XTDir Promoted Entries for SobiPro

Building an advertising catalog for Joomla!

Presentation based on Joomla 3, SobiPro 1.1 and XTDir 5.6

2015-04-14

XTDir Promoted Entries for SobiPro

In this presentation, we are going to show how you can build an advertising catalog with SobiPro directory and XTDir Promoted Entries solution.

http://www.extly.com/xtdir-building-an-advertising-catalog-for-joomla.html

More Tutorials
http://www.extly.com/docs/xtdir_for_sobipro/index.html#tutorials

Extensiont Page: http://www.extly.com/xtsobipro.html
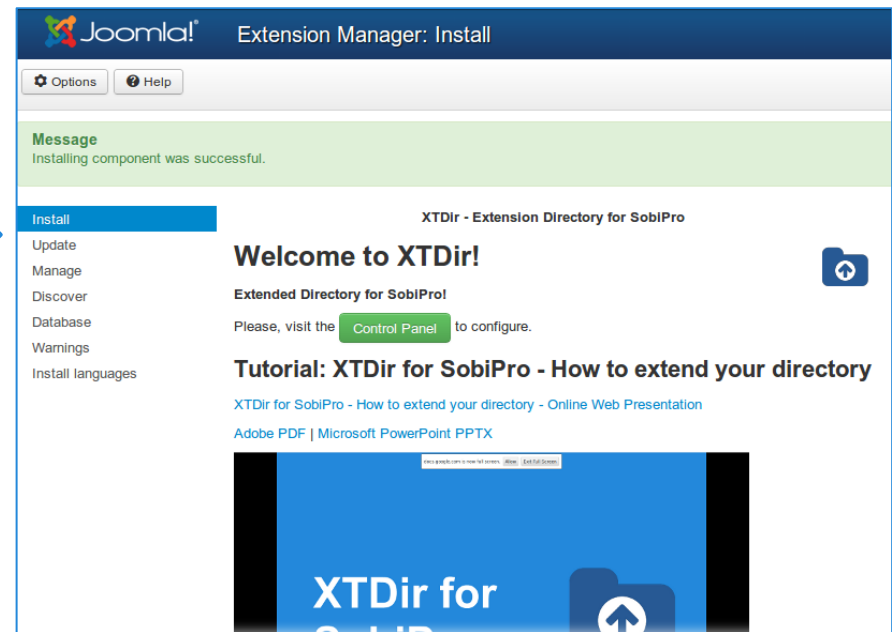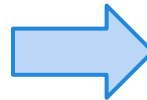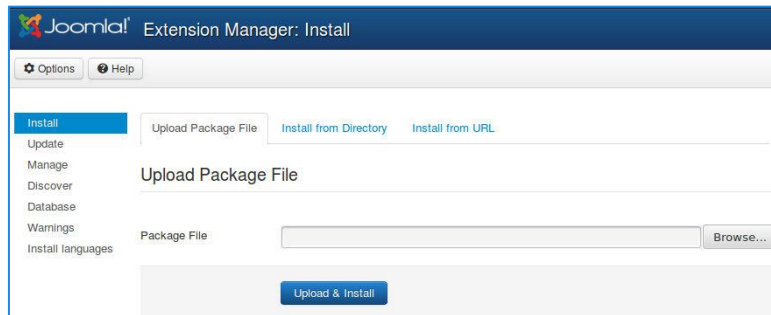Support: http://support.extly.com

Prerequisites

Prerequisites

- XTDir Promoted Entries 5.6, or superior
- SobiPro 1.1, or superior (recommended)
- Joomla 3, or superior
- MySQL 5.5, or superior (recommended)
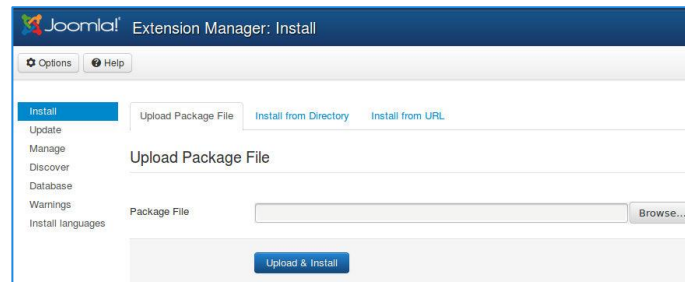- PHP 5.3, or superior

