



EZ TESTIMONIAL MANAGER LITE VERSION USER'S GUIDE

Michalis "BIG Mike" Kotzakolios and Diego Hernando

[Niche Mania](#) | [Incansoft](#)

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SYSTEM REQUIREMENTS

- Adequate Bandwidth and Disk Space
- MySQL 4.1 (may work with newer versions)
- PHP 4.3 or Higher
- Works Best on UNIX/Linux Servers
- [Zend Optimizer V2.6](#)

VERSION HISTORY

LITE - V1.0 June 1, 2007 – Original Release

LITE - V1.1 July 1, 2008 – Maintenance Release

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~ VITAL INFORMATION ~

EZ Testimonial Manager requires that [Zend Optimizer V2.6](#) or higher is installed on your server. Please note that we cannot help you with this - **you must work with your host to have it installed** if it is missing.

INSTALLATION

EZ Testimonial Manager has a built-in installer that greatly simplifies the installation and configuration process. The installation presented here is in 3 parts:

1. [Creating A MySQL Database](#)
2. [Uploading The Script](#)
3. [Running The Installer](#)

If you are already familiar with creating a MySQL Database you can skip that part entirely but please do skim the **Uploading** section for information on how to set the file permissions.

NOTE: The Lite version of EZ Testimonial Manager is not a centralized solution. You will need to repeat these steps for each domain you wish to install it on.

[For The Pro Version of EZTM, Please go here...](#)

CREATING A MYSQL DATABASE

The first step in the installation is to create a new MySQL Database named "eztest" or something similar in your web hosting account for the domain where you will install it. Do not attempt to use any existing database as you may encounter conflicts with other scripts and/or tables.

If you do not have a current MySQL User Name and Password setup, create those now as well and add them to the eztest database.

UPLOADING THE SCRIPT

Using FTP, create a new folder on the domain where you will be installing EZTM. You should name it "EZLITE" and it should be created in the root folder.

- VITAL INFORMATION -

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After doing so, you will upload the entire script, which will take about 2 or 3 minutes. It's crucial that you not rename any files or folders - use the exact same directory structure the script had when it was delivered to you.

While your FTP Client is still open, this is a good time to set the file and folder permissions needed for the script to work properly. Locate the **Configure.php** file in the EZLITE folder and set it's permissions to **646** to allow the script to write to it. Depending on your hosting service, they may require other permissions such as **755**.

Again, your host may require different permissions - ***in all cases, you must contact your hosting service for assistance*** if you are unable to set them because we would not know what they are for your particular server and hosting account

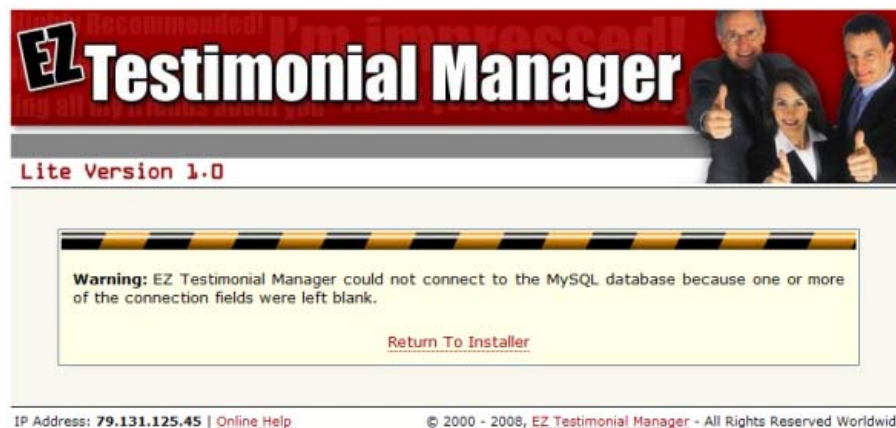
At this point, keep your FTP client open and connected as you'll need to use it again in a few minutes.

