MAGIC PAGE

User Guide

V1.3

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Welcome To Magic Page Plugin

Welcome to Magic Page Plugin (MPP) the number 1 Mass Page website builder. It is not only the simplest and easiest mass page builder to use, but it also has the most features that enable advanced users to take their websites to the next level.

In this document you will find all of the features that come as standard with Magic Page Plugin, with links to videos to explain how to use them.

At the end there is a step by step guide to help you get started and build your first Evergreen website along with a checklist for creating your evergreen website and a checklist for cloning your evergreen website.

All the best from the Magic Page Plugin Team

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What Is Magic Page Plugin

Magic Page Plugin is a proprietary Wordpress Plugin that allows you to build good looking, well optimised, mass page websites quickly and easily.

Everything you need to build your website is contained within the Magic Page Plugin so you don't need 20, 30, 40 or more plugins anymore. These are the plugins I use on my sites.

- Magic Page Plugin - Of course
- WP Schema Plugin - Allows me to add Schema to all of my standard pages easily and quickly
- AddFunc Head & Footer Code - To allow me to Add the Google Tag Manager code
- Classic Editor - I don't like the block editor
- Elementor - The best WordPress Page Builder and what all of our Templates are built in
- Element Kits - If I am using the Full Elementor Canvas Templates
- Ithemes Security - To keep the hackers at bay
- Imagify - Once the site is fully built to optimise my images
- UpdraftPlus - To back up my site just in case a hacker does get in
- WP Rocket - Once my site is fully built to get the speed up

How To Build A Good Looking Website

If you are new to building websites or like me artistically challenged then building good looking websites can be very difficult, especially when you are starting from a blank canvas. Not anymore, as I write this manual we currently have over 50 awesome website templates for you to choose from. And 10 more are being added each month. So you can pick a template you like, download it and then start creating your website.

The thing I like the most about the templates is that I can quickly and easily edit them and move bits around and even add bits in from the other templates

What About Optimising For SEO?

We have you covered again. MPP has its own SEO Metadata that works throughout your website. But the best part about it is you can use all of the MPP shortcodes in it. So your pages will always have unique SEO Metadata, especially if you follow what we teach you.

What About Schema?

Yep that's covered as well. We have an advanced schema builder built into your Magic Page Plugin and as with the SEO Metadata you can use the MPP Shortcodes in it. You will see why this is important when we start building your evergreen site. The MPP advanced schema builder only covers the Magic Page part of your site but if you add the WP Schema Plugin then you can have a fully unique and fully optimised schema on all of your pages that will change dynamically, more of that later.

What About Backlinks?

Guess what. We have you covered. Inside of MPP there is the Dynamic Backlink Builder. This can be used to build both HTML and PDF documents that you can use to create both niche and location relevant backlinks back to your site. I won't be covering the Dynamic Backlink Builder in this manual as it deserves a manual of its own.

What About Inner Linking?

That is where MPP excels. When you create Magic Pages or Static Pages, I'll explain the difference in a bit, by using the [cities] shortcode on your page it will then create links to the nearest 5, 10 or however many you want locations. Then when you click on one of those links then that page will have links on to the nearest 5, 10 etc nearest locations to it

and so on. This creates a spider web of links to send the Google bot around

So as you can see when it comes to having everything you need to build a well optimised good looking website, we have it cracked.

Dynamic And Static Pages

A Dynamic Page is a page that is built only when it is needed. You have one page from which all of the dynamic page content is derived from. You can only see and edit one page. There are ways to put unique content on specific pages, but more of that later.

A Static Page is your standard WordPress pages. They are there you can see them and you can edit any one of them individually.

The Magic Page

When you create a Magic Page you create one page but that one page will show up for as many locations as you have installed. So if you have 50 locations installed then you will get 50 dynamic pages, 100 gives you 100 dynamic pages etc. You can not see the dynamic pages in your Wordpress dashboard, only the Magic Page that you created, as they are built on an as needed basis.

> I.e somebody clicks a link for a Leeds page then your Leeds page will be shown, they click Wakefield link then a Wakefield page will be shown.

Basically you can see and edit one page but it can create 100s of pages

To help optimise these pages and make them unique you should always use two of the MPP short codes. The [location] short code and the [cities] short code.

Static Pages

Your normal WordPress pages are static pages. You create and edit each page individually so to build lots of these pages it would take a lot of time.

But with MPP 6.0 you can create static pages in exactly the same way as you build the dynamic pages and you get the same interlinking with them as you do with the Magic Pages, which to do by hand would be impossible. This is the Export To Posts and Pages function which is explained later.

What Is The Difference Between Dynamic And Static Pages

In reality the only noticeable difference you will see will depend on your hosting provider.

Dynamic pages use up memory as the system has run through the database to find and build the page, so if the host you are on hasn't allocated you a lot of memory or you are trying to build a site with 1000's of pages then the chances are your sites are going to be slow.

Static pages on the other hand use up disk space so if your host hasn't provided you with a lot of disk space then that could cause problems but also if they don't have good quality disks then when the system is scanning the disk for the page to display that can slow your site down.

So really it all boils down to personal preference.

You can of course create both dynamic and static pages on the same site. This is something we will be going over in the more advanced training sessions.

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How To Use This Manual

If you are having trouble sleeping then I would suggest going to bed and starting to read this from cover to cover, I'm sure that will solve it.
On a more serious note:

If You Are New To MPP And/Or Wordpress

If you are a newbie then welcome.

Don't feel intimidated. We have all been in your shoes at some point in our careers, and we are here to help you. If you haven't already done so then join the Facebook Group as we have lots of experienced members in there who are willing to share their wisdom and ideas.

Do not try to read and understand this user guide all the way through before taking any action, you will not get anywhere. Here is your initial action plan:

1. Buy a domain. There are a number of registrars to buy domains from my favourite is Namecheap
    a. Note: **The Magic Page Plugin does not work with Free domains from WordPress.com**
2. Add it to hosting, either one you already have or use the free Magic Page hosting
3. Add WordPress
4. Now Follow from Installing MPP Down To Installing A Central Location and **STOP**
5. Install A Location - No matter where it is and just do 50 to 100 locations.
6. Now play - These are what you will use the most so get used to them. They are very powerful
    a. Play with the standard shortcodes, especially the [location] see what happens when you change pages
    b. Play with the [cities] shortcode

    c. Play with the spintax shortcodes and the xfields
7. Once you are happy with them now look at the Magic Page SEO settings and the Schema Builder
8. Once you are happy with them, ignore the rest and jump down to the Building Your Evergreen site. You can come back and look at the rest when you have a few sites under your belt.
9. Build your first evergreen site and deploy it to a live site.
10. Now look at that site and decide what could I do better. If you say nothing kick yourself up the backside and tell yourself to stop being a pillock.
11. Now edit your evergreen site and then go back to step 1

When you are comfortable with doing steps 1 to 11 then you can start looking at all of the other cool stuff you can do with MPP. But you need to learn to crawl before you can walk and walk before you can run

If You Are An Old Hand With MPP

Welcome. Obviously I would think you can miss out the first few chapters and just jump in at the Magic Page chapter as the only change on the settings page is the introduction of the “SEO Settings for Regular Posts & Pages” flag which is turned on by default.

There are a number of options that have either changed or been added in the standard shortcodes, especially the [cities] shortcode and of course the [magiclink] shortcode which you will want to check out.

With the rest it's just a case of knock your socks off and check out the bits you need to know more about.

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Installing Magic Page Plugin

Setting Up Hosting

To install your copy of MPP you will need a self hosted Wordpress site. As a part of your purchase with MPP you get free hosting at magicpagehost.com. At the top of the page you will see 3 videos for you to go through to understand how to set up your free hosting account. The videos are:

1. How To Sign Up For Magic Page Hosting
2. Setting Name Servers And Non MPP Hosting
3. Setting Up Your Free Hosting

Once you have completed the 3 videos you should have your site hosted and have Wordpress installed. Your next step is to install MPP.

Installing Magic Page Plugin (MPP)

Installing MPP Video

You install MPP just like any other Wordpress plugin. If you are unfamiliar as to how to install a Wordpress plugin then the video above will walk you through it step by step.

First, make sure you have WordPress installed on your website. If you haven't installed WordPress yet, you can follow the instructions provided by your hosting provider.

Once you have WordPress installed, log in to your WordPress dashboard.

In the sidebar menu, look for the "Plugins" option and click on it.

On the Plugins page, click on the "Add New" button at the top of the page.

Click the Upload Plugin button. Press Choose file then find where you downloaded the Magic Page Plugin and select it and then click on the "Install Now" button next to it.

After the installation is complete, click on the "Activate" button to activate the plugin.

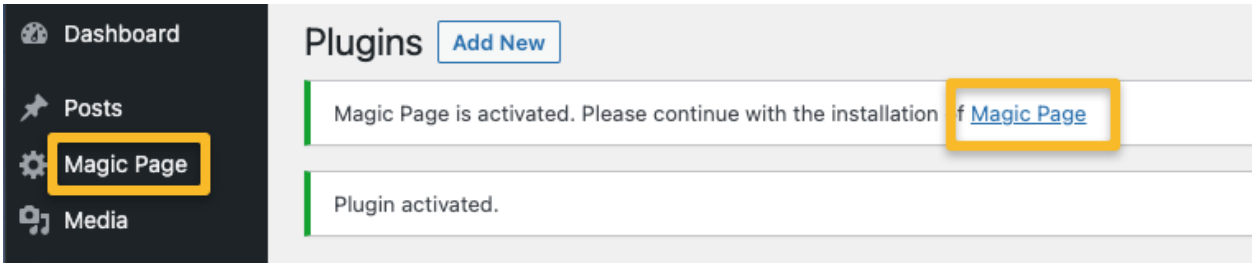
That's it! You have successfully installed MPP on your WordPress website. You should now see the Magic Page menu in the WordPress sidebar menu.

You will now be prompted to enter your MPP API key

Adding You API Key

[Adding Your API Key Video]

When you have installed and activated the plugin you will see a message across the top of your screen asking you to continue with the installation of MPP. The Magic Page menu will also have appeared in the Wordpress sidebar menu.



Simply click on either one of those and you will be taken to the API Key Validation screen.

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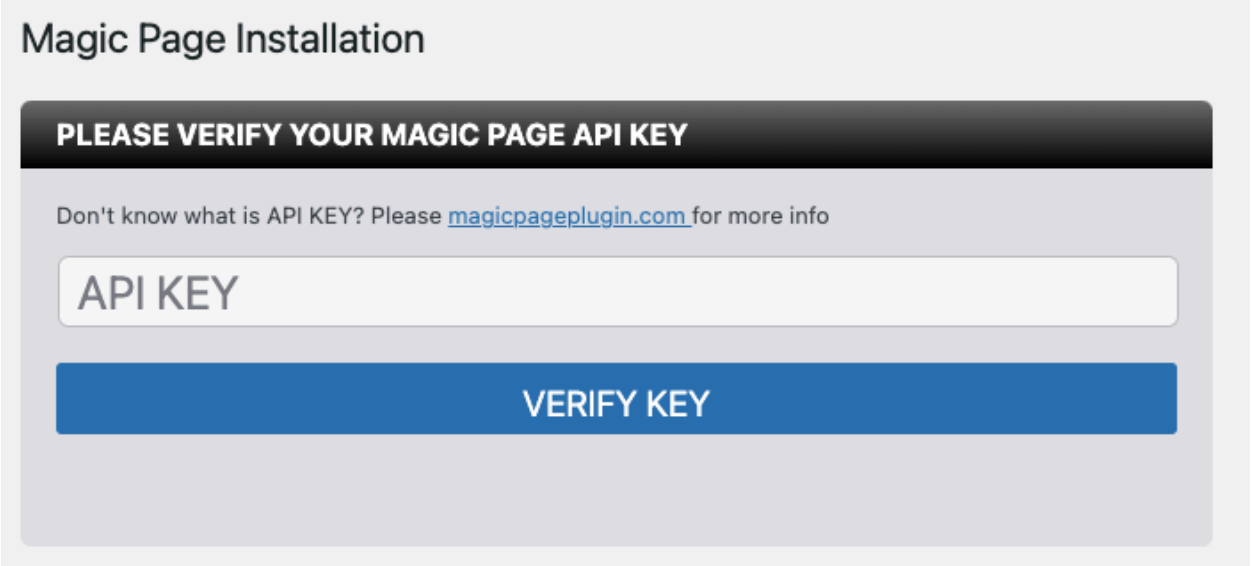
To be able to use MPP you need a valid API key. When you purchased MPP you will have received an email from Paykickstart with your API/Licence key printed at the bottom. If you can not find it then you can get your API key from HERE

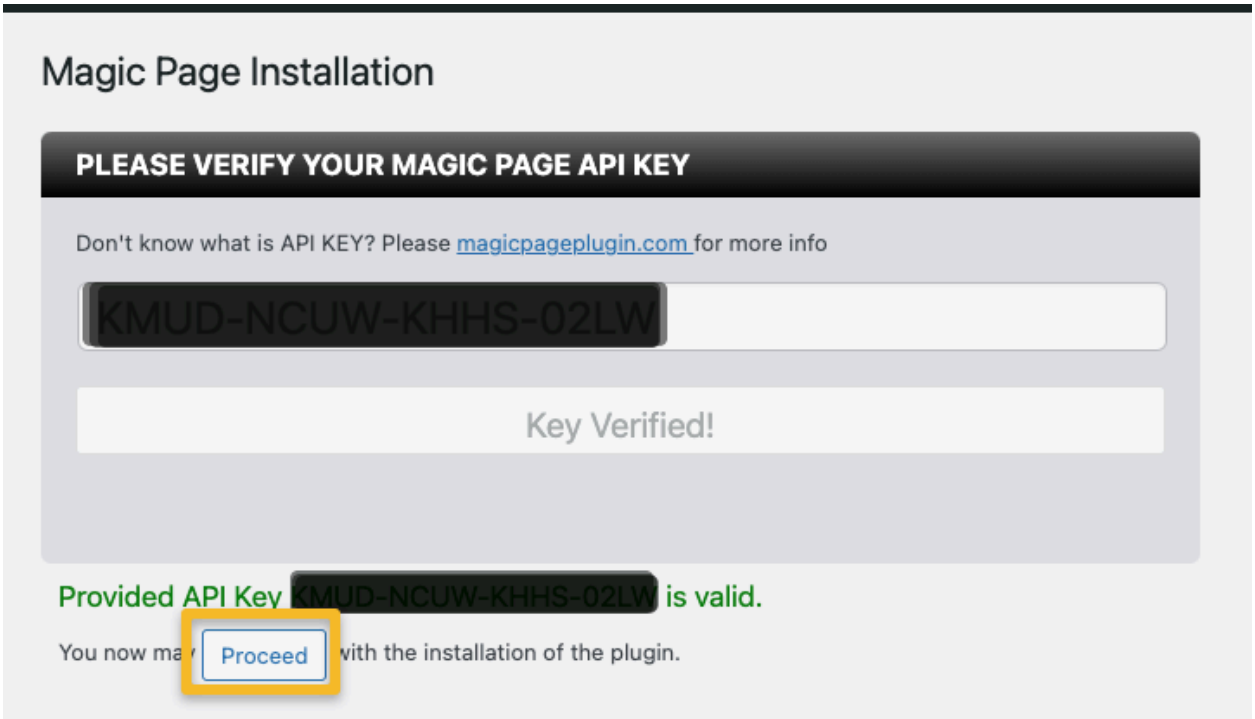
Save this somewhere safe as you will need it to enable the plugin on all of your sites.

On the API Validation screen you will see a white box where you simply paste your API key into and then press the Verify Key button.

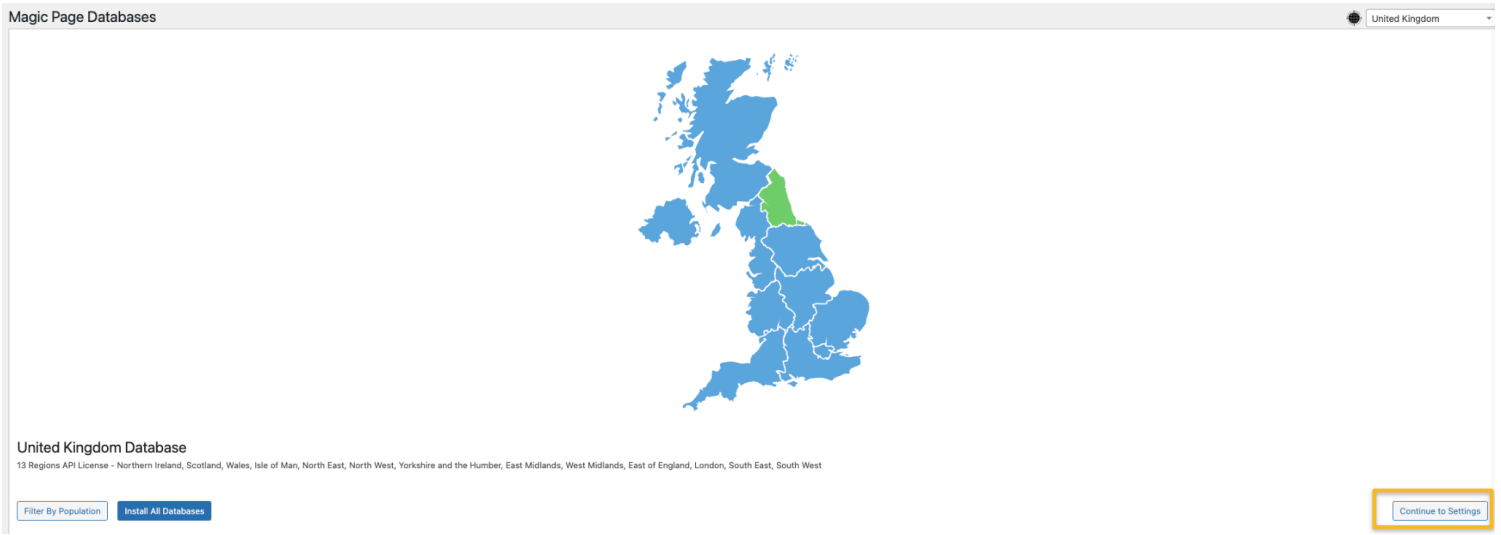


Once your API key has been verified you will see a notification that it is valid and a button marked proceed for you to click.

If you get an error message when adding your API key please check the Frequently Asked Questions section for an answer



When you click this button you will be taken to the location databases screen to complete your setup. For now just click the Continue to



settings button as we will go through installing your databases later.

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Settings Page

Settings Page Video

Magic Page API Key - You must have a valid API key to be able to use the Magic Page Plugin. The API key can be hidden by pressing the **Hide** link. This hides the API key from all other users except the user who hid it.

Redirect URL - The Redirect URL feature in Magic Page Plugin helps to manage what happens when a visitor clicks on a link that no longer exists on your website. Instead of directing them to an error page (404 page), you can set up a specific page where they will be redirected. For example, if you previously covered a 10-mile radius with your services and reduce it to a 5-mile radius, any links that become inactive as a result will redirect visitors to the page you specify, preventing error pages.

Magic Page Editor Type - This setting allows you to switch from using the Classic Editor to the Gutenberg Block Editor for editing content. It is set to use the Classic Editor by default.

Magic Page Cache - This allows you to turn off the Magic Page Cache. This functionality should only be turned off by experienced users who know what they are doing and prefer to use another page caching plugin. Turning this off without another caching plugin installed will slow your site down.

XML Sitemap - The XML Sitemap feature enables you to create a sitemap for your Magic Page sites. When activated, you can select from various page types to include in your sitemap. After making your selections, you will find a URL at the bottom of the settings. This URL can be added to Google Search Console or any other platform to help

improve your site's visibility to search engines.

Default Radius - The system defaults to a 1000 mile default radius but instead of having to change the radius inside of the magic page you can set your own default here. This can be overridden inside of the magic page.

URL Structure - The URL Structure is the bit of the URL between your domain name website.com and your location. It can be used to make the URL more relevant for the keywords you are targeting. The URL structure must not contain spaces. For example:

- locksmith - https://yourdomain.com/locksmith/location-name
- pest-control - https://yourdomain.com/pest-control/location-name

Google Maps API Key - Is required if you wish to use Google Maps on your site. This is no longer a recommended way to display a map on your site as when you have multiple sites you can start to build up a big bill for maps access. We have a number of pieces of code that you can use to display relevant maps on your pages. Check out the Useful Code Snippets section

SEO Settings for Regular Posts & Pages - This turns on the Magic Page Plugin SEO Settings for the whole of your site. It is auto enabled but it can be turned off. However be aware that using other SEO Plugins can affect the SEO Settings of your Magic Pages.

Cron Service Support - This is used by the content auto refresh option and is rarely required as the standard Wordpress cron works just fine. If you understand setting up cron jobs within your hosting then you can adjust it.

