Viral Image Hub - User Manual

Contents

Chapter 1

Installation

1.1   Pre-installation

The Viral Image Hub is a Wordpress theme. And as such, It can not be guaranteed that it will work with all plugins. Therefore prior to installation it is recommended you have a clean Wordpress install.

Before installing the theme, there are a couple of changes needed to the default Wordpress installation. If you do not do these changes before you install the theme it will cause problems. So if you have skipped ahead and already installed the theme, I would recommend you delete the theme, make these changes and then re-install.

First, please consult Figure 1.1 make sure "Automatically add new top-level pages is disabled." is unchecked in the top right of this screenshot. You can find this option in the Menu page under Appearance in the administrator section of Wordpress.

Next, consult Figure 1.2. Here you must change the "Blog Pages show at most X posts" to a number of your choice. This is how many image thumbnails will be displayed on one page of your site. I find between 50 and 60 to be a good number here. You can find this option in the Reading page under Settings in the administrator section of Wordpress.

Now consult Figure 1.3, make sure Post Name is checked for permalink settings. You can navigate to this screen by going to Settings then Permalinks.

Finally consult Figure 1.4 and ensure that the box "Crop thumbnail to exact dimensions" is unchecked.

1.2   Installation

You are now ready to install Viral Image Hub. Please consult Figure 1.5. To navigate to this screen go to Appearance then Themes then Install Themes.
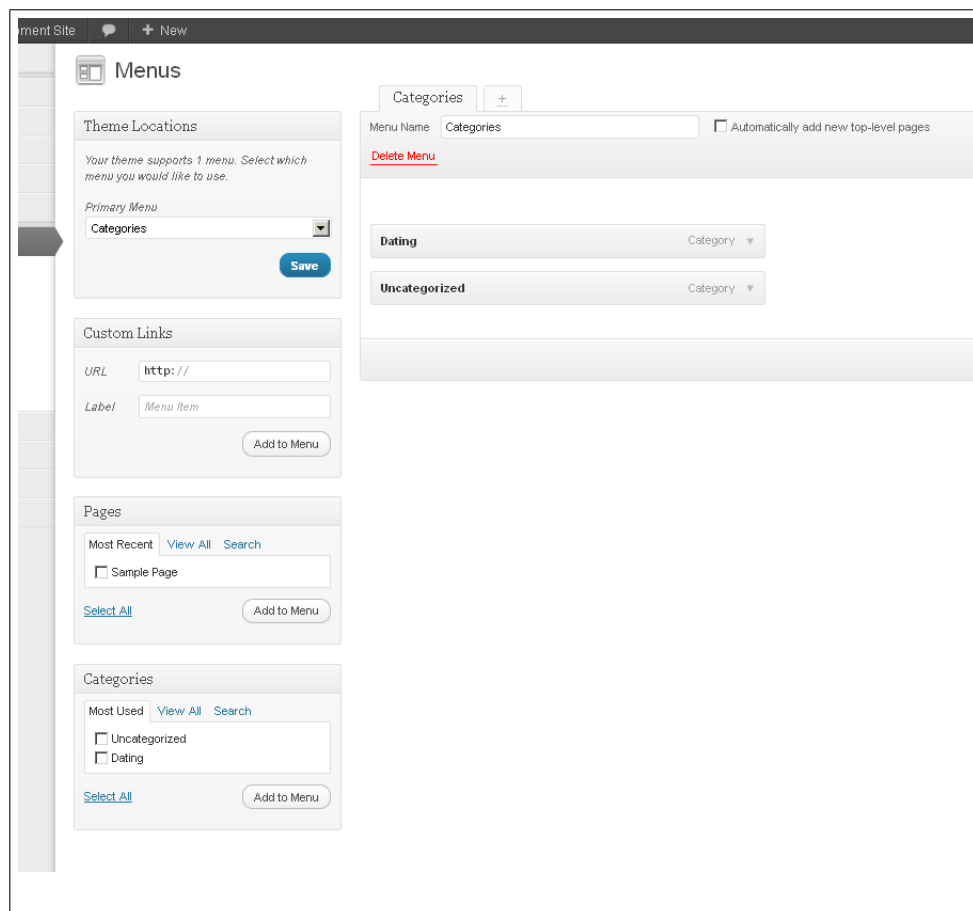
Figure 1.1: Make sure "Automatically add new top-level pages is disabled."

Once you can see this screen, upload the viralimagehub.zip file or the viralimagehubpro.zip file and activate the theme.

If you have purchased the Viral Image Hub Pro Upgrade you do not need to install the basic version.

