

PhpBay Pro 3.x for Wordpress

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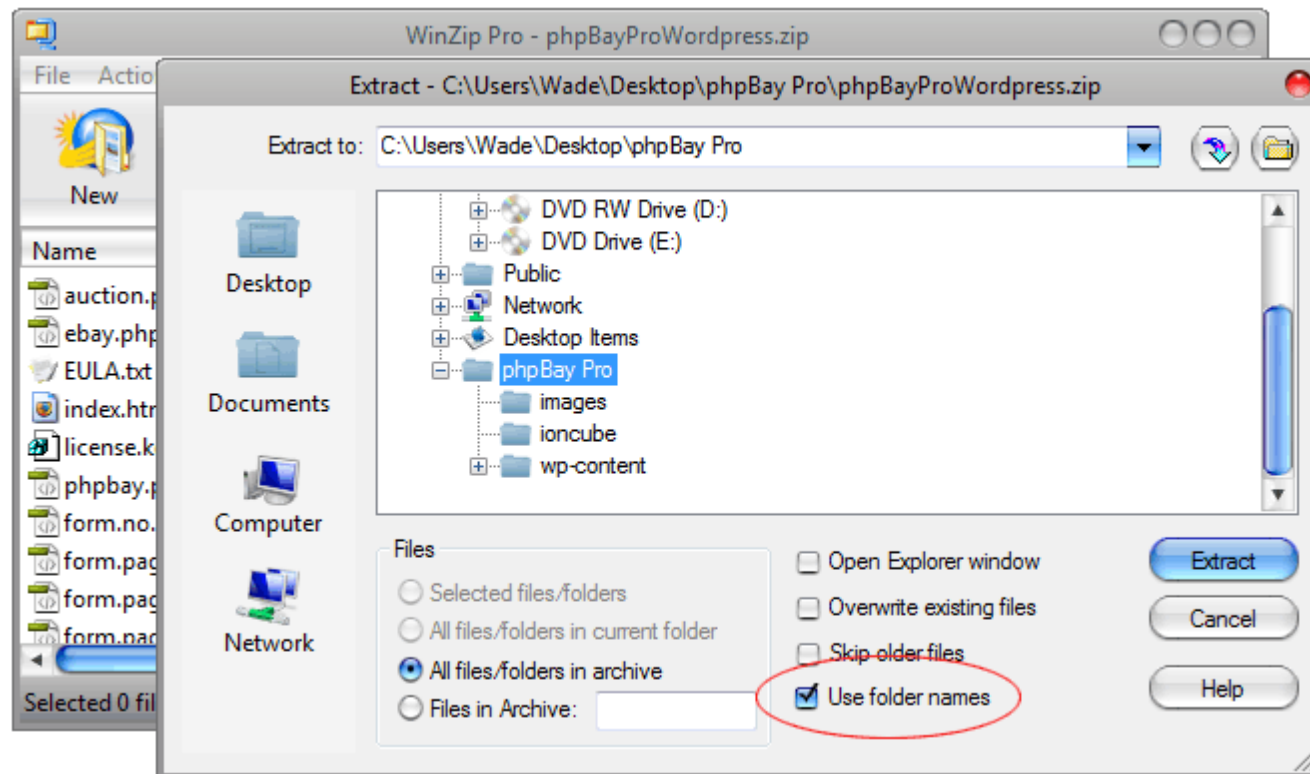
MAKE MONEY ONLINE

THE 9 STEP GUIDE TO A NEW INCOME

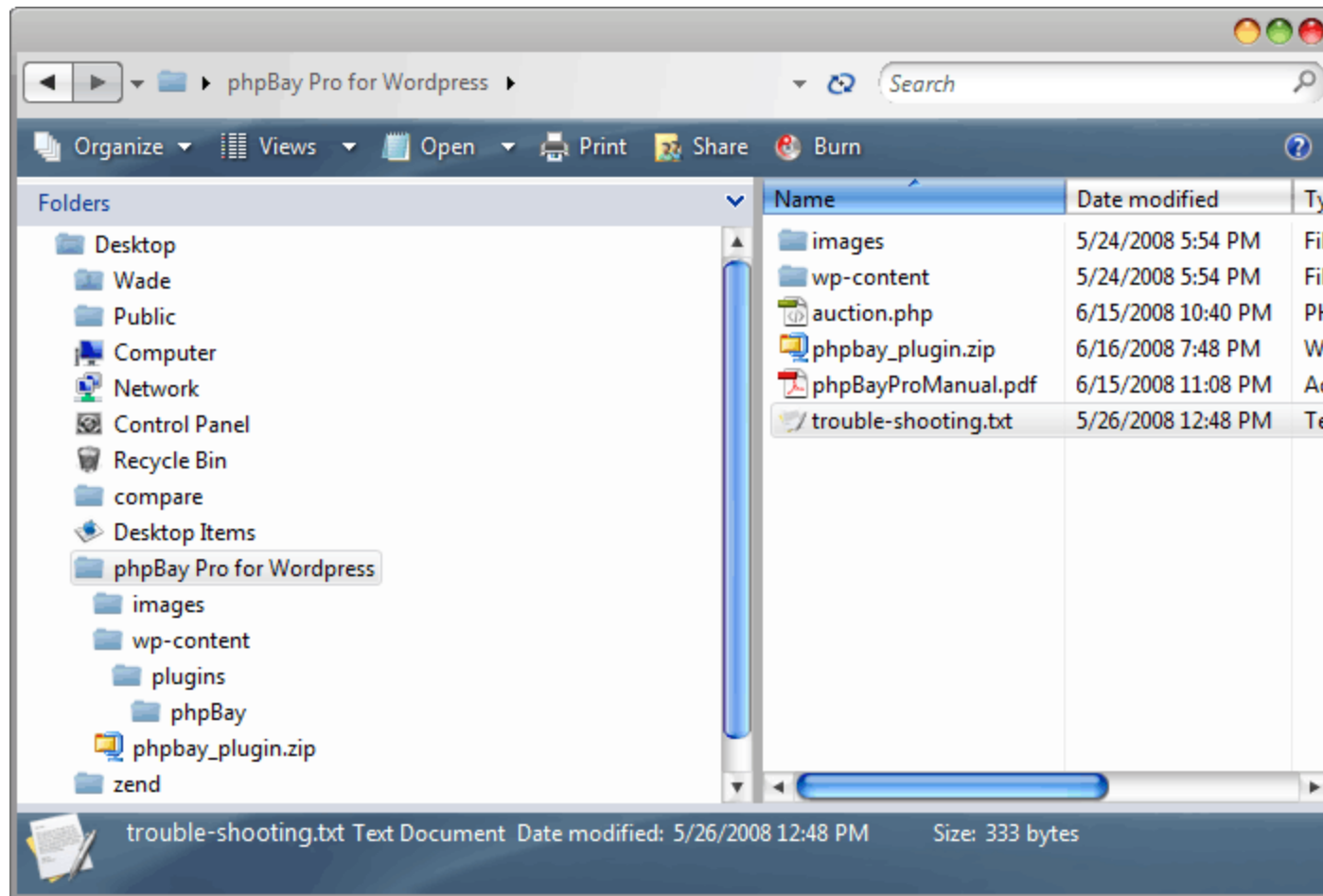
Installation

1. Unzip

After downloading the .zip file, use a Zip program to extract the contents to a folder on your hard drive. Be sure "Use Folder Names" is checked, as illustrated below:



After unzipping the archive, you should have a folder with these files and folders.