Installation

Download and install XTDir Promoted Entries for SobiPro

Updates

1. XTDir updates are installed in the same way

2. Remember to also update SobiPro Apps with the Update button.

- "Update" buttons in Promoted Entries/Configuration for **Promoted Order App** or **Promo-Information Field**
- "Update" button in Configuration/Core Index for **Router App**

Step 0

Control Panel - Core Index Generation

The **Core Index** is the information structure required to control:

- Promoted Entries
- Search Queries
- Entries Explorer
- Statistics

There are three ways to generate the **Core Index**:

1. Manually
2. Cronjob (recommended)
3. On Page Load

- To change it, please, check the following **Core Index of SobiPro Entries** slide, in XTDir - How to extend your directory tutorial.
- Please, remember to enter your Download ID to enable web live updates. For more information, click here.

Step 0

Manual Core Index Generation

You can just click in the button to generate the Index for the first time.

- It is in the default "manual" mode.
- You choose when the index is generated
- By default, restricted to **1000 entries**.

TIP: You can click on **Update Index** at any time. It can be found in Configuration/Core Index of SobiPro Entries configuration.

Step 0

Manual Core Index Generation

The Core Index has been successfully generated!

You can check Statistics, Index information, Promoted Entries, and Cache Information in the Control Panel.
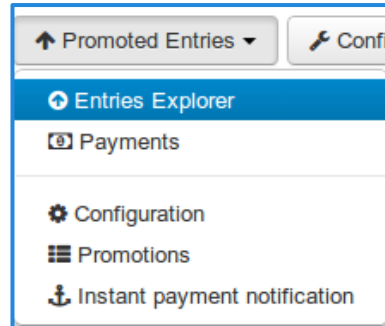
Entries Explorer

The Entries Explorer is the main tool to manage entries.

- Navigational access to entries

- Links to the SobiPro Entry Edition and Public Entry.

- Section and Category filters

- Entry State, Approval, and Promotion Status

- Ordering management to control Promoted Entries

Cases

In SobiPro, there are 3 cases to promote entries:

- **Search Case:** Results from a search query

- **Section / Category Navigation Case**: Entries shown browsing a Section or a Category

- **Alpha Listing Case**, visiting a Letter of the Alpha menu

XTDir allows to promote entries in each of these cases, according to different Promotions.

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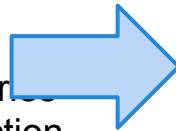
Home & Garden

Do-It-Yourself	Moving and Relocating
Personal Finance	Pets

Restaurant Biotopia - Paid on 2013-07-15

Morbi ornare porta eleifend. Praesent auctor urna eget nulla bibendum vestibulum. Phasellus eros est, adipiscing eu cursus fermentum, lacinia interdum felis. Vestibulum sit amet velit dui, a placerat dolor. Phasellus gravida, urna eu scelerisque venenatis, velit quam facilisis eros.

★★★★★

amparo.info

Fusce vel felis et dolor sagittis volutpat. Nunc sit amet lacus sapien, ac imperdiet mi. Duis sed massa metus, venenatis dignissim odio. Proin dui urna, facilisis vitae venenatis non, vehicula id neque. Sed rutrum est eu diam suscipit elementum eget nec mi.

★★★★★

Autohaus Stoppanski (Audi)

Morbi ornare porta eleifend. Praesent auctor urna eget nulla bibendum vestibulum.

Autohaus Woitkus

Fusce vel felis et dolor sagittis volutpat. Nunc sit amet lacus sapien, ac imperdiet mi. Duis

Color Reference
- Manually Promoted
- Promoted by Payment
- Promoted by Field
- Promoted by User Group

Cases

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How it works

- The **Ordering** defines the order of the entries shown and it's determined according Promotions.

- **Promotions** can have a <u>section or category scope</u>; and there are three types of promotions:

  - **Manual Promotion**, you can define a default value for these entries. E.g. order number 888. You can also manually assign an ordering to specific entries. E.g Neo Electronics, order number 7.
  - **Dynamic Promotion**, the ordering is assigned to entries that have a specific value in a field. E.g. field_premium=option_premium.
  - **Paid Promotion**, integrated with SobiPro Paid Fields, you can configure Paypal Notifications (IPN) to receive the payment event and activate the entry with a specific ordering. E.g. Neo Electronics paid for a logo, order number 555; the entry is marked as paid promoted.
  - **User Group Promotions**: Check the new tutorial: [XTDir - SobiPro and PayPlans Membership Management](#)

How it works

About Manual Promotions: It is *mandatory* to have a **default** manual promotion at section-level to define a baseline ordering.