Please note that the Viral Image Hub is quite a large theme, with lots of images included. So it may take 10 minutes or more for your upload to complete.
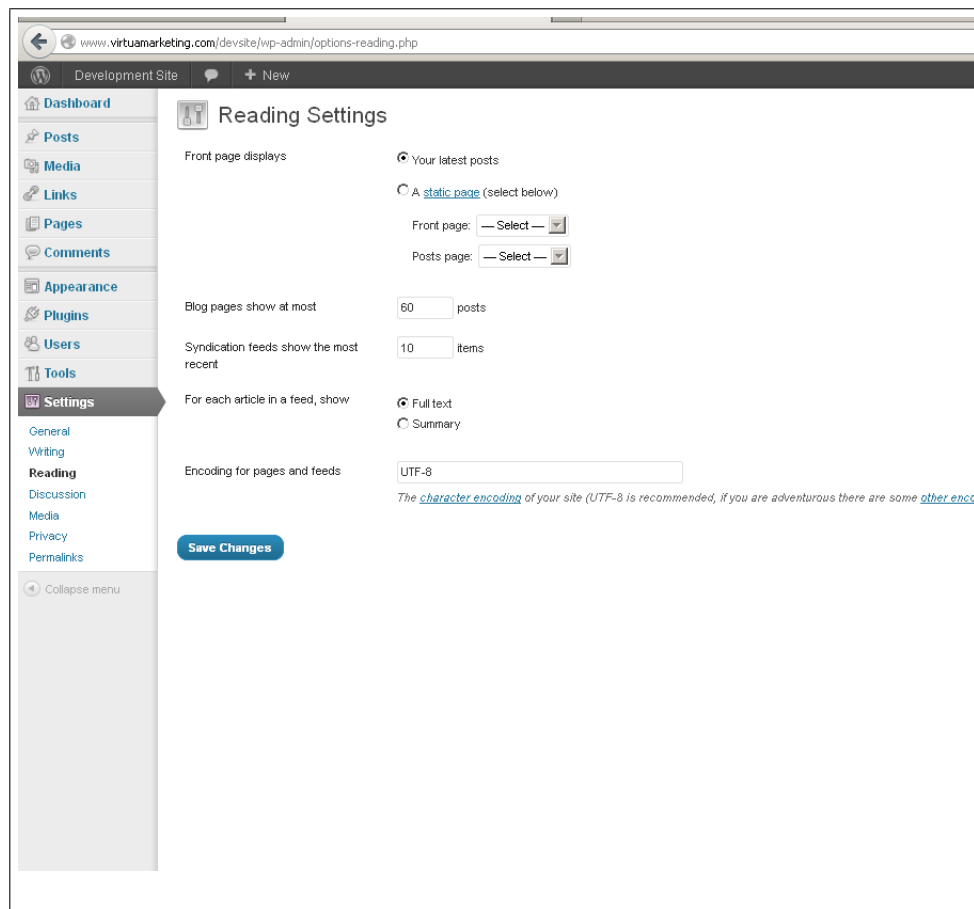
Figure 1.2: Change "Blog Pages show at most posts" to a number of your choice.
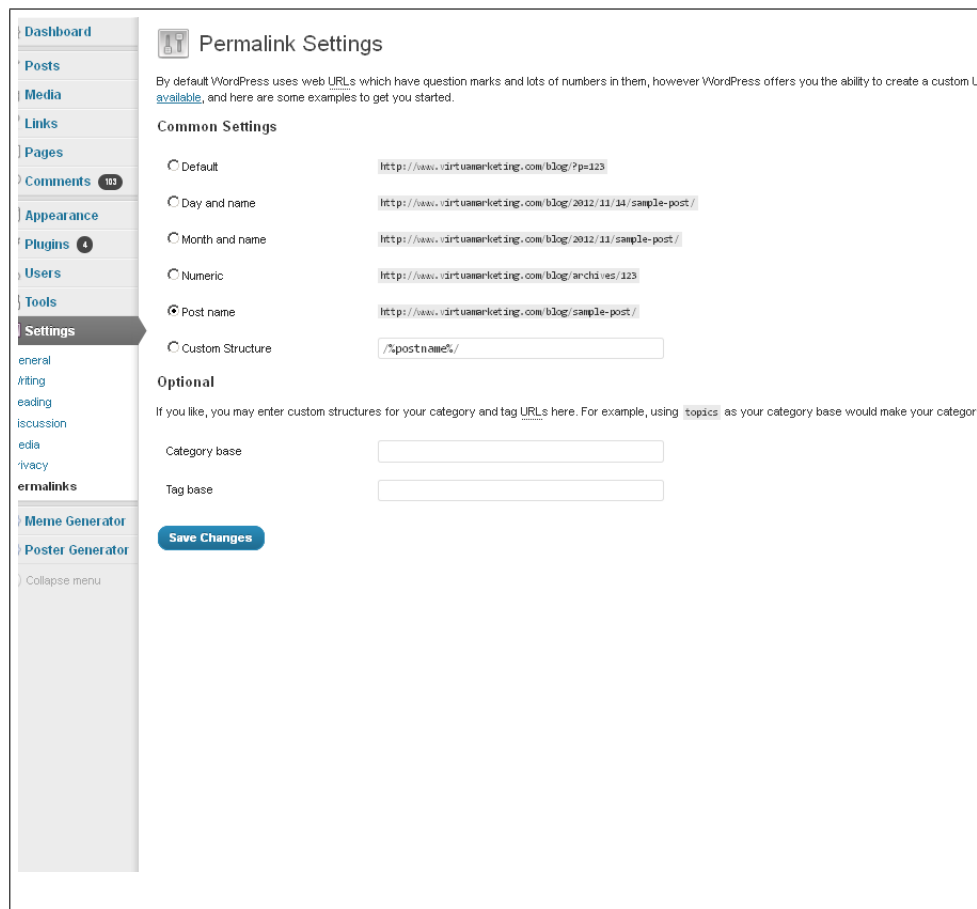
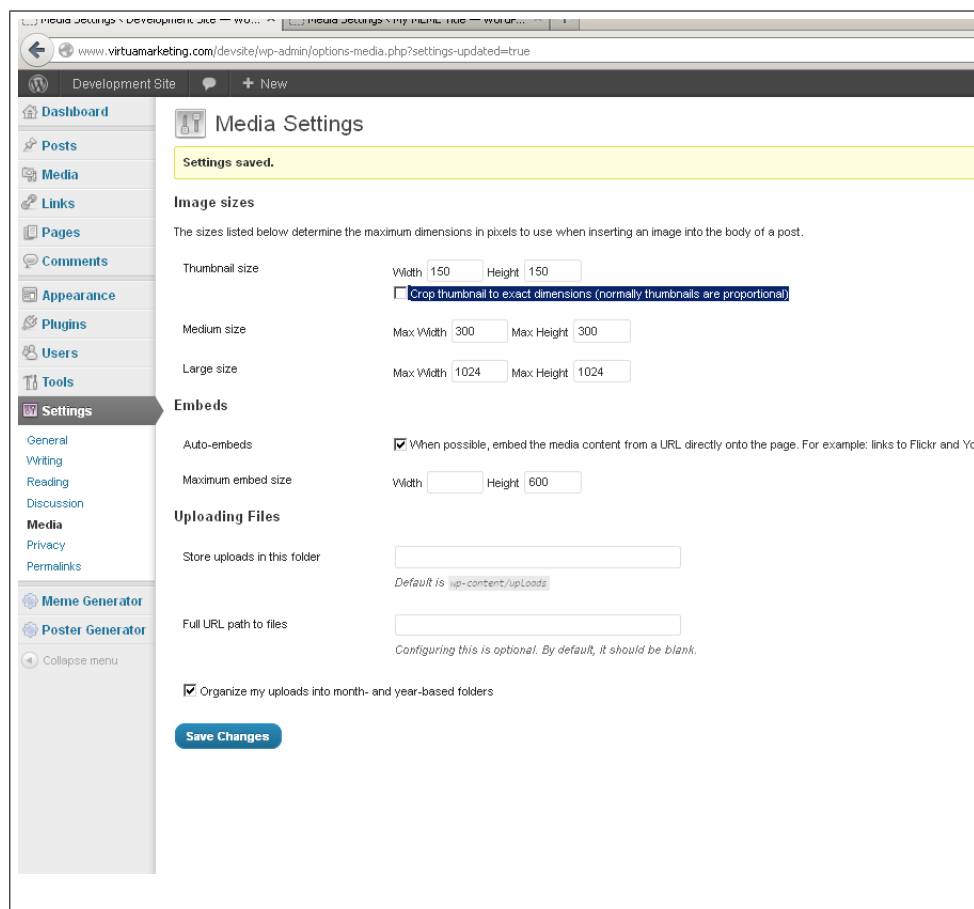**Figure 1.3:** Make sure Post Name is used for permalink settings

