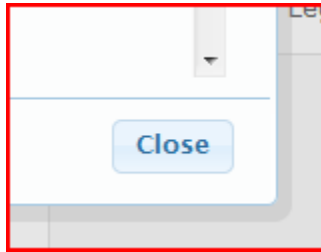
2. Click on the Amazon Product Search link



3. Choose your products and click the Add Review link for each product you want to add. When you click the link, it should add the product to the Bulk Review list.



- Once you are done adding products, you can click the Close button in the bottom right hand corner of the dialog box or the X in the upper right corner.



- You can choose to have ReviewAZON populate and create the post excerpt by choosing this option:



- You can then chose the date you want these items to start posting.



- If you want to create the product post(s) as a particular user in Wordpress, choose the post review as option and the user name.

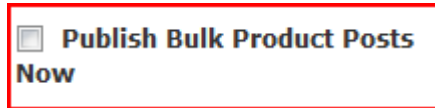


- Choose the post status you would like to assign your newly created product posts from the dropdown list. You can choose from the following options: Draft, Publish or pending.



Post Status
Draft

9. If you wish to publish your product posts immediately, then you will need to check the **Publish Bulk Product Posts Now** option.



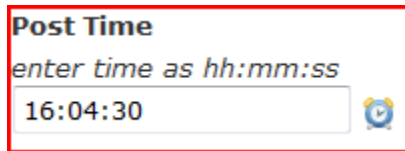
Publish Bulk Product Posts Now

10. If you wish to have your posts randomly published you can choose the Randomize Posting Date and Time option.



Randomize Posting Date and Time?

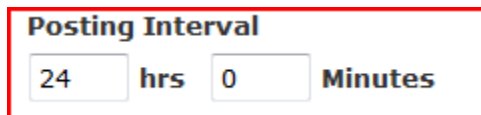
11. If you wish to schedule your posts to post at a particular time, you can set the time to start posting in the **Post Time** section.



Post Time
enter time as hh:mm:ss
16:04:30

Please note that the time format must be in hh:mm:ss time format.

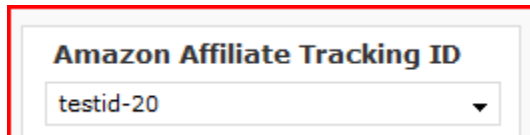
12. If you wish to create your bulk product posts in a particular interval, you will need to set that in the **Post Interval** section.



Posting Interval
24 hrs 0 Minutes

Please note that you will need to enter time in an hour format. For example, if you wish to create posts once every hour, then you will need to set this value to 1. The default is 24 hours or once every day.

13. You can now choose which Amazon tracking ID you want assigned to the bulk posts. Choose your Amazon tracking ID from the dropdown list:



Amazon Affiliate Tracking ID
testid-20

14. You can choose whether or not you want to allow post pings and comments by choosing these options:

A screenshot of two checked checkboxes. The first checkbox is labeled 'Allow post comments.' and the second is labeled 'Allow post pings.' Both are enclosed in a red rectangular box.

15. Choose the number of eBay or PhpOStock listings to include if you want to use these in your posts:

A screenshot of two input fields. The first is labeled 'Show 10 eBay Listings' and the second is labeled 'Show 10 PhpOStock Listings'. Both are enclosed in a red rectangular box.

16. You can add new categories by using the Add New Category option:

A screenshot of the 'Add New Category' form. It includes a text input field, a 'Parent category:' dropdown menu with 'Select Parent Category' selected, and an 'Add' button. The entire form is enclosed in a red rectangular box.

17. If you wish to change the order in which the posts are processed, then you can hover over each item and move them vertically above and below the item you wish to order. When the posts are created, they will be created in the order shown on the screen.

18. When you are ready to create your bulk product posts, click on the Save Bulk Product Posts link to process your new posts.

Deleting or Removing Bulk Products

If you wish to remove a product from the bulk products list, you can do that in one of two ways:

1. Use the Delete button on the individual product

A screenshot of a product listing for 'Pixar Cars: Sheriff'. It includes a small image of the product, the title 'Pixar Cars: Sheriff', and a red circular button with a minus sign and the word 'Remove'. The entire listing is enclosed in a red rectangular box.

2. Use the Clear Bulk Post List link to remove ALL products from the list.

A screenshot of a blue link labeled 'Clear Bulk Post List' with a red circular button containing a minus sign to its left. The link is enclosed in a red rectangular box.

Adding Single In-Line Product Displays

If you want to embed a single Amazon product in a text post you are writing for you blog, then the Single In-line Product display is the option for you.

Here is an example of what it looks like:

The Sexy You



Overall Rating: ★★★★★

Retail Price: \$14.95

Amazon Price: **\$8.77**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nisi ante, bibendum eget, malesuada interdum, mollis a, eros. Mauris pharetra justo condimentum eros. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec nibh enim, varius non, mollis vel, mollis a, lacus. Proin nec orci sed risus posuere auctor. Quisque tincidunt congue diam. Morbi ante. In dictum urna in arcu. Proin ullamcorper erat sit amet magna. Donec vulputate. Phasellus risus risus, aliquam lobortis, condimentum sed, blandit non, tortor. Nullam sem tellus, mollis ac, sodales in, varius et, odio. In nisi neque, sodales ut, pulvinar non, varius at, nisi. Sed aliquam.

Nullam tristique rutrum diam. Phasellus elementum sapien vel enim venenatis aliquet. Vestibulum congue porttitor magna. Etiam egestas nisi eget metus aliquam sollicitudin. Vivamus accumsan pharetra libero. Etiam felis metus, lacinia id, porta non, vehicula sit amet, ligula. Integer nunc leo, venenatis et, scelerisque non, pretium et, nisi. Aenean a sapien ac dui bibendum molestie. Sed varius quam id ante. Vivamus quam. Duis blandit fringilla augue. Fusce porttitor, sapien luctus ornare egestas, tortor augue bibendum nunc, vitae dignissim arcu ipsum vitae dui. Proin vulputate porta enim. Aliquam scelerisque, nulla vitae ornare consectetur, arcu ligula pellentesque nulla, nec tristique enim risus a sem. Pellentesque massa. Nunc rhoncus lacus ac mi. Nunc eu lacus. Nulla varius iaculis ipsum. Sed tristique velit vitae nulla. Quisque justo sem, viverra congue, gravida ut, sagittis lobortis, sem.

