



## Niche Mania Control Panel

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# USER GUIDE

Version 3.0

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[Content Mania](#) | [Niche Mania](#) | [Niche Maniacs](#) | [Xpro Mania](#)

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## INTRODUCTION

The Niche Mania Control Panel is a platform dependent Administrative System for managing our Niche Mania AdSense Content Sites. It allows you to completely administer your sites through a web browser, from anywhere in the world you may happen to be.

The Control Panel is a work in progress and continues to evolve as the marketing techniques and ideas we encounter change over time. Our goal is to provide an intuitive, user friendly system that is productive to use for both beginners and experts alike.

If you have a suggestion for the Control Panel, you can email it to [mike@anamik.com](mailto:mike@anamik.com) - we take all suggestions seriously and implement those that we feel will benefit the broadest range of users.

Note: Bear in mind that, by sending us your suggestions, you are giving us the right to use them, royalty free, in our Control Panel design.

Unless you have some expertise with JavaScript and PHP, we recommend that you do not attempt to edit your Niche Mania AdSense Sites in a typical HTML Editor - these often corrupt scripting or add superfluous HTML that interferes with the overall look, feel and operation of the sites.

## SYSTEM REQUIREMENTS

- PHP 4.3 or Higher
- Ability to set File and Folder Permissions

## INSTALLATION STRATEGY

Niche Mania AdSense Content Sites may be installed in the root of a domain, a folder, sub-folder or on a sub-domain or a folder of a sub-domain. The underlying scripting will automatically recognize and interact with the type of installation you performed.

You may mix and match different types of installations on the domain - that is entirely up to you and your own approach to AdSense. We'll discuss [additional strategies](#) at the end of the User Guide to help you in planning future installations.

## INSTALLATION

After you've downloaded and unzipped your Niche Mania AdSense Content Site, you will need to upload it using an FTP Client. You should upload it while preserving the folder and file structure originally provided. Do not rename or move any of the folders or files - doing so will cause unexpected problems with the site's operation.

After uploading your site, you will also need to set a few File and Folder permissions as indicated below:

- RssFeed.xml, Sitemap.xml, urllist.txt - set to 646
- Articles and Content Folders - set to 747
- All Files in the Content and Includes Folders - set to 646

Note: If the Control Panel does not work properly after setting the permissions above, try resetting all of the Folder and File permissions to 755 - some hosts require this.

Note: do not change any of the other permissions set by default.

## FIRST LOGIN

After completing the installation, you may then navigate to your site through a web browser to the location you installed. As this was a new installation, you will automatically be redirected to the Control Panel Login page.

The default User Name is "admin" and the Password is "password". After logging in, you'll receive a message to change these and will automatically redirect to the Admin Security page to do so.

## CONTROL PANEL NAVIGATION

Navigating the Control Panel is as simple as clicking any button in the left-hand column. Each button leads to a page to configure and/or work with the portion of your site indicated.

You can navigate to, and work with any section of the Control Panel as desired. It does not require you to add information in any particular order. Note however, that if you fail to save your changes before navigating to a new page, any changes made on the current page will be lost.

## LOAD DEFAULTS

If you have previously entered this domain and configured it in the [Niche Mania Portal](#), you may remotely load your default settings by first clicking the Load Defaults button and then clicking the Save Default Configuration button on that page.

When you do this, the Control Panel contacts the Portal; looks up the domain name and then looks for any Default Configuration you may have set up. This includes:

- Adsense Publisher's ID
- Amazon Associate ID
- Contact Informational
- Yahoo Partner's ID

It then loads and saves this information, which is a huge time saver when installing multiple sites.

## SITE CONFIGURATION

This page is used to define the “Look and Feel” of your site, how Adsense and YPN is implemented and also the Keywords you may be targeting.

The first field, **Domain Name** is disabled and is displayed only for informational purposes. It displays the root URL that it believes it is installed on. This is also the URL that you would use for promoting this site, such as when doing link exchanges or article submissions.

