

RAP-TRACKER FOR RAPID ACTION PROFITS

Installation & User Guide
Version 1.0.0

©Copyright 2010, Genius Idea Studio, LLC, All Rights Reserved

© Genius Idea Studio, LLC
5257 Buckeystown Pike • Suite 192
Frederick, MD 21704
Phone 240.575.5302 • Fax 240.575.5306

Table of Contents

Introduction.....	2
Welcome	2
Installation	3
Downloading	3
Unpacking	3
Uploading	3
First Run.....	3
How To Use.....	5
Accessing the Rap-tracker Administrative Interface	5
The Rap-Tracker Interface	5
Administrative Interface	5
Affiliate Interface	24
Installing The Affiliate Interface	31
Values and Options.....	31
Accessing the Reports	32
Examples:.....	32
Installation Options.....	32
Affiliate Center Immersion	32
Iframe.....	33
New Page	34
Updates	36
Your Version and Current Version	36
Getting the latest version	36
Our Other Products	37
Editor for RAP	37
Google Analytics	37
Wishlist Member.....	38
Rap Tools.....	38
Support.....	40
Documentation	41

(this page intentionally left blank)

Introduction

Welcome

Hello and welcome to the RAP-Tracker add-on for Rapid Action Profits. Rapid Action Profits (RAP) has some tracking ability built in to the system. RAP-Tracker adds much more tracking data for both the site administrator and affiliates.

This add-on also provides the ability to use tracking codes so that you and your affiliates can see what promotion methods are working best.

Throughout this documentation we are going to discuss each of the graphs that are available and the options for each of them.

Installation

Downloading

Well, if you are reading this then you probably already figured out how to download the files that are needed. However, just a reminder, you were provided the opportunity to download the software when you purchased the add-on. You were also added to a membership based site so that you can download the latest files at any time. To access this site simply go to rap-tools.com/members. If you have purchased multiple products from us then you will have access to the latest files for all of the products that you have purchased from this site.

Unpacking

When you download the zip that contains all of the files you will have a main directory called gis-plugins. Inside of that folder you will find the install.txt file that is the text version of this chapter with installation instructions. You will also find a directory called GIS. Inside of GIS is a directory called raptracker.

Uploading

It is important to understand how RAP needs to see add-ons for them to work properly. Every add-on needs to be placed in a special directory under the rap_admin directory. You need to upload the files for the rap-tracker addon to these directories.

Under the rap_admin directory there is a directory called addons. Inside of addons there is a directory for every company that makes an addon and inside of each of those folders is a folder for each addon.

So the contents that are in GIS/raptracker in the archive file need to go into the rap_admin/addons/GIS/rapracker directory in your installation of RAP.

I am assuming that you already have the knowledge on how to upload the files to your site.

First Run

After you copy the files to your RAP installation you need to activate the plugin. If you are already logged in to your rap_admin interface, click on the System -> dashboard option to refresh the add-on list. If you are not in, log in to your rap_admin interface.

Go to the add-ons menu, you should see the Rap-Tracker addon in the list now but it will be red telling you that it has not been activated yet. To activate it, simply select the red Rap-Tracker option in the menu. When you select it, the add-on will activate itself and install the tables that are used by the Rap-

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

Tracker add-on. This will happen very quickly. When it is complete, there will be a link at the bottom that you can click to go to the Rap-Tracker interface. There will not be any data there yet to view. But as you get new traffic from this point forward, rap-tracker will be able to provide you stats.

You can also at any time now go to the add-on menu and select Rap-Tracker to access the Rap-Tracker administration interface.

How To Use

Accessing the Rap-tracker Administrative Interface

After the Rap-Tracker add-on is installed you can access it any time by going to the add-ons menu and selecting Rap-Tracker.

The Rap-Tracker Interface

There are 2 different interfaces for Rap-Tracker. One an administrative interface for the admin of the site and one for the affiliates. The one for the affiliates needs to be installed for your affiliates to be able to access it. Installation is not difficult but requires editing one file and placing a tag in the file and saving. Details on what needs to be done can be found in the “Installing The Affiliate Interface” section of this manual.

In the next few sections we are going to go over in detail each of the user interface.

Administrative Interface

After you go to the Rap Tracker addon you are presented with a page with some details on the rap-tracker version, support information, etc. You also have a toolbar that allows you to set the options for the reports that you want to see.

The sections below discuss the toolbar, it's options and what information is available in each section.

Toolbar

The toolbar is the home base for all of the information that you can get out of Rap Tracker. From here you select the date range and what graphs and reports you want to view.

Date Range: Last 14 Days ▾ Affiliates ▾ Products ▾ Site ▾

When you first start Rap Tracker the date range is set to default to the last 14 days (2 weeks). If you would like to change that, click on the down arrow next to the current date range.

Last 14 Days
Last 7 Days
Last 30 Days
Yesterday
Today
Custom

Current options for date ranges are Last 14 Days (default), Last 7 Days, Last 30 Days, Yesterday, Today and Custom. When you select the Custom option you will notice the Toolbar has 2 additional fields. These fields are where you

Date Range: Custom ▾ 12/26/2009 - 01/09/2010

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

enter the date range. Dates need to be entered in mm/dd/yyyy format. You can enter any date range you want but remember the longer the date range the slower the report will be.

After you have selected your date range you then can select the report that you want to run from the menu selections that are described below.

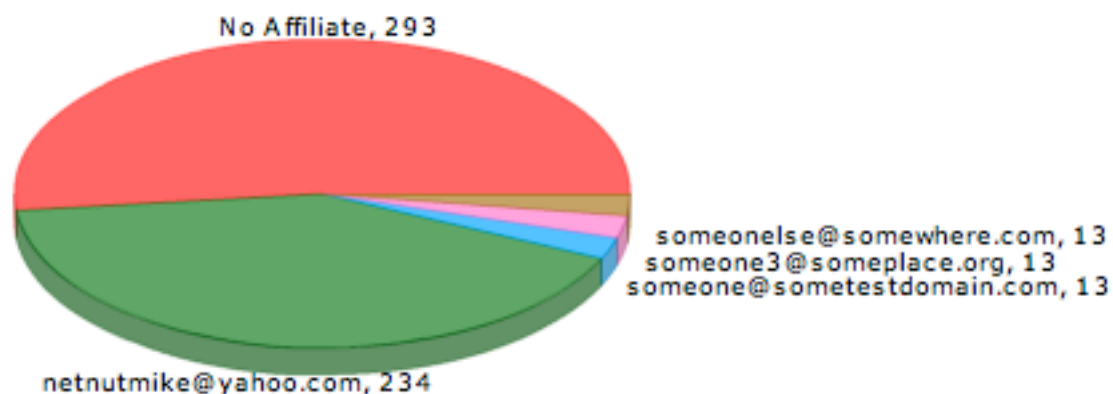
Affiliate Stats

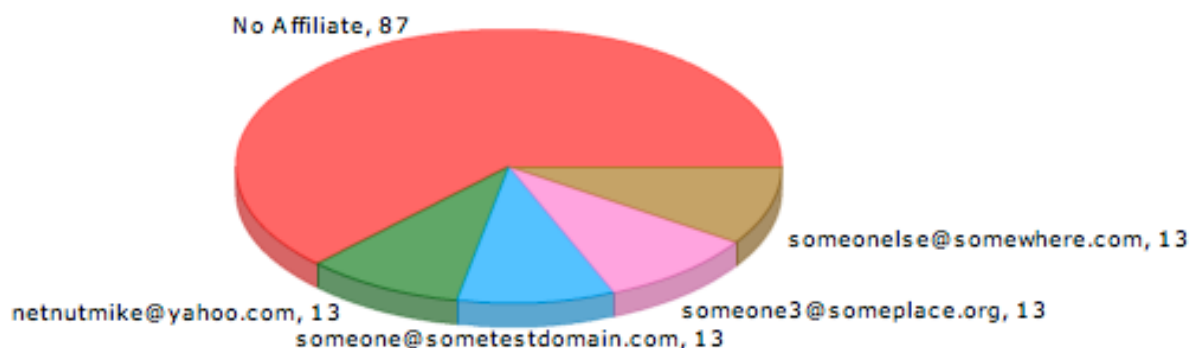
The affiliate stats menu currently has only one report available. It is the top affiliates report.

Top Affiliates

This report will provide the top 20 affiliates by traffic and top 20 affiliates by sales. Samples of each of the graphs are below:

Top 20 Affiliates (Traffic)



Top 20 Affiliates (Sales)**Product Stats**

The products menu has a number of reports that report on product statistics. Some of the reports require that you have a product selected before running the report. If you attempt to run a report that requires a product be selected but do not have one selected you will get a friendly reminder to select a product.

The sections below describe each of the reports and the contents for each report.

Product Performance

For the Product Performance report you need to have a product selected. If you do not you will get a friendly reminder.

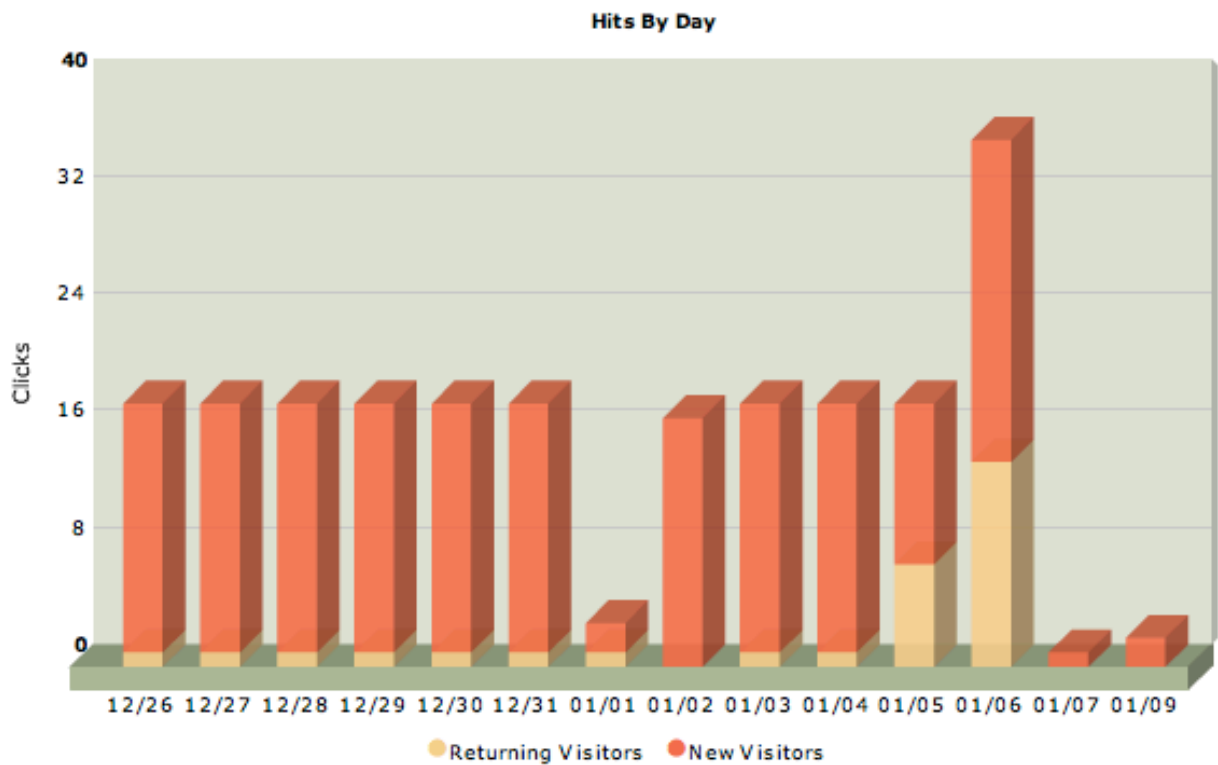
The Product Performance Report provides statistics on only the selected product. It provides:

- A graph of hit by day and distinguishes between new and returning visitors.