RUNNING THE INSTALLER

Once you've completed the first two steps, it's time to run the installer by navigating to the `Install.php` file (Note the capital `I` in `Install`). Generally you would type something like this in your web browser:

`http://www.your-domain.com/EZLITE/Install.php`

That will launch the EZTM Installer, which will run a systems and performance check on your server. You may receive an error message like the one displayed below:



Any error messages you receive will include instructions on how to correct them. Follow the instructions carefully and then resume the installation.

At this point, you should be seeing the EZTM Configuration form, which looks like the one shown on the next page.

The first four fields require your **MySQL Database** login information (you should have gotten this when you created your MySQL Database and User Name).

Next, you need to carefully enter your **Registration Key**, issued to you when you purchased the program. The **Web Site Name** is a title you refer to the site as, such as "Golden Widgets".

Next, enter your **Email Address** that will appear in the "From" field of any outbound emails. Then you will enter the **Domain** name as an absolute URL, such as <http://www.your-domain.com> - using the "www" is of course, optional.

Lastly, you will enter the absolute URL to the folder you **Installed** EZTM in like <http://www.your-domain.com/EZLITE/> - note the use of a trailing slash after the folder name!



EZ Testimonial Manager

Lite Version 1.0

The form below is used to edit the configuration information used with EZ Testimonial Manager on your website to personalize it for both you and your visitors. Please review the User's Guide for additional information.

INSTALL EZ TESTIMONIAL MANAGER

MySQL Host Name	<input type="text" value="localhost"/>	MySQL DB Name	<input type="text"/>
MySQL User Name	<input type="text"/>	MySQL Password	<input type="text"/>
Registration Key	<input type="text"/>	Web Site Name	<input type="text"/>
Admin User Name	<input type="text"/>	Admin Password	<input type="text"/>
Email Address	<input type="text"/>	Display Quantity	<input type="text"/>
Signature	<input type="text"/>		
Domain URL	<input type="text"/>		
Installed URL	<input type="text"/>		

IP Address: 79.131.125.45 | [Online Help](#) © 2000 - 2008, [EZ Testimonial Manager](#) - All Rights Reserved Worldwide

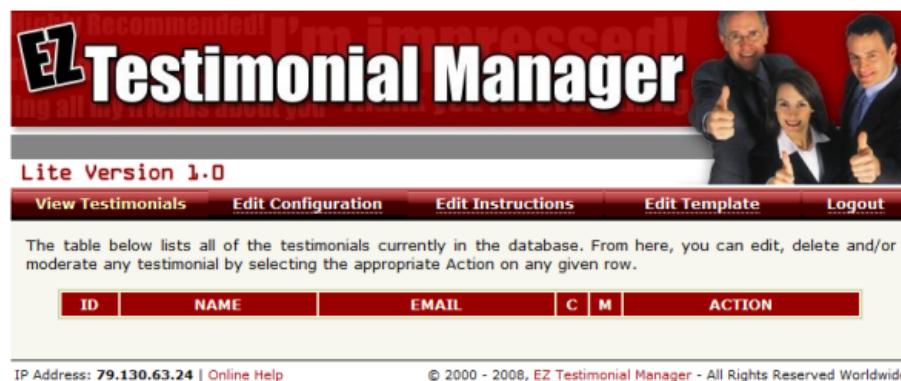
After clicking the "Install Now" button, if everything worked properly, you will see a message indicating the installation is now complete. For security reasons, you must **DELETE** the `Install.php` file before you can login to EZTM.

GETTING STARTED

You need to perform some additional configuration of EZTM by navigating to the control panel. It's located here:

<http://www.your-domain.com/EZLITE/Admin.php>

The Control Panel for EZTM is navigated by clicking any of the four menu items just below the header graphic. Each area serves a specific purpose and may have additional "Action Links" to allow further navigation.



VIEW TESTIMONIALS

Once you begin receiving testimonials for your sites, you may use this area to manage them.

