

THE LOCAL SEO DOMINATOR

CONTENT MANAGEMENT SYSTEM

VERSION ONE
By Jeff Childers

INSTRUCTIONS

PHP 5 & Above – No Database Needed

This version creates a page for each single zipcode location.

INTRODUCTION

The Local SEO Dominator is a light-weight content management system for creating geo targeted local landing pages. This is **NOT** a doorway page generator. This is a tool to help you create tons of unique pages.

Google wants you to use the GEO IP method for local seo location pages. From experience I know all too well that this method is ineffective for local seo.

Just like when Matt Cutts tells everyone that Google no longer uses the keyword Meta Tag everyone follows the lead. I know this information to be false from research.

What really helps local seo rankings is creating hundreds of unique local pages for each location. The pages all must have good onpage seo with locally targeted data and keywords that target each location.

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With this script you can create tons of locally targeted HTML pages on the fly. All of the pages will supercharge your seo campaign if the template is made correctly. I urge you to follow take your time and build quality templates by good seo practices.

Make your templates as unique as possible and with locally targeted geo data.

This script allows anyone to build high ranking local seo landing pages with ease. This is an out of the box local seo solution for HTML pages.

SCRIPT FEATURES:

Spintax: Anything within the html template can be spinned or randomised.

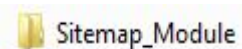
Shortcodes: This script comes with a wide array of shortcode tags so that you can insert lots of geo targeted data for each specific location. State, state abbreviation, city, zip codes, longitude, and latitude just to name a few.

Extra Modules: I have included a few modules and I maybe adding more as time goes on. Google Maps module, news feed module, time and date module etc....

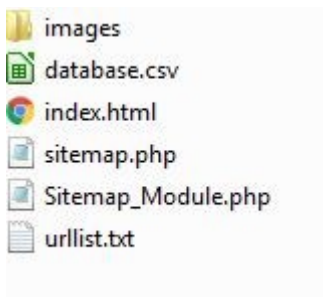
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STEP ONE SITEMAP MODULE



This is a very handy tool that I created and it is the first step of getting started. This tool creates thousands of dynamic urls for Mod Rewrites. It saves a list of urls in a text file. It also generates your htaccess file on auto pilot for all of your local seo landing pages.



Open the index page on your server and you will see a form.

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PLEASE NOTE: In this version you must use these tags in your urls in this specific order.

[state] [city] [zipcode]

[http://mydomain.com/\[state\]-\[city\]-roofer-\[zipcode\].html](http://mydomain.com/[state]-[city]-roofer-[zipcode].html)

This Version Creates A Page For Each Zipcode.

Example:

http://mydomain.com/South_Dakota-Some_Town-lawyer-12345.html

This must be done in this order.

[state] [city] [zipcode]



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HTML SITEMAP, HTACCESS FILE GENERATOR

PLEASE READ THE INSTRUCTIONS FIRST

URL FORMAT:

The url can be in any format. Three Tags can be used and the must be in this order.

1. [state] 2.[city] 3. [zip_code]

ALL THE ABOVE SHORTCODE TAGS MUST BE IN THE URL

DIRECTORY PATH TO YOUR TEMPLATE FILE

FOR HTACCESS FILE CREATION

OPTIONAL: YOU CAN USE MULTIPLE FOLDERS

Enter your domain format and use the **[state]**, **[city]** and **[zipcode]** tag. In order for this script version to work properly you must use all three tags in the order specified. In this version it will create a page for each zipcode location. You can choose your locations by editing the database csv file.

This version comes with a database csv file for the United States only. You can edit and remove locations in the csv file at any time.

Next step, in the next step you must enter the full location to the **"geoscript.php"**. This data is used to generate your ".htaccess" file.

