



MemberWing-X

Wordpress Membership plugin User Guide and Step by Step Tutorial

13 Dec 2010

MemberWing-X is an advanced multifunctional Wordpress membership plugin designed to help you build powerful premium membership portals quickly and easily.

MemberWing-X is build from the ground up to deliver maximum organic rankings, strong SEO (Search Engine Optimization) features, Digital Content Protection and Automated Content Promotion. It includes a set of specific features to boost revenues as well as to detect, prevent and terminate sources of digital content theft.

www.MemberWing.com

Simplicity:

Here is 1 minute jumpstart tutorial to start selling access to your premium content with MemberWing-X:

- **(1)**: [Upload MemberWing-X](#) to your site and activate plugin.
- **(2)**: To sell access to any article for \$9.95 just insert this text marker right after the free teaser: `{{{9.95}}}` Press [Update].
- **(3)**: You're done and ready to sell! MemberWing-X will automatically generate paypal "buy" button, process sales, create new member accounts, deliver notification emails and manage access.
- [Watch this video: how to convert blog to premium membership site](#) is **less than 50 seconds** with MemberWing-X!

The latest version of free, fully featured version of MemberWing-X is available for download

here.

Limitations of Free Download of MemberWing-X. Please note:

- **GOOD NEWS:** You are allowed to use Free download of MemberWing-X for commercial purposes on blogs with 10 members or less.
- Full set of features of free download of MemberWing-X is enabled for blogs with 10 members or less. Once 10 members limit is exceeded - a number of essential features will be disabled unless you enter valid Pro license code. In other words - if you want to operate MemberWing-X on sites with more than 10 members - you'll need to purchase Pro license.
- Free version of MemberWing-X automatically includes branding and sponsored backlinks to support it's development efforts.
- Owners of MemberWing-X Pro licenses enjoy priority technical support and no sponsored elements on their websites.

Free fully featured version of MemberWing-X gives you a chance to start your online membership business with no risk and no initial investment.

If your site already has more than 10 members or you do not like branding and sponsored (promotional) backlinks - you may purchase MemberWing-X Pro License and have all these limitations disabled.

[Get rid of sponsored \(promotional\) backlinks and 10 members limit and Purchase Pro License of MemberWing-X \(for a single and for unlimited domains\) Here.](#)

MemberWing-X features:

Ability to convert any Wordpress blog with any number of articles, pages and categories to fully featured membership website to your custom specs in minutes.

Unlimited membership levels to manage access to groups of articles, pages and premium digital downloads.

Sell access to pages, posts, categories for a fixed fee or by recurring subscriptions. Set access options and access restrictions globally or page-specific .

Manage access to time-sensitive information, time-delayed information, real-time news, urgent advisories, critical opportunity alerts and warnings directly through your website. Perfect for investment and securities industry advisors, trading experts, research analysts, strategists as well as any premium information information publishers. Note: MemberWing-X TSI Edition only.

Restrict access to freshly published content (such as new valuable reports, trading alerts, important opportunities announcements, etc..), but automatically loosen access restrictions rules as time-value of such information diminishes.

Integration with payment processors: Paypal, Clickbank, [E-Junkie.com](#) and [Authorize.net](#) with support for recurring memberships and single payment products. Includes Universal Integration with other payment processors and shopping carts. More payment system integrations are coming...

Digital Online Store Builder: ability to build your own digital online store, create up to 10 custom front

end presentation templates and ability to replicate customized copies of your digital online store on any number of other websites worldwide. Adding new products to your own digital online store is as simple as uploading your premium downloadable to secure directory. And this will automatically create new product for your digital online store as well as on all copies (points of presence) of your store worldwide.

Integration with commercial autoresponders: Ability to have unlimited number of autoresponders matching unlimited number of products.

Gradual content delivery functionality (dripping contents). It protects posts and pages against content leeching and helps to keep paying members to stay active for longer.

No source code encryption. Want your webmaster to tweak a thing or two or add a new feature specific to your needs (at your own risk of course) ? The code is 99% opened. No Zend, no IonCube is required to run it. The power is in your hands.