2. Upload via FTP

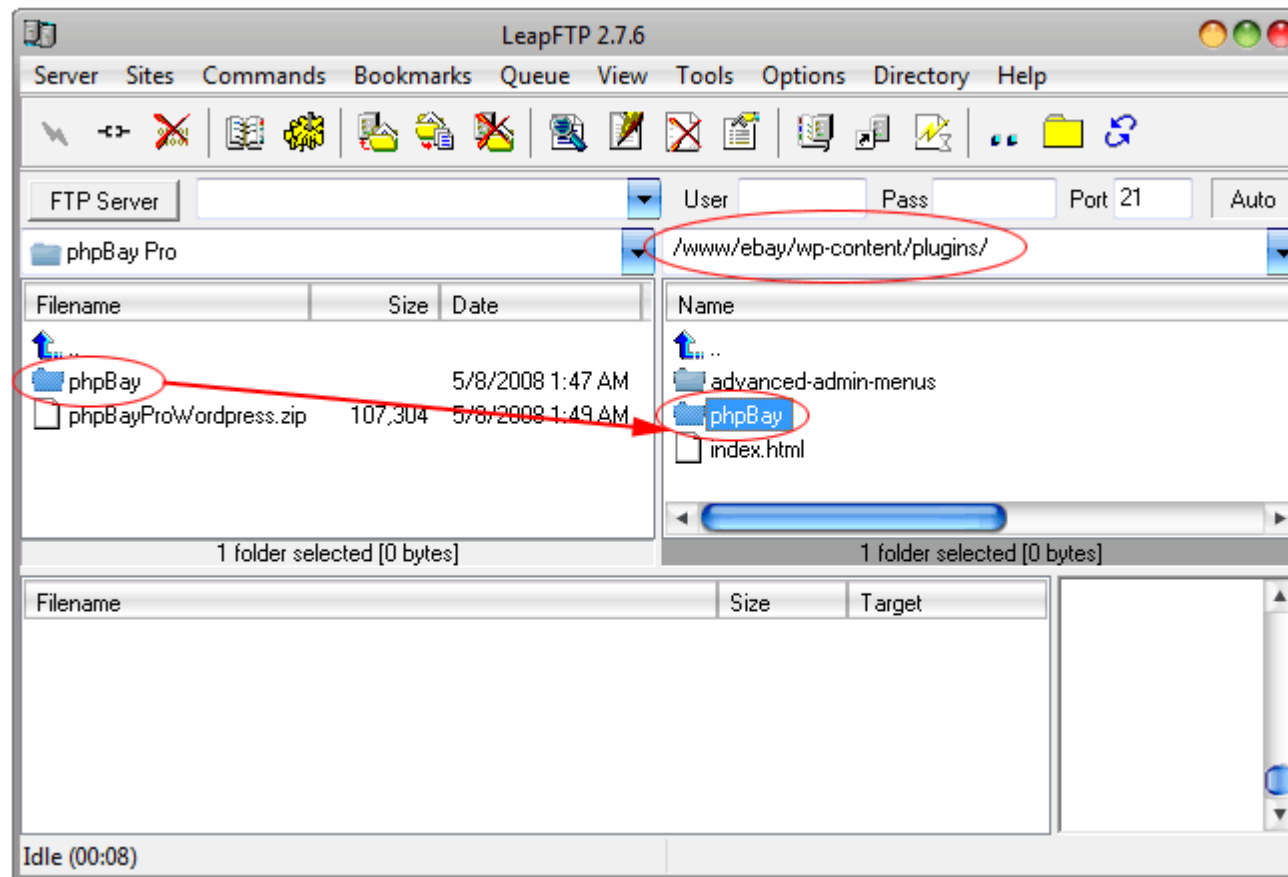
Next, upload the files and folders as illustrated above:

images/ folder is uploaded to the root folder where Wordpress is installed. If you already have an /images folder, then upload the content of the /images folder on your hard drive to the /images folder on your server.

auction.php – Upload auction.php to the root folder of your Wordpress installation. This will be where the wp-content/ folder, index.php, and wp-config.php reside.



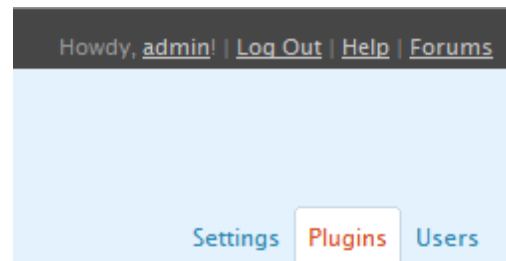
wp-content/plugins/phpBay folder. The **/phpBay** folder is uploaded to the **wp-content/plugins/** folder. Note the uppercase "B" in the "phpBay" folder name. Make sure to upload the entire **/phpBay** folder and that the folder name includes the uppercase "B" in the name.



Setting up phpBay Pro in Wordpress

1. Activate the phpBay Pro Plugin

Login to the Admin panel of your Wordpress Blog. In the upper right corner, find and click on the "**Plugins**" link.



Locate the phpBay Pro Wordpress Plugin and click on the "**Activate**" link to activate the plugin.

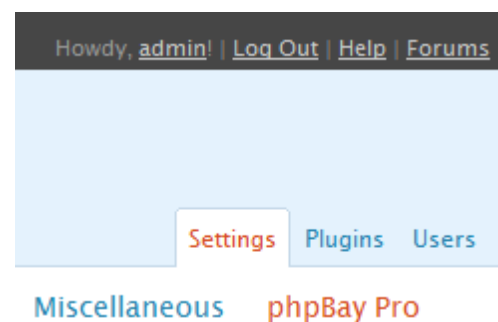
phpBay Pro Plugin for Wordpress	3.0	Add eBay auction listings to your Wordpress posts. <i>By Wade Wells.</i>	Inactive	Activate
--	-----	--	----------	-----------------

If something goes wrong with a plugin and you can't use WordPress, delete or rename that file in the `wp-content/plugins` directory and it will be automatically deactivated.

Get More Plugins

2. phpBay Pro Settings

Click on "**Settings**" and then "**phpBay Pro**" to go to the phpBay Pro Settings page in Wordpress.



3. License Key

Enter your license key. This key is specific to your license of phpBay Pro and you should take care to protect this key.

License

Please copy and paste your License Key in the area below:

[Update Options »](#)

The license key is found in your account at the online store, under Product Downloads.

Product Downloads

- [phpBay Pro Bundle \(WP Plugin and API\)](#)
- [phpBay Pro Bundle \(WP Plugin and API\)](#)
- [phpBay Pro Wordpress Plugin](#)

phpBay Pro Bundle (WP Plugin and API)

License Key: **2K4T05TX**

License File:

4. Affiliate Settings

Affiliate Settings

Select Affiliate Type:

Enter Your Ebay PID (or Campaign ID):

Enter Your Custom ID:

Select the affiliate type. Ebay Partner Network (EPN) is supported as well as other affiliate programs such as [PepperJam Network](#). Keep in mind that not all affiliate programs support all of the listed countries for which phpBay Pro supports. Check with your affiliate provider to determine which countries they support.