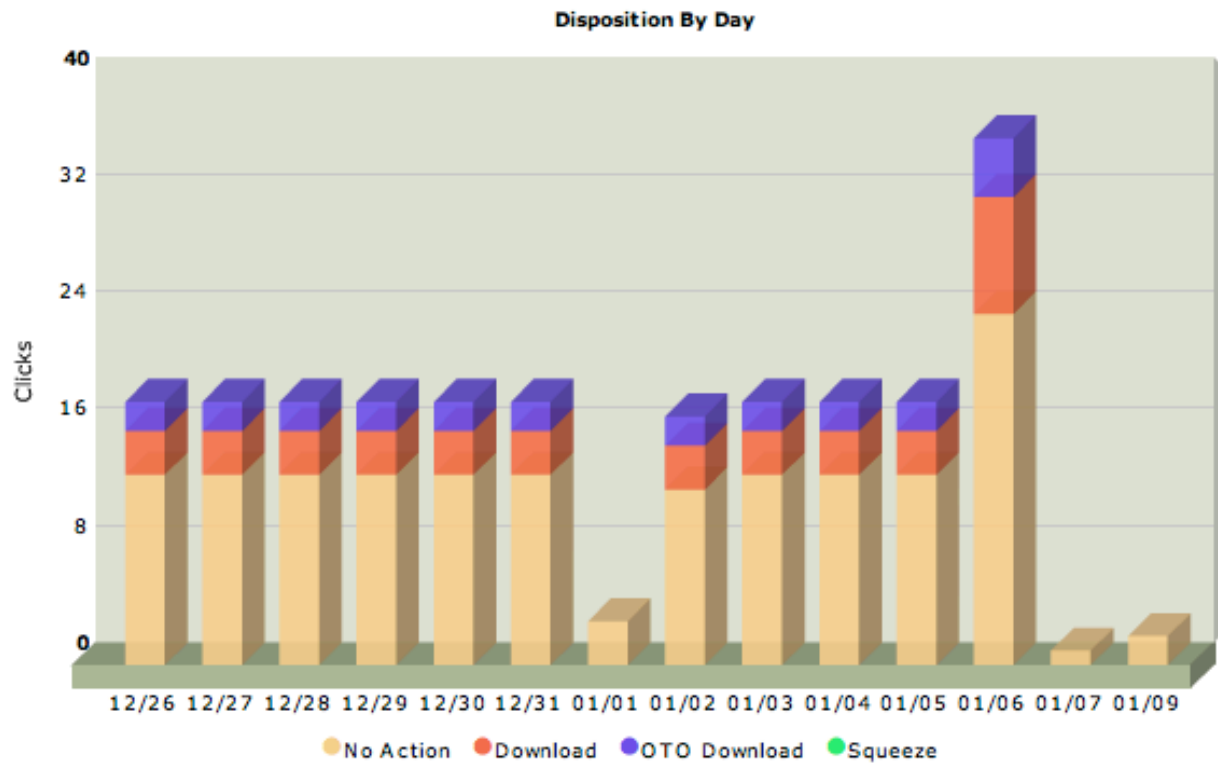
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

- A graph of visitor disposition (No Action Taken, Purchase/Download, OTO Purchase/Download and Squeeze Page)
- Sales By Day
- A Disposition Graph for the whole date range.
- Top 10 Affiliates for this product by traffic
- Top 10 Affiliate for this product by sales.

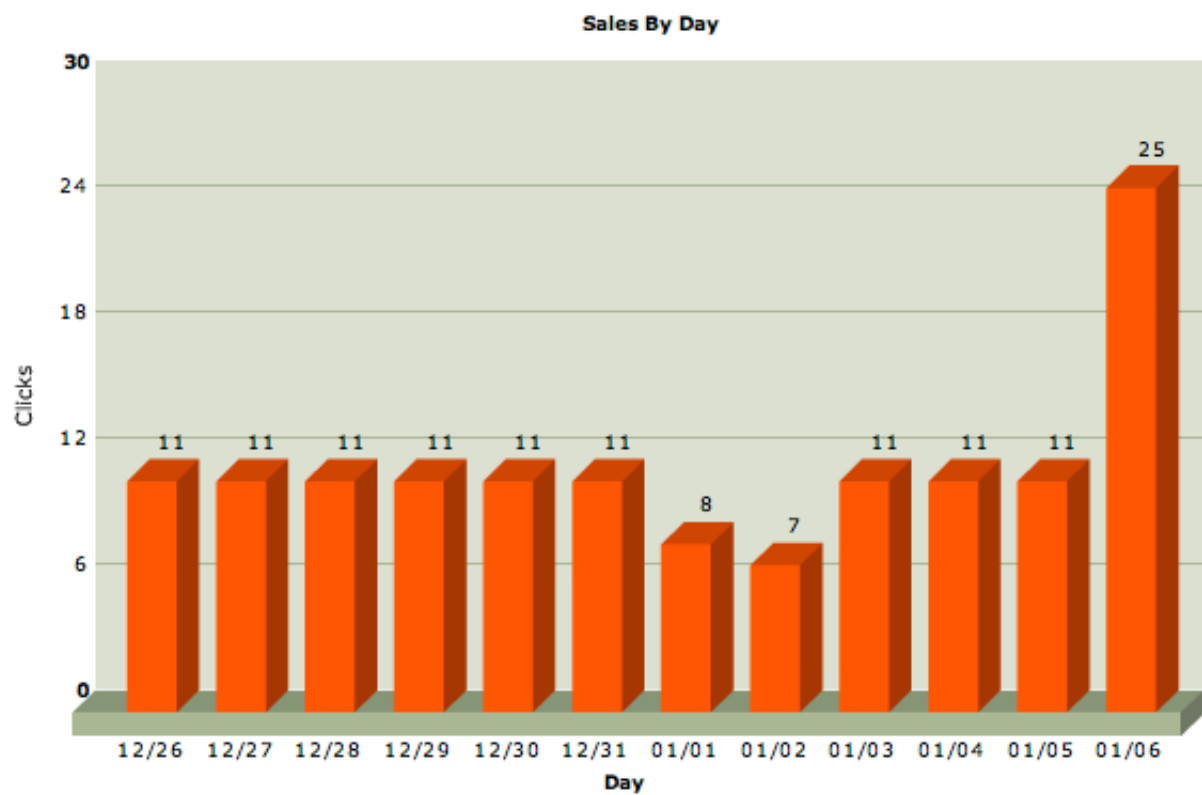
Below are examples of each of these graphs:



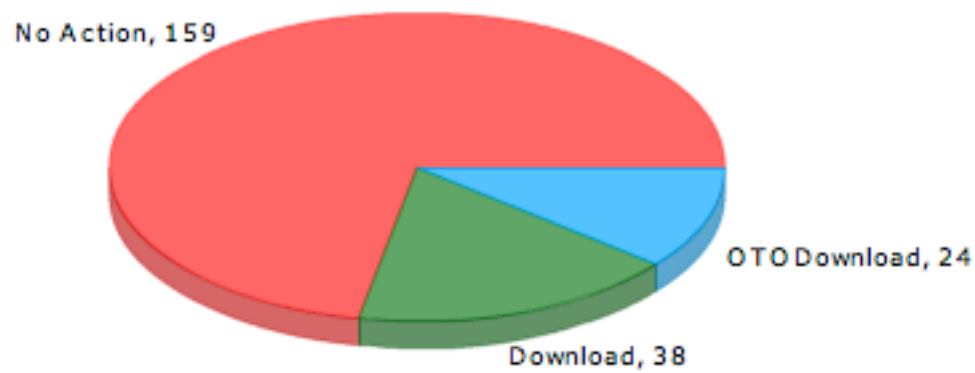
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



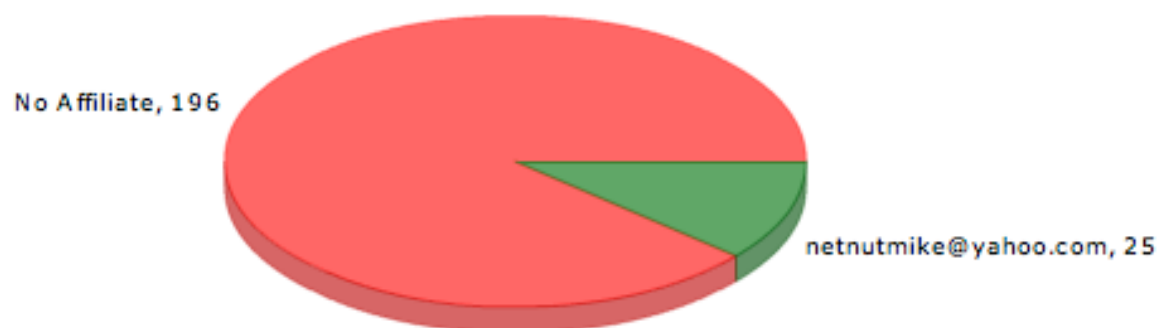
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



