

Content Egg Wordpress Plugin

User guide

Project: www.keywordrush.com/en/contentegg

E-mail: support.en@keywordrush.com

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Installing the plug-in

Make sure that the software meets the requirements of the Affiliate Egg plug-in:

- PHP 5.3 or older (note, Wordpress without plugin needs PHP 5.2.4 or older).
- Wordpress 4.2.2 or older.
-

For updating Content Egg FREE to Content Egg Pro:

1. Make sure that you have last version of Content Egg Free. If not – update to last version. You must do it for correct importing all settings and data to PRO version.
2. Deactivate and delete Free version of plugin. Then, follow installation instructions below.

Manual installation of plugin doesn't have difference from installation of any other Wordpress plug-ins:

1. Download the ZIP archive with plug-in in your [user panel](#).
2. Unzip files and move plug-in directory to “wp-content/plugins/” Wordpress directory on your server.
3. Activate Content Egg plugin in the “Plugins” page in the Wordpress administrator panel.
4. Enter the valid license key. You can find the key in your [user panel](#).

Attention!!! Don't update inactive PRO version of plugin. Update it only in active mode or you will make your version as free and will need to reupload PRO plugin

Setting the plug-in

Before you can start working with the Content Egg you need to activate and configure plug-in modules. To do this, go to the main menu Content Egg →Settings.

Most of the Content Egg modules receive data via the API of different services. Below you will find instructions how get API keys for the different modules.

Content modules

Some content modules have multi-language support, others work only with one or more specific languages. Choose your site language on the page [Content Egg → Settings → General Settings](#). Modules with multi-language support will give preference to the content in that language. In addition, this setting specifies the language for the localization module template (for more information go to [“Localization of templates”](#)).

Bing Images module

Receiving of *Subscription Key*.

1. Register in Windows Cognitive Services:
<https://www.microsoft.com/cognitive-services/en-us/sign-up>. Log in to your account.
2. Click on *Request new trials* and Subscribe on Bing Search API

<input type="checkbox"/>	Bing Autosuggest - Free	10,000 transactions per month, 10 per second.
<input checked="" type="checkbox"/>	Bing Search - Free	Across all Bing Search APIs (Web, Image, Video, News): 1,000 transactions per r
<input type="checkbox"/>	Bing Speech - Preview	5,000 transactions per month, 20 per minute for each feature for a total of 60 p
<input type="checkbox"/>	Bing Spell Check - Free	5,000 transactions per month, 7 per minute.

I agree to the [Microsoft Cognitive Services Terms](#) and [Microsoft Privacy Statement](#).

Contact me with promotional offers and updates about Microsoft Cognitive Services.

3. Go to [My account](#) in Windows Cognitive Services and find your key for Search API.

My free subscriptions (2)

Product	Description	Keys	State
Bing Search - Free	Across all Bing Search APIs (Web, Image, Video, News): 1,000 transactions per month, 5 per second. Trial keys expire after a 90 day period, after which a subscription may be purchased on the Azure portal.	Key 1: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX Regenerate Show Copy Key 2: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX Regenerate Show Copy	active
Bing Autosuggest - Free	10,000 transactions per month, 10 per second.	Key 1: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX Regenerate Show Copy Key 2: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	active

You can set several keys, so, in each request plugin will use random key.

Flickr module

Getting API key

1. If you don't have Yahoo account, first create it: <https://edit.yahoo.com/registration>
2. To obtain the key go: <https://www.flickr.com/services/apps/create/apply>
“Noncommercial” keys are issued automatically, “commercial” - takes a long time for the consideration of the application.
3. Fill in the form on our own.
4. At the final stage you will have access to your API Key:

The App Garden
Create an App | [API Documentation](#) | [Feeds](#) | [What is the App Garden?](#)

Done! Here's the API key and secret for your new app:

 **Dev APP**

Key:

Secret:

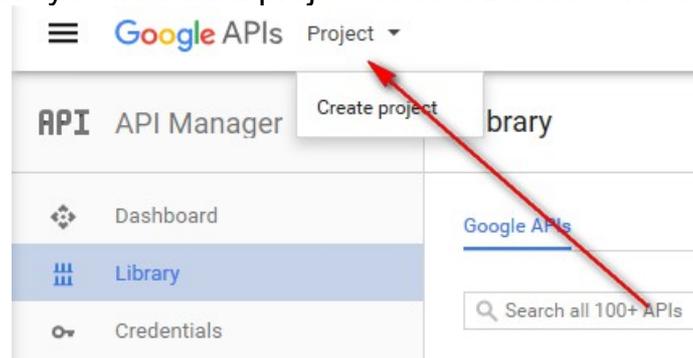
[Edit app details](#) - [Edit auth flow for this app](#) - [View all Apps by You](#)

Freebase module

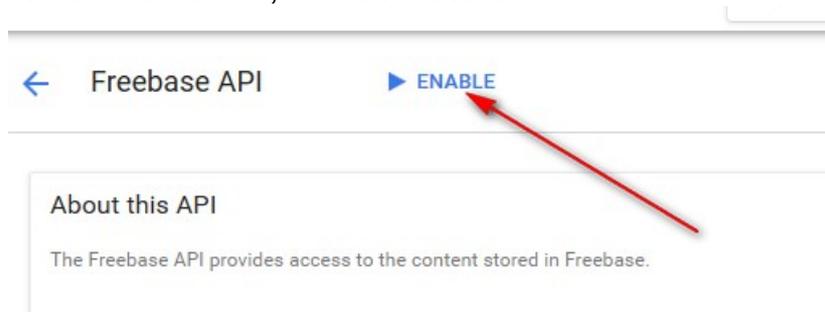
Note! Freebase API is not available now in google. This module is not working now, but we left it for compatibility with old versions of plugin

Getting API Key

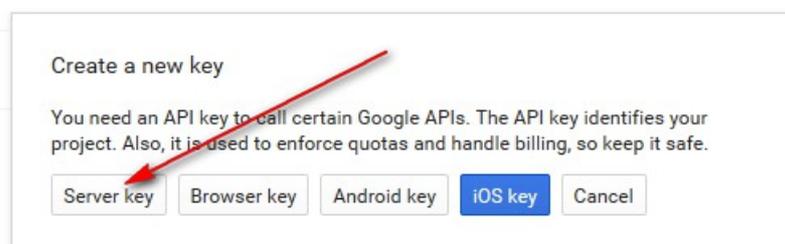
1. Go to the Google API console (you must have registered Google account): <https://console.developers.google.com>
2. If you have not yet created a project in the API console create it now:



3. Go to Your project → APIs & Auth → APIs, found by search Freebase API in the list of all available API, and activate it:



4. Go to Your project → APIs & Auth → Credentials. If you have not created a Server API Key yet, create it now:



Google Books module

Getting API Key for Google Books, is completely the same as setting Freebase module, only on the 3rd stage activate Google Books API.

Market module

Request form for API Key is here: <http://feedback2.yandex.ru/api-market-content/key/>

Learn the [rules of the service](#), describe in detail your project and how you plan to use the data obtained through the API Market.

Related Keywords модуль

Settings are the same as in Bing Images module described above, but instead of subscribing on Search API, subscribe on Bing Autosuggest API

Twitter module

Getting the Consumer key, Consumer secret, Access token, Access token secret.

1. Go to <https://dev.twitter.com/apps> and click Create a new application (If you do not have an account Twitter, you'll first need to create it):

Create an application

Application Details

Name *

Your application name. This is used to attribute the source of a tweet and in user-facing authorization screens. 32 characters max.

Description *

Your application description, which will be shown in user-facing authorization screens. Between 10 and 200 characters.