You begin by selecting the View Testimonials link in the menu bar. Doing so will display all of the testimonials received for that site in a table, with additional Action Links to work with them

You may Edit a testimonial; Delete it or Moderate/Un-Moderate it using the **Action Links** as shown below:

EE Testimonial Manager
Pro Version 1.0

Sites View Testimonials Configuration Edit Instructions Logout

The table below lists all of the testimonials currently in the database. From here, you can Edit, Delete and/or Moderate any testimonial by selecting the appropriate Action on any given row.

Choose a Site
GFX Winter

ID	NAME	EMAIL	C	M	ACTION
1	BIG Mike	mike@anamik.com			Edit Delete Moderate

IP Address: 87.203.79.173 | [Online Help](#) © 2000 - 2007, EE Testimonial Manager - All Rights Reserved Worldwide

- **Edit** - This link displays a form pre-loaded with the testimonial that works like the Template Editor. You can modify the testimonial if needed using HTML and CSS. The main purpose of this feature is to correct typos and poor formatting by the person who submitted it.
- **Delete** - You may decide that a testimonial is inappropriate and want to delete it. Clicking this link will display a confirmation form allowing you to do so.
- **Moderate/Un-Moderate** - Before a testimonial may be displayed on any of your sites, it must be Moderated or approved. Clicking the Action Link for this reloads the page and displays a bold Y in the M column next to the selected testimonial.

The Action Link changes to **Un-Moderate** and when clicked, does the opposite, i.e.; turns off the testimonial so it won't be displayed.

Here's a tip - to Preview a testimonial, Moderate it and then click the Delete Action Link. You will see the testimonial exactly as it would appear on your site!

One last note for this area - anyone who submits a testimonial is supposed to confirm their email address by clicking a Confirmation Link in the email sent to them. When they do this, a bold Y will appear in the C column, which simply indicates they did so.

However, with emails not always getting through, people getting busy and so forth, you do have the ability to Moderate a testimonial whether or not it was confirmed.

CONFIGURATION

The Configuration page displays the same information you entered on your Installation form. You can modify this as needed, but the most vital elements are:

- **Registration Key** - This must not be changed or removed, unless you've specifically been asked to do so by us. Doing so will cause the script to stop working!
- **Installed URL** - This is the absolute URL to the folder you've installed EZTM and it must end with a forward slash after the folder name.

The remaining form elements can be changed to suite your particular needs. If you change your User Name and/or Password and then subsequently forget what it is, you can find it by going through phpMyAdmin in the cPanel of your hosting account.

EDIT INSTRUCTIONS

On the front-end script (where the customer enters their testimonial), each step has instructions associated with it. By selecting a given page, you can edit the instructions in the editor, using HTML and CSS as with the other editors. Normally, the default instructions will serve your needs, but if you want to add any additional information you're free to do so.

EDIT TEMPLATE

We've built-in the ability for you to create a unique template that will display your testimonials on your site. By default, we plug-in a basic template that has all of the required elements needed to display the various testimonials.

When working with the Template Editor, you can and should use HTML code to define your preferred layout. You may also use inline styles (CSS) to further enhance your layout.



EZ Testimonial Manager
Lite Version 1.0

[View Testimonials](#) [Edit Configuration](#) [Edit Instructions](#) [Edit Template](#) [Logout](#)

The form below is used to edit the template you will use to display the testimonials with on your webpage. When modifying the default template, be sure to use inline styles to control the "Look and Feel" of it.

EDIT TEMPLATE

```
<br><br><center><table style='background-color: #FFFFFF4; border-color: #990000; border-style: dashed; border-width: 4; width: 75%;'><tr><td style='font-family: Verdana; font-size: 10pt; padding: 10;'>[TESTIMONIAL]</td></tr></table></center>
```

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There are two important elements to the Template Editor to be aware of:

1. **Quotes** - Do not use any quotes (double or single) in the editor. For example, in normal HTML, you might enter a tag like this:

```
<table border="0">
```

Instead, it will look like this:

```
<table border=0>
```

Note that this will not impact the appearance of the template.

