

NPTracker User Guide

<http://NeoPerformancer.com/nptracker/>



Installation

1. Open nptracker.php in any text editor and edit two strings:

1.1 Rename a log file where all the tracking data will be saved to or leave it as log.txt
usually - log.txt or
a secret name - 42f7er.txt

1.2 Specify a Redirection URL, where all the visitors will be forwarded to by the nptracker. Also add a special tag to your link - %s, where you want a keyword code to appear.

This will allow you to login to your merchant statistics later and see which codes (i.e. keywords) generated you a sale or other desired action.

your redirection URLs may look like:

<http://your-merchant-site.com/your-affiliate-link-tracking-url.php?%s> or

<http://your-merchant-site.com/your-affiliate-link-tracking-url.php&subid=%s> or

<http://your-merchant-site.com/your-affiliate-link/special-offer/%s/>

2. Upload the nptracker.php to your site

usually:

<http://your-tracking-site.com/nptracker.php>

<http://your-tracking-site.com/log.txt>

3. Temporarily set writing permissions (CHMOD 777) to the folder where you've uploaded nptracker.php to, so the script can generate your Log file and start saving all the statistics to it.

Usage

1. Now you need to assign special codes (8 characters long, Latin letters and numbers only) to your list of keywords for a tracking purposes and so that your merchants won't discover which keywords actually make you money. You can manage your keywords and codes in any favorite Spreadsheet editor, like Excel or other.

for example:

keyword one	h73hdir8
keyword one one	jg840dk7
keyword one two	jf840fke

2. Generate a list of tracking links for each keyword code, using this template - [http://your-tracking-site.com/nptracker.php?word_code=\[any keyword code\]](http://your-tracking-site.com/nptracker.php?word_code=[any keyword code]), where [any keyword code] is your keyword code.

for example:

keyword one	h73hdir8	http://your-tracking-site.com/nptracker.php?word_code=h73hdir8
keyword one one	jg840dk7	http://your-tracking-site.com/nptracker.php?word_code=jg840dk7
keyword one two	jf840fke	http://your-tracking-site.com/nptracker.php?word_code=jf840fke

These are your Destination links for your PPC campaign. Add them to your PPC campaigns and NPTracker will start tracking your keyword performance 24/7.

How it Works

NPTracker uses a special tag - %s - that is automatically and dynamically replaced with your actual keyword code taken from the destination link.

for example:

if your PPC Destination URL is: [http://your-tracking-site.com/nptracker.php?word_code=\[any keyword code\]](http://your-tracking-site.com/nptracker.php?word_code=[any keyword code])
and your Redirection URL is: <http://your-merchant-site.com/affiliate-link.php?%s>
all visitor will be forwarded to: [http://your-merchant-site.com/affiliate-link.php?\[any keyword code\]](http://your-merchant-site.com/affiliate-link.php?[any keyword code])

When a visitor clicks on any Destination URL, NPTracker:

- (a) saves the keyword code,
- (b) captures visitor's search terms and referral site if exists,
- (c) captures the time of a visit,
- (d) visitor's IP, other info,
- (e) stores it to your Log file and
- (f) redirects to the Redirection URL.

You can download and view your Log file any time and compare with your merchant account statistics, see which keywords are profitable, which new search terms or referral bring make you money, determine any visitor or time patterns and, knowing this, optimize your PPC campaign for maximum ROIs by promoting profitable keywords, removing money-wasting keywords, adding new search keywords, adjusting ad impression patterns etc.

Thank you for using NPTracker.

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If you want to be on top of PPC advertising and strive for unparalleled PPC performance, you want to take a closer look at the advanced NeoPerformancer web system here: <http://NeoPerformancer.com>

As a thank you for downloading NPTracker, your are eligible for a special bonus.

Your Secret 5% Discount Coupon Code is: nptracker

Use it for an immediate discount.

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Still have questions?

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