Website *

Your application's publicly accessible home page, where users can go to download, make use of, or find out more information. A qualified URL is used in the source attribution for tweets created by your application and will be shown in user-facing authorization screens. (If you don't have a URL yet, just put a placeholder here but remember to change it later.)

2. On the page Keys and Access Tokens of your application find Consumer Key and Consumer Secret:

Details Settings **Keys and Access Tokens** Permissions

Application Settings

Keep the "Consumer Secret" a secret. This key should never be human-readable in your application.

Consumer Key (API Key)	[Redacted]
Consumer Secret (API Secret)	[Redacted]
Access Level	Read and write (modify app permissions)
Owner	[Redacted]
Owner ID	[Redacted]

3. At the bottom of the page, click Create my access token, to generate Access token, Access token secret:

Your Access Token

This access token can be used to make API requests on your own account's behalf. Do not share your ac

Access Token	[Redacted]
Access Token Secret	[Redacted]
Access Level	Read and write
Owner	[Redacted]
Owner ID	[Redacted]

Token Actions

Regenerate My Access Token and Token Secret

Revoke Token Access

Youtube module

Getting API Key for Youtube, is completely the same as Freebase module. But only on the 3rd stage activate Youtube API.

Pixabay Module

How to get *API Key*

1. Make account on pixabay: <https://pixabay.com/accounts/register/>
2. Enter in account.
3. Go to link: <https://pixabay.com/api/docs/>. Scroll down and find API Key, as on image:

Parameters		
key (required)	<i>str</i>	Your API key: <input type="text"/>
q	<i>str</i>	A URL encoded search term. If omitted, <i>all images</i> are returned. This value may not exceed 100 characters. Example: "yellow+flower"

Modules of affiliate programs

Modules of affiliate programs work just as well as the content modules, it means you can search for items on the page of post editing and add the selected items to the post. But for affiliate programs is very important to keep products up to date, so you can specify in the settings of module - option "Automatically update". This is the time in seconds, after which module will make a product search again and update the products on the site.

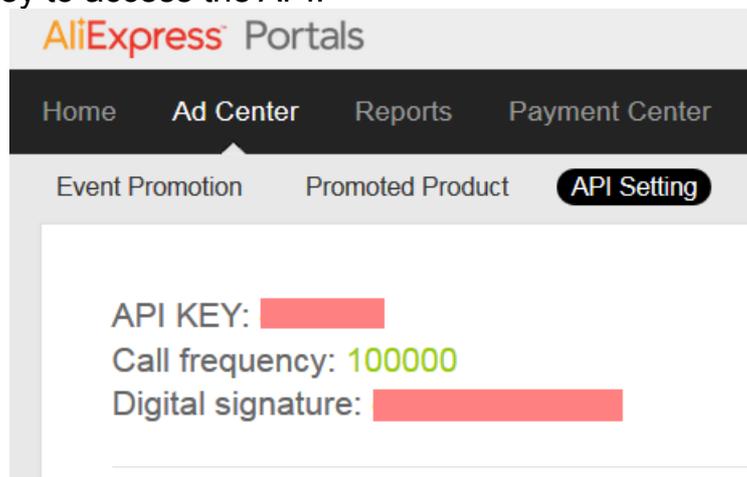
Now, in order to products list is automatically updated after a specified period of time, it remains to specify which keywords to use for search. This field is called "Keyword to automatically update". If the field is not specified, the products will not be automatically updated.

In addition, some modules of affiliate programs are able to update not only all products completely, but also they can track of price and some other information about already added products. The parameter is called "Update Items" in the module settings.

Aliexpress module

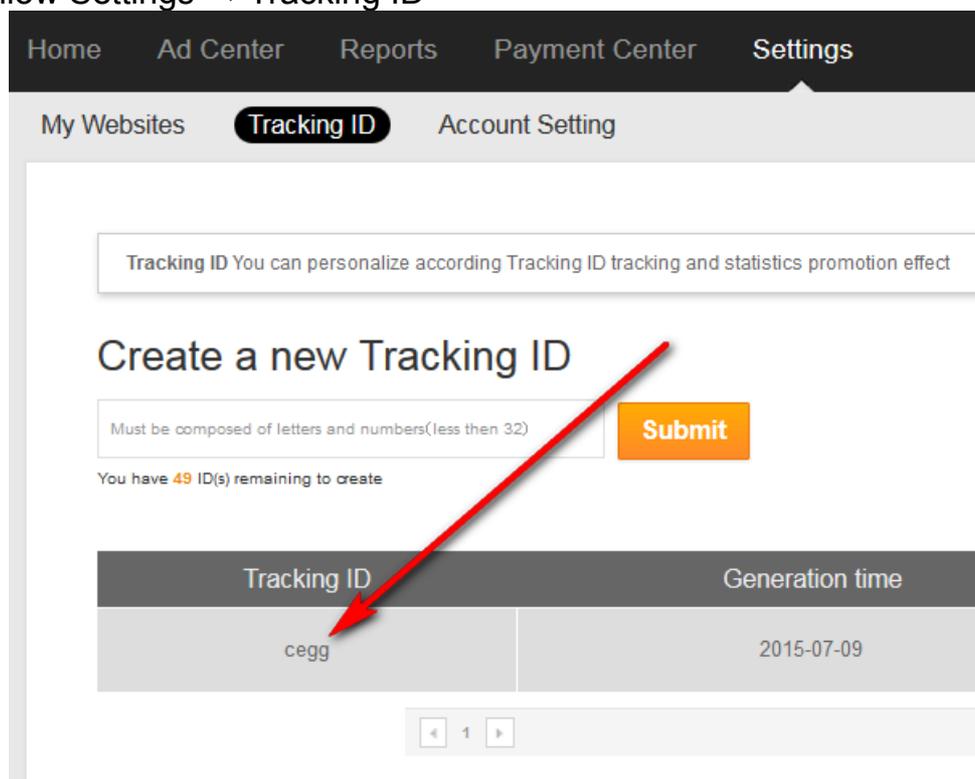
Getting API Key

1. If you do not have an account in the affiliate program aliexpress create it: <http://portals.aliexpress.com/>
2. Log into your account, follow the Ad Center → Api Settings, and then click Apply Now.
3. After confirmation (usually within a few days) on the same page, you will find your API Key to access the API.



Getting Tracking ID. You will need to specify Tracking ID, if you want to send traffic through the own affiliate program Aliexpress.

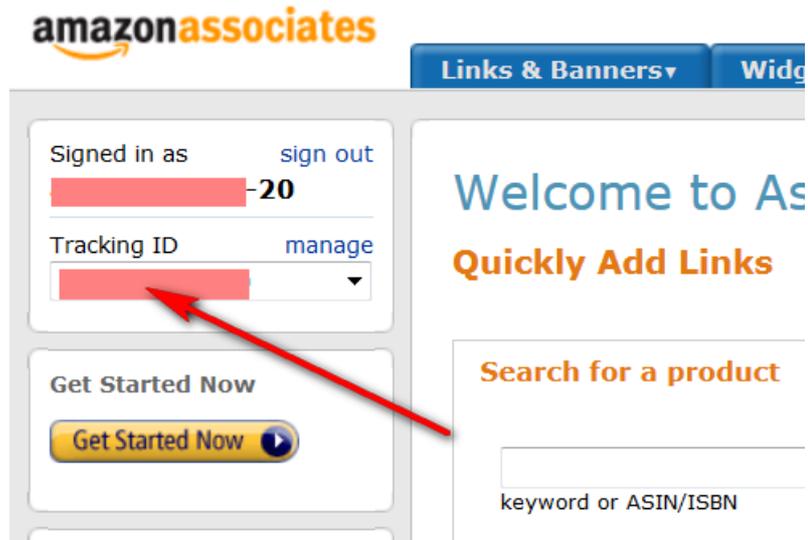
1. Log into your account at <http://portals.aliexpress.com/>
2. Follow Settings → Tracking ID



Amazon module

Getting Tracking ID

1. If you do not have an account in the affiliate program amazon create it: <http://affiliate-program.amazon.com/join/>
2. Sign in to your account and find your option Tracking ID. This is your affiliate ID.