Enter your Ebay PID (or Campaign ID). See the illustration below to determine where to locate these settings in your EPN account. Affiliate other than those in EPN will recognize "Ebay PID" while the same term is referred to as "Campaign ID" in EPN.

Enter the Custom ID. Custom ID is a tracking value that is used to describe your site. This setting is required for affiliates using EPN. For affiliate programs other than EPN, it may not be necessary and can be left blank. **EPN affiliates, however, MUST enter a Custom ID.**

In your EPN account, you can add new Campaigns. A Campaign can be a new website or represent a unique keyword that you want to track. With each new Campaign created, a new Campaign ID is created. See the illustration below for where to get these values in your EPN account.

Campaigns

Campaign List

Campaign Id	Campaign ^	Campaign Description
5335809064	Default campaign	
5335841578	ExhaustGarage	Performance exhaust syst...
5335819351	RadarShop	My radar detector site.

This is the Custom ID

phpBay Pro Wordpress Plugin Version 2.5

Affiliate Settings

Select Affiliate Type:

Enter Your Ebay PID (or **Campaign ID**):

Enter Your **Custom ID**:

5. Select the Country

phpBay Pro supports 17 different countries. Not all countries are supported under all affiliate programs. For example, Poland is not supported under EPN. Check with your affiliate provider to determine the countries it supports. Set the preferred country that you want to display listings from.

Select Your Preferred Country

phpBay Pro Wordpress Plugin supports selling items from Ebay™ in 15 different countries. United States is default, but you can select any of the 14 other countries to sell items in your local country of choice. The currency and language of the country you select will be automatically set.

United States ▼

phpBay Pro Options

1. SEO URLs

SEO URLs option turns normal ebay rover links, that look like:

```
http://rover.ebay.com/rover/1/711-53200-19255-0/1?campid=123456789&customid=Default+campaign&toolid=10005&mpre=http%3A%2F%2Fcgi.ebay.com%2FNew-Blue-1GB-MP3-MP4-PLAYER-FOR-3RD-Generation-Boxed_W0QQitemZ110250851099QQcmdZViewItemQQssPageNameZRSS%3A%3ASRCH%3AUS%3A101
```

into SEO friendly links that look like:

```
http://www.yoursite.com/item-4gb-green-mp3mp4-player-music-fm-radio-voice-recorder_300222979370_US.html
```

The links are much more optimized and can add SEO value to your pages/posts.

Use SEO URLs – To display SEO URLs rather than Ebay™ rover links, check this box. Requires small modification to your .htaccess file.

URL Prefix:

The URL Prefix is way to customize the URL. By default, it is set to "item-" Here are some examples of what you could use alternatively:

products-

items-

listing-



It's just a way for you to have a customized url prefix rather than the default, if you choose. It's best to keep this to a single word and it must be followed by a – as illustrated above.

After selecting this option and clicking the "Update Options" button to save your settings, Wordpress will return to the phpBay Pro options page and at the top of the page, a box is displayed with the .htaccess code you will need to copy into your .htaccess file.

.htaccess Code

The following code should go in your .htaccess file, above any Wordpress code in the .htaccess file:

```
# this goes above ANY Wordpress htaccess code in the .htaccess file
# if your site is installed in a folder, ie: http://www.yoursite.com/folder/
# add the folder to name to the RewriteBase line, ie: RewriteBase /folder/
RewriteEngine On
RewriteBase /
RewriteRule ^images/e/(.*)$ http://thumbs.ebaystatic.com/pict/$1
RewriteRule ^item-(.*)_(.*)_(.*)_(.*)\.html$ auction.php?title=$1&item=$2&country=$3&ccid=$4
RewriteRule ^item-(.*)_(.*)_(.*)\.html$ auction.php?title=$1&item=$2&country=$3
```

This code should be copied into the Wordpress .htaccess file at the root of your installation, ABOVE ANY existing code in the .htaccess file. This will ensure your SEO URLs link out to Ebay properly.

2. Display "Buy it Now" Items Only

Display "Buy it Now" Items Only – To display products that have a "Buy it Now" option **only**, check this box.

Displays only auction listings that have an instant purchase, or Buy It Now option.

3. Display Items with Images Only

Display Items with Images Only – Sometimes an item will have an image, but still display a blank image file.

This setting tells Ebay to return only listings that have images. It should be noted that while it does return listings with images, sometimes Ebay still returns an item with a “no pic” image, even though the actual listing does have a photo.

4. Use mod_rewrite on Ebay Images?

Use mod_rewrite on Ebay™ Images? – See instructions below for two lines to copy to your .htaccess file if selected.

This setting rewrites the image urls for the auction listing images so that they appear to be on YOUR server, rather than Ebay's. This helps mask any relation to Ebay and search engines think the images are on your server.

After selecting this option and clicking the “Update Options” button to save your settings, Wordpress will return to the phpBay Pro options page and at the top of the page, a box is displayed with the .htaccess code you will need to copy into your .htaccess file.

.htaccess Code

The following code should go in your .htaccess file, above any Wordpress code in the .htaccess file:

```
# this goes above ANY Wordpress htaccess code in the .htaccess file
# if your site is installed in a folder, ie: http://www.yoursite.com/folder/
# add the folder to name to the RewriteBase line, ie: RewriteBase /folder/
RewriteEngine On
RewriteBase /
RewriteRule ^images/e/(.*)$ http://thumbs.ebaystatic.com/pict/$1
RewriteRule ^item-(.*)_(.*)_(.*)_(.*)\.html$ auction.php?title=$1&item=$2&country=$3&ccid=$4
RewriteRule ^item-(.*)_(.*)_(.*)\.html$ auction.php?title=$1&item=$2&country=$3
```

5. Search Titles AND Descriptions?

Search Titles AND Descriptions? - Check this box to search Titles **AND** Descriptions for search terms.

This setting broadens the search from just the title of an auction listing to the item description as well. This is useful if you are not getting many auction listings with a rare keyword. For the most part, my experience has been not to use this setting. With popular items, it can return a wide variety of results based upon the description and skew the results you are looking for.

6. Display Items with Free Shipping Only


Display Items with Free Shipping Only - Check this box to show only items that offer free shipping.


This setting returns items from your keyword search that offer free shipping. This can be a huge selling point on your site by providing your customers with items they are looking for and include free shipping. For items that are rare and not many listings, this setting can significantly reduce the number of results. It should be used with popular keyword terms that have many items available.


7. Display the Ebay Logo









Display the Ebay™ Logo? - Includes link to Ebay™ for the country selected for registration to earn additional revenue. Recommended.

