

Resources File

Information to help you with your Easy Traffic Videos Course.

All the information linked to within this report is FREE for you to read 😊

Twitter User Guides: <http://mashable.com/guidebook/twitter/>

Facebook User Guides: <http://mashable.com/guidebook/facebook/>

Squidoo Lens Creation:

<http://www.squidu.com/forum/viewtopic.php?id=60961>

<http://cobrand.squidoo.com/ebooks/uuuEbook.pdf>

LinkedIn Traffic: <http://mashable.com/?s=linkedin&commit=Search>

Google and SEO:

<http://www.google.com/support/webmasters/bin/answer.py?answer=70897>

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

<http://www.google.com/webmasters/>

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>

<http://www.searchenginejournal.com/12-basic-on-site-seo-tactics-for-optimized-results/>

How to Use The PHP Script that is Included:

How to Do Stuff - Link Click Basics

In this guide, we will look at how you can easily set up free click tracking on your website without buying scripts etc and how you can see at a glance how many clicks a link is getting.

Tools Needed for this Project:

Domain Name: If you do not have a domain - [Register One Here](#)

Hosting Account: If you do not have hosting, [Get an Unlimited One Here](#)

FTP software to transfer files from your PC to the Internet: [Free Copy Here](#)

Zip Extraction Program: [Get this free one here](#)

Time to set up: Max 30 minutes for a beginner. No time at all once started.

Ease of use: Basic stuff, you just need notepad and an FTP program to upload to your own hosting account.

First of all, please note.

This is a very basic way to track your clicks, but it allows you to not only track clicks, but to mask initial affiliate link and keep control of where your visitors go.

What I mean by this is the following:

Let's say you want to promote a product about hosting, and you wish to track the clicks.

You write a few articles, and post them to your blog, and you use a straight affiliate link such as:

<http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=club4ward>

Now, first of all, this does not look to pretty on your site. Plus in this case you can see right away its an affiliate link, and it goes direct to the site you are promoting.

You may wonder what is wrong with that, but let me give you a scenario.

You promote a hosting provider you love. But a couple of months/years down the line you decide that their service is now poor, you are not getting value for money and they keep messing things up. You decide to change your hosting provider, and want to tell all your subscribers the same, plus visitors to your site(s).

Now think for one moment. Imagine you had written 3 articles over the months/years and they all used the link I showed you earlier, this one:

<http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=club4ward>

You would have to either:

- (1) Accept that your link is still out there as it is, even though you do not want to be associated with them any longer
- (2) Go to every article and site had your link on and take it down or change it one at a time.

What is the alternative? Keep the links on your site and change just one file if you need to.

Here is what I mean.

In our guide here, we have one php file that we place a link into and have a blank .txt file from notepad (Will explain this one in a moment). We want to promote a hosting provider. So we place our two files into a folder called hostg, and upload it to our own website.

For my example, I am going to use a domain I have called clix2.net. So I upload using my FTP program to the hosting account I own.

I now have a link to promote the hosting program as follows:

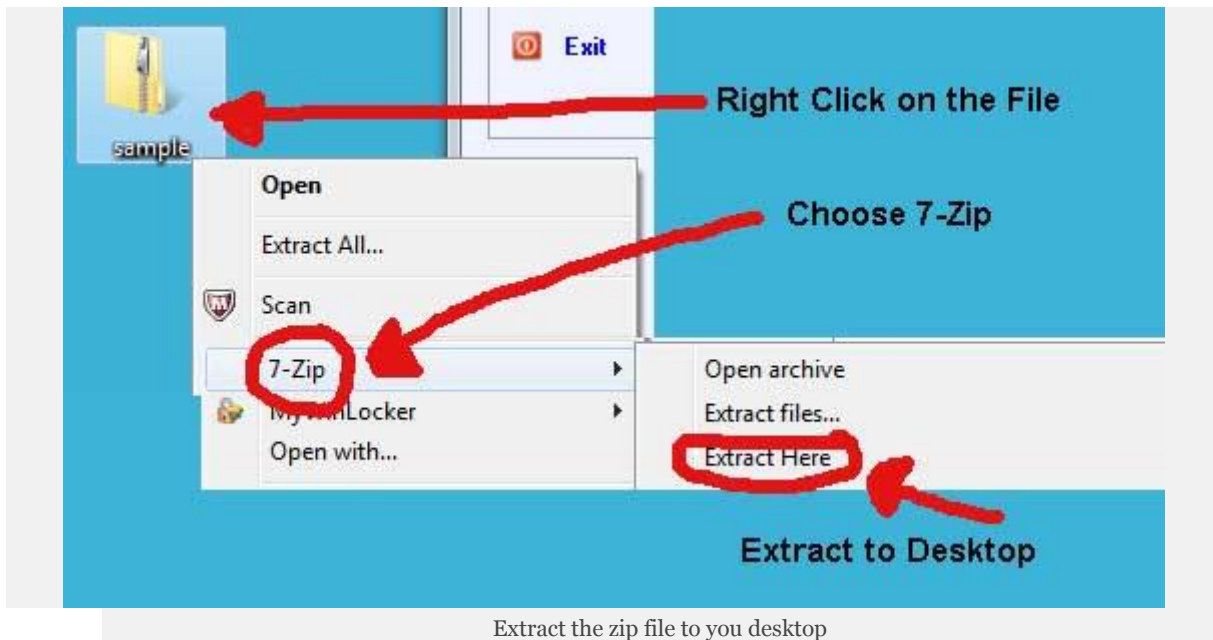
<http://www.clix2.net/hostg/>

The great thing about our two little files is this.

- (1) We can actually see how many clicks our link gets over time (will show you how).
- (2) We can change that link at anytime in the future to another host provider if we dislike them, or have issues etc without finding all our articles all over the web.

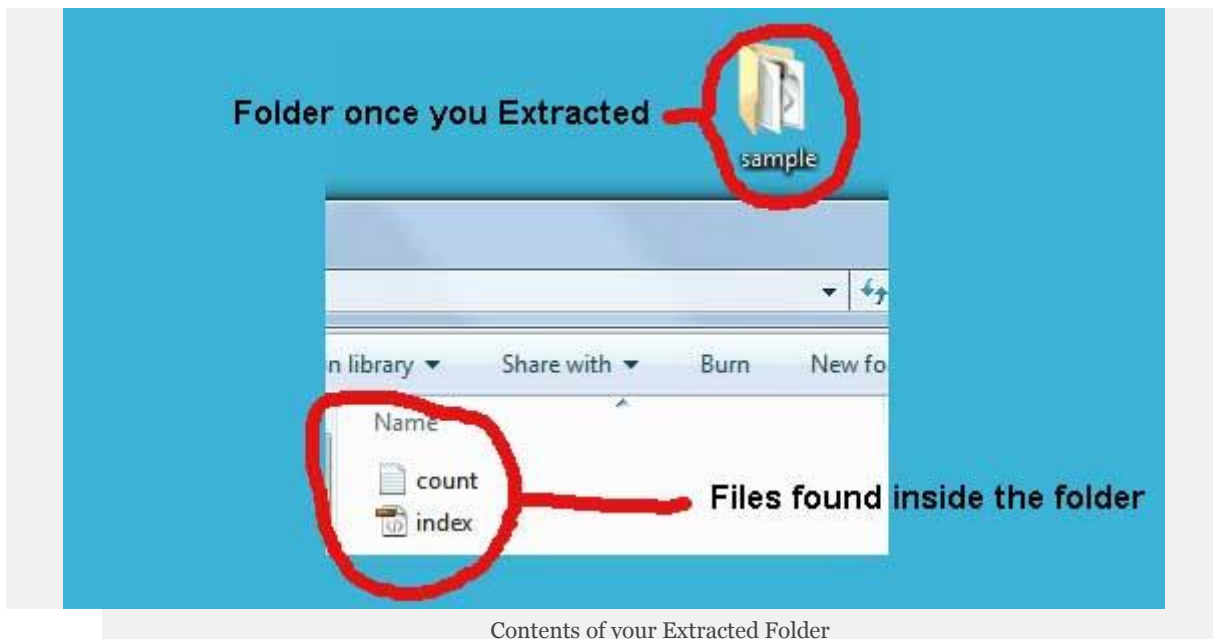
So if we write an article that says We love this hosting provider <http://www.clix2.net/hostg/> and later we change the link on our site, it will mean those articles remain relevant as they will now just direct to the new provider we recommend without all the hassle.