Spintax Support - This setting will be on “disable for regular post types” initially. Enabling it allows the use of spintax on all of the posts and pages within your site. There are 3 options for you to choose from

- **Enabled -** this will enable Spintax on all pages and posts on your

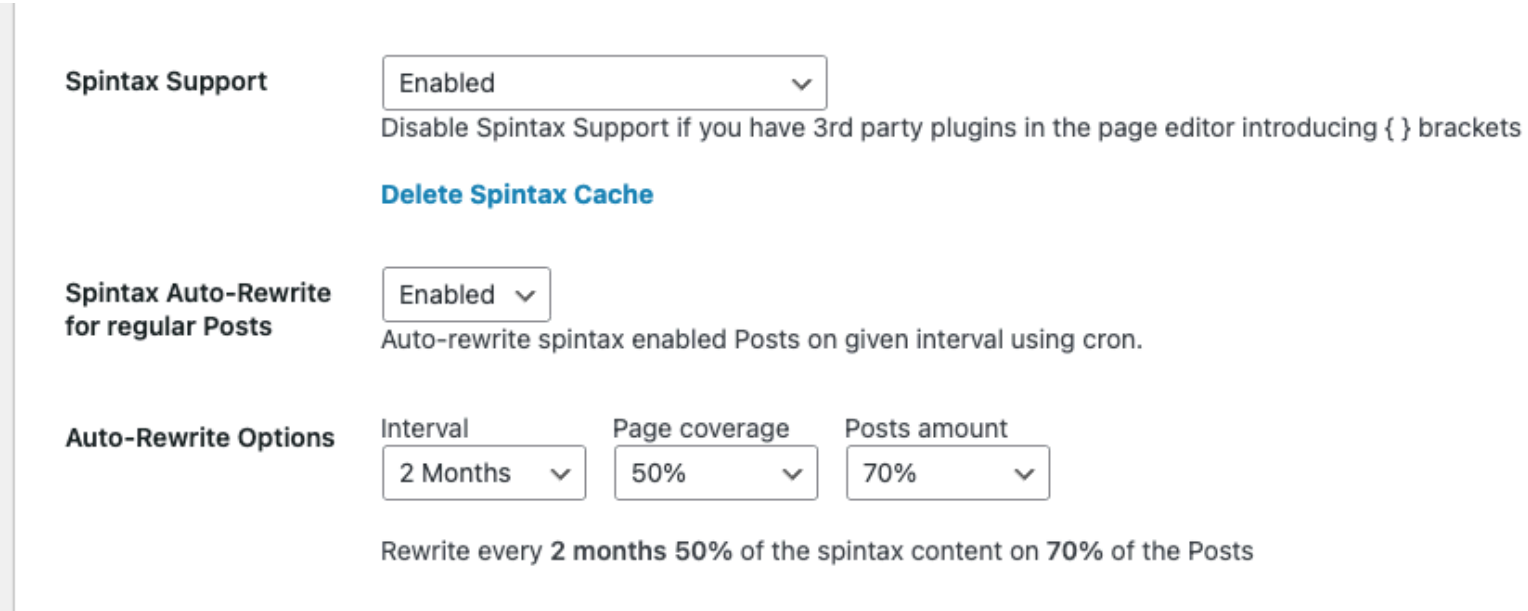
website including Magic Pages

- **Disabled -** this will disable Spintax on all pages including Magic Pages, Normal Posts and Pages
- **Disable for regular post types -** this will disable Spintax on normal posts and pages but will leave it enabled on your Magic Pages

Setting this option to Enabled is recommended.

If you select Enabled, then you will see several more options pop up

Delete Spintax Cache - When you have made changes you might need to delete the spintax cache to be able to see them. If you delete the Spintax cache, then all the pages will re-spin instantly and the settings above will start again from day one. This button should be pressed when cloning websites to ensure the content is fresh



Spintax Auto-Rewrite for regular Posts - When enabled this will auto rewrite your spun posts and pages by the specified amount and for the given intervals set in the Auto-rewrite options.

Auto-Rewrite Options - The values you place in here will determine

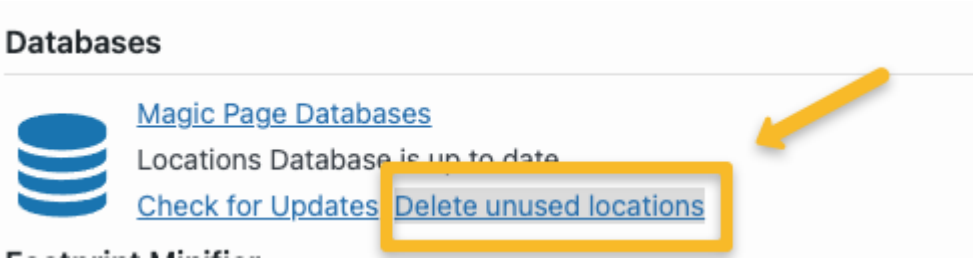
how often and by how much the content on your posts and pages will be rewritten. In the image above you can see I have enabled Spintax to auto re-spin every 2 months for 50% of content on 70% of the pages.

This re-spinning does not affect your actual Magic Pages as the auto re-spinning of your Magic Pages is done inside the page.

Elementor Plugin Fix - If you are using Elementor then this needs to be turned on to stop some of the Elementor containers affecting the MPP shortcodes.

Databases - This will be covered in its own section

Delete unused locations - This is located just inside the Databases section and will help to speed up your site by removing the extra locations from the database.



Once your site is fully built and you are not going to be adding anymore locations simply click on the Delete unused locations link and then confirm it then the extra locations will be deleted.

Note: Only do this when your site is fully built otherwise you will have pages missing

Footprint Minifier - This option will allow you to hide your plugin. If you are building an Evergreen site then do not hide the plugin until you have deployed the site to a working domain. As it will alter some database records and your folder structure, taking a full backup before proceeding with this is highly recommended.

- On clicking the button The status screen will pop up once you have read the information just press next
- It now checks that the correct permissions are set for your plugins and wp-content folders. Usually they will be set correctly but if they are not then you will have to change them before continuing and remember to change them back once you have completed minifying MPP.
- If they are set correctly press continue
- Plugin Folder - change the name of your mpp plugin folder. Best practices for naming your folder are that it is lowercase and does not contain spaces or other special characters except -. Example my-plugin would work
- Post Type Name - This can be whatever you want to call it but it may be visible by the public when you use some themes and plugins. Example: Custom WP Post
- Google Maps Settings - Unless you are an advanced user who understands Javascript then leave this as is.
- Press Save and Minify Footprint

Import - Export - This will be covered in its own section

Locations Search - This will be covered in its own section

Compatibility - The virus scan on some hosts thinks that the obfuscation that we use on some of our files is a threat. To overcome this and still be able to use the plugin you need to turn the compatibility mode to on.

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Magic Page

Adding A Magic Page

Adding a Magic Page is just like adding a normal Page or Post but you do it from the Magic Page menu instead of the normal menu.

Note: You only have ONE Magic Page.

Select **Add New** from the Magic Page menu then when the page has loaded click the publish button in the right-hand side menu. This will create your page. You can now edit and build your page just as you would any of your other pages or posts. The only difference being is that depending on how many Magic Pages you are intending to create on your site you may need to add spun text to your Magic Page instead of regular text. See below for how to spin text

Now let's look at the shortcodes that we will be using on the magic page and the other pages on our site.

Standard short codes

Standard Shortcodes Video

The shortcodes are used to display the fields from within the location database records

[location] - Placing the [location] shortcode on any page of your site will display the name of that page/posts location. I.e. For a page based in Leeds. Plumber [location] would display as **Plumber Leeds**

[slug] - The slug is the location name formatted for use in URLs i.e. the slug for the page with a location of Blackhall Rocks would be **blackhall-rocks**

[description] - This will display the description field from within the location record

[county] - This will display the County field from within the location record

[region] - This will display the region field from within the location record

[zip] - This will display the zip/postcode field from within the location record

[country] - This will display the country field from within the location record

[country-iso] - This will display the Country ISO field from within the location record

[latitude] - This will display the latitude field from within the location record

[longitude] - This will display the longitude field from within the location record

For Posts and Pages Only
[group] - This will display the Group that the current page/post is assigned to

[category] - This will display the Category that the current post is assigned to - Posts Only

Cities short code [cities]

Cities Short Code Video

The cities shortcode allows you to get a list of location pages/posts and magic pages that are within a radius of the current page/post or magic page

The default shortcode **[cities]** will display a list of the 10 closest locations in CSV format with hyperlinks to the relevant pages

You can create variations on this by using the parameters below.

Count - This determines how many locations to display **[cities count=”5”]** would display the 5 nearest locations

Type - This determines the type of display that you want

- CSV Links - Comma separated hyperlinked list **[cities type="csv"]**
- CSV Title - Comma separated list, no hyperlinks - **[cities type="csvt"]** - Best used in the Meta Description
- List with Links - Bulleted list with hyperlinks - **[cities type="ul"]** - Best used in the body of your page
- List with Titles - Bulleted list without hyperlinks - **[cities type="ult"]**
- For Schema Builder - A serialised array which can be used in the WP Schema builder - **[cities type="array"]**

Link Label - This determines what will be displayed. The default is %location% which is just the location name. You can use text and spintax within the label as well as the special tags

- **%post_title% -** displays the current post title
- **%group% -** Displays the current posts group

[cities label="{Locksmith %location%|%location% Locksmith"]

Major Cities - This determines if you just want to show those locations that are classed as Major Locations within the database. The default is set to display All locations. The other options are

- Display only major cities - **[cities major_cities="true"]**
- Do not display major cities - **[cities] or [cities major_cities="false"]**

If you have some locations in the database that you would like to be Major Cities but are not set as one then you can change them manually. This video will show you how to do it

Min Radius - This will only display those locations that are within a minimum radius of the current location

[cities min-radius="5"]

Max Radius - This will only display those locations that are up to a maximum radius from the current location

[cities max-radius="10"]

Counties - This will only display the nearest locations to the current location provided they are in the county or counties specified. You can use the special tag %county% to only display the locations in the same county as the current page

[cities counties="%county%"]

Or

[cities counties="Pinellas County"]

Post Type - This determines what type of page or post the shortcode will link to.

- **Magic Page (default) -** It will only link to Magic Pages -
  - [cities post_type="magicpage"] or [cities]
- **Same As Current -** Only links to the same type. I.e. if it is on a page then it will only link to other pages
  - [cities post_type="same"]
- **Posts & Pages -** Will only link to Posts and Pages. You can also select just posts or just pages -
  - [cities post_type="post,page"] - Posts and Pages

- [cities post_type="post"] - Posts only
- [cities post_type="page"] - Pages only

Groups - This is only for pages and posts. If selected it will determine what groups the locations need to be in to be displayed. There are a number of options.

- **Same as current page (default) -** will only display locations that are in the same group as the current page
  - [cities post_type="same"] or [cities]
- **All Groups -** Will display locations in any group
  - [cities groups="all"]
- **Specific Group -** Will only display locations that are in that specific group
  - [cities groups="Access Control"]

Magic Link

[Magic Link Video]

The Magic Link enables you to link to specific Magic Pages or exported Posts/Pages from anywhere on the site

Location - Select the location that you want to link to. For the link to work the location must have been built.

[magiclink location="saint-pete-beach" post_type="magicpage"]

Link Label - As with the cities shortcode this determines what will be displayed. The default is %location% which is just the location name. You can use text and spintax within the label as well as the special tags

- **%post_title% -** displays the current post title
- **%group% -** Displays the current posts group

[magiclink location="saint-pete-beach" label="Pest Control %location%" post_type="magicpage"]

Link Opens In A New Window - If checked when clicked the page will open in a new window

> [magiclink location="saint-pete-beach" new-window="true" post_type="magicpage"]

Remove Link If Same Page - If this box is checked the link will not be displayed if the page it is on is the one being linked to

> [magiclink location="saint-pete-beach" post_type="magicpage" remove_if_same_page="true"]

Post Type - This determines what type of page or post the shortcode will link to.

- **Magic Page -** Will only link to the Magic Page location page
  - magiclink location="saint-pete-beach" post_type="magicpage"]
- **Same Type -** Will link to the selected location on the same page type.
  - [magiclink location="saint-pete-beach"]
- **Posts and Pages -** Will link to the selected location on a Post and/or a Page. You can also select just posts or just pages
  - [magiclink location="saint-pete-beach" post_type="post,page"]
  - [magiclink location="saint-pete-beach" post_type="post"]
  - [magiclink location="saint-pete-beach" post_type="page"]

Groups - This is only for pages and posts. If selected it will determine what groups the locations need to be in to be displayed. There are a number of options.

- **Same as current page (default) -** will only display locations that are in the same group as the current page
  - [cities post_type="same"] or [cities]
- **All Groups -** Will display locations in any group

    - [cities groups="all"]
- **Specific Group -** Will only display locations that are in that specific group
    - [cities groups="Access Control"]

Google Map

If you have added your Google Maps API key in the settings page then you can use this shortcode to display a Google map of the current location.

Width - Specifies the display width of your map you can choose between Percentage (%) or Pixels (px)

Height - Specifies the display height of your map this is in Pixels (px)

Map Zoom - This specifies the scale of zoom that your map will display when shown

Map Type - This will determine they type of map you want to display. You can choose from

- Roadmap
- Satellite
- Hybrid
- Terrain

Other Shortcodes And Builders

[site_title] - This will display the Wordpress site title

[site_url] - This will display the URL of your site

[seo_image_url] - This will display the URL for the SEO image that you have uploaded

Random Shortcode Builder

Random Shortcode Builder - Video

The Random Shortcode Builder allows you to build a shortcode with a piece of text that will be randomly displayed the percentage of times that you decide. The text box accepts spintax as well as normal text and HTML

[random chance="50%"] This is some random text that will be displayed 50% of the time[/random]

Overlay Code Builder

Overlay Code Builder - Video

The Overlay Code Builder allows you to easily create a line of code that will overlay another web page onto any of your pages. You create it by typing in the URL you would like the visitor to see and then copying the code into the Head Section of either a page, pages or all of your website. This can be easily achieved using the Add Func Header footer plugin. By utilising this with the Xfields and Location Sets you can have different websites overlaid on each page of your website

{%verbatim%}<iframe id="iframe_overlay" src="https://keithbest.com"></iframe><style>body,html{overflow:hidden!important;max-height:100%!important;height:100%!important}#iframe_overlay{position:absolute!important;opacity:100!important;border:none!important;background-color:white!important;width:100%!important;height:100%!important;max-width:100%!important;max-height:100%!important;margin:0!important;padding:0!important;z-index:111111111111111!important}</style>{%endverbatim%}

Conditional Shortcode Builder

This allows you to build a shortcode that will display different content

depending on the required parameters. This will be covered in its own section

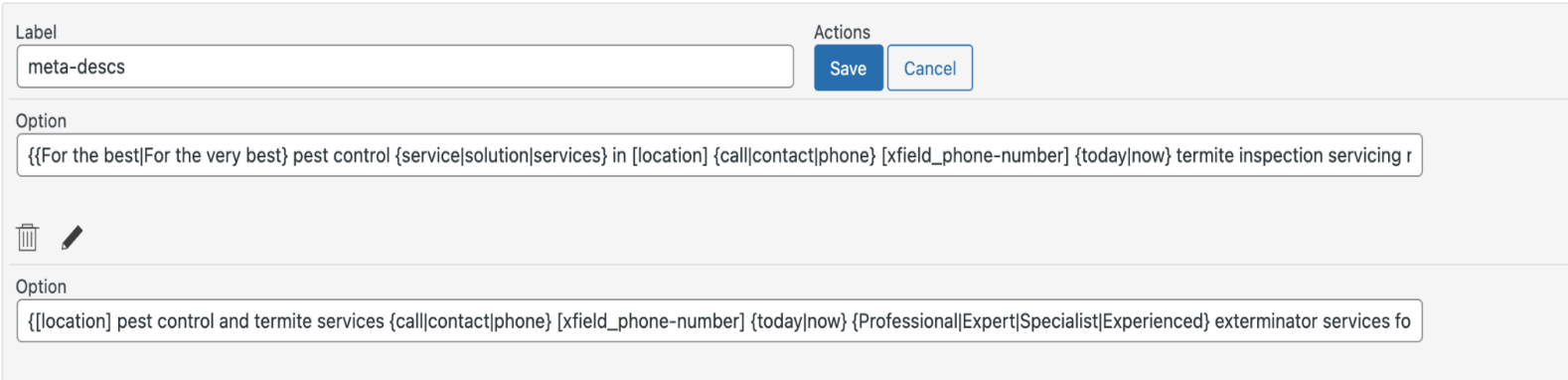
Spintax Short Codes

[Spintax Short Codes Video]

Spintax shortcodes are used to randomly spin blocks of text on your page.

Label - What you want to call the shortcode. This should not contain spaces and will be prepended with spintext_

Option - You can have multiple options under one spintax short code.



You can place standard text, spin text and HTML inside of the spintext shortcodes.

To use the spintext shortcode simply copy its label and place it on your page where you want it to show.

{spintax_meta-descs}

Xfields

[Xfields Video]

Xfields allow you to add text throughout your website that can easily be

changed by simply editing the relevant Xfield.

Label - What you want to call the Xfield. This should not contain spaces and will be prepended with xfield_

Default Value - This is the value that will be shown on all pages that the Xfield is placed on. You can add standard text as well as spintax and HTML code.

Locations - Paste in a location set (see below). You can have as many locations under an Xfield as you want

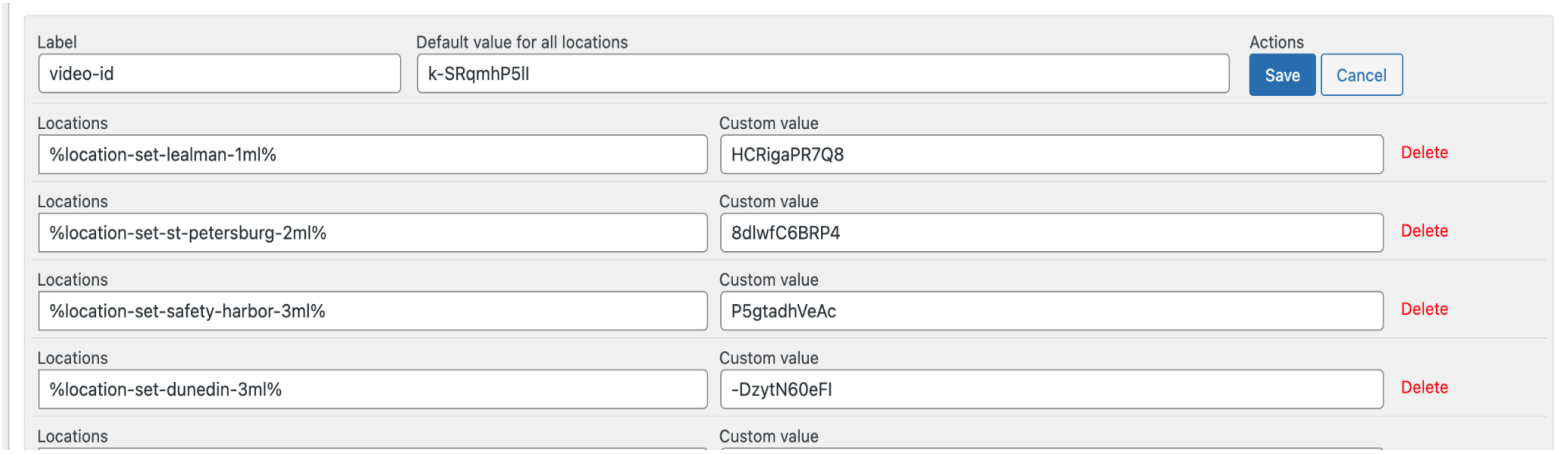
Custom Value - This is the content that will be displayed on the relevant page determined by the location set.
To use the xFields shortcode simply copy its label and place it on your page where you want it to show. They can be used on all pages and posts and inside of the Advanced Schema

[xfield_video-id]

Location Sets

[Xfields And Location Sets Video]

Location sets are combined with the Xfields to enable you to display location relevant data on specific pages. You enter



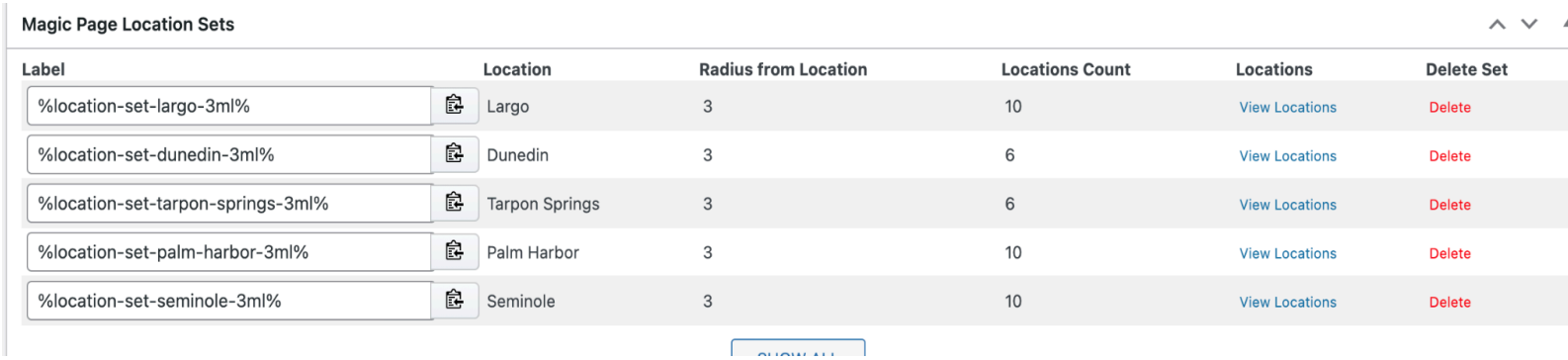
Label - What you want to call the Location set. This should not contain spaces and will be prepended with location-set

Choose Location - Pick a location that has been built by the magic page system. As you start to type the system will show you the locations you can choose from.

Radius From Location - This is the radius from the location that you want to cover with the Xfield when you assign it.

Locations Count - This is the maximum number of locations that you want to include in the radius.

Note: The system will either stop adding locations when the radius has been reached or when the number of locations has been reached.



To use the location set combine it with the Xfields as shown above.

