

Digital Product Demon

for WordPress

Installation and Setup Guide

Ralph Pruitt
© 2010 – Eubie Art Media

This document is for your personal use only and can only be acquired from the author and copyright holder.

[No] Can be given away
[No] Can be packaged
[No] Can be offered as a bonus
[No] Can be edited completely and your name put on it
[No] Can be added to paid membership sites
[No] Can be offered through auction sites
[No] Can sell Resale Rights
[No] Can sell Master Resale Rights
[No] Can sell Private Label Rights

LEGAL NOTICE

The Publisher has striven to be as accurate and complete as possible in the creation of this manual, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

Like anything else in life, no guarantee of income is made. You are advised to use your own wise judgment and due diligence in applying the information within this manual to your circumstances and condition.

This book is not intended to be a source of professional, legal, financial and/or accounting advice. Where these subjects are concerned, you are advised to seek competent advice from professionals.

Table of Contents

Installation.....	4
<i>WordPress Installation.....</i>	<i>4</i>
Setup.....	5
Account Info.....	5
<i>Download Link Protection Options.....</i>	<i>6</i>
<i>Edit Default Email.....</i>	<i>6</i>
Add/Edit Products.....	7
Payment Buttons.....	9
Affiliate Link Cloaking.....	11
Securing Download Links (SECURE:).....	12
Creating a Download Directory.....	12
<i>.htaccess.....</i>	<i>12</i>
Digital Product Demon-Usage.....	15
Link Syntax.....	15
Using the Download Area.....	16
<i>Accessing Files NOT in the Download Area.....</i>	<i>16</i>
Appendix – I. Page and Email Tags.....	17

Installation

WordPress Installation

The Digital Product Demon WordPress plugin is extremely easy to install and setup. The plugin is installed like any other standard WordPress plugin.

1. Unzip contents of the download file to your local hard drive.
2. Install the Digital Product Demon plugin
 - Use the Add New WordPress feature (Plugins | Add new) to upload the plugin file: `ubam_dp_demon.zip`.
3. Activate the plugin

Setup

Account Info

Navigate to the settings screen for Digital Product Demon (Settings | Digital Product Demon for WP). Next, go to the 'Account Info' screen under the 'Account Info' tab. The settings should be self-explanatory, but we'll go through them one by one.

Digital Product Demon for WordPress

Products **Account Info**

Account Identifier		Authorization Code
PayPal Email:	<input type="text" value="fangol@doitinthedark.com"/>	<input type="text" value="ABC1234"/>
CB Vendor ID:	<input type="text" value="cbvendor"/>	<input type="text" value="ABC1234"/>
E-Junkie Client ID:	<input type="text" value="75239"/>	

Additional Options

Support Name:

Support Email:

DL Pg. Expires: hours.

Download Link Protection Options

Primary Key:

Secondary Key:

Links Expire In: seconds.

DL Directory:

- **Paypal Email:** – The email address of the PayPal account that will accept payments
- **Authorization Code (PayPal)** – Optional. This is an additional check that the Digital Product Demon can to ensure payments received are from PayPal. Without it, just the very reliable PayPal authentication checks are used.
- **CB Vendor ID** – The ClickBank vendor id for the ClickBank account that your product is defined in.
- **Authorization Code (ClickBank)** – This is required for ClickBank. This is the **EXACTLY** the same “Secret Key” that you place in your Clickbank account (Account Settings | My Site | Advanced Tools).
- **Support Name/Email** – This is the name and email address that you'd like to have placed on your Thank You and Download pages and your confirmation emails. The information you place here will show up where ever you place the {SUPPORT NAME} and {SUPPORT EMAIL} tags.
- **DL Pg. Expires (hours)** – This number is actually for the link to the Download Page. You'll usually want to allow your client some time to download the file

they've purchased. The default is 120 hours or 5 days. You, of course, can select any value you wish.

Download Link Protection Options

Digital Product Demon allows you to use a special SECURE syntax for your download links. This syntax causes Digital Product Demon to create ugly, encrypted, and time expiring URLs that make it difficult for users to share your download links with others (who haven't purchased the product).