Praesent tempus consectetur velit. Vivamus fermentum, lorem vel volutpat luctus, velit ipsum adipiscing est, at cursus massa leo vitae quam. Nullam placerat arcu eget sapien. Quisque venenatis dictum urna. Vivamus ligula. Aliquam erat volutpat. Nulla mi tellus, interdum ullamcorper, commodo ac, mollis id, justo. Nunc ullamcorper, lorem et pellentesque auctor, felis urna ullamcorper felis, in sollicitudin nunc neque bibendum tortor. Duis faucibus, diam sed ornare faucibus, turpis arcu dignissim erat, non pulvinar dolor justo at purus. Donec metus.

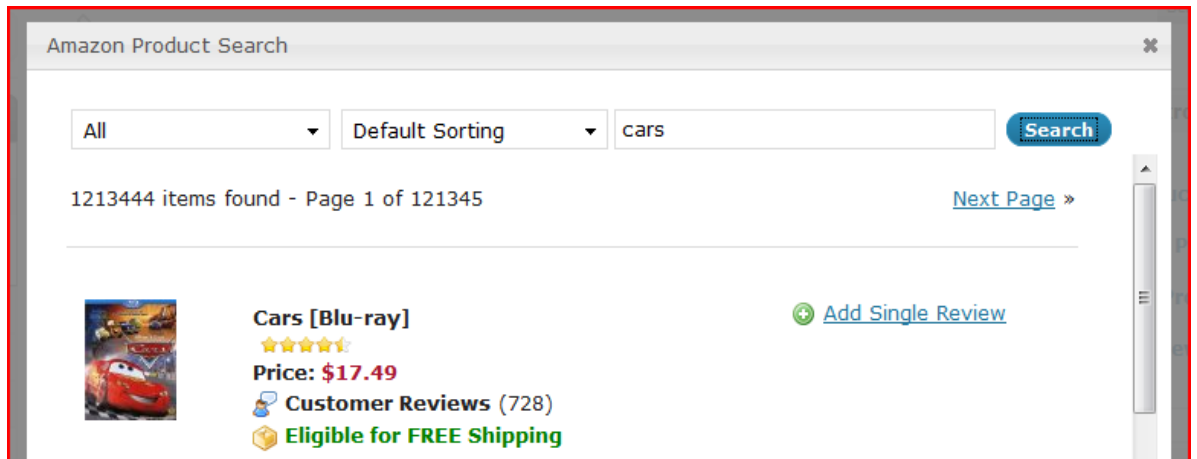
There is a separate template so that you can control what the output looks like and use CSS styles to float the display left or right inside the post text.

Step by Step: Adding a Single In-line Product Display

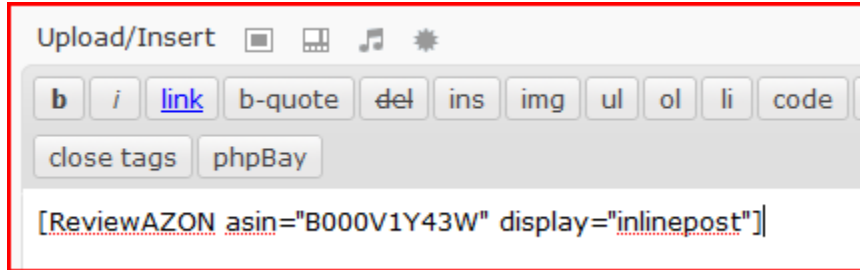
1. Choose the Single In-line Product Display link from the ReviewAZON Control Panel.



2. Search for the product you want to promote and click the Add Single Review link.



3. A custom short code is added to the text of your post that will transform into the product you want to promote.



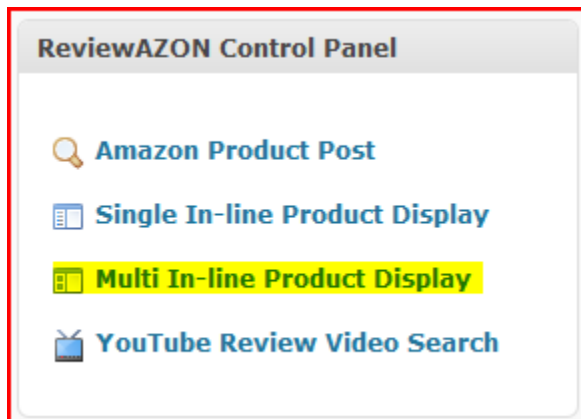
4. If you want to modify the look and feel of the template please refer to the Managing Templates section of this document.
5. If you want to change this product to another product, all you have to do is replace the ASIN number in the short code to another valid Amazon ASIN number.

`asin="B000V1Y43W"`

Adding Multi In-Line Product Displays

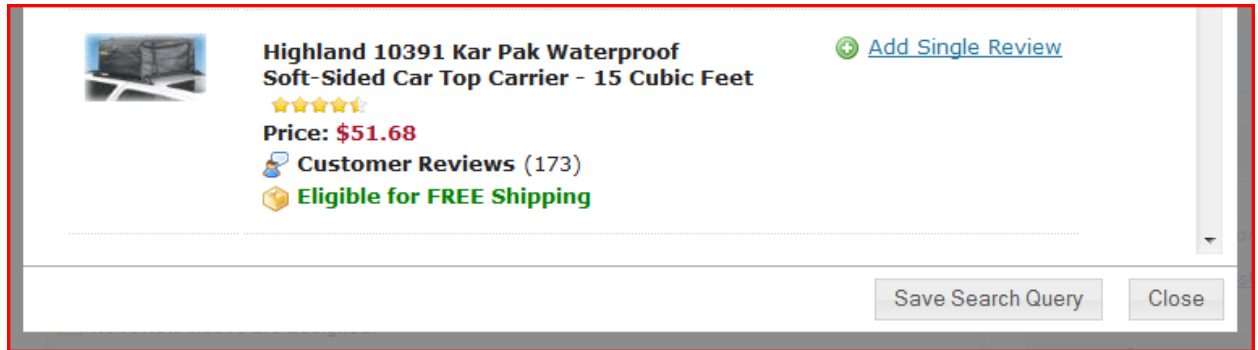
If you want to embed a multiple Amazon product in a text post you are writing for your blog, then the Multi In-line Product display is the option for you.