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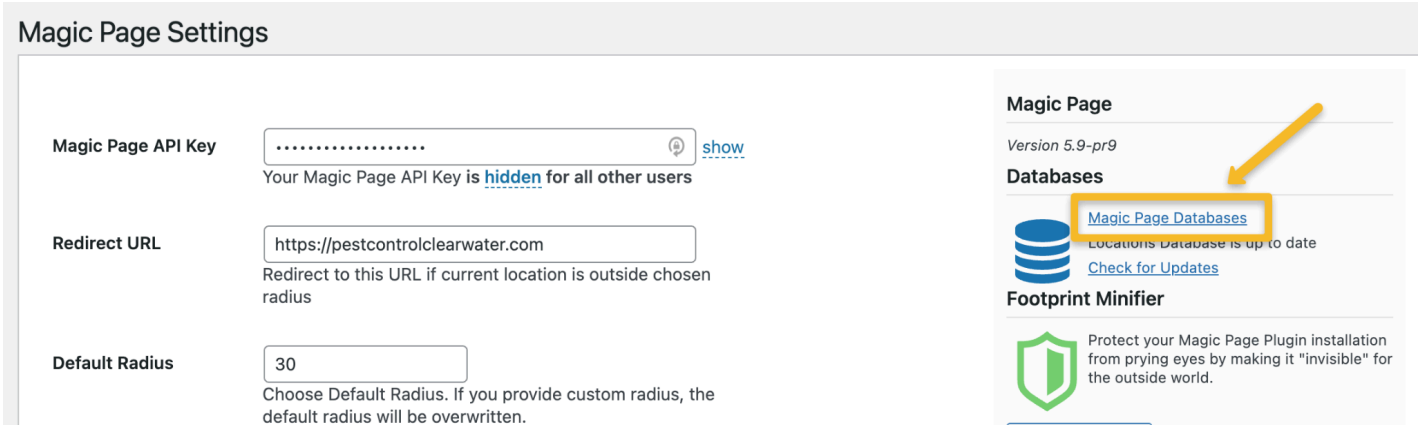
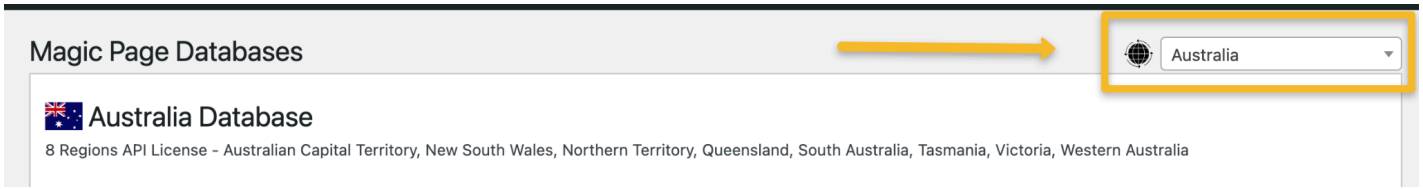
Installing A Location Database

[Installing Location Database Video]

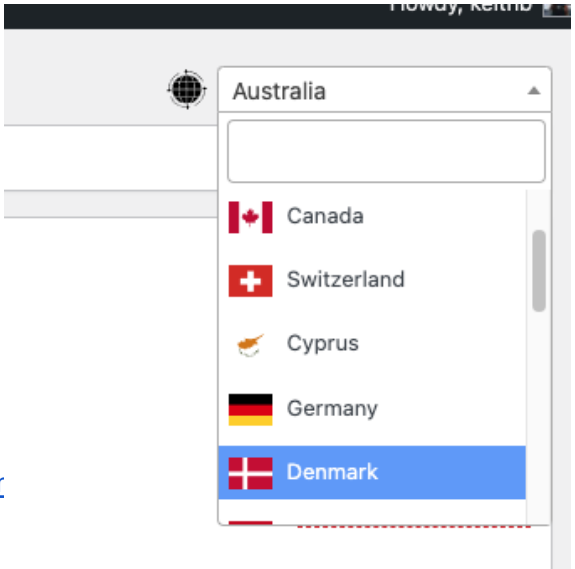
Once you have created your basic site and created your Magic Page then you need to install the location database for the area that you are going to be targeting. To get to the Database installation in the MPP Menu click on Settings and then Magic Page Databases



On a new install the next screen will show a map of Australia. To select the Country that you want to target then simply click on the drop down box in the top right hand corner.



Then choose your country from the drop down list

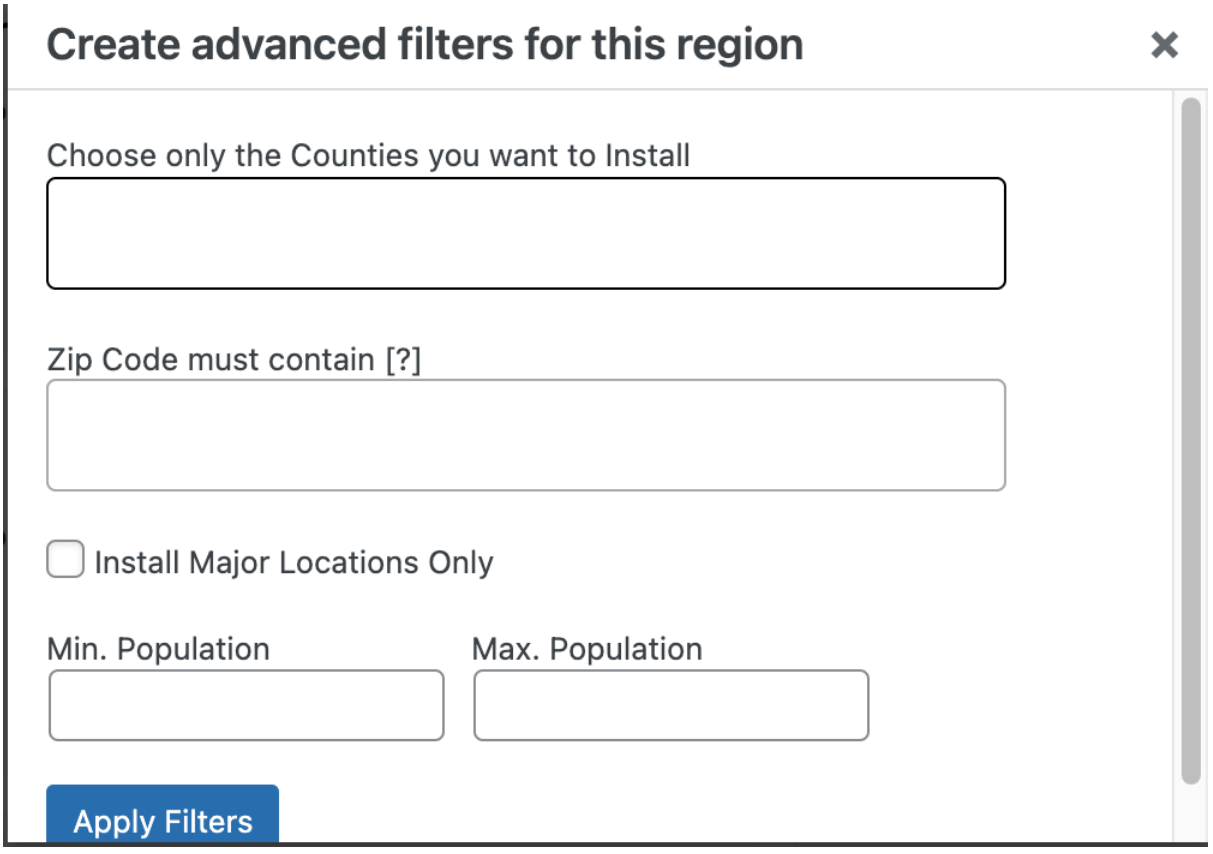


You will then be shown a list of regions within that country that you can install. To install all locations within a region simply click Install Database and then stay on the page until the Progress wheel informs you that the database has been fully installed. Once installed click on the Continue to Settings button.

Filtering The Database

To help speed up your site you can filter the locations that are installed in a number of ways. This reduces the number of database records the system has to search through when looking for the page to display.

There are a number of options when it comes to filtering the database



Filtering By County

If you want to only have a certain county or counties installed then all you need to do is to start entering the name of the county in the Choose only the counties you want to install box. As you type the system will

display a list of matching counties once yours appear you just select it. You can add multiple counties to be installed

Filtering By Post/Zip Code

If you want to only have a certain post code or range of post codes installed then you can specify them here.

When filtering by Post/Zip Code you can add in the full post/zip code WF1 8BX or 90210 or use the % wildcard.

- WF1% - Will install all postcodes starting with WF1
- 902% - Will install all zip codes starting with 902
- %8BX - Will Install all postcodes ending with 8BX
- %210 - Will Install all zip codes ending with 210
- %1 8% - Will instal all postcodes containing 1 8
- %21% - Will instal all zip codes containing 21

You can also copy and paste a comma separated list of post/zip codes into the box to only install the exact postcodes you like.

WF1%, WF2%, WF3%,
90210, 90214, 90215,

There must be a comma at the end of every entry as it closes the selection.

Install Major Locations Only

When you check this box the system will only install those locations in the database that are specified as Major Locations. This option only works for the UK and USA

Min Population/Max Population

Min Population - Is the minimum number of people who live in the location

Max Population - Is the maximum number of people who live in the location

Once you are happy with your filters you then click the Apply Filters button and you will notice that, depending on the filters you have used, the number of locations displayed will have reduced. Sometimes quite drastically.

This will really help speed up the site because we only install what we need.

Now you click on the Install Database button and as before stay on the page and wait until the Progress wheel informs you that the database has been fully installed. Once installed click on the Continue to Settings button.

Now we are ready to set our central location for our site.

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Setting Your Central Location

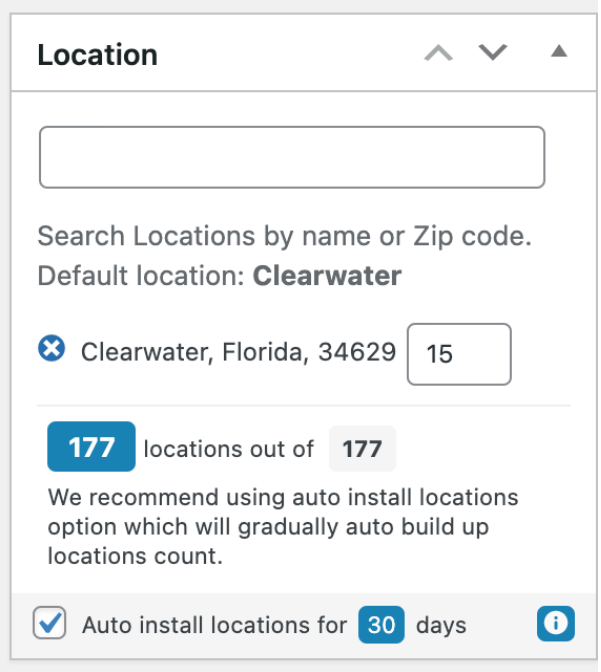
[Setting Your Central Location Video]

When setting a central location, you can either set just the 1 or you can set multiple locations and then choose which one is going to be your default location. Your default location is the location that your standard static pages will be assigned to if you do not specify a specific location for them.

To set a central location you start typing the name of the location into the box and the system will show you a list of matching locations. When the one you want appears you simply select it from the list.

If you want to set multiple central locations, then you simply start by typing another location in the box and then selecting it as you did the first one. You can checkout the multiple central locations video HERE

If you have multiple locations installed then to select your default simply click on the highlighted words Choose Default.You will then see a list of the locations you have installed and you pick the one you want to be your default location.



You will also see a number next to the location names of 10, this is the radius, in miles, that will be covered from that point. This initially will be pulled in from the Default Radius you set up on the settings page but it can be changed manually.

You will also see a number in a blue box and a number in a grey box with the words “locations out of” in

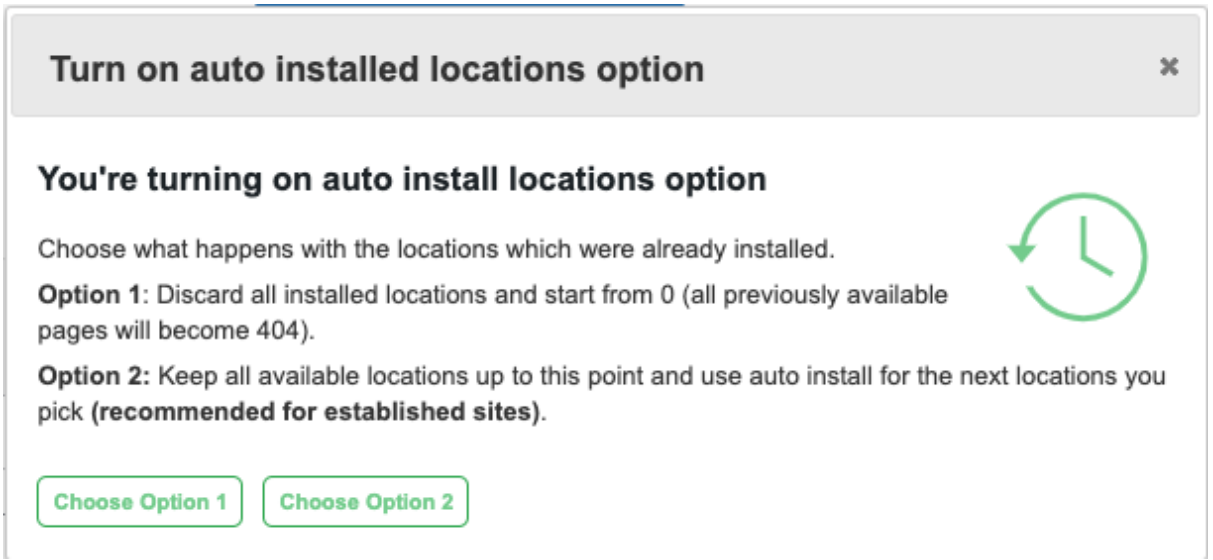
between them. The blue box is the number of locations that have been installed and the grey box is the number of locations that are going to be installed. Initially they will both be the same. If you click on the Blue Box you will see a pop showing all of the locations that have been installed.

If you want to reduce the number of locations to be built, we recommend keeping it under 150, then simply reduce the radius. Once you have got the right number of locations Click **Update** to update your page.

Auto Installing Locations

Having a brand new site go from 0 locations to 200 locations in one go is not a good idea so you can Auto Install the locations over a period of time so that it looks more natural.

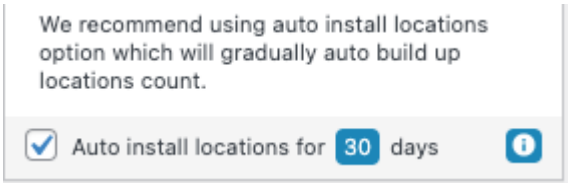
To Auto Install the locations simply check the Auto Install locations box. You will then be prompted with a popup window giving you 2 options



- **Option 1:** Discard all installed locations and start from 0 (all previously available pages will become 404).
- **Option 2:** Keep all available locations up to this point and use auto install for the next locations you pick (recommended for established sites).

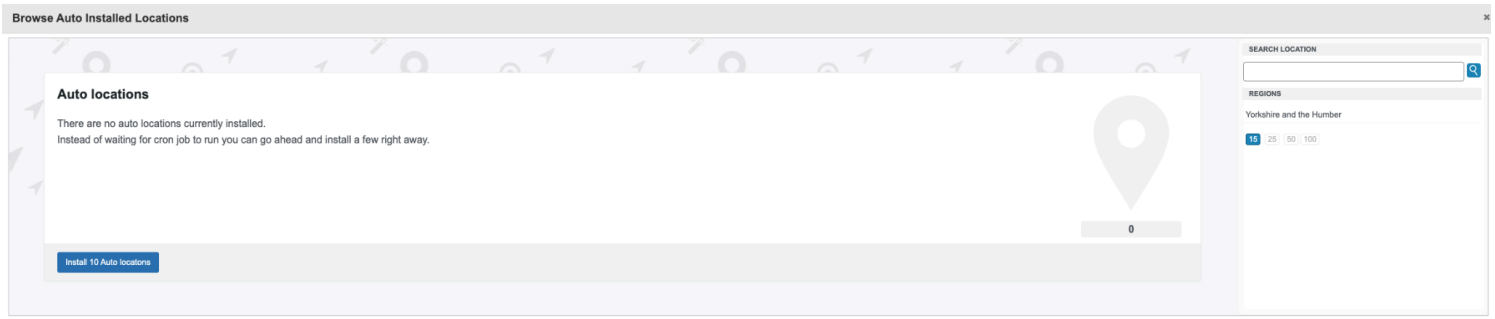
On a brand new site you want to choose option 1 this will delete all of the current locations and the counter in the blue box will drop to 0.

Now you need to select over how many days you are wanting the site to build. Simply click on the Blue Box next to days and then you can choose to have your site built out over 30 60 90 or a Custom number of days.



Note: Make sure that you have more locations to install than the number of days you are looking to install them over.

Finally you need to start the site off by installing some of the locations, between 10 and 30 locations is a good start. To install a few locations simply click on the blue box containing **0** next to locations out of 177



In the pop up window just click the Add 10 button as many times as you want to get the locations started.

Note: As the auto install locations function works off the Wordpress Cron job it might not start in exactly 24 hours from when you initially created the site. It can take 1 - 2 days so be patient.

Now you have installed your locations it's just a case of waiting till the site has been fully built and then checking where it is ranking.

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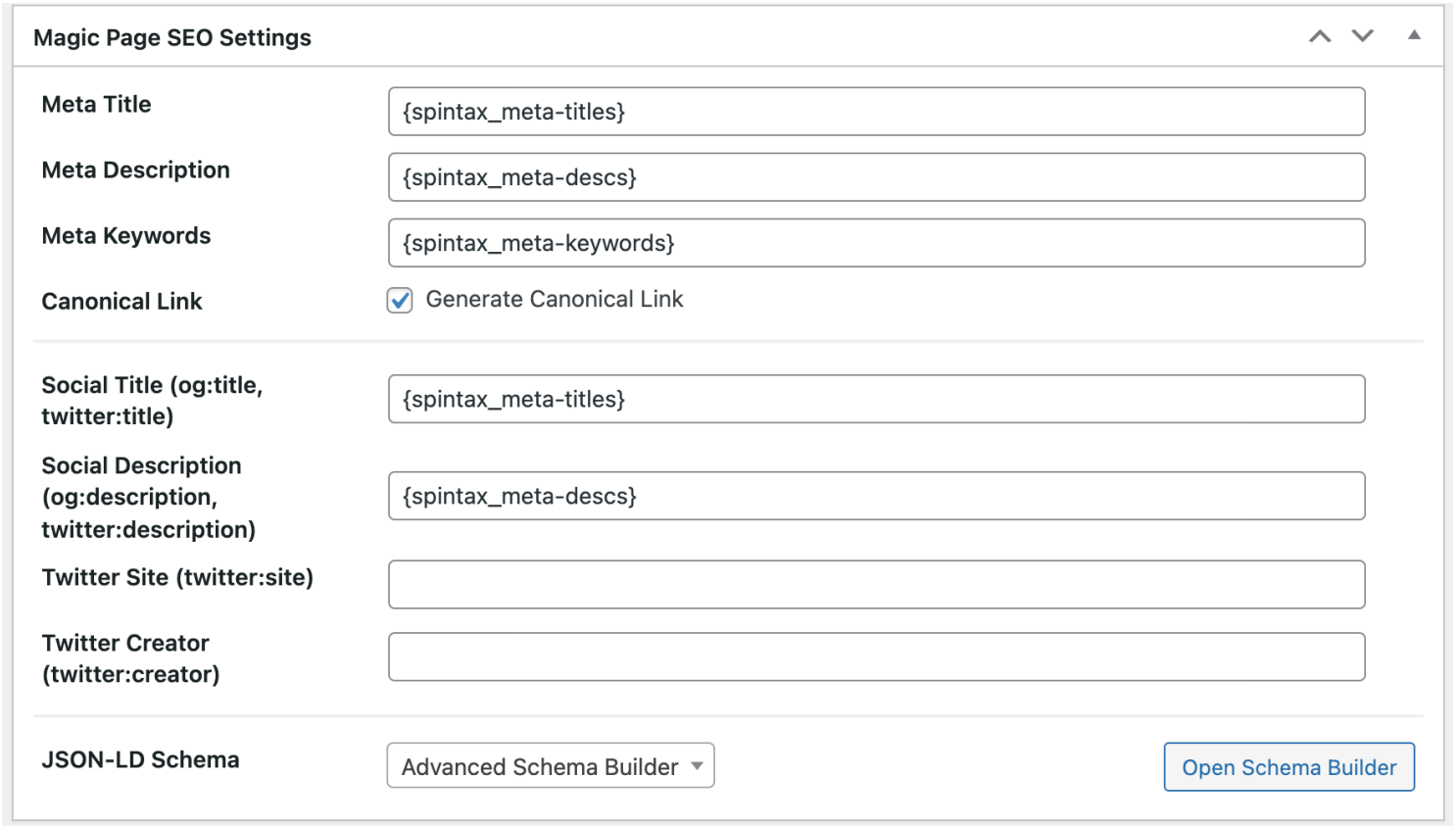
Magic Page SEO Settings

[Magic Page SEO Settings Video]

The Magic Page Plugin SEO Settings box is now on all pages of your website. This can be turned off in the MPP Settings page if you would prefer to use another SEO Plugin on your static pages. Using another SEO plugin is not recommended as the majority of them will overwrite the SEO Data on your Magic Page which will affect your site's SEO.



Meta Title

The Meta Title is the heading line that shows up when your site is displayed in the Google Search results. Apart from being important as click bait for potential visitors to your site it is also an important ranking factor. If you are building a mass page site then you need to have unique meta titles on all of your pages.

Google has stated that duplicate content is not an issue, but if you have exactly the same content in all of your meta titles then you will find that the pages on your site do not index so well. If your pages do not index then they are not going to rank.

For your Magic Pages especially it is best to use the spintax shortcodes as I have done in the image above as this will give you more variety in your meta titles. You ca see a video HERE of how I generate my spintax shortcodes for my meta titles

Meta Description

Like the Meta Title the Meta Description is what shows up when people see your domain in the search engine results pages. This is not so important for ranking purposes but it is important for getting potential visitors to click through to your site.

It wants to be relevant and catchy like an advert and agan it also wants to be as unique as possible so that the Google bots do not skip crawling the pages of your site. Apart from using spintax shortcodes in the Meta Description another way to make it unique is to use the cities shortcode as a comma separated list so in your spintax shortcodes you could have something like

> For the {best|top} pest control {service|company} in [location] [region] call [xfield_phone-number] today {servicing|serving} residential {clients|homes} throughout {the [region] area|[cities count="5" type="csvt"]}

This will create very unique Meta Descriptions as each location will have 5 different towns as part of the Meta Description

Meta Keywords

Meta Keywords are no longer used by Google but Yahoo and Bing still do use them so you might as well fill them in again you can use spintax shortcodes so that you have a variety of keywords on each page.

Social Title And Description

These are not used as a ranking factor but are the FB Open Graph and Twitter Card settings. If anyone shares your page then this is the data that will be pulled in. So it is a good idea to fill them in. As with the Meta Title and Meta Descriptions spintax shortcodes can be used. As you can see by the image above I have just used the same ones for both the Metadata and the Open Graph Data.