This displays an Ebay logo in a table heading above the auction listings. This can be very beneficial in that it conveys trust of a well known site (Ebay.com) and can provide a level of comfort for your visitors to place a bid. Additionally, the logo is written to /forms/form.page.header.php . You could enclose the %%logo%% variable in this file with an a href tag that links to Ebay with your affiliate ID to encourage visitors to register by clicking on the Logo. See photo below for illustration of how the logo appears above listings.

right now on 

US Auctions 

Time: ending soonest 

	4GB GREEN MP3/MP4 PLAYER MUSIC FM RADIO VOICE RECORDER	 <i>Buy It Now</i>	US \$39.99	8m
	NEW NIKE SPORT ARMBAND FOR APPLE IPOD NANO MP3 PLAYERS	 1 Bid	US \$.01	8m
	Apple iPod nano Second Gen Silver 4GB Mp3 Player Nice	 <i>Buy It Now</i>	US \$99.00	8m
 <small>Stores Up To 250 Songs!</small>	NEW Mini MP3 Player 1GB 1 GB USB Flash Drive WMA Black	 0 Bid	US \$9.95	8m

8. Display Sort Options

- Display Sort Options?** – This will appear opposite of the eBay™ Logo and allow users to sort listings on screen to offer better choices. Recommended.

This setting will place a sort box in the header above the listings, opposite of the Logo (see illustration in above image) so that users can select from various sort options to display listings. See image above, the right drop down box highlighted in red.

9. Display Alternate Row Colors

Display Alternate Row Colors? - Listings can have alternating row colors to give separation. Enter color codes below:

Even Row Color:

#ffffff

Odd Row Color:

#f5f5f5

This setting uses html color codes to alternate listing row colors. By default, they are set to white and a very light gray color, but are only activated if the checkbox is clicked and options are saved. This can provide some separation between listings and make them easier to view. See image below for illustration.

right now on **ebay**

US Auctions

Time: ending soonest

	4GB GREEN MP3MP4 PLAYER MUSIC FM RADIO VOICE RECORDER	<i>Buy It Now</i>	US \$39.99	8m
	NEW NIKE SPORT ARMBAND FOR APPLE IPOD NANO MP3 PLAYERS	1 Bid	US \$.01	8m
	Apple iPod nano Second Gen Silver 4GB Mp3 Player Nice	<i>Buy It Now</i>	US \$99.00	8m
	NEW Mini MP3 Player 1GB 1 GB USB Flash Drive WMA Black	0 Bid	US \$9.95	8m

10. Display A Hover (Mouse Over) Color

Display A Hover (Mouse Over) Color? - Listings can change background color when the cursor is over the item. Enter color code below:

Hover (Highlight) Color:

This setting should **only** be used in conjunction with Alternate Rows setting above. Where rows have an alternating color background, this setting will highlight the row hovered over with a unique color, so that it stands out. By default, it is set to a slightly darker gray than the gray in the Alternating Rows option above.


11. Display Listings in Columns

Display Listings in Columns? - Listings are displayed in table columns rather than rows. Enter number of columns below:

Number of Columns:







This is a really neat feature that one of my customers suggested and I couldn't resist adding it in! Rather than listings going from top to bottom in horizontal rows, listings are displayed in x number of columns specified. The columns are in table format and use the templates: `wp-content/plugins/phpBay/templates/template.column.open.html`, `template.column.results.html`, and `template.column.close.html` .

Ideally you would want to set the **Number of Columns** to 2 or 3, depending on your Wordpress layout. You can't specify 10 columns when your content area has a width of 500px and expect them to line up perfectly. Start off with 2 and if you think there is room, try 3 columns. See the illustration below for how this looks.

right now on 

US Auctions

Time: ending soonest

 <p>Stores Up To 250 Songs!</p> <p>NEW Mini MP3 Player 1GB 1 GB USB Flash Drive WMA Blue</p> <p>P US \$9.95</p>	 <p>Broken Item</p> <p>ASIS Apple iPod Mini Silver 6GB MP3 Player M9801LLA</p> <p>P US \$11.00</p>	 <p>love Mickey Mouse 1GB MP3 Player red mp3 headphone</p> <p>P US \$2.99</p>
 <p>18 real 4 GB 3rd GEN MP4 MP3 PLAYERBLACKFAST SHIP</p> <p>P US \$1.99</p>	 <p>4GB Digital Player</p> <p>550 Accessory Bundle!</p> <p>NEW 4GB MP3MP4 DIGITAL PLAYER VIDEO FM USB20 FreeGIFT</p> <p>P US \$19.02</p>	 <p>2GB Spy Pen Digital Voice Recorder Mp3 player Silver 2G</p> <p>P US \$3.99</p>

12. Select Sort Order

Select Sort Order:

Time: ending soonest

This sets the global sort order for all posts/pages. Typically this is set to "Time ending soonest." Item 8 above, Display Sort Options, will override this global setting if the user selects another option.

13. Items Priced

Items Priced:

Set the minimum and/or maximum item price to display listings. Use whole numbers without currency symbol. This is an optional setting that can be left blank. For example, if your keyword is "mp3 players" and you want to display auctions where the minimum bid value so far is at least 32.00, then enter: 32

Minimum: Maximum:

You can fine tune your search results to a price range by setting the minimum and maximum price in order for items to be returned. For example, if you wanted to list DVDs less than \$5.00, you could set the maximum field to 5. On the other hand, if you are trying to list exhaust systems for a Ford Mustang, and keep getting accessory items, you can set the minimum price to 300, which would filter out those non-exhaust items because most exhaust systems will be over 300 dollars.

14. Number of bids

Number of bids:

Set the minimum and/or maximum number of bids a listing must have in order to be listed in results. Use whole numbers. This is an optional setting that can be left blank.

Minimum: Maximum:

Refine search results by the minimum or maximum number of bids. This can be a useful feature to focus in on hot items that are getting lots of bids. Consumers love bidding. When they see something they want and see others are bidding on it, they know the value of the item, it encourages them to participate. After all, they are not going to let the item go that cheap when others are interested in it, and not bid themselves. It helps promote interactivity with the user and peaks their interest.

15. From specific seller (enter sellers' user ID)

From specific seller (enter sellers' user ID)

Note: Only one Ebay™ UserID is supported here. Leave blank to ignore this setting. Enter a seller's ID here to list items ONLY from that seller. When editing the [phpbay] tag in your page/post edit window, leave the keyword parameter blank to display all items from that seller.

Use this setting to list auctions from a specific seller. Keep in mind, Ebay only returns items that are on auction. It does not return items that are in store inventory (a seller's store). This is a great feature for Ebay sellers who want to list their auction items on their site exclusively.






16. Use Paging. Set max listings per page

Use Paging. Set max listings per page:

Note: If you would like to present multiple pages, check this item and set the max number to list per page. Under the auction listings, a navigation menu will appear for users to navigate to additional pages (if enough items for the query exist). This is a global setting that will override any post/page numbers set to display.

The most anticipated feature of 3.0 is the added ability for paging. Check this box and enter the max number of auctions to list per page and phpBay Pro takes care of the rest. It provides a navigation bar for paging in the footer of the result listings and a user can click to list the next page of items. Currently the maximum number of results returned from Ebay's RSS Server is 100, so keep that in mind. See the illustration below of how this looks.