1. Choose the Multi In-line Product Display link from the ReviewAZON Control Panel.

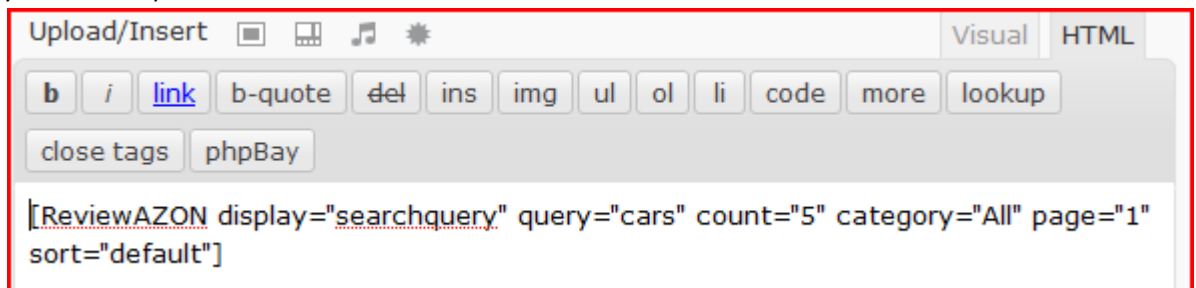


2. Search for the products you want to promote and click the Save Search Query button at the bottom of the search dialog box. The search dialog gives you a preview of the items that will show up in the blog post. You can select up to 10 items and even choose a particular page if

you want.



3. A custom short code is added to the text of your post that will transform into the products you want to promote.



4. If you want to modify the look and feel of the template please refer to the Managing Templates section of this document.
5. If you want to change this query to pull in different items you can change certain parameters in the ReviewAZON short code.

Multi In-line Product Display Short Code Options

Query

Replace the current query keywords with the keywords you want to use to pull back product listings.

Count

ReviewAZON can display up to 10 products per Multi In-line short code. The default value is 5 products.

Page

Product results are returned on the basis of pages. Each page contains 10 products. You can change the page number to a different page and display a whole other set of products if you wish. If you do not know how many pages are available to you, you can see this in the ReviewAZON product search dialog box looking at the total pages property.

Category

Change the category name to pull items from another category.

Sort

The sort order of a search request can be changed, but requires special sort codes to be passed into the ReviewAZON short code. It is best to delete the short code from the editor and create a new one since they are different per category.

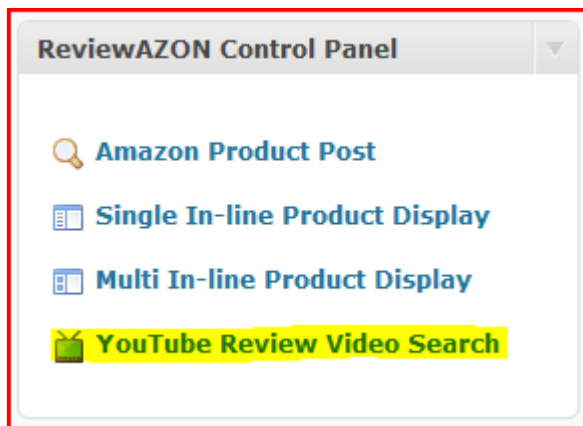
Note: It is better to have the search dialog box create the short code for you rather than you changing parameters.

Adding YouTube Video Reviews

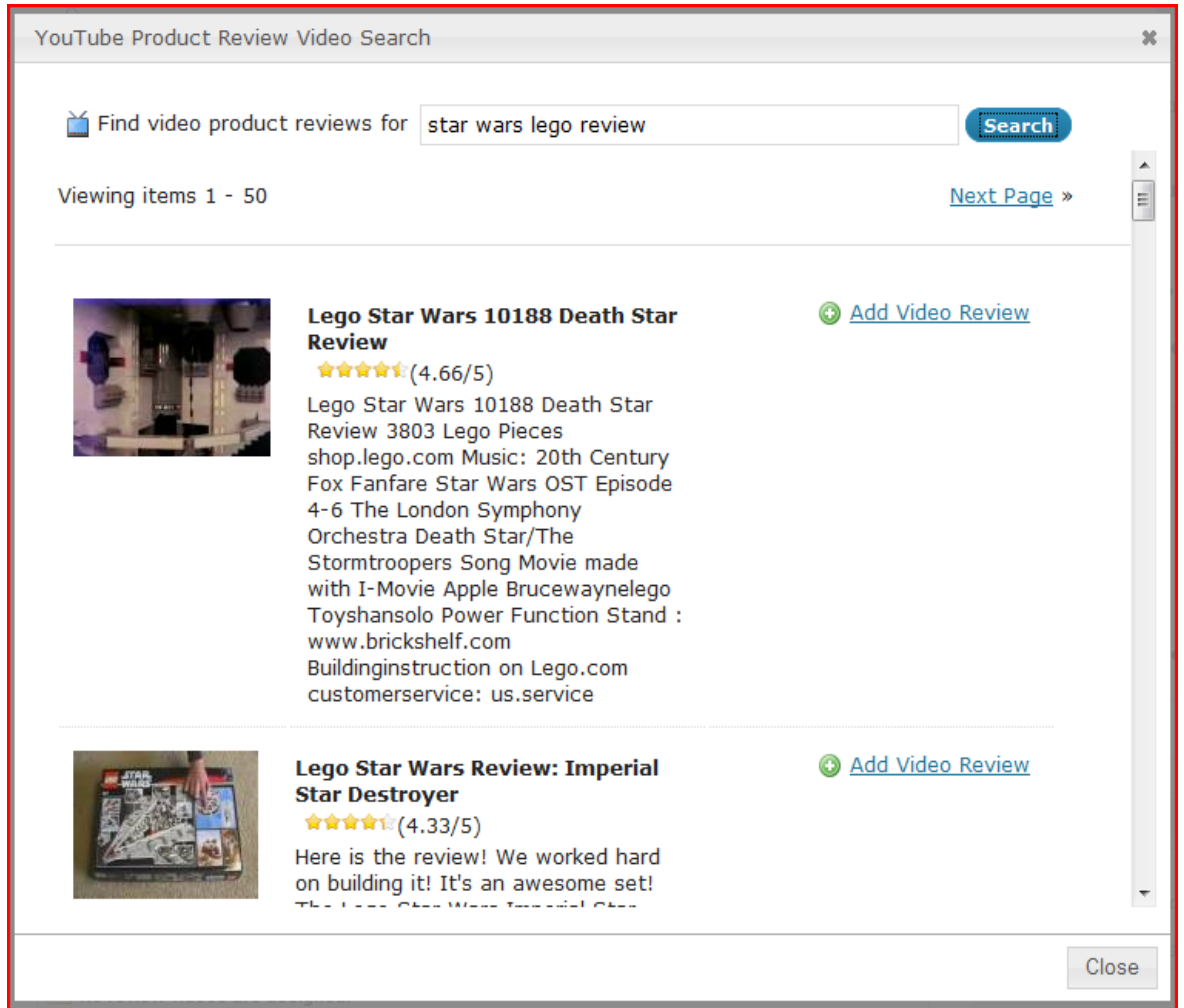
If you wish to add YouTube video reviews to enhance the experience of your blog posts, you can use the YouTube video search dialog to accomplish this.