The **Site Name** field can be confusing - whatever you enter here is displayed on a horizontal menu bar prefixed to the menu items and in the footer of every page. A simple title is all that is required - you do not need to “Stuff” it with keywords as the site is already optimized.

Keep it simple, i.e.; Acne Information or just Acne!

The **Keywords** field is pre-populated with the default Keywords the site is targeting. You may add, edit or delete these keywords to suite your own needs. Make sure that each Keyword or phrase is followed by a comma and a space - except for the last Keyword in the list.

When you add a Keyword, it becomes available in the Article Manager to assign to your articles and other content. Since your site also comes with one article for each Keyword, it is important that you not delete the existing Keywords without also deleting the articles associated with them.

Both the **Main Title** and **Sub-Title** fields are by far the least understood in our Adsense sites. Your Adsense site was delivered with a professionally designed header image that blends well with the site. It also included a blank header image that does not contain any text and is intended to be used in conjunction with these two fields.

To do so, you need to rename the blank header image to H0.jpg and upload it to the Images folder. After doing so, you may enter an appropriate **Main Title** and **Sub-title** that will be displayed over the blank header image.

Because of the variety of designs used, you may find it necessary to edit the Styles.css file located in the Includes Folder to position the text from these fields to suite your needs. You're going to look for and carefully edit this section of the CSS:

```
h1
{
    color:          #000000;
    font-size:     small;
    margin-left:   5;
    margin-top:    20;
}

h3
{
    color:          #000000;
    font-size:     small;
    margin-left:   5;
    margin-top:    20;
}
```

By changing the values for the highlighted items, you can position the text anywhere over the blank header image - then save and upload this file.

The **PPC Settings** radio buttons allow you to choose which PPC Program to target for this site. If you are an AdSense Publisher you would of course leave the default of AdSense selected. Conversely, if you are a Yahoo Partner, you would select that instead.

If you are in both PPC programs, you may select **Random**, to randomly display one or the other program's ad units (they will never be displayed together). Over a 24 hour period, you will typically see a fairly even distribution of ad units for both programs.

If you have not yet applied for either program, you can choose **None**, which will prevent any ad units from being displayed. This is especially useful if you are using the site when applying for your AdSense account.

The **Rotate Articles** check box, determines how the articles are displayed to visitors who navigate to your site without specifying a page name. Each time a visitor navigates to the domain itself (without indicating a particular page), a random article is displayed. This is useful in having Search Engines more thoroughly crawl and index the pages on your site.

If you prefer to have a static home page, you can un-tick this check box, which in turn enables the **Home Page** drop-down list. You may choose any article to act as your static Home Page - if you prefer to have a custom Home Page, do the following:

1. Navigate to the Article Manager and click the Add Article button.
2. Using the built-in HTML Editor, create enter the content for your new Home Page.
3. After saving your changes, navigate back to the Site Configuration page and select your new Home Page from the drop-down list.

After doing so, whenever a visitor arrives on your site without specifying a particular page, they will always see your static Home Page rather than a random article.

The last configurable item on this page is the **Layout** drop-down list. You can choose from one of three Layouts to display your site. All three layouts are highly optimized for SEO and PPC so your choice is really one of personal preference.

## ADSENSE SETTINGS

If you are an AdSense Publisher, you will need to enter your **AdSense Publisher's ID** in the first field like this: **pub-6754415291760887**

Note the prefixed "pub-" and that there are no extra spaces at the end of the number. If you do not enter it exactly as displayed, you will not receive credit for any clicks on your ads.

The next field is for entering an optional **Channel Code**. Channel Codes allow you to do some very basic tracking of your AdSense earnings by assigning a Name and Number to for tracking purposes. You will always enter a number in this field as assigned by Google.

Rather than attempt to explain how to use Channel Codes, we recommend that you view [Google's](#) help files online regarding these.

