

Install Your Own Scripts

By Michael Ambrosio



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The Mystery of Script Installing Revealed!

Written by – Michael Ambrosio

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About the author...



Michael Ambrosio

Michael Ambrosio has been doing business on the internet since 1999. He cut his teeth as a web host, starting not one, but TWO successful web hosting businesses. He also started a script installation business, installing scripts for some of the biggest names on the internet,

Michael is also the author of several ebooks, and the developer of several programs and scripts as well. Some of Michael's sites and products include:

- [PLR Dominance](#) – No experience required. Learn how you too can change Private Label Rights into your own personal “cash on demand” system. Dominate Your Niche Today!
- [Content Box Generator](#) – This little desktop application creates perfect CSS Styled DIV boxes quickly and easily. You can add scrolling content boxes to your site that are search engine friendly. Testimonial boxes are a snap too!
- [Database Backup Generator](#) – Is there any reason why you're not backing up your database of names, email addresses, customer information? This is the heart of your web business. DON'T wait until you lose it. Back it up NOW!
- [You Cant Block This](#) – Finally: A popup creator that creates “unblockable” popups. But not just ordinary popups. These you'll have to see to believe...
- [MrOverDeliver](#) – MrOverDeliver really over delivers! This site is loaded with ebooks, scripts, programs, Private Label Content and much more! It's free to join...
- [Butterfly Riches](#) – Find out how these marketers found success or took themselves to new heights by using and applying Butterfly Marketing concepts and tools. You'll be amazed by what they have to tell you. And it's free to join!

Michael continues to build his business by learning from other marketers, and also helps many other marketers make their first dollars on line. He also has developed a knack for buying private label content and turinging them into his own products, then selling them on line.

Michael enjoys playing raquetball, cooking, walking, reading, the internet and his family. He is the father of four children and lives in upstate New York.

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Introduction

When I set out to write this ebook, my goal was to be able to help anybody who wanted to learn to install a script.

I remember before my first installation how it all seemed so “mysterious” to me. I didn’t really know what a script was. It was one of those things that you see every day but pay no attention to. Sort of like telephone wires.

You can compare a website with no scripts installed with a house with no telephone lines. Nothing wrong with it. You can get by. But you can’t communicate with people unless it’s in person.

If you intend to run a business of your own, would you try to do it without telephones? Or even a computer? I would think not.

If you plan on trying to make money on the internet you will eventually need scripts installed – at least if you want to run your internet business correctly and more efficiently.

What kind of scripts will you need? Well, that will depend upon what your internet business or service is. Let’s look at a few examples of the types of scripts businesses use:

<i>Newsletter/Ezine</i>	Autoresponders or list manager, article manager
<i>Private Membership Site</i>	Membership management script, content manager, download manager, forum
<i>Direct Sales Site</i>	Email capture, email follow up system, download manager, affiliate program, specialty scripts (such as a Re-Pricer, Special Offer Manager, automatic date changer)
<i>Auction Site</i>	Auction software, forum or bulletin board, membership management

You get the idea. You could manage certain aspects of your web business, but you’d really be missing the boat in many ways.

All of this, however, can get very expensive indeed. First when you purchase the scripts you need, then paying someone to install them. There's nothing I can do about the first part, but the second part – that's where this ebook can save you money.

Imagine trying to get your first site up and running. You have a brilliant idea for a product or service, you get a domain name, a hosting account, you build your site, and then go out and buy three or four scripts.

By now you're in for several hundred – or MORE – dollars. And now you need to spend more to get those scripts installed?

Not anymore. Not once you have gone through this ebook (at least that's the goal here). Of course, nothing is guaranteed, but I am confident that 90% of the people who read this ebook will come away with enough knowledge to start installing their own scripts.

There's no substitute for experience. That's why I put together a "learn by example and doing" style ebook. There are three actual installation exercises that you go through step by step.

And while they don't teach you EVERYTHING about script installing, they certainly will give you the basic knowledge and subsequently the confidence to try more on your own. THAT'S the goal.

So now, go grab yourself a soft drink or a cup of coffee and let's get started. I'm sure you'll be startled by how easy and fun this can be.

Good Luck!

Michael Ambrosio

What is a Script Installation?

In today's internet, if not for scripts, there would be no interactivity with web sites. There would be no useful functionality, such as content managers, autoresponders, user authentication, etc.

A script, for a simplistic definition, is a program that is executed on the internet (your web server).

Scripts are written in many languages, but this ebook focuses on two of the most popular ones: Perl and PHP. And since they both tend to use MySQL as the database backend, we will focus on that.

There are other script languages and databases. But since these are the most widely used, we will concentrate on them here.

Can I Install A Script?

Once upon a time, I was new to the internet too. What I knew about Perl or PHP would fit on the head of a pin. I knew nothing about installing scripts.

But necessity is the mother of . . . education!

When I purchased my first script, I inquired about installation from the developer. They wanted \$100!!! And that was after I paid almost \$100 for the script! I couldn't afford to pay them to do it.

So as I sat there, looking at the script files, I noticed a Readme document. Inside it directed me to a web page the developer put up detailing how to install their script.

Alright! Heck – I can do THAT! Just give me directions and I'm on my way, right?

Wrong!!!

As I started to read the instructions, I was introduced to terminology I have never heard of before!

What the heck is PHP? MySQL? ASCII? CGI? FTP? Cronjob? Upload, download, sideload . . . er, you get the picture.

O.K. This was gonna take a little studying. So I pulled out my first tool: Google! I looked up everything I could find. Studied anything I could get my hands on. I learned the definitions of all the terms I mentioned. I learned why you should NEVER use a word processor to edit script files. I learned the difference between what a URL and a PATH is.

After some studying and a few attempts, I was able to install the script and it actually worked.

From there, I looked for more scripts to install. Just so I could learn how. I found a veritable treasure trove of free scripts all over the net (check the resources at the end of this ebook for some of my favorites).

Then finally, my confidence built up to the point I opened my own script installation business (<http://www.inmarkon.com> – which is now closed). So far, I haven't met a script I could not install. I ran across some tough ones, but perseverance pays.

The scope of this ebook is to give you the basic tools to be able to install scripts on your own site or for others. There are so many different scripts, many scripting languages, different operating systems, different database platforms, hosting options, server and control panel options - you get the picture – that I cannot possibly cover it all in this one ebook.

We will be concentrating on Perl (CGI), PHP and MySQL on Unix servers, some Telnet/SSH and CPanel website control panel (it's the most popular). In the future, I may include other server types, control panels, operating systems or databases, but let's stick to these for now.

Then there are the tools. This ebook will show the tools that I prefer, but there are many out there that will do the same job. It's a matter of preference, as well as budget. The resource section of this ebook will list many alternative tools.

Authors note: When I wrote this back in 2004, almost no script came with auto installers. Everything had to be done "by hand". But as of this edition in 2007, we've seen PHP take over as the predominant platform for new scripts. And these days, most scripts have on line install features, making your task that much simpler.

We'll go over that as well.

What Is . . . ?

This section is just some quick definitions that will help you with your installations. It helps to understand what some of those terms means.

What Is PHP?

Self-referentially short for **P**HP: **H**ypertext **P**reprocessor, an open source, server-side, HTML embedded scripting language used to create dynamic Web pages.

In an HTML document, PHP script (similar syntax to that of Perl or C) is enclosed within special PHP tags. Because PHP is embedded within tags, the author can jump between HTML and PHP instead of having to rely on heavy amounts of code to output HTML. And, because PHP is executed on the server, the client cannot view the PHP code. PHP can perform any task that any CGI program can do, but its strength lies in its compatibility with many types of databases.

Is it necessary to know everything there is to know about PHP to install a script? Nope! But having some familiarity will help when you have to edit a config.php file (or similar). It's also helpful if you ever need to troubleshoot a script problem.

Excellent resource: <http://www.php.net/docs.php>

What is Perl?

Practical **E**xtraction and **R**eporting **L**anguage, or Perl, is a scripting language first created to be used as duct tape for programming with the Unix operating system. Due to its immense power for handling piles of text and, consequently, as a common gateway interface (CGI) scripting language, Perl became very popular among server-side scripters. Perl has a large community of contributing programmers and, what's more, costs nothing and is free to redistribute.

Once again, it's not necessary to be a Perl Wizard, but some knowledge is useful during script installations and troubleshooting.

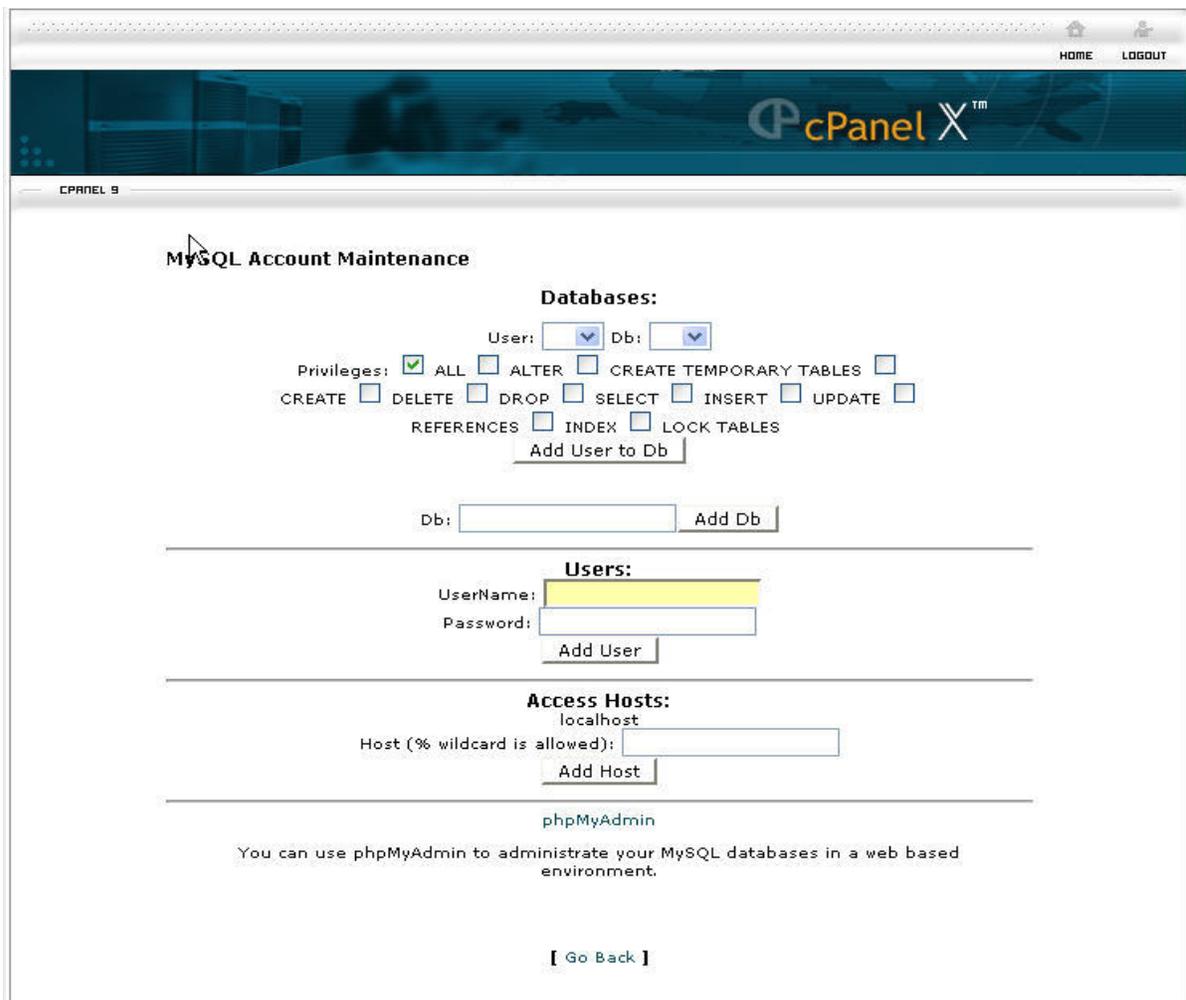
Excellent resource: <http://www.perl.com/>

What is MySQL?

MySQL is a relational database management system, which means it stores data in separate tables rather than putting all the data in one big

area. This adds flexibility, as well as speed. The SQL part of MySQL stands for "**S**tructured **Q**uery **L**anguage," which is the most common language used to access databases. The MySQL database server is extremely fast and easy to customize, due to its architecture. Extensive reuse of code within the software, along with features with lots of functionality, gives MySQL unmatched speed, compactness, stability, and ease of deployment.

Now, don't let it scare you. In practically every script you install that requires a MySQL database, the programmers supply the database structure/architecture and you'll just need to "build" the database. Actually a fairly easy task with the right tools, as you will learn.



This is where you set up a database in cPanel™. We will cover it to a greater extent further in the ebook.

Excellent resource: <http://www.mysql.com/>

What is FTP?

File Transfer Protocol. A method of transferring files from one computer to another. Usually, it is used to copy files from a personal computer to a server, so that they can be accessed by others. There are several common software programs that are used to transfer files (my favorites are listed in the resource section of this ebook).

FTP is the most common method for uploading scripts to your site. You will use it a lot. There are MANY good ftp programs to choose from. Some are even free. One such good one that's free is called [Filezilla](#).

Excellent resource: <http://www.ftpplanet.com/>

What is a Cron Job?

A [Unix](#) command for scheduling jobs to be executed sometime in the future. A cron is normally used to schedule a job that is executed periodically - for example, to send out a notice every morning. It is also a daemon process, meaning that it runs continuously, waiting for specific events to occur.

You will find that many script installations will require a cron job be set up. For example, autoresponders use them for scheduling the automated follow-up sequences.

Excellent resource: <http://www.redhat.com/docs/manuals/linux/RHL-7.2-Manual/custom-guide/cron-task.html>

What is Telnet and SSH?

The **Telnet** program runs on your computer and connects your PC to a server on the network. You can then enter commands through the Telnet program and they will be executed as if you were entering them directly on the server console. This enables you to control the server and communicate with other servers on the network. To start a Telnet session, you must log in to a server by entering a valid username and password. Telnet is a common way to remotely control Web servers.

Secure Shell (**SSH**), sometimes known as Secure Socket Shell, is a Unix-based command interface and protocol for securely getting access to a remote computer. It is widely used by network administrators to control Web and other kinds of servers remotely.

These days, you'd be hard pressed to find a web host (especially in a shared environment) that allows Telnet access. This is a security issue.

Many web hosts will allow SSH access, but you typically need to request access, and they allow access for a limited time. It is something to consider when shopping for a web host, so just keep it in mind.

Accessing your server via Telnet/SSH can also cause problems on the server if you do not know what you are doing. It is my recommendation that you do not use telnet or ssh access until you have gotten a good education on how to do it properly.

Excellent resource: <http://www.aota.net/Telnet/commands.php4>

A comprehensive list of telnet commands.

What are ASCII and Binary Modes?

Basically, they are modes for uploading/downloading files between the server and your computer.

If your FTP program allows you to select between Binary, ASCII, and Auto modes, you can follow these general rules:

- ❖ If the file you want to upload contains all text, like an HTML or a text file, use the ASCII mode.
- ❖ If you want to upload a graphic file or other media files, use Binary mode.

If you are uncertain, you can simply select Auto to have the program select the modes automatically. Some say using Auto mode is not reliable. That really depends upon the software you choose – and why I use SmartFTP. I have never had a problem with my uploads/downloads.

What's the Difference Between A URL and a Path?

Uniform **R**esource **L**ocator is the global address of documents and other resources on the World Wide Web. The first part of the address indicates what protocol to use, and the second part specifies the IP address or the domain name where the resource is located.

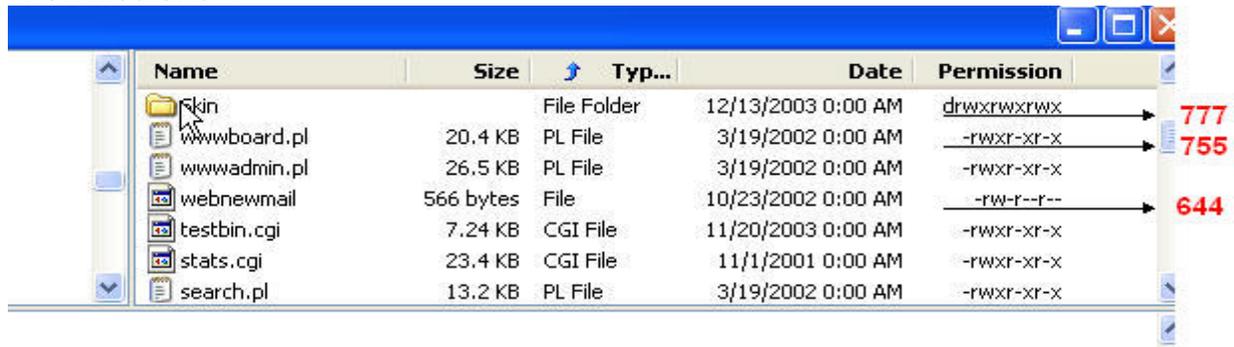
Ex.: `http://www.example.com`

A **path** can be described as a file's address on your file system, describing where the file lives: An absolute path gives the complete path, starting at the root directory, or the very top of the filesystem; A relative path looks for a file from the directory you are currently in down.

Ex.: `/home/username/public_html/directory/file`

What are Permissions and chmod

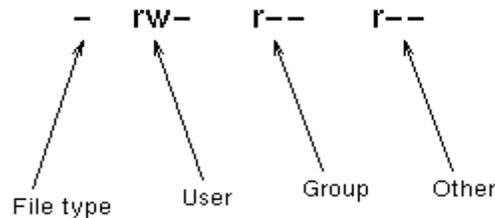
File permissions provide a way of controlling whether other people can read (or modify) your files. Let's see how file permissions work in Unix and how to change them. You can view the permissions on a file using your FTP program. Connect to your site and look for the column that says "Permissions".



