

# Geo-Targeter Pro

## User Guide



**An Internet Marketing Software Application**

**by**

**Gordon Goodfellow**

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## Purpose of this Software Application

GeoTargeter Pro allows your web visitors to go to any page you like from the same link depending on which country, state or province they are located.

GeoTargeter Pro is a software application which skillfully yet easily redirects web visitors to the relevant landing page or sales page, based on which country in the world they are in, or which U.S. state or Canadian province they live in. This is done automatically.

The redirect can be spontaneous (the web visitor doesn't even realize that the redirect has taken place) or as a result of a click on a link.

All you do is have one link on your site which then redirects to the script itself (which is uploaded to your server). The script then automatically redirects the web visitor to where he or she should be going, based on their location in the world.

The redirect "rules" can be simple (e.g. everyone goes to one page except people in Australia, who go to another) or as complicated as you like (a different page for each U.S. state and then different pages for every country in the world).

There can even be different landing pages for each U.S. State and/or each Canadian province, together with different country permutations.

This is ideal for sending web visitors to the correct affiliate program for their own country, or for variations in legal jurisdiction, etc. This **ensures** that legal obligations, etc., are met.

Different sales pages or landing pages may be set up in different languages and people from countries who speak that language predominantly will automatically see the page written in their own language.

Every marketer and webmaster, at some stage, will need software like this. And with affiliate marketing becoming popular in increasing numbers of countries (in addition to the usual U.S.A. and U.K.) the need for such a useful tool can only increase.

This easy-to-use utility will enable users to send web visitors to any web page you choose.

The applications for this utility are endless. Whether you are an affiliate marketer wishing to send visitors to the correct affiliate program for their region, or a sales manager wanting to send a specific message or instruction in detail to your sales team depending on which state they operate in, you can do it just by using one link.

The link that it clicked on will use this software on the fly to redirect your visitor to wherever it is you want to send them, depending on their geo-location. They do not have to click any special link themselves, nor do they have to even know where they are (for customers in some markets this is a greater problem than you might think!): GeoTargeter Pro knows exactly where to send people.

## Installation – Quick Install Guide

The quick installation and quick usage guides are both contained in the readme.txt file contained within the geotargeterpro package. These are reproduced here.

- Unzip your product package
- upload geotargeterpro folder with all .php files and folder “data” to server
- Create MySQL database on server
- modify \$dbhost,\$dbname,\$dbuser,\$dbpass in common.php (so script will use \$dbname for tables)
- visit <http://dev.maxmind.com/geoip/legacy/geolite/>
- click on "Download the latest GeoLite City CSV Format"
- unzip downloaded file GeoLiteCity-latest.zip (may take several minutes)
- upload GeoLiteCity-Blocks.csv,GeoLiteCity-Location.csv to same folder as .php files (may take several minutes)
- Rename geotargeterpro subfolder to some other name (for security)
- run script import.php (type in browser <http://yoursite.com/subfolder-name/import.php>)  
(it may take upto 30 minutes, script must end with message: IMPORT FINISHED. remove file from ftp!)
- You must now delete the import.php file on the server

## Detailed Installation Guide

Unzip the package and save the subfolder “geotargeterpro” to your hard drive.

Put the folder geotargeterpro into the same location as your website on your local drive and then upload the entire folder (including the subfolder “data”) into the root directory of your website in the normal way. This upload may take up to 30 minutes or even longer depending on the transfer speed of your Internet connection.

Create a MySQL database. There are different ways of doing this depending on your web host. If your host has cPanel (recommended) then use the method as described immediately below. Otherwise ask your host to create a MySQL database for you. You must make a note of the details of the database as you will need to include these into the file called “common.php”.

We recommend that you use a host with cPanel. If your host does not have cPanel and you would like a host that does, we recommend using [Hostgator](#) if you are based in the United States (with a U.S. market) or [UK2](#) if you are based in the United Kingdom (with a U.K. market). If your market is anywhere else in the world try a search for “webhost with cpanel” in your search engine’s search box to find local hosts that use cPanel. You may find that both Hostgator and UK2 have servers based where you are, so it would be fine to use them.