 <p>iRiver H10 20GB MP3 PLAYER W FM TUNER BLUE BRAND NEW P US \$149.99</p>	 <p>iRiver H10 20GB MP3 PLAYER W FM TUNER GREY BRAND NEW P US \$149.99</p>	 <p>iRiver H10 20GB MP3 PLAYER W FM TUNER RED BRAND NEW P US \$149.99</p>
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View Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) Powered by phpBay Pro

17. Items within x miles of

Items within miles of
Zip or Postal Code

This setting allows you to sell items within a given Zip Code area. This setting can help focus your niche to a specific metropolitan area, however, it may severely limit the number of items available for sale when zip codes for smaller areas are used.

Use this setting to display auction items within x miles of a given postal code. This feature is most often used by those with websites based upon a localized area, a large metropolitan, city, state or small country.

18. phpBay Pro Affiliate Settings

phpBay Pro Affiliate Settings

Want to earn even more money from phpBay Pro? Join the [phpBay Affiliate Program](#) and add even more revenue generating potential to your blog! Each sale you make can earn from \$11.70 to \$50.00, depending on the sale! Simply signup for the Affiliate program, choose a text or banner affiliate link and paste it below. This link will in turn, appear under each of your Ebay™ listing blogs, adding an additional way you can earn money with your blog.

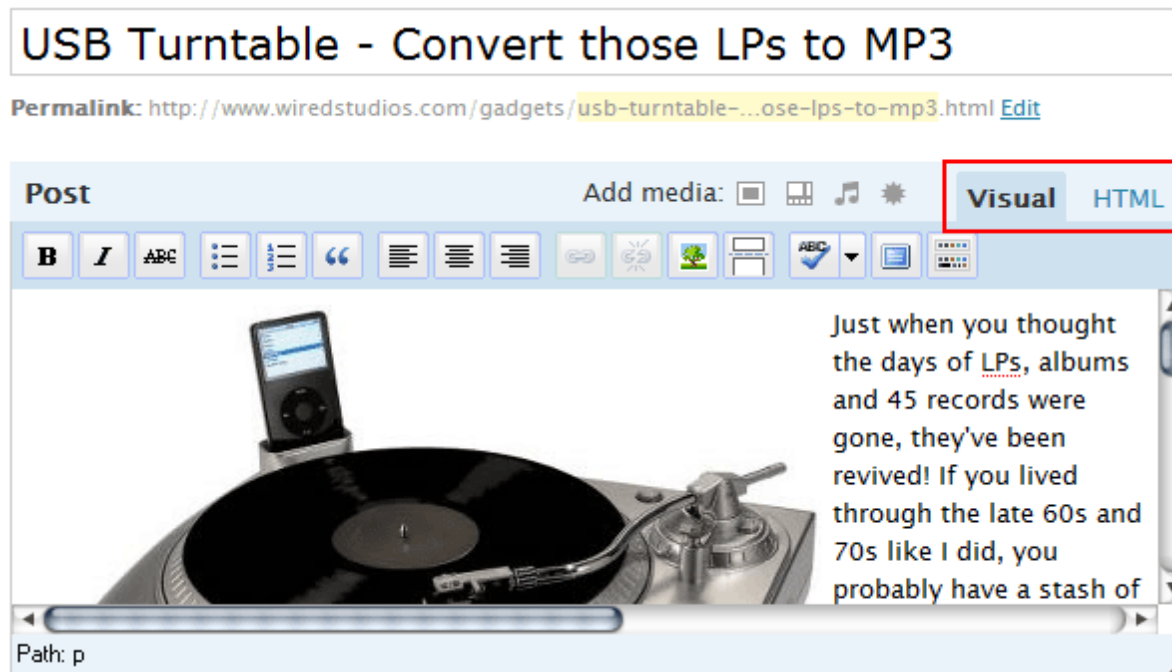
Enter your affiliate link:
(leave blank if not used)

This field has multiple purposes. You can sign up for our affiliate program and enter a complete url (wrapped in <a href> tag) to your affiliate link, put a link to the phpBay Pro website, a link to another site, a link to an Ebay affiliate link for signup, or just leave it blank. Whatever you choose to enter, make sure it's in the format as shown above.



Adding phpBay to a Post or Page

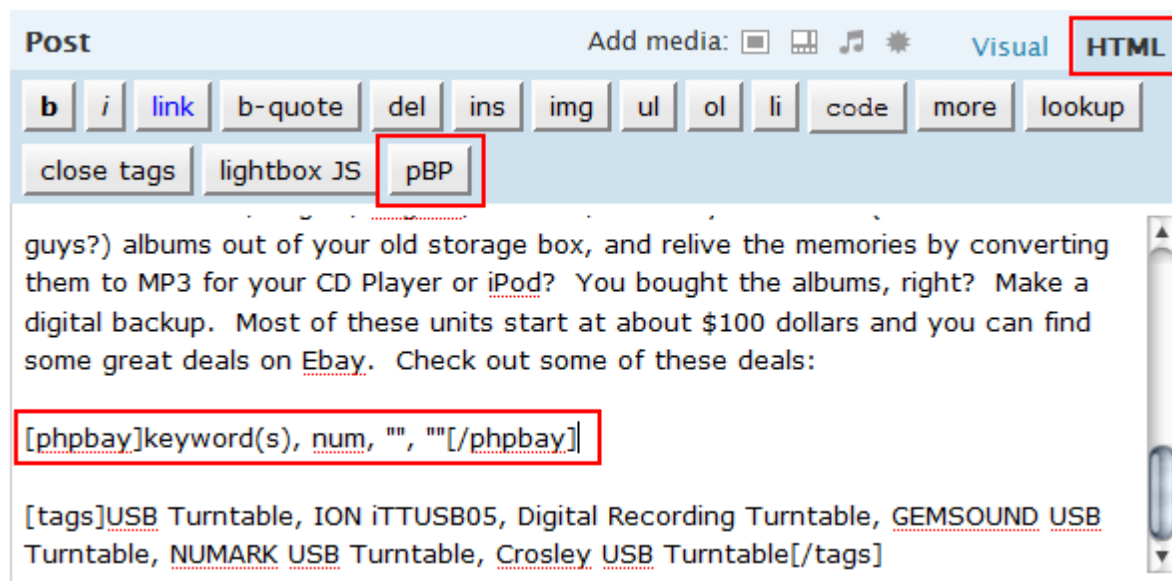
1. Open an Existing Post to add phpBay Pro to



Open a post, or create a new post, in Wordpress. Notice in the illustration above, the Visual and HTML tabs highlighted in red. On older versions of Wordpress, these may be located on the top left side and called Visual and Code. Click on "**HTML**" or the "**CODE**" tab so that we can see the post's code.

2. Insert the phpBay code

The editor changes when the HTML tab is clicked. In **HTML** mode, the **pBP button** is displayed. This is important as it allows you to insert the default tag based code highlighted in red above.



Locate your cursor where you want to insert Ebay auction listings. Click the "**pBP**" button and it will insert the code as illustrated above. By default, there are four parameters in the tag.





The first parameter is the keyword or keyword phrase. This should be kept as short as possible and as direct and meaningful as possible.

The second parameter is the number of listings to show. As of version 3.1.1 this value will be used regardless if paging is turned on. Whatever number is used, will be the number of items returned whether paging is on or off.

The third parameter is for the Ebay category. This is optional and doesn't have to be set, however, if you want to fine tune your results from a specific Ebay category, add the category number.