Twitter ID & Twitter Creator

These need to be the required fields from your Twitter account

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MPP Schema Builder

[MPP Schema Builder Video]

The MPP Schema builder is another part of MPP that makes it stand head and shoulders above any other mass page builder. You have 3 options to choose from

- Disabled - Schema Builder is disabled
- Simple Schema Builder - Enables the Basic Schema Builder
- Advanced Schema Builder - Enables the Advanced Schema Builder

Simple Schema Builder

The Simple Schema is just a very basic schema builder when you select it and then press “Open Schema Builder” a drop down will appear as below. The majority of the fields will be pre-populated for you with their relevant shortcodes. All of these fields can be amended by you to include whatever values that you would like in the various fields

As we are unable to cover Schema fully in this manual you can find more information about it on the Schema Org website. The fields that are available in the Simple Schema builder include

Choose Type - Select the type of local business schema you want from the list of all Json LD Schema Types. If your niche is not their then just use the Local Business schema type

Business Name - This is prepopulated with the shortcode for the Site Title but you can change it if you want

@id - This is prepopulated with the site URL short code

Address - Place the address of your location this will take spintax so you can randomise the address for each page

City - prepopulated with shortcode for the current location

State - Pre populated with the shortcode for the State

Zip - Pre populated with the shortcode for the Zip Code

Country - Pre populated with the shortcode for the Country ISO number

Phone - Use an Xfield in here with your phone number in

Email - Use an Xfield in here with your email address

URL - This is pre populated with the shortcode for the Sites URL

Logo - This is pre populated with the shortcode for the URL of the SEO Image that you uploaded

Image URL - This is pre populated with the shortcode for the URL of the SEO Image that you uploaded

Price Range - I tend to just put a few $$ or ££ signs depending on the country my site is targeting

Description - Use an Xfield in here that has a spun description in

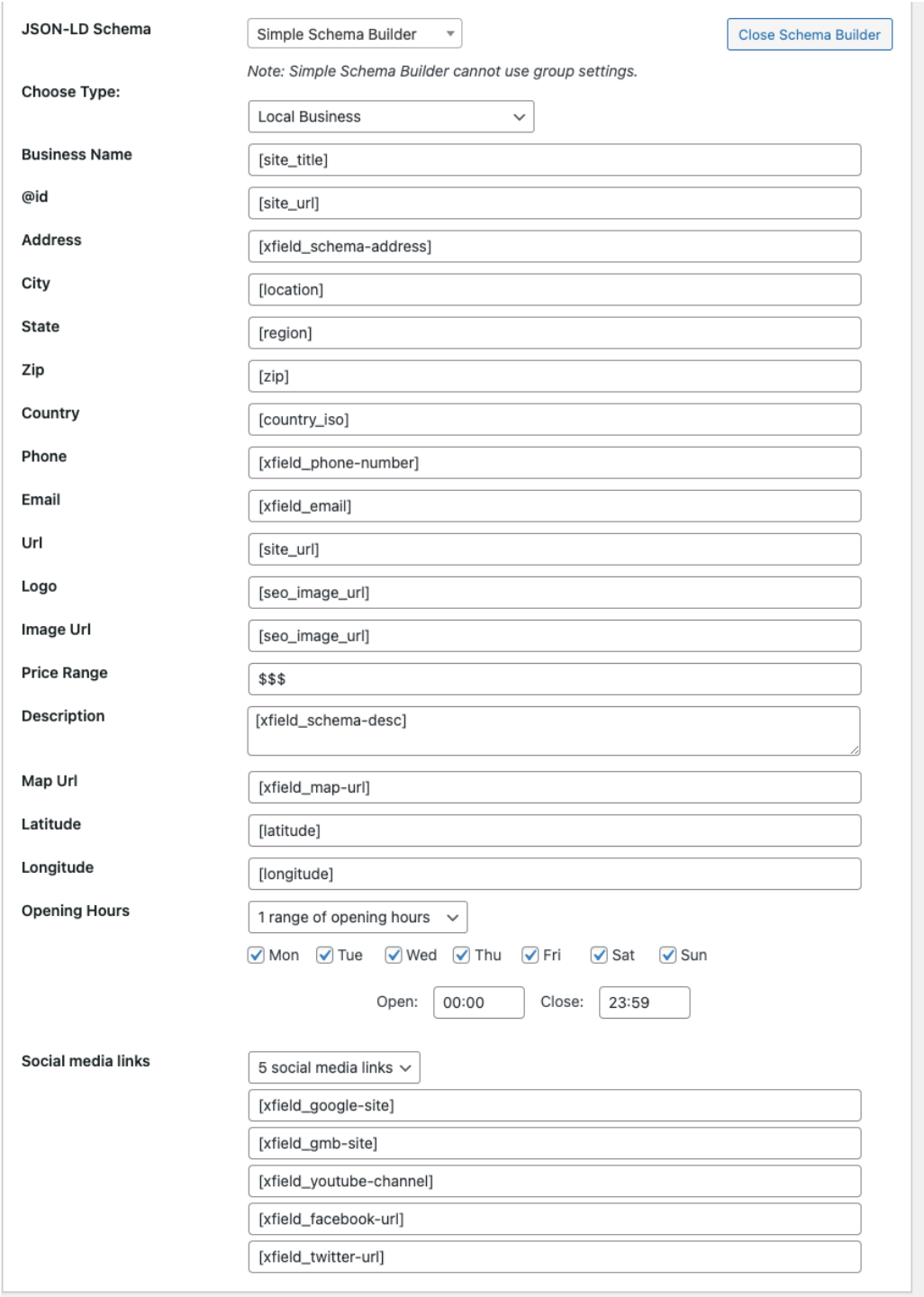
Map URL - Use an Xfield in here has the Map URL if you have a GMB for the site then the Map URL Xfield can contain that. Otherwise you can use something like this the URL below which will give you a link for the Google Map of the location you are currently on -
https://www.google.com/maps/place/[location]/@[latitude],[longitude]

Latitude - This is pre populated with the shortcode for the latitude of the current location

Longitude - This is pre populated with the shortcode for the latitude of the current location

Opening Hours - You can add up to seven ranges of opening hours

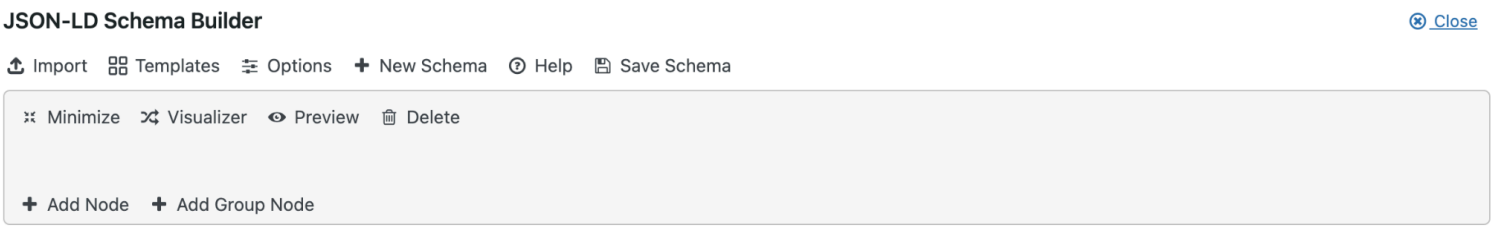
Social Media Links - You can add up to 5 Social Media links which will be added to the SameAs attribute in the schema



Advanced Schema Builder

Whereas the Simple Schema Builder will generate the bare minimum Schema for your website, the Advanced Schema Builder enables you to create more complex schema for your site. In the nodes values you can use any of your Xfields

When you select Advanced Schema Builder and then click the Open Schema Builder button you will be presented with the Advanced Schema Builder page. On a new site this will obviously be empty.



You now have a number of options for adding in your schema.

- Import - This allows you to import schema either from a URL or by adding JSON-LD code. I will go into more detail on the import option below
- Templates - We have a number of JSON-LD Schema templates which you can use as a base and then just adapt to suit your needs. I will cover this in more detail as well further down.
- Options - This is just the options for the Advanced Schema Builder
    - JSON-LD Format - Should be checked as this is the most popular schema type used
    - Microdata Format - This is another format for writing schema
    - Require confirmation before deleting a Node - If checked when you select to delete a node you will be prompted to make sure that you did want it deleting
    - Auto collapse Group Nodes - When checked group nodes will auto collapse when you leave them
    - Highlight Nodes on mouseover - When checked thi will highlight node as you mouse over them
    - Enable PHP functions - This is for the more advanced users it allows you to write PHP code that can be used inside of the schema builder. **Note: Use this feature with caution! Don't execute functions which you're not sure what they do or your site might be affected.**
- New Schema - This option allows you to add another Schema type

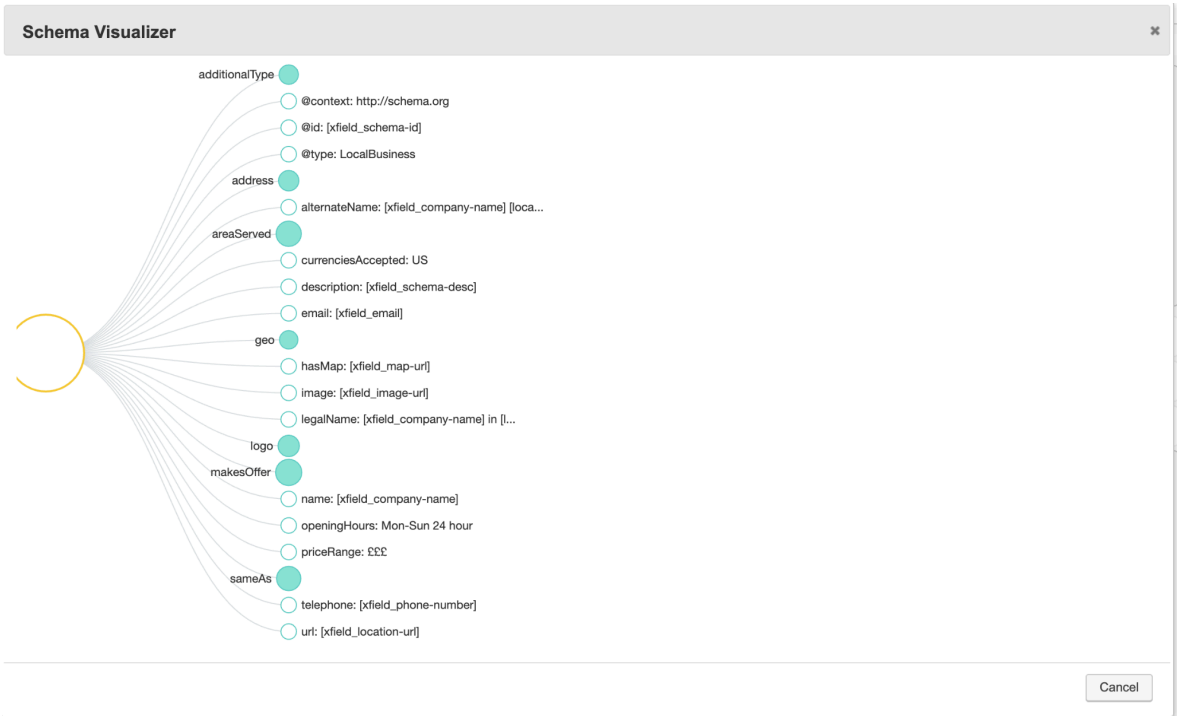
- Help - This shows a popup window with Schema Builder help in

On the schema section itself you also have a few options

- Minimize - Clicking on this button will minimise all of the schema blocks
- Visualiser - Clicking on this option will give you a visual representation of the schema you have created.
- Preview - Clicking on this option will give you a preview of how the code will look and also how it will look if ran through the Schema Testing Tool
- Delete - Clicking on this option will Delete the entire schema section

The top right of the block shows what type of schema you are editing i.e LocalBusiness

Schema Visualizer



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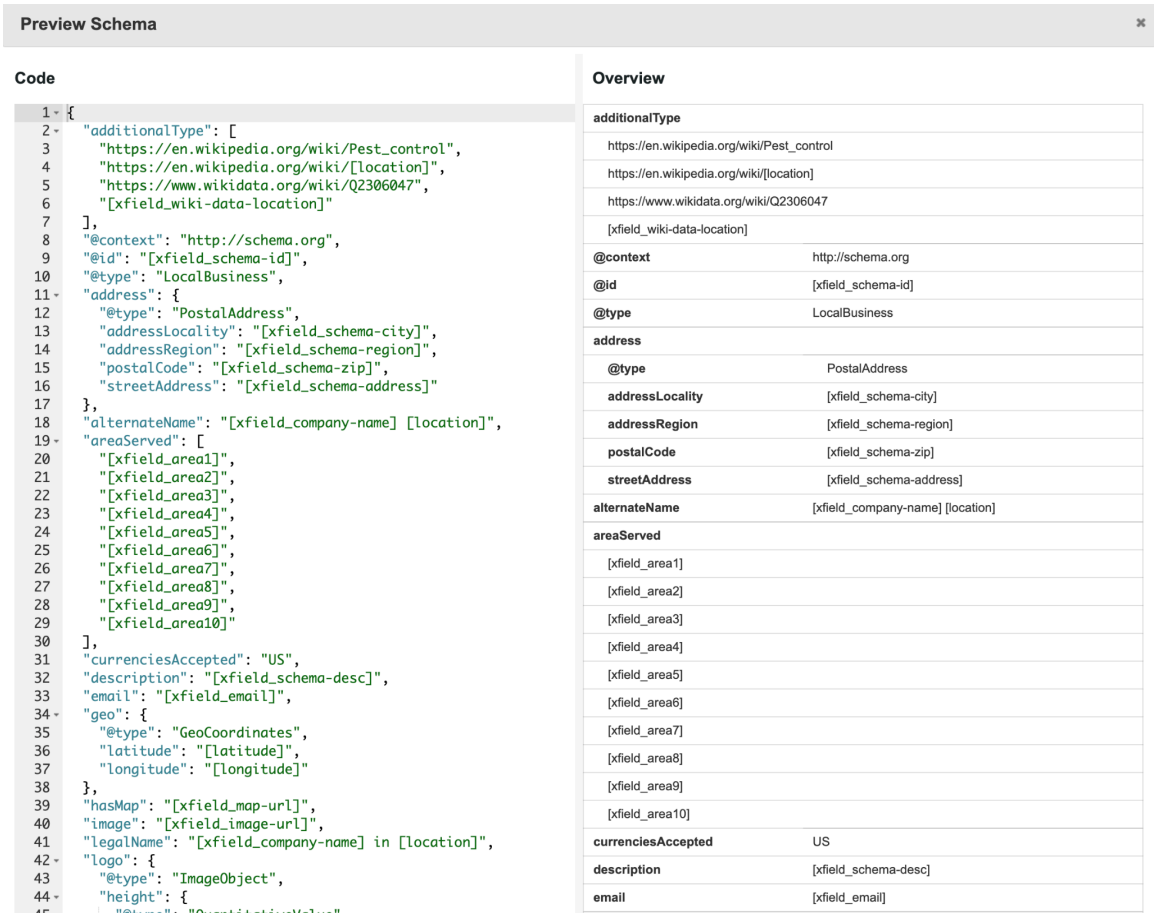
Preview Schema



Adding Schema Manually

I will cover adding the schema manually first and then look at the other options that are available. As mentioned Advanced Schema is beyond the scope of this manual so I will only be covering how to use the Schema Builder and not what you should be adding into your schema

To manually add the Schema values yourself need to click either the Add Node or Add Group Node buttons.

Add Node

The add node option allows you to add a single node into your schema. You must give the node a name and a value. Clicking the Delete button will delete that node

Add Group Node

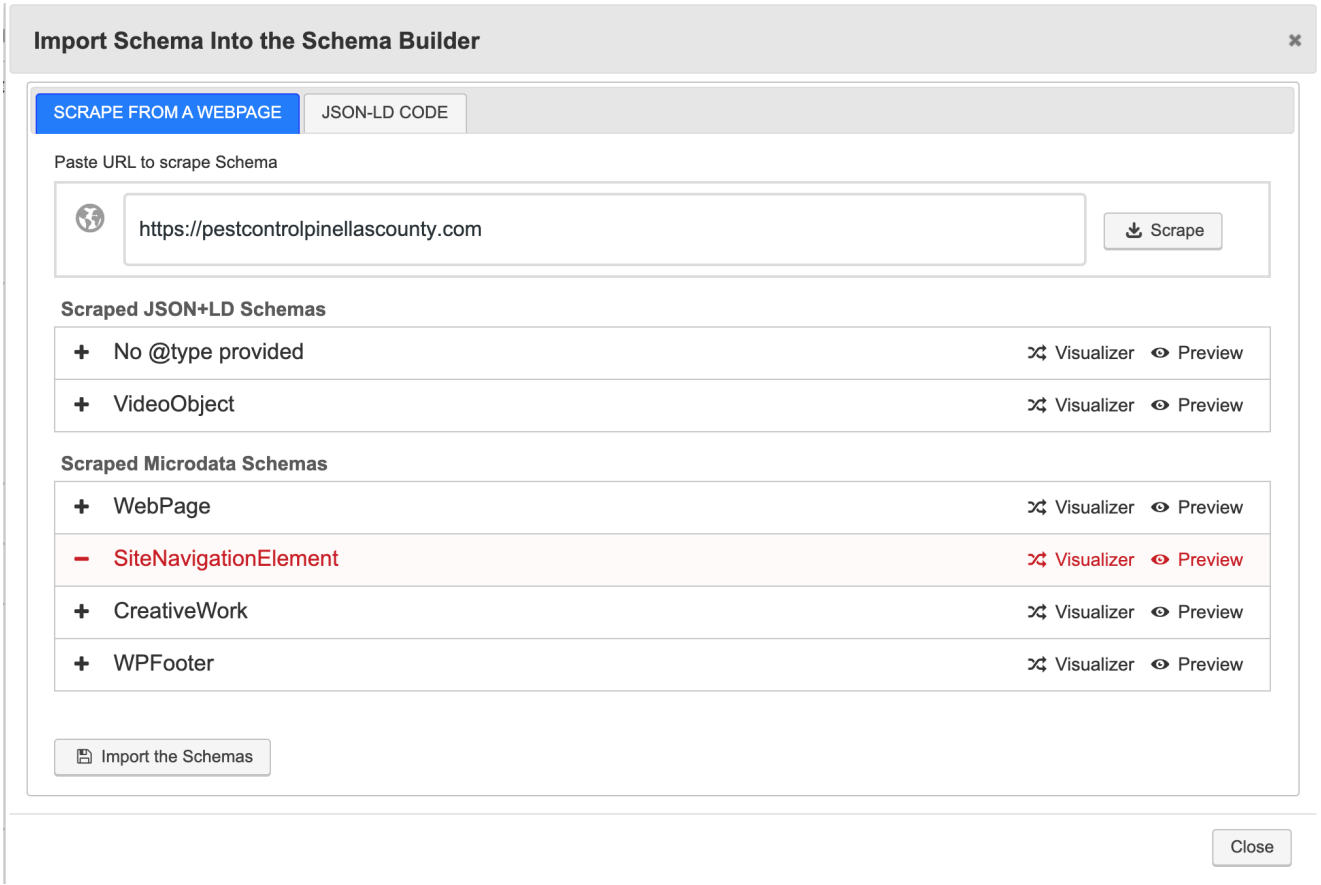
The add group node option enables you to add a schema group node. You must give the group node a name and then add more individual or group nodes under the main group node by clicking either the Add Node or Add Group Node buttons. You can delete the entire group by clicking the Delete button at the top of the group

Importing Schema

There are two ways to import schema into your magic pages.

- Scrape From A Webpage - If you know the URL of a site that has good schema then you can use the Import option to scrape that site for the schema and then add it to your site. This can be used on your competitor sites as well as on your own sites. You simply enter the URL of the site and then click the Scrape button.

  Any schema that is on the URL that you have pasted in will be returned



You can then use the Visualizer or Preview buttons to take a look at the schema so that you can decide which schema you would like to import.

Clicking on the + to the left of the Schema title will disable that schema so that it is not imported.
Once you have made your selection of the schema that you want to import you simply click on the Import The Schema button and the schema will be imported.

Especially if you have imported the schema from one of your competitors you will need to go through it and ensure you do not have any links, phone numbers or references to your competitor. This is a good time to add your Xfields.

Note: Some sites have been set up to block scrapers in which case you might know that the site has schema on but the Advanced Schema Builder will be unable to fetch it back

- JSON LD Code - When you select this option you simply paste some JSON-LD code into the space provided and then click the Process JSON Schema button. The system will validate the schema and then you simply press the Import Schema button

  Note: When pasting the schema you must remove the script tags at the top and bottom of the schema otherwise you will get errors.

  <script type="application/ld+json">

  </script>

Whichever of the options you choose if you already have some schema installed the software will initially let you know and ask

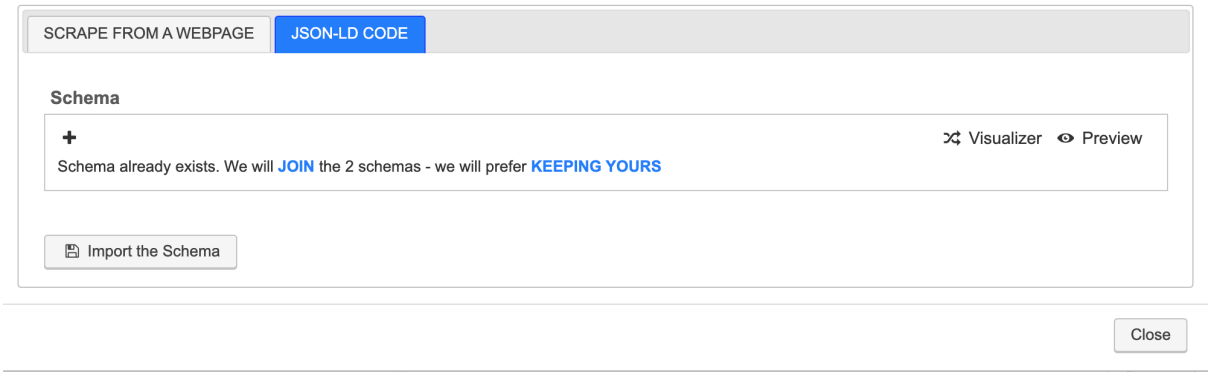
Schema already exists. We will JOIN the 2 schemas - we will prefer KEEPING YOURS

If you click on the highlighted **Join** option then the option will change to

Schema already exists. We will FULLY OVERWRITE EXISTING SCHEMA

If you click on the highlighted **Keeping Yours** option then the option will change to

Schema already exists. We will JOIN the 2 schemas - we will prefer THE IMPORTED



Once you have made your decision and press the import the Schema button then the schema will be imported.