OK, so here are the steps for setting up a click count link on your own site.



Extract the zip file to you desktop

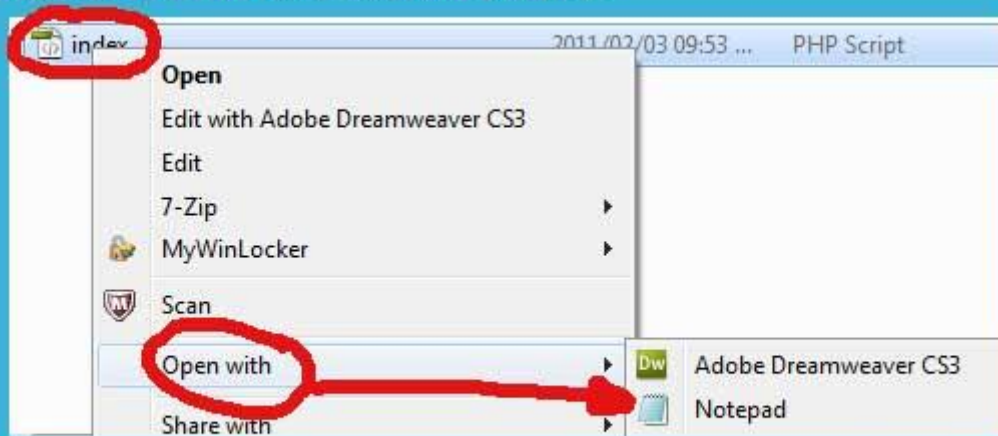
You will have one folder, and inside two files. One is a .php file called index.php the other is a .txt file called count.txt



Contents of your Extracted Folder

You can edit in an html or php editing software if you prefer, but you can just use notepad which comes with your pc. Just open the index.php file like this.

Right click on the file named index.php



Choose open with Notepad

Right click to open the index.php file in Notepad

Now where you see the link I have in the file, just replace that with your affiliate link.

This is the file opened in Notepad

```
index - Notepad
File Edit Format View Help
<?php
$file = 'count.txt'; // (see 1 below)
$data = @file($file);
$data = $data[0];
if($handle = @fopen($file, 'w')){
    $data = intval($data); $data++;
    fwrite($handle, $data);
    fclose($handle);
} // (see 2 below)
header('Location: http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=club4ward');
?>

<!--Basic Count Script from EasyInternetGuides.com -->
```

Here is the affiliate link you will change

Change the affiliate link to your own

For example this:

This is the link as you find it...

```
} // (see 2 below)
header('Location: http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=club4ward');
```

This is the link at the start

Becomes this:



Then just save the file.

Name the folder something relevant for you to remember it by and then upload to your hosting account with your FTP software.

I use and recommend filezilla in these guides as its free. You just need your domain name, user name and password given to you by your hosting provider and then you will login to your web hosting account. Look for the public_html folder, and then place your new folder into that part of your site.



You could put all tracking links into one folder if you like to keep it organised. Say for example you used the folder name /t/ you just add that to your server. Then your link would be something like: <http://www.yourdomain.com/t/yourfolder/>

Now when you want to place a link in any documents, on blogs, etc, you would use your new link, so in my example here, it would be <http://www.clix2.net/hostg/>

Go on try it: You will see it takes you first to my site, then redirects you onto the affiliate link. The cool part, is if you would like to see how many clicks it has had, you would use this link.

<http://www.clix2.net/hostg/count.txt>

This then shows you in your browser, how many times that link has been clicked on. You could then log in to your affiliate stats on the hosting provider you are promoting and compare stats if you like :) (if you click the link to the .txt file above, you will see a small number in the top left hand side of your browser window. This tells you how many times the actual affiliate link was clicked.

This way, if you were to check in a month and see that you had 100 clicks, and then you login to your user account and see you had 6 sales, you now have a conversion ratio to work from. In our sample here, it would mean that for every 100 clicks you had, it resulted in 6 sales or 6%.

Now remember, this is not unique clicks, so a person may of clicked the same link 20 times, but it gives you an idea about what is being clicked and what is not.



[Just click here to tweet this on your Twitter Account, it will be very much appreciated, and I then know you are happy reading more on this site. If you don't like what you read, please do tell me.](#)