

i It is important to follow each step of this manual, otherwise if you don't follow any of these steps, the SE Ranking PHP won't work at all. Please, make sure you completed all the items of the installation manual before contacting the SE Ranking support team.

1. Requirements for Web Server.

1.1 To use the SE Ranking PHP, you need Virtual Dedicated Server (don't use shared-hosting) with a minimum amount of RAM 1024 Mb.

i If you don't have your own server or you don't have administration skills we can host the script on our server. The installation of SE Ranking PHP will be made by our specialists.

Please, check out our pricing plans and rates here:

http://seranking.com/additional_services.html

1.2 Server software components that you need for SE Ranking:

- Web Server with PHP, for example, Apache, lighttpd, IIS;
- PHP Interpreter Version 5.3 or more;
- MySQL Database Server Version 4.1 or more;

1.3 Install and activate the following extensions configuration for PHP Interpreter:

- IonCube version 4.4.1 (setup the latest version www.ioncube.com/loader-wizard/loader-wizard.zip)
- mysql
- curl
- DOM / XML

1.4 The PHP configuration must have the following parameters:

- Memory_limit - at least 256M (this value shouldn't exceed an available amount of RAM's server);
- Safe_mode - Off
- Function exec () – enabled

1.5 Enable the following modules of Apache Web server:

- mod_rewrite

1.6 MySQL Options must have the following parameters:

- max_connections = 500

i SE Ranking PHP is a multithreaded application. Each thread of website ranking tracker and proxy checker creates a separate connection with the database. Therefore, when you install the SE Ranking PHP, you should notice that this option won't be less than a number of threads that specified in the general settings.

2. Log in your SE Ranking account <http://online.seranking.com/admin.user.standalone.html> and download the latest version of the SE Ranking PHP. Extract the files from the archive.

3. Upload the files of the archive in the root directory of your domain or subdomain (in any other directories SE Ranking PHP won't work).

4. Set the permissions **0777** for the directory **/include/config/**.
5. Set the permissions **0777** for the directory **/include/libs/MPDF/graph_cache/**.
6. Set the permissions **0777** for the directory **/tmp/avatar**.
7. Set the permissions **0777** for the directory **/tmp/templates_c**.
8. Set the permissions **0777** for the directory **/tmp/char**.
9. Set the permissions **0777** for the directory **/exchange**.
10. Set the permissions **0777** for the directory **/pdf**.
11. Set the permissions **0777** for the directory **/log**.

12. Run the installation file via the browser by typing in the address line

<http://yourdomain.com/exchange/install.php>

13. Fill in the form and click **Install**.

You can find the license code from your SE Ranking account in the user profile on the page SE Ranking PHP

<http://online.seranking.com/admin.user.standalone.html>

14. After installation, delete the files **install.php** and **%install.php** from the directory **/exchange**.

15. Log in your account on <http://seranking.com> and in the field SE Ranking PHP, specify your domain (specify a domain **without http and www**) that you used to install the SE Ranking PHP.

16. Specify on the page yourdomain.com/admin.settings.list.html **path2php** - the PHP path on your server (for example, CentOS - /usr/bin/php). You should do that SE Ranking PHP can work in multiple threads. You can find out the **PHP** path via typing in the console: **which php**.

17. Set the cron task for parsers, proxy checker, report distribution and website parameters:

17.1 Cron task for checking website positions:

```
* /5 * * * * cd /home/your_username/public_html/structure/cron/ && php pos_workers_manager.php
```

17.2 Automatic reports distribution:

```
0 14 * * * cd /home/your_username/public_html/structure/cron/ && php send_reports.php
```

17.3 Check Google Indexed Pages, Google PR:

```
* /10 * * * * cd /home/your_username/public_html/structure/cron/ && php check_analysis_new_google_index.php
```

```
* /10 * * * * cd /home/your_username/public_html/structure/cron/ && php check_analysis_new_google_pr.php
```



If you want to make CI, PR and a number of indexed pages from checked websites updated, you should update these parameters within a day and switch on the following crons:

```
* /10 * * * * cd /home/your_username/public_html/structure/cron/ && php check_analysis_old_index_google.php
```

```
* /10 * * * * cd /home/your_username/public_html/structure/cron/ && php check_analysis_old_pr_google.php
```

When you completed to check these parameters, you should switch off them. If you don't switch off them, these parameters will be updated daily.

17.4 Check the proxy in two ways:

- I. When you use paid proxies, we recommend to use the **cron proxy_fill_lists.php**. It will automatically mark all added proxies as Alive:

```
* /15 * * * * cd /home/your_username/public_html/structure/cron/ && php proxy_fill_lists.php
```

- II. If you use any other proxies, you should use the cron **proxy_checker_multithread.php**. It will automatically check each added proxy:
- ```
* / 30 * * * * cd /home/your_username/public_html/structure/cron/ && php proxy_checker_multithread.php
```

**i** \* - **your\_username** – the name of your home directory on the server.

\* - You can find out the full path to the file via the command "**pwd file name**".