Figure 1.4: Make sure "Crop thumbnail to exact dimensions" is disabled.
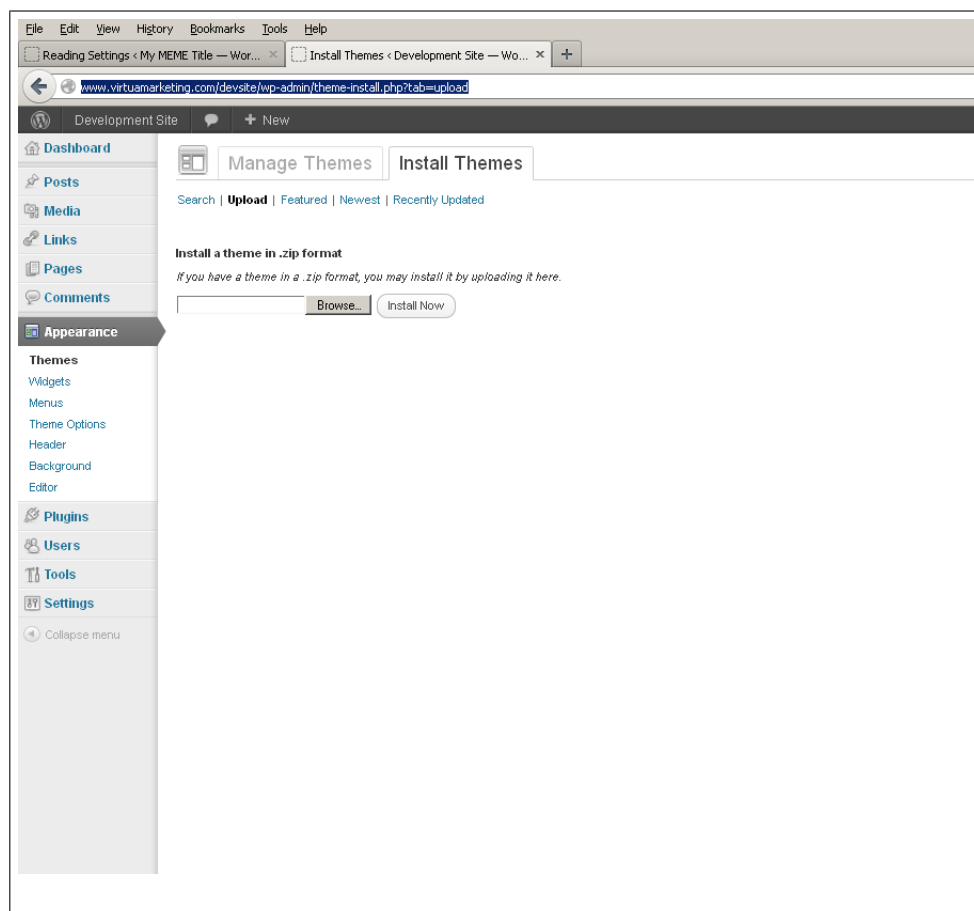
Figure 1.5: Installation Screen

Chapter 2

Initial Set-up

I will now take you through setting up your site step by step. Please note that all advertising settings will be dealt with in a dedicated chapter so they will be ignored for now.
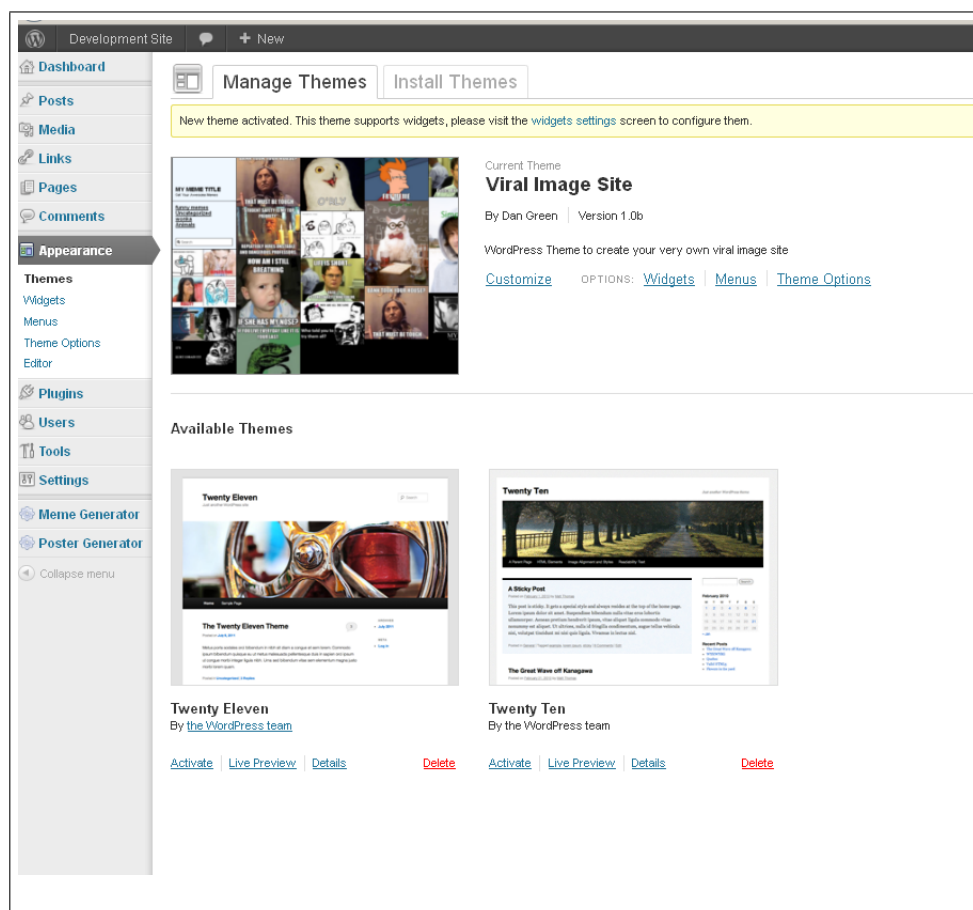
Figure 2.1: Initial Set-up

2.1   Name Your Site

Please consult Figure 2.1 after activating your theme you should be presented with this screen. To begin with click the "Customize" link and give your site a title and a headline.

Figure 2.2: Theme Options

2.2   Site Settings

After naming your site, please return to Figure 2.1 and click "Theme Options" you should be presented with a screen that looks like Figure 2.2. I will now explain each of these settings in turn.

2.2.1   Site Banner Codes

Please consult Chapter4.

2.2.2 Site Banner URL's

Please consult Chapter4.