MemberWing-X: SEO powers:

- Free teaser for each premium protected post or premium page indexable by search engines. Free teasers helps to boost website organic ranking by allowing major search engines to index and rank premium pages.
At the same time free teasers helps new visitors to get interested in your content and help them to decide to join your site to read more.
- Implementation is [Google First Click Free standard](#) offering enhanced indexing and higher ranking potential. First Click Free was designed by Google to address needs of membership sites with restricted access to content. This is "must have" ability for membership site owner.
- Automated indexing of time-sensitive content after expiration of restricted timeframe. This feature keeps your time sensitive content safely protected yet uses expired content to achieve higher organic ranking with major search engines.
Note: available in MemberWing-X TSI Edition only.
- Automated Digital Content Promotion Logic (PromoFusion) boosts visitor engagement and allows Google to index more of your rich media content.
This in turn helps boosts organic ranking of your membership site. PromoFusion allows non-members (and search engine spiders) to discover and view promotional (teaser) versions of your materials while logged on members will see the content in full.
PromoFusion is a powerful SEO + marketing feature all-on-one.
- Ability to replicate digital online store content via SEO API's. This allows you to create any number of customized HTML-rich copies of your digital online store with product descriptions and "buy" buttons on any number of other websites worldwide.
- Ability to detect presence of search engine spider on a template level and extra optimize rendering of Digital Online Store content for Search Engines.

MemberWing-X: Digital Content Security, Download Protection and Link Sharing Prevention features:

- Digital Content downloads protection - prevents unauthorized downloads and access to digital materials. Only logged on premium member can access downloads and only the ones he has the right for. No more hassles with "hiding" links, managing time expired links, or trying to limit downloads to 3 times.
- Digital content link sharing prevention. Only logged on premium member in good standing will be able to access your premium download or access rich media materials.
Non-member with either see cut-down promo version of the same material (PromoFusion automatic feature) or gets 404 error (your choice).
- Digital Content Theft Prevention and Tracing - TraceFusion. TraceFusion uniquely watermarks each premium download with an identity of a user who accessed it.
TraceFusion helps you to detect and terminate individuals who join your site to steal and illegally distribute your premium content on file sharing sites, torrent sites or for "group buys".

It helps you to stop premium content leaks, prevent loss of revenues and maintain your business integrity.

NOTE: MemberWing-X is the only wordpress membership software in the world that offers digital content theft prevention and tracing features.

MemberWing-X: Sell access to downloadable materials:

- Sell digital downloads securely and directly from your website with only Paypal account.
- Automatically enable access to certain groups of premium digital materials for owners of a special products.
- Enable access to certain groups of premium digital downloads to free members.
- Protection against link sharing is automatic.

Integrated Affiliate Tracking System: comes with MemberWing-X. No need to signup for third-party system, services or purchase yet another piece of software to double your support costs.

All above comes with all new MemberWing-X. Yours to Profit. Yours to Enjoy.

[Click HERE to Buy MemberWing-X Professional License](#)

Installing Wordpress with CPanel on a brand new website

This part presumes that you already registered domain name and opened hosting account. If not,

Here's our currently [recommended domain registration company](#).

Here's our currently [most recommended web hosting company](#).

They are chosen for best overall pricing, support, and quality of services offered.

Additionally to that the [recommended hosting company](#):

- Offers services that are guaranteed to be fully compatible with all features of MemberWing-X
- Is not blacklisted with Google (some hosting companies welcome spammers and websites that are using their range of IP addresses are not ranked well on Google)
- Offers ability to get a dedicated IP address for your domain inexpensively. This also helps with SEO ranking and offers better suitability for secure ecommerce sites.