- **Primary/Secondary Key** – These keys are used to encrypt your SECURE download links. You can place any values in these fields that you wish, but the most secure values would be random character strings that are at least 8 characters long.
- **Links Expire in (seconds)** – This number is for the actual link to your downloadable content. For secure links, this value should be kept under 5 minutes (300 seconds) which is the default value. The time limit restarts each time the download page is refreshed, so the value could easily be reduced to 2 minutes (120 seconds) without negatively impacting your customers.
EXAMPLE: If the value is set to 120 seconds or 2 minutes, your customers will have 2 minutes to click on the download link before it expires. However, it also gives abusive customers just 120 seconds to copy the link and “share” it with non-users. By the time the non-user accesses the link, it will likely have expired.
- **DL Directory** – You can create secure links to downloadable files located anywhere on your website. However, Digital Product Demon allows you to create a special download “area” or directory specifically to hold those files.

Enter your information and click the “Save” button.

Edit Default Email

Digital Product Demon creates default “Thank You” email text every time you create a new product. Clicking the “Edit Default Email” button displays a window that allows you to tailor this email to your company or website. Modifying the default email text only affects NEW products – it will not change any already existing email text.

Add/Edit Products

From the Product tab, you can add new products and edit existing products.

- **add a product** - click the “[Show/Hide] Add Product” link in the upper left-hand corner of the page.
- **edit an existing product** - from the product listing, click on the “Edit” link on the right hand side of the product row.

You'll be presented with the Add/Edit Product page where you'll set up and maintain your products.

Add Product

Product ID:

Description:

Pmt Processor:

PayPal

Product Nbr:

Product Name:

Sales Page:

Thank-U Page:

Download Page:

Download Link:

Price:

Currency:

USD

Email Subject:

Your Purchase: {PRODUCT NAME} ({PRODUCT CODE})

Email Body:

Dear {CUSTOMER NAME},

Thank you for purchasing {PRODUCT NAME}.

Below is the URL to your download page. You have approximately {X} hours to download your purchase, in which after that period the download page will be expired.

Add Product

Cancel

1. **Product ID** - an identifier for your product. This is the value the Digital Product Demon will use. This value should be only numbers, letters, and underscores (no spaces).
2. **Pmt Processor** – PayPal, ClickBank, E-Junkie or Affiliate. If using PayPal, the product information entered here is used for describing the product to PayPal. For ClickBank, the product is defined in your ClickBank account. For Affiliate and E-Junkie products, you need only enter the Sales Page information.
3. **Product Nbr** - PayPal: This is a number that is internal to your business. ClickBank: This MUST match the numeric product number in your ClickBank account.
4. **Sales/Thank-U/Download Page** - The post/page titles if you're using pages on your WordPress site or the full URL (<http://www.whereverdomain.com/page>) if you are using a page that's not on your WordPress site.

NOTE: There are two files in your plugin folder that contain sample text for your Thank You and Download pages.

Thank You Page Template - sample-thank-you-page.html

Download Page Template - sample-download-page.html

Open these files and copy them into your WordPress page or post (make sure you use the HTML tab in the WordPress editor window)

5. **Price** - Required for PayPal. You should enter it for ClickBank items, but ClickBank uses the price in your ClickBank Account.
6. **Download Link** - the link to your download file. Digital Product Demon has its own download link protector. See “Securing Download Links” for details and syntax.
7. **Email Subject/Body** - Create the text for your purchase confirmation email. See the Appendix for the tags that can be used here.

Payment Buttons

There are two (2) ways to add buttons to your sales pages.

1. If your sales page is on your WordPress website, simply enter:

`[dpd-button]product_id[/dpd-button]`

on the page where you'd like the button code to be displayed. “product_id” is the Product ID you assigned to the product on the “Add/Edit Product” page.

2. If your sales page is not on your WordPress website, click on the “Button” link at the right of the product row. You'll see this screen:

The screenshot shows a configuration window for a PayPal button. It has three main sections: 'Button HTML:', 'Test Button:', and 'Link to Sales Page:'. The 'Button HTML:' section contains a long line of code for a 'Pay Now' button. The 'Test Button:' section shows a preview of the button with the text 'Pay Now' and logos for Visa, MasterCard, and American Express. The 'Link to Sales Page:' section has a text input field containing the URL 'http://www.life-insurance-geek.com/epptest/?mlpid=thingy1'. At the bottom right is a 'Done' button.