Name	Size	Typ...	Date	Permission
skin		File Folder	12/13/2003 0:00 AM	drwxrwxrwx → 777
wwwboard.pl	20.4 KB	PL File	3/19/2002 0:00 AM	-rwxr-xr-x → 755
wwwadmin.pl	26.5 KB	PL File	3/19/2002 0:00 AM	-rwxr-xr-x
webnewmail	566 bytes	File	10/23/2002 0:00 AM	-rw-r--r-- → 644
testbin.cgi	7.24 KB	CGI File	11/20/2003 0:00 AM	-rwxr-xr-x
stats.cgi	23.4 KB	CGI File	11/1/2001 0:00 AM	-rwxr-xr-x
search.pl	13.2 KB	PL File	3/19/2002 0:00 AM	-rwxr-xr-x

-rw-r--r--

The "-rw-r--r--" is the part of the output that shows the permissions. To understand what it means, we need to break it into four parts.



The first character indicates the file type. Here it is a dash because the file is an ordinary file. It could also be a "d" for a directory, or various other letters for more obscure types of file.

The next nine characters fall into three sets of three, corresponding to the access rights of the user who owns the file, the group which owns the file, and all other users. The three characters in each set indicate whether users in the relevant category may *read*, *write* or *execute* the file. An **r**, **w** or **x** means that the users do have the corresponding right, while a dash means that they do not.

Thus in the above example, the user who owns the file has the access rights **rw-**, meaning that she may read and write the file but not execute it (since it's an HTML file, executing it wouldn't make much sense). Everyone else has the access rights **r--**, meaning that they may read the file but not write or execute it.

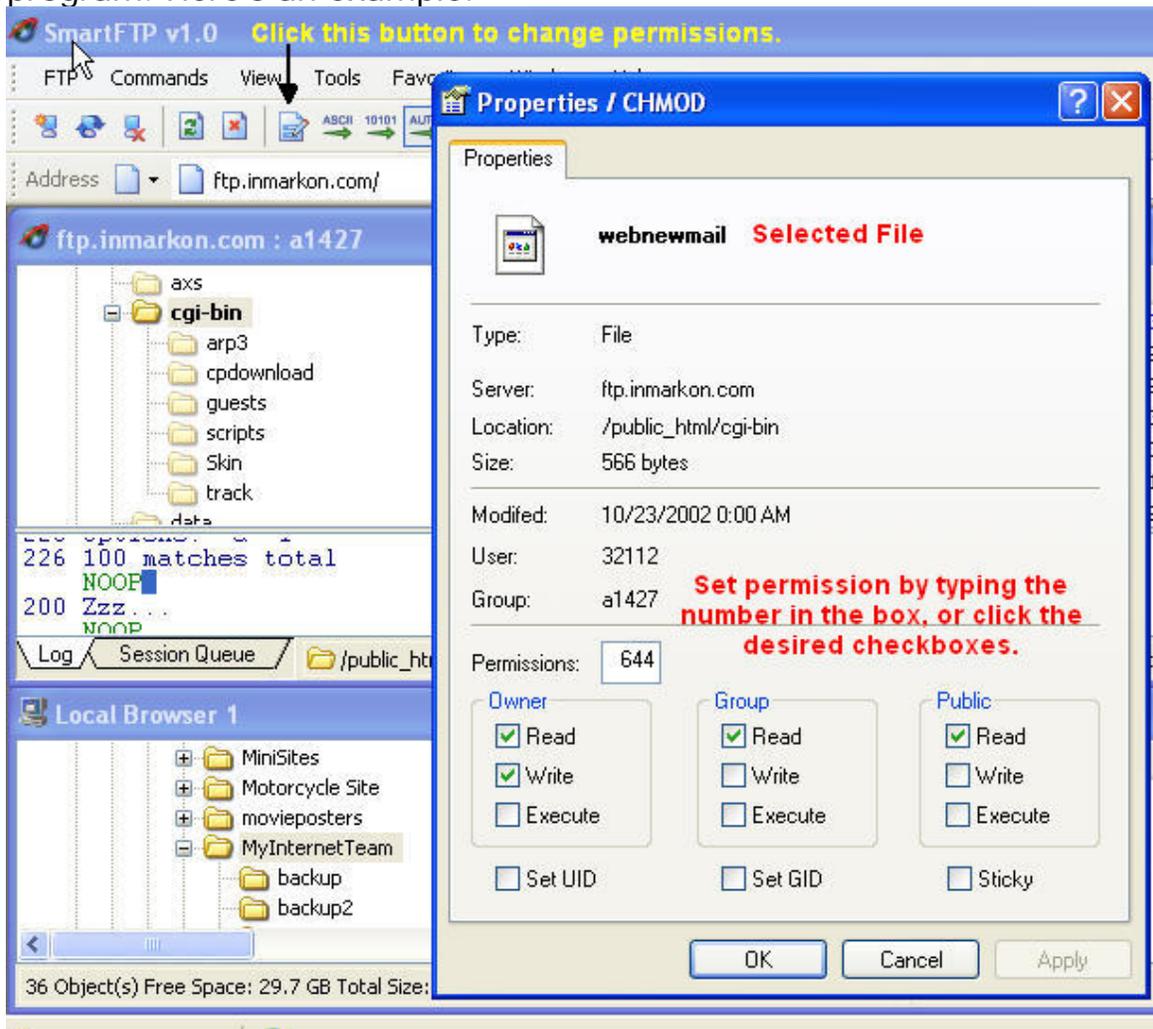
The following table shows what read, write and execute permissions mean for ordinary files and for directories.

	File	Directory
Read	Can read the file	Can list files in the directory
Write	Can edit the file	Can create and delete files in the directory
Execute	Can run the file as a program	Can change to the directory

A note for those who are concerned about the privacy of their files but want to put up web pages: To view a file, one must be able to change to its directory. Thus if your web pages are to be visible, your home directory and your public_html directory must both be executable by everyone. (755)

Changing File Permissions:

File permissions are changed by using the **chmod** command in your FTP program. Here's an example:



Here are the most commonly needed permissions:

- ❖ 755 means you can do anything with the file or directory, and other users can read and execute it but not alter it. Suitable for programs and directories you want to make publicly available.
- ❖ 777 means you can do anything with the file and directory, but so can other users. Others can read, write and execute files. Typically used for programs or files that require updating.
- ❖ 644 means you can read and write the file or directory and other users can only read it. Suitable for public text files.
- ❖ 711 means you can do anything with the file or directory and other users can only execute it. Suitable for directories where you don't want other people browsing through the contents but do want to give them access to selected files.
- ❖ 700 means you can do anything with the file or directory and other users have no access to it at all. Suitable for private directories and programs.
- ❖ 600 means you can read and write the file or directory and other users have no access to it. Suitable for private text files.

Permissions are often represented by numbers, as seen above: 755, 777, 644 etc. But where do these numbers come from? The types of access are defined numerically as:

Read Access = 4	Write Access = 2	Execute Access = 1
-----------------	------------------	--------------------

Each digit in the file permissions setting is obtained by adding up the access permission numbers for each user type. In the case of a file permission of 755, this indicates that:

The owner can read, write, and execute the file (Read Access + Write Access + Execute Access = 4 + 2 + 1 = **7**)

The group can read and execute the file (Read Access + Execute Access = 4 + 0 + 1 = **5**)

All others can read and execute the file (Read Access + Execute Access = 4 + 0 + 1 = **5**)

Note the numbers at the end of each line, which are 7-5-5.

This is the same file unencoded:

```

?php
include("includes/db.php");
$checkbans = mysql_query("SELECT id FROM it_restrict WHERE ip = '$'
if (mysql_num_rows($checkbans) > 0) { header("Location:$errorpage"

if (!$method) {

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}

```

The main thing to remember about encoded PHP files is that when you upload them to your server, they get uploaded in binary mode – NOT ASCII as normal. Encoded PHP is no longer a normal "text" file.

What are Server Side Includes?

Server side includes (SSI)s applied to an HTML document, enable interactive real-time features such as echoing current time, querying or updating a database, sending an email, etc., with no programming or CGI scripts. An SSI consists of a special sequence of characters on an HTML page. As the page is sent from the HTTP server to the requesting client, the page is scanned by the server for these special characters. When a characters is found the server interprets the data in the string and performs an action based on the characters data. The format of a SSI token is as follows :

<!--#<tag><variable set> '--> where :

- ❖ <!--# is the opening identifier, a SSI token always starts with this.
- ❖ <tag> is one of the following: echo, include, fsize, flastmod, exec, config , odbc, email, if, goto, label, break
- ❖ <variable set> is a set of one or more variables and their values.
- ❖ "-->" is the closing identifier, a SSI token always ends with this.

Typically, you must change your web page extension from .htm or .html to .shtml. This also means that your server must support this. Most do, though.

An excellent resource: <http://bignosebird.com/ssi.shtml>

What is "Email Piping" to a Script?

Simple definition is using an email to "trigger" or "activate" a script. An example would be the pop up email capture boxes. When you "email subscribe" by using one of those pop ups, your email triggers a script, which in turn puts your subscribe information into a database.

There are actually many more uses, but for our purposes, that's all you need.

The most common method of email piping is the use of a .forward file (yes, the dot in front of the word forward is supposed to be there). This actually is server dependent. There are different email packages that can use different methods, such as ProcMail, QMail, etc.

What is .htaccess?

This is the default name of a configuration file that contains "server directives" (commands known by the server) that tell the server how to behave. One common use for an .htaccess file is to restrict access (password-protection) to specific files or directories on the Internet. Another is to specify a particular webpage to be accessed when there the file requested by the browser is not found (error 404). There are tons of uses for the .htaccess file, but we will limit it here to password protection of directories.

What is a CGI-BIN?

The most common name of a directory on a web server in which CGI programs are stored. The 'bin' part of 'cgi-bin' is a shorthand version of 'binary', because once upon a time, most programs were referred to as 'binaries'. Today, most programs found in cgi-bin directories are text files -- scripts that are executed by binaries located elsewhere on the server. While many programs using CGI are stored in this directory, it is not a requirement for using CGI. You should check with your web host if you can execute scripts outside of the cgi-bin directory.

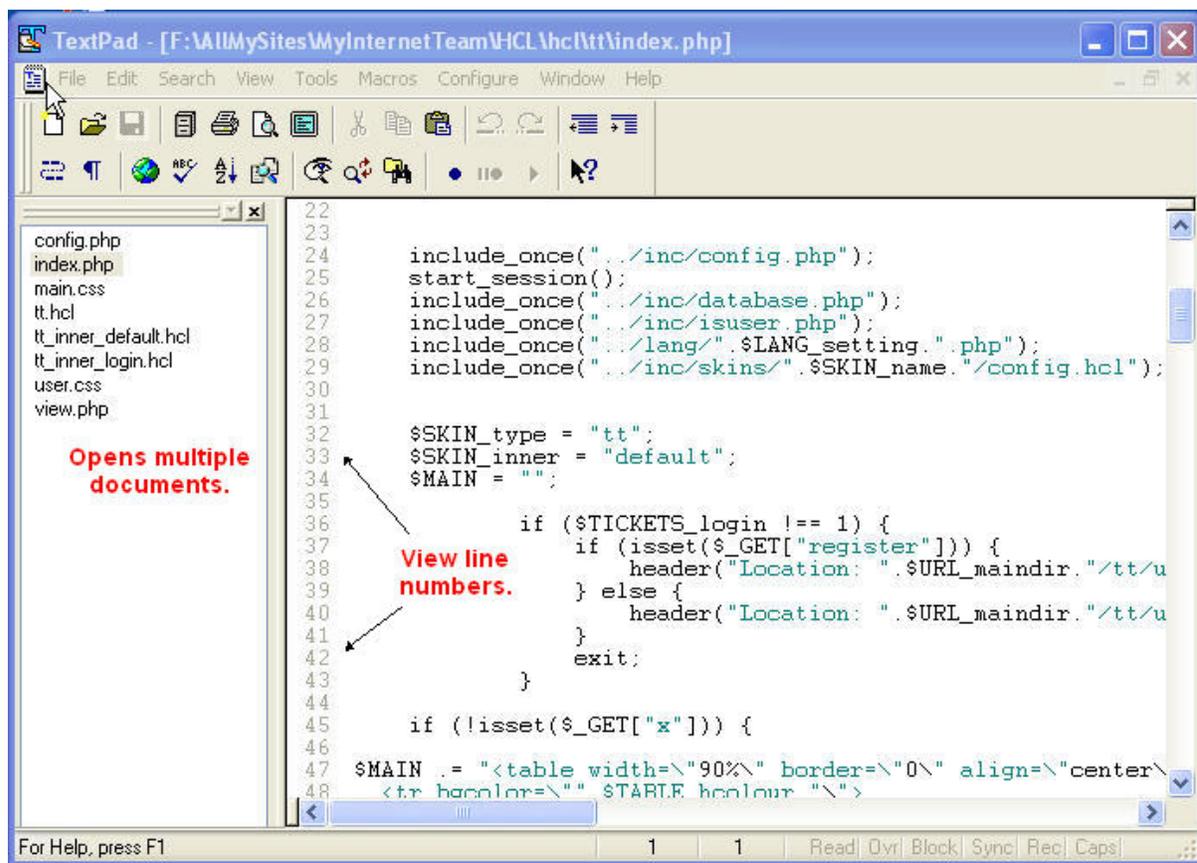
Choosing Your Tools

As with any job, you need the right tools. Once again, the tools being used in this manual are just my preferences. There are others out there and they mostly work the same way.

Text Editor

First and most important thing to remember about editing ANY CGI or PHP script file - NEVER use a word processor (such as Word)! The reason is because of the "invisible" code that these programs put into the documents. It WILL mess up your script. Always use a TEXT editor.

If you run a Windows computer, then you probably already know about Notepad. It's free and on your computer. Nothing wrong with it, but I like a program called [Textpad](#). There are several reasons for this, but my main reasons are the ability to open multiple documents, and the ability to view line numbers. Viewing line numbers can be a real time saver in large script files.



FTP Manager

Another important tool. It's how we'll upload our script files to your website. My personal favorite is [SmartFTP](#). You can use it free for non-commercial use. If you need to purchase it, it has a reasonable price tag. But here's a completely free one called [Filezilla](#). Versatile and does the job nicely – and it's open source, so you never have to pay!

Tool Tip: For a very handy tool that incorporates both Text Editing and FTP Managing, you can also check out [EditPlus](#). A very versatile editor that has a built-in ftp manager. There is a 30 day free evaluation, and purchase is moderate - \$30.00 at the time of this writing.

File Compression Utility

Winzip is probably the most common tool use for this purpose. If you don't already have it, you can get it here: [WinZip](#)

HTML Editor

As you progress to more interactive scripts, you will want to edit the scripts HTML templates to match the look and feel of your site. My personal favorite is Dreamweaver. That's pricey, though. Just do a search for Free HTML Editors and you will find one that will suit your needs. Or you could try this free one: [HTMLKit](#)

phpMyAdmin

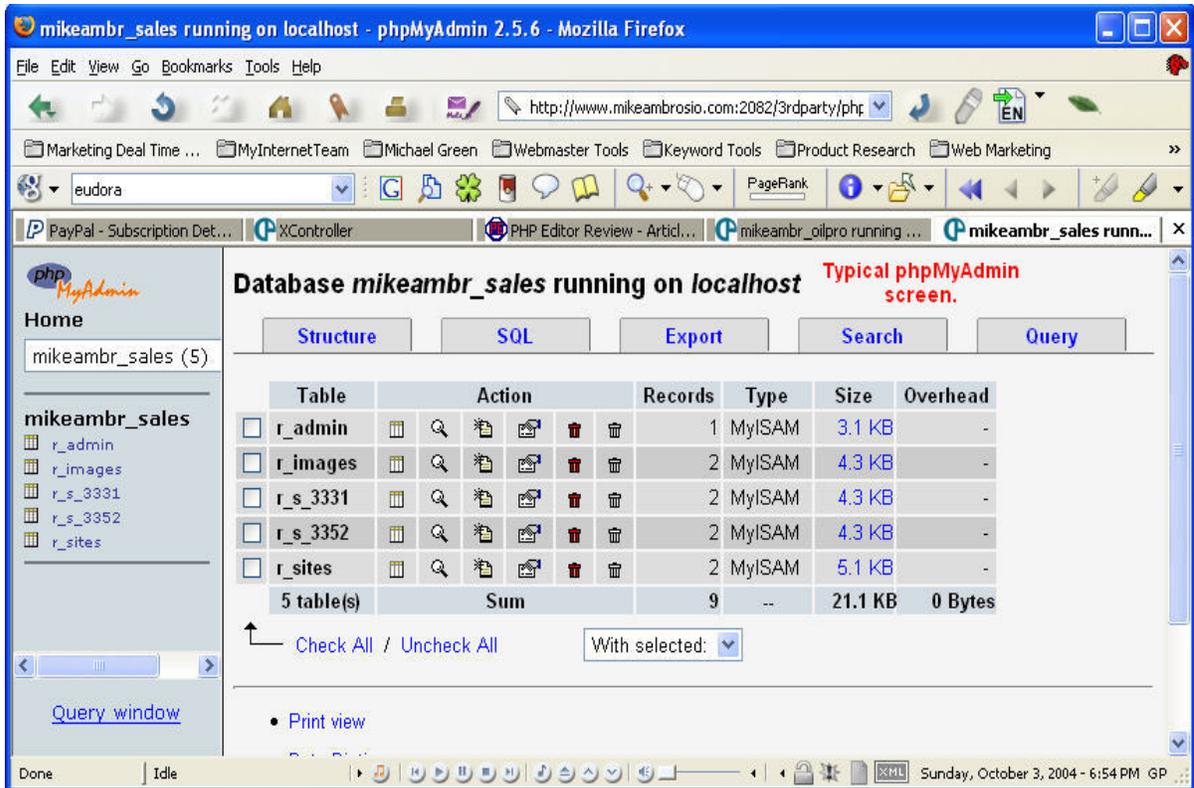
Huh?!? What's THAT?

phpMyAdmin is a MySQL database tool that resides on your server (usually – check with your web host to see if you have it).

