```php
<?php
    /*  8
        Develop a PHP program to read the content of the file and
         print the frequency of occurrence of the word accepted by
         the user in the file
    */
    // Lets search in the same program file, 8_read_file_print_freq.php
    $filename = "8_read_file_print_freq.php";          //replace later with,
    $word = "php";     // user input, select file and enter word to search

    $content = file_get_contents($filename);//$ php --rf file_get_contents

    $frequency = substr_count($content, $word);          // case-sensitive

    echo "The word '$word' appears $frequency times in '$filename'";

    // improvements: check if file exists,          $ php --rf file_exists
    // case - in sensitive search,
    //      strtolower, or
    //      using Regular Expressions RE, pattern matching
?>
```