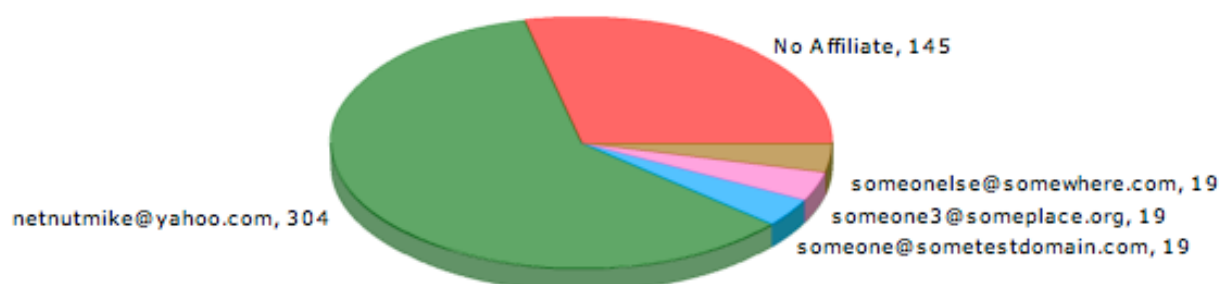
Disposition Of Visits



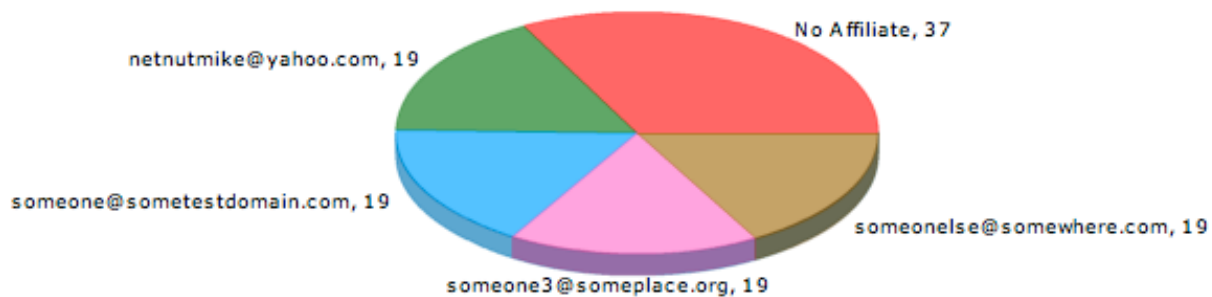
Top 10 Affiliates (Traffic)



Top 10 Affiliates (Traffic)



Top 10 Affiliates (Sales)



Product Comparisons

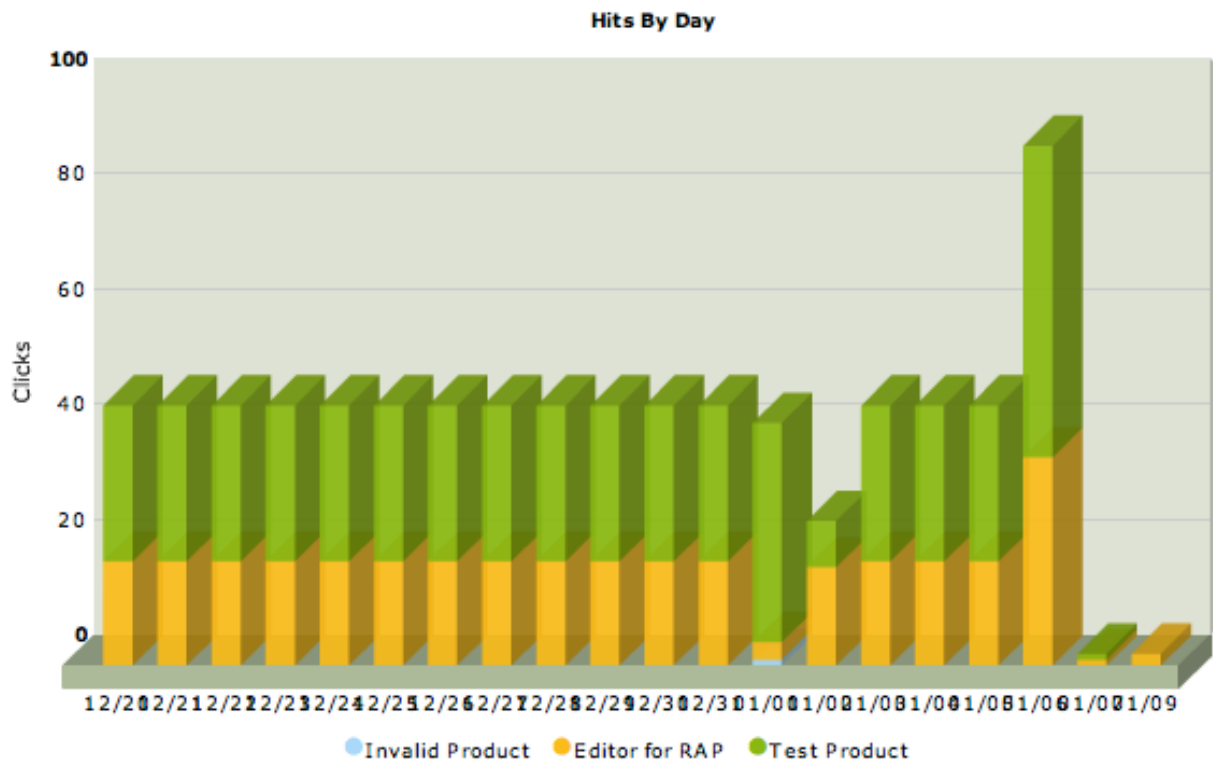
The product comparisons option on the products menu compares the products performance to each other.

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

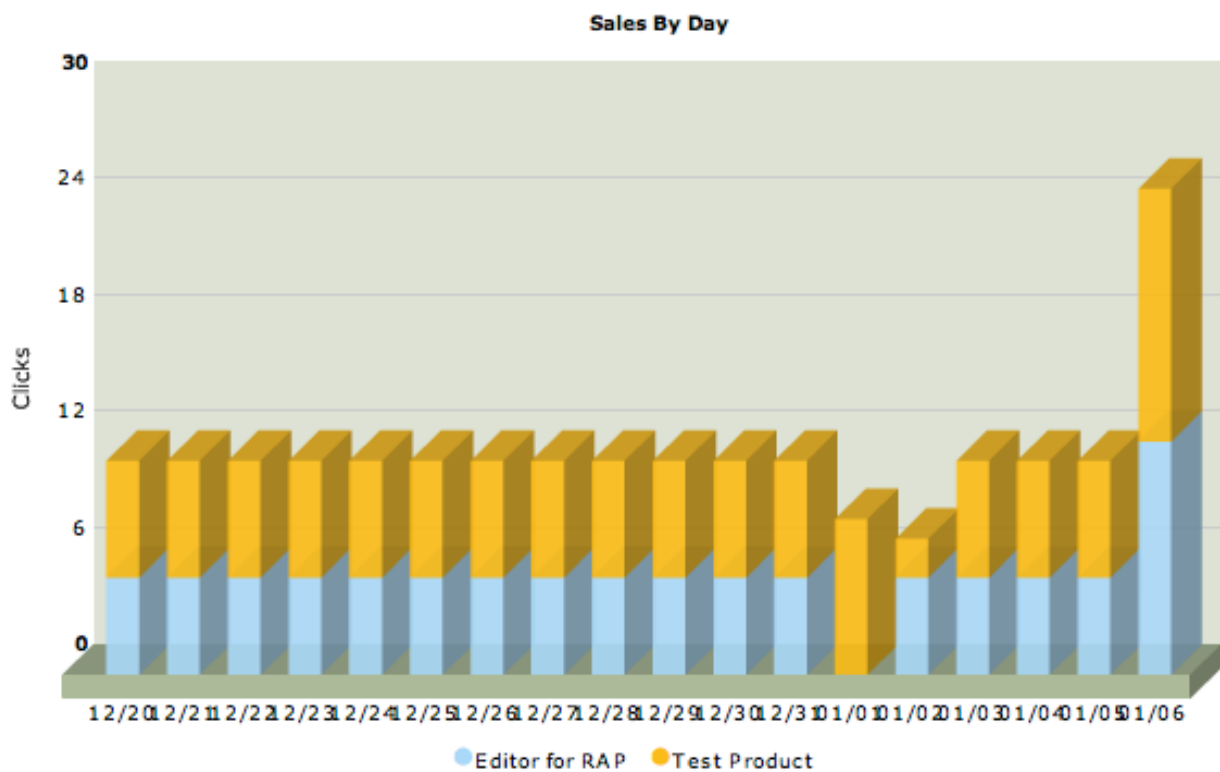
In this report the following graphs are available:

- Hits By Day presented in a stacked column and each product representing the number of hits each received per day.
- Sales By Day presented in a stacked column graph and each product representing the number of sales each received per day.
- A pie chart representing the percentage of product sales for the selected date range.
- A pie chart representing the number of OTO sales during the selected date range.

Below are samples of the graphs that are available in the Product Comparisons report:

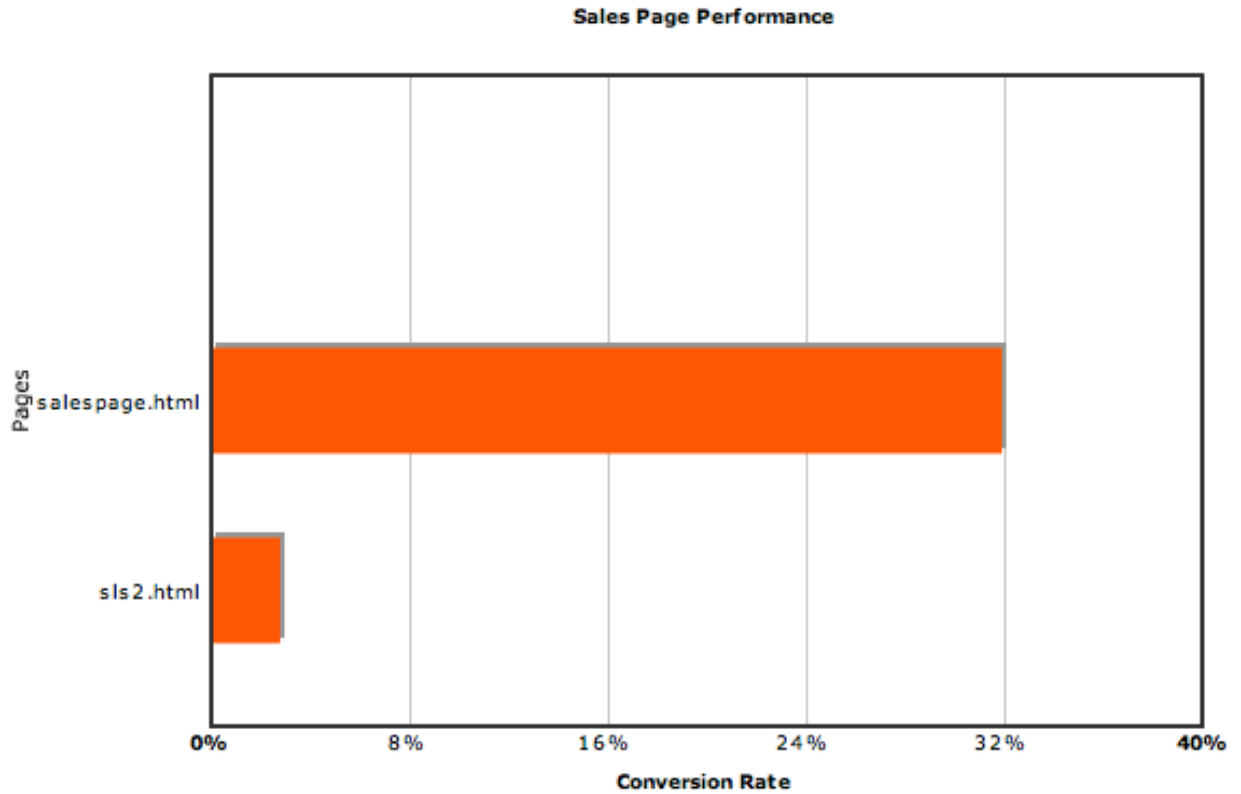


RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



Sales Page Performance

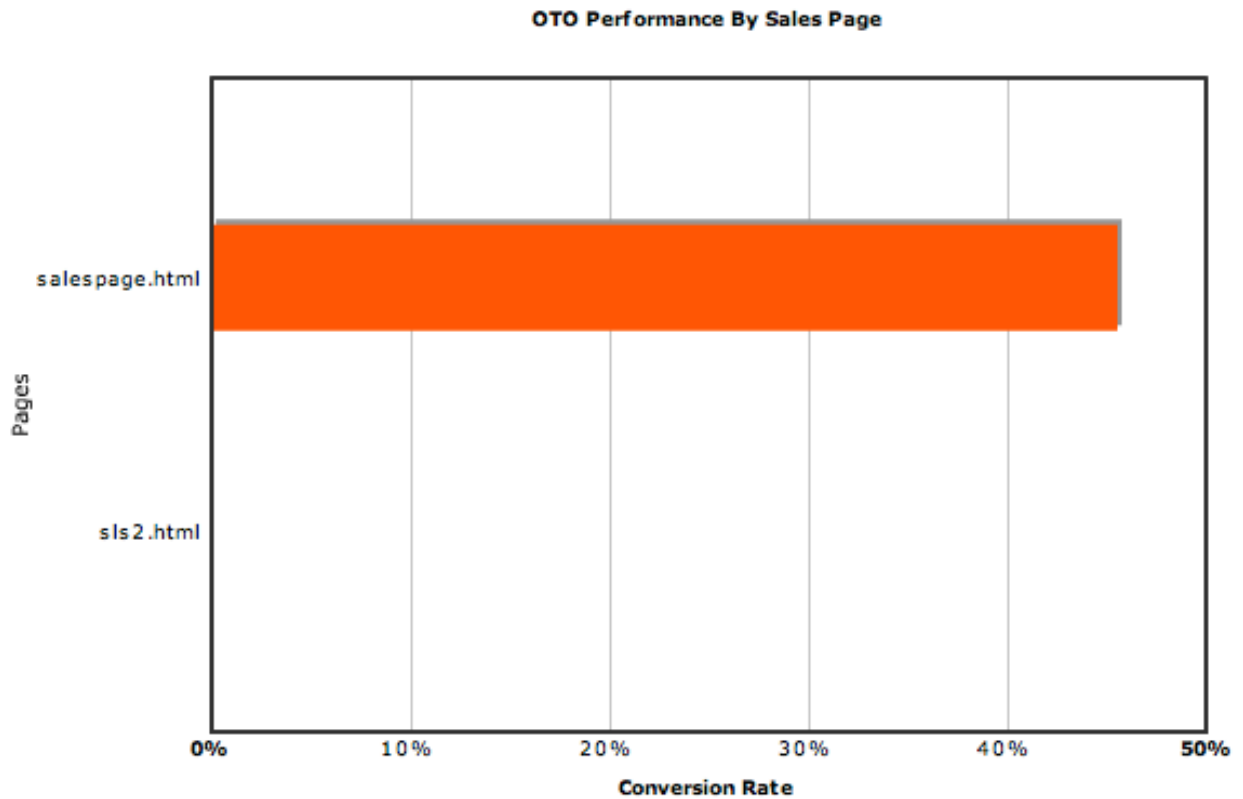
The sales page performance report compares the different sales pages for the selected product and reports on the conversion rate of each sales page. There is only one graph currently in the Sales Page Performance report. An example of the report is below:



OTO Performance

The OTO performance report is similar to the sales page report except it reports on the performance of the OTO for each sales page. This is a great way to monitor how well a sales page is pre-selling the OTO.

There is only one graph available in this report currently. A sample of the graph is below:



Referrers

The referrers report show you the top referring sites for the selected product. The report has 2 graphs on it. The first graph is the top referrers for non-affiliate traffic. So this graph is for your traffic from your own marketing efforts.

The second graph is for all traffic (including affiliate traffic) and provides you with the top sites referring traffic to this product.

Because we do not have enough data to show you the graphs we are going to not include them right now. As we continue to use this addon on our own sites we will update the manual for future releases with example graphs.

Site Stats

The Site menu has a number of reports that are site-wide reports.

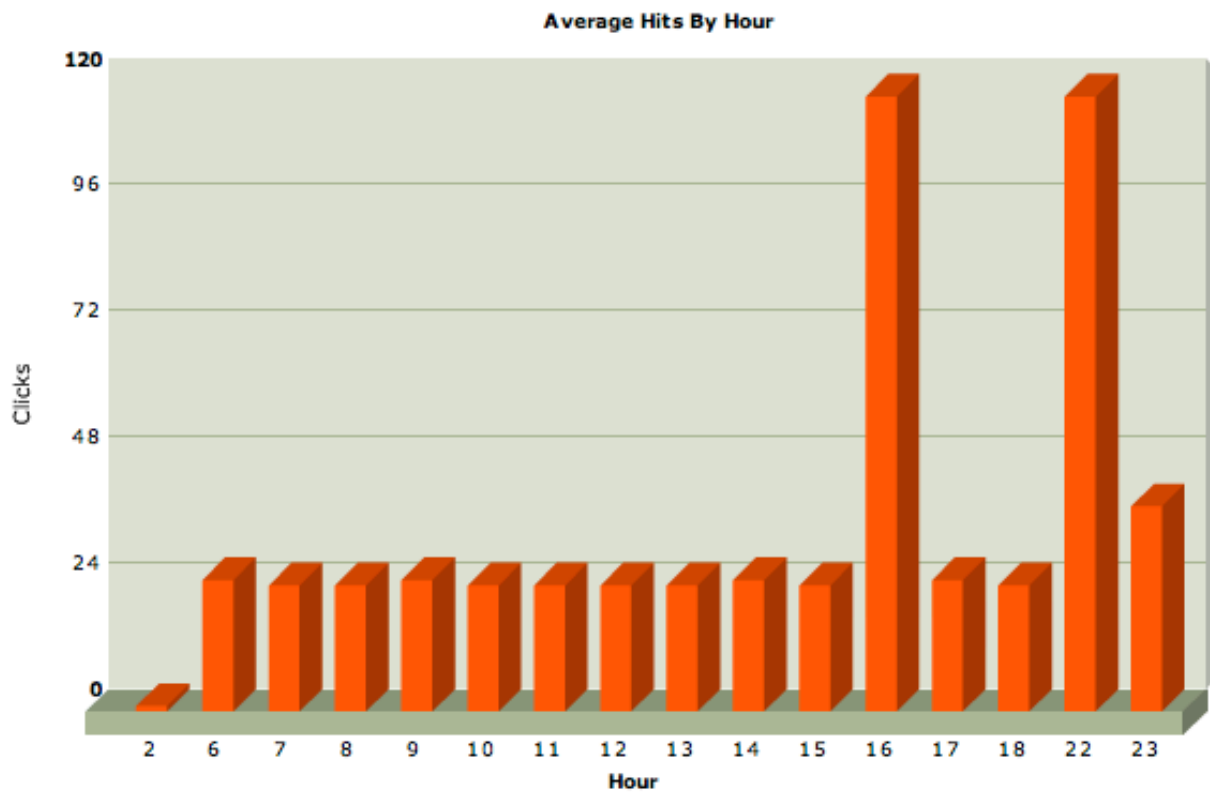
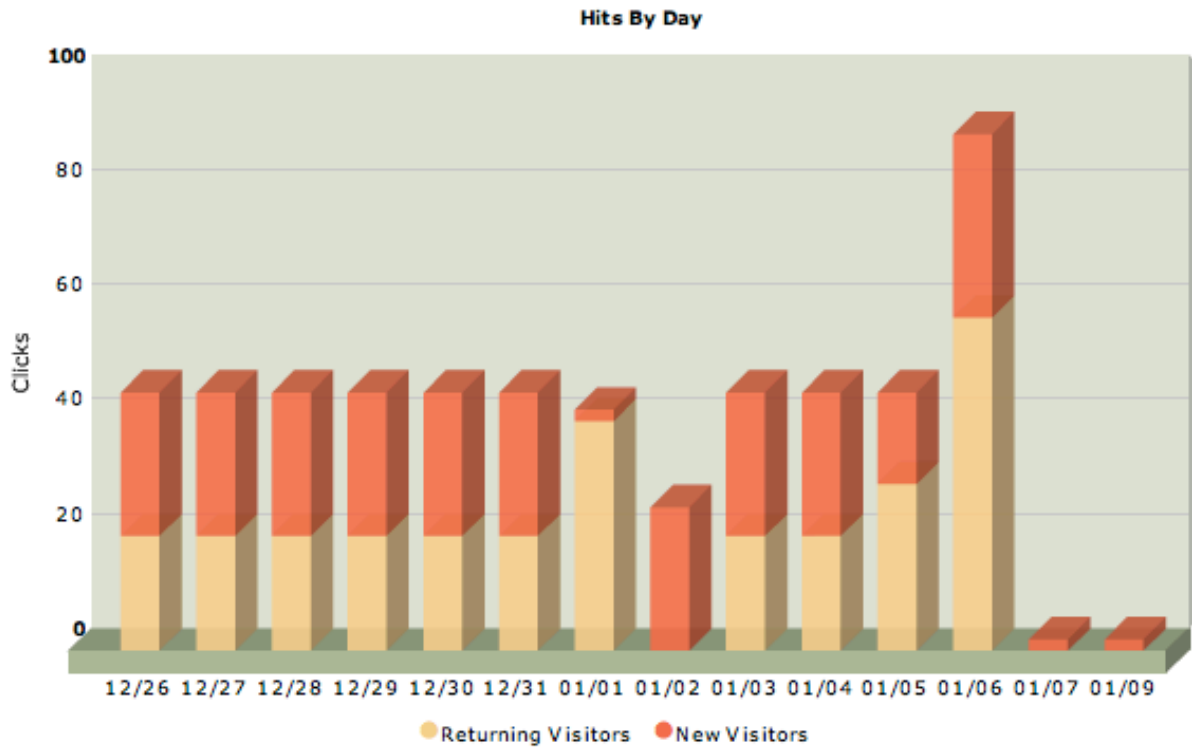
Site Performance (all traffic)

This report contains the following graphs:

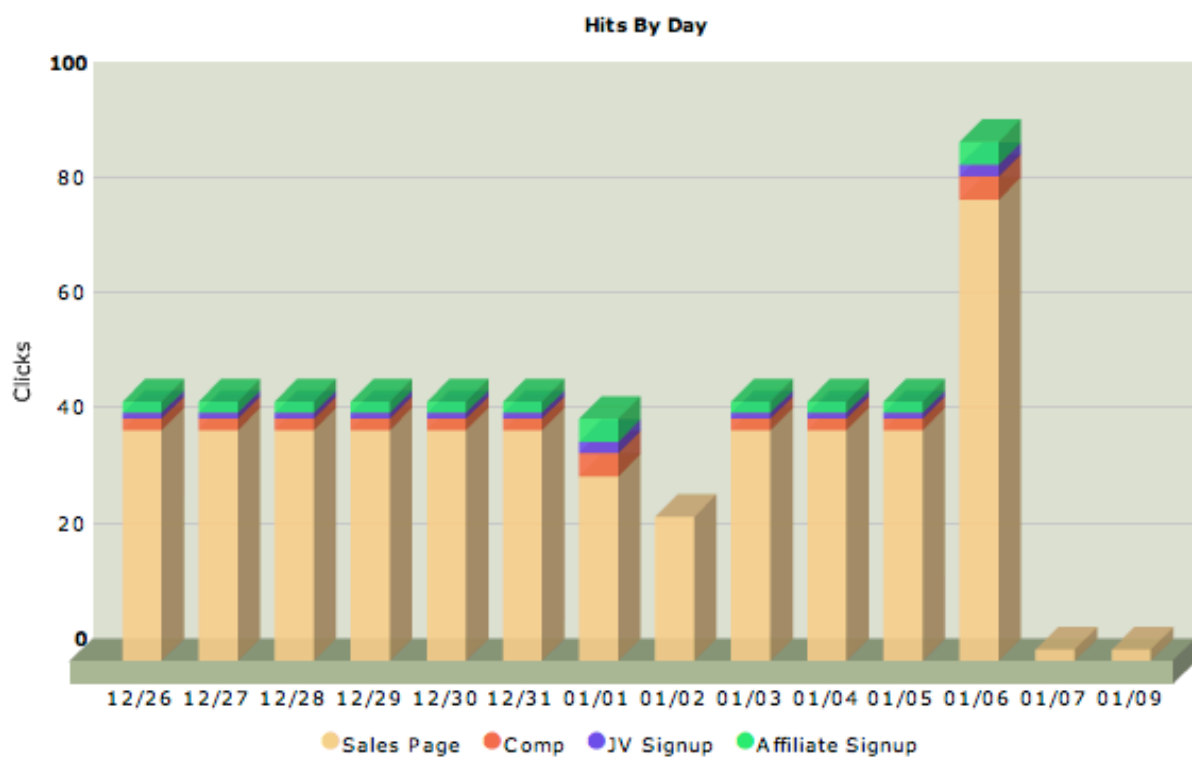
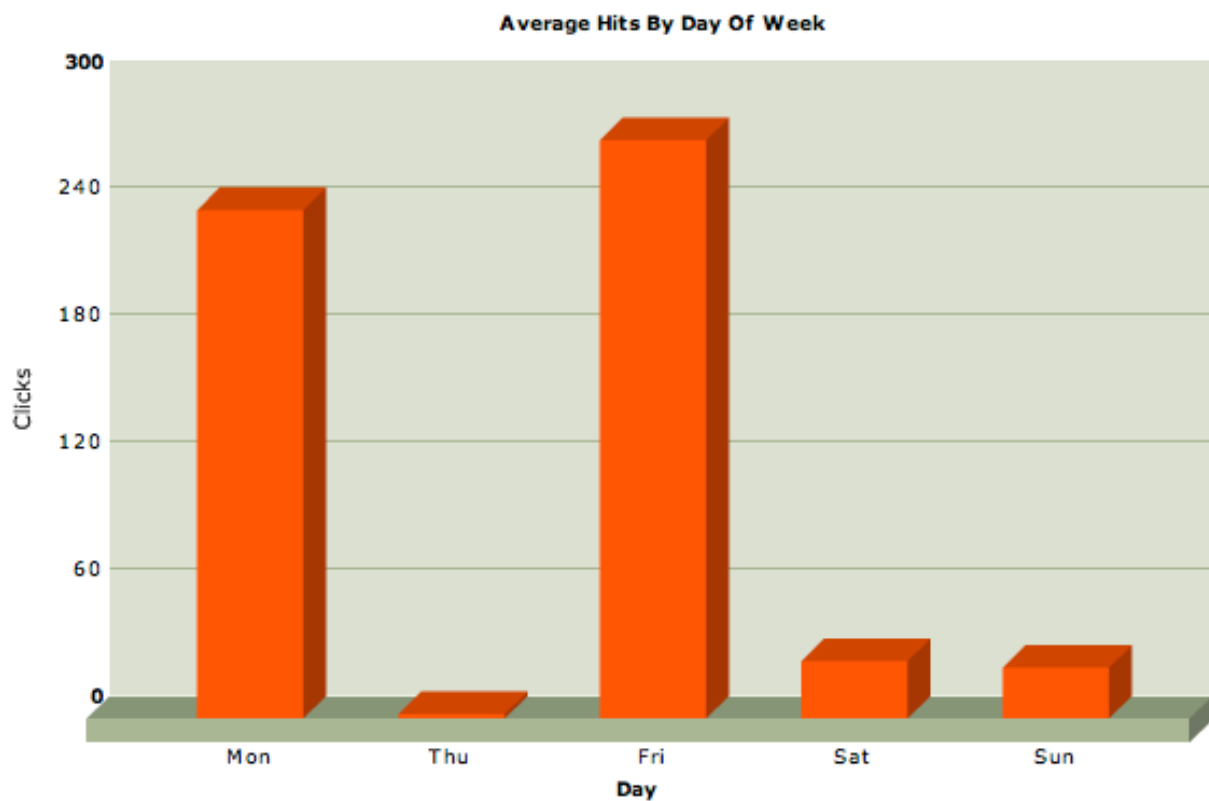
- Hits By Day – Displays the total hits for the entire site (All products, etc) and designates if they are returning or new visitors by utilizing a stacked column graph
- Hits By Hour shows the busiest hours during the day. These numbers are from the entire selected date range.
- Hits By Day Of Week – This graph can be used to determine the busiest day of the week for your site.
- Page Hits By Day – This graph is similar to the Hits By Day but rather than using a stacked column graph to determine if the visitor is a new or returning visitor, the stacked graph is used to determine what page they landed on. It can track: Sales Page, Comp, JV and Affiliate Signup.
- Disposition of Visit is the same as the disposition by visit in the product reports but this graph is based upon all traffic on the site (all products).

The following are example graphs that are in this report:

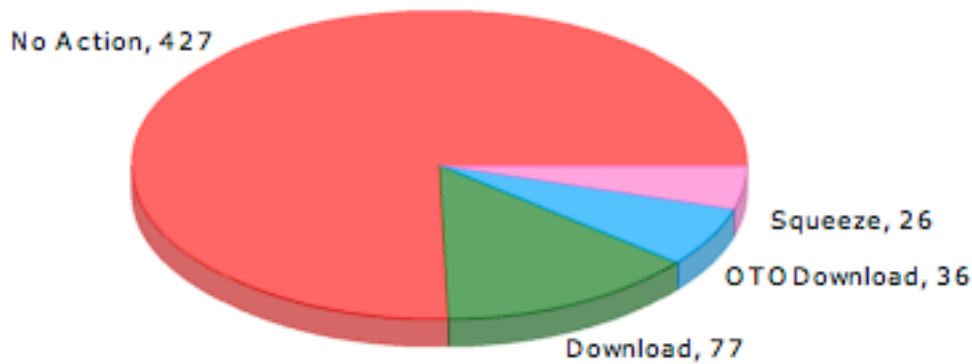
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



Disposition Of Visit



Site Performance (non-affiliate)

The Site Performance (non-affiliate) report has the exact same information and graphs that the Site Performance (all traffic) report except it is limited to only traffic that is not from an affiliate. So it is limited to your traffic from your own marketing efforts.

This report was created so that you could see how your efforts are working out.

Since the same graphs and data is in this report, please refer to the Site Performance (all traffic) report for the details of the contents of the report.

Tracking

The Tracking report is designed to provide you the site owner with the ability to track different promotion campaigns. It is simple to do and most advertising tools provide an option to provide a tracking code. Just about every affiliate program also allows you to use tracking codes to monitor

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

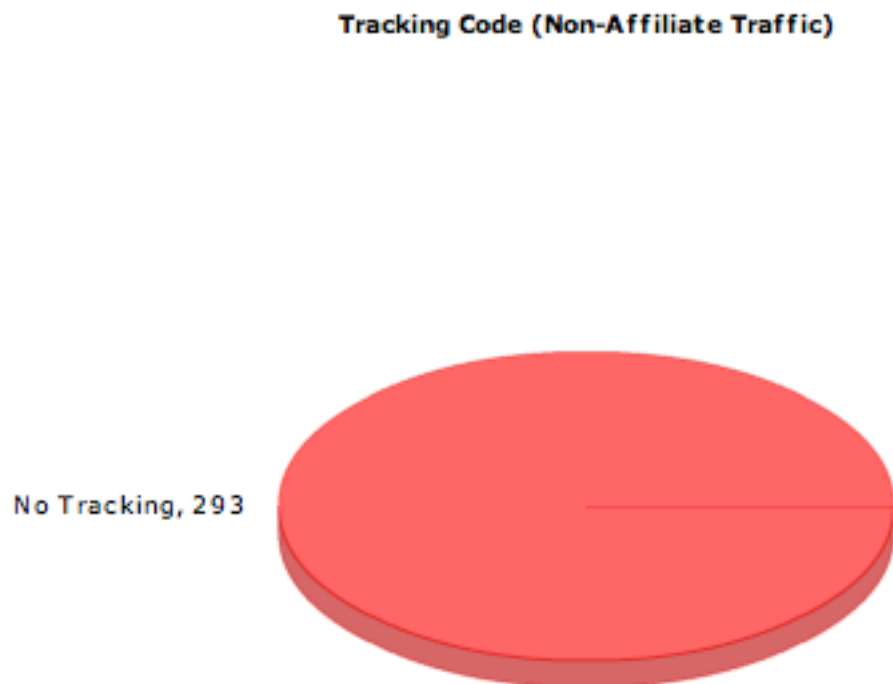
campaign performance. With Rap tracker you can now do this with RAP. Rap Tracker also provides this tracking capability to your affiliates if you activate the affiliate interface to Rap Traker.

The Tracking report in the admin interface has 2 graphs currently. Both report on the number of hits based on the tracking code.

The first graph reports only on non-affiliate traffic (your traffic). This is where you would go to see how your campaigns are going.

The second graph reports on all tracking codes to the site.