The screenshots used in this guide are from the cPanel installation using [Hostgator](#).

### Creating A MySQL Database

Here’s how to create a MySQL database using your host’s cPanel (all settings below, including names of users and passwords are used for illustration purposes and have since been changed).

Go into your host’s cPanel and click on the MySQL databases icon or text.



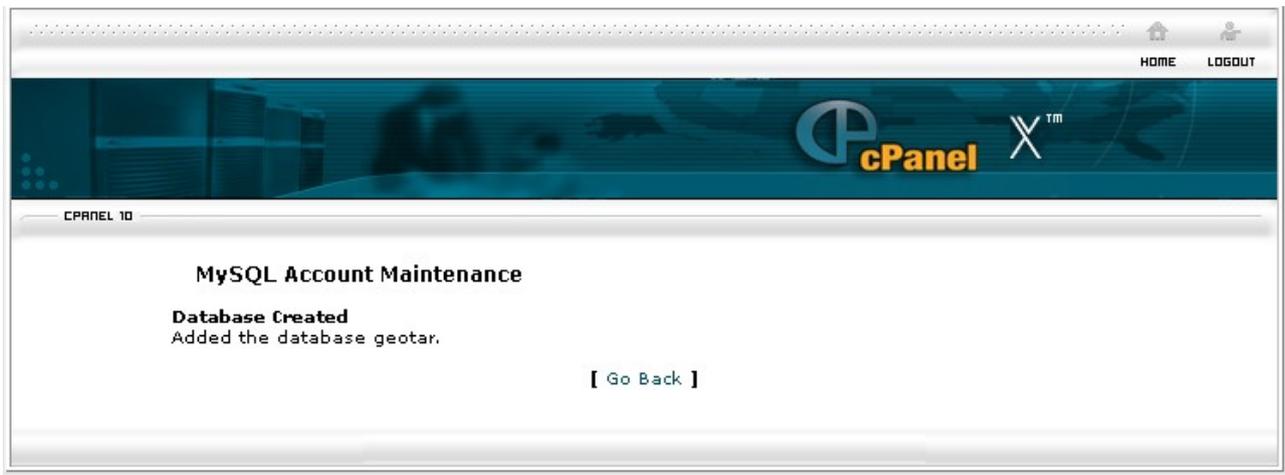
If you have existing databases you will have to scroll down to the section where you enter the name of your new database. Type in a name here (the name “geotar” is used for the example below).

New Database:

---

**Current Users:**

You will get verification that the database has been created, as shown below.



Now you need to add a User to the database. Click on “Go Back” and scroll down to the section headed “Current Users” (if this is your first database then obviously there will be no other usernames present. Enter a username and password as illustrated below.

Username:   
Password:

---

**Add Users To Your Databases:**

Click on “Create User” and you will get an acknowledgment screen. Now you must add this user to your database. (Version shown may vary slightly from image here.)

Go back and scroll down to the section at the bottom called “Add Users To Your Database” and select the name of the database you have just created in the right scroll-down menu. Then select a name from the left scroll-down menu. Now make sure that the “ALL” privileges box is ticked and click on “Add User To Database” (shown below).

---

### Add Users To Your Databases:

User:  Database:

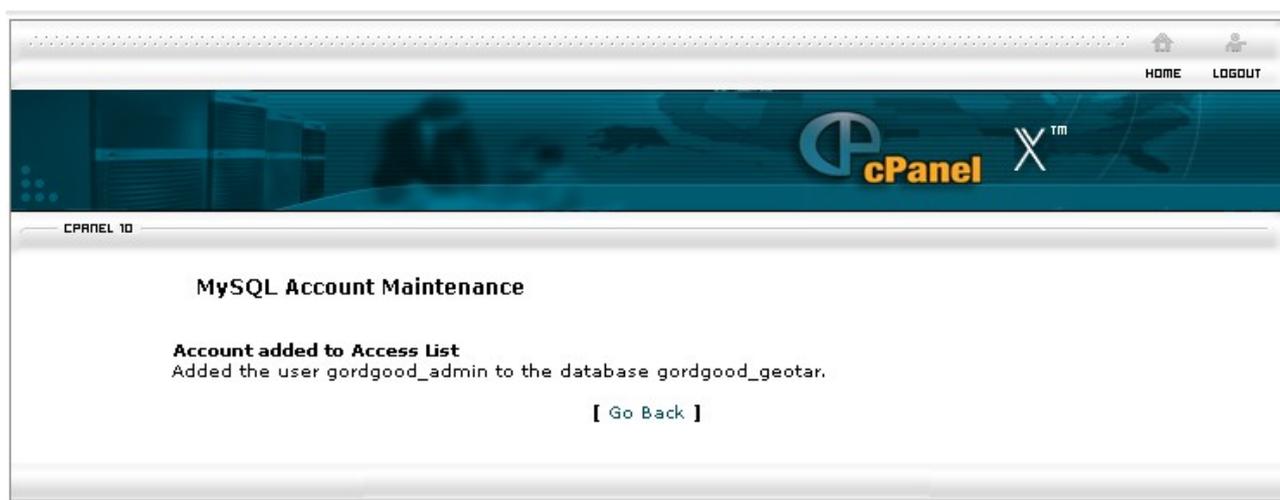
Privileges:

<input checked="" type="checkbox"/> ALL	or	<input type="checkbox"/> SELECT	<input type="checkbox"/> CREATE
		<input type="checkbox"/> INSERT	<input type="checkbox"/> ALTER
		<input type="checkbox"/> UPDATE	<input type="checkbox"/> DROP
		<input type="checkbox"/> DELETE	<input type="checkbox"/> LOCK TABLES
		<input type="checkbox"/> INDEX	<input type="checkbox"/> REFERENCES
		<input type="checkbox"/> CREATE TEMPORARY TABLES	

---

### Access Hosts:

You will get verification that this has been done (shown below).



Go back to the original database page and you will see a list of databases in your hosting account (or just the one if this is the first you have created here). Now make a note of the details of the database. Ideally you should copy and paste whatever is displaying to prevent errors and save this into a plain text editor like Windows Notepad.

### Edit the File Common.php

Now you need to edit the file called "common.php" in your geotargeterpro folder, using your usual html editor, and change the details at the top of the file (make sure that your editor is in "code" mode). The section right at the top headed "//details must be changed" will have to be changed so that the database host (\$dbhost), the database name (\$dbname), the database user (\$dbuser) and the password (\$dbpass) all match the details as shown in the details you have just been given by cPanel.

In most cases it will be sufficient to keep the database host as 'localhost', though in a small minority of cases there are some hosts who will have variations. The password will normally be the same password as the password that you use to upload files using FTP. Again, some hosts may vary, so we really do recommend using a hosting company that uses standardized procedures like Hostgator or UK2.

Don't forget to upload the common.php file again after you have changed it.

## Locate And Upload The GeoLite Files

Now visit <http://dev.maxmind.com/geoip/legacy/geolite/> in your browser and click on "Download the latest GeoLite City CSV Format" on that site. (At the time of writing the link appeared as "Download the latest GeoLite City CSV Format (100 MB when uncompressed)".) This will download the file to your hard drive (this may take a long time to do). Make a note of the location. You will need Winzip or 7Zip to uncompress this file.

Once unzipped, upload GeoLiteCity-Blocks.csv and GeoLiteCity-Location.csv to same folder as the .php files. Put these in the first instance inside the geotargeterpro local folder (but **not** inside the "data" folder), then upload to your server in the normal way. These are very large files, so they will take several minutes to over an hour to upload, depending on the speed of your Internet connection.

Note: The unzipping process may have left both these large files in a separate folder (called something like GeoLiteCity\_2008date), so take care to remove them from this folder and put them both at the same level as the .php files.

## Rename the Geotargeterpro Subfolder

The subfolder geotargeterpro now contains all the files you need for the next stage. You now need to rename this subfolder to any other name of your choice, for security reasons. You have to remember this name as it needs to be incorporated into the command line (the path) of the next stage.