Button HTML:

```
<form name="form1" action="https://www.paypal.com/cgi-bin/webscr" method="post"><input type="image" src="https://www.paypal.com/en_US/i/btn/btn_paynowCC_LG.gif" border="0" name="submit" alt="Make payments with PayPal - it's fast, free and secure!"><input type="hidden" name="cmd" value="_xclick"><input type="hidden" name="business" value="payments@eubieartmedia.com"><input type="hidden" name="item_name" value="Thingy Doodle"><input type="hidden" name="item_number" value="1001"><input type="hidden" name="amount" value="1.00"><input type="hidden" name="no_shipping" value="1"><input type="hidden" name="return" value="http://www.life-insurance-geek.com/epptest/?mlp-pp-thankyou=thingy1"><input type="hidden" name="notify_url" value="http://www.life-insurance-geek.com/epptest/?mlp-pp-notify=thingy1"><input type="hidden" name="no_note" value="1"><input type="hidden" name="currency_code" value="USD"><input type="hidden" name="rm" value="2">
```

Test Button:

Pay Now

Link to Sales Page:

Done

Simply copy the text from the “Button HTML” text area and place it on your sales page.

Notice the “Link to Sales Page”. With PayPal buttons, you can use your normal link or use this link.

For ClickBank products, this screen looks a little different...

The screenshot shows a configuration window for a ClickBank button. It has four main sections: 'Test Button:', 'Link to Sales Page:', 'Append to HopLink:', and 'Enter as ClickBank Thank You Page:'. The 'Test Button:' section shows a preview of the button with the text 'Buy NOW!'. The 'Link to Sales Page:' section has a text input field containing the URL 'http://www.life-insurance-geek.com/epptest/?mlpid=thingy2'. The 'Append to HopLink:' section has two text input fields: the first contains '?mlpid=thingy2' and the second, labeled 'If Tracking (?tid=xxxx):', contains '&mlpid=thingy2'. The 'Enter as ClickBank Thank You Page:' section has a text input field containing the URL 'http://www.life-insurance-geek.com/epptest/?mlp-cb-thankyou=thingy2'. At the bottom right is a 'Done' button.

Test Button:

Buy NOW!

Link to Sales Page:

Append to HopLink: **If Tracking (?tid=xxxx):**

Enter as ClickBank Thank You Page:

Done

First, the button is different. The PayPal button comes from the PayPal website. The ClickBank button is a “custom” button. If you'd like a different button, you can replace the file “cb-buy-NOW.gif” that is in your plugin folder.

Also, there is additional information:

- **Enter as ClickBank HopLink Target URL** – this text must be entered in your ClickBank account as the “HopLink Target URL” for your account. Since ClickBank supports only one (1) HopLink Target per account, all of your sales traffic would go to this page. With Digital Product Demon, you and your affiliates will use the “Append to HopLink” information (below) to remove that limitation entirely.
- **Append to HopLink** – this is information you should give to your affiliates (on your affiliate recruitment page) so that they can link to individual sales pages. It's a real improvement on ClickBank's single “HopLink Target URL” and is a great way to support “super affiliates” by creating products/pages specifically for them.
- **Enter as ClickBank Thank You Page** – this text must be entered in your ClickBank account as the “Thank You Page” for this product (Account Settings | My Products). This URL sends the client back to your Digital Product Demon website after the purchase. Because it's product specific, you can create unique thank you pages for your products with cross-sells, up-sells, and related special offers.

You can test your payment button and button code from this window as well. Click on the test button and make sure your link takes you to the proper PayPal or ClickBank payment page.

Affiliate Link Cloaking

Affiliate Link Cloaking feature in Digital Product Demon works very much like the Payment buttons – only instead of PayPal or ClickBank payment buttons, Digital Product Demon generates a cloaked affiliate link to your vendor's site.