2.2.3 Pop Under Frequency

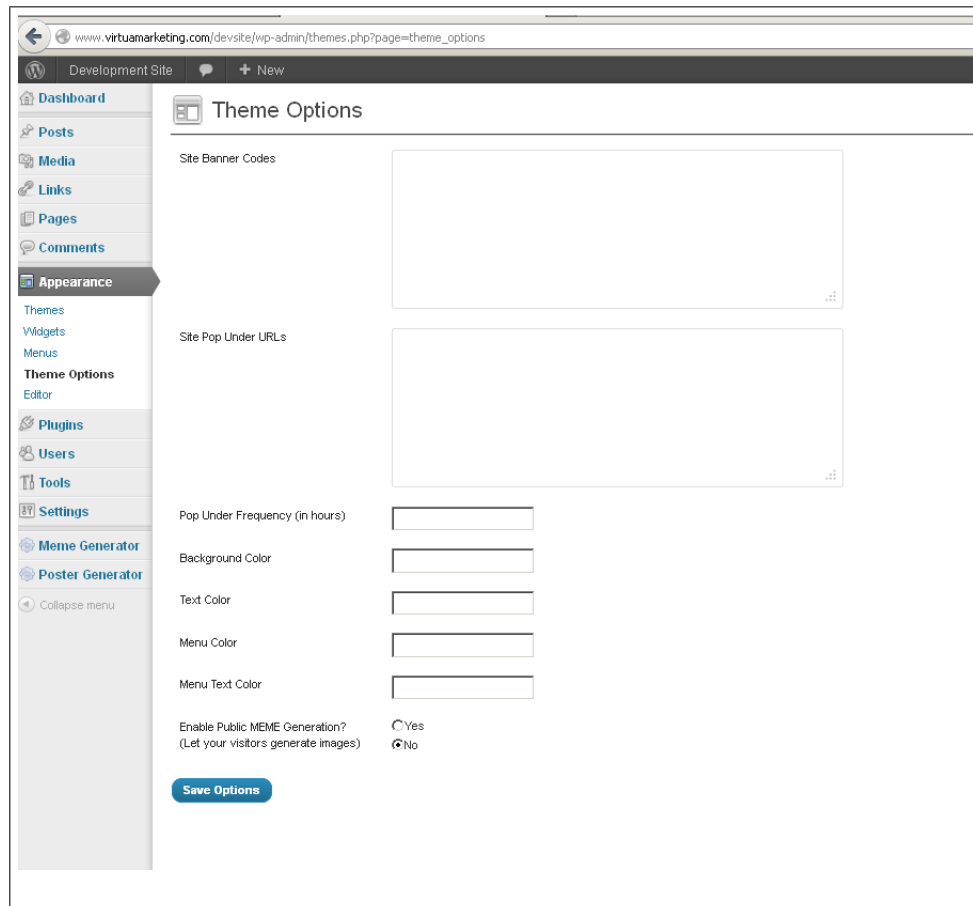This is the frequency in hours that you want advertising pop-unders to occur for your visitors. If you set this at 1 for example, it would mean that once per hour when the user clicks a page they would get a pop-under. If you set this to 0 it would mean that every time a user clicks a freshly loaded page they get a pop-under.

2.3 Background Color

The main background color of your site. You can use any HTML color name or hex code here. Please see http://www.w3schools.com/html/html_colornames.asp for more info. By default this setting is black.

2.4 Text Color

The main color for text on your site. You can use any HTML color name or hex code here. Please see http://www.w3schools.com/html/html_colornames.asp for more info. By default this setting is white.

2.5 Menu Color

The background color of the right hand menu on your site. You can use any HTML color name or hex code here. Please see http://www.w3schools.com/html/html_colornames.asp for more info. By default this setting is white.

2.6 Menu Text Color

The color for the text on the right hand menu of your site. You can use any HTML color name or hex code here. Please see http://www.w3schools.com/html/html_colornames.asp for more info. By default this setting is black.

2.7 Enable Public MEME generation

Setting this to "Yes" will enable all of your visitors to create their own MEME images. Please be aware that depending on your website traffic, enabling this setting could use up a lot of disk space on your web host.

2.8   Set-up Categories

You now just need to set-up your categories and your site will be ready to use! Please consult Figure 2.3 You can navigate to this screen by going to Posts then Categories. Here you should add some categories to sort your MEME images. In this example I have added Animals and Cartoons. Though you can add as many or as few as you wish.

To do this simply enter your category name and a URL friendly version of the name in the "slug" box. You will also notice that two new boxes have been added to this screen. "Category Banner Codes" and "Category Pop Unders", these will be dealt with in Chapter4.

You now need to add your categories to your menu. Please consult Figure 2.4, to navigate to this page go to Appearance then Menu. You will see in the box titled Categories on this page, I have checked the two categories I have created, "Animals" and "Cartoons". You need to check the Categories you have created in this way, and then click add to menu.

Figure 2.3: Categories

Figure 2.4: Add Your Categories To The Menu

Chapter 3

Image Generation

There are two possible methods that you can use to generate images for you site. You can manually insert images into posts, or you can create them using the Image generation tools.

3.1 Manual Insertion

Manual insertion is useful if you already have some images you would like to insert into your site. It is also useful if you prefer to use your own image generation software to create your images.

   Manual insertion is quite simple. First create a new post and give it a title that describes your image. Next click the upload/insert link in the top right of the new post screen.

   Next, select your image and then consult Figure 3.1. You can fill out as many or as few of the text fields shown on Figure 3.1 as you wish. However, you must select "use as featured image"before you click "Insert into post". After this is done, the image should show up in the Featured Image box to the right hand side of the New Post screen.

   You should now select an appropriate category for your image, before publishing it.

3.2 Image Generation Tools

Depending on the version of the theme that you have, you will have access to a "MEME Generator" tool and possibly a "Poster Generator" tool. These are located at the bottom of the administration menu. Both tools function in very similar ways and are incredibly simple to use so I will only briefly consider the "MEME Generator" tool here.