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URLS WILL BE SAVED IN `urllist.txt` `htaccess` File Created! Now Open `sitemap.html` Next!

```
http://www.mydomain.com/music-video-Alabama-Moody-35004-online.html
http://www.mydomain.com/music-video-Alabama-Adamsville-35005-online.html
http://www.mydomain.com/music-video-Alabama-Adger-35006-online.html
http://www.mydomain.com/music-video-Alabama-Alabaster-35007-online.html
http://www.mydomain.com/music-video-Alabama-Alexander_City-35010-online.html
http://www.mydomain.com/music-video-Alabama-Alpine-35014-online.html
http://www.mydomain.com/music-video-Alabama-Arab-35016-online.html
http://www.mydomain.com/music-video-Alabama-Baileyton-35019-online.html
http://www.mydomain.com/music-video-Alabama-Bessemer-35020-online.html
http://www.mydomain.com/music-video-Alabama-Bessemer-35022-online.html
http://www.mydomain.com/music-video-Alabama-Bessemer-35023-online.html
http://www.mydomain.com/music-video-Alabama-Blountsville-35031-online.html
http://www.mydomain.com/music-video-Alabama-Bremen-35033-online.html
http://www.mydomain.com/music-video-Alabama-Brent-35034-online.html
http://www.mydomain.com/music-video-Alabama-Brierfield-35035-online.html
http://www.mydomain.com/music-video-Alabama-Brookside-35036-online.html
http://www.mydomain.com/music-video-Alabama-Calera-35040-online.html
```

After Submitting There Will Be A List of Urls Displayed.

The list of urls are now saved in "`urllist.txt`". Also the ".`htaccess`" file is saved in the same location. Your `htaccess` file should look like this below. Each time you use this the data is appended to each file so if you mess up you must then erase the data and start over.

Make sure that you always have the three top lines in the `htaccess` file.

```
1 Options +FollowSymLinks -Indexes
2 RewriteEngine On
3 RewriteBase /
4
5
6 rewriteCond %{REQUEST_FILENAME} !-f
7 rewriteCond %{REQUEST_FILENAME} !-d
8 rewriteRule ^music-video-([a-z_A-Z]+)-([a-z_A-Z]+)-([0-9]+)-online.html?$ templates/template_folder33/geoscript.php?filename=$0&state=$2&city=$1&keyword=$0 [L]
9
```


USE MULTIPLE TEMPLATES

To use multiple templates just keep submitting different url formats and also different folder locations for other templates.

Example:

[templates/folder1/geoscript.php](#)

[templates/folder2/geoscript.php](#)

[templates/folder3/geoscript.php](#)

Next, open "[sitemap.php](#)" file on localhost or on your server. This will grab the contents from the "[urllist.txt](#)" file and populate the "[sitemap.php](#)" file creating a HTML sitemap with a matter of seconds. Use this with a sitemap crawler software to make separate sitemaps or a Google xml sitemap.

You must link to your sitemap somewhere in your website pages in order for Google and other search engines to index your pages. It usually will take 30 days to index a mass quantity of pages.

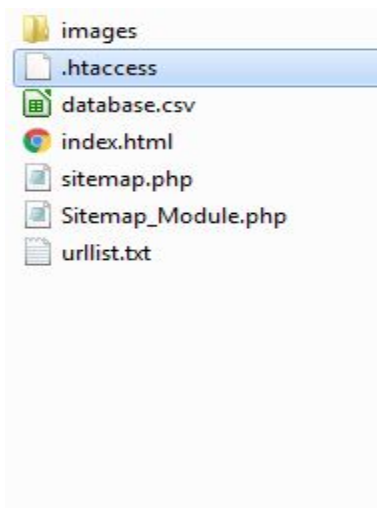
TEMPLATE:

It is very important that you take your time and build the best templates as possible. Make them very unique. Lots of Spintax!

I had problems in the past running scripts like this with some hosting companies. You need a good hosting plan with powerful PHP processing. I use hostgator to run mine.

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Now just move your htaccess file to the root of your server. Now you should be able to execute the urls in your sitemap. Now all of your pages are created with Mod Rewrite.

All you need now is to link a sitemap for search engines to find.

LIST OF SHORTCODE TAGS

[Current_Time_and_Date] = Returns current date and time.

<spin> </spin> = Spins content inbetween these two tags that has nested spintax.

Example: <spin>{dog|Cat|Girl|Man|No|Boy|Peter|Mike|John Brown|Doctor|Lawyer|Get in The Car} </spin>

[state] = Returns current state location.

[city] = Returns current city location.