How it works - Promoted Order App

- **How it works**: You configure Promotions, or manually assign an ordering to each entry. When the Core Index is generated by the XTDir component, each entry ordering is calculated and assigned (by default, each entry is assigned with ordering 888888). The Promoted Order App is installed and activated in each SobiPro section. It works on events associated with Search, Categories Navigation, and Alpha Listing to change the results default order according to the Promotions definition. Also, the SobiPro Entries Position is updated according the Promotions definitions.

- **Multi-armed bandit Algorithm:** Promoted entries can be sorted by Multi-armed bandit (Top 10% Random, 90% ordered by Hits). The rest of entries are shown in random order. The same algorithm used by Google Adwords.
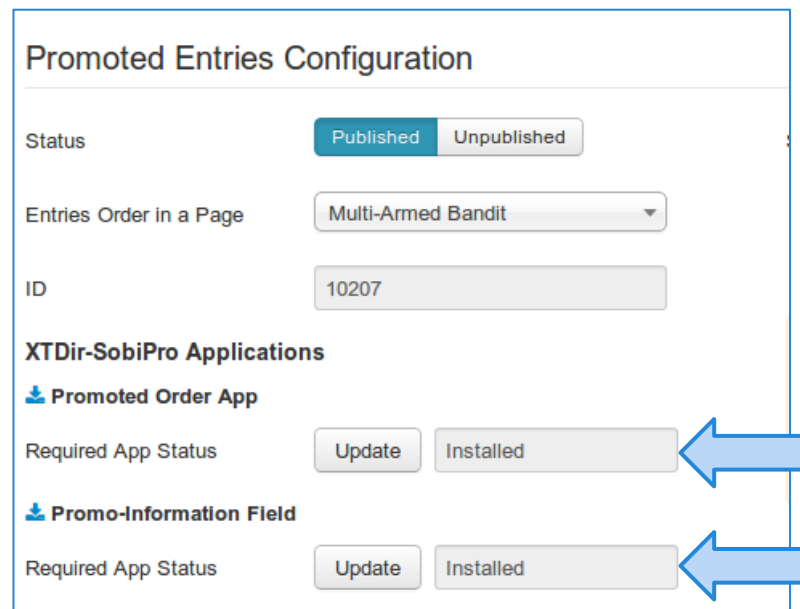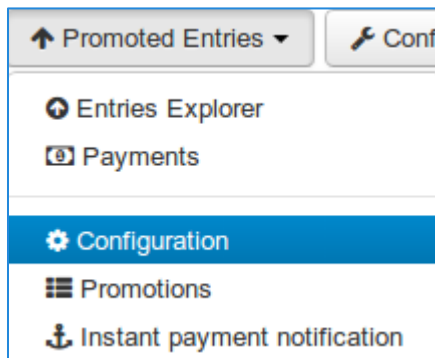
How it works - Promoted Order App