As discussed a little earlier, you can add databases from your control panel. But phpMyAdmin is a very useful tool for so many things regarding your databases. If you really want some excellent training, you can go here: <http://www.devshed.com/c/a/PHP/Doing-More-With-phpMyAdmin-Part-1/>

Or here: http://www.php-editors.com/articles/sql_phpmyadmin.php

In most cases, you might use phpMyAdmin for basically two functions: Running SQL queries and backing up/restoring database. These are the two main functions you will use when installing scripts.



Typical phpMyAdmin screen.

Installing a Basic Script

The best way to learn is to do, so we will run through a few script installations of different types. We will be using some free scripts that you can download through this manual (You must be connected to the internet).

You will also find many screen captures to help detail an installation. The tools you will see in these screen captures are the ones I use. But there are so many more to be had. There's a list in the resource section.

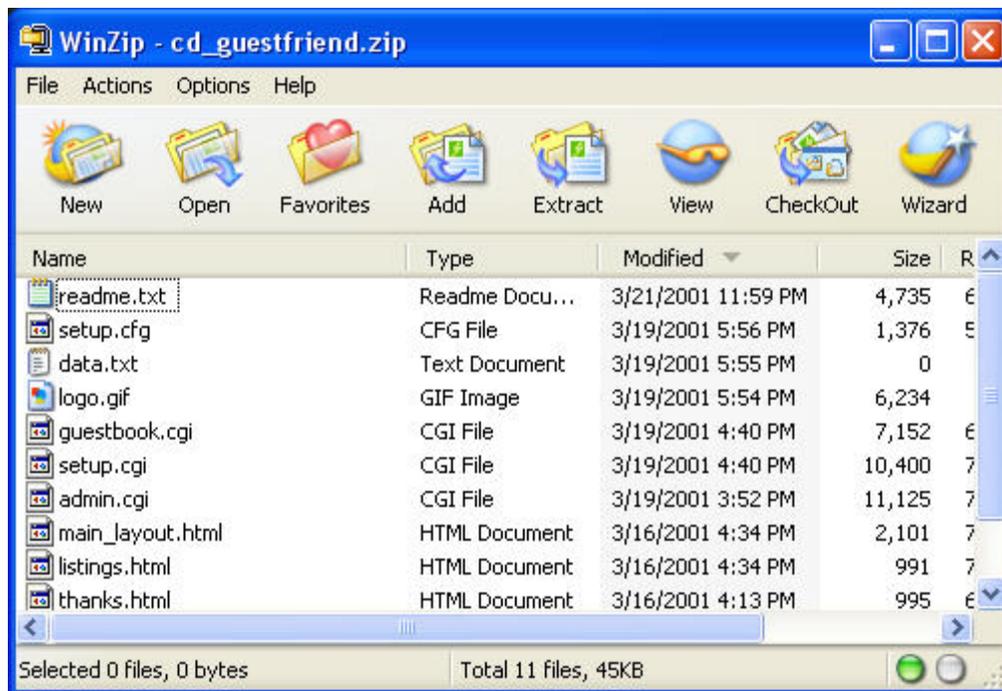
Guestbook

Let's get started then. We will begin with a Perl script, but no database. It's a Guest Book. It's a free one and you can download it here:

<http://www.focalmedia.net/guestfriend.html>

Unzipping Your File

Once downloaded, open the Zip file:



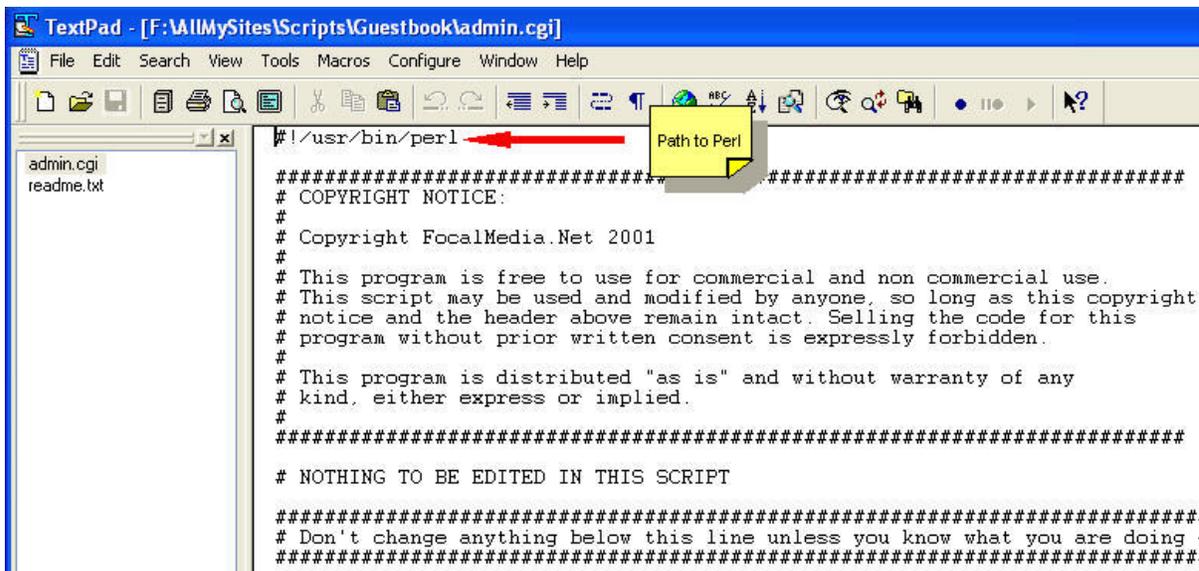
Click the Extract button and select a destination for the files. The files should extract into the correct directory structure.



Editing Files with Text Editor

Now locate the directory and navigate to the file called "Readme.txt". The installation instructions are inside. Use your Text editor.

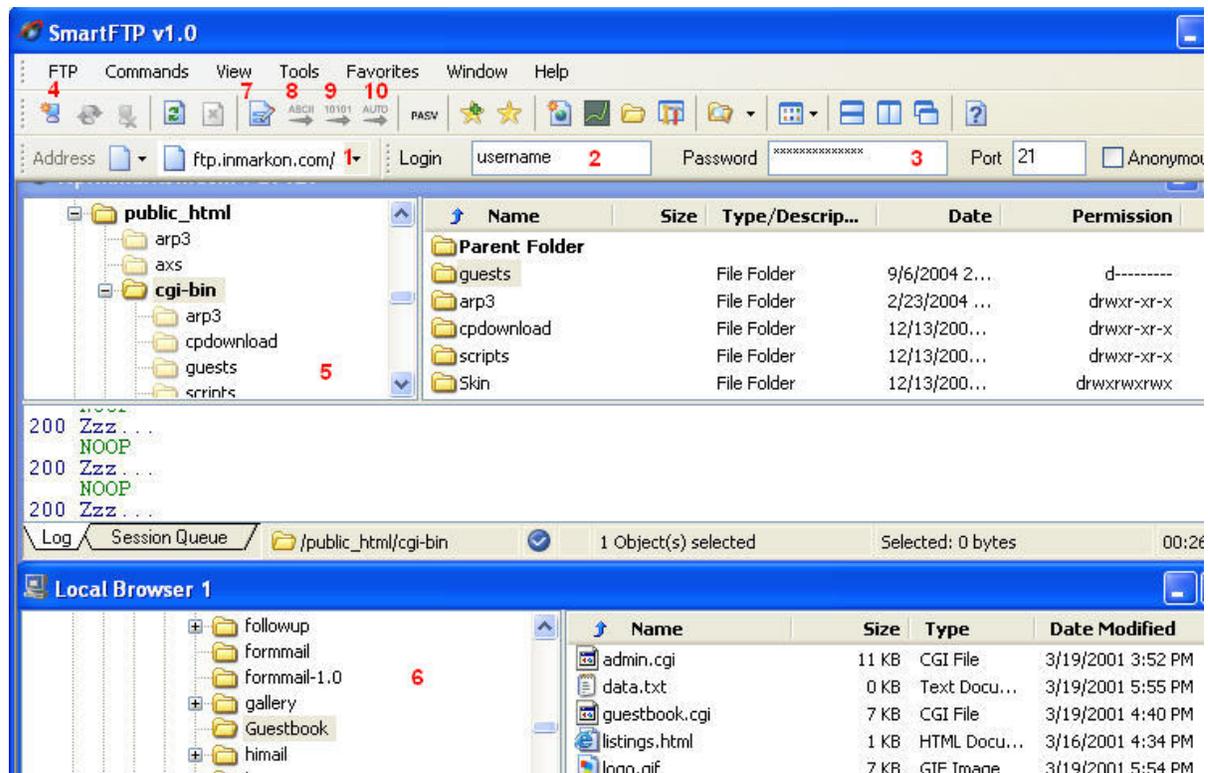
Notice in step 2 it says: *Open admin.cgi and guestbook.cgi with your favorite text editor and make sure that the first line points to the correct path where your perl interpreter is located.* Let's see what they are talking about:



That line simply tells the script where to find the perl interpreter – which is required to run the script.

Uploading Your Files

Now, in step 3, we will begin the upload process. Now's a good time to open your ftp program. Before we actually upload the files to your server, let's look at how to set up the FTP program:



This is SmartFTP. Let's go through the numbers:

1. Your FTP Information. Typically, it's <ftp.domainname.com>. Not always. Sometimes you put an IP address, or other info there. But this is the most common entry. You can find out by asking your host what your FTP information is.
2. Username. Again, your web host can supply this. I have found that it's usually the same as your control panel user name.
3. Password. Self explanatory.
4. Once you type in the info in steps 1,2 and 3, click this icon. It will connect you to your server.
5. Once connected, you will see this area. It's your web sites file structure. Notice it looks a lot like Windows Explorer. It functions much the same way too.
6. This is your local browser area. Again – just like Windows Explorer.

7. Click this icon when setting permissions is required. First you will need to highlight the file or directory that requires the permission setting.
8. ASCII mode select – When uploading files, certain files need to be uploaded in ASCII mode.
9. Binary mode select - When uploading files, certain files need to be uploaded in Binary mode.
10. This button will detect which files to upload in ASCII and which in Binary automatically. In most installations you can select this mode.

So now that we have a basic idea how this FTP software works, let's start uploading files. Remember – if you are using a different program, the same concepts will apply. You may just need to look around the program you have to find the same functions.

Creating Directories

Create a directory on your server called *"guests"*. In this case, the files need to reside in the cgi-bin, so navigate to the cgi-bin and create the directory there. *NOTE: This is not always the case. Most servers allow scripts to run outside the cgi-bin. But for the purposes of this tutorial, we will stick to the directions supplied.*

Creating the directory is much the same as in Windows Explorer. Just right-click inside the cgi-bin and select "New" then "Folder". Type the name of your folder in the box and that's it.

Since this is a very basic script, let's set the file transfer mode to Auto. The FTP software will automatically set the upload to ASCII or Binary accordingly.

Now, in your local browser, navigate to the directory where the Guestbook script resides. Highlight the files that will be uploaded to the cgi-bin/guest directory (see step 3 in the readme file): setup.cfg, admin.cgi, guestbook.cgi, setup.cgi, and data.txt. Drag them to the server.

The screenshot shows two windows: SmartFTP v1.0 and Local Browser 1. In SmartFTP, the left pane shows a directory tree with 'cgi-bin' expanded to 'guests'. The right pane lists files: Parent Folder, setup.cfg (1.34 KB, CFG File), admin.cgi (10.8 KB, CGI File), guestbook.cgi (6.98 KB, CGI File), setup.cgi (10.1 KB, CGI File), and data.txt (0 bytes, Text Document). A red text overlay says 'Drag these five files to the cgi-bin/guests directory.' with arrows pointing to the five files in the right pane. The bottom status bar shows '/public_html/cgi-bin/guests' and '5 Object(s)'. Local Browser 1 shows a directory tree with 'Guestbook' selected. The right pane lists files: problem.html (1 KB, HTML Docu...), thanks.html (1 KB, HTML Docu...), listings.html (1 KB, HTML Docu...), main_layout.html (3 KB, HTML Docu...), admin.cgi (11 KB, CGI File), setup.cgi (11 KB, CGI File), guestbook.cgi (7 KB, CGI File), logo.gif (7 KB, GIF Image), data.txt (0 KB, Text Docu...), setup.cfg (2 KB, CFG File), and readme.txt (5 KB, Text Docu...). The status bar shows '11 Object(s) Free Space: 30.5 GB Total Size: 57.2 GB' and 'Total: 44.9 KB'.

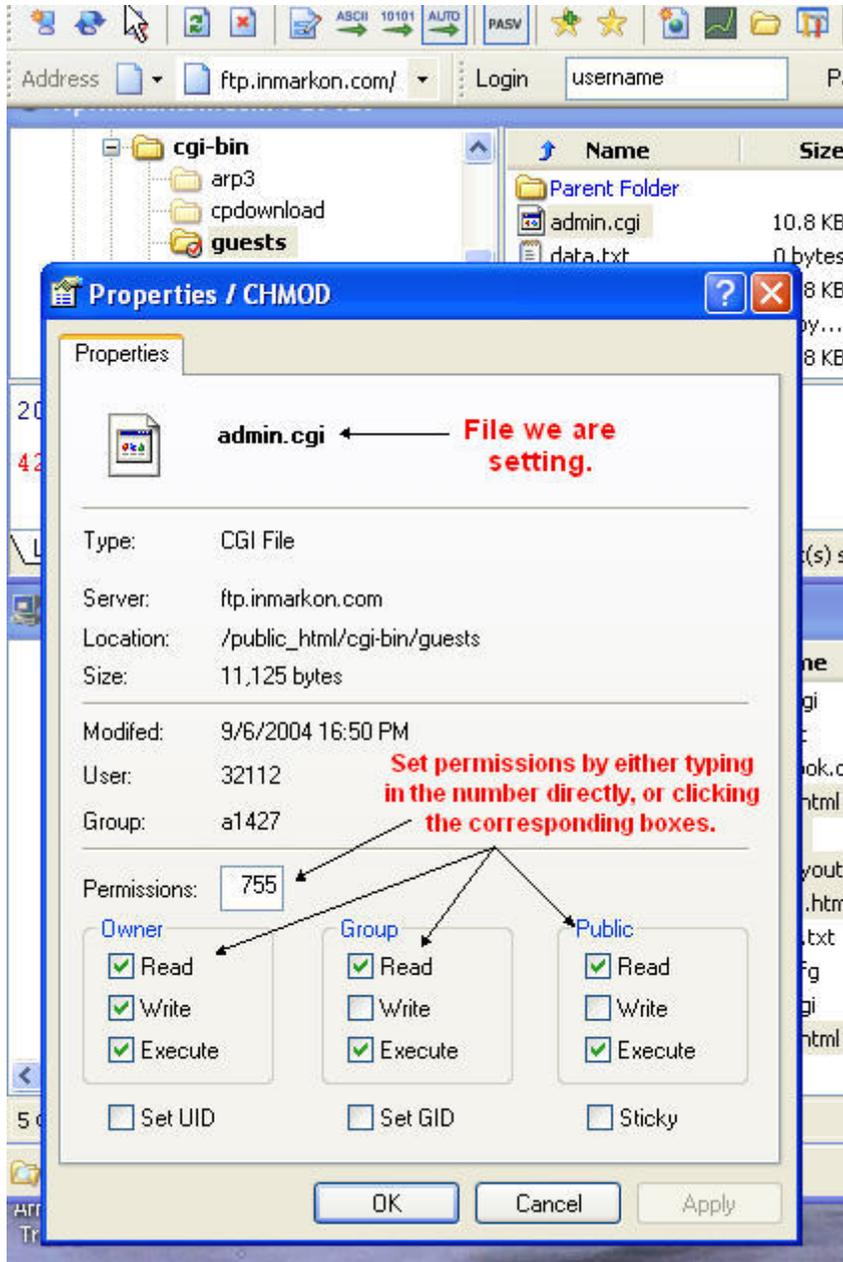
Drag these five files to the cgi-bin/guests directory.

Name	Size	Type	Modified
Parent Folder			
setup.cfg	1.34 KB	CFG File	9/6/2006
admin.cgi	10.8 KB	CGI File	9/6/2006
guestbook.cgi	6.98 KB	CGI File	9/6/2006
setup.cgi	10.1 KB	CGI File	9/6/2006
data.txt	0 bytes	Text Document	9/6/2006

Name	Size	Type
problem.html	1 KB	HTML Docu...
thanks.html	1 KB	HTML Docu...
listings.html	1 KB	HTML Docu...
main_layout.html	3 KB	HTML Docu...
admin.cgi	11 KB	CGI File
setup.cgi	11 KB	CGI File
guestbook.cgi	7 KB	CGI File
logo.gif	7 KB	GIF Image
data.txt	0 KB	Text Docu...
setup.cfg	2 KB	CFG File
readme.txt	5 KB	Text Docu...