[statelink] = Returns state of current location but with a underscore so that you can link other pages. Example:

[http://mydomain.com/\[statelink\]-\[citylink\]-lawyer-\[zipcode\].html](http://mydomain.com/[statelink]-[citylink]-lawyer-[zipcode].html)

http://mydomain.com/South_Dakota-Some_Town-lawyer-12345.html

[citylink] = Returns city of current location but with a underscore so that you can link other pages. Example:

[http://mydomain.com/\[statelink\]-\[citylink\]-lawyer-\[zipcode\].html](http://mydomain.com/[statelink]-[citylink]-lawyer-[zipcode].html)

http://mydomain.com/South_Dakota-Some_Town-lawyer-12345.html

[state_abv] = Returns the current State Abbreviation.

[postal_code] = Returns current zipcode location.

[zipcode] = Returns current zipcode location.

I made two of these for different CSS Styles. One tag I like to use to make a zipcode list at the bottom of the page.

[longitude] = Returns Longitude of current location.

[latitude] = Returns Latitude of current location.

I created these two tags below because I was using the Google Map reverse API to populate location data and the special characters would not show correctly in some browsers. After Google blocking my server IP I just use a database csv file to carry all data.

[Metalongitude] = Returns Longitude of current location but removes special characters.

[Metalatitude] = Returns Latitude of current location but removes special characters.

[Random_Article] = Returns a random article from a folder of Spintax or regular articles. Each article will randomise on each refresh of the page. I am still working on this Module.

[News_Feed] = Returns a related News Feed with multiple CSS Style options. This uses the (gfeedfetcher) and requires you to download the "gfeedfetcher.js" file.

Also, this related News Feed requires you to copy and paste a small snippet of code in between your <head> CODE HERE </head> tags. For more information about this news feed visit the url below:

VISIT: <http://dynamicdrive.com/dynamicindex18/gajaxrssdisplayer.htm>

[Map] = Returns a Google Map without having to use the Google Map API. I have never seen this get blocked so far even on thousands of pages. Parameters for the map canvass have to be edited directly in the script.

CSS VALUES

STATE CSS VALUES

<div id="state" class="state"> </div>

CITY CSS VALUES

```
<div id="city" class="city"> </div>
```

THE CURRENT VISITOR'S TIME AND DATE DISPLAYED

```
<div id="current_time_and_date" class="current_time_and_date"> </div>
```

DISPLAY GOODLE MAP CSS VALUES

GOOGLE MAP: Parameters must be changed in the script for some custom display settings

```
<div id="Map" class="Map"> </div>
```

RANDOM ARTICLE CSS VALUES

```
<div id="Random_Article" class="Random_Article"> </div>
```

LONGITUDE CSS VALUES

```
<div id="longitude" class="longitude"> </div>
```

LATITUDE CSS VALUES

```
<div id="latitude" class="latitude"> </div>
```

STATE ABBREVIATION CSS VALUES

```
<div id="state_abv" class="state_abv"> </div>
```

POSTAL CODE CSS VALUES

```
<div id="postal_code" class="postal_code">
```

METALOGITUDE CSS VALUES (STRIPTS OUT SPECIAL CHARACTERS in Longitude DISPLAY)

```
<div id="Metalongitude" class="Metalongitude"> </div>
```

METALATITUDE CSS VALUES (STRIPTS OUT SPECIAL Characters in latitude DISPLAY)

```
<div id="Metalatitude" class="Metalatitude"></div>
```

STATELINK CSS VALUES

```
<div id="state_link" class="state_link"> </div>
```


CITYLINK CSS VALUES

```
<div id="city_link" class="city_link"> </div>
```

News Feed gfeedfetcher CSS Values

There are multiple styling options for the gfeedfetcher News Feed Module. Please go here for more information:

<http://dynamicdrive.com/dynamicindex18/gajaxrssdisplayer.htm>

NEWS FEED CSS VALUES

```
<div id="News_Feed" class="News_Feed"> </div>
```

```
.titlefield{ /* CSS for title field in general */
font-weight: bold;
}

.labelfield{ /* CSS for label field in general */
color:brown;
font-size: 90%;
}

#example1 .datefield{ /* CSS for date field of the RSS feed with id="example1" */
color:gray;
font-size: 90%;
}
```

I hope that you enjoy this very lightweight content management system. I will be improving this over time.

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