# Post Layout Pro

## The guide

www.satollo.net

# Satollo

# Table Of Contents

# Excuses for my english

English is not my primary language. I'm doing my best to write correctly, but I'm sure there are a lot of errors in this manual.

If you want to send me corrections, feel free to write me to info@satollo.net.

# A note

I'm moving my plugins from www.satollo.com to www.satollo.net. If you find reference to satollo.com in email addresses or internet addresses, don't worry, it's always my stuff.

# Introduction

Post Layout Pro lets every WordPress blog owner to get better and easy control on the content "layout" permitting the "injection" of "code" in posts and pages.

Those words can sound strange... I know.

**Post Layout Pro lets blog owners to optimize the ads and affiliate links insertion in posts and pages**. Sounds better?

Post Layout Pro is a technical plugin, but can be used by non technical blog owners getting incredible results.

It's specially designed for blog owners who need to add AdSense, banners, category sensible advertisement material in their posts without knowing PHP or how to modify a WordPress theme.

How much can you save doing it by your self?

How much can you earn doing a savvy banner or affiliate links injection in your posts?

## Not limited to ads

Post Layout Pro is not limited to injection of ads even if can be it's major usage. You can use it to add a subscription form below each posts (like the one of Feed Burner), or some "logic" implemented with PHP.

An example can be the adding of one or more social buttons, when you don't want to use a social bookmark plugin to have more control on buttons disposition and layout.

The examples in this manual will give you a decent number of cases to start with.

# Features

Here a list of all the features of Post Layout Pro. This list can help you to understand when Post Layout Pro is of help for your needs.

- **mobile detection system** (lets you to differentiate the code to be "injected" when the blog is accessed by mobile devices)

- three injection positions for posts: before, in the middle and after the post content

- two injection position for pages and posts when displayed on home page, category pages, tag pages: above and below the content

- **per category code**: you can inject different things in different categories (for multi categorized posts, the first one returned by WordPress is used)

- **last comment code injection**: what about to put an AdSense block after the last comment?

- comment form code injection

- **generic code blocks** to be used thought the category configurations with **auto offline date**

- **compatible with Post Layout**: if you're using the free version of Post Layout you can update to the Pro version and the settings are kept

Other than those features I want to put evidence on the really easy interface of the options page that lets even the non expert user to customize the blog in means of seconds.

There is a version for multi user blog, where each users can set it's own injection. It's a work in progress and it will be sold at a different price. If you're interest right now, just write me: info@satollo.net.

# How to use Post Layout Pro

## Setting the default code for posts

Each code block for posts (one per position) has a "per category" configuration and a "default" configuration. The "default" configuration is used when no "per category code block" is defined (the textarea is left blank).

As soon as installed, all code blocks are empty, so setting the default to a value will spread the code all over the blog. This is a common usage, eg. to add AdSense in every post.

## Setting the code for a category

Setting a code to be injected in posts of a specific category it's really simple.

- choose the position you want customize: before, in the middle, after

- choose the category you want to customize from the relative drop down list

- write the code in the textarea (textareas switch as soon as you change the category from the drop down list)

The code you'll write in this specific area will override the default code. But there is a way to merge the two.

### Merging the category code with default code

When you set some code in a category textarea, this code substitutes the default code. If you want to still have the default code added to the post, you have to recall it with a simple tag: [default].

This way you can "enrich" the default code for a specific category adding something else before or after it. Let me to show an example.

For the category "X" you need to add a line of text before each post, but still keep the default ads code you configured for each blog posts.