Setting Permissions

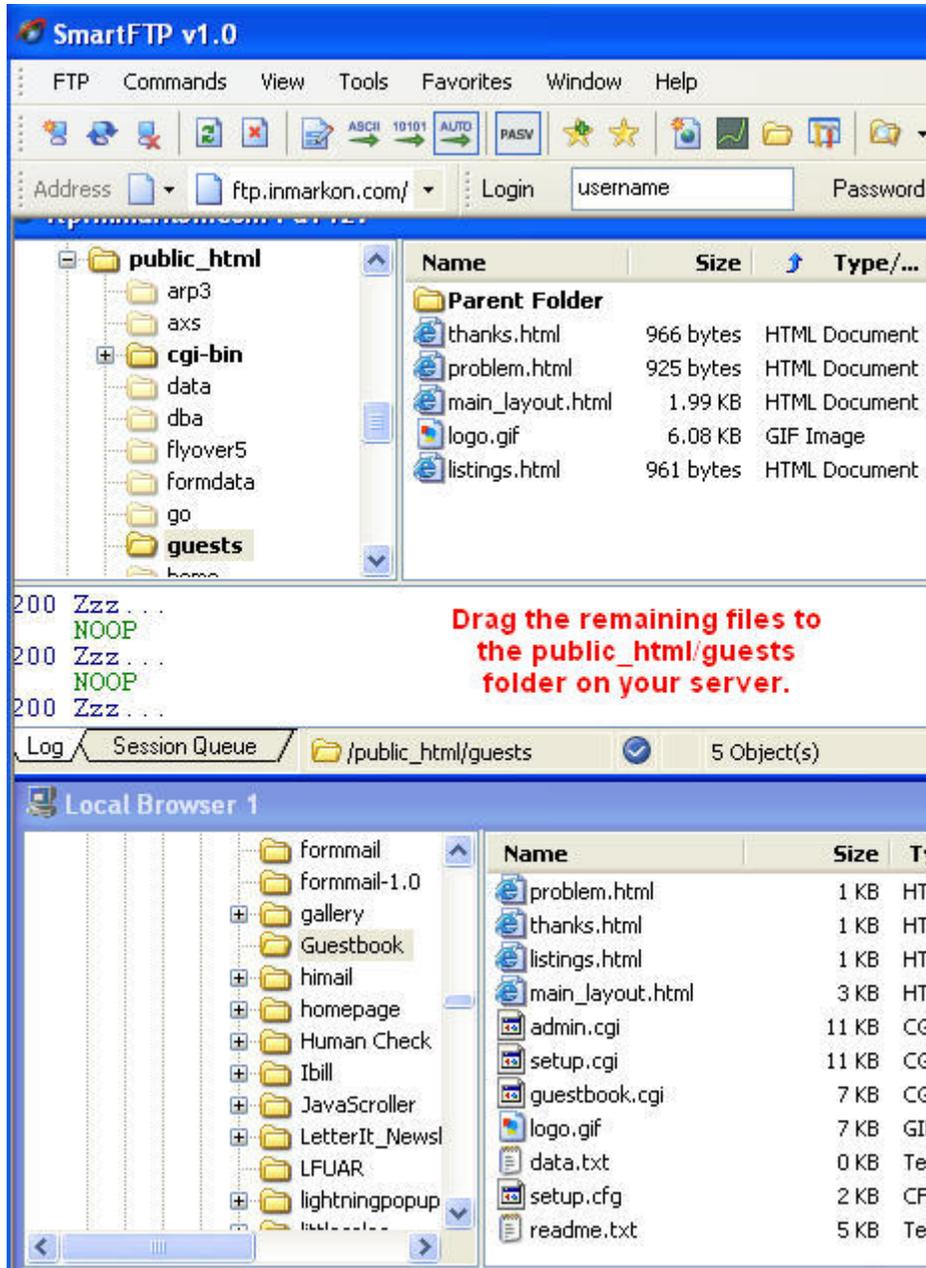
Now we will set the permissions on these files (also referred to as `chmod`):



Create another directory on your server called `“guests”`. In this case, the files do NOT need to reside in the `cgi-bin`, so create the directory in the `public_html` folder.

Now, in your local browser, navigate to the directory where the Guestbook script resides. Highlight the remaining files to be uploaded to the *public_html/guest* directory (see step 4 in the readme file): logo.gif, listings.html, main_layout.html, problem.html and thanks.html.

Keep the transfer mode in Auto. There are no permissions to set for these files. Drag them to the server.



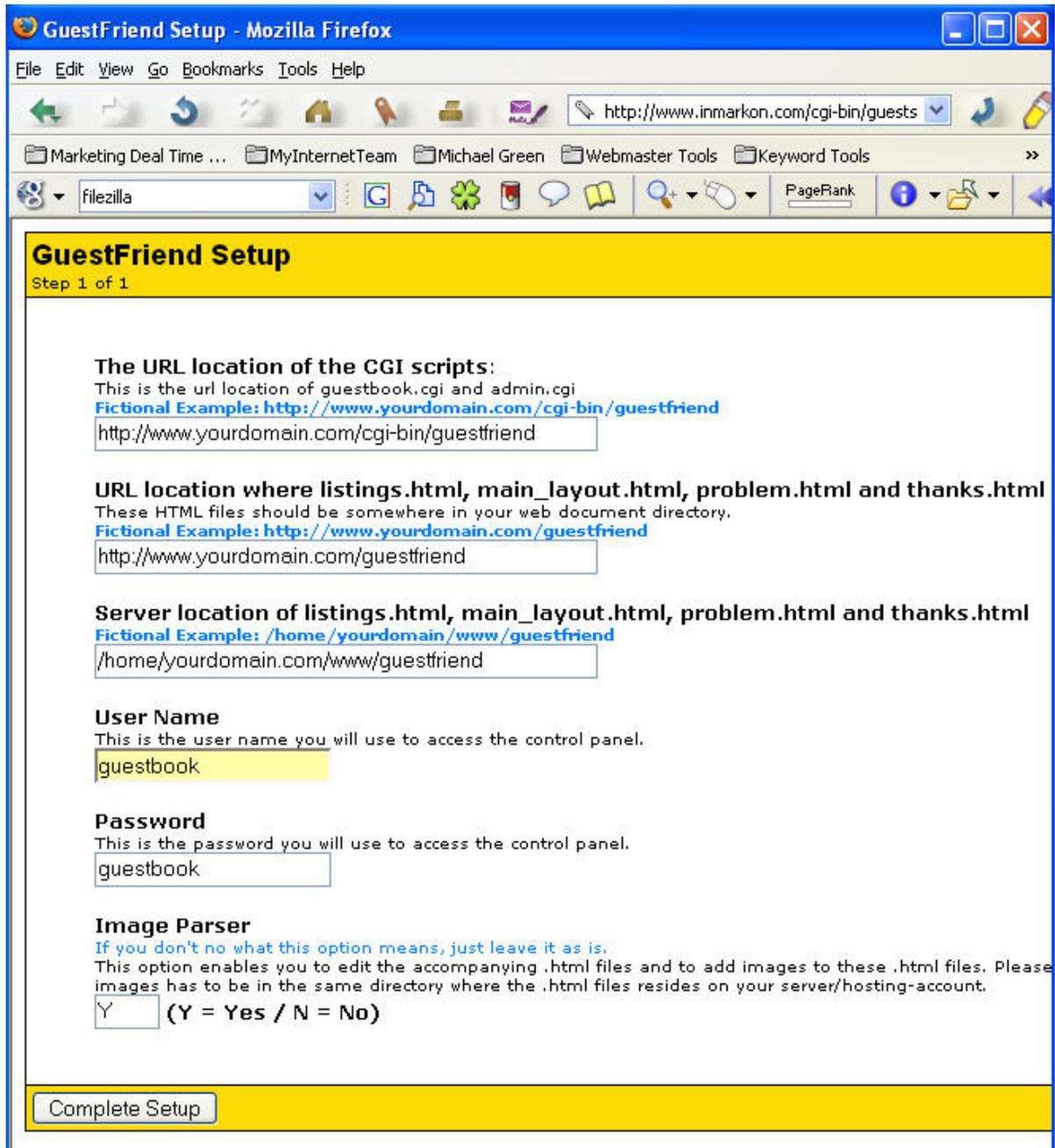
Now all of the files are on your server, and the permissions are set. Very good. Continuing to follow the directions, step 5 tells us to navigate to the setup.cgi file we installed. So you'll need to fire up your web browser, and type in the following in the address bar:

<http://www.yourdomain.com/cgi-bin/guests/setup.cgi>

When you do, you should be taken to a setup screen. If you should get anything else, there's an error. If you get a 500 error, it's more than likely a permissions error. Go back to your FTP program and check and change the permissions as we learned earlier.

If you get a 404 – File Not Found error, then check the url you typed in the address bar. It's probably incorrect.

Scroll to the next page to see what the setup screen will look like:



I absolutely love when the setup or configuration is done on line this way. It saves on some headaches.

Now we'll simply go through the setup:

1. Type in the URL to the script directory. Make sure the folder name is correct!
2. Type in the URL to the script directory in the public_html folder.

3. Server path info. This is where you put in the path information. This can vary from server to server. Some of the most common are:

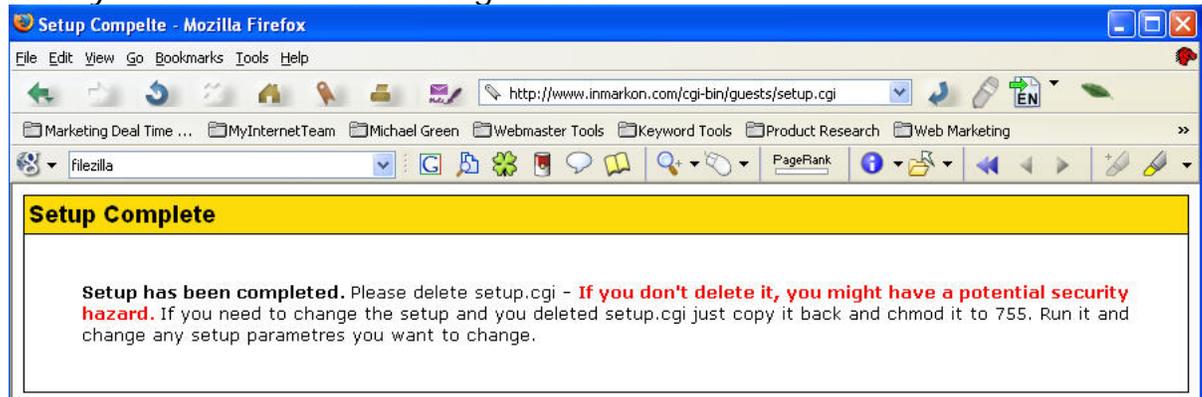
/home/domainuser/public_html/foldername
/home/domainuser/domainuser-www/foldername

NOTE: In the resources section, I have included a download for a very useful tool for identifying the path information. Simply upload it to the cgi-bin directory, set the permissions to 755 and call it in your browser. It will give you all of the server information, including path names.

4. Enter a desired user name
5. Enter a desired password
6. Just leave this one as is.
7. Click the "Complete Setup" button.

That's it!

Now you will see the following screen:



As per the instructions, delete the setup.cgi. Alternatively, you can just rename it. This way, if you ever need to run the configuration again, the file is there – you would just need to rename it back and that's it.

At this point you would call up the program in your browser and make sure it works. In this case, you can go to:

<http://www.example.com/cgi-bin/folder/guestbook.cgi>

To test the guestbook and then:

<http://www.example.com/cgi-bin/folder/admin.cgi>

To test the admin screen. You can also edit the html files to match your site. But that's a different ebook ;)

Let's Summarize . . .

- ❖ Download the script
- ❖ Unzip it to your hard drive
- ❖ Open the Readme.txt
- ❖ Check the path to perl in the .cgi files
- ❖ Create directory in the /cgi-bin folder on the server
- ❖ Upload proper files to that directory (Set upload type to Auto)
- ❖ Set permissions of the .cgi files to 755
- ❖ Create directory in the public_html folder
- ❖ Upload remaining files in that directory
- ❖ Call up the setup.cgi file in your browser
- ❖ Enter proper information where required and complete
- ❖ Delete or rename the setup.cgi file
- ❖ Test the script

Congratulations! You have installed your first script!

Hold on to your hat, though. We're going to install another script that's a little more difficult. But I know you can handle it!

A Slightly Tougher Installation

For our next install, we're going to get a little more difficult – but not by much. I have decided to take you through an Autoresponder script that runs with PHP and a MySQL backend.

Yup! A database! AND a cron job!

The autoresponder script we are going to install is Email Marketing Assistant. It's a pretty robust and free script. You can download it by [clicking here](#).

This script I would call easy-moderate to install. It gets easier after installing it once or twice.

OK – From The Top!

We'll start the same way as the previous script install. Let's get it downloaded, and Unzipped. Once you do that, open the `instllationguide.html` file. We'll go through that a bit.

The first part of the install file just describes uploading the script while maintaining the directory structure. We did this in the first install project using an FTP program. Simply do the same here.

The next step is to set the permissions. Again, in the previous chapter I showed you how to set file and folder permissions. You can refer back as needed.

The directions call for changing permissions on two folders. However, you'll need to change them on two other folders: the `templates_c` folder and the `uploadedimages` folder. These folders need to be set to full permissions: `777`.

Note: That was a great example of having a script with incomplete instructions. Had you simply followed directions, the script would not have worked and you could have spent a lot of time trying to figure it out.

Sometimes you have to be prepared for this kind of thing, and where practice and installing your own scripts comes in very handy.

Create A Database

Let's stop right here for a moment. We have not set up the database yet, so now would be a good time to do that.

For the following portion, I will be using **cPanel™**, simply because it's what I have and use mostly. If your server does not use **cPanel™** don't sweat it. They all work in the same basic way.

Complete the following steps:

- ❖ Navigate to your web site's control panel and log in.
- ❖ Click on the link or icon for MySQL Database Management.



Let's create our database . . .

Step 1: Databases require a user name and password. So that's our first step. Under the "Users" section, enter a user name and password in the appropriate boxes. Click "Add User". Note: Click the "Go Back" link after creating User.

The screenshot shows the cPanel MySQL Account Maintenance interface. At the top, there are navigation links for HOME and LOGOUT. The main heading is "MySQL Account Maintenance".

3. Select the User for the Database in the dropdown lists. Click ALL for privileges. Click Add User to Db.

Databases:

User: [dropdown] Db: [dropdown]

Privileges: ALL ALTER CREATE TEMPORARY TABLES CREATE DELETE DROP SELECT INSERT UPDATE REFERENCES INDEX LOCK TABLES

2. Enter a name for your database. Click Add Db.

Db: [input]

1. Create a UserName and Password. Click Add User.

Users:

UserName: [input] Password: [input]

Access:

localh
Host (% wildcard is allowed)
[input]

phpMyA

You can use phpMyAdmin to administrate your MySQL databases in a web based environment.

[Go Back]

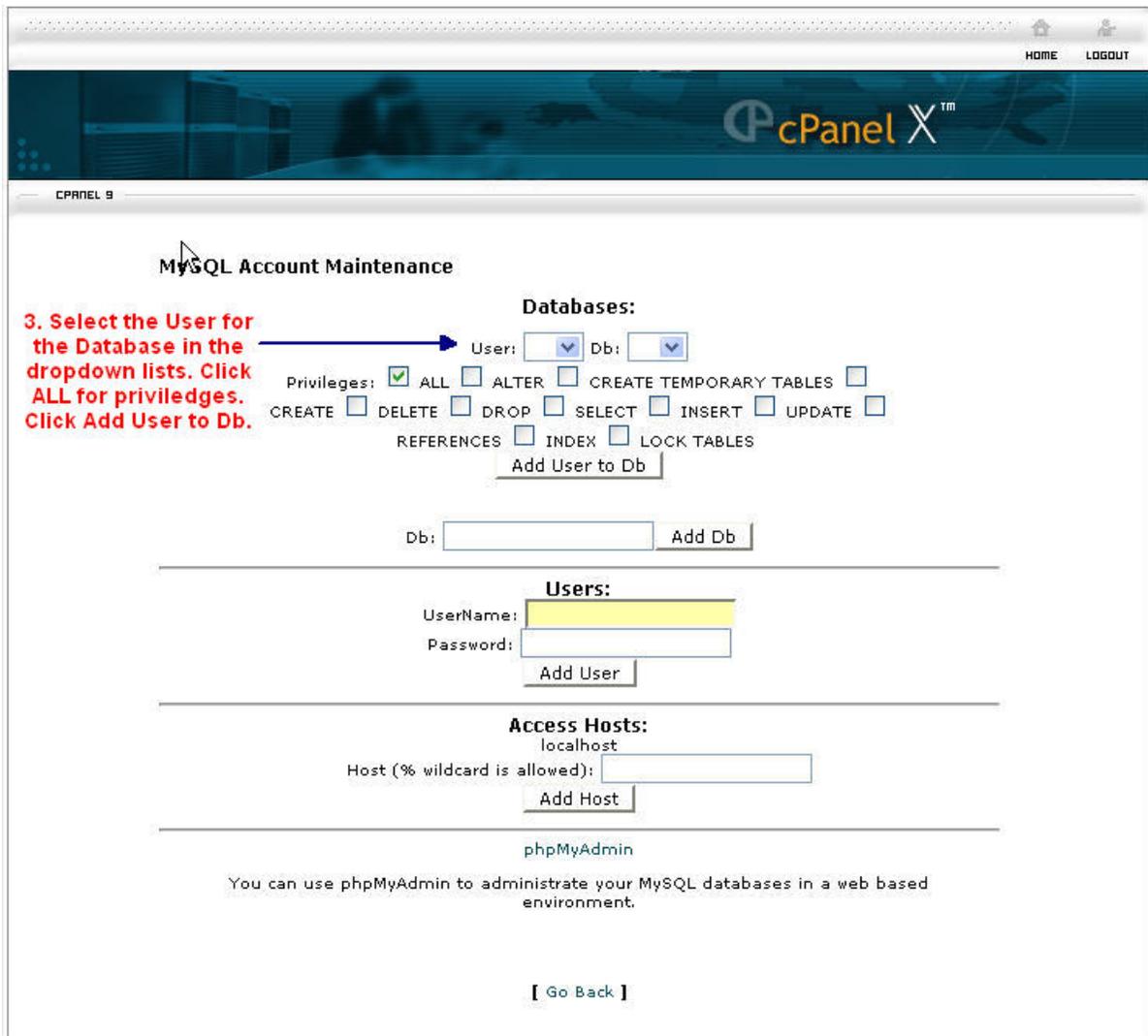
The screenshot includes several annotations: a blue arrow points to the "Add User" button in the "Users:" section; a blue box highlights the "Users:" form with the "track" username and "track123" password entered; and a blue box highlights the "Add User" button in the "Access:" section.

Step 2: Now you'll add a new database. Type a name for the database in the box and click the "Add Db" button. Click the "Go Back" link after creating database.

The screenshot shows the 'MySQL Account Maintenance' section in cPanel. Under the 'Databases:' heading, there are dropdown menus for 'User' and 'Db'. Below these are checkboxes for various privileges: ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. An 'Add User to Db' button is present. A red annotation '2. Enter a name for your database. Click Add Db.' points to a 'Db:' input field. Below this, a blue box highlights a 'Db:' input field containing the text 'database' and an 'Add Db' button. Further down, there are sections for 'Accounts' and 'Hosts', including a 'Host (% wildcard is allowed):' field and an 'Add Host' button. At the bottom, there is a link for 'phpMyAdmin' and a '[Go Back]' link.