Getting Access Key and Secret Access Key

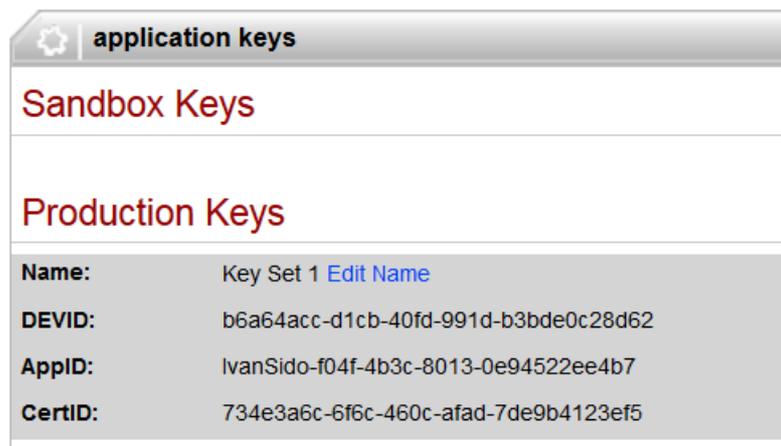
1. Log on to the AWS (use your email address and password from the affiliate program): https://console.aws.amazon.com/iam/home?#security_credentials
2. In the pop-up window, select "Continue to Security Credentials"
3. In the "Access Keys (Access Key ID and Secret Access Key)" create a NEW Access Key. Save your Secret Access Key.



Ebay module

How to get Application ID.

1. Register in Ebay Developer program: <http://developer.ebay.com/join/>
2. Login in your account and generate Application ID (Production Key): <https://developer.ebay.com/devzone/account/Default.aspx>



Now products can be added to your site, but you still has no commission for them. For monetization of products you can use several programs in plugin. Set one of the program.

Setting Campaign ID.

This is main partner program of Ebay EPN (eBay Partner Network)

1. If you don't have account in EPN, register: <https://www.ebaypartnernetwork.com/PublisherReg?js=true>
2. *Campaign ID* is visible in *Campaigns* in your EPN account.

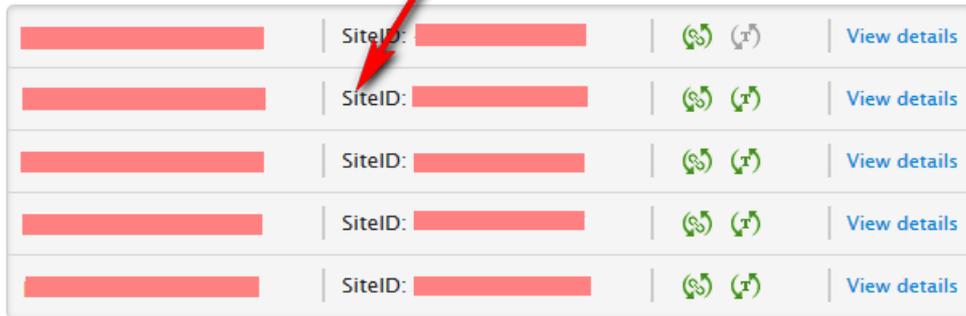
Setting Skimlinks SiteID.

You need this ID if you want to use [Skimlinks](#).

1. Register account in Skimlinks.
2. Go to *Account* and find *Site ID* for corresponding domain

Sites

Active Inactive



[Redacted]	SiteID: [Redacted]	 	View details
[Redacted]	SiteID: [Redacted]	 	View details
[Redacted]	SiteID: [Redacted]	 	View details
[Redacted]	SiteID: [Redacted]	 	View details
[Redacted]	SiteID: [Redacted]	 	View details

Setting *Viglink ID*.

Use this ID if you want to use [Viglink](#).

1. Create account in Viglink.
2. Go to *Manage* → *Account* and find *API Key*.

Zanox module

How to get *Connect ID*.

1. Register at Zanox: <https://marketplace.zanox.com/publisher-signup>
2. Go to <http://apps.zanox.com>, click on *Connect with zanox*, be shue that you logined in your account
3. Go to tab *Developers* → *My own Applications*, and click on title of application.
4. Choose *zanox keys* and find *Connect ID*.

Applications for Sale | **My own Applications** | Developer Profile

Develop an application for your personal use only. Retrieve the zanox keys and start immediately.

New application

Application

Image not available

application name

General | **zanox keys** | Widget code | Images

zanox authentication keys allow you as a developer to use zanox Web Services for your application and retrieve information regarding the Web Services authentication please click [here](#)

zanox Application ID: _____

Connect ID: _____

Public key: _____

zanox secret key: _____

Callback URL: _____

Preview | **Reset All Values** | **Save**

Affilinet Coupons

Getting Publisher Webservice Password.

1. Use your existing account on affili.net or create new account:
<https://www.affili.net/uk/publishers/register>
2. Login in account: Solutions → Web Services → Access Data and find your Publisher Webservice Password.

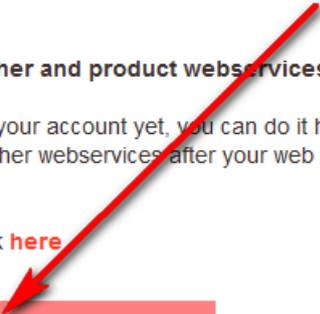
Note, sometimes you need 24 hours before your key will work.

On this page you will find the passwords for publisher and product webservices if they are :

If product or publisher webservices are not activated for your account yet, you can do it here. Your password is displayed here. You can start using the product or publisher webservices after your web service account is activated. It takes max. 24 hours.

For more information on affilinet webservices please click [here](#).

Publisher Webservice Password	<input type="password"/>	activated:
Product Webservice Password	<input type="password"/>	activated:



Affilinet Products module

Getting Products Webservice Password.

1. Use your existing account on affili.net or create new account:
<https://www.affili.net/uk/publishers/register>
2. Login in account: Solutions → Web Services → Access Data and find your Product Webservice Password.

Note, sometimes you need 24 hours before your key will work.

On this page you will find the passwords for publisher and product webservices if they are :

If product or publisher webservices are not activated for your account yet, you can do it here. Your password is displayed here. You can start using the product or publisher webservices after your web service account is activated. It takes max. 24 hours.

For more information on affilinet webservices please click [here](#).

Publisher Webservice Password	<input type="password"/>	activated:
Product Webservice Password	<input type="password"/>	activated:



CJ Links module

Getting Developer Key.

1. Use your existing account or create new account: <http://www.cj.com/publisher-sign>
2. To get your key, go to: https://api.cj.com/sign_up.cj
Make sure that you copied full key (it's very long)

Getting Website ID.

1. Login in CJ, follow: Account → Websites and find ID of your site:



6 websites	
[Redacted]	Active
[Redacted]	Active
[Redacted]	Active

CJ Products module

Settings are the same as previous module.

Linkshare module

Getting Web Services Token.

1. Use your existing account or create new account:
<https://signup.linkshare.com/publishers/registration/landing?ls-locale=us&host=linkshare>
2. Login on Linkshare, follow: *LINKS* → Webservices *and find your key* Web Services Token.