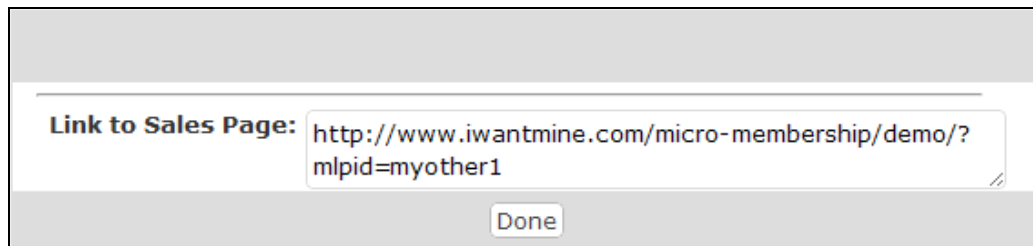
As with the Payment Buttons, There are two (2) ways to add buttons to your sales pages.

3. If your sales page is on your WordPress website, simply enter:

```
[dpd-button]product_id[/dpd-button]
```

on the page where you'd like the button code to be displayed. “product_id” is the Product ID you assigned to the product on the “Add/Edit Product” page.

4. If your sales page is not on your WordPress website, click on the “Button” link at the right of the product row to display this screen:

A screenshot of a web interface showing a dialog box titled "Link to Sales Page:". The dialog box has a light gray background and a white border. Inside, there is a text input field containing the URL "http://www.iwantmine.com/micro-membership/demo/?mlpid=myother1". To the right of the input field is a small icon of a pencil. Below the input field is a "Done" button. The dialog box is centered on a gray background.

Now copy the text from the “Link to Sales Page” area and paste it on your affiliate page, article, advertisement, etc.

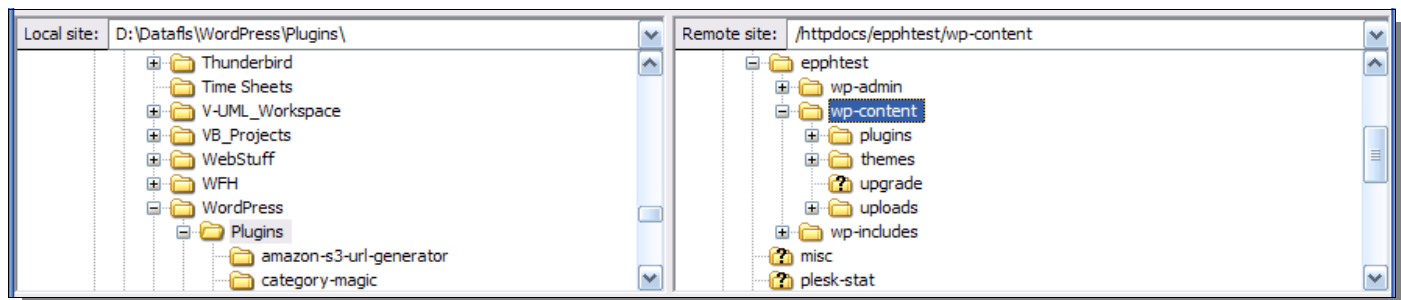
Securing Download Links (SECURE:)

Creating a Download Directory

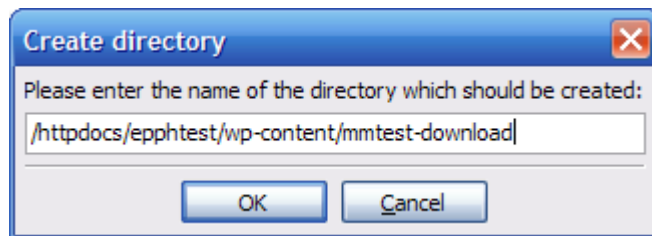
Digital Product Demon uses a separate directory to hold the files and other content to be downloaded. Unfortunately, **the Digital Product Demon plugin does not create the directory** so, you'll either have to use an existing directory or you'll need to create a new directory using some other tool.

If you're going the new directory route, the easiest tool to use is your FTP tool. Again, we'll use FileZilla to create a directory.