Step 3: Ok, we now have a user and a database. Now we must ADD the user to the DATABASE – in other words, we need to grant the user permission to use the database. This is a simple operation.

Make sure the User and Database you are setting up are visible in the dropdown boxes. Then, make sure that “All” is selected under Privileges. Then click “Add User to Db”.



Example of correct database setup:



Now, depending on the server and control panel you are using, you will notice that with the user name and database don't look like what you entered. That's because many servers, especially in a shared environment, add the username of your hosting account to the database information.

For example, let's say your domain name is *installyourownscripsts.com*. Typically, the user name is the first eight letters of your domain (NOT ALWAYS! If you're not sure, check with your web host).

So your Database name goes from "email" to "install_email" (notice the underscore . . .) and the database user name goes from "username" to "install_username". The password remains unchanged. And the server is 99% of the time "localhost". No need to change it.

Once your database is set up and ready, we will move on to the installer.

Navigate to: <http://www.yourdomain.com/folder/install.db.php>

Follow the prompts and fill in the required information...

You'll notice in the image below, if all of your permissions are not set correctly, you will not be able to proceed. The script will tell you what needs to be done to move on:

27

Welcome to the installation of Autoresponder Free Version

Permissions Correct

Permissions Incorrect

Important Notice
Thank you for using Autoresponder. You are just minutes away from using the Autoresponder Free Version system.

Please make sure that the following folders and files have write permissions:

- folder called "connection" in the root folder **Current Status: Ok**
- folder called "templates_c" in the root folder **Current Status: Not Writeable**
- folder called "uploadedimages" in the root folder **Current Status: Not Writeable**
- All the files in the connection folder **Current Status: Ok**

After that is done, please enter the MySQL details in the text boxes below.
You can create a MySQL database either from the control panel or request your webhost to do that for you or you can send us the login details of your cpanel and we will do that for you :-)

Please contact us at admin@a2zhelp.com if you are stuck at any place or need our help.

You can also visit www.a2zhelp.com for more help.

You get free installation and free support for 90 days, so do not hesitate to contact us anytime you need our help.

Once the installation has completed successfully, you will be see a Login Page. Enter Username as

If you see anything in red, just make the changes then hit Refresh. When all the red messages disappear, you're ready to move on.

Next, scroll down on the install page and you'll see a form to put your database and site information. See figure below:

Once the installation has completed successfully, you will be see a Login Page. Enter Username as **admin@admin.com** and Password as **admin**.

Please enter MySQL database information below:

Server: localhost

Database Name:

User Name:

Password:

Table Prefix: ema_

Application URL:

Application Root:

Enter Database Info Here

Enter URL/Root Info Here

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Now, remember when you set up your database in the previous section? Here's where you put that information. Remember to put the info in correctly...

Getting back to the db.php configuration, you can now add the database information:

```
Server = "localhost"  
Database Name = "username_admin"  
User Name = "username_email"  
Password = "password you assigned"
```

The rest of the configuration is simple. Just add your Application URL and your Application Root.

Application URL is the web address to your script folder:

<http://www.yourdomain.com/folder>

Application Root is the Path information to your installation folder:

/home/username/public_html/folder

Depending on who you are hosting with, your Path information may vary a little bit. Here's another example root:

/home/username/username-www/folder

NOTE: Need help with determining the path info? Remember, we have that special file that will show you all of that information. Upload it to your server, to the cgi-bin directory, set the permissions to 755 and run it in your browser. Scroll down to the next page to see an example of what the script will show you: Note the row called "Document Root". That is the info we are looking for to enter into the Application Root.

Installyourownscripsts.com Server Info Grabber
Please wait while we search your site for info...

You are running Perl version 5.008001 with linux

Query String:	
Http User Agent:	Mozilla/5.0 (Windows; U; Windows NT 5.1; rv:1.7.3) Gecko/20040913 Firefox/0.10
Http Accept Language:	en-us,en;q=0.5
Http Connection:	keep-alive
Request Uri:	/cgi-bin/info.pl
Http Accept Encoding:	gzip,deflate
Gateway Interface:	CGI/1.1
Http Accept Charset:	ISO-8859-1,utf-8;q=0.7,*;q=0.7
Server Admin:	webmaster@example.com
Path:	/usr/local/bin:/usr/bin:/bin
Remote Addr:	209.63.161.173
Server Software:	Apache/1.3.31 (Unix) PHP/4.3.8 mod_auth_passthrough/1.8 mod_log_bytes/1.2 mod_bwlimited/1.4 FrontPage/5.0.2.2634a mod_ssl/2.8.19 OpenSSL/0.9.7a
Remote Port:	41681
Http Accept:	text/xml,application/xml,application/xhtml+xml,text/html;q=0.9,text/plain;q=0.8,image/png,*/*;q=0.5
Server Name:	www.example.com
Document Root:	/home/example/public_html
Http Host:	Example.com
Server Addr:	69.72.130.66
Request Method:	GET
Server Port:	80
Http Keep Alive:	300

Once you fill in all the boxes, click on the "Install DB..." button and continue. You will now arrive at your Login Screen:

A screenshot of a web login form. The form has a dark blue header with the text "Login Here...". Below the header, there are two input fields: "Login Id" and "Password". To the right of each field is a white rectangular box. Below the "Password" field, there is a red text link that says "Forgot Password". At the bottom of the form is a button labeled "Login".

That's it. The installation of the script itself is now complete! Now you can take a look inside the program...

Login ID: admin@admin.com
Password: admin

Now we'll set up a cron job. This cron job will send out all of your scheduled broadcasts and emails. So this is important that you set this up correctly.

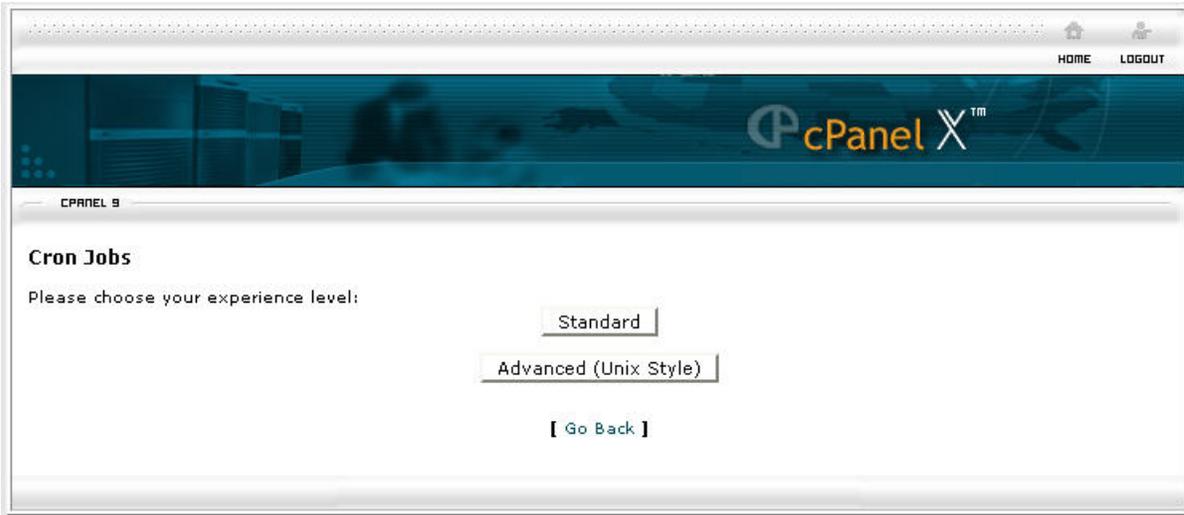
Cron jobs can be set up in your web control panel. If you are currently using a web host that does not allow you to set up your own, you will probably need to email them to do it for you.

OR . . . in our little bag of tricks, we have a script you can use to set it up. We prefer the control panel method, but in a pinch it works. [Download this script here.](#)

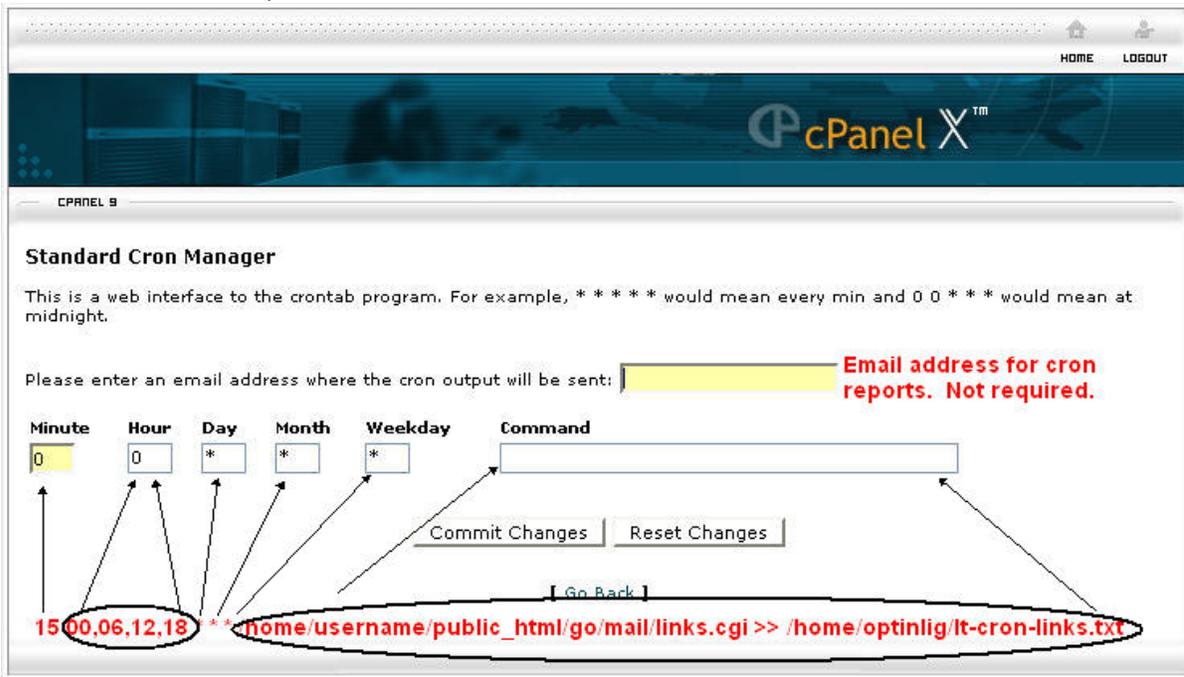
Note: I would only use this script if you do not have the ability to create one using your website control panel and your web host will not do it for you. If you DO use it, it comes with very comprehensive installation and usage directions. You can use your new-found script install skills to get it running!

Set Up a Cron Job

Back to business. Log in to your control panel. Look for the link or icon called Cron Jobs. Click on it.



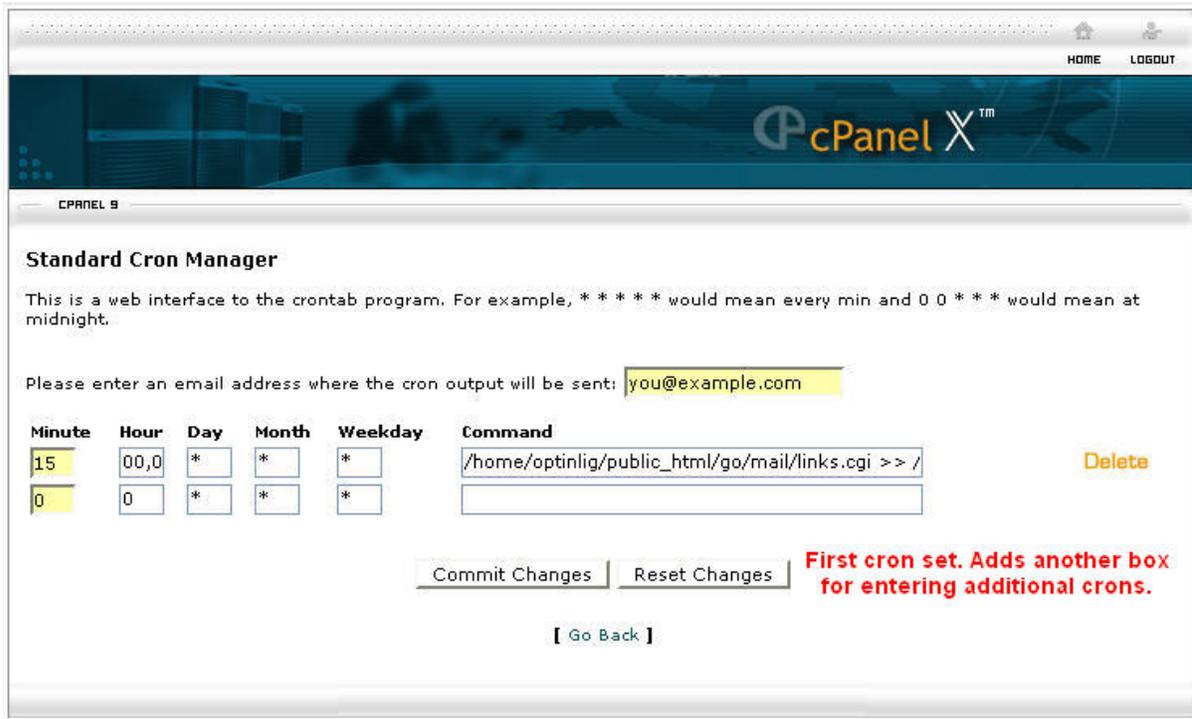
For this exercise, choose the Advanced button.



From the scripts "Quick Guide", we will be putting that information here. See the above example. In the "Minute" box, put 15. In the "Hour" box, put 00,06,12,18. The "Day, Month, Weekday" boxes leave as is – all asterisks (*). Finally, put the cron command into the "Command" box.

What did all of that mean? It means that this cron job will run every day of every month at 12:15 am, 6:15 am, 12:15 pm and 6:15 pm. It is the script that checks your links.

Click on the Commit Changes button to set the cron job. Now it will look like this:



How simple can you get, right?

A Few More Things to Learn

We have touched on a few different areas of installing scripts – databases, cron jobs, FTP and so on. But there are a few more things I need to go over with you because you will run across them when you install scripts.

Password Protecting Directories

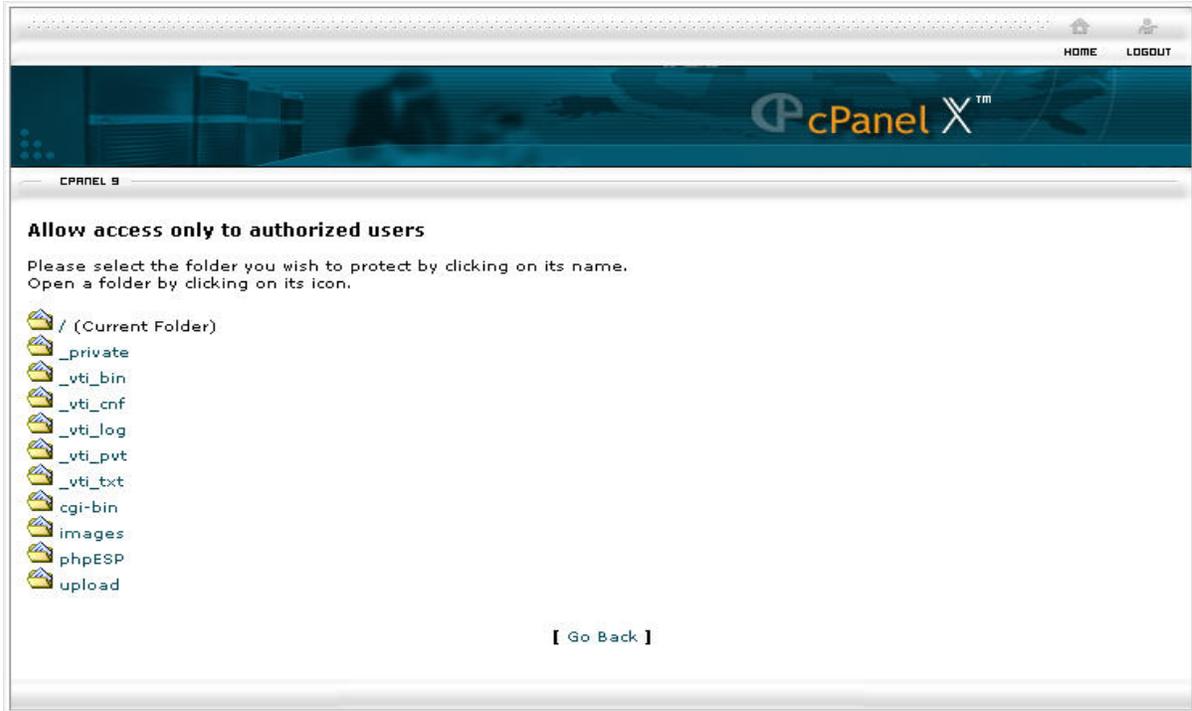
When installing Lightning Track, you probably noticed that you needed to log in to the program to use it. But wait . . . just when did we set up password protection?

We didn't. The script did it for us. But the type of password protection being used is built-in to the script utilizing PHP functions. We won't get into that because that's a whole 'nother ebook which I DON'T plan to write!