The fourth parameter is for any exclusion keywords. This can be an important parameter in helping fine tune the listings returned. For example, if you want to display exhaust systems, but want to exclude the little trinket items in that category, like: plates, sensors and adaptors, this parameter would be "**plates sensors adaptors**". Just put the words in quotes, separated by a space.

So let's put this to practical use. In the illustration below, I have a post about USB Turntables. Ebay has many of these items, so we're going to add Ebay listings for this term.

Post Add media:     Visual **HTML**

b *i* [link](#) b-quote del ins img ul ol li code more lookup

close tags lightbox JS pBP

guys?) albums out of your old storage box, and relive the memories by converting them to MP3 for your CD Player or iPod? You bought the albums, right? Make a digital backup. Most of these units start at about \$100 dollars and you can find some great deals on Ebay. Check out some of these deals:

```
[phpbay]usb turntable, 20, 3283, "cable speakers dvd"[/phpbay]
```

[tags]USB Turntable, ION iTTUSB05, Digital Recording Turntable, GEMSOUND USB Turntable, NUMARK USB Turntable, Crosley USB Turntable[/tags]

The first parameter is the keyword: usb turntable

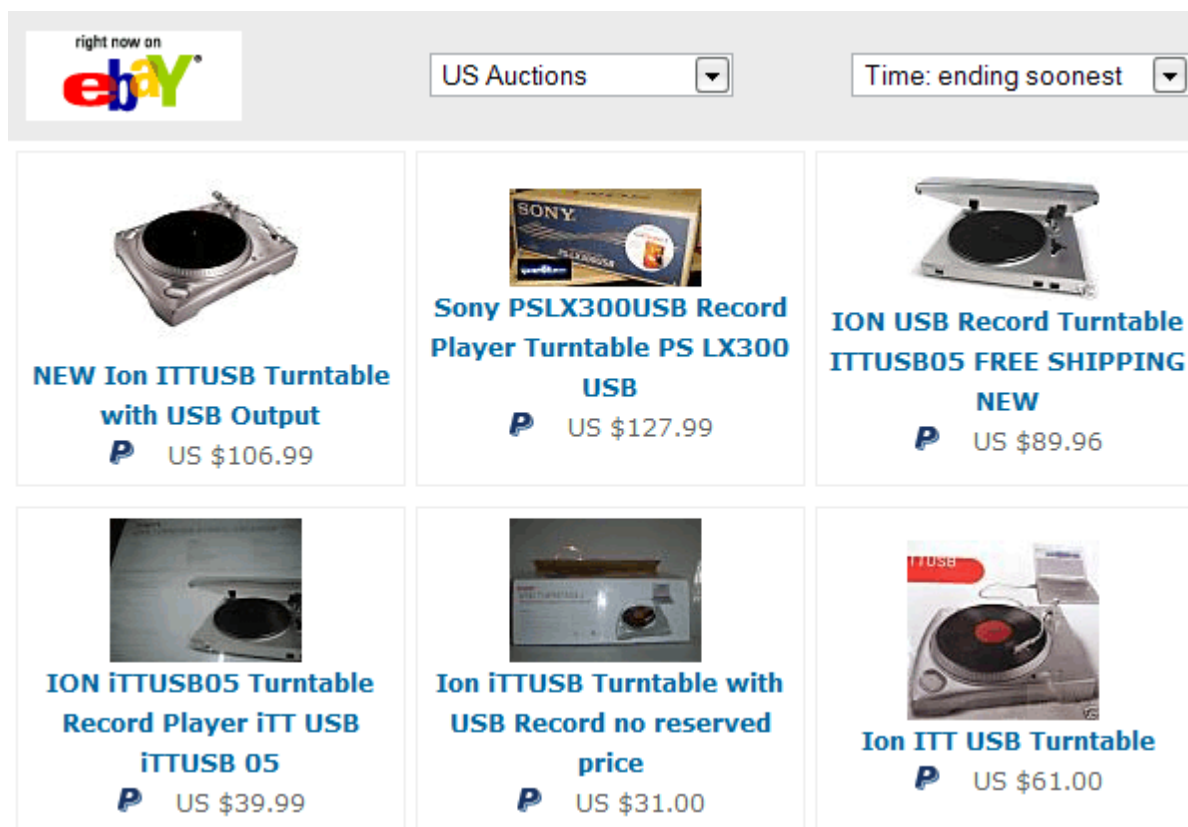
The second parameter is the number of listings to return: 20

The third parameter is the category number (optional): 3283

The fourth parameter is the terms to excluded from the search, separated by a space: "cable speakers dvd"

3. View the Results

Save the post and then go to your Wordpress site and view the post to see the results. See the illustration below for how it may appear, depending on your settings in the phpBay Pro Admin panel.



The screenshot shows a grid of six eBay listings for turntables. At the top left is the 'right now on eBay' logo. To the right are two dropdown menus: 'US Auctions' and 'Time: ending soonest'. The listings are arranged in two rows of three. Each listing includes an image of the turntable, a title, and a price with a 'P' icon indicating a price guarantee.

Item Title	Price
NEW Ion ITTUSB Turntable with USB Output	US \$106.99
Sony PSLX300USB Record Player Turntable PS LX300 USB	US \$127.99
ION USB Record Turntable ITTUSB05 FREE SHIPPING NEW	US \$89.96
ION iTTUSB05 Turntable Record Player iTT USB iTTUSB 05	US \$39.99
Ion iTTUSB Turntable with USB Record no reserved price	US \$31.00
Ion ITT USB Turntable	US \$61.00

Template Variables

A number of variables are available for use in the template of phpBay Pro. Two templates are distributed with phpBay Pro in the /templates folder. The default template, template.ebay.results.html, and a set of files for a column layout, including template.column.open.html, template.column.results.html and template.column.close.html. The following variables can be used in these templates.

%%image%% - Contains the image url of an item.

%%alt_title%% - For use in alt tags of an image. Contains the item listing title.

%%link_url%% - Contains the link url to the item on Ebay. If SEO URLs is selected, contains the seo url, otherwise contains the Ebay rover link.

%%keyword%% - Contains the keyword value used to retrieve the current list of Ebay auctions.

%%title%% - Contains the title of the item listing.

%%price%% - Contains the price of the item. If the item is a Buy it Now product, contains the BIN price.

%%date%% - Contains the time remaining in day, hour, minute format.

%%currency%% - Contains the currency for the country selected. Typically placed just before %%price%%.

%%bin%% - Contains the image url of the Buy it Now graphic for the country selected.

%%bid_or_bin%% - An either or variable. If the item is an auction item, then it contains the numerical value of the number of bids the item currently has. If it's a Buy it Now item, then contains the url of the image on your server for the BIN graphic of the country selected.

%%price_or_bin%% - An either or variable. If the item is a Buy it Now item, contains the BIN price, otherwise contains the current price of the auction item.

%%bin_price%% - If the item is a Buy it Now item, contains the BIN price.

%%bids%% - Contains the number of bids an item currently has.

%%paypal%% - If item is listed with Paypal checkout option, contains the url the Paypal icon in the /images folder.

