PPC Custom Post Type Overview

Features
        Dynamic Keyword Insertion (DKI)
        Keyword shortcodes
        Custom PPC enhanced templates

Functional Overview
        This post type creates pages optimized for use in Pay Per Click campaigns. They are focused keyword specific pages and allow for a second keyword to be injected via the URL.

When you create a PPC page the permalink URL unmodified should look similar to:

http://www.yourwebsite.com/ppc/PAGE_TITLE/

Where PAGE_TITLE is what you've titled your page and is your first keyword in the URL.

When you view your PPC page, in the URL of your browser add a second keyword like the example below to inject a second keyword into the content of your page where ever you've added the shortcode.

Ex. http://www.yourwebsite.com/ppc/PAGE_TITLE/INJECTED_KEY_WORD/

There are two shortcodes for use in the page content. Place these shortcodes in your content to have them dynamically update for the viewer.

In this example the shortcodes below would be:
(http://www.yourwebsite.com/ppc/PAGE_TITLE/INJECTED_KEY_WORD/)

Shortcodes
[keyword loc="1"] = PAGE_TITLE
[keyword loc="2"] = INJECTED_KEY_WORD

Page Title and Heading Rules

If one keyword in URL
Page Title = Keyword 1 | Website Name
Page Heading = Keyword 1

If two keywords in URL
Page Title = Keyword 2 | Website Name
Page Heading = Keyword 2