**SEO STUDIO 2**

**DOCUMENTATION FOR 2.5.1**

Welcome to the official documentation for **SEO Studio 2**, a release by Webfector. It is recommended that you keep this documentation handy until you get with the flow of things, as SEO Studio 2 is a rather large application and can take some time to master.

First, I want to make clear that this is a *completely* recreated version of SEO Studio, built from the ground up using Bootstrap. This is not an update to the original SEO Studio, but rather a completely new product.

Let’s review the new additions to SEO Studio, compared to that of the original.

* Responsive design
* Administration panel
* Translation system
* Advertising slots
* Integrated ReCAPTCHA
* Meta tag integration
* 20 new (30 total) and useful tools
* Partial content management system
* Customizable website color scheme (6 colors)

For the last two months, I have been hard at work with this new studio. I have taken into account all issues that others have experienced with previous studios, and fixed them. Here’s some extended features of the new studio.

* Simple update system
* Fully configurable without PHP knowledge
* Admin panel includes a Language Editor
* Full, detailed system maintenance check
* Alert system to keep you informed with bugs, issues, or updates
* Ability to be emailed when new updates are available [from within the admin panel!]
* Add some AdSense or other ad codes and start making money!
* Extremely clean and organized design
* Advanced ReCAPTCHA system to prevent bots or automated processes

There’s a lot more than that, but nothing too important. Anyways, let’s get moving. If you’re going to use the studio, you need to know *how to use it*. Keep reading on to find out! ☺

Requirements for SEO Studio

The new studio was built to be operational on almost any setup. However, we do have three basic requests.

* You should be running **PHP 5.2.17** or newer. If you cannot upgrade, please contact me (see “Contact Me” below) for instructions on how to force an installation.
* Please ensure the **CURL** library is installed in PHP. If you need help installing it, please contact your web host.
* You cannot be running **Safe Mode**. It will prevent us from being able to properly manage our database system.

Don’t worry, you don’t need to be a nerd to know if you meet these requirements. Simply attempting an installation will let you know if you don’t meet them.

Installing the Script

It’s that special time! Installation can take anywhere from 20 to 40 seconds, depending on your server’s connection speed and disk IO speed. Follow these steps to ensure a proper installation.

* Upload all files in the **files** directory (found in this .ZIP) to the folder/location of your choice on your web server.
* Ensure that no errors were encountered during upload. 90% of problems customers face are due to missing files. Even 1 file missing can cause issues.
* Navigate to the **/install/** directory in the script. A screen will pop up as the installation page.
* Wait for installation to finish.
* If you receive errors, resolve them before continuing (duh!). Then re-navigate to the **/install/** directory.
* If the installation was a success, then great job, you didn’t mess up!

If you run into an issue and can’t get it resolved during installation, feel free to contact me. See the “Contact Me” section below.

After Installation

Now that the installation was complete, you’re ready to configure your website. **Please note** that the /install/ directory **does not** need to be deleted, and should not. We’ve automatically disabled reinstallations to prevent anyone from hurting your website.

You can now log into the admin panel (**/admin/**) using the email and password **admin**.

Configuring Your Website

Walah, you’re logged in! Now we need to make some changes to our website before it’s fully functional.

**Please keep in mind** that the installation did not fully generate a completed database and you need to follow these steps to ensure that the database file is generated completely.

You’ll need to begin configuring your web portal before everything’s running right. Follow these steps to get going.

* Navigate to the **Edit My Account** page. Change the admin email to your email address, and the password to whatever you’d like. Don’t worry, we encrypt the password using the top encryption in PHP (not MD5, but rather Crypt).
* Navigate to the **Manage Settings** page. Open each tab and change the settings to what you’d like. Be sure to leave *Communications* and *Email Updates* enabled for now. You can change them later, after we’ve given you the details on them. When done, click **Save Changes**.
* Navigate to the **Edit Language** page. You don’t need to change anything. Just by viewing the page, you have fully generated the language database.

That’s it! You’re done. You can mess with the other settings as you’d like, too. Just look below for explanations on everything.

Configuration: Settings

You need to know what each item does in the **Manage Settings** page to properly maintain your website.