Once you've registered domain and signed up with your hosting company you may follow these steps to install Wordpress:

1. Login to your CPanel account.
In this example we are using Hostgator's Cpanel.
2. Scroll down to "Software / Services" and click on "Fantastico De Luxe" icon.
3. While at a Fantastico screen - Click on "Wordpress" link (under "Blogs"). This will begin visual installation of Wordpress.
4. Click on "New Installation".
5. Enter "Administrator-username", such as: **johnadmin**
6. Enter secure "Password".
7. Enter "admin nickname", such as "John".
8. Enter "Admin e-mail" - your personal valid Paypal email. This is email where payments from your future payments will be sent to. You may change this later on within your Wordpress admin panel.
9. Enter "Site name" and "Description".
10. Press [Install WordPress] button to do install process.
11. Press [Finish installation] on the next screen.

Basic Configuration of Wordpress

1. Login to your Wordpress admin panel with admin username and password:
YOUR-SITE.com/wp-admin
2. Navigate to: Settings->Permalinks
Choose: (*) Custom Structure = **/%postname%/**
Press [Save Changes] button

This setting will give you SEO friendly URLs across all of your site as well as set your site to be ready for MemberWing-X enhanced Digital Content Protection (see below).

3. Navigate to: Settings->General

Enable "Membership" Anyone can register

Press [Save Changes] button

This setting will allow you to accept free registrations and to build your business mailing list faster.

Installing MemberWing-X plugin

1. [Download the latest version of MemberWing-X plugin from here](#) and save it to your local computer.
2. Login to your Wordpress admin panel:
YOUR-SITE.com/wp-admin
3. Navigate to Plugins->Add new
 1. click "Upload" link
 2. click [Choose File] button, navigate to MemberWing-X ZIP archive file saved during the previous step.
 3. click [Install Now] button and wait until "Plugin Installed successfully" message appears.
 4. then click "Actions: Activate Plugin" link.
4. Done!

MemberWing-X is ready to function right off the bat with zero or very minimum configuration. It does it's best to guess the most acceptable default settings letting you to concentrate on building your site and adding content and be less concerned about under-the-hood settings. Having said that - the possibilities to configure every single detail of MemberWing-X functionality are plenty.

Quick starting your Membership site in 5 minutes.

Suppose that we are building self-improvement premium membership portal.

To begin we need to create 2 premium posts to start attracting prospects and members. Lets do it.

1. Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin) and navigate to:
Posts->Add New
2. Name your post:
Five quotes that will help you to manifest your desires.
3. In the post' body type this text:
It has been proven that listening and reading inspiring words helps one to feel inspired, overcome temporary life challenges and speed up manifesting desires. Here are the best quotes that will help you to accomplish just that. Read them, print them, put them in front of your eyes and contemplate on them daily. Here they are:
{{{*}}}
 1. ***"Obstacles are those frightful things you see when you take your eyes off your goal." -Henry Ford***
 2. ***"Only those who dare to fail greatly can ever achieve greatly." -Robert Francis Kennedy***
 3. ***"The only true wisdom is in knowing you know nothing." -Socrates***
 4. ***"Leadership is the art of getting someone else to do something you want done because he wants to do it." -Dwight D. Eisenhower***
 5. ***"The way to get things done is not to mind who gets the credit for doing them." - Benjamin Jowett.***
4. On a right sidebar, under "Categories", click "Add new Category" link
On a "New Category name" type: "Techniques". Thus you've just created new category "Techniques" and placed your new article under it.
5. We've used special premium marker: ***{{{*}}}*** inside the body of article.
This marker tells MemberWing-X to separate free teaser from the premium part of content.
{{{*}}} - means non-members will only see free teaser and invitation to join your website. Once person signs up and login - full access will be given to articles protected by ***{{{*}}}*** marker.
6. Press [Publish] Button when finished. Here we just published our first premium article. More explanations will follow.
7. Lets create second premium article:
Posts->Add New, give your post a name:
The most powerful secret technique to make another person to love you.
8. In the body of the post type this teaser:
I've read 100's of books and studied the works of many masters on subjects of goal achievement and self improvement. One little known and yet super powerful technique really got my attention. That one was about happiness in personal relationships. It was about resolving conflicts, getting your power and happiness back and improving connections. Anyone can do that and anyone can do that at any time even while driving a car. In fact the other person doesn't need to know you are practicing this secret technique regarding him or her. Here's how it works:
{{{4.95}}}
This technique consists of a thinking part and of a feeling part. Make a list of positive aspects about the other person (in writing if you can, or mentally if you driving or on a meeting).