Conditional Shortcode Builder

[Conditional Shortcode Builder Video]

The conditional shortcode builder allows you to build your own shortcodes to display content on specific pages depending on the conditions you select.

They work like IF ELSE statements. If you are unsure of what an IF ELSE statement is, it basically means if a specified condition is met then we do something otherwise we do something else. For example If we only wanted to show something on the Peterlee page then the conditional shortcode would look like this

> [if locations="peterlee"]This is Peterlee page[else]This is not Peterle page[/if]

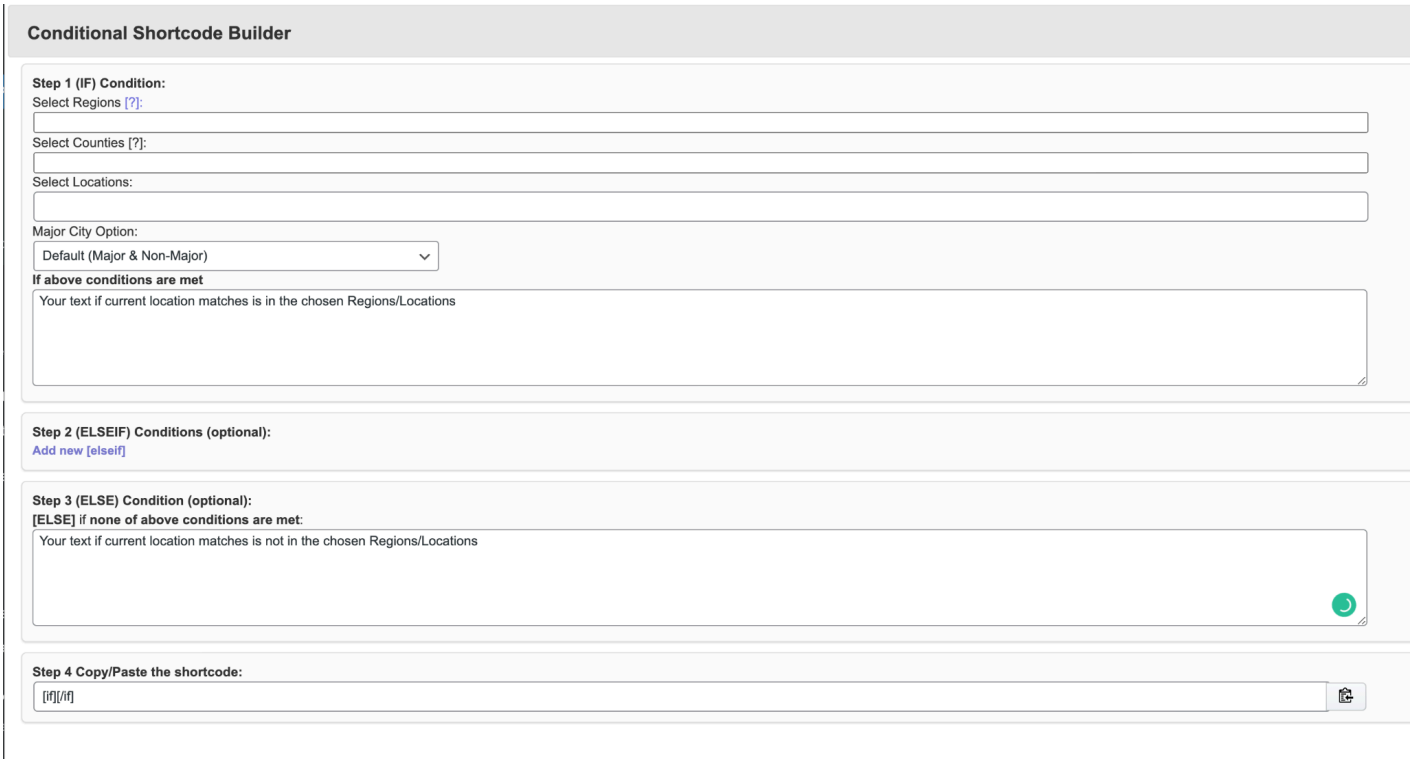
If we are on the Peterlee page the we will see the text **This is Peterlee page** on any other page we will see the text **This is not Peterle page**

The shortcodes don't just have to be two levels you can have many more levels by combining the ELSE with another IF so you would get

> [if locations="peterlee"]This is Peterlee page[elseif locations="horden"]This is the Horden page [/elseif][else]This is not Peterle or Horden page[/if]

For this statement If we are on the Peterlee page the we will see the text **This is Peterlee page** if we are on the Horden page then we will see the text **This is the Horden page** on any other page we will see the text **This is not Peterle or Horden page**

You can make the IF ELSE statements quite complex by combining the fields.



For each IF statement you have a number of criteria you can select from **Step 1 (IF) Condition:**

- **Select Regions -** You can select the region that the location must be in for the condition to be met. Obviously you can only pick from Regions that are installed By clicking on the ? it will show you all of the regions that are installed.
- **Select Counties -** As with Regions you can select the counties that the location must be in for the condition to be met. Similarly the county must be installed and by clicking on the ? You will get a list of all of the Counties that are installed. You can use the special tag %county% to only match the same county as the current page
- **Select Locations -** This is where you enter the locations that must be met for the condition to be TRUE.
- **Major City Option -** The default for the Major City option is for all city locations to be available but you can specify major cities only or only Non major cities.

You can select any combination, just 1, 2, 3 or all 4 of the above criteria to create your condition that must be satisfied for the contents of the box below to be added to your page.

- If above conditions are met - This is where you will put what you want to be added to your page if the conditions you have set above are met. This box can contain HTML as well as any of the Magic Page shortcodes.

Step 2 (ELSEIF) Conditions (optional):
This section is optional and only used if as in the example above you have two or more conditions to be met.

You simply click the **Add new [elseif]** link and another section will open up with the exact same options as in the previous section. You can create as many of these ELSEIF statements as you like.

Step 3 (ELSE) Condition (optional):
The contents of this section are only added to your page if none of the above conditions are met. You can leave it blank or put some standard content in to be displayed on all of your pages.

As with the box on the IF and ELSEIF sections you can use HTML as well as any of the Magic Page shortcodes.

Step 4 Copy/Paste the shortcode:
The code for the shortcode you have built will be displayed in this box. You simply click the little save icon at the right hand side to copy it to you clipboard and then paste it into any of the pages of your site to display the contents depending on the criteria you have set.

Make sure you do make a copy of this before you close the window because once you close the window the code for the shortcode will not be available and you will have to build it again.

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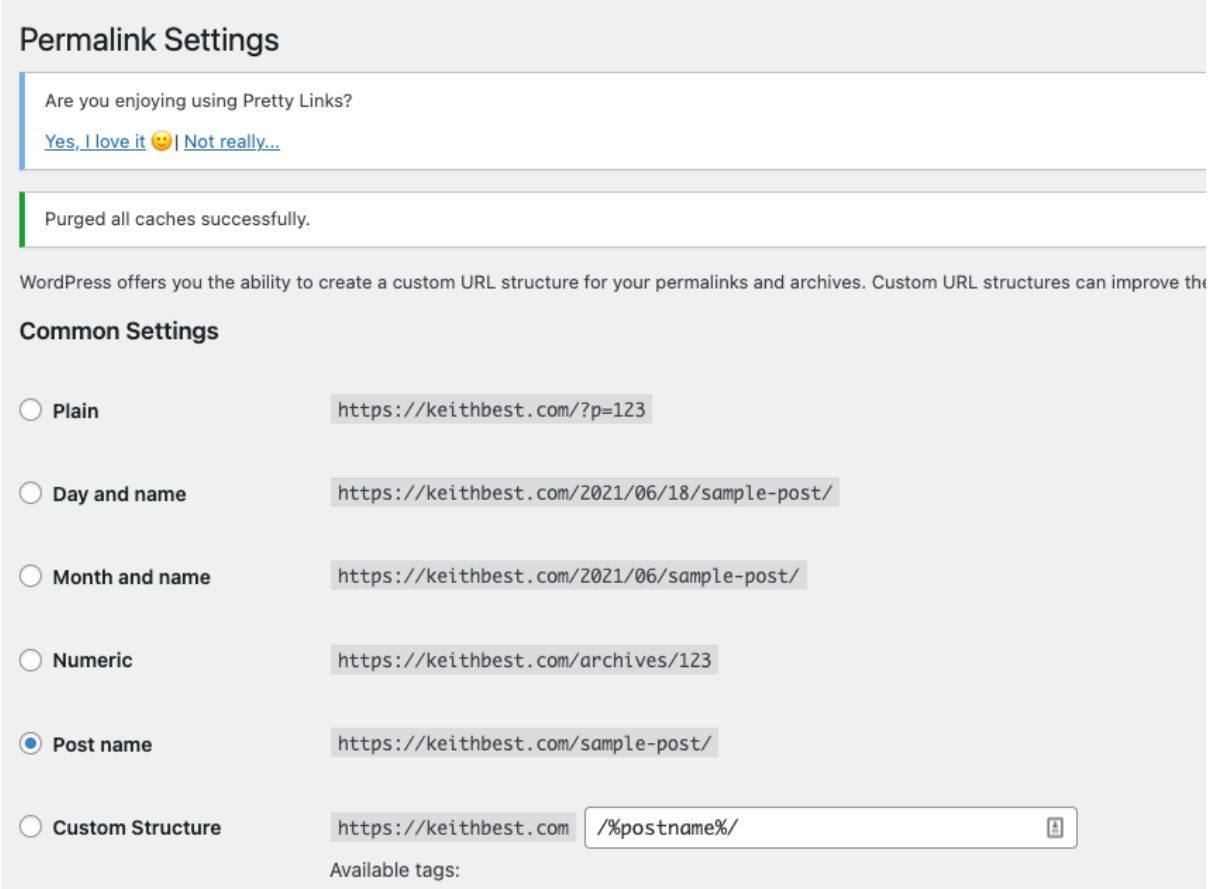
Standard Wordpress Pages & Posts

[Standard Pages & Posts Video]

Setting Permalinks

If you are going to be using WordPress Posts then setting your Permalinks to be Post name will give you SEO Optimised URLS.

To set the Permalinks on the WordPress sidebar menu select Settings -> Permalinks an then check the Post name option

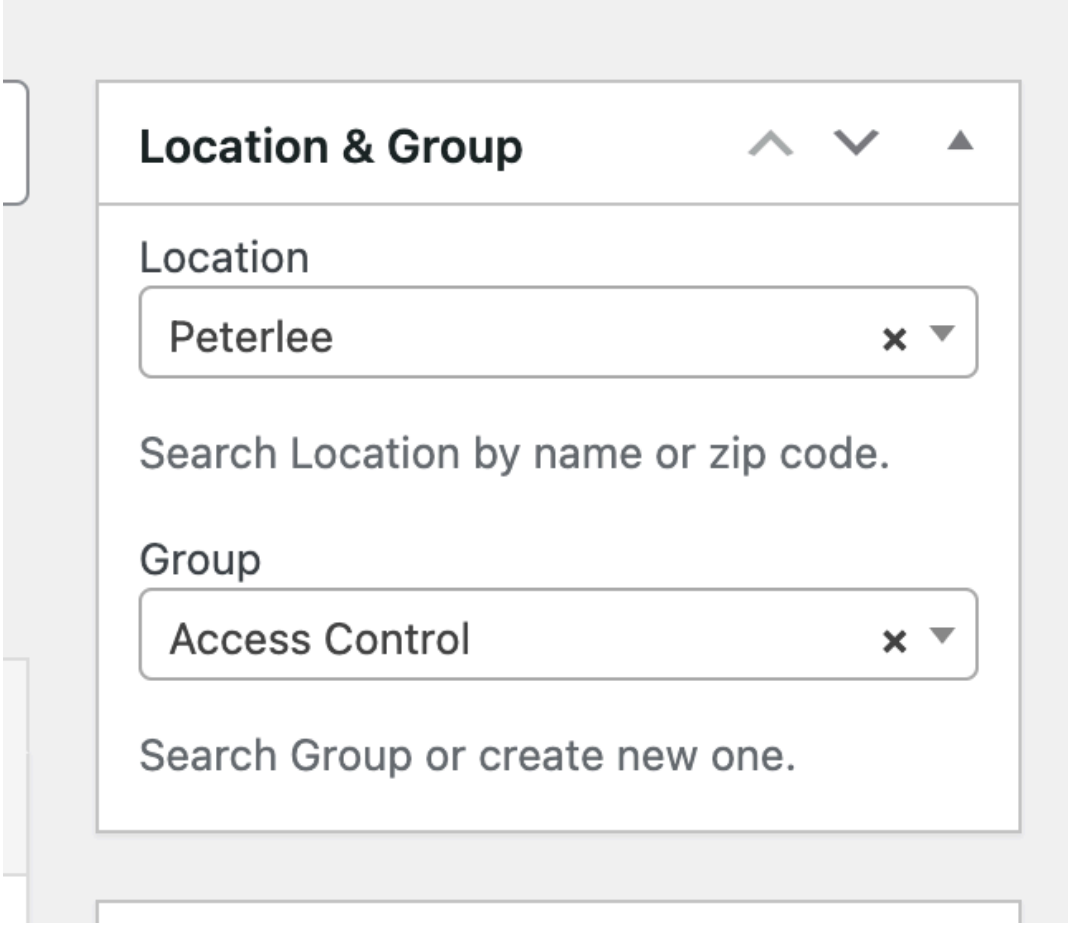


Inside of your standard WordPress pages an posts, you have access to all of the standard Magic Page shortcodes as well as the Xfields, Spintax Shortcodes and also the MPP SEO Settings.

MPP User Guide V1.3

If you have the WP Schema Plugin you also have access to the Advanced Schema builder inside of your standard WordPress pages and posts.

In addition you now also have Location and Group Settings inside of both Posts and pages.



Location - You simply start typing the name of the location that you want the Page/Post to be connected to and if that location has been built then it will show in the drop down for you to select. If you leave the location blank or you add Magic Page Plugin to an existing site then those pages/posts will default to the Central location in your Magic Page

Group - You can now split your posts and pages into groups for siloing purposes with the cities shortcode. Clicking on the group box will open a drop down menu showing the groups that you already have plus the option to add a new group for that page/post.

Exporting To Pages/Posts

[Exporting To Pages & Posts Video]

Prior to exporting to pages and posts you need to have built out your magic page with the text, images etc how you want your pages and posts to look. Depending on how many pages and posts you are thinking of creating with the one page will depend on how well it must be spun.

You should use the Magic Page shortcodes, xfields and spintax shortcodes as much as possible inside your text to get the best results.

Any Categories you are going to be using for your posts should also be set up as you would for a standard WordPress post.

Setting Elementor Layout

Depending on the theme that you are using on your Magic Page site, I always use Generate Press, in Elementor if you are exporting and want your Posts and Pages to default to either Elementor Canvas or Elementor Full Width then you will need to set that as the default page layout inside of the Elementor Layout Settings. This might be similar with other page builders but I have no idea how to set them up as we only use Elementor.

To set up the default layout setting in Elementor.

- Edit any page with Elementor
- Click the Hamburger menu in the top left
- Then click on Site Settings
- Inside of Site Settings click on Layout
- Inside the layout screen select the drop down box next to Default Page Layout and then set it to either Elementor Full Width or Elementor Canvas

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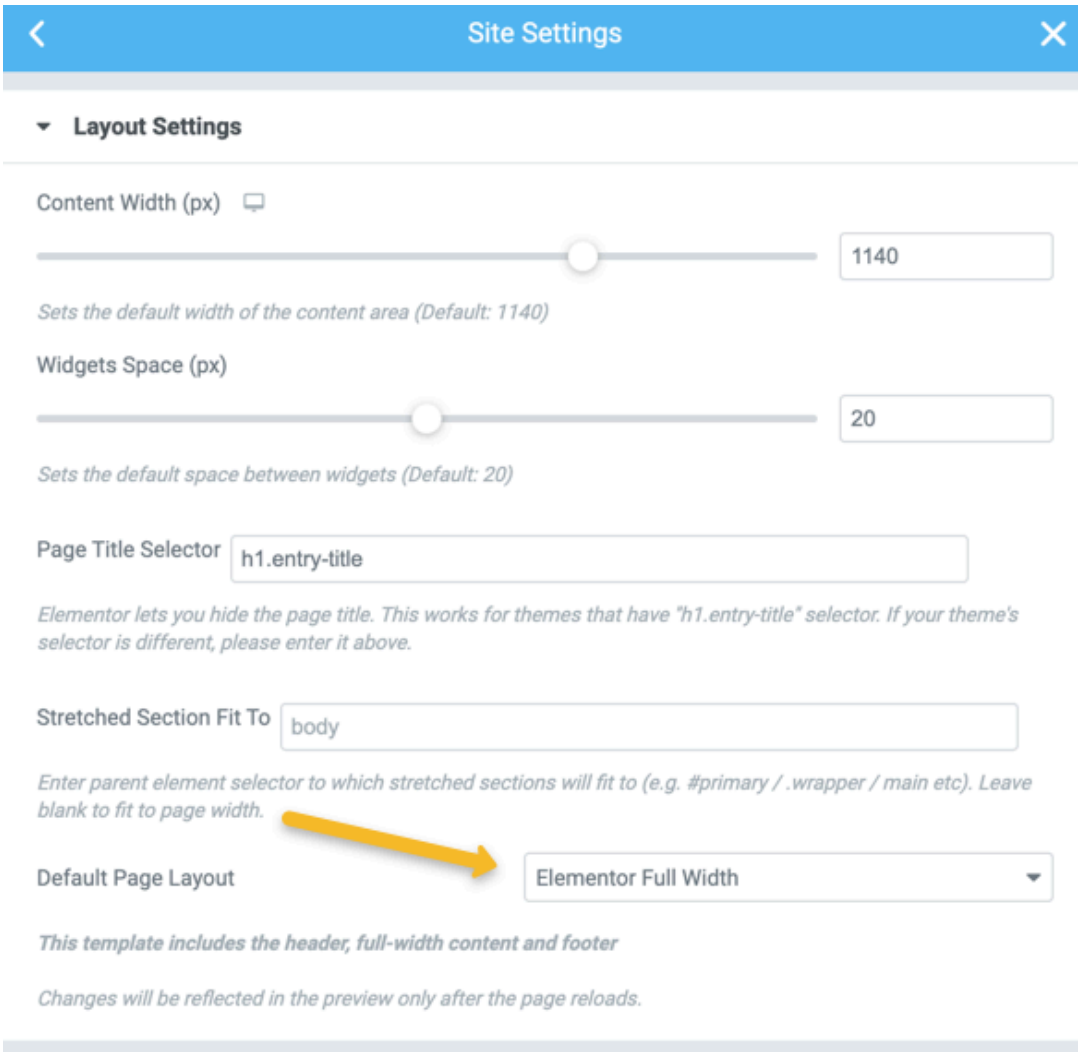
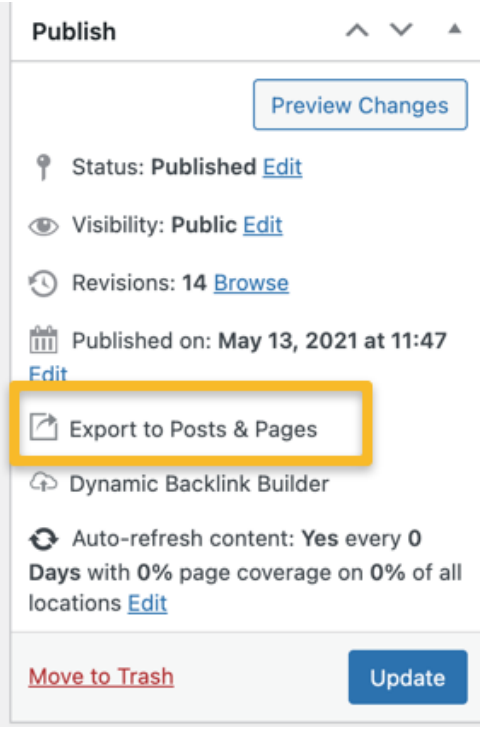


Now that you have your Magic Page Built and your Elementor settings set to the correct settings for your layout you are ready to export your Magic Page to your posts and pages.

To export your Magic Page to your standard posts and pages you first click the Export to Posts and Pages button in the right hand menu

When you click on that you will get a new popup window for you to complete.