   Once you click on the "MEME Generator" tool in the admin menu, you will be presented with the option of uploading your own image to edit, or
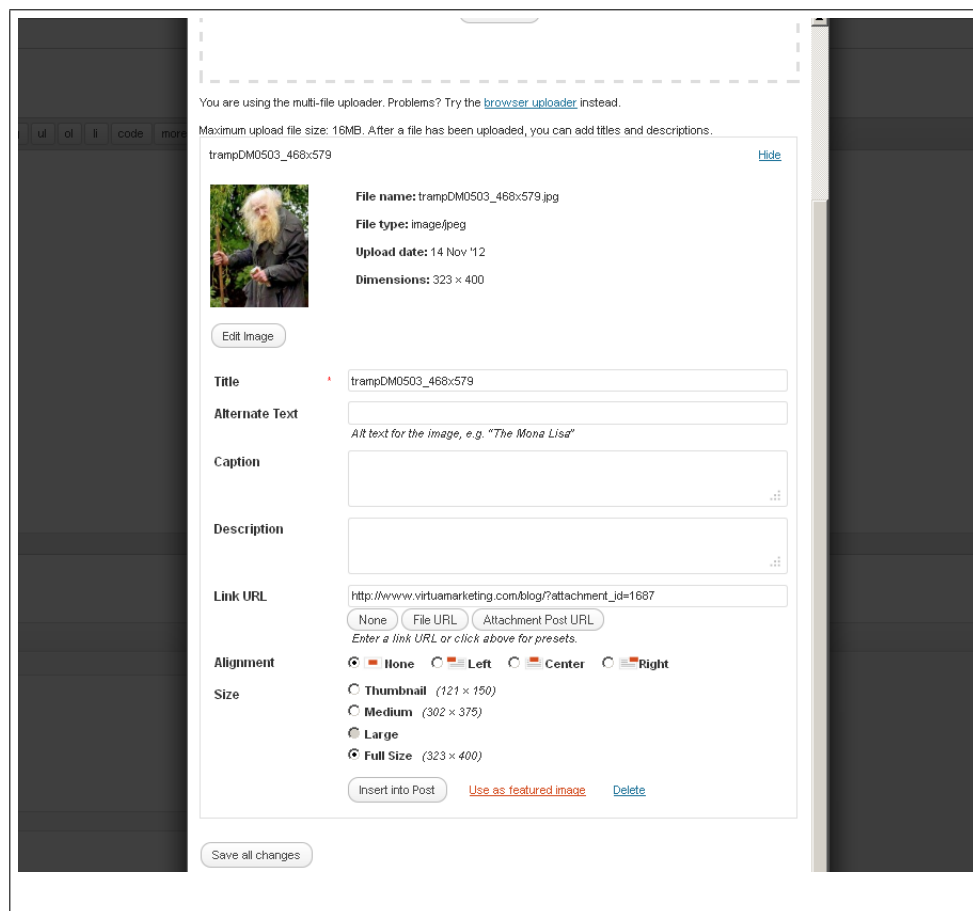
Figure 3.1: Manual Insertion of Images

using one of the popular default images that has been provided. Once you have made your selection please consult Figure 3.2.

I will now consider each of the settings on this screen in turn.

3.2.1   Line 1

This is, by default, the text at the top of your image, though it can be dragged into any position on the image. You should type your own text here. The text can be resized with the plus and minus buttons to the right of the text field. If you wish you can remove this line from the image by deleting all the text in this field.

3.2.2   Line 2

This is, by default, the text at the bottom of your image, though it can be dragged into any position on the image. You should type your own text here. The text can be resized with the plus and minus buttons to the right
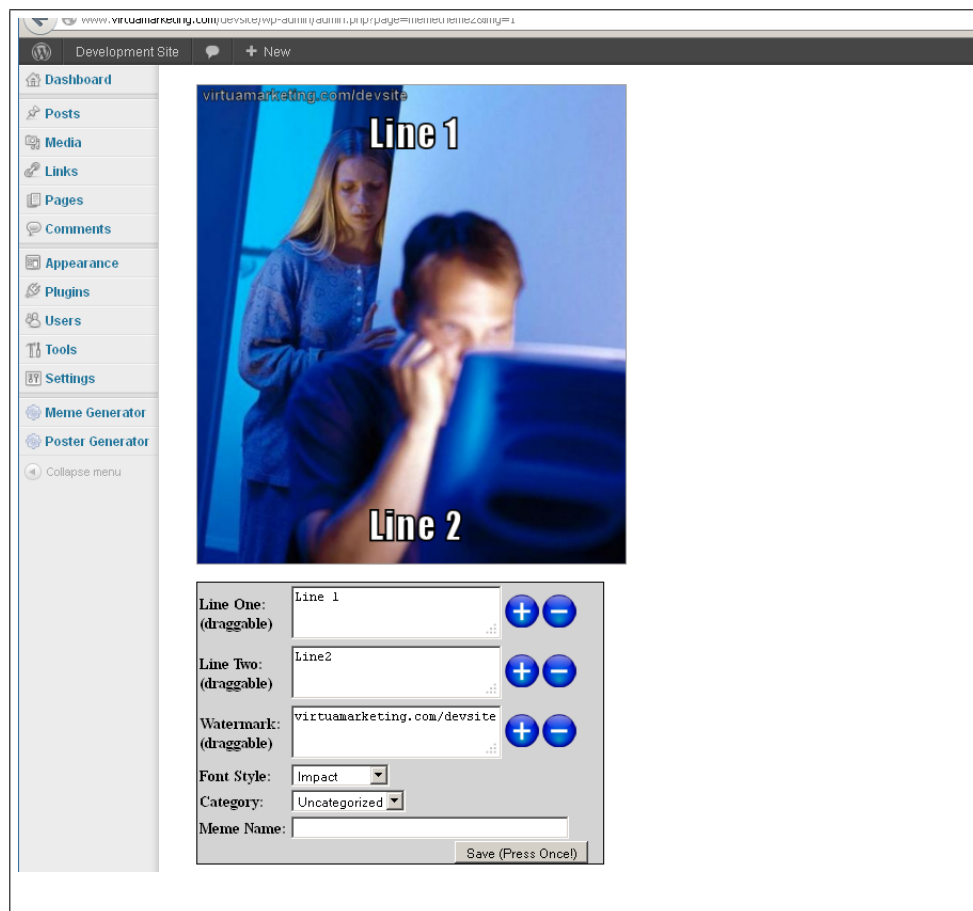
14

Figure 3.2: Image Generator

of the text field. If you wish you can remove this line from the image by
deleting all the text in this field.

3.2.3 Watermark

This is the watermark at the top left of your image. Just like Line 1 and
Line 2 it can be resized and dragged into a different position. Please note, if
you choose to make image generation available to your visitors, this option
is removed on the public version of the image generators.

3.2.4 Font Style

Four different fonts are offered for the text on the image. You should make
your selection here.

3.2.5   Category

This is a list of the categories you have created for your images. You should select an appropriate category for your image here.

3.2.6   MEME Name

The MEME name is also the post title. You should give each image its own descriptive title for SEO purposes.

3.2.7   Save (Press Once!)

When you have created your MEME, press this save button and your image will be automatically published on your site.