## Run the Script Import Process

Run the script import process by running the file "import.php". Do this by typing in your browser:

<http://yoursite.com/geofolder-name/import.php>

(of course, substituting "yoursite.com" for the actual name of your website, and substituting "subfolder-name" for the name that you changed the geotargeterpro subfolder to)

It may take up to 30 minutes to run this process. The script process must end with the message:

**IMPORT FINISHED. remove file from ftp!**

## **Delete the Import.php File**

The final thing you should do is delete the import.php file from your server.

You are now ready to use the redirect scripts.

## Usage – Quick Usage Guide

User visit your redirection script (review example.php)

This .php script must have next line

```
include "common.php";
```

After it you may put redirects as

**redirectUrl(url)** – just redirect user to url without any checks

Examples:

```
// default
```

```
redirectUrl("http://google.com");
```

**redirectState(url,state)** – check **USA** states

Examples:

```
//if user from NY
```

```
redirectState("http://nytimes.com","NY");
```

```
//if user from NY or CA
```

```
redirectState("http://nytimes.com",array("NY","CA"));
```

**redirectCountry(url,countryCode)** – check countries

Examples:

```
//if user from USA
```

```
redirectCountry("http://yahoo.com","US");
```

```
//if user from France Or Finland
```

```
redirectCountry("http://yahoo.com.fr",array("FR","FI"));
```

**redirectCase(url,caseFile)** – use text file from folder “data”

**caseFile – is filename without “.txt”**

Examples:

```
// Paypal Accredited Countries
```

```
redirectCase("http://paypal.com","8");
```

**NOTE: you** may create new text files in folder “data”

Run update\_data.php after editing text files

script will add necessary country/state codes)

## Detailed Usage Guide

The central assumption here is that you have, or will have, a link that will take your website visitor to somewhere like a landing page, sales page or instructional page. Now, instead of the link going to that one location (URL) it will go directly to the redirect script itself (located on your server).

It is there that the automated redirect process works, according to the commands on the script.

### Example

Before using Geo-Targeter Pro, the link would look something like this:

```
http://www.your-website.com/landing-page.htm
```

After installing Geo-Targeter Pro it would look something like this:

```
http://www.your-website/geotargeterpro/redirect-page.php
```

Note that the redirect page can be called anything you like and that it has a PHP extension, rather than HTM or HTML.

Geo-Targeter Pro comes supplied with ready-made redirection scripts. In addition, it is very easy to make custom redirection scripts with no knowledge of programming or coding. The user only needs to know how to “cut and paste”, how to insert URLs (the names of web pages) into existing text, and how to make copies of files. Thus, all that is needed to successfully make use of this application is a knowledge of basic clerical procedures when using any everyday application like a word processor, for example.

When editing (or looking at) the scripts supplied, or when creating your own redirect scripts, you need to use your html editor (for example Dreamweaver) in **Edit** mode, as opposed to **Design** mode, so that you can see the html code.

There are 12 ready-made redirection scripts that you can use immediately, and these are described in detail below. You only need to insert your own URLs into the placeholders.

For custom redirection scripts, instructions on how to make these are also described further on. You should always start by looking at the file “example.php” with your usual html editor (i.e. Dreamweaver).

The procedures for editing existing redirection scripts and making custom redirection scripts are exactly the same. It would be worth reading right through from the beginning to the end of both the **Supplied Redirection Scripts** section and the **Custom Redirection Scripts** section.

## Supplied Redirection Scripts

There are 12 ready made “custom” redirection scripts already supplied with this application. These are in the “geotargeterpro” folder which you will have uploaded to your server during installation. You will also have a copy of this in your home location on your computer, and you may edit any of these as necessary.

Before this, it is strongly suggested that you make a copy of this folder, and name it something like “geotargeterpro\_BAK”. You may also wish to make backup copies of individual .php files.

### Usa-uk.php

This script redirects your website visitors based on whether they are in the United States or the United Kingdom. There is also a default redirect for all other countries and regions.

### Usa-uk-can.php

Very similar to the above, this script redirects your website visitors based on whether they are in the United States, the United Kingdom or Canada. There is also a default redirect for all other countries and regions.