The Digital Product Demon download directory must be in the “wp-content” folder of your WordPress website. This is the same folder that WordPress creates an “upload” directory – if you've configured your site to handle uploads.



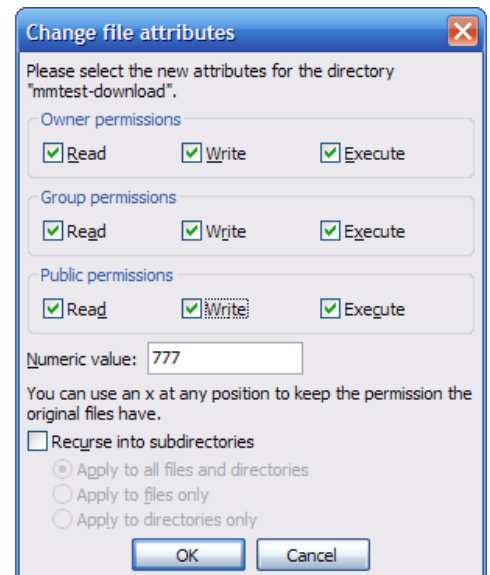
I've navigated to the “wp-content” directory and now I'll right click to get the context menu and choose “Create Directory”. I'm naming my download directory “mmtest-download”. You should choose a name that is less than obvious.



Once the directory has been created, right click and choose “File Permissions”. Set both the **Group** and **Public** Permissions so that both have read and write access to the directory. Normally, this would be a problem but in this case:

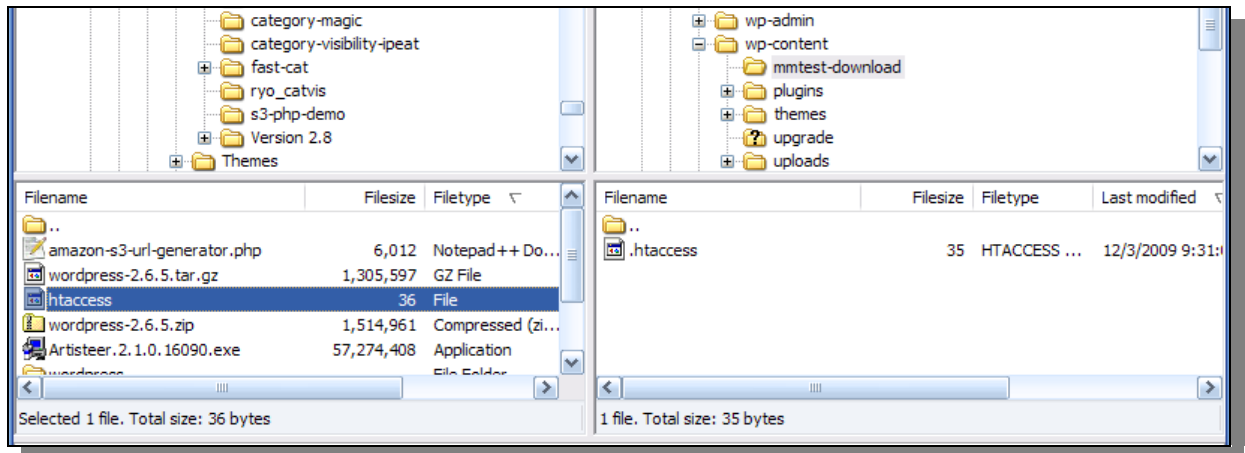
1. **the name of this directory is never revealed to the public** (the reason for choosing a name other than “download”), so it's unlikely that anyone will ever look for it.
2. You'll **use an .htaccess file** to make sure your service denies browser access to this directory. We'll create the .htaccess file in the next section.

.htaccess



.htaccess was created to allow per-directory access control, hence the name. Nowadays .htaccess can override many other configuration settings, mostly related to content control. That's what we'll be using .htaccess for with Digital Product Demon.

A blank (essentially) htaccess file is provided as part of this package. Use your FTP package to upload the file to the directory you just created. In the example, the htaccess file is placed in the *mmtest-download* directory.