Step by Step: Adding YouTube Video Reviews

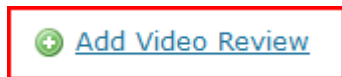
1. Click on the YouTube Review Video Search from the ReviewAZON Control Panel.



2. Enter the keywords of the videos you wish to display in the search textbox and click the search button.



3. Click on the Add Video Review button to add that particular video to the ReviewAZON Video Reviews section of the Add/Edit Post and Add/Edit Page Wordpress administrative page.




4. If you wish to remove a video from the list, click on the delete icon to the right of each video you want to remove.

ReviewAZON Video Reviews



Lego Star Wars 10188 Death Star Review 



Lego Star Wars Review: Imperial Star Destroyer 

Managing Templates

ReviewAZON uses HTML templates to drive the display of Amazon product data within your Wordpress blog. This gives you complete control over the look and feel of every aspect of the Amazon data elements. Each template is made up of HTML markup and what are commonly referred to as “Tokens”. An example of a token would look like this: %%CUSTOMERREVIEWS%%.

If you place this token in a certain template, such as the main product display template, a list of Amazon customer reviews will be displayed in the area where the token was placed. Other tokens represent a single piece of Amazon product data such as %%DESCRIPTION%% or %%TITLE%%.

By default, ReviewAZON comes with 3 types of template groups:

1. Default
2. Custom
3. Tabs

Each one of those template groups contain individual HTML template files that correspond to a particular area of display responsibility.

In this section, I will go over in detail the aspects of template groups, template files and building your own templates to use in ReviewAZON.

A template group is a collection of individual HTML template files that make up a complete group of display properties. In the Advanced Settings page of the ReviewAZON menu panel, you choose a default template group so that ReviewAZON knows what templates to use when generating your blog content.

Name	Date modified	Type	Size	Tags
css	3/31/2009 10:06 PM	File Folder		
images	4/12/2009 9:25 AM	File Folder		
customer_review.html	4/4/2009 7:33 AM	Firefox Document	1 KB	
description.html	3/29/2009 9:46 PM	Firefox Document	1 KB	
excerpt.html	4/14/2009 1:42 PM	Firefox Document	1 KB	
excerpt_flow.html	4/12/2009 8:17 PM	Firefox Document	1 KB	
inline_post.html	4/7/2009 2:58 PM	Firefox Document	1 KB	
main.html	4/12/2009 8:16 PM	Firefox Document	3 KB	
multi_inline_post.html	4/13/2009 9:22 PM	Firefox Document	1 KB	
product_accessories.ht...	4/18/2009 8:56 AM	Firefox Document	1 KB	
similar_products.html	4/18/2009 8:56 AM	Firefox Document	1 KB	
video_reviews.html	3/29/2009 9:46 PM	Firefox Document	1 KB	

Each template group is made up of the following items:

1. Template Group Folder
2. Css folder with a Reviewazon.css file for styles
3. Image folder for that templates images
4. The following HTML templates files:
 - a. main.html (used to generate full product posts)
 - b. customer_review.html
 - c. description.html (wrapper for the product description property)
 - d. excerpt.html (short product descriptions that are shown on the front page of your blog)
 - e. excerpt_flow.html (extra template to create flow excerpts)
 - f. inline_post.html
 - g. multi_inline_post.html
 - h. product_accessories.html
 - i. similar_products.html
 - j. video_reviews.html

In the ReviewAZON plug-ins folder, there is a folder called templates and that folder contains all the template group folders and templates.

Out of the Box Template Groups and Templates

Out of the box, ReviewAZON ships with 3 template groups:

1. **Default**

These templates were designed to work with as many Wordpress themes as possible. Of course it is not possible to get every Wordpress theme to work with all HTML and styles, but this template comes pretty close.
2. **Custom**

These are the base templates that you can use to create your own custom templates or modify using the built in ReviewAZON template editor.
3. **Tabs**

This template group uses the JQuery tab UI element to display product information in a tab format.

You will use the Advanced Settings page from the ReviewAZON menu panel to change from one template group to another.

Using the Custom Template Editor

If you choose Custom from the template group option in the ReviewAZON advanced settings page, you will be able to use the ReviewAZON Manage Templates option to update and create a custom group of templates.

The screenshot displays a web-based interface for editing product templates. At the top, there are two buttons: "Save Custom Templates" and "Reset Templates to Default". Below these are several tabs: "Main", "Excerpt", "Excerpt Flow", "Customer Review", "Description", "Similar Products", and "Product Accessories". Under the "Main" tab, there are sub-tabs: "Video Reviews", "Single In-line", and "Multi In-line".

The main content area is divided into two sections:

- Main Review Template:** This section contains HTML code for a product page. The code includes a table with a colspan="2" cell containing links for "User Reviews" and "Send this to a friend". Below this is a main image placeholder and a table for manufacturer information.
- Tokens:** This section lists various tokens that can be used within the template code. The tokens are categorized into "Main Template Tokens" and "Link Tokens".

Main Template Tokens:

- Product Description: %%DESCRIPTION%%
- Product Details: %%PRODUCTDETAILS%%
- Customer Reviews: %%CUSTOMERREVIEWS%%
- Similar Products: %%SIMILARPRODUCTS%%
- Product Accessories: %%PRODUCTACCESSORIES%%
- Video Reviews: %%VIDEOREVIEWS%%
- eBay Auctions: %%EBAYACTIONS%%

Link Tokens:

- Post Permalink: %%PERMALINK%%
- Detail Page Link: %%DETAILPAGELINK%%
- Technical Details Link: %%TECHNICALDETAILPAGELINK%%

The templates are stored in your Wordpress database and not on the file system, so there is no need to update the files directly. When you make a change, the change is reflected immediately in your blog.