* **Email Update Notifications** is a useful feature. When enabled, we’ll automatically send you an email when a new update is released. This should *always* be enabled. Updates can include major bug fixes and security patches. When an update is available, we’ll send an email to the Admin Email you chose at the **Edit My Account** page. Disabling the feature at any time will immediately remove you from update notifications.
* **Update Versions** specifies which kind of updates you want to receive in-panel alerts about. This does not affect your email update notifications. If this setting is set to “**Beta**”, you’ll see updates available on the **Check For Updates** page for Beta releases. A beta release is a release that was just sent out in the world, and has not received much public review or testing yet. If this setting is set to “**Release**”, then you’ll see updates for official releases. An official release is a public beta release that has received enough positive feedback and testing to be considered “fully operational” and “without bugs”.

You’ve probably been wondering what was with the weird **Communications** system thingy. It’s not weird at all, actually. This is a complex system designed to keep you *secure, informed, well-supported, and up-to-date*.

* Communications is a system that establishes an active connection between your server and our secure API. Turning it off does not completely disable contact between the two servers.
* No personal information is sent through the connection. Instead, the connection is used to provide you with real-time alerts, and help us by providing us with debug reports when issues are found.
* Turning off Communications is not recommended, as it can lead to increased bandwidth usage, security exploitation vulnerabilities, and loss of technical support.

When Communications is enabled, here’s what it provides you.

* Free customer support whenever you need it. Without it enabled, we may or may not help.
* Real-time alerts and notifications via the admin panel. For example, a severe problem that allows a remote hacker to get into your admin panel (not really going to happen, just an example) has arisen. We’ll notify you instantly via a banner at the top of the admin panel.
* Update checking.

Adding Ad Banners

Why host such an amazing website if you can’t make money off of it? We’ve added quick and simple ad integration to our studio. It supports any ad banners, including **AdSense**. Follow these instructions to add a banner to your site.

* We have premade banner slots for ads. We currently support the following sizes: 728x90, 160x600, and 300x250. You can add all 3 banners at once for maximum ad display.
* Navigate to the **Edit Ad Banners** page in the admin panel.
* In each of the boxes, you can enter HTML code for your ads. Any HTML is supported.
* To disable an ad banner size, simply keep the box blank.

For example, if you wanted to add code for an AdSense banner, it would look something like:

<script type="text/javascript"><!--

google\_ad\_client = "ca-pub-7443082919032001";

/\* Ad Banner Name \*/

google\_ad\_slot = "133713371337";

google\_ad\_width = 728;

google\_ad\_height = 90;

//-->

</script>

<script type="text/javascript"

src="http://pagead2.googlesyndication.com/pagead/show\_ads.js">

</script>

**Notice:** Ad banners with AdSense may take up to 30 minutes to begin appearing on the website.

Translating

Sadly, SEO Studio only can handle a single language at this time. It doesn’t matter which language it is, though. The studio comes as **English** by default (that’s what I speak! ☺) but does have a built-in translation system.

Located at the **Edit Language** page, you’ll find a list of phrases or words with a text box beside them, filled with the exact same thing. If you edit the text box and set it to a translation of the phrase in your desired language, the website will automatically replace the phrase with your new translation.

Sadly, there’s no option to toggle between your language and English… yet. We plan this in a future update. In fact, we may even release a set of predefined languages! (So keep Communications and Email Update Notifications enabled!)

**Special note:** Not all phrases on the website are in the translation file. However, it includes the translations needed to be able to understand and use the website. We’ll be expanding the translation system to all phrases as updates roll out.

Adding ReCAPTCHA

ReCAPTCHA is a useful tool for some websites. Sadly, developers may misuse this new studio, as it provides an easy way for them to *scrape* content, which utilizes your bandwidth at a constant rate.

To help fight against these automated processes, scrapers, bots, etc, we added a ReCAPTCHA feature. You can require a ReCAPTCHA puzzle to be solved using 2 main arguments.

* **# Tools Before Captcha** defines the number of tools that the user can successfully use before they are required to solve a ReCAPTCHA puzzle. Setting this to 0 will require the user to solve a ReCAPTCHA puzzle before being able to use any tools at all.
* **# Tools After Captcha** defines the number of tools that the user can successfully use after they solve their first ReCAPTCHA puzzle. Once this limit is hit, they’ll be required to solve yet another ReCAPTCHA puzzle. Setting this to 0 disables it completely.