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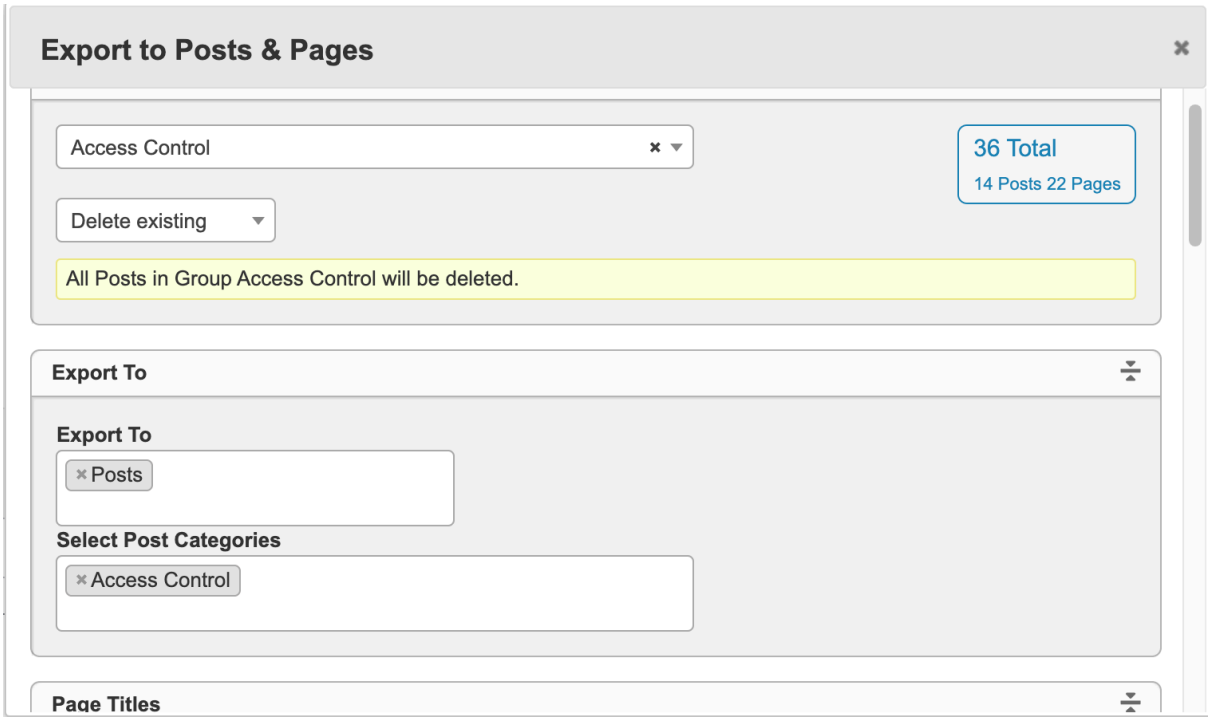

Group - Clicking on the Group box will open a drop down which will show you any groups that you already have created and enable you to enter the name of a new group.

Append - Clicking on the Append box will open a drop down with the other options to Overwrite Existing and Delete Existing

- Append - Will add any posts and/or pages you create to what is already there.
- Overwrite Existing - Will overwrite any existing posts and/or pages with the new data that you have created.
- Delete Existing - Will delete all the existing posts and/or pages in that group and then create new posts and/or pages

Export To - Clicking in the Export To box gives you the options of Posts and Pages. You can select either or them both. If you select Posts then a new box will open for you to add the Category for the Posts you are going to export.

Note: Post Category must be set up prior to doing the export.

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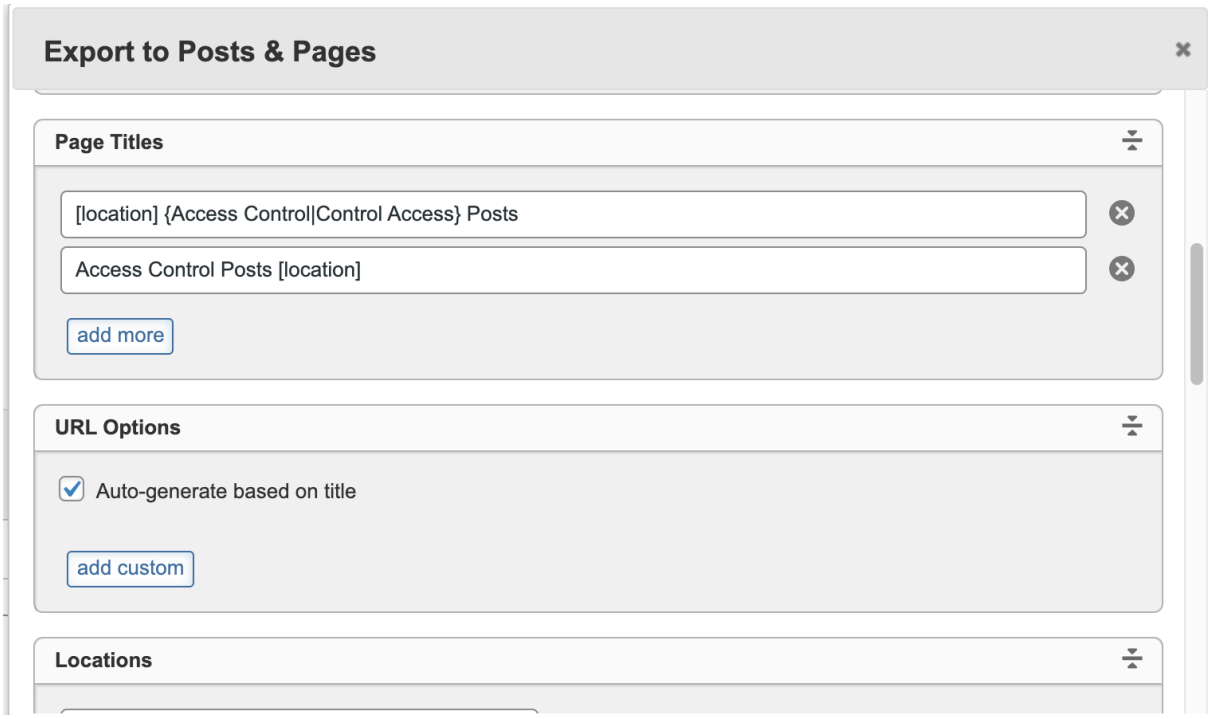

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Database Import And Export

Database Import And Export

[Database Import And Export Video]

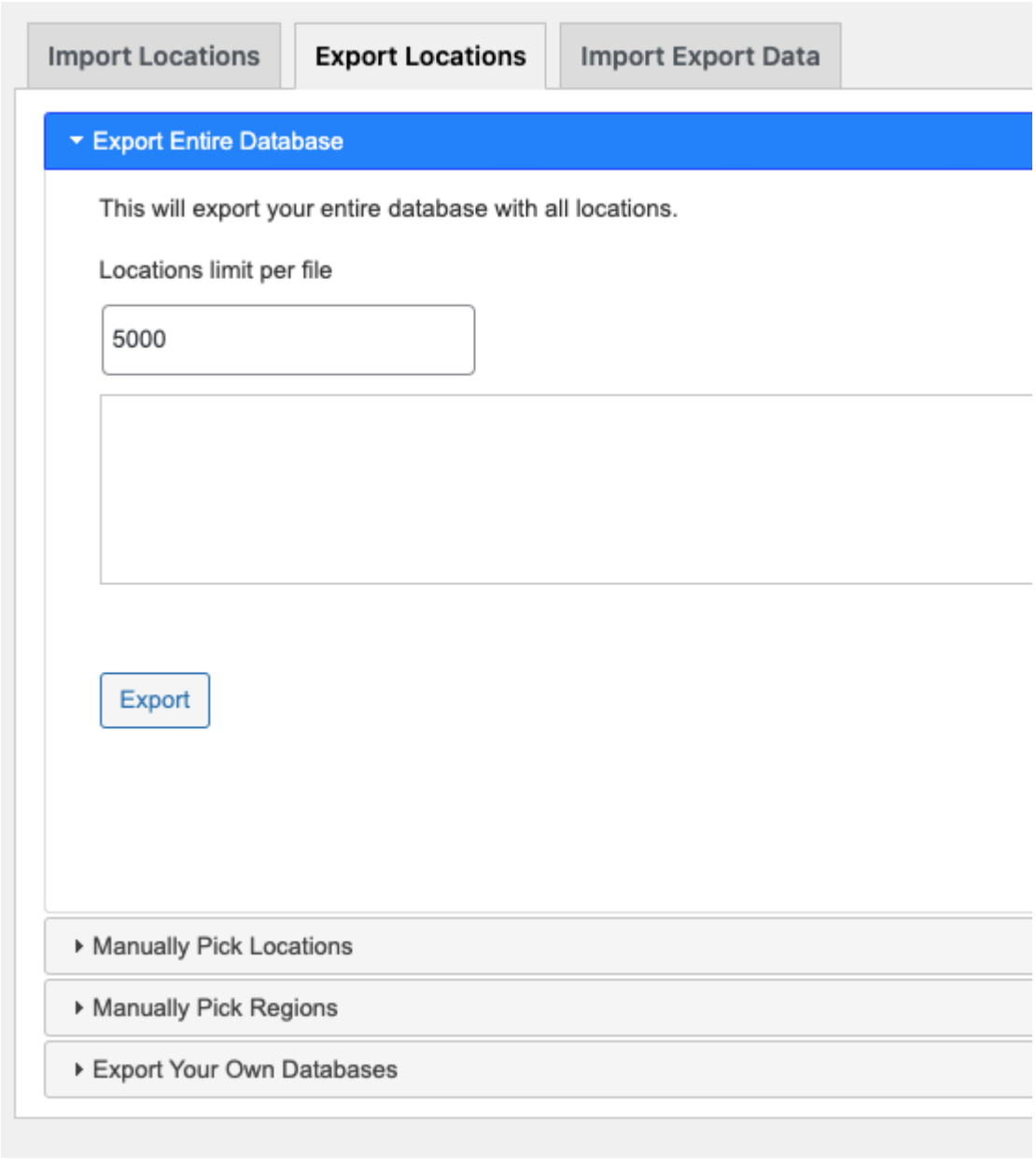
The database export and import functionality allows you to do 2 things

1. Export one of the databases supplied by us and then modify it to suit your own needs, improving the data or adding fields, and then import it back in over the top of the existing database. This is what we will be looking at here.
2. You can also make up your own database records by using the sample spreadsheet provided and adding in your data. This option is beyond the scope of this manual but you can see a video of how I created a database for car sales using the database import feature HERE. There will also be more training on this on keithbest.com

Exporting A Database

From the Import Export screen simply select the Export Locations tab. You now have 4 options

1. Export Entire Database - As it says this will export the entire database that you have installed.
2. Manually Pick Locations - If you only want to edit or change a few locations then you can manually pick them for export
3. Manually Pick Regions - If you have more than one region installed and only want to edit one or two of them then you can manually choose them here.
4. Export Your Own Database - If you have imported a database and made some changes inside WordPress then you can export that database



Once you click the Export button the system will build a csv file with the data you have selected and then prompt you to download it to a folder of your choice.

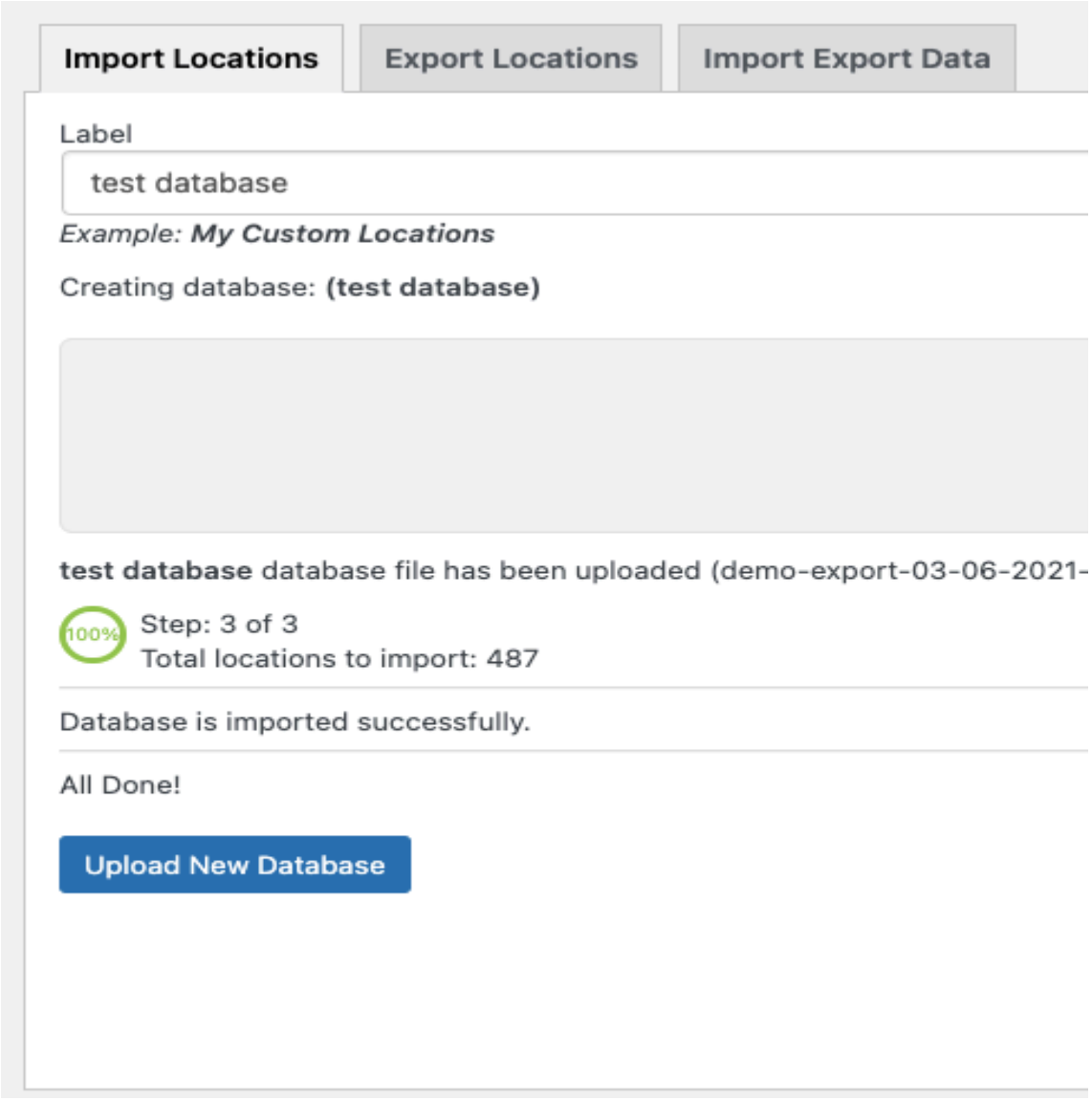
Importing A Database

From the Import Export screen simply select the Import Locations tab. The first thing you need to do is to name your database. This can be anything you like.

Once the database has been created press the continue button.

You are then prompted to upload your CSV, XLX or XLSX file to be imported. CSV must be in UTF-8 format. At this point you can also download a sample database file.

Once you have selected your file if it is in the correct format it will be uploaded to the server ready to be processed. When you get the prompt press the Process Database button to import your data.



The Green %age marker will be at 100% a couple of seconds before you see the Database Imported successfully message and the name of your database under the Custom Databases title. Wait until this has appeared before moving off the page.

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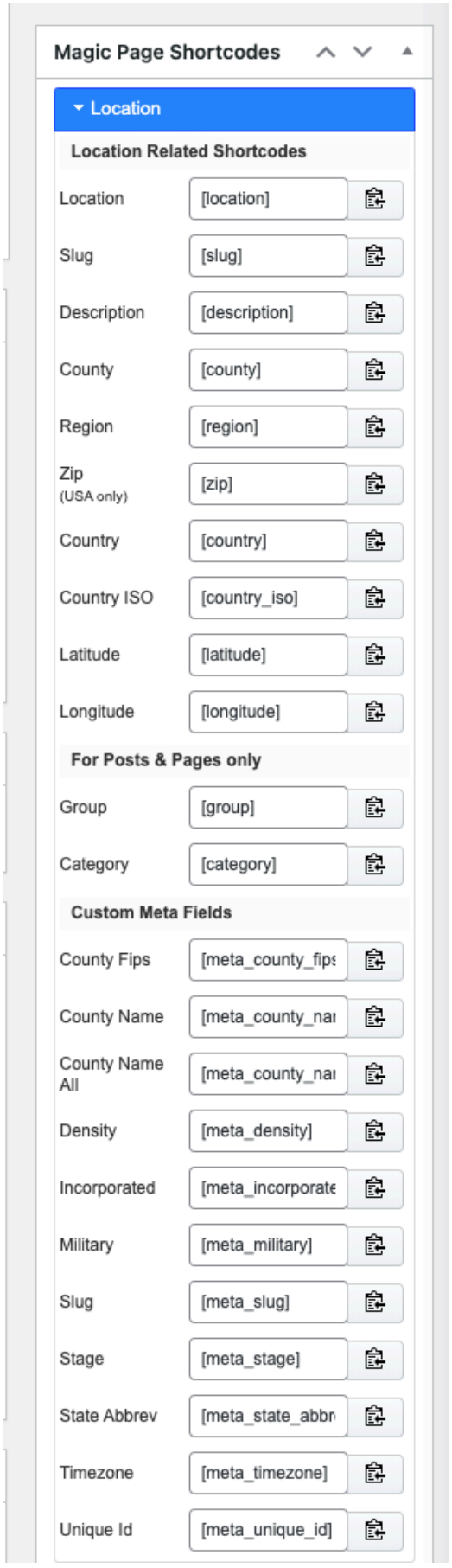


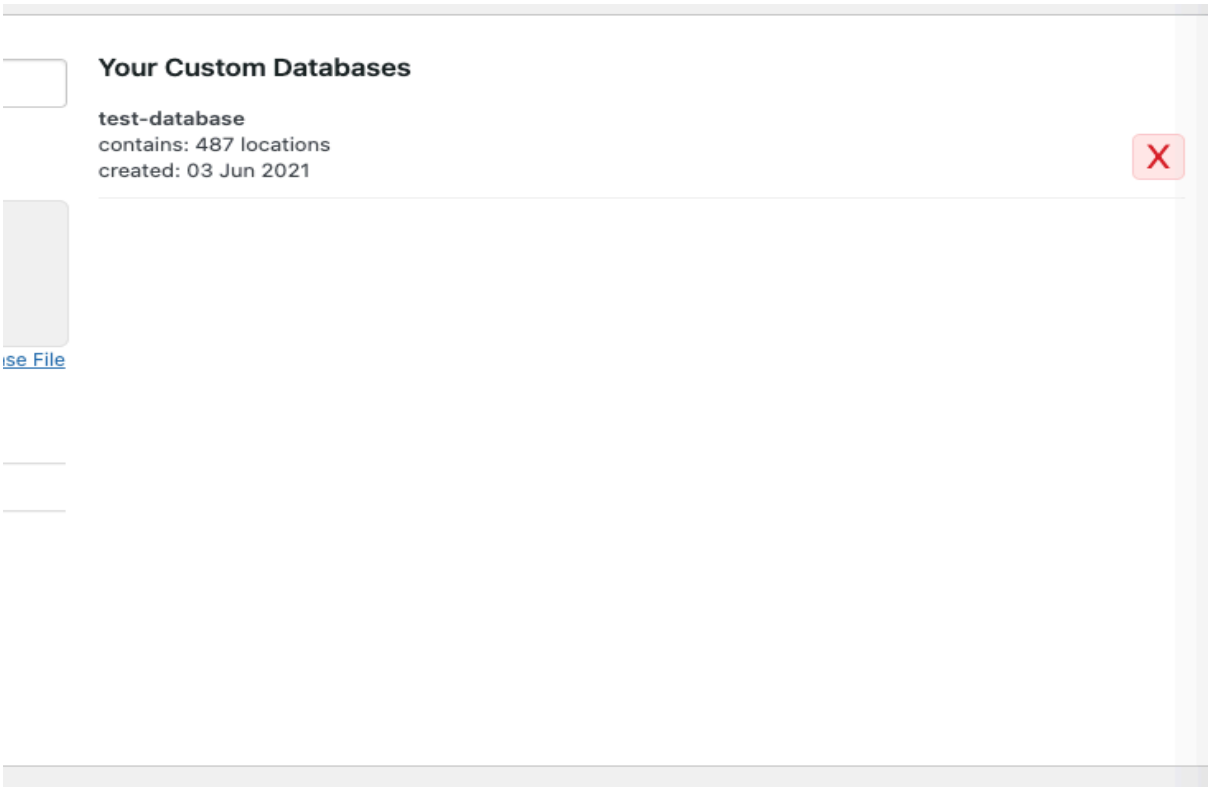
When you now go back to your Magic Page if you look under the Locations tab in the Magic Page Short codes section you will see that any extra columns that you had in the import file will now have been added into the database under **Custom Meta Fields**

The column title has been prefixed with meta_ and spaces in the title converted to _ to give the field its unique name.

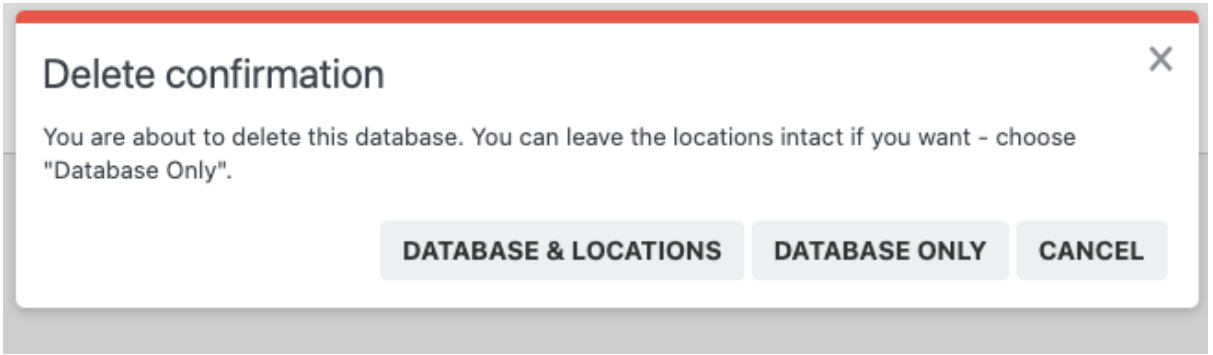
You can now use these Custom Meta fields anywhere in your site just like using any of the other location meta fields.

Deleting An Imported Database

To delete a database that you have imported simply click on the Red X next to the database.



You will then be prompted to confirm the deletion and you will have 3 options



1. Database & Locations - This will delete the database that you imported **PLUS** the current locations that you have installed
2. Database Only - This will only delete your database
3. Cancel - This cancels the operation

Changing Magic Page URL Slug

In this video I show you how you can change the Magic Page Plugin location page slug so that is even more location relevant by adding region and zip code to the slug.

Changing Magic Page URL Slug Video

Import And Export Data

[Import And Export Data Video]

This option allows you to import and export your Xfields, Spintax Shortcodes and Location Sets. After clicking on the Import Export Data tab you will be able to choose between Import Data or Export Data.

Export Data

Simply choose what you want to export

- Xfields
- Spintax Shortcodes
- Location Sets

You can choose 1, 2 or all 3 of them. Once you have decided, press the Export button. The system will build a txt file with the data you have selected and then prompt you to download it to a folder of your choice. These files are not meant to be edited by humans, they are in serialized format.