Each template is placed in its own tab so that you can move from one template to another very easily. To the right of each template code section, there is a list of tokens you can use for that particular template.

Tokens	
Main Template Tokens	
Product Description	%%DESCRIPTION%%
Product Details	%%PRODUCTDETAILS%%
Customer Reviews	%%CUSTOMERREVIEWS%%
Similar Products	%%SIMILARPRODUCTS%%
Product Accessories	%%PRODUCTACCESSORIES%%
Video Reviews	%%VIDEOREVIEWS%%
eBay Auctions	%%EBAYACTIONS%%
Link Tokens	
Post Permalink	%%PERMALINK%%
Detail Page Link	%%DETAILPAGELINK%%
Technical Details Link	%%TECHNICALDETAILPAGELINK%%

Not all templates can use the same tokens, so please refer to the list to see which tokens you can use in each template.

When you are done with your changes, you can save the templates to the database using the **Save Custom Templates** link. If you make a mistake and really mess something up, you can restore the templates to the default state by clicking on the **Reset Templates to Default** link.

Creating Your Own Template Groups

You can create your own template groups to be used in your ReviewAZON plug-in. If you wish to create your own, you will need to follow these simple rules for setting up your template group.

1. Use the Custom folder as a starting place for your new template group. You can find the templates in the **wp-content/plugins/ReviewAZON/templates** folder of your Wordpress install.
2. Once you make a copy of the Custom folder, you will need to rename the folder to a name other than what is currently in the templates folder.
3. **DO NOT** change the name of the template files for any reason. If you do they will not work. Also, keep the names to all lower case text.
4. You can modify each template file with your custom HTML and use the tokens that are appropriate for that template.

- When you are done, upload your template group folder to the ReviewAZON/template folder in your Wordpress installation.

Template Token Reference

Tokens represent the Amazon data that will be replaced inside your HTML template file when ReviewAZON builds the final display HTML for your blog.

Each template is different in the data that it can represent and so some tokens are available in one template and not another. You can always find out the tokens that are available for a particular template by viewing the Manage Templates page of the ReviewAZON menu panel.

All tokens are in the following format **%% ALL UPPER CASE LETTERS %%**.

Here is a listing of ALL the available data elements and tokens you can use in ReviewAZON.

Name	ReviewAZON Token	Description
Product Description	%%DESCRIPTION%%	The description of the Amazon product.
Cached Price Disclaimer	%%CACHEDPRICEDISCLAIMER%%	If you are going to cache display data that includes pricing (main template), you must include this token to display the last updated price date and time. This is per the Amazon Web Services TOS and must be present to be in compliance.
Product Details	%%PRODUCTDETAILS%%	A bulleted list of additional product details independent of the product description.
Customer Reviews	%%CUSTOMERREVIEWS%%	The full list of assembled customer reviews for a particular product. This uses the customer review template to generate the reviews and also uses customer review tokens specified in that template.
Similar Products	%%SIMILARPRODUCTS%%	As part of the data returned from Amazon, you can display similar products that are tied to a particular Amazon product. This is built using the Similar Products template file and uses

		additional tokens specified in that file.
Product Accessories	%%PRODUCTACCESSORIES%%	As part of the data returned from Amazon, you can display product accessories that are tied to a particular Amazon product. This is built using the Product Accessories template file and uses additional tokens specified in that file.
Video Reviews	%%VIDEOREVIEWS%%	Used to display the entire list of YouTube video reviews associated with an Amazon Product Post. This uses the Video Review template with additional tokens specified in that file.
eBay Auctions	%%EBAYACTIONS%%	ReviewAZON can display eBay auctions by placing this token in your template file. You must have PhpBayLite or PhpBayPro for this to work properly.
PhpOStock (Overstock.com)	%%OVERSTOCKLISTINGS%%	ReviewAZON can display Overstock.com listings by placing this token in your template file. You must have PhpOStock for this to work properly.
Vendiva Price Comparisons	%%VENDIVACOMPARISONS%%	ReviewAZON can display Vendiva Price Comparisons by placing this token in your template file. You must have a subscription to Vendiva for this to work properly.
Post Permalink	%%PERMALINK%%	The permalink to the post in which ReviewAZON is creating content. If you need to link back to the full post page, you can use this token to generate the link.
Amazon Detail Page Link	%%DETAILPAGELINK%%	This specially formatted Amazon generated link will link back to the Amazon product. Use this when creating links to get affiliate

		credit.
Amazon Technical Details Link	%%TECHNICALDETAILPAGELINK%%	This specially formatted Amazon generated link will link back to the Amazon product. Use this when you want to link back to the product technical details and set the affiliate cookie.
Amazon Add to Baby Registry Link	%%ADDTOBABYREGISTRYLINK%%	This specially formatted Amazon generated link will link back to the Amazon add to baby registry page. This will also set the Amazon cookie for affiliate credit.
Amazon Add to Wedding Registry Link	%%ADDTOWEDDINGREGISTRYLINK%%	This specially formatted Amazon generated link will link back to the Amazon add to wedding registry page. This will also set the Amazon cookie for affiliate credit.
Amazon Add to Wishlist Link	%%ADDTOWISHLISTLINK%%	This specially formatted Amazon generated link will link back to the Amazon add to wishlist page. This will also set the Amazon cookie for affiliate credit.
Amazon Tell a Friend Link	%%TELLAFRIENDLINK%%	This specially formatted Amazon generated link will link back to the Amazon tell a friend page. This will also set the Amazon cookie for affiliate credit.
Amazon All Customer Reviews Link	%%ALLCUSTOMERREVIEWS PAGELINK% %	This specially formatted Amazon generated link will link back to all the customer reviews for a particular product. This will also set the Amazon cookie for affiliate credit.
Small Product Image URL	%%AMAZONSMALLIMAGE%%	The Amazon small product image to display.
Medium Product Image URL	%%AMAZONMEDIUMIMAGE%%	The Amazon medium product image to display.
Large Product Image URL	%%AMAZONLARGEIMAGE%%	The Amazon large product image to display.
Brand	%%BRAND%%	The Amazon brand attribute