Chapter 4

Advertising

4.1 Overview

I will now consider the advertising capabilities of the Viral Image Hub. If any of this seems confusing don't worry. It really is quite simple, it is just difficult to describe simply! The best thing for you to do if you are confused is try it out for yourself and see what happens, consulting this manual as you do so.

You can specify your advertising at Site, Category and Singular (Post) level. Please consult Figure 4.1, this shows the hierarchical structure used in the theme.
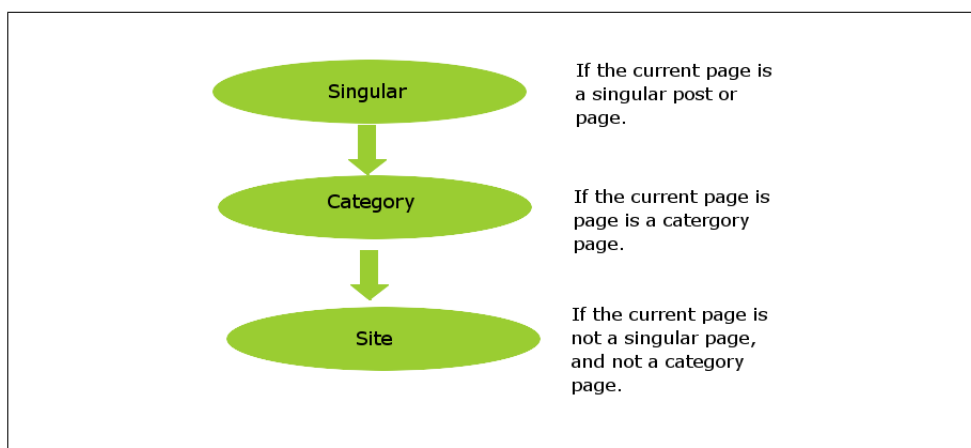

Figure 4.1: The hierarchical structure used to determine which ads to use.

This hierarchy is used to determine which ad settings are used for any particular web-page on your site.

Ads will first be selected from the ad-settings that apply to their particular page type. If ads cannot be found for that page type they will be selected from the page-type below them in the hierarchy. Singular refers

to any single post (in our case an image), Category refers to a category of images, Site refers to the whole site, Consider the following examples.

1. I have created a new post on Wordpress and assign it to a category called "Dating" but I decide not to assign any ads to it. In this case the ad settings used for the category "Dating" will be used for that post. If the category "Dating" has no ads assigned to it, the site-level ad settings will be used for that post.

2. I visit my site homepage. In this instance the page type is neither "Singular" or "Category" so the site level ad settings will be used.

3. I click on a link to a category called "Dating", this displays all posts assigned to that category. Here I will see the ads defined for the category "Dating". If no ads are defined for the category "Dating" I will instead see the site-level ads.

Please do not worry if you find this confusing. I will now proceed to tell you how to use the advertising settings step-by-step, this overview is only intended for clarification purposes, it is not necessary for you to understand the hierarchy to set-up some advertising.

4.2   Step by Step Instructions

At each level of your site, Singular, Category and Site, you have the option to include banners at the top of each page, and pop-under advertising that will appear when a visitor clicks on a page at a frequency determined by your "Pop-Under Frequency" setting, as explained in Section 2.2.3.

Figure 4.2 shows the location of your settings for Site Level advertising. This is located on the Theme Options Screen under the Appearance menu.

Figure 4.3 shows the location of your settings for Category Level advertising. This is located in the add new/edit categories screen under Posts.

Figure 4.4 shows the location of your settings for Singular Level advertising. This is located in the add/new post screen under Posts.

The settings for each of these levels works in exactly the same way. I will now describe how they work using an example at the Site Level, but these instructions apply just the same at Singular and Category levels.

4.2.1   Banner Codes

This is a list of banner codes that will be displayed at the top of your website pages. You can get banner codes for any niche from any CPA site such as Maxbounty or Peerfly, or Neverblueads. They should be in the format given in Figure 4.5
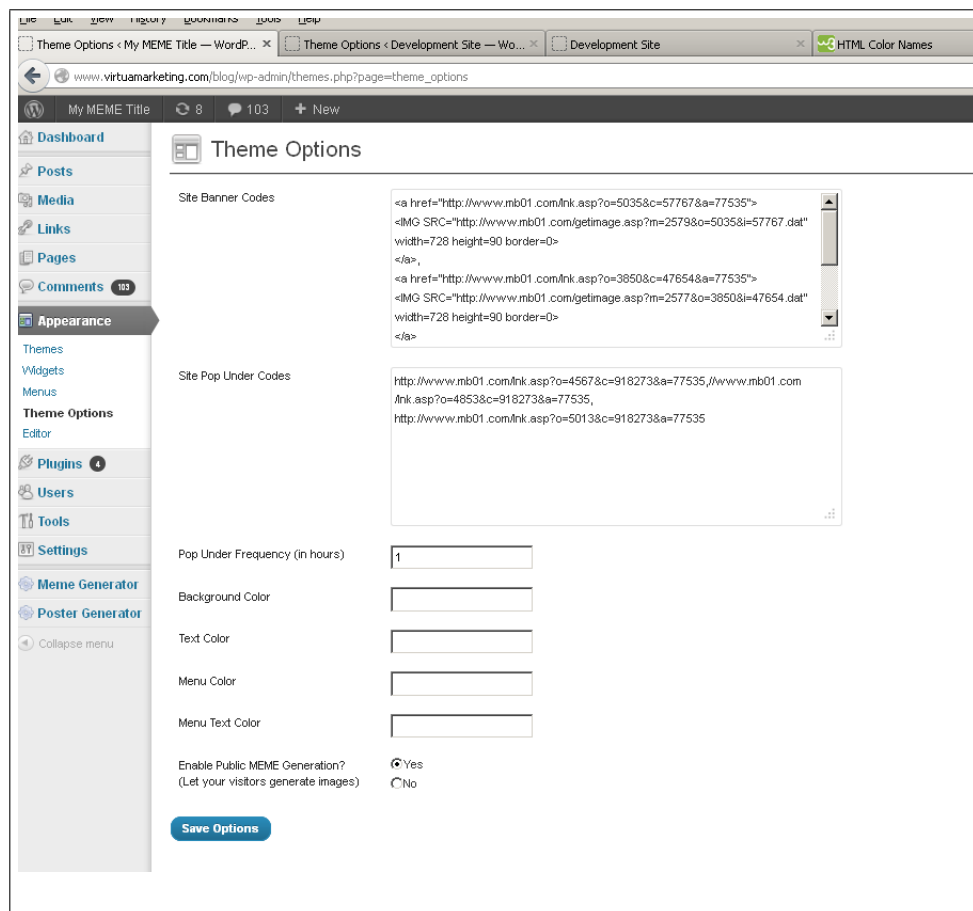
Figure 4.2: Your Site level ad settings

Comma Separation

You can list several banner codes and separate them with commas, like I have done in Figure . If the banner codes are seperated by commas a random banner code will be chosen from the comma separated list and displayed every time the page loads.