No matter how you feel about that person or what is going on in your relationship - make a list of everything positive you know about that person. The best way is make a list of 12 positive aspects. Now slowly read each of these aspects. Try to feel each of them. Feel joy and appreciation thinking about each of this positive aspect about the other person. Repeat it 3 times during the day. Give it a few days and expect positive surprise in your relationship.

9. On a right sidebar, under "Categories", uncheck [] Uncategorized, and check [x] Techniques, thus also placing second article into "Techniques" category.
10. In this article we used marker: **\$\$\$4.95\$\$\$** to separate free teaser from premium content. This marker essentially says: to see anything after free teaser you need to buy access to this article for **\$4.95**
When person buys
11. Press [Publish] button to save this article.

Stop timer - we are Done!

If you reload your website in a browser you'll see this:

The most powerful secret technique to make another person to love you

June 14th, 2010

I've read 100's of books and studied the works of many masters on subjects of goal achievement and self improvement.

One little known and yet super powerful technique really got my attention. That one was about happiness in personal relationships.

It was about resolving conflicts, getting your power and happiness back and improving connections. Anyone can do that and anyone can do that at any time even while driving a car. In fact the other person doesn't need to know you are practicing this secret technique regarding him or her. Here's how it works:

The rest of this article is available to premium members only.
Buy this article: **\$4.95** [Buy Now](#)

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Posted in [Techniques](#) | [Edit](#) | Comments Off

Five quotes that will help you to manifest your desires

June 14th, 2010

It has been proven that listening and reading inspiring words helps one to feel inspired, overcome temporary life challenges and speed up manifesting desires.

Here are the best quotes that will help you to accomplish just that. Read them, print them, put them in front of your eyes and contemplate on them daily.

Here they are:

The rest of this article is available to members. Membership is Free!
[Register](#)

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Posted in [Techniques](#) | [Edit](#) | Comments Off

Here's what we've accomplished already:

1. We just created 2 premium articles.

- First one ("Five Quotes...") is not visible to free visitors but will be fully accessible to any registered and logged on user.
 - Second article ("The most powerful technique...") can only be read by purchasing it individually for \$4.95
2. When we've inserted premium marker {{{4.95}}} inside the article - MemberWing-X automatically generated paypal button letting anyone to purchase access to premium article. The payments will be sent automatically to email address registered to administrator of the website. You may change this email via Wordpress admin panel->Settings->General->E-Mail address
 3. So at this point this brand new website is all ready to:
 - Generate mailing list of free subscribers.
 - Accept and process Paypal payments from new members wishing to get full access to your premium content by buying your premium articles.
 4. And we accomplished all above with zero configuration of MemberWing-X!
 5. Now you may add any number of premium articles or pages for sale and set the price for each one individually.

TIPS:

- You may change the pricing for your articles at any time by editing number inside of {{{...}}} brackets, such as: {{{29.95}}} This change will be immediately reflected on your website.
- Currently even though you are logged on as administrator - you cannot see premium content. This is "visitor's preview". You may turn on ability to view all premium content by going to: MemberWing-X->General settings->Admin acts like regular non-logged on visitor? [] - uncheck it and press [Save Settings] button.

Setting up recurring membership subscriptions with MemberWing-X

With MemberWing-X and Paypal it is easy to offer access to your premium content on a recurring payments basis.

MemberWing-X allows you to offer unlimited number of recurring payment plans, such as "Silver Membership", "Gold Membership" and automatically charge members for access on a periodic basis. You will be able to choose which membership product is required for access to which article by putting special premium marker inside the articles, such as:

{{{gold}}} - allow access to owners of "Gold Membership" product

{{{gold|silver}}} - allow access to owners of "Gold Membership" or "Silver Membership" product

{{{4.95|gold|silver}}} - allow access to owners of "Gold Membership" or "Silver Membership" product or access can be purchased individually (just to this article) for \$4.95

{{{membership}}} - allow access to owners of any product that has keyword "membership" in it's name.