%%row%% - If alternating rows are selected in setup, contains the html color code of the odd or even row.

%%hover%% - If hover is selected in setup, contains the html color code for when hovering over an item with cursor. This should only be used if the alternating rows option is checked/used.

Geo IP Targeting

A php class for geo ip targeting is available from [Joe Brewer](#). This class is called country.php. Simply copy the country.php file to your server in the **wp-content/plugins/phpBay/includes/** folder and add your license key from Maxmind to geo.php and it will work automatically. You can modify the list of countries in combo.php if you want to remove some of the countries from the list.

Alan, another phpBay Pro Customer, has created a [Multiple Country phpBay Plugin for WordPress](#).



Webhosting

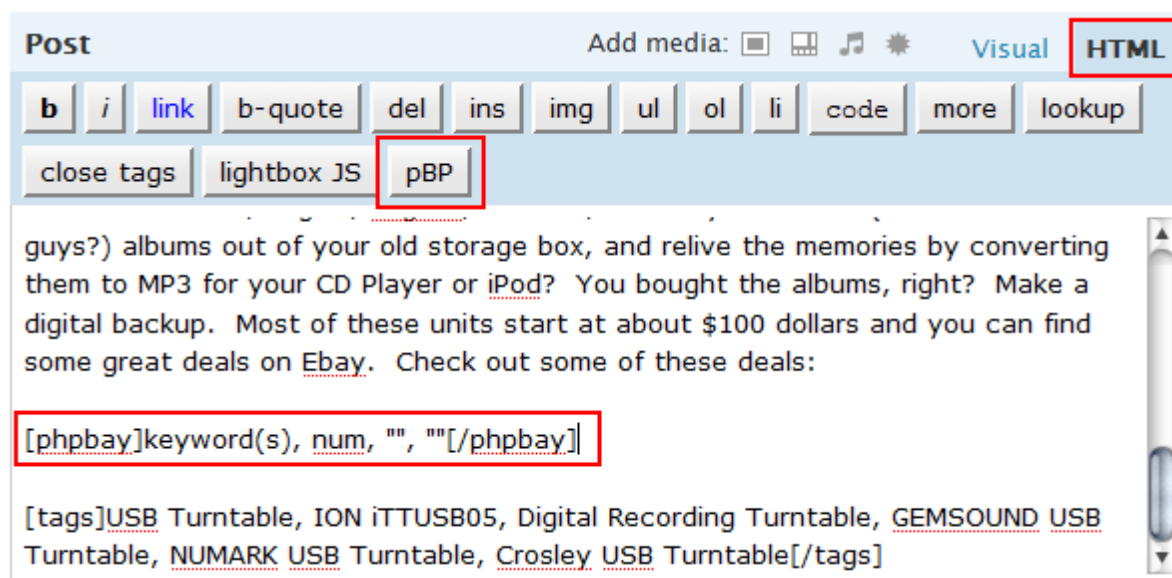
It's important to have a good web hosting package when using phpBay Pro. While the software itself is not server intensive, performance is always an issue on cheap web hosting companies that often times over assign their packages and resources.

I recommend [Hostgator](#). Many phpBay customers have switched over to using [Hostgator](#) from other web hosts and often mention they are much happier there.

Advanced phpBay Pro Tags

phpBay Pro offers more flexibility and features than any other Ebay affiliate software. In addition to the wide array of settings in the phpBay Pro Admin Panel, you can also customize auction listings in a page or post.

By default, when creating or editing a page or post, and inserting the [phpbay] tag into a page or post, there are four basic parameters exposed. These are discussed on Page 21 of this manual.



In addition to the base parameters, there are a eleven other parameters that can be used to for truly customized auction

listings. These additional parameters override the global options on the page or post where the [phpbay] code resides. Let's take a look at all parameters, from 1 – 15 and get a better understanding of what they are and how to use them:

The first parameter is the keyword or **keyword** phrase. This should be kept as short as possible and as direct and meaningful as possible. If you want to use your page/post titles as keywords and have them inserted automatically, use {title} as the keyword.

Use this with caution. If your page title is: The art of buying a plasma TV

chances are, it will not return results, because the keyword sent to Ebay is "The art of buying a plasma TV"

Alternatively, if your post or page title is: Plasma TV

chances are, results are going to be good. The {title} (with open and closing brackets) should only be used when you are specifically creating a site where the page/post title is setup as the keyword for the product.

The second parameter is the **number** of listings to show. If no number is specified, this value will default to 100 automatically.

The third parameter is for the **Ebay category**. This is optional and doesn't have to be set, however, if you want to fine tune your results from a specific Ebay category, add the category number.

The fourth parameter is for any **exclusion keywords**. This can be an important parameter in helping fine tune the listings returned. For example, if you want to display exhaust systems, but want to exclude the little trinket items in that category, like: plates, sensors and adaptors, this parameter would be "**plates sensors adaptors**" Just put the words in quotes, separated by a space.

The fifth parameter is for displaying auctions from a given **postal code**. Enter the postal or zip code in this field and phpBay Pro will search for items by the keyword specified within 50 miles of the postal zip code.

If you want to specify a distance greater or lesser than the default 50 miles, use the | character as a separator.

Example: [phpbay]mp3 player, 20, "", "", "75214|75"[/phpbay]

In the example above, 75214 is specified as the zip code and the | character separates the distance of 75 (75 miles or kilometers, depending on what the country code is set to).

The sixth parameter is for listing auctions by a **specific seller**. Enter the seller's Ebay ID in this field to list only their auctions. This does not return items in store inventory format. Only auctions the specific seller currently has.

The seventh parameter specifies the **minimum price** in order to return auction listings. For example, if you are wanting to list Mustang exhaust systems, but are getting a lot of non-exhaust system products in your listings, you could set this value to 200. This would exclude any items below 200 in price, and list only items that are greater than the currency value of 200. Only a numerical value is required. The currency or decimal is not required.

The eighth parameter specifies the **maximum price** in order to return auction listings. For example, if you want to create a store called "DVDs for Ten Dollars or Less," then you could set the maximum price to 10. Only a numerical value is required. The currency or decimal is not required.

The ninth parameter specifies the **minimum bid** an auction item must have before being returned. This can be a very useful parameter to encourage impulsive buying/bidding with your users. People generally want a good deal and if they see something of interest and others are bidding on it, they may be more likely to participate. If you use this parameter, you should experiment with it to get the best results. Setting it too high may exclude too many items, while setting it too low may include more items with lower bids.

The tenth parameter specifies the **maximum bid** an auction item must have before being returned. Generally the minimum bid parameter above should be sufficient, but you can use this to cap the maximum number of bids listings have.

The eleventh parameter is for listing auctions that are **Buy It Now** only. In this parameter, enter the number **1** to return Buy It Now auction listings. To return "auctions only," enter **2**. Enter 2 will omit "Buy It Now" items and only list auction items.

The twelfth parameter specifies a **Custom ID**. This is for use with affiliates in the Ebay Partner Network. A Custom ID is entered in the phpBay Pro Admin panel, however, you can set this parameter to a different Custom ID for tracking.

