OpenBH.com Quick Start Guide V1 Alpha

How to get started Making Money Online with OpenBH.com Web Sites.

By Earl Grey of Syndk8.com

First edition for the January 14th, 2011 release of the OpenBH.com Alpha V1 with Installer.
You are free to pass this book to anyone you want but you should ideally send the user to
http://www.openbh.com for the latest copy of the code and to get email updates.

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An Introduction to OpenBH

OpenBH can be found at OpenBH.com and is an automated website generator that needs no manual content writing and no ongoing content upkeep unlike a blog or a conventional web site.

The basic principle of an automated website like OpenBH works in the same way as Google does for its popular search engine results.
Google programmatically retrieves content from third party web sites to enable them to place their own advertisements called Adwords™ above and at the side of the retrieved content which Google refer to as a `Snippet`.

This principle of content retrieval which Google has based its self on for many years is done by having something called a Bot or a Crawler.
Google has lots of bots/crawlers visiting peoples websites at all hours of the day and all days of the week to retrieve a copy of the site called `The Google Cache` to store on one of Google`s servers and to place images of the visited website on the Google search results called `web preview`.

The Google way of visiting a users site and retrieving content from sites across the internet is not unique and all `Search Engines` use this approach.

Some very popular sites like Mahalo.com also use the Google.com, Bing.com and Yahoo.com automated approach to retrieving other user's content and displaying ads round it.

The concept of creating websites using this kind of content retrieval or scrapes from various places on the internet is by no way a new technique but there is still a lot of potential.

We hope that in the future some coding and designing rock stars will come along and help us make 100% readable content with showcase highly converting website designs but for now we are just getting in the game with what we have.

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OpenBH Methology

OpenBH works in a very similar way as Google.com, Mahalo.com, Alatest.com Bing.com and Yahoo.com but on a much smaller and manageable scale more suited to an online marketer wishing to make money online.

The pages for your OpenBH site will be generated in html based on the keywords you supply from a list. When you supply a keyword list in your OpenBH installer for `Lose Weight` and of course a few hundred related keywords in your list it will build a page for each of those keywords.

I will follow up in an email about building keyword lists.

OpenBH will then do the same as Google and the other search engines because it has its own `Bot` built into the code you have downloaded.
The `Bot` will visit sites based on the keyword supplied and retrieve relevant content based on that keyword and republish it onto your OpenBH pages for you to monetize in the same way as the search engines and place your own adverts over or at the side of the content.

This project is open source and is for people to contribute and learn.

You can use it `out of the box` but it is in your interests to get involved and learn how it works.

If enough people get on board and contribute we can use crowdsourcing and the power of numbers to create something truly awesome that will benefit lots of people.

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The Caching of OpenBH Pages

The beauty of the way OpenBH pages work is in the `caching`.

A web page can be dynamic which means that when you visit the page with your browser , the page is created from different elements while you wait or normally the page is generated almost instantly.
The elements for a dynamic page are information in the database, images in a folder and code on the server.
Once you leave this dynamic page it no longer exists and is recreated every time you or someone else revisits the page.

Sometimes when you visit a site like a forum it may take a while to load because it's building the pages from the different elements I mentioned a few lines above, which makes sense because a forum changes content constantly.

OpenBH have learned from the previous server strain created from the hosting of many database driven `dynamic` sites on cheap Cpanel hosting worldwide so we use caching.

When you put your keywords in to the installer and then press `submit` to create your pages we have made is so no content is added instantly.
The delay in adding content is good for many reasons because if you build big sites with lots of keywords the inbuilt Bot would have to very quickly go and get all your content which could put a strain on your hosting.

The first time you visit one of your pages it will be slow to load.
The slow loading is nothing to worry about because when you visit your site in your browser it creates a trigger to set your bot in process and retrieve content for that particular page.
The content will then be in your page permanently (cached) and the bot only needs to be triggered once per page by one visitor.

I hear you asking the question.
Do I need to visit all of my pages individually to start my Bot running and get the content into my pages?
NO. This is what is so funny because when Google, Bing and the other search engines come looking at your site to take some content to republish on their search engines, their own bot will visit your pages and will trigger your Bot into action retrieving content for your site and putting it into cache.

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Getting Started – You Need A Domain

You may already have a domain to put your OpenBH site on or many domains so for the people that haven't or don't understand about buying real domain I will explain it.

For the best chance of success you need to stack the deck in your favor so I will show you some ways to get a head start on the competition.

New domains are ok and they are nice and cheap but they aren't trusted by the search engines and they have no links to them.
Older domains are trusted by the search engines so they rank a lot better and generate much more traffic than a new sites but they often have older links to them already so you are off to a running start with your site.

I will send you a follow up email about getting old domains for almost the same price as new domains.