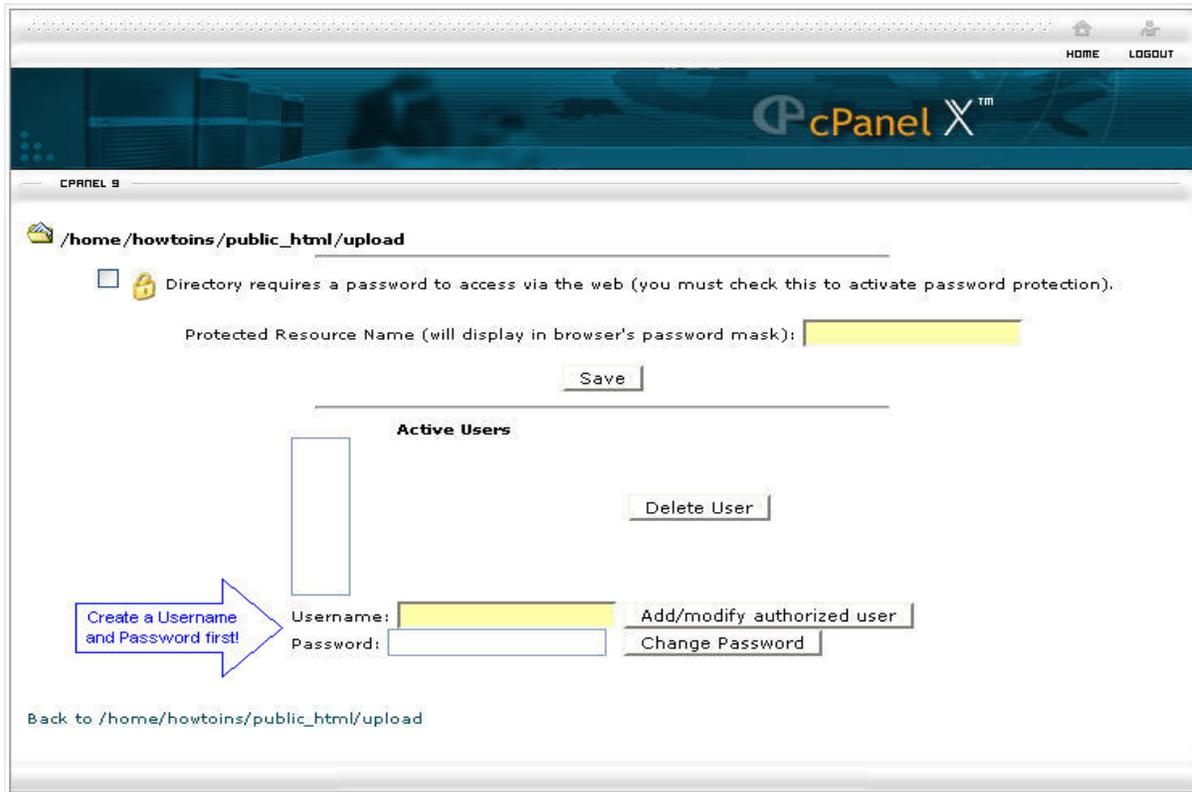
The kind of password protection I am referring to uses .htaccess (see the definitions to refresh your memory). There is more than one way to do this. One way would be to actually create the .htaccess and the .htpasswd files. But that's not the easy way.

The easy way is to create them in the Web CPanel. Once again – if you use a different web control panel, just look around. Chances are you can do the same thing. We're using CPanel in our ebook because it is the most widely used.

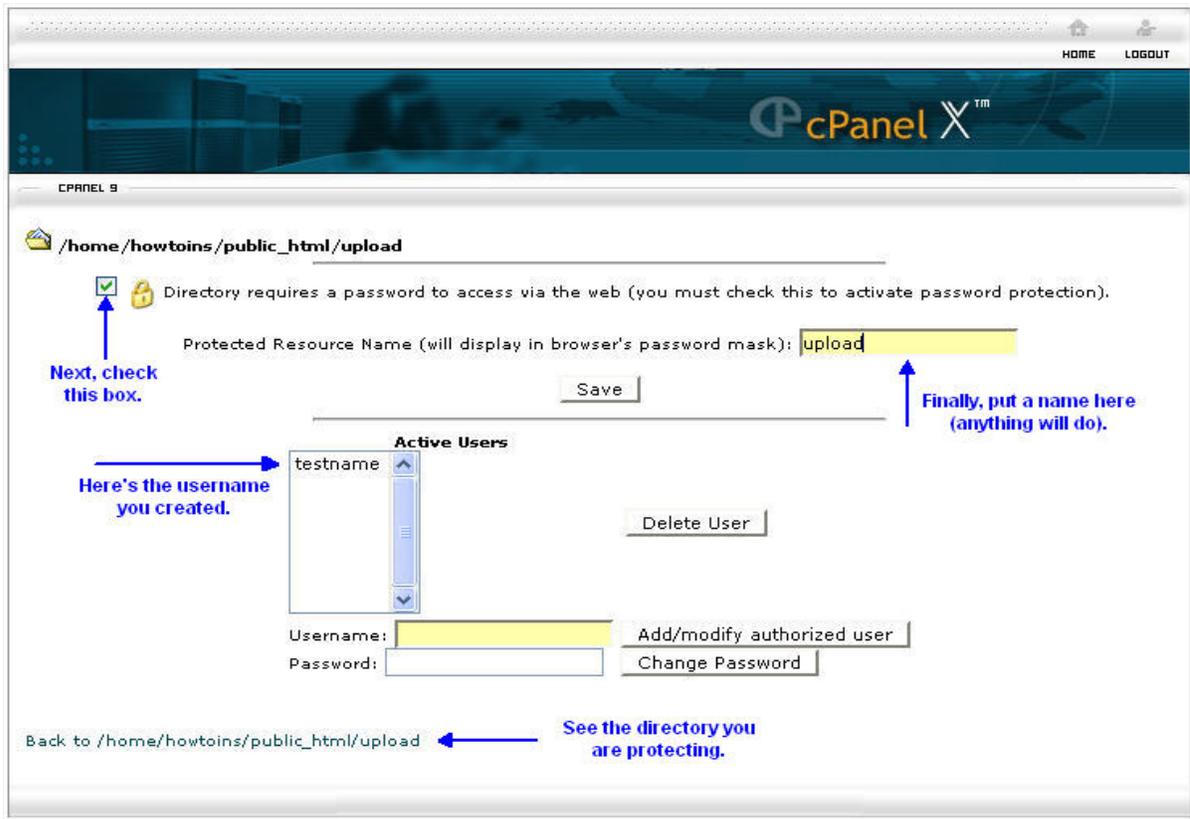
Let's proceed. Log in to your control panel. Look for the Link or Icon that says "Password Protect Directories" (or similar). Click on it. This is what you should see if you're using CPanel:



To navigate to the directory you want to protect, click on the folders. To select the directory you want to protect, click on the name. Then you will see this:

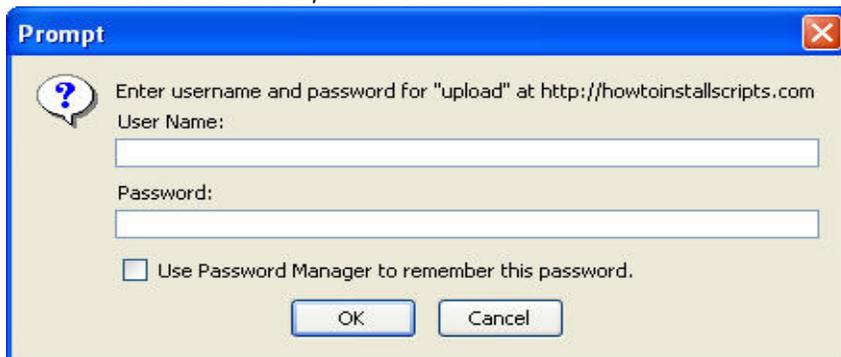


Create your username and password first. You can't protect a directory without them. After creation, come back to this page and you will see the username you just created in the "Active Users" box.



Check the checkbox that says "Directory requires password . . . etc.". After that, put a name in the box. You can use any name, but try to use something that is descriptive of what you are protecting. It helps you later. Finally, click the "Save" button. You have now protected a directory!

You'll want to test this. Simply go to the URL of the directory you just protected. If it is done correctly, you will get an Alert pop up asking for your Username and Password, like this one:

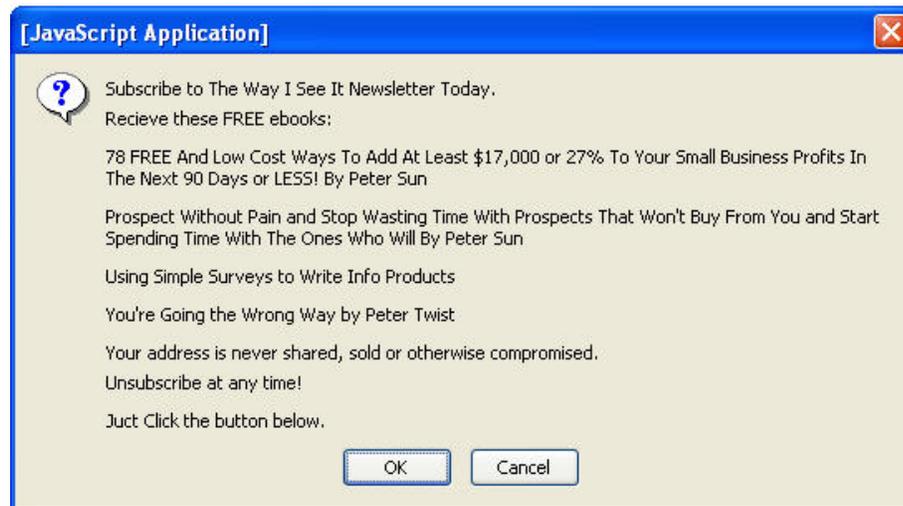


Piping to a Script

This is a little more advanced. Yet it is something I'm sure you'll have to do. It is very common when installing an autoresponder script.

What does it do? Let me explain.

Think about the time you have spent surfing the 'net and you visit a site. While you're there, an alert box pops up, asking you if you want to subscribe to their newsletter or ezine. Just click "OK". You know what I mean. Like this one:



When you click the "OK" button, your email program opens up so you can send in your subscription request. It even fills in for you who the email is going to and the subject! Nifty, right?

So, you hit send and off it goes. Moments later, you check your email and VIOLA! You are magically subscribed – with your name and everything.

Well, a lot goes on behind the scenes. When your email subscription request reaches it's destination, it puts your name and email address into a database being used by the autoresponder program. Then it automatically sends you either a confirmation request, or your welcome email.

How does it get into their database? That's where "Email Piping" comes in to play. Here's a brief description of what happens:

Your email gets sent to an address such as subscribe@thisdomain.com. However, when it gets to "thisdomain.com" it realizes that there IS no email address called subscribe@thisdomain.com! So now what!

Well, the email looks for other directions. Now, it finds a .forward file (there are other types of forwarding files for different email systems, but we will stay with this one. They pretty much work the same way, just different syntax). In this .forward file is a set of directions. Because we want it to send your email to the autoresponder for processing, it needs to know where to go.

So let's say the autoresponder uses a file called "processme.cgi" to process the email. The .forward file simply sends the email there to be . . . well . . . processed. The contents of the .forward file will look something like this:

```
/username,"|/usr/bin/perl /home/username/public_html/arprogram/processme.cgi"
```

Username is your hosting account username. The | is the "pipe" – it must stay there. /usr/bin/perl is the path to perl. And the rest is the path to the processme.cgi script.

That's all that's inside this file. Now, be aware that everything you see in this file **MUST** be there in order for it to work. The / and the , and the | and the " ALL must be there. Also, there is a space between the word perl and the next /. That must be there as well.

Upload the file (in ASCII mode) to your /home/username directory – ABOVE the public_html directory.

Once the email is directed to the processme.cgi file, it puts all of the needed information into the autoresponder database and sends you your message.

Simple, eh? ☺

How's About One More?

I know that by now you're becoming a script installation expert, right? Well, I have one more for you to try if you are up to it. What do you say?

Ok, this is another free (open source) PHP script with a MySQL backend (notice the jargon?). It's an affiliate manager program. I know some of you will find this useful. So let's start by downloading the script. You need to [Visit Here](#) and click the link for the download.

It will download as a Zip file, so you will need to unzip it into a directory, just like you did with the other scripts.

Final Install – Let's Begin

Our first step is to create our database. Do you recall how to do this? Let's do it together. Log in to your web control panel, and then click on the MySQL link or icon. You remember this screen, right?

The screenshot shows the 'MySQL Account Maintenance' page in a cPanel interface. At the top right, there are 'HOME' and 'LOGOUT' links. The cPanel logo 'cPanel X™' is visible in the header. The main content area is titled 'MySQL Account Maintenance' and contains several sections:

- Databases:** Includes a 'User:' dropdown menu, a 'Db:' dropdown menu, and a list of checkboxes for privileges: ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. There is an 'Add User to Db' button.
- A 'Db:' text input field with an 'Add Db' button.
- Users:** Includes a 'UserName:' text input field (highlighted in yellow), a 'Password:' text input field, and an 'Add User' button.
- Access Hosts:** Shows 'localhost' as the current host, a 'Host (% wildcard is allowed):' text input field, and an 'Add Host' button.

At the bottom, there is a link for 'phpMyAdmin' and a note: 'You can use phpMyAdmin to administrate your MySQL databases in a web based environment.' A '[Go Back]' button is located at the very bottom.

Just like before, create a username and password by entering them in the appropriate boxes, then clicking the "Add User" button.

The screenshot shows the cPanel MySQL Account Maintenance interface. At the top, there are navigation links for HOME and LOGOUT. The main heading is "MySQL Account Maintenance".

Databases: This section includes a "User:" dropdown menu and a "Db:" dropdown menu. Below these are checkboxes for various privileges: ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. An "Add User to Db" button is located below the privilege checkboxes. At the bottom of this section is a "Db:" text input field and an "Add Db" button.

Users: This section contains a "UserName:" text input field (highlighted in yellow) and a "Password:" text input field. A blue arrow points from the "Add User" button to the "UserName:" field. A red text annotation reads: "1. Create a UserName and Password. Click Add User." Below the input fields is an "Add User" button.

Access: This section includes a "Host (% wildcard is allowed)" text input field and an "Add H" button. A blue box highlights a preview of the "Users:" section, showing "UserName: affiliate" and "Password: pass123" with an "Add User" button.

At the bottom of the page, there is a link for "phpMyAdmin" and a note: "You can use phpMyAdmin to administrate your MySQL databases in a web based environment." A "[Go Back]" button is located at the very bottom.

Next, create the database.

The screenshot shows the 'MySQL Account Maintenance' section in cPanel. It includes a 'Databases:' section with a 'User:' dropdown, a 'Db:' dropdown, and a list of privileges: ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. Below this is an 'Add User to Db' button. A red annotation reads '2. Enter a name for your database. Click Add Db.' pointing to a 'Db:' input field. Below that, a 'User:' section has 'UserName:' and 'Password:' fields. A blue box highlights a 'Db:' input field containing the text 'affiliate' and an 'Add Db' button. Below the 'User:' section is an 'Accounts:' section with a 'Host (% wildcard is allowed):' field and an 'Add Host' button. At the bottom, there is a link for 'phpMyAdmin' and a '[Go Back]' button.

Now, don't forget to add the Username to the Database . . .

The screenshot shows the cPanel MySQL Account Maintenance interface. The main heading is "MySQL Account Maintenance". Below it, there are buttons for "Delete", "Check", and "Repair" next to the database name "install_affiliate". Under "Databases:", there is a link "Users in affiliate" and a "Delete" button next to "install_affiliat (Privileges: ALL PRIVILEGES)".

Connection Strings

```

Perl $dbh =
        DBI->connect("DBI:mysql:install_affiliate:localhost","install_affiliat","<PASSWORD
        HERE>");
PHP $dbh=mysql_connect ("localhost", "install_affiliat", "<PASSWORD HERE>") or die
        ('I cannot connect to the database because: ' . mysql_error());
        mysql_select_db ("install_affiliate");
  
```

Below the code, there are dropdown menus for "User:" (set to "install_affiliat") and "Db:" (set to "install_affiliate"). Under "Privileges:", there are checkboxes for ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. There is an "Add User to Db" button.

At the bottom, there is a "Db:" input field and an "Add Db" button.

Here's what it should look like if done correctly.

Remember your database information because you'll need it for the configuration of the script.

Using phpMyAdmin

Remember in the beginning of this ebook we touched on a database tool called phpMyAdmin? Well, here's where we are going to actually use it.

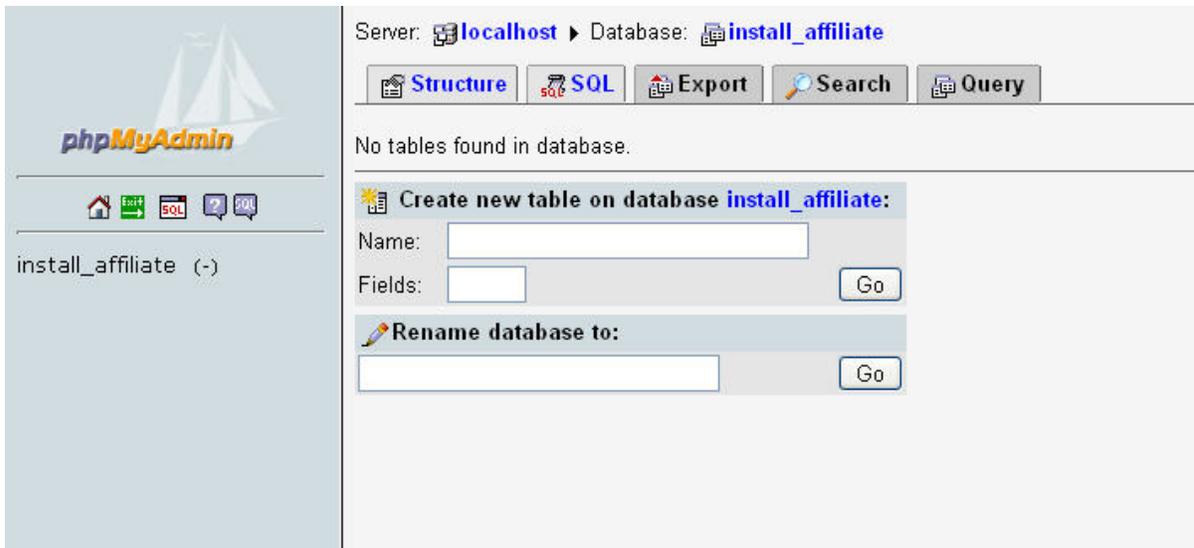
Many scripts today that require a database have an automatic database configuration script built in. Lightning Track automatically configured the tables, etc. when you called the setup.php file (you remember that, right?)

Some scripts, however, do not have this ability. So we have to create the tables ourselves. And we will do this using phpMyAdmin.

