Simon Hodgkinson's Niche Modulator
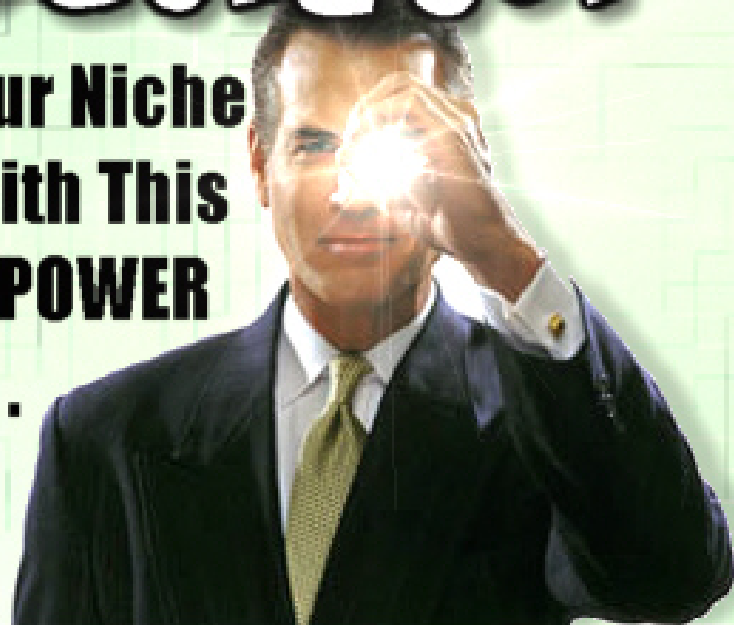
Boost Your Niche Profits With This AMAZING POWER SCRIPT . . .

NichePowerPack.com

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USER GUIDE:

This User Guide will guide you thru the steps required to configure and install Niche Modulator on your web site. **Please make sure that your Server supports Perl and cgi-bin.**

About Niche Modulator:

Niche Modulator offers an an easy to dramatically increase your web site conversion ratios and literally explode your subscription rate over night. It does this by specifically tailoring your site content to match the exact needs of your visitor.

How it works:

By inserting a simple JavaScript code into your sales page the Niche Modulator script will check to see if your site visitor has come from a search engine such as google or yahoo (plus many more). If so the script will identify which search phrase or keywords the visitor used to find your site.

Using the exact same search phrase or keywords the script will then automatically generate a new page heading and an opt-in subscriber form heading.

For example:

If you have a niche recipe web site - when someone finds your site by searching for 'chicken recipes' the heading of your site will show 'chicken recipes' when another visitor arrives after searching for 'BBQ chicken recipes' they will see a different heading - 'BBQ chicken recipes'.

Different headings will be generated to match each individual search - No matter how small or targeted the niche your site will appear to be exactly what people are searching for <u>every time</u>.

Works For Subscription Forms Too:

The visitor will also see an individually generated newsletter / mailing list subscription form heading.

For example:

If your visitor has searched for "chinese recipes", they will see a subscription form heading something like "Need more 'chinese recipes' ? then subscribe our newsletter".

Do you realise the power you now have? - In trials this powerful script has been shown to increase subscription rates by up to 400%

Niche Modulator will capture phrases from all of the following search engines:-

About, Alltheweb, Altavista, AOL, Ask, Directhit, Dogpile, Earthlink, Google, Hotbot, Iwon, Looksmart, Lycos, MSN, Myway, Mywebsearch, Netscape, Overture, Real, Searchalot and Yahoo.

USE with Google Adwords and Overture Campaigns Too:

You can use this script for your pay per click promotions too simply use the following URL format:

Example.com?KEYWORD1
Example.com?KEYWORD2
Example.com?KEYWORD3

Detailed Installation and Setup Information Follows . . .

Installation is fast and straightforward. . . Upload the **nmod.cgi** Perl Script the one time to your server and you will be able to call it from any number of sites. Then Insert the JavaScript code (see file **nmod.js**) anywhere on your web page site to display the searched for phrase / keywords. Installation details in full:

Step:1 Configure and upload the Perl Script

Note: This is a 'One Time Only' installation - The same script can be used for any number of WebPages :-)

1.) Open **'nmodd.cgi'** script with Notepad or any text editor. Locate the first line which specifies the location of PERL on your server.

The most common default value is:

#!/usr/bin/perl

If you are unsure check with your web host as in some instances this can be:

#!/usr/sbin/perl

(You don't have to change the default value if the Script works properly - Do not remove the '#' sign at the beginning.)

2.) Upload the PerlScript.

Upload **'nmod.cgi'** file to your server into a directory that is allowed to run Perl CGI programs (Normally /cgi-bin/).

This must be done in ASCII (PLAIN TEXT) Mode.

Warning: If you upload in Binary mode it will not work.

CHMOD the file to 755.

That's it!

Now let's look at how to set up your web page(s) . .

Step:2 Configure JavaScript file

Open the **'nmod.js'** JavaScript file in Notepad and make necessary changes to the following variables:-

DefaultKey = " Default Niche Phrase ";

URL = " http://www.example.com/cgi-bin/nmod.cgi ";

The variable '**DefaultKey**' represents the default keyword phrase for your website.

Just enter most suitable / generic keyword phrase for your website within quotes. This keyword phrase will be shown when a visitor arrives on your site that hasn't come from a search engine or from Adwords / Overture.

The **'URL'** value represents the location of Perl Script that you installed in Step:1.

Make necessary modifications to both values and save the file.

Then you have to upload this 'nmod.js' to the SAME directory as the webpage.

Almost done . . .

Step: 3 Insert Javascript code in your Webpage
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i.) Open your web page in any HTML editor or Notepad and insert the following code inbetween <HEAD> and </HEAD> tags.

<script type="text/javascript" src = "nmod.js"></script>

ii.) Next add this code to a suitable position in your web page:

<!-- Beginning of Javascript code -->
<script type="text/javascript">
document.write(keyword);
</script> <!-- End of Javascript code -->

The above code can be inserted in any where within <BODY> and </BODY> tags.

For example:

If you want to insert a dynamic heading at the top, then insert the above code just after the <BODY> tag.

Save the modified web page and upload to your server along with the JavaScript file **"nmod.js"**

Note: The JavaScript file **"nmod.js"** must be uploaded to the same directory as your web page.

Step: 4 Testing

Type in the URL of your web page into your browser.

If the Default Niche Phrase is shown it means the script is working properly.

Continued. . .

If your site is already listed in one of the Search Engines listed above testing is straightforward:

Locate your site by searching google/yahoo/MSN etc. to view how the script captures the search phrase(s) and displays the message on your page.

Note: You may insert the JavaScript above in any position and anywhere withing the <BODY> and </BODY> tags of your web page(s).

Adwords and Overture Promotions:

You can also use Niche Modulator to capture the search keyword phrases from Adwords and Overture too.

When you create a new campaign for a keyword just use the URL format below:

http://example.com?keyword

For example; if you want to promote your site for the word "toys"

Use the following:

http://example.com?toys

End Of Installation Manual.

To Your Success.

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