Import Data

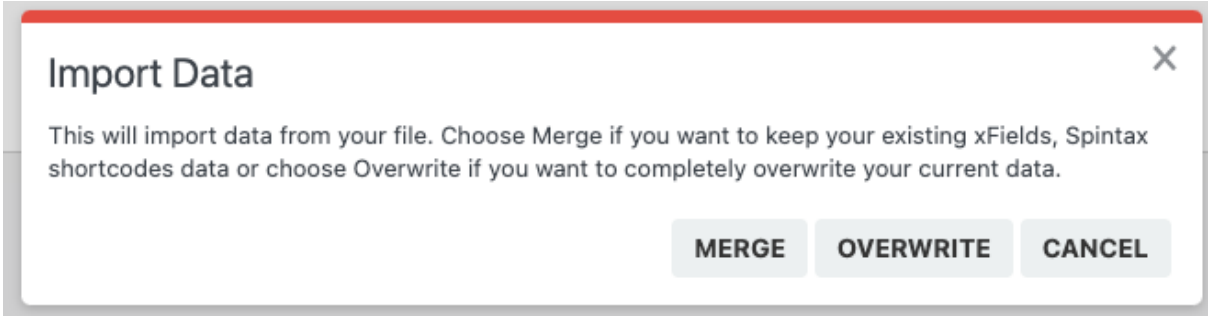
Simply choose what you want to import. If the file does not contain a selected option then it will be ignored.

- Xfields
- Spintax Shortcodes
- Location Sets

You can choose 1, 2 or all 3 of them. For location sets to work you must have the locations built inside of your site.

You then either drag and drop or select a .txt file that has the data in the correct format to be uploaded. You will then be prompted choose one of the 3 options

1. Merge - This will merge the import data with your existing data, no fields will be deleted, new fields will be created and any existing fields with the same names as your import data will have their data overwritten with the imported data values.
2. Overwrite - This will delete all your existing data and then just add the new data.
3. Cancel - This cancels the operation



Location Search

[Location Search Video]

The Location Search allows you to add a search box to any page of your website which will then allow the visitor to type in 2 characters and they will be presented with a list of matching locations.

To add the search box you need to use the code below or from inside the Location Search Screen.

Note: When copying and pasting, always drop the code into a basic text editor to make sure there are no spurious characters in the code.

HTML Code for Search Box

This section of code needs to go on your page and in a custom html container or if you are using standard wordpress it must be added in Text Mode.

```
<input type="search" id="search-field" />
```

This section of code styles the search box for you and needs to be added to your themes Additional CSS Section. This can normally be found under Appearance -> Customize -> Additional CSS

CSS Code To Style Search Box

Simply copy and paste the code into the Additional CSS container.

```
#search-field {
  width: 100%;
  padding: 12px;
  border: 6px solid #ccc;
  border-radius: 25px;
```

```
  resize: vertical;
}
```

To modify the styling of your search box simply change the relevant values.

Width: Sets the %age of the area the search box should take up
Padding: Sets the padding around the edge of the search box and the text
Border: Sets the width of the border, 6px, the type of border, solid and the colour of the border, #ccc. To remove the border completely simply delete the line.
Border Radius: Sets the radius at the edges of the border. This is what will give it a rounded appearance. This must be in pixels
Resize: This allows the search box to resize vertically if required.

Using The Location Search Box

Once you have added your search box to your pages you then need to set it up so that it works. The only section that needs to be edited for the search box to work, is the Search Inputs (class & id) field everything else can be left at the default settings

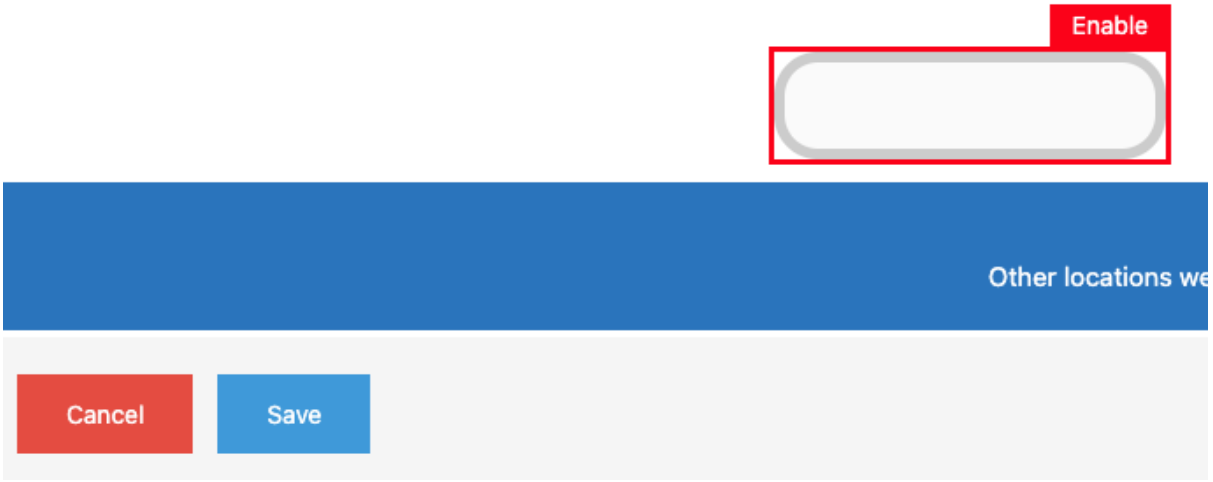
Search Inputs (class & id)

You can either enter the ID of the search box into the field, if you have used our code then it will be #search-field. Or if you are unsure of the class name or id of the field then you can use the Live Picker.

Click on the Add Search Field Via Live Picker button which will open a new window

Either enter the URL of the page you have added the search box and then click Load URL or choose Click to load homepage.

Whichever option you choose the respective page will open, scroll to where you added the search box and you will see it highlighted.



Click the red Enable button and then click the blue Save button to save the data in the field.

Max Results

How many results do you want to show when the visitor enters a phrase. Default is 5

Post Types

You can limit the search so that it will only return matching locations for the chosen post types. I.e if you have used the export to posts and pages and only want those pages returned or you only want Magic Page locations returned.

Search Delay

This is the number of milliseconds (ms) to delay after a keydown on the input search field and before search is started. Default is 100 ms.

Auto Hide Search Button

This field is only required if you have not used our code and have used a standard search box container from a page builder like Elementor as it will show a Search Button next to the search box.

If you check this box it will attempt to auto hide the search button. For this to work the search field and the search button must be inside a form.

Minimum Characters

Thi is the minimum number of characters that must be entered into the Search input field before the search begins.

Default Search Text

This is the default text that will be displayed in the Search input field.

No Results Text

This is the text which is shown if there aren't any results to display.

Theme Preset

These are a number of different themes that can be used to change how the results from the search are displayed.

Templates Page

Using The Free Elementor Templates Video

Importing The Free Elementor Templates Video 2

This is where you will find all of the free Elementor page templates. To use the templates

- Choose the template that you like the look of and download it.
- Unzip the templates file
- Upload the page templates
- Modify as you want

Watch The Videos above if you are unsure of how to use the Free Elementor page templates.

Building An Evergreen Site

Once you have decided on your niche and your starting area then you need to start building your sites out. The easiest way to do this is to build an “Evergreen Site”. This is a site that you will use as a base for all of your new sites.

Remember: Don’t try to do everything on one site. You can do it but it’s a lot harder work, and the chances are if you are a beginner you will get frustrated and then just give up. If you are unsure about picking a niche then check out these 3 videos where I analysed 10 niches that members of the Facebook group wanted to target.

Niche Analysis 1 Niche Analysis 2 Niche Analysis 3

As you will be using this to build all of your other sites it is important that you spend some time on it and make it both good looking as well as SEO optimised. Your Evergreen Site will develop over time but you still need a good base to start from.

> **Build a house on quicksand and it will collapse, put a good foundation in the house and it will last for decades.**

So take your time with it.

What Makes A Good Evergreen Site?

Evergreen Site And Single Niche PBNs Overview Video

A good Evergreen site should have all of the pages you would expect to see on a normal site. So before you even think about content, the Magic Page etc. you need to be thinking about the structure of your site in general. You site should have:

- A Home page
- A Contact Us page
- A Privacy Policy page
- 3, 4 or more Service pages. One for each of the services that you are targeting
- And of course a Magic Page

To determine what your service pages research your niche and see what the services the top sites have, but remember to keep all the services close. Don't go off on a tangent and try to target 20 or 30 services.

If we look at the Pest Control niche, the one my training sites are in. rentokil.com on their site they cover everything from bees to rats to birds to bed bugs and everything in between. Plus they target all of the different industry sectors as well as domestic.

Now I could build a site like theirs but it would take forever to get it to rank as I do not have the authority they have. Especially starting with a new site.

So I narrowed it down and just went for the creepy crawly bugs and focused on domestic, that gave me plenty of content for service pages and kept my site focused. You can check out one of my sites HERE

Create Your Shortcodes

When you are building your evergreen site have shortcodes for the words or phrases that will change with every site is vital so that every time you clone a new site you do not have to go through every page to change these words or phrases.

This can be done later but if you do it here then you do not forget to add any shortcodes as you can add them as you go.

To set up your shortcodes you need to add your site to hosting, install WordPress and as a minimum install and activate Magic Page Plugin and create a Magic Page.
Now scroll down to the Xfields section and add in your Xfields. As a minimum I would have:

- Company Name
- Phone Number
- Email
- Address
- Form ID (If you are using Lead Simplify)

Now you are ready to start on your site.

Getting Content - The Part Everyone Hates

We have our site structure, now we need the content. For a good evergreen site then you need 1000 words of good quality and well optimised content for each page. URRRGHHH. Yep I say that too.

How Much Content Do You Need?

Your Home Page wants to be at least 1000 words of good content that is hand spun, we will discuss that in a minute. This should have references to all of the services that you are supplying, especially the 3 or 4 we picked out to target as services. If the content is well spun you can use it for your Magic Page as well.

At this point don't get disheartened because the way I look at it is if I do it right the first time then I only have to do it once and I can use it on hundreds of sites very easily if you follow the Evergreen site model.

I can buy a domain and by using an evergreen site have that domain up and running in under an hour. And that includes putting it on hosting and creating a video for it. So you could easily do 2 or 3 sites a day.

How Do We Get The Content?

So the first thing to do is to actually get some good quality content. The best way to get good content is to utilise the content of your competitors who are on page one for your keywords. Why? Because we already know Google likes that content. Don't copy their content but use it as a base and make it your own.

There are two ways to do this. The way I originally did it and then there is the new quicker way. The quicker way does involve a very small investment $20, but as I know some people are on tight budgets I am leaving my old way if you want to do it that way

How To Get Page Content - Old Way

Getting Written Content Old Way Video

To get the content all we need to do is simply search for your main keyword and then look at the top 5 or 6 local business sites. Ignore sites like Yell, Checkatrade and the other big directory sites. Just focus on the local sites. If you have a National site in your niche i.e. Orkin in the Pest Control niche in the USA then just put them to one side for now.

When you have your sites picked look at

- How much content they have on the page that is ranking for that site?
- What are the service pages that they have?
- Look for videos, images, calls to action.

Now from your list of service pages you have taken from the ranking sites pick 3 or 4 that fit in with your keyword. These will become your service pages.

Now simply copy some of the paragraphs, phrases etc that your competitors have on their pages and put them into a text document. Once you have all of your content then what you do is to put it into paragraphs of your own that makes sense and that will be readable and will make the visitor want to buy your product or service.

How To Get Page Content - New Way

Getting Written Content New Way Video

The new way basically follows the old way but uses automation to help.

To do the new way you need a copy of Page Rewriter which you can get for Free or as you are a Magic Page Plugin user you can get it with 1/3rd off any of the paid plans by using the code **ONETHIRDOFF**

Then basically all you do is to put in your keyword and pick a location then press Get Content.

TIP: *If you are targeting a small location then I would either put in your location for a bigger location or even look at county level. For example if I am targeting Pest Control in Wakefield in the UK then I would put my target location as London or if I am targeting Clearwater then I could use somewhere like Miami or even Florida as the location.*

The reason behind the above is that the competition will be a lot harder to rank for the bigger areas than the small one you are targeting, therefore the content you are going to be bringing back is going to be of a higher standard.

Now when the content is pulled back you have everything you need to craft all of your Meta Titles, Meta Descriptions and your on page content. Usually with one run of get content I can get 3 to 5 pages of content

Optimising The Content

Spinning Metadata 2021 Video

Spinning Page Content 2021 Video

Spinning Metadata Old Video

Spinning Page Content Old Video

The two old videos above are for those who do not have Page Rewriter and are on a tight budget. They are the way I used to do it before Page Rewriter was born.

Now we have the content we need to make sure it reads right and it is also not just a plagarised version of our competitors' sites, we want to make it our own. This is the part that takes the time but get it right and you have content that can be used on 100s of sites.

All you have to do is to go through the paragraphs you have acquired from your competitors sites and put them into sections and rewrite them slightly to make them your own.

Also remember as you are going through the content you want to change all references to specific words or phrases like your Company Name, Phone Number, Email, Form ID, Address, etc. into their Xfield equivalent so that you only have to change them in one place and the whole site gets updated.

Google has said that having duplicate content is not an issue, however if the Googlebot, the spider that crawls your site, starts reading the same stuff over and over again, especially in your <H> tags and Metadata, then it is going to quit crawling and probably not index most of your site. If your pages do not get indexed then they are not going to rank.

So when crafting your <H> tags and Metadata, especially for your Magic Page make sure that they are going to be unique on all the pages.

What is spun content?

If you understand what spun content is then you can skip this section if you don't then this is just an overview for you.

You can spin content at various levels such as spinning words, phrases, sentences, or even entire paragraphs. When you spin content you basically replace the word, phrase, sentence, or paragraph with one or more alternate versions of it so that you end up with a slightly different variation every time the content is "spun".

To build up spun content you use

- { to start the spin section off
- | to split the content
- } to close the spin section

If we take the sentence

> Pest Control Clearwater - 24 Hour Domestic Exterminator

We can spin that into

> Pest Control Clearwater {FL|Florida|} - {24 {Hour|Hr}|Emergency} {Residential|Domestic} Exterminator{s|}

What is happening is that when the software hits the spin section for

> {FL|Florida|}

It will convert it into either FL or Florida or a space, so we have 3 variations of the sentence there. Then the same happens for the other sections.

Now everytime that sentence is spun it will be different here are some examples:

Pest Control Clearwater Florida - 24 Hour Residential Exterminator
Pest Control Clearwater FL - 24 Hr Domestic Exterminators

Because it's a small sentence there are obviously not many variations. But now we can also spin at sentence level so if we take

Pest Control Clearwater {FL|Florida|} - {24 {Hour|Hr}|Emergency} {Residential|Domestic} Exterminator{s|}

And

Pest Exterminator{s|} Clearwater {FL|Florida|} - {24 {Hour|Hr}|Emergency} {Residential|Domestic} Bug Control

And spin them together by adding a { a | and a }

{Pest Control Clearwater {FL|Florida|} - {24 {Hour|Hr}|Emergency} {Residential|Domestic} Exterminator{s|}|Pest Exterminator{s|} Clearwater {FL|Florida|} - {24 {Hour|Hr}|Emergency} {Residential|Domestic} Bug Control}

And spin them we now get:

Pest Control Clearwater Florida - 24 Hr Domestic Exterminator
Pest Exterminator Clearwater FL - Emergency Domestic Bug Control
Pest Exterminator Clearwater FL - 24 Hr Domestic Bug Control
Pest Control Clearwater FL - Emergency Domestic Exterminator

So the more we add the more variations we are going to get.

How To Spin The Content

Now you can spin the content totally by hand if you are very good at English and know all of the synonyms of all the words, but it's very hard work. I will hand spin the content for things like Video Titles, <H> Tags on my site and my Metadata as I find it quicker.

For longer content like my pages then I used to do a hybrid of hand spun and using a tool to help me. The tool I use is called SpinRewriter as it does all of the hard work of getting the synonyms and then all I have to do is to go through the text and choose the words I want so that I know that no matter how the content spin it will always have good grammar.

However now as Page Rewriter has an AI rewriter in it I simply use that to make my content unique and then it spins it by sentence which makes it not only unique but also always readable. It is a lot quicker as well. Also you can get Page Rewriter on a Pay As You Go option so it won't break the bank. If you need a copy of Page Rewriter don't forget to use the coupon code **ONETHIRDOFF** if you are getting one of the monthly plans

Getting your content does take time and patience but remember you only have to do it once for a niche and then you have content for hundreds of sites.

Other Required Content

In addition to your written content you will require things like images and videos.

Images

You will need a number of images for your site. You can Geo Optimise if you want but it's not 100% necessary at the start but you do want to optimise them for size, otherwise your site will be very slow to load.

If you are going to Geo Optimise your images then there is no point doing it prior to uploading them to WordPress as WordPress strips all of the Metadata out of them. Optimise the names of the images prior to uploading as that will become part of the URL of them.

But to get the Metadata in. Once you know what images you are using on your site then use either the File Manager in your Cpanel or FTP to download the images, add the Geo Optimisation to them and then reupload them. Make sure to keep them in the same folders and with the same names or you will break your site. images

Videos

I always create at least one video for my sites, usually more as each area I go into I normally pick 1 main location and then 3 or 4 other locations to target. So I normally have 4 or 5 videos ready. There are a number of video making platforms that you can use to create your videos and then just add them to YouTube with a link back to your site.

Having a YouTube video on your site and especially your Magic Pages I believe does help them to get indexed quicker.

Building Your Evergreen Site

How To Use The Elementor Templates

Ok you now should have

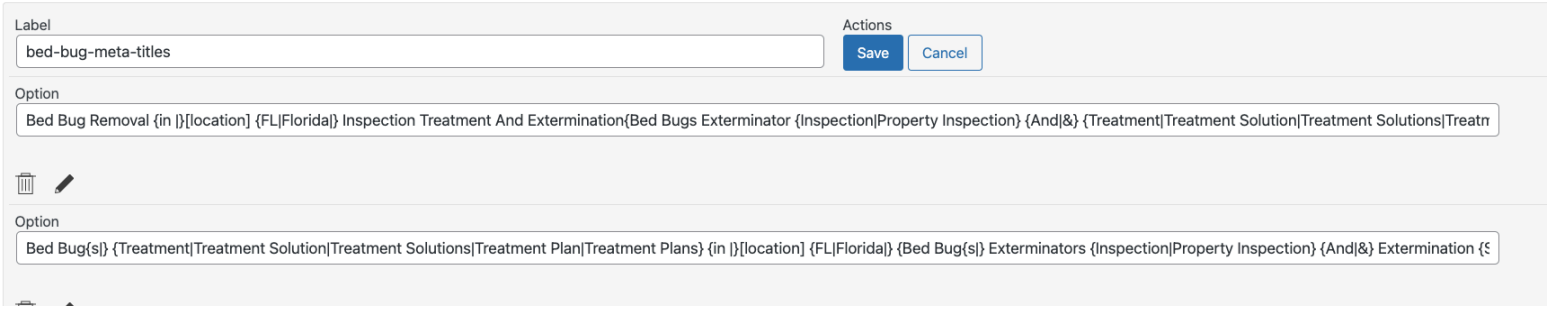
- Home Page/Magic Page Content - 1000 Words hand spun covering your main services and with Xfields in.
- 3 or 4 Service Pages - 1000 words hand spun and with Xfields in.
- Meta Titles - At least 10 for each of your pages all hand spun
- Meta Descriptions - At least 5 - 6 for each of your pages all hand spun

So this is where the fun starts as this is where you are going to start and build your site out. With the Magic Page Templates making your site look good is pretty easy and all of the templates are mobile friendly too, so as long as you keep your image sizes well optimised your sites should load quickly.

Again take your time with this part as this is what potential leads are going to see and you want it to convert. No point being on page one with a site that looks garbage.

When you are adding the content to your site you need to consider on Page SEO factors such as:

- URL Structure - Try not to have the URL extremely long and try to have your main keyword in i.e https://pestcontrolclearwater.com/termite-treatment/ is the URL for my termite treatment page.
- Metadata (Title, Description) - For each page create a spintax shortcode for meta-titles and meta-descs. Inside the Spintax shortcodes place all of the Meta Titles and Meta Descriptions that you have created.



- Headings (H1, H2, H3 etc) - these can be put in Spintax shortcodes as you can then easily add a new heading in as you get more ideas.
- Images – When adding images always be aware of the size of the image in relation to the size of its container and add Alt Tags and Title Tags. You can use spintax and shortcodes in these areas as well. A good shortcode to add is the [location] shortcode as this will fit the image with the exact location. You could have something like

  Bed Bug{s|} {Treatment|Treatment Solution|Treatment Solutions|Treatment Plan|Treatment Plans} {in |}[location] {FL|Florida|}

- Text Emphasis – Bold, Italic, Underlined etc
- Content-Length – Long content
- Internal Linking – Tier 1, Tier 2, Tier 3, etc
- Authority Linking – Link out to authority sites such as Wikipedia, Associations, Governing Bodies etc
- Keyword Density – there are a number of tools that you can use to check your Keyword Density such as SEO Quake Toolbar, POP

So for every page on your site you should have

- Created a good looking layout for each page Added the spun content, text, images and videos
- Added the spintax shortcodes for the meta titles
- Added the spintax shortcodes for the meta descriptions

Adding Schema To Your Magic Pages

MPP Schema Builder Video

The Magic Page has the Basic and Advanced Schema Builder built in. If you are just using the Basic Schema builder then it mainly uses the standard shortcodes.

If you are using the Advanced Schema builder then you want to have all of the fields that you have in the Schema as either shortcodes or Xfields.

Below is an example of the schema on my Pest Control sites. As you can see it uses Xfields and shortcodes. This means when I clone a site it's a simple task to edit the Xfields and then the Schema is now up to date.