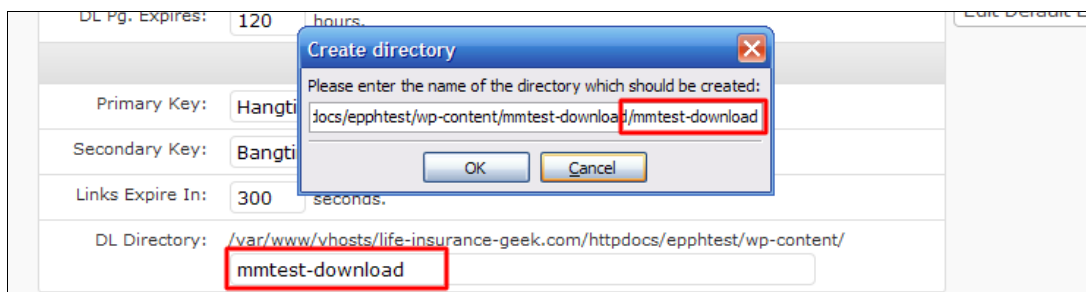


Now, rename the file to .htaccess. The “.” lets your web server know that the file is a special, hidden, system file.

Ok, let's head back to WordPress and bring up the Digital Product Demon configuration page (Settings | Digital Product Demon) and take note of the Directory field.

To simplify then installation process, Digital Product Demon expects the download directory to be placed in the “wp-content” directory. The “wp-content” directory is not only where WordPress keep its downloaded themes and plugins, but it's also the default directory for the “upload” directory – the place where WordPress stored images and other files that you upload to your posts and pages. Consequently, it's a natural repository for the directory that will hold your download files.

Of course, the Directory entry in the Digital Product Demon configuration page will be the path for the directory you created earlier in this chapter.



Scroll to the bottom of the Digital Product Demon configuration page to the message concerning the .htaccess file. To complete your .htaccess protection for your download directory:

Secondary Key:

Links Expire In: seconds.

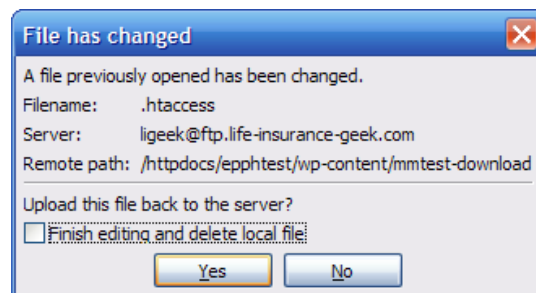
DL Directory:

.htaccess

Your download directory is within a publicly accessible web directory. To restrict browser access to files placed here, the following should be created in the .htaccess file in the directory specified in **Directory** above...

```
RewriteEngine On
RewriteRule ^(.*)$ /var/www/vhosts/doitinthedark.com/httpdocs/epphtest/index.php
```

1. select the supplied text (see above)
2. copy the text to the clipboard
3. return to your FTP program
4. select the .htaccess file that you placed in your directory
5. right click on the file and select "View/Edit" (FileZilla)
6. select the entire contents of the file (Ctrl-A) then paste the text from the clipboard, effectively replacing the original file contents with the information from the Digital Product Demon settings window.
7. Save and close the file
8. Return to FileZilla to upload the changes back to your server. Simply click the "Yes" button in the supplied dialog box.



Digital Product Demon-Usage

Link Syntax

The Digital Product Demon plugin uses very simple syntax trigger the link generation. The basic syntax is:

```
[SECURE attribute=value ...attribute="attribute value":resource
```

All of attributes are optional and can be entered in any order. Each attribute should be used only if you require the feature or features that it controls. Values can be entered with or without quotes (both single and double quotes are supported).

The resource (in **red**) MUST be present. This describes the name (filename) and location (path or URL) of the asset.

Attributes:

seconds – (optional) the time in seconds that the link will remain active. A value entered here will override the global value entered on the plugin's Settings page.

hotlink – (optional) should be 0 or 1. Hot link protection checks the "Referrer" to make sure the link request came from within your site.

0-Moderate - permits access when the "Referrer" is missing. This can occur with legitimate users who have browsers that do not pass the "Referrer" information, have turned the "Referrer" feature turned off in their browser, or are behind a proxy that doesn't pass "Referrer" information. Unfortunately, this also permits potentially unauthorized access when link text is placed in browser address bar.