New domains are nice and cheap and you can pick them up for less than $10 for a .com
The benefit of new domains is that you get to choose the keywords in the domain.
http://www.namecheap.com/ has them for less than $10
http://www.dynadot.com/ has dotcom`s for less than $10 also
There are different places available from a search through Google that offer deals as low as 99cents which is normally for the .info extension.
You can do find specials on domains like .in for prices around $2.99 or .im for $1.99 but they change all the time so you need to do your own research until we have lots of people sharing the best deals.

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Getting Some Hosting

OpenBH is built primarily for hosting with Cpanel which is installed on thousands of different hosting company's servers.

The reason it's made for Cpanel hosting is that we had to start at some point and just get going to support one kind of hosting rather than buying hosting accounts and setting up configurations on every different implementation.

It may work on all hosting software but until people tell us their configurations and hosting setup we can't really say much about it.

The beauty of Cpanel hosting is that it's easy, cheap and worldwide so you can get your site up cheaply in pretty much every country.

If you do a quick search you can find loads of them really cheaply.

It should work on plesk but I don't have a plesk hosting to hand so I need to wait for someone to let me know.
Please let me know if you get it working on media temple, Amazon or anything like that.

Putting it all together ready for install.

You put your domain name on your hosting account by changing the domain dns.

Your hosting company will provide you with your dns servers that you will use to point your domain at the hosting. You can also find the hosting ip and this way is faster but not so popular with new people to the internet.

Add your domain to the hosting and save the details you used like username and password because you will need it later on.

It may take a while before you can see it because your dns needs to update and make it so the internet recognizes what is going on with your site.

When you type your domain name into your browser and it shows a link on the page saying something similar to `indexof` it means the website has resolved.

You can either use the file manager in cpanel and upload the entire OpenBH.com zip by gzip which is really fast or you can ftp into your public_html folder.

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Getting your site live – How to Install Using the Installer

The configuration and end result of OpenBH is very flexible but still simple.

You can install OpenBH in;
 Folders (example.com/myopenbhsite/)
Sub domains (myopenbhsite.example.com)
 Or on its own domain (www.myopenbhsite.com)

Fill out the form and get the latest copy of the OpenBH code if you haven't already.
http://www.openbh.com/download.html

When you confirm your email address you will receive a download link to the latest version.

Download the folder to your desktop.

If you are using FTP Right click on the folder and open with winzip http://www.winzip.com or Winrar
(free) http://www.rarlab.com/download.htm

Using an ftp client http://filezilla-project.org/download.php?type=client (free)
If you are a new user to ftp it's a lot better if you download this free software because I can't give
instructions for every ftp client and need to focus on just one to keep it uncomplicated.

Upload the contents of the folder to your public_html folder in your web space.
You will have the details from when you added it to your hosting that I told you to save.
Sometimes you need to create a new ftp username but often it will be;
Username@domain.com , host will be your domain and password is whatever you used.

If you are doing it by file manager you can leave it zipped up exactly how you downloaded it.
Go to your Cpanel and find the file upload manager.
Navigate to your domain and upload the zip folder you downloaded.
When it has uploaded you can unzip it with the extract button in file manager.

You are now well on your way to getting your site up and running.

Time to start the install and just hope it goes well ;)

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Using the quick installer to get this funky thing live.

Open your web site in a browser and add /manage/ (unless it's already there)

So if you have just put it on one of your domains http://www.myopenbhdomain.com/ you will be going to http://www.myopenbhdomain.com/manage/

Now the installer should be visible.

If you get a red message like these:

Permission Problem ../config/config.php (chmod)
OK ../config/kw/open.txt

could not create ../data/content/
../data/content/ not writeable (chmod)
../data/content/ looking good
could not create ../data/img/
../data/img/ not writeable (chmod)
../data/img/ looking good
could not create ../data/logs/
./data/logs/ not writeable (chmod)
../data/logs/ looking good

Please fix these errors to continue

This means that your folders are not writable and you will need to change the permission before you continue.
Navigate to your public_html folder and locate the specific files.
Right click on the files in your ftp manager and go down to file permissions.
The numeric value needs to be 777 and then click ok.
You shouldn't really be running 777 on any of your sites so please do try and find another host.

After you have made these changes the real installer should show up.

Page Awesome

We are getting there now.

Let's assume you want to setup an Infinity Cash partner site and earn money straight away.

In case you don't have an Infinity Cash Affiliate ID already please signup now.

Please check if OpenBH detected the proper URL to your website.

You can use the already predefined list of Acai Berry keywords (it creates a unique list each time you refresh the installer).

Select the i8f_Acai Template so it will match the keywords.

Provide Your Infinity Cash Affiliate ID so you will get your commissions!

Double check if you typed all the correct info.

Hit Setup and wait a few seconds.

Browse to the domain and enjoy YOUR new sexy new site. ☺

If you have anything to add to this please let me know.

Of course OpenBH is not limited to Acai Berries and Infinity Cash.

It can handle any CSV DataFeed which you can get from plenty of publishers and Affiliate Networks. But if you're just starting out it makes sense to get a couple of these already designed and SEO`ed Acai sites from the most trusted herbal affiliate network and get a basic understanding and feeling of how it all works together.

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