- **How it works**: each promotion define an ordering "main order" for entry position. You can also define a **Second Order by**, in "Promoted Entries Configuration", to add a "sub-order" the entry position. E.g. name
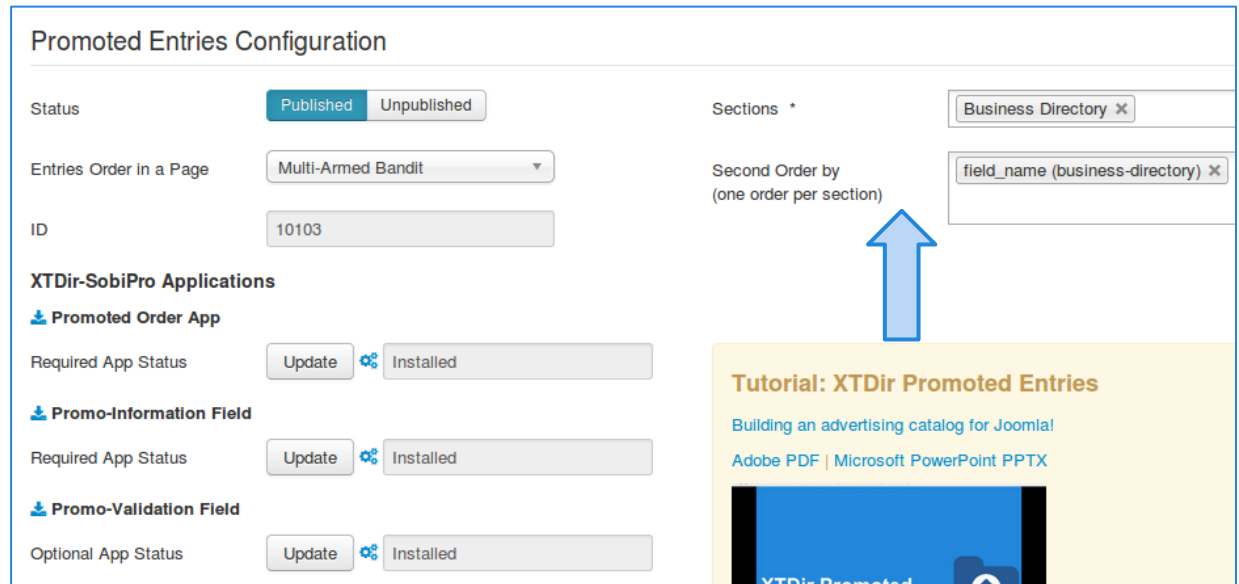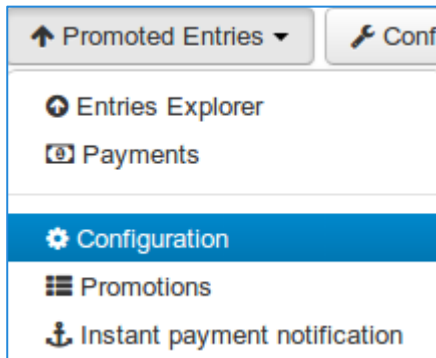
How it works - SobiPro Configuration

- **How it works**: XTDir redefines entries Position, according to the defined Promotions, SobiPro sections must be ordered by Position.

- **NOTE about Sizing**: SobiPro allows 999999 positions. If you use 4-digits, e.g. 9999, to define Promotions, your catalog can have up to 100 entries. To be safe, you can define Promotions with 2 or 3 digits, e.g. 44 or 777, to have up to 1,000 or 10,000 entries.

How it works - Promo-Information Field

- **Promo-Information Field,** it provides a new read-only field to customize the entry visualization.

For example, in the common/vcard.xsl a class can be added to customize the visual output according the **promotype_id** (s**E**ction or **C**ategory), **tiertype_id** (**M**anual, **D**ynamic, **P**aid), and **ordering**:

```
<xsl:attribute name="class">
promoted_<xsl:value-of select="fields/field_promoinformation/data/promotype_id" />
promoted_<xsl:value-of select="fields/field_promoinformation/data/tiertype_id" />
promoted_<xsl:value-of select="fields/field_promoinformation/data/ordering"/> </xsl:attribute>
```

The field also provides access to other information like: **ordering, hits counter, promoentry_id (assigned manual entry Id), and promoorder_id (paid order number)**. E.g. promoted_E promoted_M promoted_8888. To add a CSS background: #SobiPro .promoted_M { background-color: #FFFF88; }

How it works - Promo-Information Field

- **Promo-Information Field,** it provides a new read-only field to customize the entry visualization.

For example, in the entry/details.xsl a class can be added to customize the visual output according the **promotype_id** (s**E**ction or **C**ategory), **tiertype_id** (**M**anual, **D**ynamic, **P**aid), and **ordering**:

```
<xsl:attribute name="class">
SPDetails
promoted_<xsl:value-of select="entry/fields/field_promoinformation/data/promotype_id" />
promoted_<xsl:value-of select="entry/fields/field_promoinformation/data/tiertype_id" />
promoted_<xsl:value-of select="entry/fields/field_promoinformation/data/ordering"/>
</xsl:attribute>
```