1-Aggressive – blocks all access where the "Referrer" is not from your site including scenarios where the "Referrer" information is missing. NOTE: This cannot be used with most flash/video players as their internal URL handling will not pass "Referrer" information.

Syntax Rules:

1. Attributes can be in any order
2. Attribute values can be entered with or without quotes.
3. If quotes are used for attribute values, single and double quotes are both acceptable
4. The values for the *seconds*, and *hotlink* attributes must be numeric
5. The plugin will remove the "/" from the front of the resource name if it is included

Here are a couple of examples of using the tags:

1. Link with path:
`SECURE:/folder/pdfs/resource.pdf`
2. Link to play a video that overrides the default expiration time – setting it to 10 seconds:
`SECURE seconds=10:/folder/vids/vid-1.flv`

Using the Download Area

The download area you created in a prior step is a secure storage area that exists on your own site.

Although I like placing my large videos and download files on Amazon S3, there are many smaller files (PDFs, ZIPs, etc.) that I'd just as soon host on my own server.

If you upload those files to your download area, you can access the files with Digital Product Demon security by using tags like this:

```
SECURE:filename.pdf
```

Notice that there is no “http://...” used for files in the resource area. Resource specifications without the “http://” are assumed to be stored in the Digital Product Demon download directory or in sub-directories of the download directory.

For example, if a tag like this is used on the example site:

```
SECURE:thisFolder/subexample.zip
```

Digital Product Demon would expect to find the “subexample.zip” file in the mmttest-download/thisFolder directory.

IMPORTANT FEATURE

Accessing Files NOT in the Download Area

You can store your files anywhere on your website's domain. They don't have to be stored in the Digital Product Demon download directory.

To access files stored elsewhere on your domain, you'll enter the full URL to the files location as in:

```
SECURE:http://www.yoursite.com/directory/subdirectory/file.dat
```


Appendix – I. Page and Email Tags

Email

- {CUSTOMER NAME} - Customer Name
- {PRODUCT CODE} - Product Code (Product Nbr)
- {PRODUCT NAME} - Product Name
- {DOWNLOAD PAGE} - Link to your Download Page
- {SUPPORT NAME} - Your Support Name (from
- {SUPPORT EMAIL ADDRESS} - The address you've setup to receive support requests
- {X} - The expiration time for your Download Page (from the Account Info tab)

Thank You Page

- {CUSTOMER BUSINESS NAME} - The purchaser's business name if available (PayPal only)
- {CUSTOMER NAME} - The purchaser's name
- {CUSTOMER EMAIL} - The purchaser's email address
- {DOWNLOAD PAGE} - Link to your Download Page
- {PRODUCT CODE} - Product Code (Product Nbr)
- {PRODUCT NAME} - Product Name
- {PRODUCT PRICE} - The price paid for your product
- {PURCHASE DATE} - The date your product was purchased
- {SUPPORT NAME} - Your Support Name (from
- {SUPPORT EMAIL ADDRESS} - The address you've setup to receive support requests
- {TXN ID} - The unique transaction Id

Download Page

- {CUSTOMER BUSINESS NAME} - Customer Business Name if available (PayPal only)
- {CUSTOMER NAME} - Customer Name
- {CUSTOMER EMAIL} - The purchaser's name
- {DOWNLOAD LINK|Link Text} - The download link url and anchor text (anchor text is optional)
- {DOWNLOAD PAGE} - Link to your Download Page
- {DOWNLOAD TIME} - The amount of time the download link will be active
- {DOWNLOAD TIME LEFT} - The amount of time left that the download link will be active
- {EXPIRE DATE} - The time and date the link will expire
- {PRODUCT NAME} - Product Name
- {PRODUCT PRICE} - The price paid for your product
- {PURCHASE DATE} - The date your product was purchased
- {SUPPORT NAME} - Your Support Name (from
- {SUPPORT EMAIL ADDRESS} - The address you've setup to receive support requests
- {TXN ID} - The unique transaction Id