Note! Linkshare Products module can show products from such advertisers, which offer their data feed. If advertiser has badge "Offers Merchandiser" - this means that our plugin can access data from this advertiser. You can check which merchants have this badge by going to Programs/My Advertisers then choose 'Filter' and select 'Offers Merchandiser' box.

Shareasale module

How to get Token and Secret Key.

1. Go inside your account on Shareasale, follow: *Tools* → *Affiliate API* and set IP of your server, which you use for site. You can know correct IP of server from your hoster. Note, that IP of server can be different from IP of your domain.
2. Find *Token* and *Secret Key* and save settings

How to get Affiliate ID.

1. You can find Affiliate ID in top left corner in your account, near your login name.

Optimisemedia module

How to get API Key.

1. Create account: <https://www.optimisemedia.com/sign-up/>
2. Login in your account Optimise Network, follow: *My Details* → *Account Details* → *API Key and find your API Key and Private Key.*

Hot to get Affiliate ID.

Go to Content – Get Banners. Search any banner and check tracking link. It will be like

```
<a href="http://clk.omgt5.com/?AID=878608&PID=13153&CRID=103375&WID=62635"></a>
```

In this link you need to copy parameter `AID=878608`. Your affiliate ID is `878608`

Tradedoubler Coupons

Getting Token.

1. Login into Tradedoubler and add your site (if you didn't do this early)
2. Follow: *Account* → *Manage tokens* and find your Token with label **VOUCHERS.**

Tradedoubler Products

Получение *Token*.

1. Login into Tradedoubler and add your site (if you didn't do this early)
2. Follow: *Account* → *Manage tokens* and find your Token with label **PRODUCTS**.

Affiliatewindow

Getting *API Key*.

1. Create account if you don't have: <https://darwin.affiliatewindow.com/affiliate-signup/account-details>.

Login into Affiliatewindow, follow: *Advanced* → *ProductServe API* and find your *API Key* in left side.

Notice: If you don't see Advanced tab in menu, maybe your account is not fully verified. Write to Affiliatewindow support.

Flipkart module

How to get *Affiliate Tracking ID* и *Token*.

1. Register account or use existed: <https://affiliate.flipkart.com/registerme>
2. Go to *API* → *TOKEN* and find *Affiliate Tracking ID* and *Token*.

The screenshot shows the Flipkart Affiliate Program dashboard. At the top, there is a blue header with the Flipkart logo and 'Affiliate Program' text. Below the header is a navigation menu on the left side with options: OVERVIEW, COMMISSIONS, AFFILIATE TOOLS, REPORTS, DOWNLOADS, FAQs, API (selected), API Documentation, API Token (highlighted), API Status, UPDATES, CONTACT US, and MY ACCOUNT. The main content area is titled 'API Token' and contains two input fields: 'Affiliate Tracking ID' and 'Token'. Below these fields is a yellow button labeled 'Generate API Token'. On the right side of the dashboard, there is a vertical orange button labeled 'Self Help'. At the bottom of the page, there is a footer with links for 'Payments | FAQs | Terms & Conditions | Terms Of Use' and a copyright notice '© 2007-2016 Flipkart'.

Admitad Coupons module

1. *URL to get XML-file. First of all, create your account on: <https://www.admitad.com>.*
2. *Login in Admitad, follow: Tools → Coupons → Export → Get URL to get XML-file.*

Notice: you can use search with filters, all search parameters will be added to URL of xml file. Don't forget to tick "Only my programs", to get commissions from your programs.

Envato module

Getting Token

1. Register account on Envato https://themeforest.net/sign_up_sso
2. Go to link and create your token <https://build.envato.com/create-token/>

Token name

Pick something cool, short and catchy!

Permissions needed

- View and search Envato sites
- View your Envato Account username
- View your email address
- View your account profile details

Don't forget to set your username in settings of module to get affiliate commissions

Udemy module

Getting Client ID and *Client Secret*

1. Create account on Udemy <https://www.udemy.com>
2. Go to link <https://www.udemy.com/user/edit-api-clients/> and click on *Request API Client*
3. *Get your Client Id and Client Secret*

Please note. If you don't see Client ID in profile, change your profile language on English

Udemy module doesn't have own affiliate program and you must have account on Rakuten Linkshare

Getting deeplink on Linkshare:

1. Create account on LS <https://signup.linkshare.com/publishers/registration/landing?ls-locale=us&host=linkshare>
2. Login in Publisher account and go to Links → Deep Linking and generate

deeplink



HOME PROGRAMS LINKS REPORTS MESSAGES MY ACCOUNT P
Get Links Product LinkFinder Deep Linking Data Feeds Web Services Bento Box

Advertiser: [Browse Advertiser Site](#)

Single Link Multiple Links

URL:

Output Format: URL Text Link Image Link

U1 Value:
(Signature only)

[Send All via Email](#)

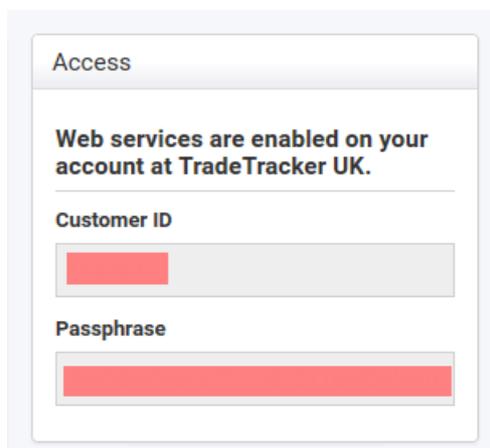
Advertiser	Udemy
Link Type	Deep Links
Example of link	Preview
http://click.linksynergy.com/fs-bin/click?id=qxvg6GFNHdk&subid=&offerid=323057.1&type=10&tmpid=14538&RD_PARM1=http%3A%2F%2Fwww.udemy.com	

Use this deeplink in settings of module

Tradetracker module

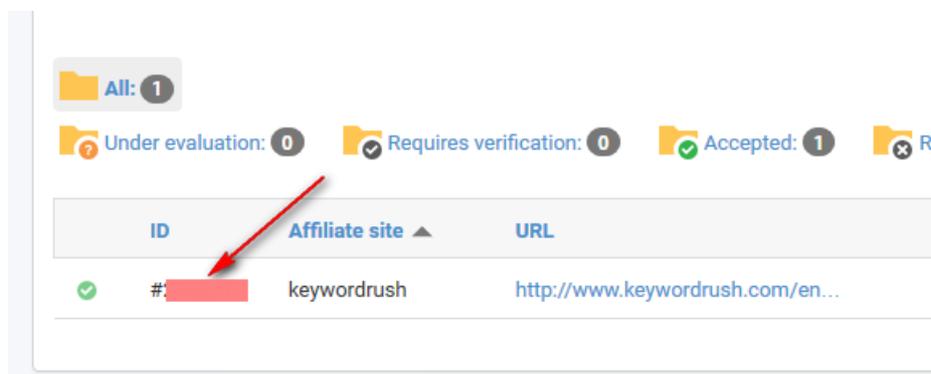
How to get *Customer ID* u *Passphrase*

1. Login in Tradetracker, go to: *Creatives* → *Web Services* and find *Customer ID* and *Passphrase* in right side column. Sometimes, you need to get access to this panel, click on «request access».



How to get *Affiliate Site ID*.

1. Login in account and add your site.
2. Follow: *Account* → *My Sites*. ID (without #) near your site name is your *Affiliate Site ID*.