I recommend using both of these settings to fight against automated processes. Here’s the numbers that I personally recommend:

* **# Tools Before Captcha** should be at 0.
* **# Tools After Captcha** should be at 15 or 20.

This way, it’s nearly impossible for anyone to program an automated robot process without a hassle.

**Special Note:** There’s always a workaround to get past something like this, and that’s why you should enable Email Update Notifications and Communications to be informed if we find something.

Maintenance – Checking for Problems

A common issue with PHP scripts is that, as servers change, the scripts need to be able to support them. Most of the scripts out there can’t do that because it’s just too much work. We believe strongly that our script will work without issues, but it’s not impossible.

The **Check For Problems** page is a very detailed diagnosis page that helps find problems with your installation. I’m going to teach you how to use it, and how it can help.

Basic Maintenance

The page has a table of checks, which are either alongside a green or red label. To the right of the label is an explanation of what’s being looked at.

This table is the basis of your application. It checks the quickest, most essential parts. If all the rows are green, then you’re fine. If a red row is present, you will want to look into fixing it. In the small, rare case that you need help, I’m always here! See the “Contact Me” section below.

Communications Link Check

There’s a green button at the top labeled **Check Communications Link**. This will diagnose problems between our API servers and your installation. If any of them are red, something is not right, and you should contact me immediately. See the “Contact Me” section below.

Filesystem Setup Check

A working Filesystem is essential to a functional studio. Running this check will ensure that the studio can write files where needed.

If any of these are red, you should follow the steps below.

* If an error arises within one of the Write tests, it either means that 1) the directory is missing or 2) the directory doesn’t have proper permissions.
* You should ensure that each of these directories have a CHMOD of 0755 for writing: /data/, /data/logs/, and /gate/communications/.
* If you still cannot resolve the errors, contact me directly. See the “Contact Me” section below.

If you do not get the errors resolved, you may experience:

* The inability to save changes to the databases (including website configuration).
* Much higher bandwidth usage due to the way the Communications link works.

PHP Errors

It happens to us all. Those evil PHP errors terrorize the land of the web! If you’re seeing a PHP error, it can mean any of the following.

* Your server is not running the required PHP version or does not have CURL enabled.
* A user is attempting to use a tool on an https:// address but CURLSSL is not installed.
* Something within the Maintenance panel has turned red and is now causing problems.

If you need help fixing an error, please feel free to contact me at any time. See the “Contact Me” section below.

**Developers:** If you find an error and fix it, please send the deeds to me (see the “Contact Me” section below) so that I can patch it in an official release. I’d really appreciate it!

500 Internal Error

Oh noes. A 500 internal error means something went wacko! Not wacko but really, really wacko! Some things you should check:

* Did you add an .htaccess file to the installation? It may not be supported and can cause issues. Try renaming it and seeing if it resolves the problem.
* Is the issue on a specific page? Try checking the Maintenance page in the admin panel. Is the issue on the Maintenance page? Oh, that’s not good. You should contact me right away. See below (you should know this by now – find the “Contact Me” section below).

Integrating SEO Snake

You may have noticed that weird tool labeled “SEO Report Card Generator”. And when you click it, it takes you to this weird SEO Snake tool. This is a tool also made by me. By purchasing SEO Snake, you’re eligible to receive a copy made for integration with SEO Studio 2. Here’s how it works.

* The SEO Snake download from CodeCanyon has instructions on how to integrate it with SEO Studio 2.
* Look for the .txt file inside and follow the instructions.
* If you have problems, email me. See the “Contact Me” section below.

Getting Rid of the “SEO Report Card Generator” Link

You can make it stop linking to SEO Snake by adding a blank index.php file to /tools/seo-report-card-generator/.

Contact Me

Let’s get in touch. Whether it’s an issue with the script, a bug fix, a new idea, or even if you just want to say hello, I’m open and waiting for your email.

**Email** [support@webfector.com](mailto:support@webfector.com)

What’s Next?

Feel free to visit my website and follow me on Twitter to learn more about what’s coming up next.

**Website** [www.webfector.com](http://www.webfector.com)

Thanks for choosing SEO Studio.