### Group3.php

This script has a different redirect capacity based on whether the website visitor is based in any of the major English-speaking countries of the world. This is useful where, for example, different practices in jurisdiction apply, or different variations of products or services need to be clear. The countries specified are the USA, the UK, Ireland, Canada, Australia, New Zealand and South Africa. There is also a default redirect for all other countries and regions.

### Group4.php

The United States divided into each of the 50 states and District of Columbia plus UK and Canada. This is useful when different state jurisdiction applies, where variations of products or services exist, or simply where some states support a particular product, service, practice or law, and all the others do not (in which case the script may be edited to suit the occasion). There is also a default redirect for all other countries and regions.

### Group5.php

The United States divided into all 50 states and one district, and all dependencies including overseas territories, plus all Canadian provinces and territories, plus the United Kingdom. There is also a default redirect for all other countries and regions.

## **Group6.php**

All English speaking countries including those who list English as one of their official languages, whether or not it is the main language. There is also a default redirect for all other countries and regions. This is an extension of group3.php.

## **Paypal1.php**

Group 7: Paypal Accredited Countries - Send, Receive and Withdraw. This is Paypal's own list of accredited countries which allows the maximum of activity within Paypal's remit. It is possible to send money to, receive money from and withdraw money from all these countries. There is also a default redirect for all other countries and regions.

## **Paypal2.php**

Group 8: Paypal Accredited Countries - Send to These Countries in addition to Group 7. This is Paypal's own list of accredited countries which allows partial activity within Paypal's remit. It is possible to send money to these countries, but not to receive or withdraw money from these countries. There is also a default redirect for all other countries and regions.

## **Paypal3.php**

Addition of both Paypal Group 7 and Group 8. There is also a default redirect for all other countries and regions.

## **All-countries.php**

This redirects web visitors based on their location in each of the countries and nation states of the world. The classification is based on the International Organization for Standardization and is in alphabetical order. There is also a default redirect for any other areas which are not within this classification.

## **European-union.php**

This redirects web visitors based on their location in each of the 27 European Union states. The countries are, in alphabetical order, Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom. There is also a default redirect for all other countries and regions.

## **Group12.php**

The United States divided into 50 states and one district, plus overseas dependencies plus UK and Canada. This is a variation on group 4. There is also a default redirect for all other countries and regions.

Any of the above supplied scripts may be edited to suit individual needs using simple “cut and paste” methods. In all cases you must put the specific destination URL (web page) in the place supplied within the quotes (often denoted by "*http://www.yoursite.com/redirect-page.htm*"). You should always make backup copies for your own use when editing or changing files.

## Custom Redirection Scripts

You may make your own custom redirect scripts by using existing scripts and editing them using simple “cut and paste” methods, or by starting from scratch. In all cases you must put the specific destination URL (web page) in the place supplied within the quotes (often denoted by "*http://www.yoursite.com/geosubdirectory/redirect-page.htm*").

Use the file “example.php” as a template file and ensure you have backup copies of the original files. All redirect scripts **must** have next line **include "common.php"**; at the top of the file. After it you may put redirects as you wish. You can copy and paste from existing supplied files to make your custom files. Don't forget to include the default redirect-all line at the end of the script, or only the web visitors in the places specified will be directed, and all other people will not go anywhere.

The program will obey the sequence of redirects in strict order from top to bottom, as it comes to it. So if you have special circumstances for people in certain U.S. states you will need to put these at the top of the file. This will be followed by a “general” redirect line for the whole of the United States, followed by any other redirects to other countries, followed by the default redirect at the bottom which will redirect all people not already catered for.

Notice that these three terms are slightly different. They are:

**redirectState(url,state)** for redirecting people in specific states

**redirectCountry(url,countryCode)** for redirecting people in specific countries

**redirectUrl(url)** which directs everyone else by default

In slightly more detail (but all detail that it is necessary to know):

**redirectState(url,state)** – check **USA** states

Examples:

```
//if user from NY
```

```
redirectState("http://nytimes.com","NY");
```

```
//if user from NY or CA
```

```
redirectState("http://nytimes.com",array("NY","CA"));
```

(the above also applies to Canadian provinces and territories.)