		to display for a particular product.
Average Review Rating	%%RATINGBAR%%	Product review rating in stars for an Amazon product.
Customer Review Count	%%REVIEWCOUNT%%	Product customer review count for an Amazon product.
Amount Saved	%%AMOUNTSAVED%%	Amount saved off the retail price.
Percent Saved	%%PERCENTSAVED%%	Percent saved off the retail price.
New From - Text	%%NEWFROMTEXT%%	Number of products new along with price and link.
Used From - Text	%%USEDFROMTEXT%%	Number of products used along with price and link.
Item Height	%%PRODUCTHEIGHT%%	Product height for an Amazon product.
Item Width	%%PRODUCTWIDTH%%	Product width for an Amazon product.
Item Length	%%PRODUCTLENGTH%%	Product length for an Amazon product.
Item Weight	%%PRODUCTWEIGHT%%	Product weight for an Amazon product.
List Price	%%LISTPRICE%%	Product list price for an Amazon product.
Lowest New Price	%%SALEPRICE%%	Product sales price for an Amazon product.
Manufacturer	%%MANUFACTURER%%	Product manufacturer for an Amazon product.
Manufacturer Max Age	%%AMAZONMAXIMUMAGE%%	Product manufacturer max age for an Amazon product.
Manufacturer Min Age	%%AMAZONMINIMUMAGE%%	Product manufacturer min age for an Amazon product.
Model Number	%%MODEL%%	Product model number for an Amazon product.
Title	%%TITLE%%	Product title for an Amazon product.
UPC	%%UPCCODE%%	Product UPC code for an Amazon product.
Is Eligible For Super Saver Shipping	%%FREESHIPPING%%	Is Eligible For Super Saver Shipping
Shipping Availability	%%SHIPPINGAVAILIBILITY%%	Shipping Availability
Review Description	%%REVIEWDESCRIPTION%%	Description of the customer review for an Amazon product.
Review Date	%%REVIEWDATE%%	Date of the customer review

		for an Amazon product.
Reviewer Location	%%REVIEWERLOCATION%%	Location of the customer who created a customer review for an Amazon product.
Reviewer Nickname	%%REVIEWERNICKNAME%%	Nickname of the customer who created a customer review for an Amazon product.
Reviewer Name	%%REVIEWERNAME%%	Name of the customer who created a customer review for an Amazon product.
Review Title	%%TITLE%%	Title of the customer review for an Amazon product.
Video Review Title	%%VIDEOTITLE%%	Title for Video Review
Video Review Watch Link	%%VIDEOWATCHLINK%%	Watch link for Video Review

Creating Custom Tokens

There are times when you want to be able to add your own custom tokens to your custom templates as well as the built in templates and have certain data appear that is associated with a post or page.

You can achieve this through the use of custom tokens. It is really simple to use custom tokens in your templates and it uses the already built in capabilities of Wordpress through the use of custom fields. Custom fields can be added to any post or page using the New/Edit Post and New/Edit Page screens.

Custom Token Rules

Here are the rules you must follow when creating your own custom tokens:

1. All custom tokens must start with **%%REVIEWAZON_**
2. All words must be in capital letters
3. All custom tokens must end with **%%**

For example, let's say that I wanted to add a custom token to my template called **%%REVIEWAZON_MYUSERDATA%%**. All I have to do is add that token to my template, edit or create the Wordpress post that I want to add the custom token data and add a custom field to that post with the name **%%REVIEWAZON_MYUSERDATA%%** and the value of the token.

That's it! **%%REVIEWAZON_MYUSERDATA%%** will be replaced with your own custom data when the template that has this custom token is used to display data in your Wordpress blog.

Custom Fields

Name	Value
%%REVIEWAZON_MYUSERDATA%% <input type="button" value="Delete"/> <input type="button" value="Update"/>	This is my value.

Add new custom field:

Name	Value
<input type="text"/>	<input type="text"/>

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

ReviewAZON Sidebar Widgets

ReviewAZON ships with several sidebar widgets to display various data related to your product posts.

eBay Sidebar Widget

You can choose to have eBay auction search results from your [PhpBayLite](#) or [PhpBayPro](#) installation display in a sidebar widget. It reads the PhpBay short code that is created when eBay Integration is turned on in the ReviewAZON Advanced Settings page.



If the eBay short code is not present for a particular post, you can set default properties to show a particular eBay search result. You can also set the title of the widget to display in this situation as well.

The screenshot shows a configuration dialog box titled "eBay Auctions Widget" with a "Cancel" button in the top right corner. The dialog contains the following elements:

- An information icon followed by the text: "By default, this widget uses the eBay search query generated when you create a new post. If you want to show alternative searches on pages other than product pages, enter the information below."
- A section labeled "Widget Title:" with a text input field containing "My Widget Title".
- A checkbox labeled "Always use custom title in place of post title." which is currently unchecked.
- A section labeled "Search Text:" with an empty text input field.
- A checkbox labeled "Always use custom search text instead of product search." which is currently unchecked.
- A "Display" label followed by a text input field containing "10" and the text "auction(s)".
- At the bottom, there are two buttons: "Done" on the left and "Remove" on the right.

By default, the eBay widget uses the post title, but you can change that to use a custom title if you want. If using this widget on the home page, you can have it use the default search text.

If you are using this widget on the product post pages, you can have the widget automatically use the PhpBay short code or force it to use your custom text.

Product Accessories

If you want to display Amazon's product accessories recommendation for your product posts, you can enable this sidebar widget to automatically pull them in and display them. It uses the Product Accessories template to format and display the results.

By default, it pulls the product ASIN from the database to display this data. If this is not present, it will display a custom message that you can configure in the ReviewAZON Advanced Settings page.

You can also set a default ASIN number to display results when this widget is shown on pages that do not show a product post.

▼ Product Accessories

Maxell CD/CD-ROM Scratch Repair Kit



Overall Rating: ★★★★★

List Price: \$19.46

Amazon Price: \$4.23

Maxell DVD-LC DVD Lens Cleaner



Overall Rating: ★★★★★

List Price: \$19.09

Amazon Price: \$4.87

Amazon Product Accessories [Cancel](#)

i You can enter a default ASIN product number and choose where to show the default ASIN results. Also, you can specify an Amazon search query that will show results if there are no product accessories to display.

Amazon Affiliate Tracking ID

testid-20

Widget Title: Chain Saws

Default ASIN: B000NO9GT4

Search Text:

Show 3 Items (Max is 5)

Show default ASIN results on the following pages:

- None (uses the post ASIN)
- Home Page
- Post Page
- Category Page
- Tag Page

[Done](#) [Remove](#)

You can select a custom tracking ID for all your Amazon sidebar widgets.

Use the default ASIN you want to show results for and choose which pages you want to use the default ASIN results.