In the category "X" textarea, you will write

<p>This post is for children only! Adults: go away!</p>
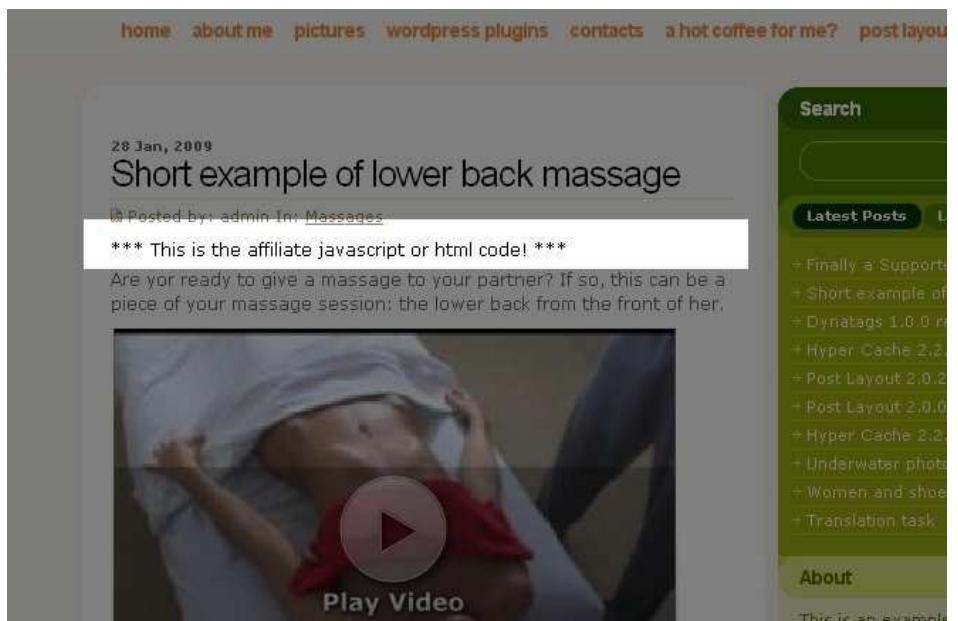
| [default] |
| --- |

The [default] tag will recall the default block code, so the effect is the merging of the two.
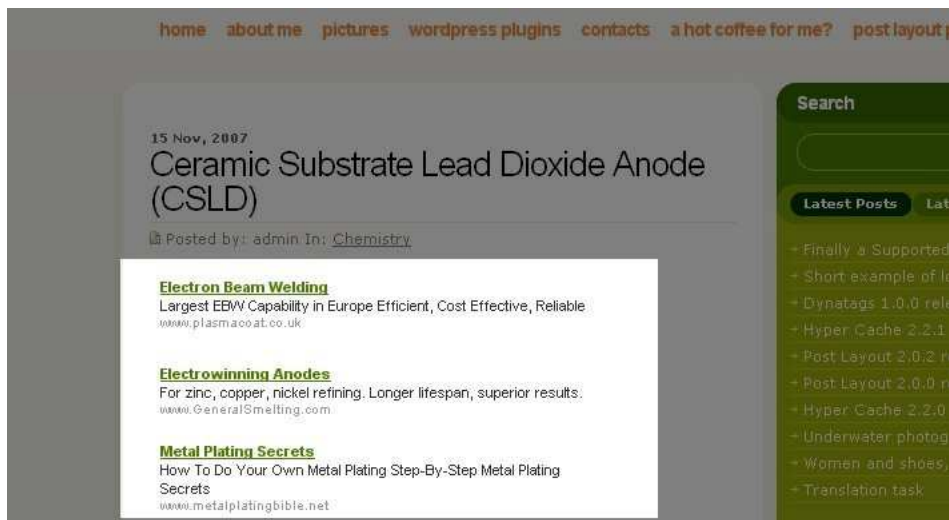
## A real example from my blog

What follow are some screenshots of a per category configuration on my blog. We start from setting the code in a specific category and then merge it with the default code. Don't worry, it's really easy.



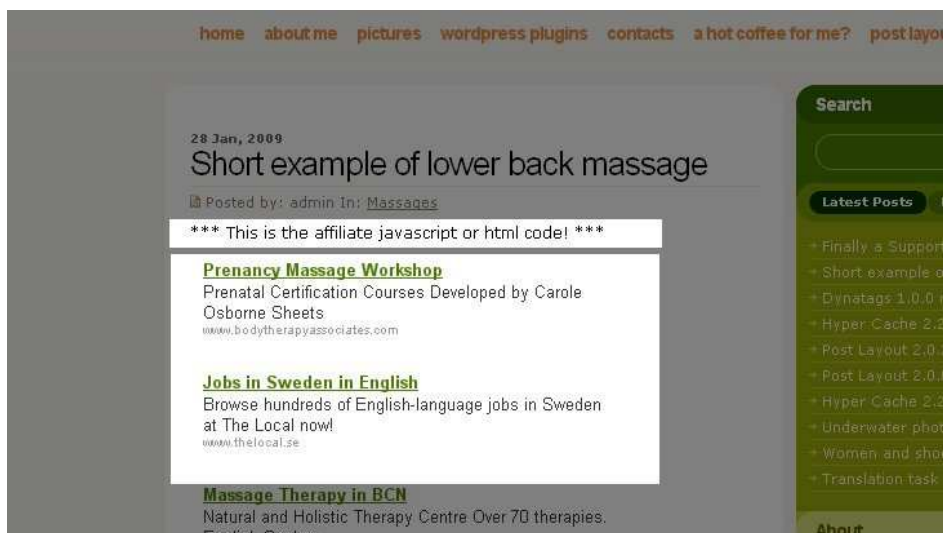Now get a look of what happened on the blog: the text has been inserted before a post categorized within "massages".