Note: case is not important.

Recurring membership creation is a 4 step process:

- Create separate "subscribe" page on your site that explains benefits of your membership plans and instructions on how to buy your offerings.
- Create recurring "subscription" button at your Paypal account
- Paste HTML code of that button inside the content of your "subscribe" page.
- Set premium markers inside the articles to enable access by subscription.
In our case we will change {{{4.95}}} -to-> {{{4.95|gold}}}

Lets do it.

1. Create "Subscribe" page.
Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin) and navigate to:
Pages->Add New
Name your new page: Subscribe
2. In the body of this page we need to add information that would naturally explain benefits of membership.
Enter this text:
By joining our site and becoming full member you'll gain immediate access to our premium materials.
3. Press [Publish]
4. Now we need to create actual Paypal subscription button.
Login to your Paypal account at www.paypal.com
5. Navigate to "Merchant Services" Tab:



[English](#) ▾



My Account | Send Money | Create an Invoice | **Merchant Services** | Auction Tools | Products & Services

6. Click on Create Buttons, "Subscribe" link:

New? [Choose a payment solution](#) that's right for you.

Create buttons

[Add to Cart](#)
[Buy Now](#)
[Donate](#)
[Gift Certificate](#)
[Subscribe](#)

Shipping and tax

[Shipping calculator](#)
[Shipping Centre](#)
[Shipping preferences](#)
[Tax calculator](#)



7. The new subscription button form will open:

Fill in:

- Item Name
- [optional] add "Desired username" and "Desired password" fields if you want to give new member a choice to pick his own username and password.
- Billing amount
- Billing cycle

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [Website Payments Standard Overview](#) for more information.

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more.](#)

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type
Subscriptions

[Which button should I choose?](#)

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name: Gold Membership
Subscription ID (optional):
Currency: USD

Customize button:
 Add a dropdown menu with prices and options
 Add a dropdown menu
 Add text field
[Customize text or appearance](#) (optional)

Your customer's view:

Have PayPal create user names and passwords for customers
Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Recurring payment:
Billing amount each cycle: 19.95 USD
Billing cycle: 1 month(s)
After how many cycles should billing stop? Never
 I want to offer a trial period

Merchant account IDs [Learn more](#)
 Use my secure merchant account ID
 Use my primary email address: sales@mensk.com

▶ Step 2: Track inventory, profit & loss (optional)
▶ Step 3: Customize advanced features (optional)

Name of product.
It must match to premium
marker's keywords, such as:
{{{gold}}} or
{{{membership}}}

Optional: you may add fields:
"desired username" and
"desired password"

Recurring payment

Select billing cycle, such as:
Daily, Monthly, Weekly or Yearly

Create Button

Leave Step 2 and Step 3 at defaults,
Click to generate HTML for your subscription button

- Leave Step 2 and Step 3 at defaults and click [Create button] to generate HTML code for your new subscription button:



My Account | Send Money | Create an Invoice | Merchant Services | Auction Tools | Products & Services

Overview | Add Funds | Withdraw | History | Resolution Centre | Profile

You are viewing your button code

- Click **Select Code** to select all the button code.
- Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
- Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Integration tips](#)

Copy HTML code for the button and paste it inside the HTML code of your site's "join" or "subscribe" page.
When visitor clicks on this button and pays he will get access to your membership site.
MemberWing-X will send email to new member with his username, password and login link.