Offer module

Sometimes, you will find very interesting product which you want to add to comparison list or show on site, but this product is not available in API.

In this case, you can use Offer module. This is for manual adding for any custom data or link with auto price update option.

When you add any data, you can also enable price update, but this is for advanced users. You need to use XPATH to allow plugin to parse price from corresponding site. [XPATH](#) for price is path on site to container which has price.

There are some instruments which can help you to find correct XPATH without coding skills.

One of our favorite is xpath extension for firefox browser. To use it

1. Open Firefox and temporary disable javascript, because plugin can't parse dynamic elements.
2. Install free extension [Firebug+](#)
3. Open Product page where you want to parse price for Offer and enable FirePath panel
4. Click on "pointer" icon and click on element with price. It must be highlighted.
5. Copy xpath value to Offer. In most cases, this xpath will be the same on whole shop, so, you don't need to do this each time. Just copy the same Xpath for all links for offers from shop (see image below)

Tip. It's very good when corresponding shop has also value in Schema format. So, before getting xpath for price element, try next xpath (add this in xpath field and click on Enter)

```
//*[@itemtype='http://schema.org/Offer']/meta[@itemprop='price']/@content
```

If you will see next picture in code, shop has Schema format for offer and it's better to use this xpath instead of xpath for Price container.

```
shopping , quantity : 1 ; ; timecamp :11010/1103; data-view :purchaseForm method
+ <div style="margin:0;padding:0;display:inline">
- <div itemprop="offers" itemscope="" itemtype="http://schema.org/Offer">
  <meta content="48.00" itemprop="price"/>
  <meta content="USD" itemprop="priceCurrency"/>
  <meta content="instock" itemprop="availability"/>
+ <div data-view="itemVariantSelector">
  <div data-experiment-id="6mo-EgLgQGmXzy4wy5Bc-A" data-variant="3" data-view="g
+ <div class="purchase-form__button">
```

You also need to add deeplink in Offer module settings. Read about deeplink in next chapters of this manual

Controller Black (Certified Refurbished)
by Xbox 360
★★★★☆ 260 customer reviews
| 17 answered questions
#1 Best Seller in Xbox 360 Re
Price: **\$27.99** & FREE Shipping on orders over \$49.
Details
In Stock.
Arrives before Christmas. Choose delivery option in checkout.
Want it tomorrow, Dec. 14? Order within 7 hrs 8 mins and choose One-Day Shipping at checkout. Details
Sold by Direct Distributor and Fulfilled by Amazon.
Gift-wrap available.
• This Certified Refurbished product is tested and certified

Roll over image to zoom in

```
Top Window Highlight XPath:  Ev  
a-nowrap"> Price:</td>  
<td class="a-span12">  
  <span id="priceblock_ourprice" class="a-size-medium a-color-price">$27.99</span>  
  <span id="ourprice_shippingmessage">  
</td>
```

Price update, keyword update

One of the main plugin's purpose is price update. We added two options – price update and product list update (update by keyword). Price update is default behavior. When you place any offer in post, offer's price will be updated each period of time which you can set in options of each module.

Update by keyword	<input type="text" value="2592000"/>
	<i>Lifetime of cache in seconds, after this period products will be updated if you set</i>
Price update	<input type="text" value="604800"/>
	<i>Time in seconds for updating prices, availability, etc. 0 - never update</i>
Update mode	<input type="text" value="By page view"/>
	<i>If you use update by schedule, for more better results change Wordpress cron on</i>

Update mode is trigger which will start update process. Default is page view. This means, that, for my example, when someone view page with offer in period = 604800 seconds (7 days), plugin will start update of prices.

Some of modules can't update price by page view, so, if you find that price update is not working, it's better to enable Update mode by cron and page view. Plugin will use default wordpress cron, but we recommend to enable server cron instead. You can ask your hoster how to do this or [search in google](#)

Update by keyword is way when you update not only price but full offer list. It will work only if you set special keyword for update when you search offers inside Post

Amazon	Search	
<input type="text" value="[content-egg module=Amazon]"/>	<input type="text" value="- Output Template for shortcode -"/>	<input type="text" value="Keyword for the automatic update"/>



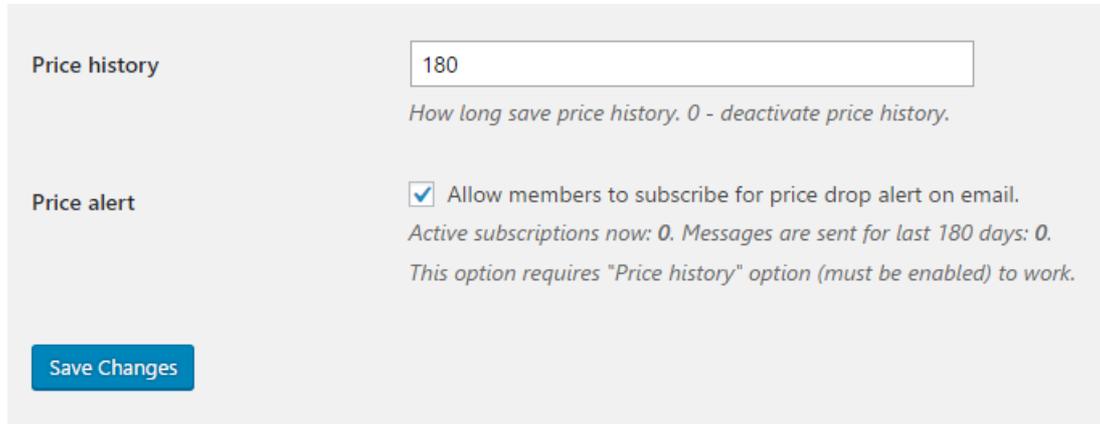
When you use update by keyword, plugin will take keyword from field, automatically search offers and choose them. You can control how many offers to choose automatically in settings of each module

Results	<input type="text" value="10"/>
	<i>Number of results for one search query. It needs a bit more time to ge</i>
Results for updates	<input type="text" value="3"/>
	<i>Number of results for automatic updates and autoblogging. It needs c</i>

Price history, Price alerts

As any top price comparison site, your site can have option to save price history and allows users to get notifications for price drops.

First of all, enable this option in general settings of plugin



The screenshot shows a settings panel with two sections: 'Price history' and 'Price alert'. In the 'Price history' section, there is a text input field containing the number '180'. Below it, a note reads: 'How long save price history. 0 - deactivate price history.' In the 'Price alert' section, there is a checked checkbox followed by the text 'Allow members to subscribe for price drop alert on email.' Below this, another note reads: 'Active subscriptions now: 0. Messages are sent for last 180 days: 0. This option requires "Price history" option (must be enabled) to work.' At the bottom left of the panel is a blue button labeled 'Save Changes'.

Price history stores after each price update of offer on your site. This means, that history will be available only after several price updates on your site. Price alerts can be available in any time.

After you enabled price history, you can show price history block with all statistic with special shortcode. You can find it for all modules, read about shortcodes in next chapter.

Please, note, some themes with extended support of plugin can have special Post templates with enabled Price history. Check chapter about compatible themes.

Work with the plug-in

After setting up and activating the modules on the post edit page you can search and add different content. After saving the post, all data of Content Egg plug-in will also be stored in the [Custom Fields](#) – standard Wordpress repository for metadata of the post. You can use this data in your theme if you know how to work with meta fields or use one of compatible themes.

By default the data of Content Egg will be automatically “attached” at the beginning or end of the post when displaying on the site. Each module has own option in settings.