The field also provides access to other information like: **ordering, hits counter, promoentry_id (assigned manual entry Id), and promoorder_id (paid order number)**. E.g. promoted_E promoted_M promoted_8888. To add a CSS background color: #SobiPro .promoted_8888 { background-color: #FFFF88; }

How it works - Promo-Information Field

- To give you a real-world example, in our demo site, we have this template generation. For example, in the entry/vcard.xsl

```
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform" xmlns:php="http://php.net/xsl">
<xsl:import href="review.xsl" />
<xsl:output method="xml" doctype-system="http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd" encoding="UTF-8"/>
    <xsl:template name="vcard">

        <xsl:attribute name="class">span6 xtd-vcard thumbnail promoted_<xsl:value-of select="fields/field_promoinformation/data/promotype_id" /> promoted_<xsl:value-of select="fields/field_promoinformation/data/tiertype_id" /> promoted_<xsl:value-of select="fields/field_promoinformation/data/ordering" /></xsl:attribute>

        <span class="lead">
….
```

Please, be aware that our demo site also has SP Reviews installed and the promoinformation field is named "field_promoinformation".

How it works - Promo-Information Field

- To give you a real-world example, in our demo site, we have this template generation. For example, in the <u>entry/details.xsl</u>

```
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform" xmlns:php="
http://php.net/xsl">
    <xsl:output method="xml" doctype-system="http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.
dtd" encoding="UTF-8" />

    <xsl:include href="../common/topmenu.xsl" />
    <xsl:include href="../common/manage.xsl" />
    <xsl:include href="../common/review.xsl" />
    <xsl:include href="../common/alphamenu.xsl" />
    <xsl:include href="../common/messages.xsl" />

    <xsl:template match="/entry_details">
        <div class="SPDetails">

<xsl:attribute name="class">SPDetails promoted_<xsl:value-of select="
entry/fields/field_promoinformation/data/promotype_id" /> promoted_<xsl:value-of select="
entry/fields/field_promoinformation/data/tiertype_id" /> promoted_<xsl:value-of select="
entry/fields/field_promoinformation/data/ordering"/></xsl:attribute>

            <div>
                <xsl:call-template name="topMenu">
….
```

Please, be aware that our demo site also has SP Reviews installed and the promoinformation field is named "field_promoinformation".

How it works - Promo-Information Field

- **Advanced configuration,** beyond simple styling, you can code more complex templating.

For example, in the common/vcard.xsl: Showing the link to entry details only for Paid (P) entries and the administrator UserId (42).


```
<xsl:variable name="user_id">
        <xsl:value-of select="php:function( 'SobiPro::
My', 'id' )" />
</xsl:variable>

<xsl:if test="
fields/field_promoinformation/data/tiertype_id = 'P' or
$user_id = 42">
        <span class="lead">
            <a href="{url}">
                <xsl:value-of select="name" />
            </a>
        </span>
</xsl:if>

<xsl:if test="
fields/field_promoinformation/data/tiertype_id != 'P'
and $user_id != 42">
        <span class="lead">
                <xsl:value-of select="name" />
        </span>
</xsl:if>
```

Promo-Information Field - Edition

Even though, **Promo-information field** is a read-only field to show Promotion specific information, it is also possible to include it in the edition view.

In this way, the usual promotion classes are automatically assigned to the SobiPro edition area.

System	Users	Menus	Content	Components	Extensions	Help

SobiPro [Business Directory] - Edit field 'promoinformation'

Edit field 'promoinformation'

General Field Settings | **Entry Input Field Settings** | **Entry View Field Settings**

Administrative	Yes	No

Edit Settings

Version   10

Editable	Yes	No

Edit Limits   0

SobiPro [Business Directory] - Edit field 'promoinformation'

Edit field 'promoinformation'

General Field Settings | Entry Input Field Settings | Entry View Field Settings

Enabled	Yes	No
Label	promoinformation	
Alias	field_promoinformation	
Suffix		
Unique Data	Yes	No
CSS Class	hide	
Show in Admin List	Yes	No
Notices	promoinformation	

Promo-Validation Field - Edition

Promo-Validation field is read-only field introduced to validate Entries, even before they are added into the catalog.

For instance, if the user has already added entries for the assigned Promotions, then **Promo-Validation field** do not allow to add new entries.

In addition, it is possible to enforce unique entry names.