Non-Comma Separation

Alternatively you can list banner codes without separating them with commas. If you choose to do this, all your banners will be displayed together when the site loads. This is how you display multiple banners at the top of your pages.
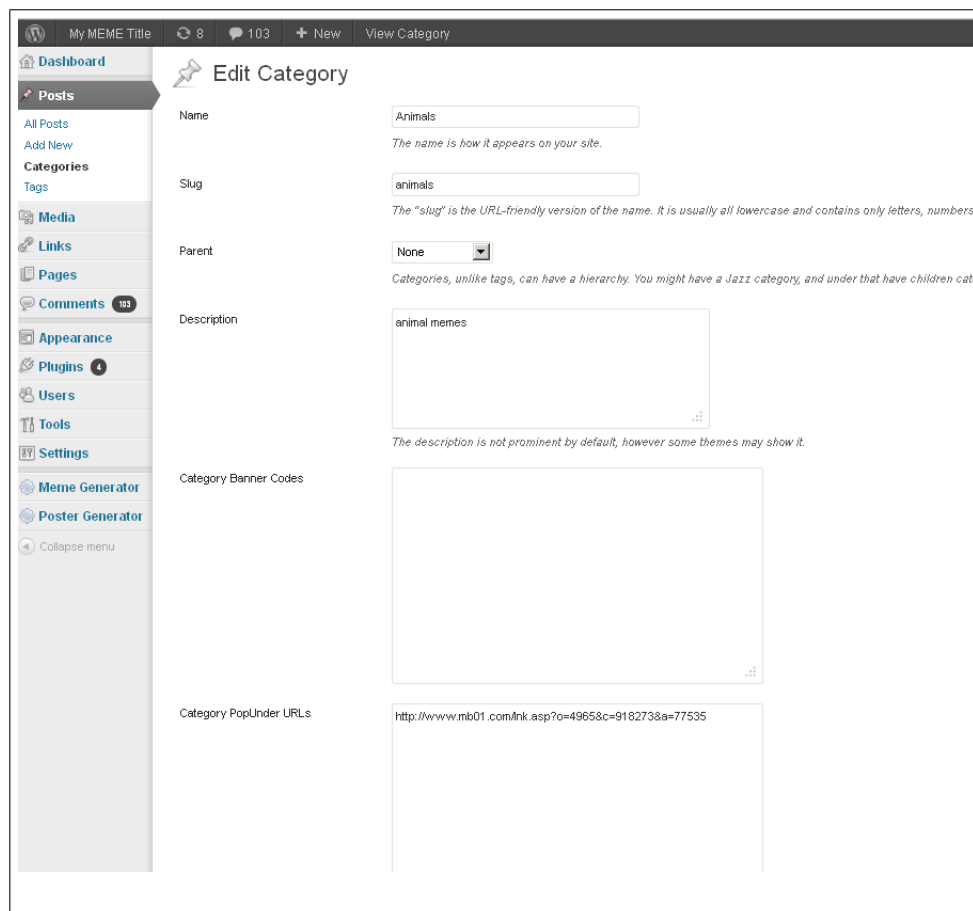
Figure 4.3: Your Category level ad settings

Non-Comma + Comma Separation

Finally you can choose combine comma separated banner codes, with non-comma separated banner codes. Examine Figure 4.7, in this example I first have two non-comma seperated codes, followed by one comma seperated code. In this example the theme will make a random choice between showing either the first two banner codes together, or showing the last banner code on its own.

In short, every time you use a comma in your banner codes you are telling the theme to make a random selection.

Finally if you choose to leave this setting blank no top-banner will be shown at this level, and a selection will be made from the next level down on the hierarchy. If you are at Site Level and you leave this blank, no banners will be shown at all.

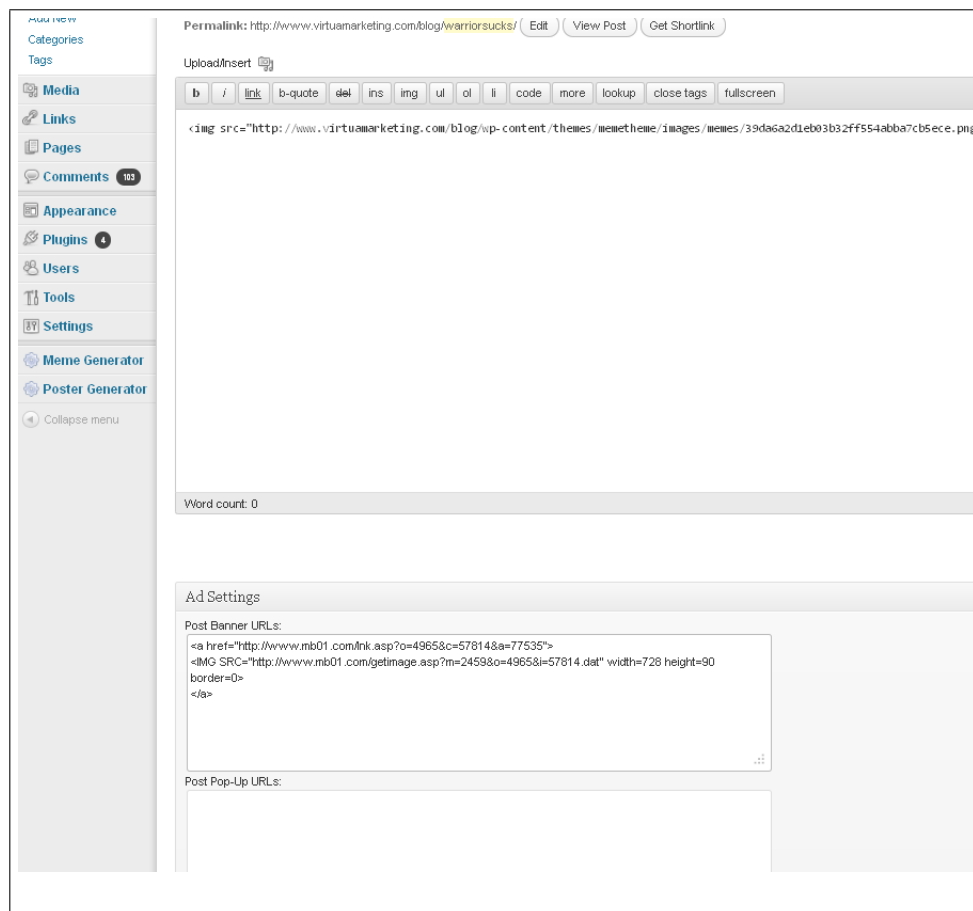If you don't want any banner advertising on your site, just leave all the banner settings blank!