In your web control panel, navigate to your MySQL area where we just set up the database and user information. Scroll to the bottom and you will see a link to phpMyAdmin. Click on that. You will be taken here:



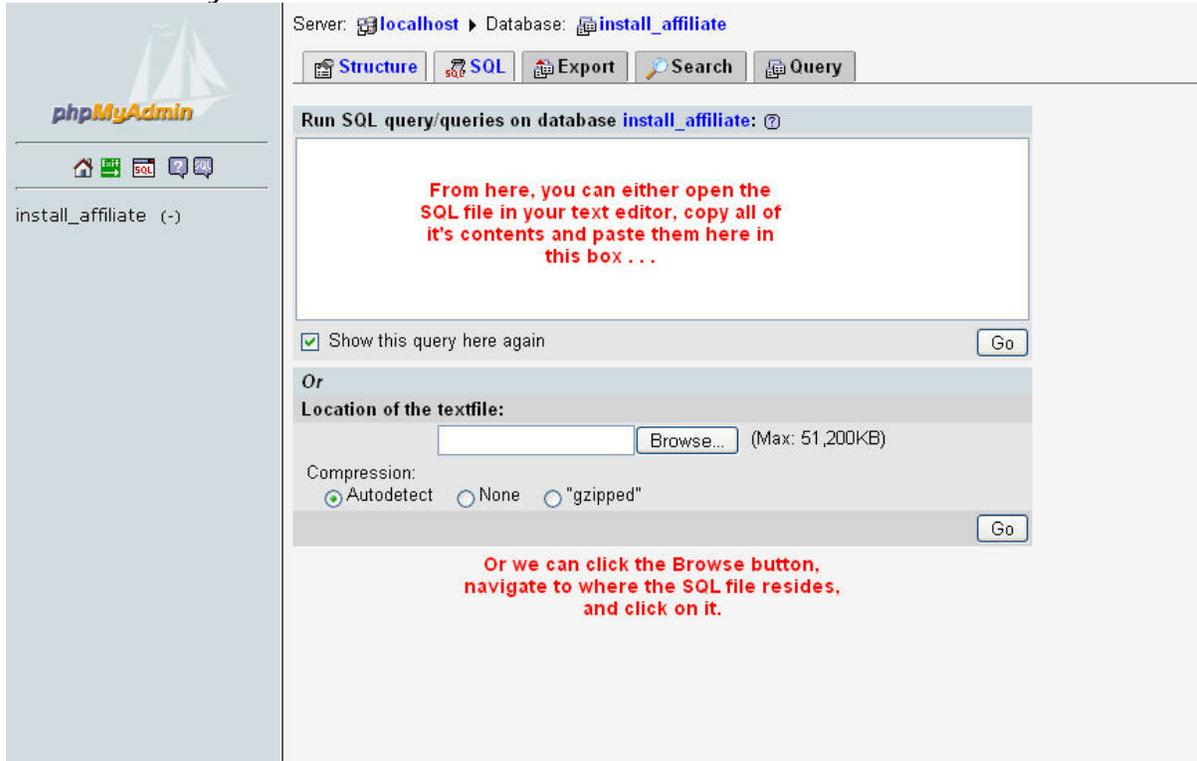
On the left side, you will see a menu with the database listed. (If there's more than one, you will see a drop-down menu). Click on the database you just created. You should see something like this:



As you can see, there are no tables yet. From here you can manually create your tables, but you need to know what you're doing to set them up correctly.

But don't worry. We're not going to do that. Do you see the tab that says "SQL"? Click on that.

Here's what you should see:



Now you need to go to where you unzipped your script files on your computer. Navigate to where the SQL file resides. You'll find it in the PostAffiliate directory. It is called database.sql.

We have two choices. We can open the file in your text editor and copy ALL of the contents into the "Run SQL query/queries . . ." box in phpMyAdmin. Or just click the Browse button, navigate to the file and click OK.

Note: The username and password for the affiliate program admin section is entered into the database.sql file. If you leave it as is, you'll need to use the username **admin** and password **pass456** to enter.

Alternatively, you can open the database.sql file and put whatever username and password you like. See below:

```
# phpMyAdmin MySQL-Dump
#
# Table structure for table `admin`
#
DROP TABLE IF EXISTS admin;
CREATE TABLE admin (
```

```

user varchar(100) NOT NULL default "",
pass varchar(100) NOT NULL default ""
) TYPE=MyISAM;

INSERT INTO admin VALUES ( 'admin', 'pass456');

# -----

```

Change them above, save and close your file. Continue on . . .

Whichever you decide to do, when you're ready click the appropriate "Go" button.

And VIOLA! You have just created your tables! See the next image:

The screenshot shows the phpMyAdmin interface. On the left, a sidebar lists the tables in the 'install_affiliate' database: admin, affiliates, banners, clickthroughs, and sales. A red message states: "Here is the list of tables created." The main content area shows a successful SQL query execution. The query includes creating the 'admin' table with columns 'user' and 'pass', and inserting a record with 'admin' and 'pass456'. It also creates the 'affiliates' table with various columns like 'refid', 'pass', 'company', 'title', 'firstname', 'lastname', 'website', 'email', 'payableto', 'street', 'town', 'county', 'postcode', 'country', 'phone', 'fax', and 'DATE'. The query concludes with a message: "Your SQL-query has been executed successfully".

If you see similar to this image, congratulations! You have just created and populated your MySQL table! And we're done!

Configuration and Upload

Now you need to locate and open the affconfig.php file in your text editor (remember earlier I said that most of the configuration files in scripts are some variation of config? I rest my case! ☺)

Luckily, this configuration is quite simple. But let's go through them one at a time, just to make sure we're on the same page. I have copied the settings below and will go through them all.

```
//-----
// CONFIGURATION OPTIONS
//-----
// Your domain name (include www. if used BUT NOT http://)
$domain = "www.yourdomain.com";
```

Should be obvious – just your domain name.

```
// Your MySQL server address (usually 'localhost')
$server = "localhost";
```

Leave this one alone.

```
// Your MySQL database username
$db_user = "dbuser";
```

The user name you created. Remember – in most cases you will need to put the username in front like this:

username_dbusername

```
// Your MySQL database password
$db_pass = "dbpass";
```

Just your password for the database you created.

```
// Your MySQL database name
$database = "dbname";
```

Ok, same thing here: username_dbname

```
// The currency that your affiliates will be paid in  
$currency = "US Dollars";
```

You can leave this one as is.

```
// Your email address  
$emailinfo = "your@email.com";
```

Self explanatory, right?

```
// Your sites name  
$yoursitename = "Your Site Name";
```

Choose any name you want. Something like: "My Product Name Affiliate Program" or similar.

```
// language of control panel (only eng.php so far)  
$language = "eng.php";
```

If you want to change this, look in the script directory called "lang" under the "user" folder. Your choices are there. Type the file name exactly as it appears or it won't work.

```
// cookie expiration in days. If 0, it is "unlimited" (set to 10 yrs)  
$cookieExpiration = 0;
```

You can leave this, unless you want your cookies to expire.

```
// cookie path, should be always '/'  
$cookiePath = '/';
```

Leave alone.

```
// you can set it to '.yourdomain.com' if you wnt cookie  
// to be available also on subdomains  
$cookieDomain = "";
```

Leave alone.

```
// whether to display debug message during sale registration  
// activate it by setting it to true  
$debugMessage = false;
```

Leave alone.

Configuration Complete! Save your file.

Following the instructions, we'll next put a small piece of code on our site. It belongs on your index.html (.htm, or .php) page. We'll be editing your page with your text editor, because we want to edit within the code.

It's very important that you place this code on the very TOP of the page, before any html code. The VERY FIRST line:

```
<?PHP include "affiliate.php"; ?>
<HTML>
<head>
<title>Post Affiliate</title>
<META http-equiv=Content-Type content="text/html; charset=utf-8">
<meta name="description" content="Affiliate system, webmasters
tools"> . . .
```

This tells your page to include the affiliate.php page when it's viewed by visitors. So once you place this code, save your file.

Ok, we have one more file to update. Open the **check1.php** file in your text editor. Basically there is only one thing to change here:

```
<?php
// The variable below is the only one you should change.
// Create copies of this file for each different reward ie. check2.php for
i½5, check3.php for i½4 etc

$payment = "5.00";

Place the amount the affiliate will be paid whenever they make a
sale.

// Do not edit anything below this line
```

The check1.php file is only good for one product. If you have several products to offer an affiliate program for, then all you need to do is to make a copy of the file for each product, then give it a unique name.

Also, you should rename the check1.php file to something unique that people cannot guess, or they can just call it up and create sales commissions without selling anything. You can name your files anything you want. Just remember to change your commission amount for each product.

That's it. Next step is to upload, but before we do, there's one more thing left to do.

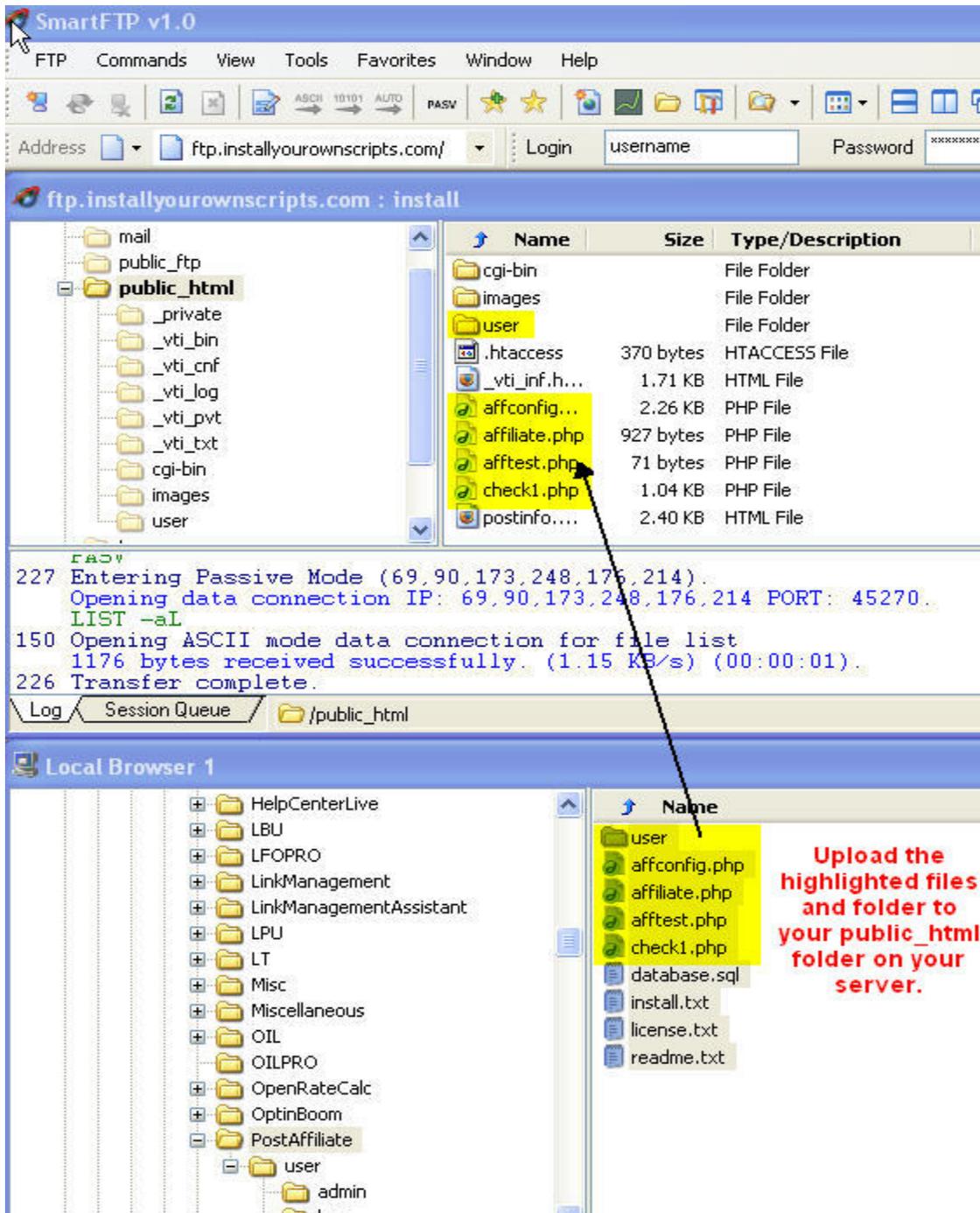
If you sell your own products, then you have an order page and an order confirmation page. Open your order confirmation page in your text editor. Paste the following at the very top of the page:

```
<?PHP include "check1.php"; ?>
<HTML>
<head>
<title>Post Affiliate</title>
<META http-equiv=Content-Type content="text/html; charset=utf-8">
<meta name="description" content="Affiliate system, webmasters
tools"> . . .
```

Remember – if you renamed your check1.php file, then put THAT in the code instead.

Finally – now we are ready to upload! Open up your FTP software and connect to your web server like you did in the previous two script installs. Navigate to where your affiliate directory is on your hard drive.

Drag the **user** folder with all it's contents to your root folder on your server. Drag the rest of the files in the PostAffiliate folder to your root folder on your server. See the image below:



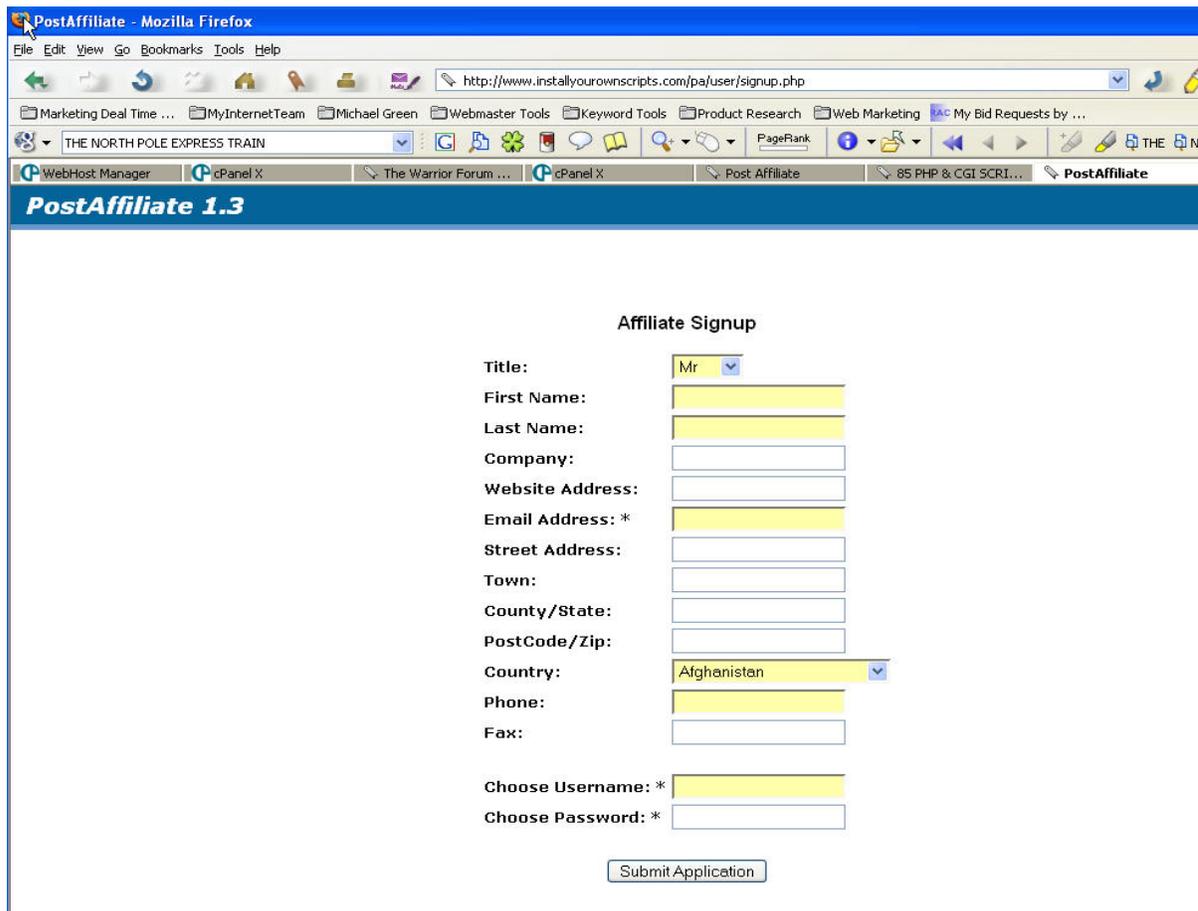
Since all of the files are text and not encoded, they have been uploaded in ASCII mode.

There's nothing you need to do – no permissions, etc.

Don't forget to upload your index.html and your order confirmation pages as well.

Now let's go see how you did.

Go ahead and check them out. Let's start by "signing up" for our affiliate program. Users can sign-up to your affiliate program by going to: <http://www.yourdomain.com/user/signup.php>

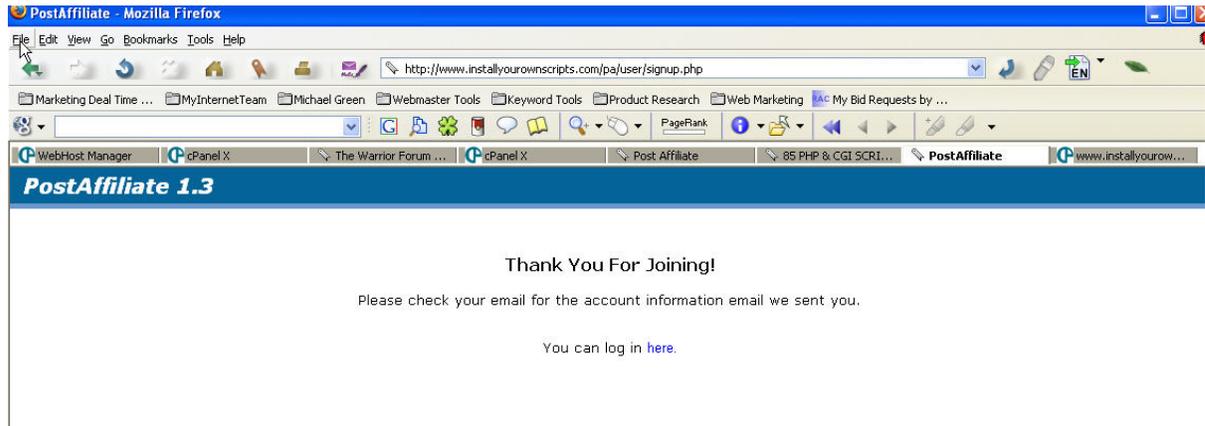


This is the signup page.