The **Link** and **URL Color** fields are pre-populated with a matching color scheme to allow your ad units to blend into the overall site design. The Link Color controls the color of the title of each AdSense ad, while the URL Color controls the color of the URL displayed at the bottom of each ad, if any.

You may want to experiment with these colors to identify the best performing combination for your site. The colors we selected will normally perform well, but even minor changes may serve to increase your CTR.

Lastly for this page, you may tick or un-tick any of the various options to display a variety of **Google Referral Buttons** and optional ad units. There are pros and cons to each item, so it's best to experiment to determine what converts best for the topic of your site.

## YPN SETTINGS

This page works exactly like the **AdSense Settings** page - fill in the **Partner's ID** field with your ID, enter an optional **Reporting Category** (Channel Code) and save your settings.



## AMAZON SETTINGS

Another way to monetize a Niche Mania AdSense Content site is through the display of Amazon ads. This page is pre-populated with most settings - you only need to enter your **Associate's ID** and tick the **Display Amazon** check box to enable them.

You can refine your ad targeting by selecting a **Category** from the drop-down list. Each Category is pre-defined by Amazon and they are broad enough to cover virtually any topic.

The **Keyword** field is pre-populated with a primary Keyword to target; however, if you decide to change Keywords, you need to be aware of one important item when using multiple words or phrases. Each space between words should be replaced with the + (Plus) symbol. This tells Amazon to concatenate the words when searching for ad to display.

## ADMIN SECURITY

This page is used to change your **User Name** and **Password**. Please note that you may not use the default combination of "admin" and "password" and that until you do change them, a "Nag" dialog is displayed as a reminder.

Passwords are encrypted and stored in the Configure.php file located in the Includes Folder. If you ever forget your User Name or Password, simply download the Configure.php file, open it in Windows Notepad and carefully change the variables \$UserName and \$Password (the text between the adjacent quotes). Then upload the file and login.

## CONTACT INFORMATION

All Contact Information you enter on this page is displayed on the Legal Information page of your site. This information is optional and not required. You may enter as much or as little Contact Information as desired to suite your needs.

Note: Minimally, you should consider entering a **Name** and **Email Address**.

## LINK PARTNERS

The Link Partners page is used to enter reciprocal links that you may be exchanging with other sites or to link to your own sites around the net. It uses a built-in HTML Editor, to allow you to “Dress Up” your links and descriptions.

## RSS CONFIGURATION

Niche Mania AdSense Content Sites use two types of RSS Feeds for News and Links. These are pre-configured for you to deliver relevant news and links from Yahoo and MSN. You may, at your discretion, replace these feeds with your own favorites. As long as they conform to RSS 2.0, they will work normally.

You may also specify how many items are displayed from the feeds by editing the values in the **News Quantity** and **Links Quantity** fields. We recommend that you keep these numbers small as the larger the number, the longer a given page will take to load.

The **Ping Trigger** field determines how many page views must occur between automatically pinging directories to indicate that some content has changed (such as a news Feed update). Since you rarely want to ping any directory more than once a day, set this number to the average number of unique visitors your receive per day.

You may also “Turn Off” News or Links Feeds by un-ticking the corresponding check box. We recommend against this as the feeds automatically provide fresh content for the Search Engines.

## ARTICLE MANAGER

The Article Manager uses an online HTML Editor to simplify the creation and editing of your articles.

When you click the **Manage Articles** button, the page reloads and displays a drop-down list containing all of your articles and two button (Add Articles and Load Article).

To Add a new article, simply click the **Add Article** button and the page will reload with the HTML Editor ready for you to write your article!

The **Keyword** field is a drop-down list containing all of the Keywords you're targeting with this site. In order to assign this article to a Keyword, select one from the list. If you are targeting a new Keyword, you should have previously entered it on the [Site Configuration](#) page.

Next, you can schedule when your articles will first appear by entering a future date in the **Publication Date** field. This field allows you to prepare several articles at once and Publish or "Drip" them over time.

Note that for best results, the date should be in this format: mm/dd/yyyy such as 07/11/2006 for July 7, 2006.