Amazon settings

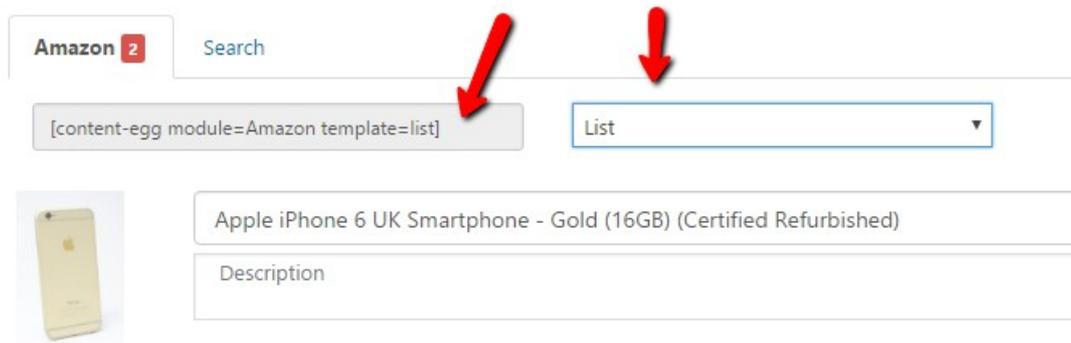
Enable module

Add

The place for content of module. Shortcodes will work in any place regardless of the setting.

If you want full control of place for offers inside content – use Shortcodes.

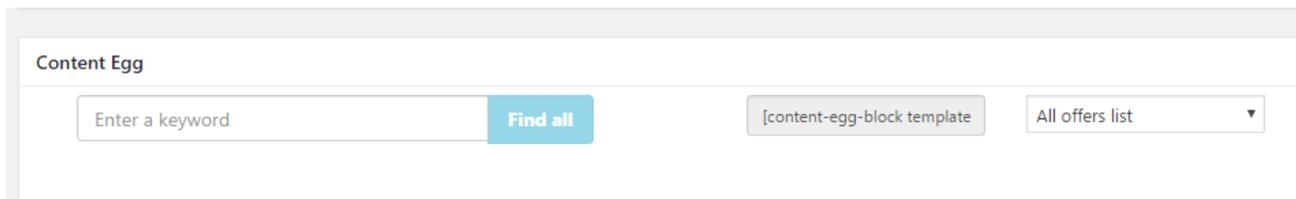
When you search any content in Content Egg you will see shortcode helper to quickly add output to post with shortcode.



The screenshot shows the Content Egg search interface. At the top, there is a search bar with the text "Amazon 2" and a "Search" button. Below the search bar, there is a field containing the shortcode "[content-egg module=Amazon template=list]". To the right of this field is a dropdown menu with "List" selected. Two red arrows point to the shortcode field and the dropdown menu. Below the search bar, there is a product listing for "Apple iPhone 6 UK Smartphone - Gold (16GB) (Certified Refurbished)". The listing includes a small image of the phone and a "Description" field.

Choose template for output in right select and copy generated shortcode in left field. Then place shortcode in content.

There are two available shortcode types: for modules and common shortcodes (works for all modules at once). Module shortcode is available in each module (see picture above). Common shortcodes are available in top of panel



Common shortcodes are very good when you want to make common comparison list from all modules, etc.

By using the shortcode parameters, you can control certain parameters module data display. We will show on examples.

This shortcode with the parameter *next* will show first *Amazon* item

```
[content-egg module=Amazon template=item next=1]
```

If you add again the same shortcode, then will be displayed the next item:

```
[content-egg module=Amazon template=item next=1]
```

Example shortcode that will show three images from the second (parameter *limit* and *offset*, the numbering starts from zero):

```
[content-egg module=Amazon template=item limit=3 offset=2]
```

So, if you have several offers in module, you can divide whole list.

Another useful parameter of shortcode is *post_id*. It can be useful when you create “Top set” pages and want to show data from several posts. So,

```
[content-egg module=Amazon template=item post_id=1]
```

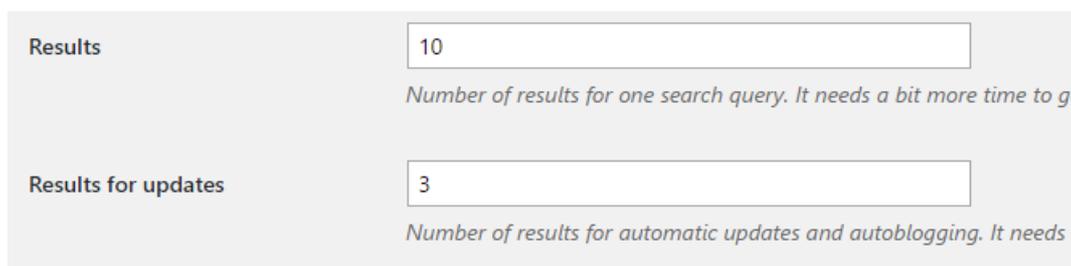
Will show Amazon module data from post with ID = 1

Autoblog and Fill extension

If you want to have bulk work of plugin, you can use Autoblog or Fill extension.

Difference between autoblog and regular work of plugin is that autoblog creates new post for each keyword in list. So, it's equal if you create post manually, place title in post, use title as keyword for search in Content Egg and choose first several items if they are available in module.

Important thing about autoblog is that it uses number from Results for updates for each module setting. The same will be used for Fill extension.



The image shows a settings panel with two input fields. The first field is labeled 'Results' and contains the number '10'. Below it is a greyed-out text description: 'Number of results for one search query. It needs a bit more time to get'. The second field is labeled 'Results for updates' and contains the number '3'. Below it is another greyed-out text description: 'Number of results for automatic updates and autoblogging. It needs a bit more time to get'.

You can also set Template for post for each autoblog. I recommend next step if you want to controll content of created posts:

1. Create post
2. leave content of post as empty
3. Search one keyword for all modules
4. Try to mix different shortcodes from modules in post. You can mix them with theme's shortcodes for extra formating. For example, with tabs shortcodes, accorditions, etc Then, preview post.
5. After you got the best results, use the same post template for autoblog

If you want to add Wordpress features image with Autoblog, you can enable this in module settings

Amazon settings

Enable module

Add The place for content of module. Shortcodes will work in any place regardless of the set

Priority Priority sets order of modules in post. 0 - is the most highest priority.

Template Default template

Title Templates may use title on data output.

Featured image  Automatically set Featured image for post

For some modules it's also better to enable saving images to your server instead of using external links (this option is also available in each module settings)

Save images Save images on server Enabling this option violates rules of API.

Another way is when you enable auto adding content in the end or beginning of post.

Please, note. When you use Autoblog, you can't control which of offers to choose in each module, this can have unexpected results. For example, you use keyword "Iphone", but API of many system can return, for example, cases for Iphones or glasses. To prevent this, you can configure search filters in each module. For example, some modules have price amount filter, category filter or filter by program ID.

We also added custom field option in Autoblog. You can use it to assign additional data inside post while publishing. For example, this can be helpful if you want to synchronize prices with woocommerce. You can set lowest price from all modules to price of product in Woocommerce. This is example of such settings

Main product

How to choose "main" product? Then you can use tags: %PRODUCT.title%, %PRODUCT.price%,...

Add custom fields

<input type="text" value="_price"/>	<input type="text" value="%PRODUCT.price%"/>
<input type="text" value="_regular_price"/>	<input type="text" value="%PRODUCT.price%"/>
<input type="text" value="Custom Field 3"/>	<input type="text" value="Value 3"/>
<input type="text" value="Custom Field 4"/>	<input type="text" value="Value 4"/>
<input type="text" value="Custom Field 5"/>	<input type="text" value="Value 5"/>

"Formulas", and also all tags from title template, will also work here.