**redirectCountry(url,countryCode)** – check countries

Examples:

```
//if user from USA
```

```
redirectCountry("http://yahoo.com","US");
```

```
//if user from France Or Finland
```

```
redirectCountry("http://yahoo.com.fr",array("FR","FI"));
```

**redirectUrl(url)** – just redirect user to url without any checks

Examples:

```
// default
```

```
redirectUrl("http://google.com");
```

In the above examples the redirect URLs – that is the destination web page that you wish your web visitors to go to - are highlighted in different colors.

You can see that the visitors going to NY (for New York) or CA (for California) are going to the URL highlighted in **yellow**.

To make these visitors go to another web page, you should substitute the URL here by the URL of the web page you wish your visitors from these locations to be taken to.

Similarly, in the lower example, the visitors who are in the United States will go to the web page given by the URL in **blue**. You should substitute this for any web page URL of your choice when redirecting visitors who are based in the United States.

In the same example, visitors who are in France or Finland would go to the website URL highlighted in **green**. To send people in France or Finland to a different website, change the URL in green to the URL of your choice.

Notice that to differentiate between different states you would use the command **redirectState** before the URL and the state-specific abbreviation (the same is true of Canadian provinces and territories), and to differentiate between different countries you would use the command **redirectCountry** before the URL and the country-specific abbreviation.

So now you should have the desired web page URLs in place in the script. It is always useful to copy the URLs and paste them into the address bar of your browser just to make sure they are correct.

When you are satisfied that everything is in place, save the script. Call it whatever you like. In this example let's call it new-file.php. Upload it to your server to the location where all the other php scripts are.

The new path should look something like this:

<http://www.your-website.com/geotargeterpro/new-file.php>

(If you have renamed your geotargeterpro subdirectory then enter whatever the new name is.)

It is now **this** link that should be put into your website page, on the place that your visitors should click on (or wherever the link should be on an automatic redirect page, for example).

When landing on this link, your web visitors will now automatically and simultaneously be sent to wherever you have scripted them to go.

## Multiple Redirects Within A Single Line

It will be noted in the examples above that, instead of using one line for each state or country redirected, you may use several redirects within the same line, in cases where several states (or countries) are **intended to redirect to the same web page or URL**.

For example, if people in France or Finland were to be redirected to the same web page, the following could be used:

```
redirectCountry("http://yahoo.com.fr",array("FR","FI"));
```

In the above case both French and Finnish residents would be taken to the home page of Yahoo France.

Notice that you are not able to use states (or provinces) and countries in the same line. This is because the **redirectState** and **redirectCountry** commands are completely separate.

Note also that the word **array** is used in command lines where multiple redirects are invoked.

## Advanced Usage

The scripting process is very flexible, thus allowing increasing complexity if that is necessary. It is important to keep in mind that the script will apply logic and will obey rules from the top of the file and work its way downward. So if a condition is met in a command at the top of the file then that redirect will be used. People who are redirected according to that command cannot be then redirected later on down the file. This is why it is best to deal with the redirection of smaller units (states and provinces) earlier than whole countries, if such differentiation is necessary on a particular occasion.

## Providing Joint Automatic and Manual Redirecting

There may well be cases where you will want to provide a manual redirect for your web visitors as well as the automated redirect that GeoTargeter Pro will provide. Such occasions may include cases where your visitor is using a computer in another country while on holiday and wishes to access a web location in his or her resident country rather than the holiday country.

In this case there will be two links to click on. The first you will create in the normal way with GeoTargeter Pro. The second link will be to specific target URLs which are fixed. You may want to label this type of link "Click here if you are not in your normal resident country/state".

IP address databases are rarely 100% accurate, especially covering issues like the separate IP addresses of individual states, so you may want to provide this option for this reason.

## **Reseller Program**

If you have a website or have a list of existing customers who would benefit from this software then you could make money by becoming a reseller and joining our affiliate program at PayDotCom.

The program pays a generous 35%. The cost of a single licence is \$47, but for corporate use there are multi-user licences which are priced at up to \$547, and the commission increases accordingly.

If you would like to join the affiliate program here is the web page to go to:

<http://tinyurl.com/6rerso>