As part of this feature, a page will automatically be created as a placeholder to allow Search Engines to "Pre-Index" the article, pending it's actual publication.

The **Article Title** field is critical to how the entire system works - it should be in Title Case (first letter of each word capitalized), each word separated by spaces and should NOT contain any punctuation.

NOTE: When you save this article, it will be saved by replacing the spaces between the words with underscores and appending a PHP extension to it. For example, if your article title is "My First Article On Dog Treats", it will then be converted to "My\_First\_Article\_On\_Dog\_Treats.php"

When you subsequently edit this article, even if you change the Title, the file name will not change. The reason for this is because as your articles are indexed by the Search Engines, you do not want to lose a listing because you arbitrarily changed the Title.

Lastly for the Title field, you should incorporate the Keyword into the Title, but it cannot be only the Title. This is because a separate article page is created for each Keyword to act as a mini-index for all articles targeting those Keywords.

If you use a Keyword as a Title, the article will never be displayed!

You can enter your own name or a pseudonym in the Author's Name field. The choice is entirely up to you.

You will actually type or paste your article into the HTML Editor, which works in much the same way as any typical word processing program. You have a variety of formatting controls on the Tool Bar and should spend a few minutes familiarizing yourself with their operation.

There is a second HTML Editor at the bottom of the page - this used to create an optional Resource Box (About the Author) for your article. If you use it, this information will be displayed at the bottom of the article.

When finished, click the Save Article button to save the article, or click the Cancel button to abandon your article and return to the Article Manager.

If you want to **Edit** an existing article, you must first select it from the drop-down list in the Article Manager. After doing so, click the **Load Article** button. Once you've Loaded the article, you can either **Delete** it (there is a confirmation screen to confirm doing so) or **Edit** it by clicking the appropriate button.

Editing an article works exactly like Adding an article - all of the fields and controls are the same.

## **PUBLISH WEBSITE**

The Niche Mania Control Panel uses an **Article Library**, which stores the raw text of each article in the Content Folder of the site. When you Add, Edit or Delete an article, you are not actually doing anything to the PHP files in the Articles Folder. All changes occur in Content Folder until you **Publish** your **Website**.

Whenever you make any changes, you should always perform one last action before logging out - clicking the **Publish Website** button. Doing so rebuilds your website, incorporating any changes and also updates your XML Sitemap for Google, the URL List for Yahoo and the RSS Feed for your own site (the feed that visitors will subscribe to). It also pings the major directories to announce your changes in real time!

## LOG OUT

If you are hosting multiple Niche Mania AdSense Content Sites, especially in folders, you must be certain to use the Log Out button when exiting the **Control Panel**. Doing so clears variables that are stored in memory - if you fail to do so, log into another Niche Mania site and begin to work, you may inadvertently overwrite that site's settings with the previous one!

## ADDITIONAL STRATEGIES

There are practically an infinite number of ways to deploy your Niche Mania AdSense sites, and I'll share my preferences with you.

A **Super Niche Site** is my favorite as it's easier to maintain. In this strategy, you simply register a generic domain name, and install each site either in Folders or Sub-Domains. On the root of the domain you can install a blog or a Portal Landing Page that links to all of the individual sites.

NOTE: You can cross-link related sites in this strategy, but should be very careful to avoid cross-linking unrelated sites, which may be viewed as spam.

A **Broadly Targeted Niche Site** is my second favorite - in this scenario, you set up 12 to 16 domains following a typical Search Engine Directory structure and then install related sites on each domain, cross-linking everything together. Again, use blogs or Portal Landing Pages in the root of the domain.

A **Highly Focused Niche Site** is my final preference, although these take more work. To do this, you choose a niche, set up a domain and concentrate just on that niche and nothing else.

In the order listed, a Super Niche Site is the least costly and easiest solution to maintain, while a Highly Focused Niche Site is the most costly and difficult to maintain. Earnings wise, they're all similar - you're trading off time and effort for volume, which works well.