And what about other posts in other categories? They haven't changed (the one below is classified as "Chemistry").



The posts in the category "Massages" have no more the AdSense. We want to read them just below the specific text we configured for this category. No need to copy the real AdSense code, just use the [default] tag.



And we get this result. Nice, isn't it?

## Setting the code for home, categories, archives and tags

Setting the injections for home, categories and archives is no different to set the injections for single post.

## Setting the mobile code

The mobile configuration works only if you enable the mobile user agent detection.

The mobile codes will override every other configuration when a mobile device is surfing your blog.

By now there is no per category configuration.

### Using AdSense for mobile

The best way to use the mobile bock codes is to add AdSense for mobile. May be you now that AdSense for mobile is not JavaScript, but PHP (or other languages).

Post Layout Pro detect and execute PHP code inserted in the code blocks. It only have to e delimited with the common PHP start and end tags (<? or <?php and ?>).

The screen show below show a mobile configuration on one of my blogs.

8

What you have to do it's only copy and past of the from the AdSense panel.

**Be aware that AdSense for mobile only accept (as I saw) one ads code insertion.**

# Using a generic block code

Sometime can be boring to copy and past many time the same code, specially if you need to use it only on some categories.

To make easy this task, there are generic block code made of a name and a code text. You can set the text of those blocks as you set the predefined injection text for top, middle and bottom position of a post.

After a block code is configured, you can recall it with the syntax:

[blockname]

Inside each injection block configuration.

### Setting an offline date

For each generic block you can configure an expire date with the format yyyy-mm-dd: after the specified date the block won't be considered anymore.

What's the use? If you define a block for an affiliate campaign that and on a specific date, you don't need to remember to remove the affiliate code the exact end day. Nice, isn'it?

## Using the Post Layout Pro tags

There are a number of tags you can use inside the code configuration: they are useful to avoid complex coding. The tags are:

[title] – it's the current post title

[title_encoded] – it's the current post title encoded to be used as parameter value in a URL

[link] – it's the current post permalink

[link_encoded] - it's the current post permalink encoded to be used as parameter value in a URL

The encoded version are useful to build social bookmarks links or button. See the advanced examples.

# Advanced examples and ideas

## Add a "stamp" to post in a category

How many time you show posts with "stamps" clarifying the topic? Some examples are "Copywriting Tips" or "Beginners" or "Super Sexy".

If you have a category containing posts that are all suitable to be "stamped", go to the Post Layout Pro options panel, focus on the "before the content" code area for single post and choose the right category.

Add a code like the one below:

<div style="float:left; padding: 0 10px 10px 0;"><img src="URL TO AN IMAGE" alt="SOME OF DESCRIPTIVE"/></div>

(yes in the post there are nude art photos)

# Creating a social bookmark button

Suppose you want to insert at the bottom of each post a link to Digg.com for a quick bookmark submission. The format of the Digg link for direct submission is:

http://digg.com/submit?url=[URL]&title=[TITLE]

With Post Layout, you can easily create such a link and add it to the bottom of a post (or where you prefer):

```
<a
href="http://digg.com/submit?url=[link_encoded]&title=[title_encoded
]">Add to Digg</a>
```

(sorry for the ugly line broken up)

# AdSense and banner alignment

I was asked many time how to align left or right an AdSense block. Below a piece of HTML to do that. The technique will apply to other ads, too.

To align left:

```
<div style="float:left; margin-right: 10px">[adsense javascript code here]</div>
```

To align right:

```
<div style="float:right; margin-left: 10px">[adsense javascript code here]</div>
```

Floating DIVs sometime break the layout specially if they are near images. Try…

# When to use the comment form injection

Usually you don't want to add ads where a user will write a comment, so why to inject something just there?

Because you may want to add some notes for commenter.

In a my blog I let users to add comment and expose they data to be contacted. Under the comment form I inject a disclaimer text about their responsibility about the data inserted.