18. Sign up the service that solves captchas [antigate.com](https://antigate.com). Add the API- key in the settings of SE Ranking PHP [yourdomain.com/admin.settings.list.html](https://yourdomain.com/admin.settings.list.html) in the field **antigate\_key**.
19. Specify a proxy URL or add proxies in the section [yourdomain.com/admin.proxy.list.html](https://yourdomain.com/admin.proxy.list.html). You shouldn't click "Check Added", as the multithreaded proxy checker will check the added proxies by it own.
20. To connect Google Analytics with SE Ranking PHP, please, read another manual in the file **en\_google\_analytics\_cfg.pdf**. You can find this file in the archive of the installation manual.
21. SE Ranking Installation is complete. You can add projects.

## More Detailed Description of All Settings for SE Ranking PHP:

22. **proxy\_checker\_threads** - The threads setting for proxy checker. Each time you start the cron task **proxy\_checker\_multithread.php** it will run the specified number of threads. Don't set more than 30 on weak VPS.
23. **position\_checker\_threads** - The threads setting to check website rankings. Each time you run the cron tasks to check positions, the specified number of threads will run here. When you restart the cron task, only the number of threads, that have stopped working completely, will run (in case any threads are still working with last start and any ones have completed to work). Thus, the total number of threads won't exceed the specified value here. Don't set more than 20 on weak VPS.
24. **pos\_checker\_max\_requests** - The attempts setting that the script will make to check keyword position via different proxies. For example, if you set the parameter 50, the script will make 50 attempts to check the website positions via different proxies. If all proxies have been banned in the search engine, the keyword position will be checked next time when you start the cron task to check positions, again with 50 attempts.
25. **path2php** - The PHP path on the server. It is a very important parameter. If you don't configure it properly, the script that checks positions and proxy checker won't work. You can find out the path to PHP via typing in the console: `which php`.
26. **log\_proxy\_enable** - This setting allows you to turn on and off logging of queries of the proxy checker. Logs are available in the log folder of the installed script on the server.
27. **log\_positions\_enable** - - This setting allows you to switch on or off logging of search queries of parsers positions. Logs are available in the log folder of the installed script on the server.
28. **write\_pages\_log** - This setting allows you to turn on or off page logs saving of search engine result pages that parsers get by determining the success or failure of website positions. Logs are available in the log folder of the installed script on the server. Use this settings with caution, as it can lead to run out of space on the server.
29. **poschecker\_max\_per\_thread** - The number of keywords that SE Ranking PHP will check in the same thread. The optimal value makes up 20.
30. **antigate\_key** - The API key of the service that solves captchas. It supports [antigate.com](https://antigate.com)
31. **antigate\_after\_n\_requests** - The number of attempts that SE Ranking PHP in Yandex makes via different proxies before it starts sending the captcha to the service of solving captchas. For example, we need to check the keyword position "gifts" and we set here the parameter 10. The script first would make 10 queries via different

proxies for Yandex and if Yandex required captchas 10 times, than on the eleventh time the script will send the captcha to the service of solving captchas. You need this setting to effectively use proxies and the service's costs of solving captchas.

**32. `antigate_max_check_requests`** - The number of the attempts to solve captchas. After sending captcha, the script will examine every 5 seconds the service about captures solution with the specified number of times.

**33. `gathering_positions`** - This option allows you to switch on or off the collections of keyword positions for all projects. If you don't need to collect positions every day, you can turn off it after a successful collection of website rankings, and when you need to check site rankings, you can turn it on.

**34. `antigate_after_n_requests_ggl`** - The number of attempts that SE Ranking PHP in Google makes via different proxies before it starts sending the captcha to the service of solving captchas. For example, we need to check the keyword position "gifts" and we set here the parameter 10. The script first would make 10 queries via different proxies for Google and if Google required captchas 10 times, than on the eleventh time the script will send the captcha to the service of solving captchas. You need this setting to effectively use proxies and the service's costs of solving captchas.

**35. `skip_banned_proxies`** - This option allows you not to use banned proxies when checking positions in Google. We don't recommend to turn it on.

**36. `decaptcha_service_domain`** - You can choose which services of captures solution the script will use. Today we have available services such as `antigate.com` and `rucaptcha.com`

**37. `proxy_timeout`** - The time setting per seconds that will be used to terminate the connection, if the result page is not loaded completely.

**38. `max_workers_threads_yandex`** - A number of threads to check website rankings in Yandex.

**39. `max_workers_threads_notyandex`** - A number of threads to check website positions in all search engines, except Yandex.

## Support:

If you still have any questions or difficulties with the system configuration and installation, we will be glad to help you. It is better to contact our support team via the ticket system: <http://support.seranking.com/>

We also have Live Chat online and Support via e-mail: [info@seranking.com](mailto:info@seranking.com)

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