Examples of these graphs are below:



Tracking Code (All Traffic)



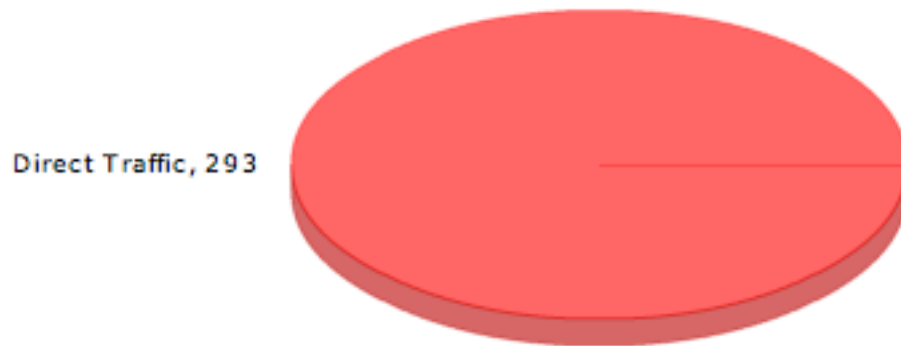
Referrers

This report is similar to the referrers report in the product reports. This report reports on referrers for all products vs just the selected one.

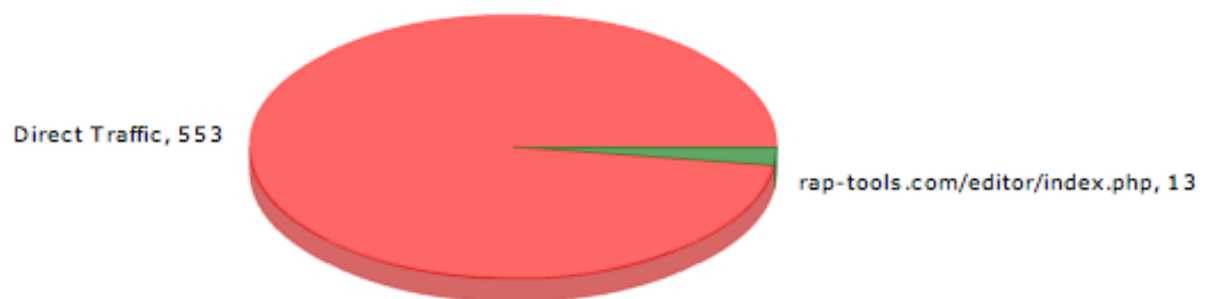
There are 2 graphs in this report. The first one limits the information to only non-affiliate traffic (your traffic). This is a great way to see where your traffic is coming from.

The second graph is the referrers for All traffic. Examples of the graphs are below:

Referrers (Non-Affiliate Traffic)



Referrers (All Traffic)



Affiliate Interface

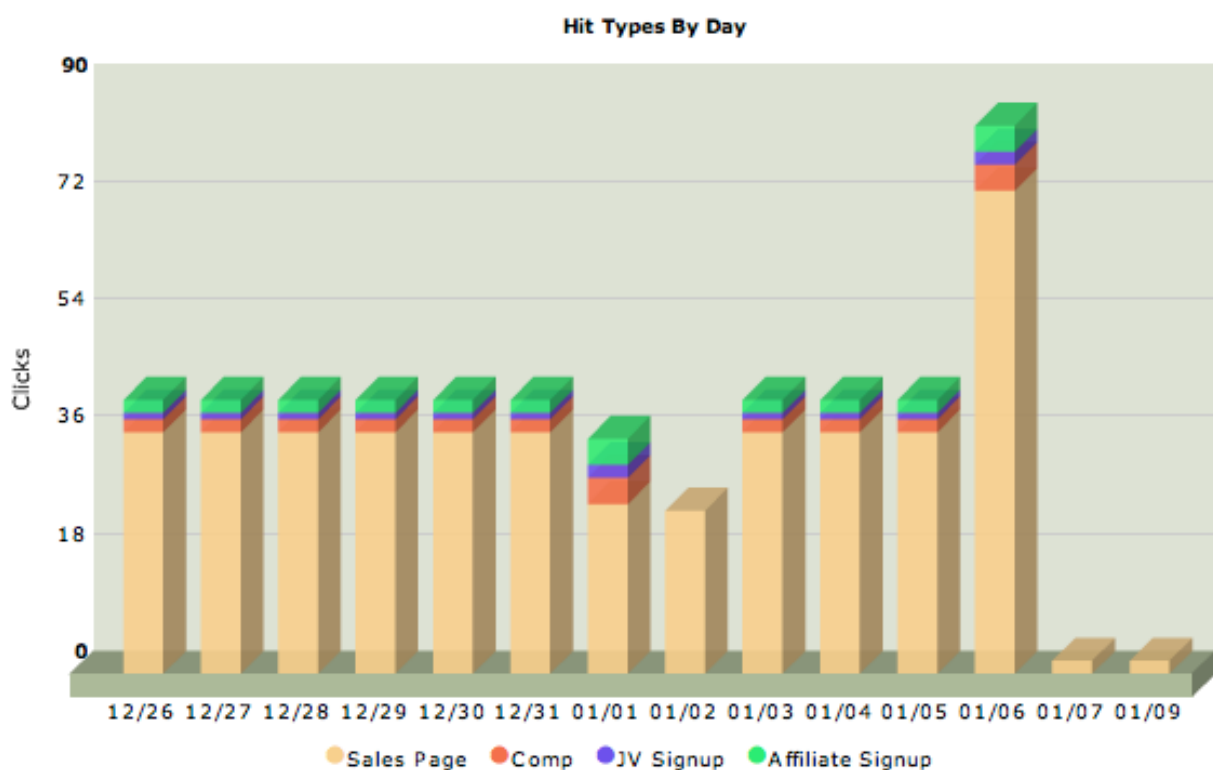
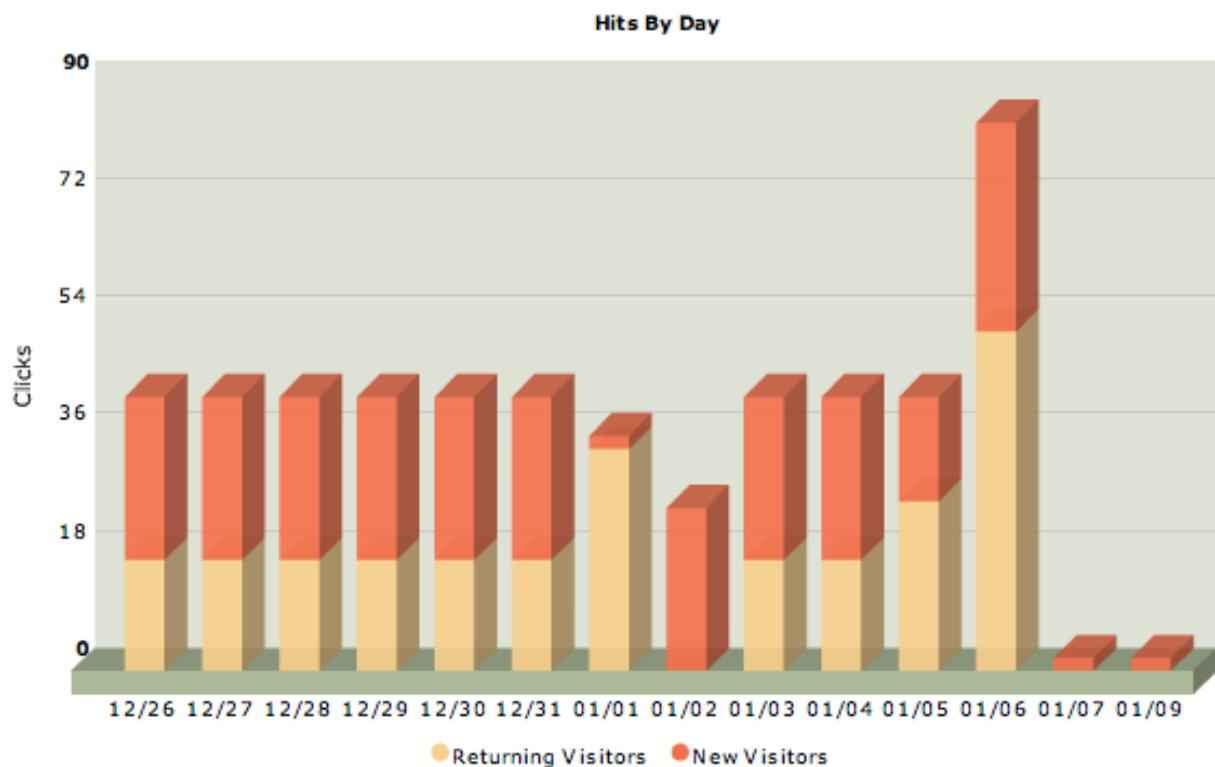
The affiliate interface is provided so that the affiliate can have access to the same tracking information that you have but limited only to their traffic.

The affiliate interface contains the following graphs limited to only that affiliates traffic and sales:

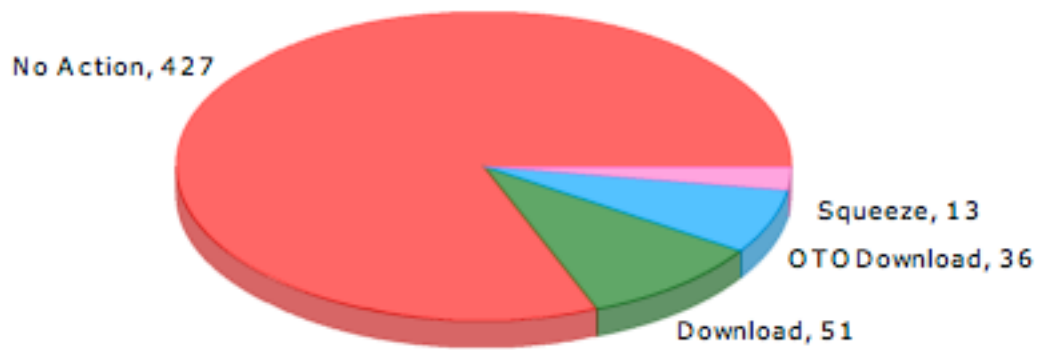
- Hits by Day in a stacked column graph with returning and new visitors.
- Hit Types by Day in a stacked column graph that provides daily hit totals for the Sales Page, Comp Page, JV and Affiliate signup
- Disposition of visits in a pie chart
- Tracking codes so the affiliate can monitor their marketing campaign performance.
- Top referrers graph provides a quick view of what sites are sending the most traffic for the affiliate
- Disposition by day show the affiliate how many hits, sales, etc they got per day.
- Sales By Day. A simple graph with the number of sales per day. Simple and down to the meat of the data.
- Product Hits per day show the affiliate how many hits for each product they received per day.
- Product Sales By Day show the affiliate what product and how many they sold each day.
- Product Sales is a pie chart showing the breakdown by each product of how many the affiliate has sold.
- OTO Sales is a pie chart showing the affiliate how many OTO were sold by product.