Promo-Validation Field - Edition

How it works
Promo-GeoMap Field

To build a catalog of promoted geolocated entries, a Promo-GeoMap Field must be configured and installed.

This type of field is similar to SP GeoMap field, but it shows search results ordered by priority and location.

1. Entries are shown by priority and location.

2. If some entries do not have coordinates, they are shown after the the geolocated entries.

How it works
Promo-GeoMap Field

To build a catalog of promoted geolocated entries, a Promo-GeoMap Field must be configured and installed.

Configuration is similar to SP GeoMap field, options are straightforward. The field is integrated with XTDir Promoted entries to internally managed priorities.

Manual Promotions

- **Promotions** can have a <u>section or category scope.</u>

- **Default Promotion**, each entry has assigned the order number 8888.

- **Manual Promotion**: You can manually change the ordering to specific entries. E.g morris.biz, order number 1 (check next slide).
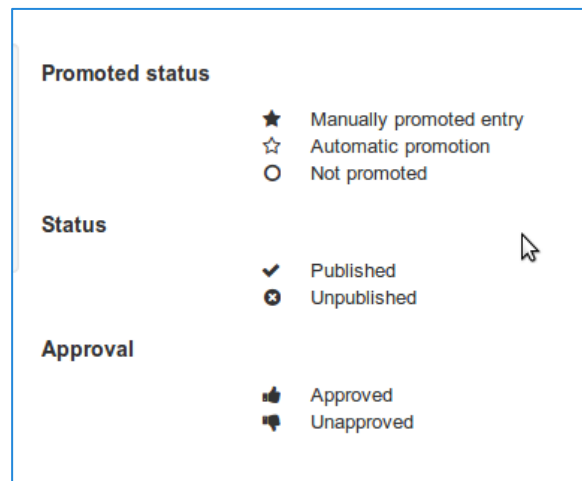
Manual Promotions

Step 1: Clik to toggle the manual promotion of a specific entry

	deja.org		Mobile Computing, News	✔	👍	☆	8888	54
	gabriella.us		Communications, Shopping	✔	👍	☆	6666	55
	hadley.name		Home & Garden, Games	✔	👍	☆	8888	56

Click to toggle the manual promotion of this specific entry

Step 2: Manually change the ordering to a specific entry

	gabriella.us		Communications, Shopping	✔	👍	☆	6666	
	hadley.name		Home & Garden, Games	✔	👍	★	40	56
	parker.biz		Computers and Internet, Health	✔	👍	☆	8888	57

Manual Promotions

Step 3: Save order

Step 4: Order the entries to check applied promotions

Dynamic Promotions

- **Promotions** can have a <u>section or category scope.</u>
- **Dynamic Promotion**, the ordering is assigned to entries that have a specific value in a field. E.g. a radio field **field_premium** with values **option-premium** or **option-lite**.

Dynamic Promotions

Step 1: Go to Promotions and create a new Promotion

Step 2: Fill all required fields.

1 - Assign a different ordering (8888 by default)

2- SobiPro fields, filled when entry is created

Paid Promotions

SobiPro does already support paid fields:

- After user creates an entry, SobiPro redirects to Paypal for payment.
- The missing link: "SobiPro does not receive the payment confirmation and change the entry status."
- XTDir provides this feature, based on Paypal Instant Payment Notification.

SobiPro TIP: <u>How to charge for the whole entry</u>

To configure IPN, please, check the following <u>Promoted Entries IPN Entries</u> chapter.

Paid Promotions

- **Promotions** can have a section or category scope.

- **Paid Promotion**, integrated with SobiPro Paid Fields,

- You can configure Paypal Notifications (IPN) to receive the payment event and activate the entry with a specific ordering.
  E.g. Restaurant Biotopia paid for a logo, order number 555; the entry is marked as paid promoted.

Paid Promotions

Step 1: Go to Promotions and create a new Promotion

↑ Promoted Entries ▾   🔧 Conf

  ⊕ Entries Explorer
  🔢 Payments

  ⚙ Configuration
  ☰ Promotions
  ⚓ Instant payment notification

Step 2: Complete all the required fields.

Promotion configuration for Promoted Entries

Promotion	Paid Entries	
Promotion Level	Section ▾	
Section	Business Directory ▾	
Tier Type	Paid ▾	
Disable Entries	Yes **No**	
Maximum Number of Entries	0	

1 Ordering   6666

Expiration   3   Days   Months   Year

Tutorial: XTDir Promoted Entries

Building an advertising catalog for Joomla!