Note: You'll notice that the header and footer obviously do not match your site. You can edit the header.php and footer.php of this script to change the look and match your site. We will not be covering that here.

So go ahead and sign yourself up. Come back when you're finished.

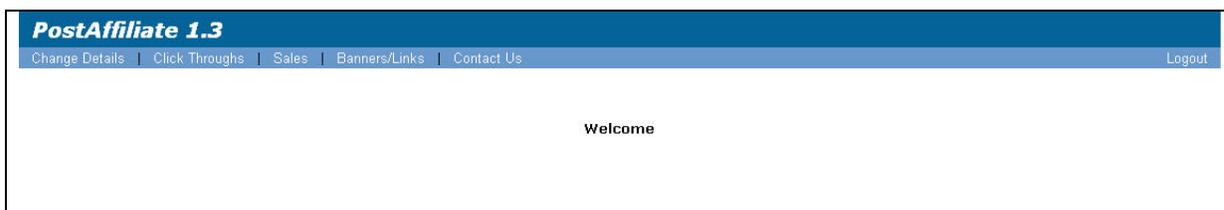
This is the successful signup page:



Here's the affiliates log in screen:
<http://www.yourdomain.com/user/index.php>



And here's the affiliate center after log in:



I think you're starting to get the idea. Now, you can log in to your affiliate admin section:

<http://www.yourdomain.com/user/admin/index.php>

Remember, if you have not changed the username and password in the MySQL database yet, they are 'admin' and 'pass456'.

Explore and you'll get the hang of it. If you have seen every page up to this point, then your install was a success. You deserve a pat on the back.

Below I listed more of the affiliate program links so you can check out the rest of the program.

They can view their statistics at:

Their links to your site will be as follows:

<http://www.yourdomain.com/index.php?ref=username> (where 'username' is their username)

There you have it. One fully functional affiliate program on your site ready to go. Nice job! You deserve a gold star:



Odds –n- Ends

Now that we have installed a few scripts, you should be a little familiar with some of the terminology as well as some of the tools and functions that go with script installations.

But we have only scratched the surface. The three scripts we just went through are VERY elementary and basic. Some get much more complicated. The only way to get better at installing is to practice.

What I suggest is to go to the resources section and visit some of the script sites I have listed. Find some free ones, download and practice. This is how I learned. Only I taught myself – with tons of help from Google. Now I have a script installation business and I make some pretty good extra money doing it.

As If All This Wasn't Enough . . .

How would you like to try one more script install? This time on your own! I think you'll like this one. The install is simple – no database to set up.

Which script is it? How about Laser Backup? It's my exclusive automatic database backup script for MySQL databases. And it's yours as a bonus. The only catch is, you have to install it yourself. And if you can't – well, then you can only ask me to help if you are willing to pay me.

I think that's a good trade off. Don't you? Ok, get your script here:



<http://www.installyourownscripsts.com/upload/lbufinal.zip>

Starting Your Own Script Installation Business

I know what you're thinking: "Why would you help people start a competitive business???"

Simple really. Every day there are TONS of people logging on to the internet for the very first time. Odds are that many will eventually need a script installed.

Also, there are literally TONS of people out there right now looking to have scripts installed. And that means there's plenty of script installations to go around.

Know What You're Getting Into

Odds are that a percentage of those who purchase this ebook will find they have a knack for installing scripts, or that they enjoy it.

But you need to be aware that there's still MUCH MORE to learn about script installing. The three scripts we went through in the ebook are considered easy to easy-moderate installs. There are much tougher ones out there.

If you don't have any programming or coding experience (like I don't) then the learning curve is a little tougher. The only way to get good at it is to practice, research, practice, ask questions and practice.

I have installed **hundreds** of scripts. And I would say about 75% were practice installations using many different scripts. And some were pretty tough!

To give you an idea of how many, the images [located here](#) are screenshots of two of my directories on my hard drive – one called Scripts, the other called Scripts2. I would say that of all the scripts listed, I installed roughly 90% of them. THAT'S how much practice I am referring to.

Getting Started in the Script Install Game

As I mentioned above, practice is paramount. Learning the terminology also helps immensely. Understanding why you set permissions, or why you upload in ASCII vs. Binary really helps when installing scripts.

Now, I will tell you how I got started installing for customers. I mentioned at the beginning of this ebook about installing a script I purchased because I could not afford the fee.

After the success of that installation – even though it took me a few days and a few tries – I started installing other scripts I had come across.

Then one day while reading posts in one of my favorite forums, I saw someone looking to have the very same script installed on their site. So I contacted him and we bartered. I installed the script for a copy of his book. That's how it all started.

With each installation I did, I grew more confident, and I attempted tougher script installations. Occasionally I had to issue refunds, but mostly I succeeded with each installation.

Customer Service Brings Them Back For More

If you [subscribe](#) to my [ezine](#), you would see that many of my writings have to do with customer service. I feel it's the single most important part of success in a service business (ANY business, really).

With that in mind, be prepared to deal with many different types of customers.

I have found that most are good natured and honest, but there are some who will look for free installs, or expect two or three times more than what you usually provide for a price. I learned that quickly.

For example, when I install Optin Lightning, I include adding the proper codes and forms to the customers web pages. In the beginning, people would request them on 10, 20 even 30 of their pages! And since I did not specify a limit, I was obligated to fulfill their orders!

VERY soon after that I imposed a limit. Lesson learned.

There was another customer who purchased an Autoresponder script, then paid me my fee to install it. When I emailed and asked for their web address, their response was (I kid you not) "What's a web site? Do I need one for this program?"

There are still others who will try to turn you into their webmaster.

These days you need to be very clear about the scope of service you provide for the price they pay.

The key here is to be able to keep your patience in check and always be kind, yet not give away the store. They must feel that they received good service and a good value. If you succeed in that, they will come back for more installs, as well as recommend others to your services.

Another important consideration: always, always, ALWAYS answer your customers' emails in a timely fashion. Complete their installs in a timely fashion.

Give your customers more ways than one to reach you. Case in point – I received an order for an install. I emailed my new customer to instruct them where to fill out my form for the install.

They never responded.

Then they sent several more emails wondering why I was not responding to them. Of course, I realized that my emails were being blocked by their ISP – but THEY didn't.

Next thing you know their emails become angry, and then demand a refund for not providing the service. And of course they will tell any one who asks NOT to use your services.

Now my customers are sent to my form directly after purchase, instead of sending an email with the link. The form also requires a second email address from them and explains the email blocking that can keep me from contacting them.

Good communication IS good customer service.

The Price Is Right

This is the tough part – pricing your installs. You want to make a profit – but you don't want to scare potential customers off either.

You also don't want to price all installs the same. There are some installs that will only take you (after you have done a few) 10 minutes to complete. That's where your profit is.

Then there are those that may take you hours.

My suggestion here is to do a few installations on a script and then decide on your price.

This is where research on your part will come in to play. You will find that script installers charge anywhere from \$15.00 for simple script installations to as much as \$125.00 for complex ones.

Hourly rates tend to hang around \$50.00 per hour. Give or take.

Be as clear as you can when describing what IS and IS NOT included in your price. This is important because many scripts have templates, etc. that can be edited to match a site. If you DON'T provide this service BE CLEAR and STATE it in your site before they purchase.

Finally, don't be afraid to charge a good price. After all, you want to make money.

Here's an example of what I mean: I used to install Optin Lightning frequently. So frequently in fact, that I no longer need to read the instructions to complete it. I charge between \$50.00 and \$100.00 (depending on the server it's on) for each install.

On the more common servers – such as Host 4 Profit, or servers using CPanel, I complete the typical install in 15 – 30 minutes. So realistically, if I do four installs in an hour, that's potentially \$400.00 per hour!

Why do I charge that much for such a simple install? Because it's a service. This is the SAME script I described in the beginning of this ebook (the one I installed in four days). Because I know that for someone who has never installed a script it could take LONGER than four days!

This is a fact. People have purchased my install service after trying for a week to get a script to work. They then realize why I charge what I do. Because it's a valuable service for many.

Moral: Don't EVER sell yourself short! Besides – these make up for the ones you struggle with. Like when you install a script that doesn't have any sort of install instructions. I've done those too.

Setting Up Your Site

Once you start installing different scripts, you may want to feature them on your site. What you can do is list the scripts you have installed

multiple times with a set price for the install. You can also set up a page for each of these scripts that spell out certain things. Things like:

- Server requirements. Can this script be installed on their server?
- Database requirements.
- Any special modules required.
- PHP, Perl, ASP required.
- Are any HTML modifications included?

Set up a payment link for each install. And to help automate things, set up a form to collect certain information AFTER their payment. You will need to know things like their URL, Control Panel, User names and Passwords.

Some scripts will ask for things like email addresses, admin username and password preference, etc. You can include these in your form as well. You will find that you save alot of time if you gather information up front.

And very important – SOMEWHERE during this process, make SURE you spell out some sort of time frame. If you don't do this, they will expect immediate service.

I typically state that their script is USUALLY installed in 2 to 4 days, except holidays. I also reserve the right to extend that due to unforeseen circumstances, catastrophes, and the like. Leave yourself wiggle room.

You will find that if you get busy with installs, you may need a break from it, lest you put your keyboard through the CRT. Don't want to do that.

Install Tip: Do you know any programmers? Generally speaking, MOST PHP and Perl scripts can have an automatic installation script written for them. Need proof? If you use a site with Cpanel, look for the Fantastico section. All of these scripts are installed by clicking a few links.

It would obviously be costly to do this with EVERY script you install, but if you start installing the same few over and over, it may be worth the investment. You can find good prices for programmers at [Rent A Coder](#) or [Elance](#).

Common Stumbling Blocks

Here are a few of the more common stumbling blocks I have run into while installing scripts. It is by no means a complete list and you will run across your own in time. But these will help you a bit.

Uploading Encoded PHP files:

The first time I uploaded an encoded program, it drove me nuts. What do I mean encoded? There are programs out there that can encode and protect PHP scripts (mainly) source code. This prevents others from copying code and selling it as their own (pirating).

Three of the more well-known encoders are Source Guardian, IonCube and Zend.

Where the problem lies is actually two-fold. One is trying to install them on servers that do not have encoder modules installed. The files will not work without the modules. That is a web host issue and there's nothing you can do about it.

The other problem is uploading. As I stated early in this ebook, when uploading files, any files that are text based, such as PHP files, are uploaded in ASCII mode.

BUT, encoded PHP files need to be uploaded in Binary mode! The first time I ran into this was with a Zend encoded script. It drove me NUTS.

So remember – encoded PHP files are uploaded in Binary mode!

Setting Up A .forward File:

It's a fair bet that servers using CPanel can readily use a .forward file. Not always, but usually.

But there are web hosts out there that do not allow forwarding to a script in this manner. If that's the case there's not much you can do.

Fortunately the use of the .forward file is mainly required for autoresponders, and maybe a Helpdesk type program. Unfortunately, autoresponders are probably one of the most commonly installed scripts.

Setting up this type of forwarding, or email piping, can be troublesome. Even now, I run across servers that give me a headache when I try to get it working. The mail system being used also plays a role.

For example, Sendmail=.forward, Qmail=.qmail-subscribe,
ProcMail=.procmairc

If you run across this during an installation, my suggestion here would be to contact your customers web host support and ask them for help in setting it up. That and practice.

Setting Up Cron Jobs:

Once again – MOST web site control panels have a cron job manager, which makes setting them up a snap.

But there are hosts out there that do not have this feature. So once again, I would contact the support people from that web host and ask them to set the cron job for you.

Alternatively, you can also use the cron script that is included in the resources section of this ebook. Setup is quite simple and you won't need to contact the web hosts for help.

Permission Settings and CGI-BIN's:

At times, you will run into a site that may not allow you to set a folder or file permission to 777. The best you can do may be 755. There's not much you can do to change this, however I point it out for this reason:

Many scripts that require a 777 setting will be able to function with a 755 setting. So if you go through an install, set all your permissions as per the instructions and the script doesn't work, try as a quick check, changing some of the permissions.

Limited Database Allowance:

From time to time you will find a web host that limits the customer to only one database. Some allow more than one, but it's required that THEY set them up.

Once again, when in doubt, email the hosting company's support and find out what needs to be done.

In the case of limited database allowance, it is possible to set up more than one program on one database. For a simplistic answer here, either the tables you are setting up have to have all different names or you must have the ability to add prefixes.

What you may run into is, say you are installing two separate scripts that require a database. If both scripts have a table called "firstname", both of the programs will end up sharing information. You don't want that.

Prefixes can remedy that by changing the table names from say "firstname" to "dbase1_firstname" and "dbase2_firstname". Now each program will access their OWN tables.

Finally, get familiar with phpMyAdmin! It is a powerful and versatile MySQL database tool.

There will be more than these.

You will find as you install more and more scripts you will begin to see where most of your difficulties come in and you'll figure out easy ways to deal with them.

The key here is to persevere. To search out answers when things get tough. To ask questions.

Remember, your customers will look to you as an expert. I for one am not an expert anything. With the possible exception in finding answers to questions and solving problems. I have found that if you can manipulate search engines, and you can research and find answers – you will do alright.

Resources

❖ Tools - FTP

- SmartFTP - <http://www.smartftp.com/>
- WS FTP - <http://www.ipswitch.com/>
- FTP Shell - <http://www.ftpsell.com/>
- FTP Explorer - <http://www.ftpx.com/>
- Filezilla - <http://filezilla.sourceforge.net/>

❖ Tools – Text Editors

- TextPad - <http://www.textpad.com/>
- Notetab - <http://www.notetab.com/>
- Crimson Editor - <http://www.crimsoneditor.com/>
- Boxer Text Editor - <http://www.boxersoftware.com/>
- EditPlus - <http://www.editplus.com/download.html>

❖ Server Tools

- Server Path Info Script –
<http://www.installyourownscripsts.com/upload/serverinfo.zip>
- PHP Info Script -
<http://www.installyourownscripsts.com/upload/phpinfo.zip>
- Zend Test Script -
<http://www.installyourownscripsts.com/upload/zendtest.zip>
- Fake Cron Script -
<http://www.installyourownscripsts.com/upload/cron.zip>
- Another Fake Cron –
<http://www.installyourownscripsts.com/upload/fakecron1.zip>

- ❖ **Script Resources** – These are some of the places I go when I am looking for scripts. You will find tons of free and low-cost scripts as well as some high-end and exclusive scripts. I have spent COUNTLESS hours on these sites.
 - Hotscripts – <http://www.hotscripts.com>
 - PHP Resource Index - <http://php.resourceindex.com/>
 - CGI Resource Index - <http://cgi.resourceindex.com/>
 - Sourceforge - <http://sourceforge.net/>
 - Freshmeat - <http://freshmeat.net/>
 - Script.com - <http://www.scripts.com/perl/>
 - ScriptSearch - <http://www.scriptsearch.com/>
 - Web Scripts Directory - <http://www.webscriptsdirectory.com/>
 - SkinTech - <http://www.skintech.org/>
 - NCCoders - <http://www.nccoders.com/index.php?page=php>
 - Only PHP - <http://www.onlyphp.com/>
 - EZGoal - <http://www.ezgoal.com/phpscripts/>
 - PHPFreaks - <http://www.phpfreaks.com/scripts.php>
 - Stadtaus - <http://www.stadtaus.com/en/>
 - PHP Script Center - <http://www.phpscriptcenter.com/>
 - Open Source Scripts - <http://www.opensourcescripts.com/dir/PHP/>
 - World Wide Creations - <http://www.worldwidecreations.com/freescripts.htm>
 - CGI-Network - <http://www.cgi-network.net/links7/cat/61.htm>

- ❖ **“Higher Learning” Resources** – Installing scripts comes with the need to learn a few things, such as terms, procedures, new tools and many other things. After a while you may run into something you haven’t seen before.

For example, if you have to set up a cron job on a site that doesn’t offer cron jobs, all is not lost. I have included a cron job script, which simulates a cron job.

Anyway, these are some of my favorites reference sites.

- PHP - <http://www.php.net/>
- PHP Builder - <http://www.phpbuilder.com/>
- PHP (and other) Articles - <http://www.weberdev.com/mainarticlescat/PHP/106>
- PHP Resources - http://www.php-resources.org/explore/tutorials_and_articles-16.php
- Excellent Tutorial for password protecting directories without Telnet access - <http://www.soundfeelings.com/free/password.htm>

Comments? Suggestions?

I realize that not every question regarding script installations were answered in this ebook. There are just too many scripts, too many variables, etc. So if there are any questions, or if there’s anything you’d like to see in the next update, just send me an email:

[Comments or Suggestions](#)



Be Sure to Visit Michael Ambrosio's other quality sites:

- [PLR Dominance](#) – No experience required. Learn how you too can change Private Label Rights into your own personal “cash on demand” system. Dominate Your Niche Today!
- [Content Box Generator](#) – This little desktop application creates perfect CSS Styled DIV boxes quickly and easily. You can add scrolling content boxes to your site that are search engine friendly. Testimonial boxes are a snap too!
- [Database Backup Generator](#) – Is there any reason why you're not backing up your database of names, email addresses, customer information? This is the heart of your web business. DON'T wait until you lose it. Back it up NOW!
- [You Cant Block This](#) – Finally: A popup creator that creates “unblockable” popups. But not just ordinary popups. These you'll have to see to believe...
- [MrOverDeliver](#) – MrOverDeliver really over delivers! This site is loaded with ebooks, scripts, programs, Private Label Content and much more! It's free to join...
- [Butterfly Riches](#) – Find out how these marketers found success or took themselves to new heights by using and applying Butterfly Marketing concepts and tools. You'll be amazed by what they have to tell you. And it's free to join!