You don’t need to try and Copy and Paste the code as there is a link below for you to download it

```
{
	"@context":"http:\/\/schema.org",
	"@id":"[xfield_schema-id]",
	"@type":"LocalBusiness",
	"address":{
		"@type":"PostalAddress",
		"addressLocality":"[xfield_schema-city]",
		"addressRegion":"[xfield_schema-region]",
		"postalCode":"[xfield_schema-zip]",
		"streetAddress":"[xfield_schema-address]"
	},
	"alternateName":"[xfield_company-name] [location]",
	"areaServed":["[cities type=\"array\" counties=\"\"]"],
	"currenciesAccepted":"GBP",
	"description":"[xfield_schema-desc]",
	"email":"[xfield_email]",
	"geo":{
		"@type":"GeoCoordinates",
		"latitude":"[latitude]",
		"longitude":"[longitude]"
	},
	"hasMap":"[xfield_map-url]",
	"image":"[xfield_image-url]",
	"legalName":"[xfield_company-name] in [location]",
	"logo":{
		"@type":"ImageObject",
		"height":{
			"@type":"QuantitativeValue",
			"value":"133"
		},
		"url":"[xfield_logo-url]",
		"width":{
			"@type":"QuantitativeValue",
			"value":"300"
		}
	},
	"name":"[xfield_company-name]",
	"openingHours":"Mon-Sun 24 hour ",
	"priceRange":"\u00a3\u00a3\u00a3",
	"additionalType":[
		"https:\/\/en.wikipedia.org\/wiki\/Pest_control",
		"https:\/\/en.wikipedia.org\/wiki\/[location]",
			"https:\/\/www.wikidata.org\/wiki\/Q2306047"
	],
	"telephone":"[xfield_phone-number]",
	"url":"[xfield_location-url]"
}
```

Free Schema Import Data

This is the json file that you can use to import ready made schema that I use on my pest control sites. To use it simply

- Download and unzip it
- Open the Json file in a basic text editor
- Copy the contents
- Paste the contents into the Json import section.
- Import it

Once it is imported you will have to create the Xfields that are inside of the schema ad change the relevant Wiki pages to match your niche

Adding Schema To Your Standard Pages

If you do not have the WP Schema Plugin then you will need to add Schema to each of your standard pages manually. This would best be done after the site is deployed and not in your Evergreen site as it would be different on each new site.

If you do have the WP Schema Plugin then all you do is:

- Open one of your standard pages
- Open the Advanced Schema Builder
- Import the code from above in
- Save the Schema - You will be prompted “Do you want to save it for just the current page or the site”. As this is a Local Business schema it is fine for it to be on every page of your site, so save it site wide. You now have your Local Business Schema on every page of your site and provided you have created the Xfields that are required it will always be up to date

Backup Your Site

WoooooHooooo Well done, give yourself a pat on the back as you have now just completed your first evergreen site, but before you get too

excited, **MAKE A BACKUP** the last thing you want now is for something to happen to your site and you not have a backup.

There are loads of backup plugins available, I prefer UpdraftPlus, others like WP Vivid or All-in-One WP Migration so just use whichever one you prefer.

Cloning Your Evergreen Site

Cloning From An Evergreen Site Video

Now you have an evergreen site you are ready to dominate your niche as you saw in the video above. I cloned that site in under half an hour and I was waffling for most of that. So yes it's a pain to build your evergreen site but once it is done you are ready to rock.

So in a nutshell cloning your evergreen site is

1. Buy a domain
2. Host it
3. Add WordPress
4. Use UpdraftPlus or other plugin to restore it from Evergreen Site backup
5. Change Xfields
6. Add Location Database
7. Add Central Location
8. Set to build over 30 days or however long you want
9. Go get a coffee
10. Look at your new site. Is there anything you could have done better? If **YES** then edit your evergreen site and go to step 11. If **NO** go back to step 10.
11. Go to step 1

On the following pages I have included some step by step checklists for creating your evergreen site and the checklist I use to make sure I do not miss anything when I am cloning an evergreen site.

MPP User Guide V1.3

Creating An Evergreen Site Checklist

Pick Your Niche

- ☐ Decide On A Niche To Target - Do not make it too broad

Install Your Site

- ☐ Buy A Domain
- ☐ Host It
- ☐ Add WordPress
- ☐ Install MPP
- ☐ Activate MPP
- ☐ Complete MPP Settings Page
    - ☐ Default Radius
    - ☐ URL Structure
    - ☐ SEO Settings for Regular Posts & Pages Turned On
    - ☐ Spintax Support Set To Enabled
    - ☐ Auto Rewrite Options Adjust As You Want
    - ☐ Elementor Fix Turned On
- ☐ Create Xfields
    - ☐ Company Name
    - ☐ Phone Number
    - ☐ Email
    - ☐ Other as required

What Content Do You Need

- ☐ Search For Your Main Keyword
- ☐ Open All Normal Business Sites Pages
- ☐ Analyse Each Site Looking At Site Structure And Content
- ☐ Pick 3 or 4 Related Services To Target

Getting Your Content

- ☐ Search For Each Of Your Target Service Keywords

- ☐ Open All Normal Business Sites Pages
- ☐ Copy Relevant Content For Each Service To Its Own Text File
- ☐ Copy Their Meta Titles And Meta Descriptions
- ☐ Go Through Each Of The Text Files And Pull Out The Paragraphs and Sentences That You Like
- ☐ Get Paragraphs And Sentences Ready To Be Added To Site - Remove all old companies data and add in your relevant Xfields.
- ☐ Craft Your Meta Titles - 10 spun titles for Home Page/Magic Page 5+ for other pages
- ☐ Craft Your Meta Descriptions - 10 spun descriptions for Home Page/Magic Page 5+ for other pages
- ☐ Craft Your <H1> - <h4> Titles - Well spun titles
- ☐ Spin your content for each page
- ☐ Get Images And Optimise For Size And Name
- ☐ Create A Video And Upload To YouTube

Build Out Your Site

- ☐ Build Your Home Page
- ☐ Build Each Of Your Service Pages
- ☐ Build Your Magic Page
- ☐ Create Spintax Shortcodes - For each page create
  - ☐ Meta Title
  - ☐ Meta Description
- ☐ Add Relevant Spintax Shortcodes To Each Pages SEO Section
- ☐ Import Json Schema File Into Magic Page Advanced Schema Builder - Remember to Save
- ☐ Create All Xfields Required For Schema
- ☐ Import Json Schema File Into Any Standard Page Advanced Schema Builder - When Saving Select All Pages
- ☐ **BACKUP YOUR SITE**

You have now just completed your Evergreen Site build Well Done!

Download your own version of the checklist HERE

MPP User Guide V1.3

Cloning An Evergreen Site Checklist

Preparation

- ☐ Get Phone Number
- ☐ Set up Phone Number In Lead Simplify
- ☐ Create Lead Simplify Forms
- ☐ Create Main Video
- ☐ Host Main Video On YouTube

Hosting

- ☐ Buy Domain
- ☐ Change Nameservers To Point To Host
- ☐ Add Domain To Hosting Account
- ☐ Change PHP Version
- ☐ Setup Web Optimisation
- ☐ Add Info@ email address
- ☐ Forward Email to
- ☐ Add Wordpress
- ☐ Setup SSL Certificate (If not Free add to Cloudflare)

Setup Site On Cloudflare

- ☐ Create New Cloudflare Using Persona Details
- ☐ Add Site To Cloudflare
- ☐ Pick The Free Option
- ☐ Check All Data Is Correct
- ☐ Change Nameservers On Registrar
- ☐ Auto Minify - Select all 3 (Javascript, CSS, HTML)
- ☐ Auto Redirect - Make Sure Is Checked

Restore From Evergreen Site Backup

- ☐ Install UpdraftPlus Migrator
- ☐ Add In Licence Details

- ☐ Verify
- ☐ Settings
    - ☐ Select Amazon AWS
    - ☐ Add In Security Key
    - ☐ Add In Secret Key
    - ☐ Add Evergreen Site Folder
    - ☐ Click Save
- ☐ Backup / Restore
    - ☐ Rescan Remote Storage
    - ☐ Select Last Backup To Restore
    - ☐ Select All Options (Plugins, Themes, Uploads, Database)
    - ☐ Ensure Change URL Is Checked Press Continue
    - ☐ Click Return To UpdraftPlus Settings (Will need to relogin)
    - ☐ Click Delete All Old Files
    - ☐ Update All Plugins / Theme If Required
- ☐ Update Xfields
    - ☐ Go To Edit Magic Page
    - ☐ Edit Xfields - (Phone, Email, Address Fields, Form ID, All Video Schema Fields, Image URL)
    - ☐ Check Schema.
- ☐ Update Pages - If any changes needed for pages then do it.
- ☐ Change Admin Email In WordPress Database
- ☐ Backup Site To Evergreen Site Folder
- ☐ Install Location Database
- ☐ Install Central Location
- ☐ Select Radius (Keep to under 200 pages for easier indexing)
- ☐ Select Auto Install Locations
- ☐ Add 30 Locations
- ☐ 301 Redirect Main Location Magic Page To Home Page
- ☐ Change Admin To Persona
- ☐ Minify Footprint
- ☐ Setup Weekly Backups

When Site Is Built

- ☐ Add To Google Tag Manager
- ☐ Add To Google Analytics
- ☐ Add To Search Console
- ☐ Add Facebook Pixel
- ☐ Create Data Studio Report
- ☐ Check Load Speed
- ☐ Add Videos To Major City Sites As They Get Built

Download your own version of the checklist HERE

Useful Code Snippets

These snippets of code can be added to your site in either an HTML container or a standard Text container under the TEXT tab

Location Specific Map Code

The code below will display a Google Map that is specific to the location of the page that you are on.

```
<!-- Code to display a local specific map on any magic page -->
<div align="center">
<div class="gmap_canvas"><iframe id="gmap_canvas"
src="https://maps.google.com/maps?q=[location],[county],[region]&amp;t
=&amp;z=13&amp;ie=UTF8&amp;iwloc=&amp;output=embed"
width="100%" height="400" frameborder="0" marginwidth="0"
marginheight="0" scrolling="no"> </iframe></div>
</div>
```

Location Interesting Places Map Code

The code below will show interesting places that are specific to the location of the page that you are on.

```
<div align="center">
<div class="gmap_canvas"><iframe id="gmap_canvas"
src="https://maps.google.com/maps?q=interesting+places+to+visit+in+[l
ocation],[county],[region]&amp;t=&amp;z=13&amp;ie=UTF8&amp;iwloc=
&amp;output=embed" width="100%" height="400" frameborder="0"
marginwidth="0" marginheight="0" scrolling="no"></iframe></div>
</div>
```

YouTube Video Code With Video Schema

This is the code I use so that I can display a unique location relevant video on each Magic Page, with the correct video schema for that video. It works by using the Xfields and Location sets. Once added you will need to set up the Xfields before it will work.

Video Code With Schema

 <script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "VideoObject",
"name": "[xfield_video-schema-title]",
"description": "[xfield_video-schema-desc]", "thumbnailUrl":
"[xfield_video-schema-thumbnail]", "uploadDate":
"[xfield_video-schema-upload-date]", "duration":
"[xfield_video-schema-duration]", "contentUrl":
"[xfield_video-schema-content-url]", "embedUrl":
"[xfield_video-schema-embed-url]", "transcript":
"[xfield_video-schema-transcript]"
}
</script>
<iframe style="position: absolute; top: 0; left: 0;"
src="https://www.youtube.com/embed/[xfield_video-id]" width="100%"
height="100%" frameborder="0"
allowfullscreen="allowfullscreen"></iframe>

Video Schema Xfields

video-schema-title: Title Of Your Video
video-schema-desc: Short Description Of Your Video
video-schema-thumbnail: http://i3.ytimg.com/vi/<insert video id here>/hqdefault.jpg video-schema-embed-url:

https://www.youtube.com/embed/<insert video id here>
video-schema-duration: PT0M40S
video-schema-content-url: https://www.youtube.com/watch?v=<insert video id here> video-schema-transcript: This will be the transcript of the video if you do not have any then you can just leave it blank
video-schema-upload-date: 2019-07-02T08:00:00+02:00

Link For Advanced Schema

https://drive.google.com/file/d/1kq7_kbSvSmiViqzdl5chx9Vkti3CT9Vg/view?usp=sharing

Link For My Xfields

https://drive.google.com/file/d/1kl7jskfX-6f4w8HYuKYjomzFZpf9sr_n/view?usp=sharing

List Spintax Helper

Copy the text in the file into another text file and then when you want to create a list of words to be spun simply do a find & replace, replacing each of the numbers with a word or phrase.

https://drive.google.com/file/d/1fGRlM_L5WxQQdQYGf1Ul2QPaiGc2O2Zq/view?usp=sharing

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Useful Videos

Creating A Data Studio Report

Creating A Data Studio Report Videos

A series of 4 videos showing you how to add your site to Google Tag Manager, Google Analytics, Google Search Console and then create a Data Studio Report so that you can easily check on wat is happening with your site and what position your site in in the SERPs for the keywords people are actually searching for.

MPP User Guide V1.3

Useful Links

Below are some links that you might find useful when using the Magic Page Plugin (MPP)

Magic Page Plugin Download

https://www.magicpageplugin.com/plugin-pks/

WP Schema Plugin Download

https://wpschemaplugin.com/plugin

Magic Page Plugin Support

support@mikemartin.zendesk.com

Mikes YouTube Channel

https://www.youtube.com/channel/UCxe5IHuxnTAEd4dd3dGi9xw

My YouTube Channel

https://www.youtube.com/c/KeithBestVideos

My Training Videos Site

https://keithbest.com

Step By Step Free Course

https://keithbest.com/go/mppqs-step-by-step-registration

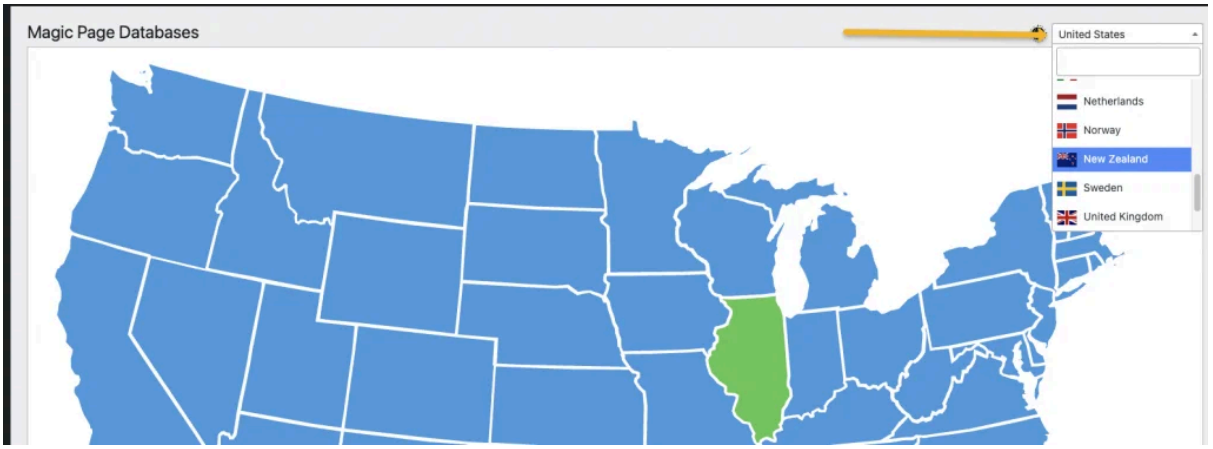
Facebook Group

https://www.facebook.com/groups/magicpage

Frequently Asked Questions

Why can’t I see the country databases inside my plugin?

Inside the Magic Page Databases screen in the top right-hand corner you should see a drop-down box with the words United States in. If you click on that box then you will see all the other countries that MPP has databases for.



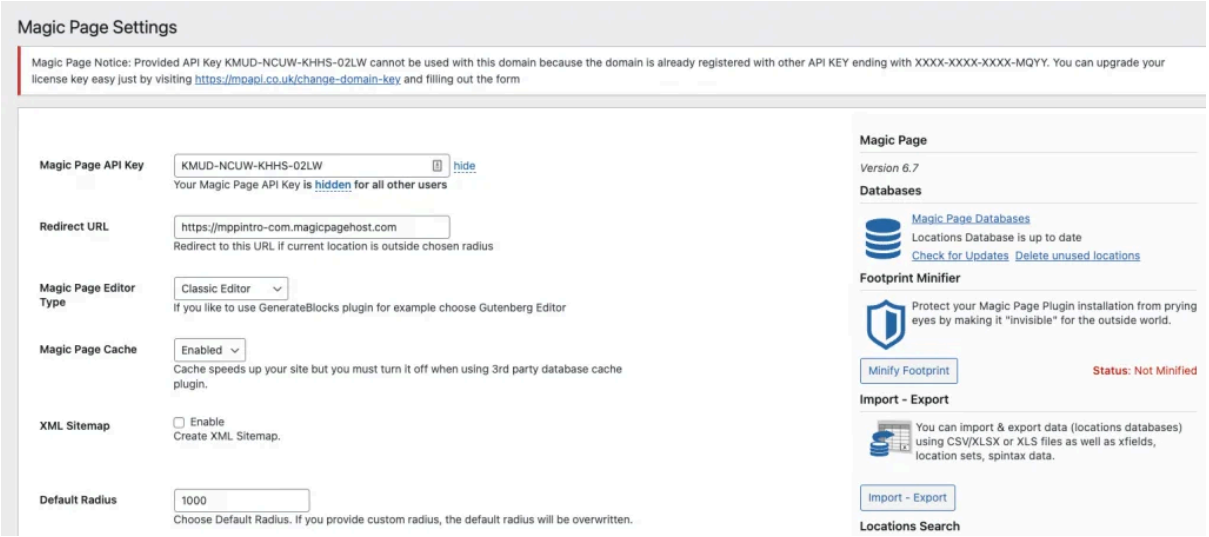
If you can not see the dropdown box then this could be for a number of reasons.

- Your server is not running PHP 8+ as a minimum,
- Your WordPress is not up-to-date
- You have your browser zoomed out and the dropdown is off the screen
- It could be due to a Theme Conflict. Some themes will stop the drop-down showing. Install one of the WordPress default themes and then take another look
- It could be due to a Plugin Conflict. Try disabling each of your other plugins 1 by 1 then check the dropdown to see which of your plugins are causing the issue.

MPP User Guide V1.3

What should I do if my API Key is already registered on another domain / website?

If you have tried to enter a new API key for one of your domains and you get the error message “Domain Already Registered With Another API Key …” then there are a number of possible reasons for that.



MPP Hosting

The most common one is that you are on MPP hosting and have installed your site as a sub domain of MPP hosting.

If your domain looks like https://mydomain-com.magicpagehost.com then you need to go back into your Cpanel and then click the re-install WordPress button.

When the pop up appears pick your domain and re-install WordPress. Once you have installed Magic Page Plugin again then you should be able to apply your new API key.

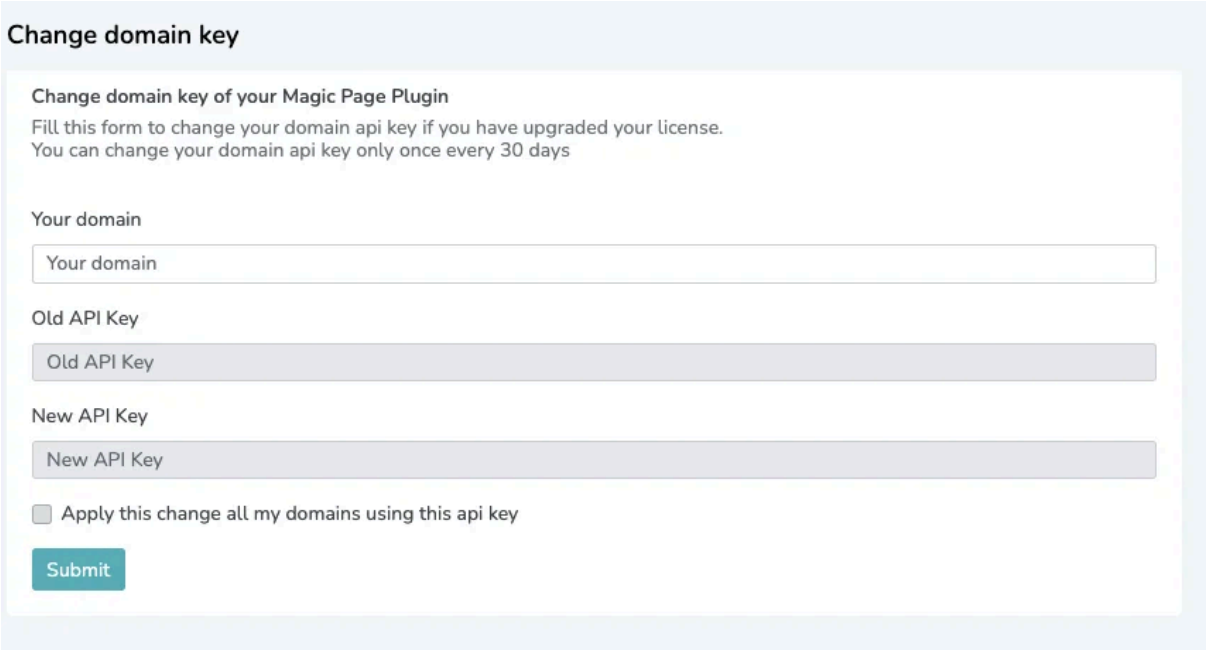
Before you install WordPress on another one of your sites I would check out the MPP Hosting Setup Checklist

Staging Domains On Other Hosts

The same can also apply if you try to use a staging domain on one of the other hosting companies. If that is the case then you need to add MPP to a domain name and not as a staging site

Changed API Keys

If none of the above are true then your site must have been registered with another API key. To fix that simply click on the blue link and enter in the required data in the fields provided. Domain Name (Without https://), Original API Key, New API Key. If you have the old API key on a number of domains then you can change them all at once by checking the “Apply this change to all my domains using this api key” box.



Error Message: The link you followed has expired

This is caused by your PHP settings not being correct. If you follow the guidance in HERE you will be sorted

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Other Tools

Below are some links to the other tool that we use

Lead Simplify - The Simplest way To Sell You Leads

Page Rewriter - The Best Content Generator

MPP Toolbox - Time saving tools (Use the coupon code MPPTB30OFF for 30% off)