2. **Tokens** - There is one Token used as a placeholder that represents the actual testimonial:

- [TESTIMONIAL]

Notice that it is in upper-case and enclosed in square brackets? When your testimonials are being displayed, this Token is swapped out for the actual testimonial.

We found that the easiest way to work with a template is to add a testimonial. Then, edit the template in one browser window and save it. In another browser window, refresh a page on the selected site to view the changes.

DISPLAYING TESTIMONIALS

Once your customers have started leaving testimonials for your product, you need a way to display them on your web pages. This is accomplished using PHP include statements and passing parameters to EZ Testimonial Manager to define what is displayed where on your sales page.

Before going into that, we need to cover how to handle HTML pages so that they will execute PHP. This is generally accomplished using .htaccess to instruct the server to execute HTM and HTML files as if they were PHP files. Doing so will not affect your sales pages in any way other than running PHP to integrate your HTM and HTML pages with EZTM.

Depending on your server, you can create an .htaccess file or edit an existing one and add one of these directives in PHP 4:

```
AddType application/x-httpd-php .php .html .htm
```

```
AddHandler application/x-httpd-php .php .html .htm
```

For PHP 5 they are similar:

```
AddType application/x-httpd-php5 .php .html .htm
```

```
AddHandler application/x-httpd-php5 .php .html .htm
```

If none of these directives allow you to run HTM and HTML pages as PHP, you'll need to consult with your hosting service as they can provide the proper directive to use for their server.

DISPLAY ALL TESTIMONIALS

This is the most basic method, i.e.; it simply displays one testimonial after another. All you need to do is to enter the PHP code shown below in the location you want them displayed.

```
<?php include("EZLITE/Display.php");?>
```

In the link above, replace "your-domain.com" with the URL to the location where EZTM is installed.

With this method, all of the testimonials, up to the maximum number you you specified in the Configuration will be displayed.

DISPLAY ONE TESTIMONIAL

In some cases, it may be desirable to display individual testimonials at specific locations throughout your sales page. To do this, you're going to use the **ONE** parameter to specify the ID of the testimonial to display. You can get a better idea of how this works in the link below.

```
<?php include("http://www.yourDomain.com/EZLITE/Display.php?ONE=n");?>
```

Note that we're using the same URL and then passing the **ID** of the specific testimonial we want to display. You can use this method as often as you want to - it's simply a matter of plugging in the ID's of the testimonials. You can find the ID's by logging into the EZTM Control Panel and selecting View Testimonials - the ID is in the left-most column.

EXCLUDE TESTIMONIALS

Just as you might display one testimonial here and there throughout your web page, you may also want to exclude certain testimonials in tandem with doing that. For example, let's say you have 10 testimonials and want to display the 1st one near the top of your sales copy and the rest towards the end.

You would use the method described above for placing one testimonial and then for the rest, you also need to exclude that one to avoid duplicating it. You can get a better idea of how this works below.

```
<?php include("http://www.yourdomain.com/EZLITE/Display.php?NOT=n/n");?>
```

In this case, we can exclude multiple Testimonial ID's by separating them with the Pipe symbol | - each ID specified will NOT be displayed.

With a little experimentation, you can layout your testimonials exactly the way you want them and then forget about them! New testimonials will simply be added to the basic list as they come in and are moderated.

OBTAINING TECHNICAL SUPPORT

Folks, we're here to help you make the most of this script, and to that end, our support policy is simple - just send an email to BIG Mike here:

michalis.kotzakolios@gmail.com

Please include the following information to help him get started:

1. A Brief Description of the Problem.
2. FTP, cPanel and MySQL Login Information
3. The URL where EZTM is installed.
4. The URL Where the Problem is Occurring

BIG Mike also wanted to mention that he lives in Greece which is GMT +2, so please be patient about the time difference! He will do his best to respond to support requests within 24 hours at most.

AFFILIATE PROGRAM

Incansoft does not have an Affiliate Program! However, we do have a Wholesale Membership, so if you are interested in reselling this product, contact BIG Mike for the details:

michalis.kotzakolios@gmail.com