Adobe PDF | Microsoft PowerPoint PPTX

1 - Assign a different ordering (8888 by default)

Paid Promotions

Step 3: Configure Instant Payment Notifications
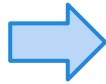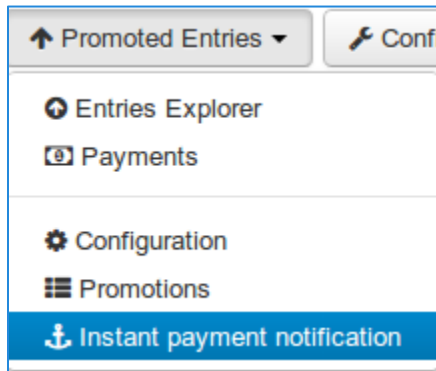
- The configuration provides the Url to configure Paypal IPN**.**

- It provides a way to change the Entry State and Approval when a payment is notified.

- It can also send a mail notification.

- The sandbox mode is supported to test the interface.

Paid Promotions

Payments are received from Paypal Instant Payment Notification (IPN).

- When a Payment is received, the associated Paid Promotion is enabled

- The entry is promoted according the Paid Promotion definition

Paid Promotions

Step 4: Order the entries to check promotions

NEW User Group Promotions

This new promotion type is designed to assign a priority for entries owned by users of a specific.

Check the associated tutorials:
- XTDir - SobiPro and PayPlans Membership Management
- XTDir - SobiPro and Akeeba Subscriptions Membership Management

Widgets For Entries

Entries are mostly browsed in SobiPro component context. However, to feature promoted entries, XTDir provides several "widget" modules for entries:

- **Promoted Entries module**
- Accordion Entries module (Bootstrap Vertical and Horizontal Layout)
- Grid of Entries module

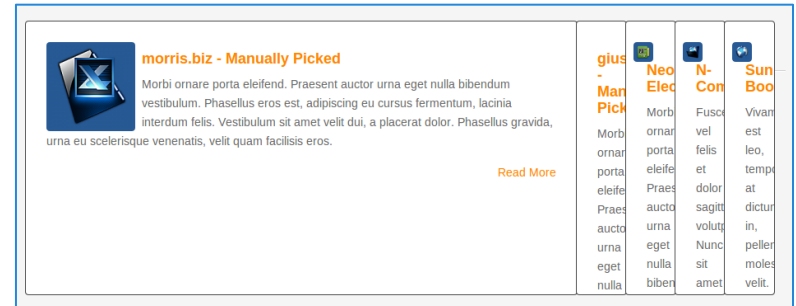Based on: Sigsiu's Entries Module for SobiPro.

XTDir Promoted Entries

- morris.biz - Manually Picked
- giuseppe.name - Manually Picked
- Neo Electronics
- N-Communications
- Sun Bookstore
- Restaurant Biotopia - Paid on 2013-07-15
- Testing Payments 20130823
- Nageldesign TOPTEN - Premium Field!
- stephania.com - Premium Field!
- A 'Lite' Company (not 'Premium')

- aaliyah.info
- abbigail.ca
- abel.us
- abelardo.biz
- ABF-Gebäudereinigung GmbH
- abigail.biz

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- Promoted Entries module
- **Accordion Entries module** (Bootstrap Vertical and Horizontal Layout)
- Grid of Entries module

Based on: Sigsiu's Entries Module for SobiPro.

Widgets For Entries

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- Promoted Entries module
- Accordion Entries module (Bootstrap Vertical and Horizontal Layout)
- **Grid of Entries module**

Based on: Sigsiu's Entries Module for SobiPro.
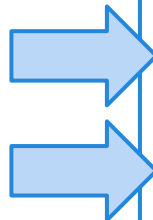
Widgets For Entries - Config

Widgets modules share a similar configuration.

1. Select section

2. Select module template

   It can be any of the packaged templates, or you can create your own (directory components/com_sobipro/usr/templates/front/modules). Templates follow SobiPro XSLT practices.

3. Select order field

   You can select the PromoInformation field.

One last word

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This presentation was created with your help.

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