The thirteenth parameter specifies a different **sort order** for the auction listing. Sort order is globally set in the phpBay Pro Admin panel, however, if you need to specify a special sort order for a single page or post, use this parameter. Acceptable values for this field are **0** to **6**:

- 0** - Best Match
- 1** - Time: ending soonest
- 2** - Time: newly listed
- 3** - Price: lowest first
- 4** - Price: highest first
- 5** - Price + Shipping: lowest first
- 6** - Price + Shipping: highest first

So, to set the sort order for the auction listing to "Price: highest first" you would enter a **4** in this parameter field.

The fourteenth parameter specifies the **country to list items from**. The country setting is globally set in the phpBay Pro Admin panel, but you can override the global setting by specifying a numerical value that represents the country to display items. This would be useful if you want to specify auction items from Spain in one post, the US in another post, and Australia in yet another post. The values that can be used for this parameter are the Ebay country codes, which are listed below. For example, if you want to set the post to display items by keyword from Australia, you would set this parameter to **15**.


- 0 - US Auctions
- 15** - Australian Auctions
- 16 - Austrian Auctions
- 123 - Belgian Auctions
- 2 - Canadian Auctions
- 71 - French Auctions
- 77 - German Auctions
- 201 - Hong Kong Auctions
- 203 - Indian Auctions







205 - Irish Auctions

101 - Italian Auctions

- 146 - Dutch Auctions
- 212 - Polish Auctions
- 216 - Singapore Auctions
- 186 - Spanish Auctions
- 193 - Swiss Auctions
- 3 - UK Auctions

The fifteenth parameter specifies using a **column layout**. This parameter would be used, if Columns display were disabled in the phpBay Pro Admin panel and using a traditional row layout for auction listings. Yet, you may have a need to display a few auction listings in a Column format. The value for this parameter would typically be **2, 3, or 4** where the number represents the number of columns you want to display auctions in. See the illustration below for an example of how Column listings look. Note that the illustration has three columns. Set this parameter to **3** in order to display items in a three column format as illustrated below.



<div style="text-align: center;">  <p><small>Stores Up To 250 Songs!</small></p> <p>NEW Mini MP3 Player 1GB 1 GB USB Flash Drive WMA Blue</p> <p>P US \$9.95</p> </div>	<div style="text-align: center;">  <p><small>Broken Item</small></p> <p>ASIS Apple iPod Mini Silver 6GB MP3 Player M9801LLA</p> <p>P US \$11.00</p> </div>	<div style="text-align: center;">  <p>love Mickey Mouse 1GB MP3 Player red mp3 headphone</p> <p>P US \$2.99</p> </div>
<div style="text-align: center;">  <p>18 real 4 GB 3rd GEN MP4 MP3 PLAYERBLACKFAST SHIP</p> <p>P US \$1.99</p> </div>	<div style="text-align: center;">  <p>4GB Digital Player</p> <p><small>550</small> <small>Accessories</small> <small>Bundle!</small></p> <p>NEW 4GB MP3MP4 DIGITAL PLAYER VIDEO FM USB20 FreeGIFT</p> <p>P US \$19.02</p> </div>	<div style="text-align: center;">  <p>2GB Spy Pen Digital Voice Recorder Mp3 player Silver 2G</p> <p>P US \$3.99</p> </div>

The sixteenth parameter specifies **free shipping**. To list only items that have free shipping, set this parameter to **1**.

The seventeenth parameter specifies **paging override**. This value should be a **0** or **1**. 0 turns paging off. 1 turns paging on. This will override the global paging setting in the phpBay Pro Options Page in Wordpress.

The eighteenth parameter specifies **number of items per page**. This value should ideally be between 2 and 20, representing the number of items to list per page. This overrides the global "items per page" value set in the phpBay Pro Options Page in Wordpress.

[phpbay] Example Tags

Following is a **[phpbay]** tag with all the parameters described, as illustrated above:

```
[phpbay]KEYWORD PHRASE, NUMBER OF ITEMS, CATEGORY, EXCLUSION KEYWORDS, POSTAL CODE, SELLER ID, MINIMUM PRICE, MAXIMUM PRICE, MINIMUM BID, MAXIMUM BID, BUY IT NOW (SET TO 1), CUSTOM ID, SORT ORDER, FROM COUNTRY, NUMBER OF COLUMNS, FREE SHIPPING[/phpbay]
```

You can copy the [phpbay] search string above and use it as a template, replacing desired parameters with a value and deleting (but leave the commas in, as illustrated below) the parameter names not needed.

Following are some examples to illustrate the extended parameters available in phpBay Pro:

List 25 Chevrolet cars in the Dallas, Texas area (zip code 75214) that are priced above \$15k and have a minimum of 2 bids and exclude the Aveo and Cobalt models, and display them in columns of 3.

[phpbay]corvette, 25, 5346, aveo cobalt, 75214, , 15000, , 2, , , , , 3[/phpbay]

List 30 Air Purifiers, exclude Ionic purifiers, set the sort order to display from highest to lowest, that have a Buy It Now option and list them in three two columns.

[phpbay]air purifier, 30, 43510, ionic, , , , , , 1, , 4, , 2[/phpbay]

List 15 Apple Ipod Nano mp3 players that have a Buy It Now option.

[phpbay]ipod nano, 15, 125478, , , , , , 1[/phpbay]

Notice on this example, that after setting the Buy It Now parameter (parameter eleven) to 1, we can remove the unused remaining commas (empty parameters) since we do not need them.

Xtreme Conversions Support

Xtreme Conversions is a remarkable program that allows you to seriously track and identify your best selling products by keyword. You'll have to check their site out for more information, but many of my customers use this invaluable tool to help them better understand what keywords are working best for them. Think about it for a second...you may be going in blind, and getting a list of keywords for your phpBay Pro page from a keyword tool. But which of those keywords are really converting? How will you know? This is where **Xtreme Conversions** comes into play. It tracks them for you, and all you have to do is login to your account page and see which ones are working!

I've added support for Xtreme Conversions as of version 3.0.2. When you sign up for Xtreme Conversions, there is a small piece of tracking code that you place in your Wordpress template header.php program. Next, you will need to add the following code:

```
define("DYNAMIC_CID", $var);
```

where \$var is the variable that contains the XC keyword to track. What this does, is, assigns \$var to a CONSTANT called DYNAMIC_CID. PhpBay Pro looks for a constant named DYNAMIC_CID and if defined, and contains a value, then it overwrites the default global CID value. Just remember to change \$var (in the code above) to the variable name that XC assigns the tracking keyword to.

Godaddy and phpBay Pro

Godaddy requires a special setting for communicating with other web servers using the cURL library. If you are using Godaddy hosting and having issues with the license key not activating, or auction listings not displaying, open up:

```
wp-content/plugins/phpBay/includes/godaddy.php
```

```
change: $i_use_godaddy = false;
```

```
to: $i_use_godaddy = true;
```

This will enable the proxy server needed in order for Godaddy hosting to communicate with Ebay.

Support

For support, please join the [members only forum for phpBay Pro users](#). **Check your order receipt email for the current registration code needed to join.** We have an active community with many posts containing tips, tricks, and previously answered questions that you may have. It's a valuable resource that can save you time and provide a world of knowledge to help you get going. Check your receipt email for the forum registration code.