If you choose “none” the widget will grab the ASIN of the post (if there is one). For posts that are not ReviewAZON generated, you can add the custom property ASIN to your post and give it a value of the ASIN you want to display.

Setting the search text value will display custom Amazon search results when there are no product accessories for a particular item.

Similar Products

If you want to display Amazon's similar products recommendation for your product posts, you can enable this sidebar widget to automatically pull them in and display them. It uses the Similar Products template to format and display the results.

By default, it pulls the product ASIN from the database to display this data. If this is not present, it will display a custom message that you can configure in the ReviewAZON Advanced Settings page.

You can also set a default ASIN number to display results when this widget is shown on pages that do not show a product post.

Setting the search text value will display custom Amazon search results when there are no similar products for a particular item.

▼ Similar Products

In-Car 7"-9 Inch Portable DVD Player Case
* Attaches to Rear or Front Seat, Easily
Converts to Carrying Bag, Multiple
Accessory compartments (Player Not
Included)



Overall Rating: ★★★★★

List Price: \$59.99

Amazon Price: \$29.99

Sony MDR-V150 Monitor Series
Headphones with Reversible Earcups



Overall Rating: ★★★★★

List Price: \$19.99

Amazon Price: \$11.60

Amazon Similar Products
[Cancel](#)

i You can enter a default ASIN product number and choose where to show the default ASIN results. Also, you can specify an Amazon search query that will show results if there are no similar products to display.

Amazon Affiliate Tracking ID

testid-20

Widget Title:

Default ASIN:

Search Text:

Show Items (Max is 5)

Show default ASIN results on the following pages:

- None (uses the post ASIN)
- Home Page
- Post Page
- Category Page
- Tag Page

Done

Remove

You can select a custom tracking ID for all your Amazon sidebar widgets.

Use the default ASIN you want to show results for and choose which pages you want to use the default ASIN results.

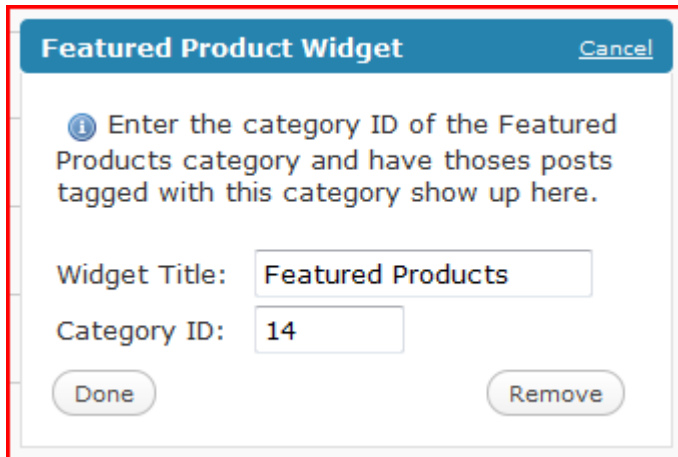
If you choose “none” the widget will grab the ASIN of the post (if there is one). For posts that are not ReviewAZON generated, you can add the custom property ASIN to your post and give it a value of the ASIN you want to display.

Setting the search text value will display custom Amazon search results when there are no product accessories for a particular item.

Featured Products

The ReviewAZON featured products sidebar widget allows you to enter the category id of a featured products Wordpress category and display all the posts in that category.

This is a great way to highlight particular posts that you want to flag as featured to your readers.

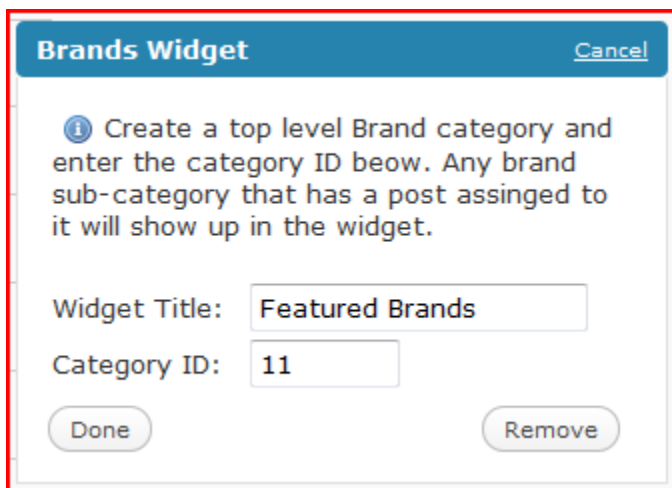


The screenshot shows a dialog box titled "Featured Product Widget" with a "Cancel" button in the top right corner. Below the title is an information icon and a text block: "Enter the category ID of the Featured Products category and have those posts tagged with this category show up here." There are two input fields: "Widget Title:" with the text "Featured Products" and "Category ID:" with the text "14". At the bottom, there are two buttons: "Done" on the left and "Remove" on the right.

Brand Widget

The ReviewAZON brands sidebar widget allows you to enter the category id of a brands parent Wordpress category and display all the sub categories in that category.

For example, you would create a Brands top level category and then add sub categories for each brand name you want to display.



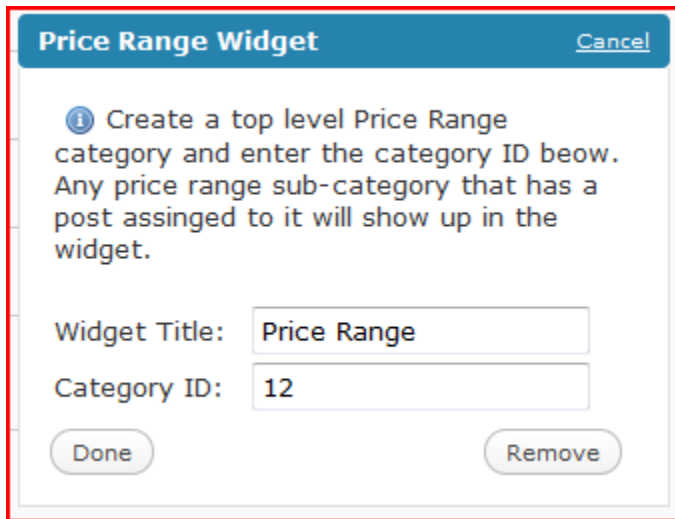
The screenshot shows a dialog box titled "Brands Widget" with a "Cancel" button in the top right corner. Below the title is an information icon and a text block: "Create a top level Brand category and enter the category ID below. Any brand sub-category that has a post assigned to it will show up in the widget." There are two input fields: "Widget Title:" with the text "Featured Brands" and "Category ID:" with the text "11". At the bottom, there are two buttons: "Done" on the left and "Remove" on the right.