Fill extension

Works with the same logic, but it's used for already existed posts. Extension can use different source of keyword. For example, it can use title as keyword. If post already has data in Content Egg, nothing will be added. This extension can be useful if you have many old posts and want to add new data to them automatically.

Anyway, be careful with any Autoblog feature. Don't use it if you need full control for quality of your site.

Search by EAN and better relevance in Autoblog

The most big problem with autoblog and fill extension is that data from different modules are very different, so, sometimes it's impossible to use Autoblog for creating comparison lists from several modules. The best API is in Amazon, and, for example, when you use Samsung A5 keyword, Amazon returns mobiles, but some other modules can return cases for mobiles, glasses and even batteries.

First of all, you can improve this in settings of each modules. For example, some modules have filter by price, by best discount, by product category.

To return most relevant products, you can use EAN code of product in keywords. Not all products have EAN search. Currently, only these modules have search by EAN : Affilinet Products, Amazon, Tradedoubler Products, Impactradius, Zanox

Amazon multiple locales

Some modules have option to use several locales at once. This can be useful if you have traffic from different countries and you want to show items from different locales. We will show example with Amazon

You have next fields in module settings

Tracking ID for US locale	<input type="text"/>
	<i>Type here your tracking ID for this locale if you need multiple locale parsing</i>
Tracking ID for UK locale	<input type="text"/>
	<i>Type here your tracking ID for this locale if you need multiple locale parsing</i>
Tracking ID for DE locale	<input type="text"/>
	<i>Type here your tracking ID for this locale if you need multiple locale parsing</i>
Tracking ID for JP locale	<input type="text"/>
	<i>Type here your tracking ID for this locale if you need multiple locale parsing</i>
Tracking ID for CN locale	<input type="text"/>
	<i>Type here your tracking ID for this locale if you need multiple locale parsing</i>

Where you can place your tracking ID. Each amazon locale requires to have separate registration in each amazon affiliate program. Means that if you registered as USA affiliate partner, you need to register also in DE affiliate program from Amazon to use amazon.de locale.

Next, when you search amazon products in post, you can choose locale to search.



The screenshot shows a search bar with the text "Keyword for search" and a "Find" button. To the right of the search bar, there is a dropdown menu currently set to "UK", a text input field containing "custom associate tag", and another dropdown menu set to "Min. discount". A red arrow points to the "UK" dropdown menu.

So, after searching from one locale, you can add another products to list from another locale and even from custom associate tag.

Then, if you want to separate products from different locales, add next parameter to shortcode. Example:

```
[content-egg module=Amazon template=item locale=US]
```

locale=US will show all products from USA locale from your list

Plugin doesn't have inner geo IP detection, but you can use plugin in combination with geo ip plugins. For example, with free <https://wordpress.org/plugins/geoip-detect/> You can use any other plugin which supports shortcode and wrap Content Egg shortcode with geo ip detection shortcode, so only users from special country or region can see items from special Amazon locale.

Frontend Search

When you use Content Egg, you can add each deals to post. WordPress searches by titles of posts but what if you want to have such search form which can show results from affiliate networks directly (without creating posts for each deals). This is possible with Content Egg and Frontend Search function.

First of all, you need to create two things - page with search form (or widget) and page for results.

Creating search form

There are several ways to show affiliate search form. First option is using widget CE:Product search (find it in Appearance - Widget). It has the same styling as standard wordpress widget. Just place widget in sidebar.

Second way is to use Content Egg shortcode

```
[content-egg-search-form]
```

Shortcode will generate standard wordpress search form, but which will send users to special page with results from affiliate modules instead of wordpress search page. This shortcode has also the same design as standard wordpress search form.

Please, note, some themes can have extended Content Egg search form. For example, [Rehub has additional shortcodes](#)

Next step which you need to do is setup page for output results. For this, go to Content Egg - Settings - General and add output shortcode to textarea *Search page template*. I recommend to use there common shortcodes of Content Egg. For example

```
[content-egg-block template=offers_list]
```

or

```
[content-egg-block template=offers_logo]
```

Affiliate Egg integration

Many buyers ask what is the difference between our Content Egg And Affiliate Egg.

Content Egg uses keyword to search products through Product API of affiliate systems. Each system has own API and rules. So, you enter keyword, plugin returns products, then you choose which are the best and insert them in post with one of output template. You can also mix products from different affiliate systems in comparison list with special shortcode or divide them in parts with different design.

Affiliate Egg has web parser instead searching with API. You need to put direct links on product pages to parse products. So, it's a bit more work, but plugin doesn't depend on API of systems (which sometimes can return not all products), you can use it for parse any product page. You can also parse category pages, archive pages. Sometimes it's very useful, because you can choose the best products on original site and then make something like "storefront with best from site.com..." or "top 15 green shoes from site.com". So, it's more flexible in choosing products, but more manual work. Also Affiliate Egg has limit number of available web parsers.

We added integration for Affiliate Egg, so, you can use AE parsers inside Content Egg environment. For this, go to Content Egg - Affiliate Egg integration and enable which modules you want to integrate. After this, enable them inside Content Egg settings and configure price update period, etc. Now, you can use such shop parser as Content Egg module with all available shortcodes and functions. Content Egg will use default search of shop to parse products, so, you don't need API keys. You can use also direct links on product pages in Content Egg field to parse product data

Deeplink settings

Deeplinks is part of url which allows affiliate system to track your link and give you commission from purchase. Most of modules add deeplink automatically, once you enable module and use your API key. Some modules require deeplink settings, for example, modules from Affiliate Egg integration.

There are two deeplink structure. All deeplink consist of product page url and affiliate id part. You can know example of your affiliate link in your account in affiliate system.

We will show two examples.

<http://www.pntrac.com/t/ssdefefgeggef?url=http%3A%2F%2Fwww.bodybuilding.com%2Fstore%2Fjym%2Fpre-jym.html>

As you see, there are two parts: <http://www.pntrac.com/t/ssdefefgeggef?url=> and encoded url of product <http%3A%2F%2Fwww.bodybuilding.com%2Fstore%2Fjym%2Fpre-jym.html>

So

<http://www.pntrac.com/t/ssdefefgeggef?url=>

is your affiliate ID part. It's placed in start of link. In deeplink setting of module, you can use

http://www.pntrac.com/t/ssdefefgeggef?url={{url_encoded}}

`{{url_encoded}}` will be replaced by encoded link of site. Encoded link is link which usually starts from `http%3A%2F%2F`. Regular link starts from `http://` or `https://`

Another example of affiliate link is

<http://www.bodybuilding.com/store/jym/pre-jym.html?partnerid=xx9922>

So, affiliate ID part is [?partnerid=xx9922](http://www.bodybuilding.com/store/jym/pre-jym.html?partnerid=xx9922), but “?” is just symbol for adding special parameters to url, so, your real deeplink will be [partnerid=xx9922](http://www.bodybuilding.com/store/jym/pre-jym.html?partnerid=xx9922) You can use it in deeplink settings

Localization of plugin

Plugin has two localization files. One for admin and one for frontend page. In most cases you need to localize only frontend page. Localization files are inside language folder of plugin.