Examples of each of these reports is below:

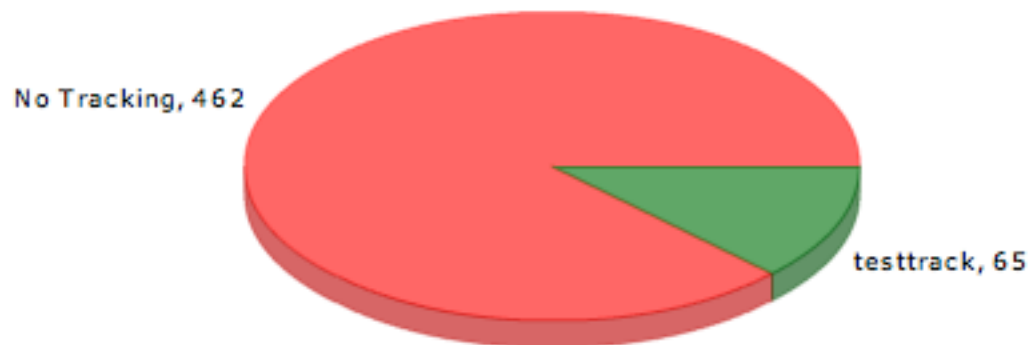
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



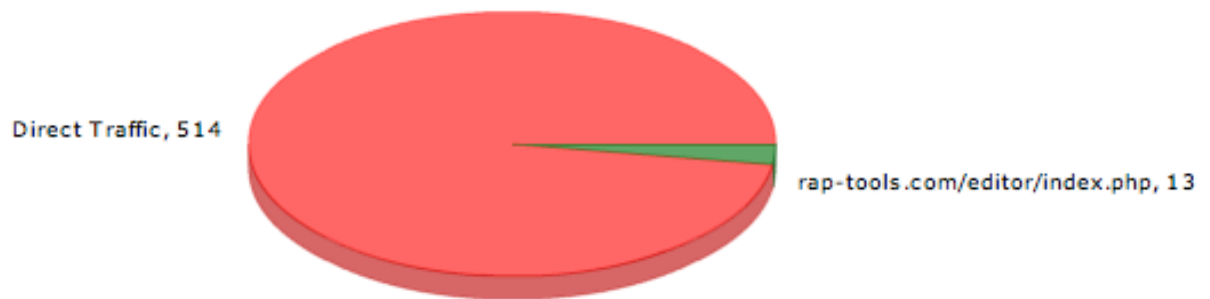
Disposition Of Visit



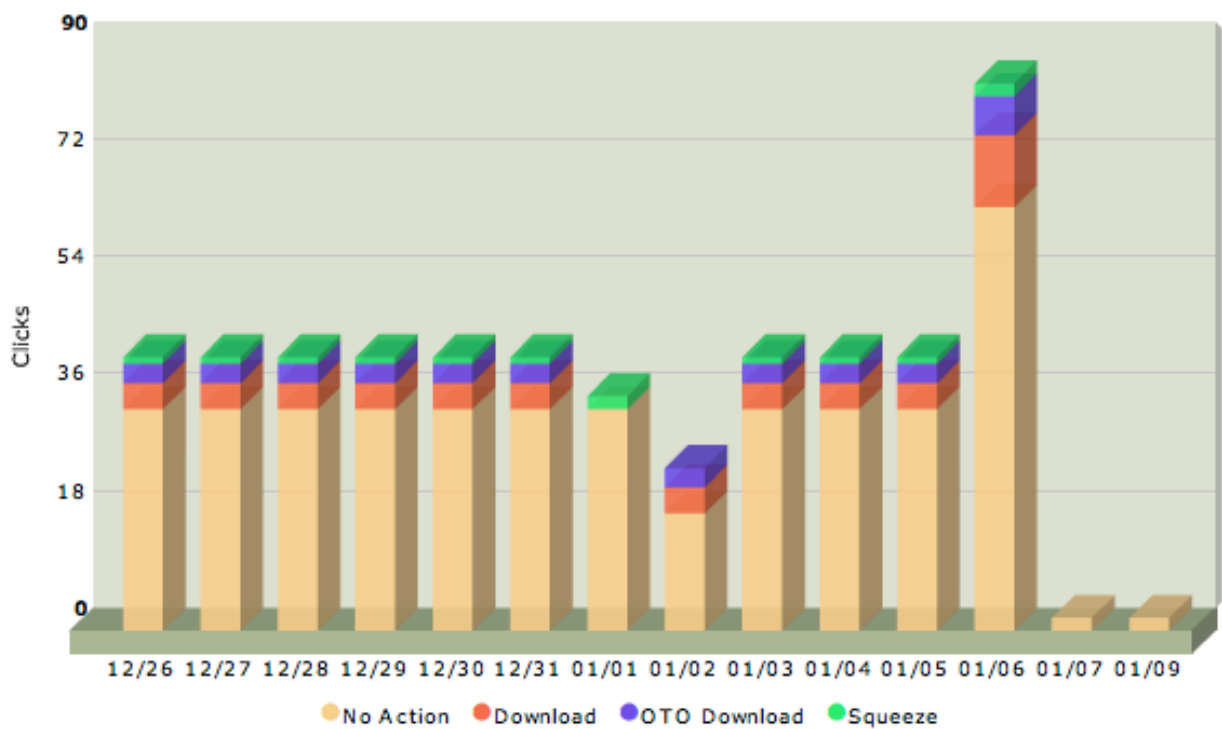
Tracking Code



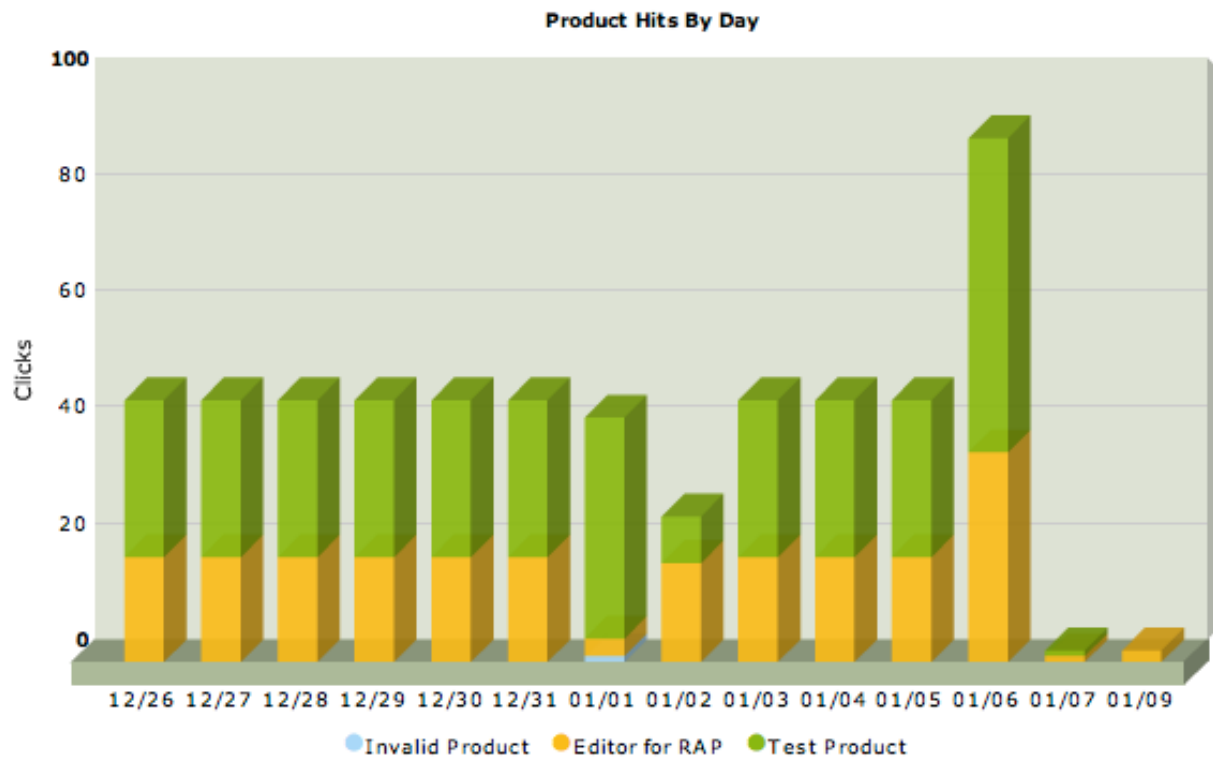
Referrers



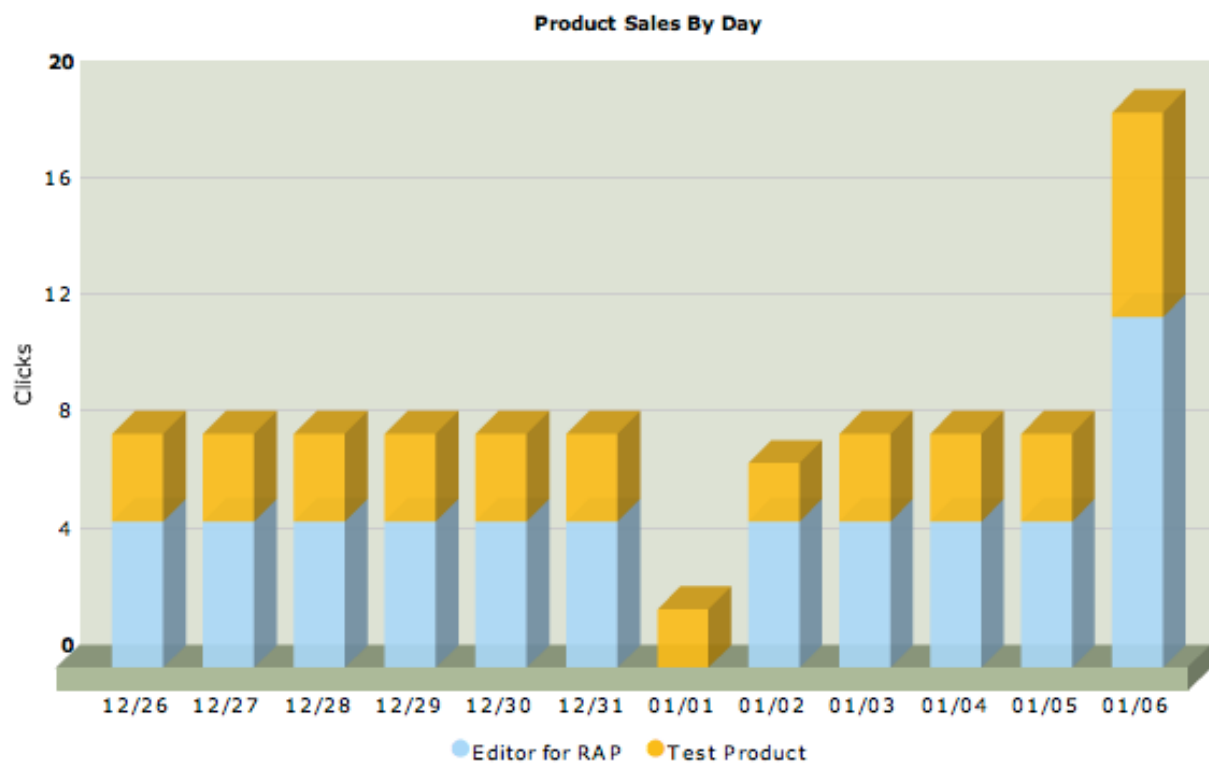
Disposition By Day



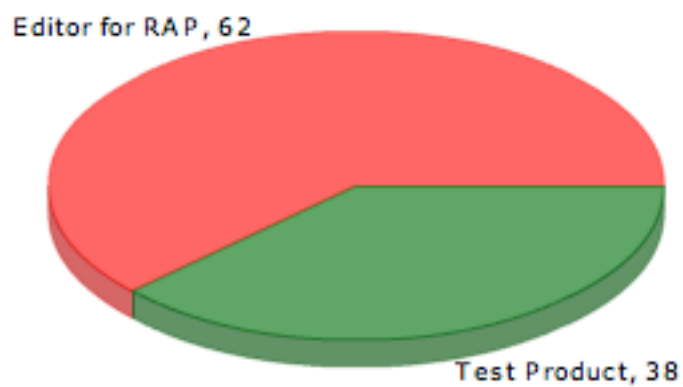
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