Figure 4.4: Your Post level ad settings

4.2.2 Pop Under URL's

This is a list of URL's that will be used for the pop-unders on your site. This should always be a comma separated list. Unlike the banner codes, Non-comma separation will cause an error. The theme will choose a new random pop-under from this list each time the page loads. If you leave this list blank you will disable pop-unders on your site.

All your URL's should always be full URL's with "http://" included as shown in Figures 4.7 and 4.6.

```
<a href="http://locationofbannercodelink.com">
 <img src="http://bannerimage.jpg" border="0">
</a>
```
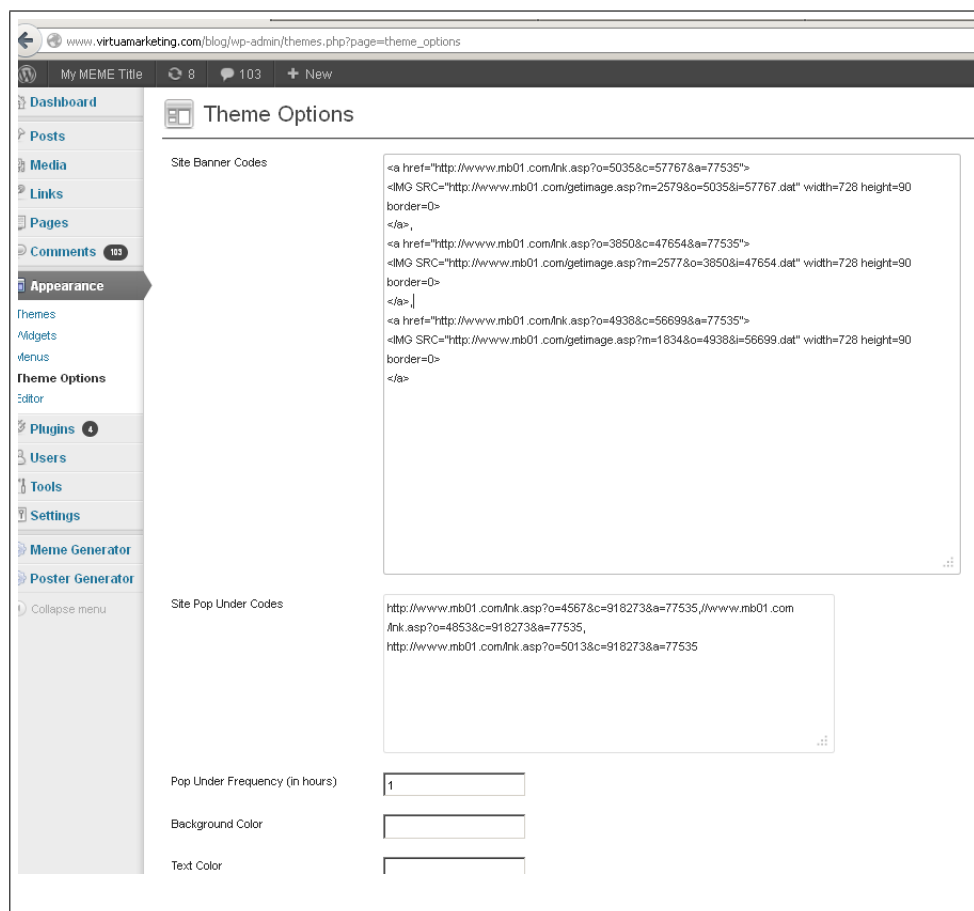
Figure 4.5: Banner Code Template
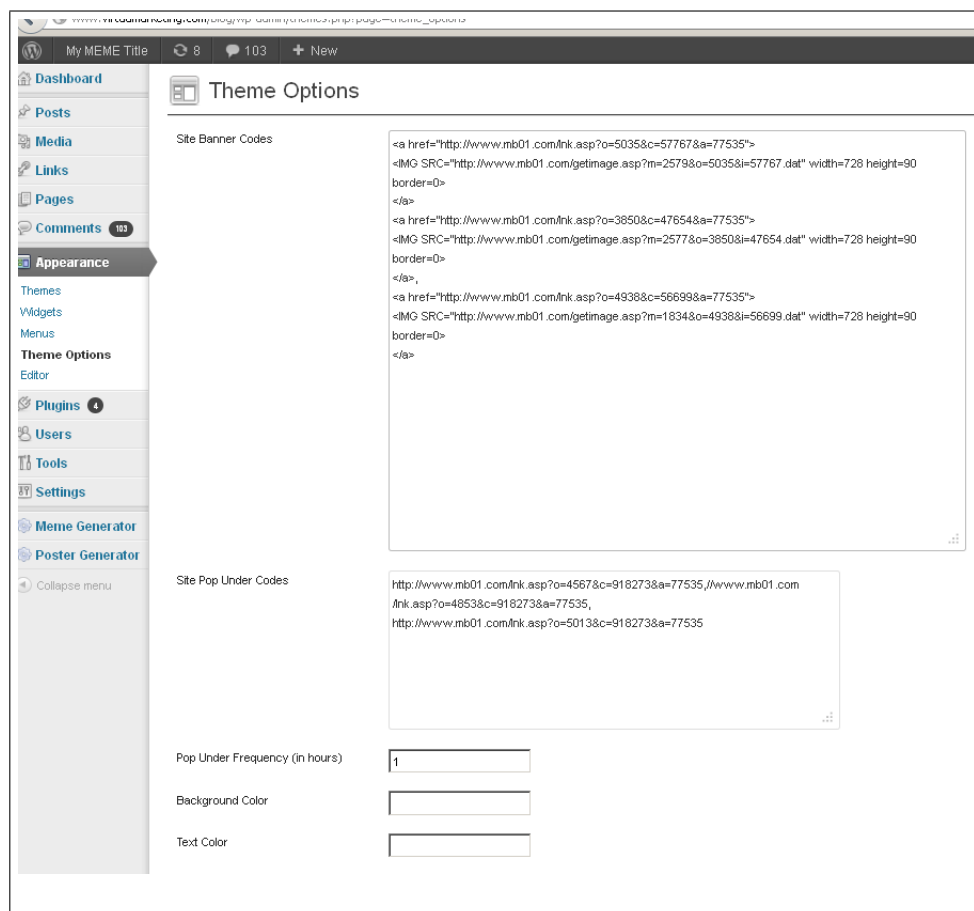
Figure 4.6: Comma separated banner codes

Figure 4.7: Comma separated + Non Comma separated banner codes