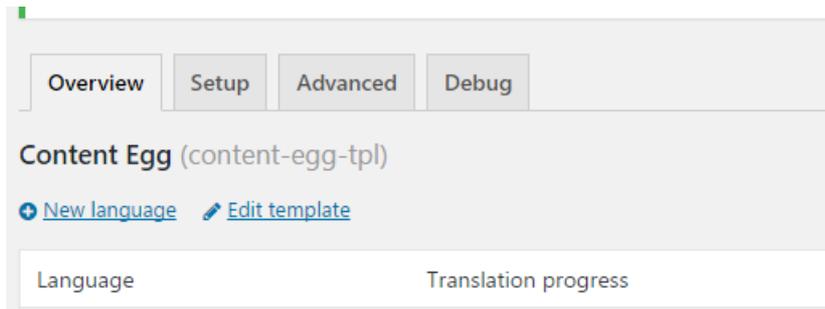
To make localization from admin page with the most comfort way, we recommend to use plugin [Loco translate](#) You need to make some setup before using plugin to edit frontend files. Go to Loco translate – Plugins and find Content Egg. Then, go to Setup tab and make next settings. (This can be set automatically, if so, don't change anything here)

The screenshot shows the 'Setup' tab of the Loco Translate plugin configuration for 'Content Egg'. The tabs at the top are 'Overview', 'Setup', 'Advanced', and 'Debug'. The configuration fields are as follows:

- Project name:** Content Egg (Descriptive name for this set of translatable strings)
- Text domain:** content-egg-tpl (The namespace into which WordPress will load translated strings)
- File prefix:** content-egg-tpl (Usually the same as the text domain, but don't leave blank unless you mean to)
- Template file:** languages/tpl/content-egg-tpl.pot (Relative path from bundle root to the official POT file). A 'Locked' checkbox is present and unchecked.
- Domain path:** languages/tpl (Include: Folders within the bundle that contain author-supplied translations. (no wildcards))

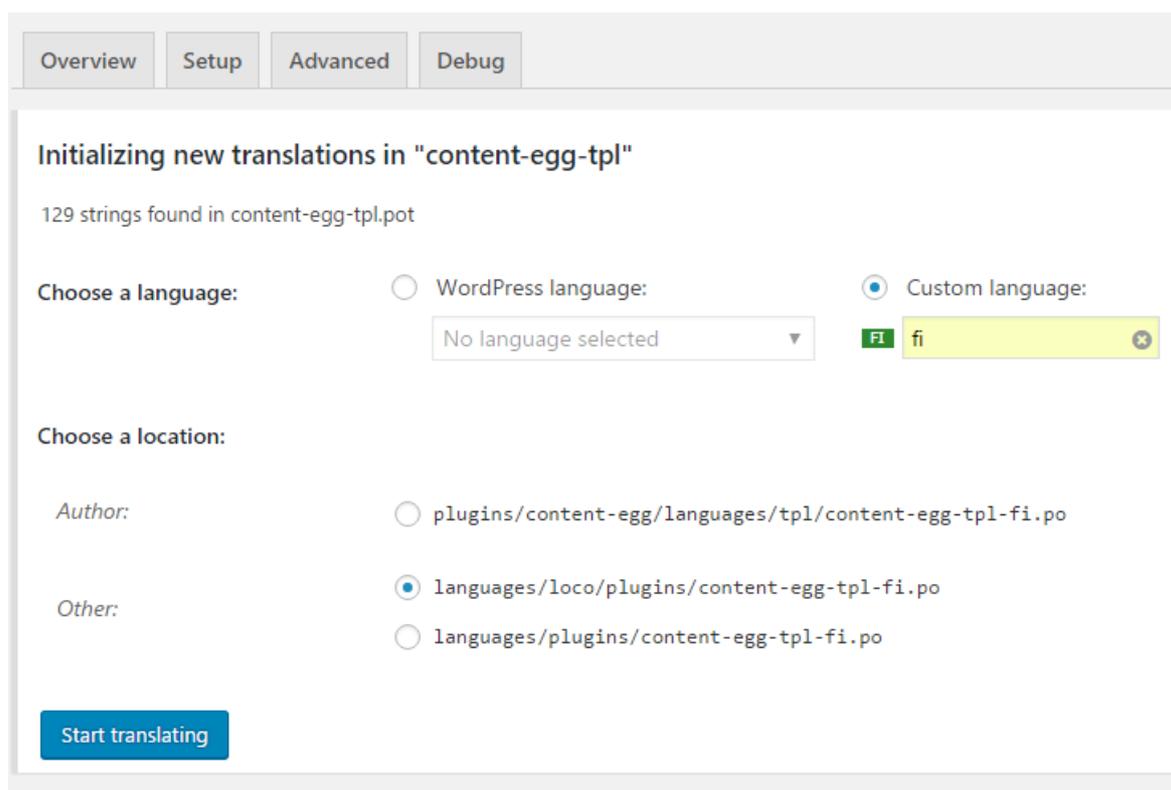
Save file. Now you can create new language or use existed for frontend localization.

To create new language, click on link “New language”



Then, choose Custom language and set locale (two letters) which you have in content Egg – settings – general – language of your site.

Important!!! Plugin uses own setting for language and doesn't use language setting of wordpress. Set language in *content Egg – settings – general – language of your site*. When you create new language in Loco translate, it must be without second part. For example, for Finish, file name must be "fi", not "fi_FI" as usual in wordpress.



Common issues

Nothing found while search.

If you have this, check next things:

1. Do you have approved programs in your affiliate system? Most of affiliate aggregators require approved programs to use in API. Also, not all merchants add their products in product API feed.
2. Do you have enabled advanced search filters. It's very common issue, when users enable filter like "Search only in Amazon products" which will search only products which belong to Amazon company.

Automatic plug-in updates

If your subscription to update the plug-in is active, you will be notified or automatic updates Content Egg via the standard Wordpress update mechanism. You can update the plug-in directly from the admin panel of Wordpress, or manually download the archive with the plug-in.

Custom Templates

You can create your own templates for the modules. Never edit the default templates because you will lose all changes after updating the plug-in.

Take as a basis the standard template for the module, for example:

```
wp-content/plugins/content-egg/application/modules/Flickr/templates/data_simple.php
```

Locate your custom templates of module in one of the directories:

```
wp-content/content-egg-templates/ModuleName
```

```
wp-content/themes/your_theme/content-egg-templates/ModuleName
```

```
wp-content/your_own_theme/content-egg-templates/ModuleName
```

The names of template files for the module should always start with the prefix `data_`, for example:

```
data_simple.php
```

Template code must begin with php-comment that identifies the name of the template, for example:

```
/*  
    Name: Simple  
*/
```

Make sure that your editor uses the UTF-8 encoding when editing the files.

For developers

Templates for the modules can be stored in the directory of themes. Thus you can create a theme with a special set of templates for Content Egg. And you may want to disable part of the Content Egg standard templates. Use the filter:

```
add_filter('content_egg_module_templates', 'my_filter_function');
```

The first parameter of the function you get an array with the list of templates. Use these opportunities wisely, to explain to users why some standard features of plug-in are disabled.

Similarly, you can disable some modules:

```
add_filter('content_egg_modules', 'my_filter_function');
```

Use these opportunities wisely, to explain to users why some standard features of plug-in are disabled.

Compatibility with themes

Content Egg works with any theme on any wordpress install including multisite.

Content Egg uses some parts of default Bootstrap, currently we didn't find any incompatibilities with any themes

There are some themes with extended support of plugin. If you know any additional themes, write to us, so we can add theme to list

1. [Rehub theme with subchilds](#)

Extended support includes:

1. Synchronization between theme offer and price snippets and Content Egg, so you can create deal site
2. Special automatic e-commerce look for Posts with Content Egg
3. Special layouts for price comparisons posts
4. Ability to mix Content Eg Data and theme functions and shortcodes
5. Near 20 additional output template for shortcodes and combined shortcodes
6. Additional widgets and styling

Check video of some combinations <https://www.youtube.com/watch?v=TZOZ9Hvhp3E>