This is a great way to display a list of all the brands of products you have posts assigned to in your blog.

Price Range Widget

The ReviewAZON price sidebar widget allows you to enter the category id of a Price Range Wordpress category and display all the sub categories in that category.

For example, you would create a Price Range top level category and then add sub categories for each price name you want to display.




The image shows a configuration dialog box titled "Price Range Widget" with a "Cancel" button in the top right corner. Inside the dialog, there is an information icon followed by the text: "Create a top level Price Range category and enter the category ID below. Any price range sub-category that has a post assigned to it will show up in the widget." Below this text are two input fields: "Widget Title:" with the value "Price Range" and "Category ID:" with the value "12". At the bottom of the dialog are two buttons: "Done" and "Remove".

This is a great way to display a list of all the price ranges of products you have posts assigned to in your blog.

Click Tracking and Reporting

If you are using SEO links, ReviewAZON can track the customer clicks and report on how many clicks a particular product has gotten over time.



Click Reporting Dashboard Widget




Dashboard

ReviewAZON Top 5 Performing Products

These are the top 5 performing products based on the number of clicks to the Amazon web site.

Clicks	Product	Title	ASIN	Tracking ID
1		Cars (Widescreen Edition)	B00005JNS0	testid-20
1		Takamine S35 Jasmine Acoustic Guitar (Natural)	B0002F58TG	testid-20

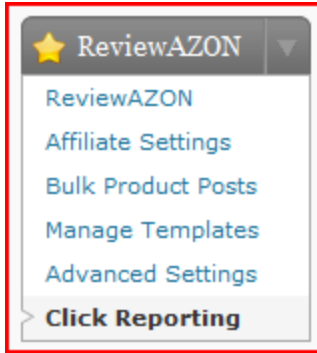
 [View Full Product Report](#)

Out of the box, ReviewAZON has a Wordpress dashboard widget that displays the top 5 products that gotten clicks.





You can view the entire report by clicking on the “View Full Product Report” link at the bottom of the widget.

Click Tracking Full Report

If you want to see the entire list of products that have clicks, you can view the report by clicking on the Click Reporting menu option in the ReviewAZON menu.




Report Filter: Show All Records


No. Clicks	Product	Title	ASIN	Tracking ID	Click Details
1		Cars (Widescreen Edition)	B00005JNS0	testid-20	 View Details
1		Takamine S35 Jasmine Acoustic Guitar (Natural)	B0002F58TG	testid-20	 View Details
No. Clicks	Product	Title	ASIN	Tracking ID	Click Details

You can filter your report by Title, ASIN and tracking ID or choose to view all records by choosing “Show All Records” from the dropdown menu.

Viewing Detail Click Reporting

You can view the individual clicks by choosing  [View Details](#) link to initiate a pop up window that shows the individual click reporting rows from the database.

Report Details for Cars (Widescreen Edition) ✕

Product	ASIN	Title	Tracking ID	IP Address	Click Date
	B00005JNS0	Cars (Widescreen Edition)	testid-20	98.192.28.182	2009-06-09 07:55:12

Close

Vendiva Price Comparison Integration

You can use [Vendiva](#) price comparisons in your ReviewAZON templates.

Find out more about [Vendiva](#) and what they offer here:

[Vendiva Price Comparisons for ReviewAZON Customers](#)

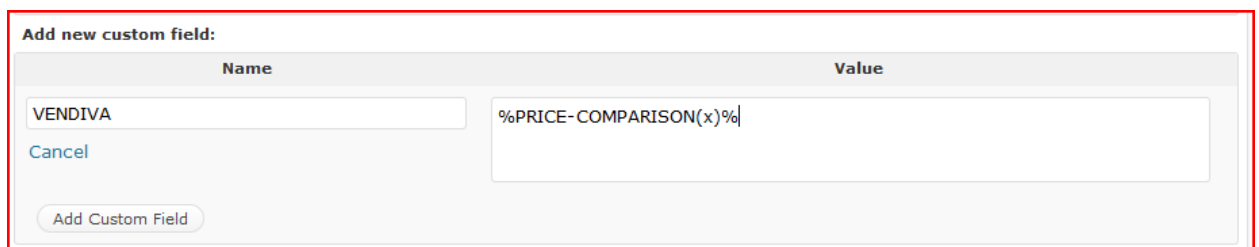
Using Vendiva Price Comparisons in ReviewAZON Templates

If you want to use Vendiva in your templates, the process is very simple. You will need to subscribe to the service, download the Vendiva Wordpress plug-in and install it.

Once you have it installed, follow the instructions for creating your Vendiva price comparison template from the Vendiva documentation.

In ReviewAZON, you will need to add the `%%VENDIVACOMPARISONS%%` token to your Main template file or use the Manage Templates page. Please refer to the Managing Templates section of this document for more information.

Now when you create your ReviewAZON product post you simply add a custom property to your post. Here is a screenshot of what it should look like:



Name	Value
VENDIVA	%PRICE-COMPARISON(x)%

Cancel

Add Custom Field

The custom property name should be **VENDIVA** and the value should be

`%PRICE-COMPARISON(x)%` where X is your price comparison ID you got from the Vendiva service.

Now your Vendiva product price comparisons will show up in place of the `%%VENDIVACOMPARISONS%%` token.

Web Hosting Providers

ReviewAZON has been tested on several major web hosting providers, including GoDaddy. Occasionally, I get asked which hosting provider is the best to create and manage sites using ReviewAZON.

I personally like [HostGator](#) and have been using them for all my Wordpress related blogs and sites. They have very good customer support and ReviewAZON was built and tested on the [HostGator](#) platform so you can feel confident the application will work using HostGator.

So, if you need a hosting provider, my recommendation is [HostGator](#).

Support

ReviewAZON support is available through the ReviewAZON customer forum. You will need sign up for an account at the forum and post support messages.

Upon purchasing ReviewAZON, you will be mailed your license key and instructions on how to sign up at the forum. You will need your license key to create an account at the forum, so make sure to keep your license key information in a safe and accessible place.

All support inquires must be made on the forum. This way, other users who may be experiencing the same issue can find information about it quickly and easily.