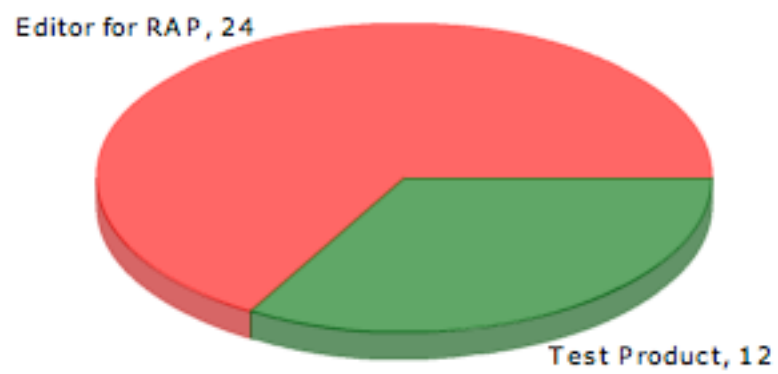
RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS



Product Sales



OTO Sales



Installing The Affiliate Interface

Installing the Affiliate Interface requires some editing of the affcenter.html template. If you have the Editor For RAP installed you can make these changes in just a few minutes.

There is an additional php application that provides the affiliate with their tracking details. This application has a number of options that can be provided to it. By default it will report on the last 14 days. The application does require at a minimum the nickname of the affiliate to be passed.

Values and Options

Below are the values that can be sent to the application:

nickname: This is a **required** option for the application to return information. It needs to include either the affiliates nickname or email address.

dateval: This value is optional and is used to set the date range option. If this value is omitted the date range defaults to the last 14 days.

The options that can be provided are:

- 7Days – Report on the last 7 days.
- 14Days – Report on the last 14 days.
- 30Days – Report on the last 30 days.
- Today – Report on Today.
- Yesterday – Report on Yesterday.
- Exact – Provides report for a date range. When this option is selected you must also Provide the start and end values.

start: This is the start date when the *Exact* option is selected in the **dateval** value. The format of the **start** value is: mm/dd/yyyy or yyyyymmdd.

end: This is the end date when the *Exact* option is selected in the **dateval** value. The format of the **end** value is: mm/dd/yyyy or yyyyymmdd.

Accessing the Reports

To access the report you need to call the PHP application. The application is located in /rap_admin/addons/GIS/raptracker and is called afftools.php. So the url to access the application is /rap_admin/addons/GIS/raptracker/afftools.php.

The options are passed using standard URL encoding methods. With the required nickname the url would be: /rap_tools/addons/GIS/raptracker/affstats.php?nickname=somenicknamegoeshere. You can add additional options after the nickname by adding a & and then adding the additional options. Below are some examples of different urls and the different options.

Examples:

/rap_tools/addons/GIS/raptracker/affstats.php?nickname=somenicknamegoeshere – shows last 14 days for affiliate somenicknamegoeshere.

/rap_tools/addons/GIS/raptracker/affstats.php?nickname=somenicknamegoeshere&dateval=30Days – shows last 30 days for affiliate.

/rap_tools/addons/GIS/raptracker/affstats.php?nickname=somenicknamegoeshere&dateval=7Days – shows last 7 days for affiliate.

/rap_tools/addons/GIS/raptracker/affstats.php?nickname=somenicknamegoeshere&dateval=Exact&start=20091201&end=20091231 – shows stats for the month of December 2009 for affiliate somenicknamegoeshere.

Installation Options

There are multiple ways that you can install the rap tracker affiliate reports. Below we are going to talk about the different options.

Affiliate Center Immersion

This is my personal favorite because it makes the stats look like they belong in the page. With this method the graphs will just show up in the affiliate center just like the rest of the information.

This method uses a php file_get_contents call to retrieve the stats and place them directly into the html code. Installation is very simple, but with this method you need to be sure to include the full URL to the affstats.php file. So that means that you need to have http://www.yourdomain.com in front of the rap_admin path.

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

The the following examples, just copy and paste them where you want the graphs to show up and then change the `www.yourdomain.com` to your domain name.

Example Code

Insert last 14 days stats

```
<?
$a =
file_get_contents("http://www.yourdomain.com/rap_admin/addons/GIS/rapt
racker/affstats.php?nickname=" . $_SESSION['nickname']);
echo ($a);
?>
```

Insert last 30 days stats

```
<?
$a =
file_get_contents("http://www.yourdomain.com/rap_admin/addons/GIS/rapt
racker/affstats.php?nickname=" . $_SESSION['nickname'] .
"&dateval=30Days");
echo ($a);
?>
```

Iframe

This method is my second favorite method and can be used to control the placement and size of the report a little more. Using an `iframe` you can specify the size of the frame on the affiliate tools page. Using this method you can use any of the examples in the accessing the reports. A complete URL is not required.

Insert the Example code below where you want the `iframe` with the graphs to start.

You can experiment with changing the height and width variables in the following examples:

Example Code

Insert last 14 days stats

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

```
<iframe src="/rap_admin/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>" width="100%" height="700"></iframe>
```

Insert last 30 days stats

```
<iframe src="/rap_admin/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>&dateval=30Days" width="100%" height="700"></iframe>
```

Show December 2009 stats

```
<iframe src="/rap_admin/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>&dateval=Exact&start=20091201&end=20091231" width="100%" height="700"></iframe>
```

New Page

This is my personal least favorite only because at this time this method does not include the header and footer for the product. We hope to have this problem solved in a future release.

Because you can call the affstats.php from anywhere you can simply create a simple `<a href>` link. Below are some examples of how you can use this method. You can place the following code where ever you want and you can change the anchor text as well.

Example Code

```
<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>">Stats for last 14 days</a>
```

```
<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>&dateval=30Days">Stats for last 30 days</a>
```

```
<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname'] ?>&dateval=Yesterday">Stats for yesterday</a>
```

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

`<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname']
?>&dateval=Exact&start=20091201&end=20091231">December 2009 Stats`

The Following examples will open a new window (tab) instead of using the current window (tab):

`<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname']
?>" target="_new">Stats for last 14 days`

`<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname']
?>&dateval=30Days" target="_new">Stats for last 30 days`

`<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname']
?>&dateval=Yesterday" target="_new">Stats for yesterday`

`<a href="/rap_tools/addons/GIS/raptracker/affstats.php?nickname=<?=$_SESSION['nickname']
?>&dateval=Exact&start=20091201&end=20091231" target="_new">December 2009 Stats`

Updates

Your Version and Current Version

When you first start up the rap-tracker add-on, you can see your current version and the most recent version information right at the top under the name of the add-on.

Getting the latest version

You can go to rap-tools.com/members and login with the account information you setup when you purchased the rap-tracker add-on. You can get access to the latest version at any time here.

Our Other Products

We have a number of addons for RAP that can make your RAP life easier. Below is a short list of the products that we have available when we wrote this manual. We are constantly adding new products so be sure to visit www.rap-tools.com to find the latest products.

Editor for RAP

Editor for RAP is an HTML editor that is built into RAP that allows you to edit your templates files with simplicity that is click simple. There is no guessing where the file is located or what it is called.

Editor for Rap knows based on what product you have selected exactly where to look for the files and even gives you a description of what the file does.

And after you are in the easy to use GUI HTML editor you are not left alone. We provide you with a list of RAP tags that you can easily with a simple click insert into the template files.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/editor.

Google Analytics

Google Analytics is the most popular tool used today for tracking visits to your website. Installation of google analytics can be confusing for the non technical person. With the Google Analytics addon for RAP it is super simple.

And we go beyond just basic Google Analytics. With the Google Analytics plugin for RAP you can setup a different Google Analytics tracking system for each product or mix and match if you want. If you can copy and paste then you can setup Google Analytics for your RAP site without editing a single template file in RAP.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/ganalytics.

Wishlist Member

One of the most popular membership programs in use today is Wishlist Member. It can turn any wordpress installation into an amazing membership platform.

One drawback to Wishlist member is it's lack of payment processing and affiliate program built in. It uses integration with paypal and clickbank for payment processing.

With the Wishlist Member addon for RAP you can use the powerful features of RAP to manage and Run your payment and affiliate program for your Wishlist Member installation.

The addon integrates RAP with Wishlist Member so that you can setup a different membership for each product you have in RAP or combine them in any combination.

RAP and Wishlist Member together are a powerful combination for your membership sites.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/wishlistmember.

Rap Tools

Rap Tools, our namesake is a collection of tools for your RAP install. Rap Tools includes a file manager for your RAP install, a File Uploader, an Addon Uploader, a quick editor for your Term Of Service, Contact Us, About Us pages (google looks for these pages so every site should have them), and RSS feed creator for your site and products, Sitemap creator, Cookie Management and the list just goes on and on.

Here is that list again:

- File Manager
- File Uploader
- Addon Uploader
- Referer Info
- Header Settings

RAP-TRACKER ADD-ON FOR RAPID ACTION PROFITS

- Editor for: Terms Of Service, Contact Us, About Us and easy to use tokens to insert them into your template
- RSS Feed creator
- Cookie Management
- Robots.txt file creator
- Sitemap creator
- And more....

We are constantly adding new features to the RAP Tools product and get requests for new additions all the time. For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/raptools.

Support

You can get email support at askmikemyers.com. For your convenience there is a link to the support center right on the rap-tracker add-on page.



Documentation

This document is also available right from the administration interface on the rap-tracker page. You can click on the rap-tracker Manual icon on the page to read this document at any time.