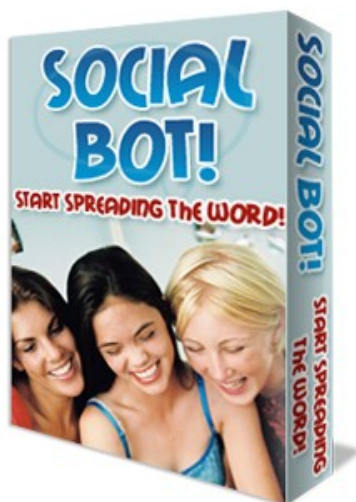
## **Are You Using Social Bookmarking As Part of your Traffic Building Strategy?**

**Wouldn't it Be Great If There Was A Way To  
Automate The Process? Well Guess What?**

# **S O C I A L B O T**

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A Social Bookmarking Program for Windows From Niche Mania



**I Want To Show You How To Quickly And  
Easily Bookmark All Of Your Website's Pages**

**(Without Doing It Page-By-Page)**

**With SocialBot - The HOT New Social  
Bookmarking Program From Niche Mania!**

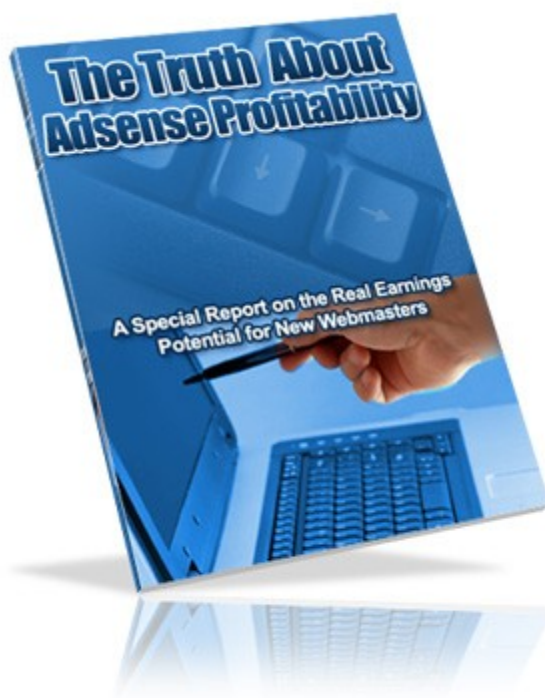
**Are You Sick And Tired Of All The  
"Get Rich With AdSense" Programs On The  
Internet?**

**Would You Like Hard Core Data,  
Statistically Analyzed By An Engineer and  
Recognized AdSense Expert?**

## **The Truth About AdSense Profitability**

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A Special Report on the Real Earnings Potential for New Webmasters



**I Want To Show You What Other People,  
Just Like Yourself Are Really Earning and  
How They Are Doing It!**

## OTHER PRODUCTS AND SERVICES FROM NICHE MANIA

Niche Mania primarily focuses on products and services related to PPC Publishing and Content Style websites. We presently offer twelve membership choices spread over three primary markets:



**Content Mania** - This membership group is designed to deliver PLR Articles, Graphics, Reports and other PLR products to it's members. More information may be found here: <http://www.content-mania.com>

**Niche Mania** - The "Original" Mania Group, is designed to deliver high quality, easy management AdSense Content Sites to it's members. In addition, the Niche Mania Portal provides additional tools integrated with our AdSense Content Sites to make them by far the most profitable on the Internet.



**Niche Maniacs Forum** - The forum is a meeting place for members to learn, share and brainstorm new ideas and techniques on how to market their content sites. With over a thousand members, it's a fun and useful forum to regularly visit at <http://forum.my-webtools.net>



**Xpro Mania** - This member ship group focuses on those customers who use XSite Pro and delivers high quality sites and templates to it's members. For more information please go here: <http://www.xpro-mania.com>

No matter which Mania group you prefer, you can rest assured that you will always receive unparalleled support and guidance from our staff of experts!