Website | Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="NP7QKFQGNA">
<input type="image" src="https://www.paypal.com/en_US/i/btn/btn_subscribeCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay online!">
 [Edit](#)

Upload/Insert Visual | **HTML**

**Paste subscribe button's HTML code inside your "subscribe" page code. Make sure you do that in HTML mode**

By joining our site and becoming full member you'll gain immediate access to our premium materials.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post"> <input name="hosted_button_id" type="hidden" value="NP7QKFQGNACQC" /><input alt="PayPal - The safer, easier way to pay online!" name="submit" src="https://www.paypal.com/en_US/i/btn/btn_subscribeCC_LG.gif" type="image" />

</form>
```

Word count: 16 | Draft Saved at 8:32:01 pm.

Publish your new 'Subscribe' page and reload it. Our Subscribe page is very simplistic by perfectly 100% functional:

## Subscribe

By joining our site and becoming full member you'll gain immediate access to our premium materials.



In your real site you may of course add more information about your offerings and design it any way you see fit.

So, at this point we have the whole recurring subscription system almost ready. Let do final step:

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## Selling access to premium content by a fixed fee or by subscription.

The only thing left to do is to allow people to purchase access to premium content by either buying recurring subscription or paying individually for each premium article.

Currently if visitor wants to read "*The most powerful secret technique to make another person to love you*" article - he will have to pay \$4.95 and that's the only way. This is because premium marker is {{{4.95}}}

Let's modify it to accept recurring subscriptions as well:

1. Login to your Wordpress Admin
2. Click on "Posts"
3. Click on "The most powerful secret technique to make another person to love you" post
4. Find marker:  
**{{{4.95}}}**  
and modify it to be like this:  
**{{{4.95|gold}}}**
5. Press [Update] button to save changes.
6. Reload your site. You will see that premium content warning has been changed to allow visitor to purchase article in 2 ways:
  - by clicking "subscribe" link
  - by clicking [Buy Now] button to buy access to article for a fixed fee (\$4.95).

can do that at any time even while driving a car. In fact the other person doesn't need to know you are practicing this secret technique regarding him or her. Here's how it works:

The rest of this article is available to premium members only.

[Subscribe](#) or Buy this article: **\$4.95** [Buy Now](#)

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7. Please note that you may edit content of these "premium content warning" messages via MemberWing-X settings at:  
MemberWing-X->General Settings

### Here's what we've accomplished so far:

1. Installed latest version of Wordpress via CPanel (with only a few clicks).
2. Configured Wordpress for SEO friendly URL's (via permalinks setting) and make it ready to use Digital Content Protection functions (see below).
3. Configured Wordpress to allow free subscriptions (great for building mailing list of prospects).
4. Created premium (zero cost) article that will help us to build mailing list (the one protected with {{{\*}}} marker)
5. Created premium article available for purchase by a single fee of \$4.95 or by buying "Gold Subscription" product for \$19.95 / monthly.
6. Created "Subscribe" page that explained benefits of members.
7. Created Paypal subscribe button that will allow members to buy recurring "Gold Subscriptions" and pasted it's code into "Subscribe" page.

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## Setting Custom Expiration Dates for Single payment and Recurring products

Normally single pay products gives member infinite (with no termination or expiry date) access to premium content. Recurring payment products gives member either infinite access or predefined termination date which is equal to the end of term date. MemberWing-X version 4.30 and higher includes option to set custom "lifetimes" for any product - recurring or single pay.

This is achieved by customizing settings at MemberWingX -> Products Settings page.

In **product keyword:lifetime** option you specify either name of product or keyword matching the name of product. For example if you sell "Gold Membership" subscription product with 3 monthly recurring payments but want to extend member access to 6 months, you will insert this value:

**gold:180**

or this value

**gold membership:180**

or this value

**membership:180**

This setting will allow you to set custom expiry date for "Gold Membership" that is equal to +180 days after the date purchase. You may also adjust expiration date for any member and for any product manually via **Users->username** Wordpress admin screen.

Go to Wordpress admin -> Users, click on **username**, scroll down and you'll see all products that given member owns. Edit "expiry date" setting to your liking and press [Update User] button.

Once expiry date is reached - product will be automatically marked as "expired" and member will lose access to related premium content materials.

This "expiry date" take priority over the end-of-term of recurring membership products.

Some more information about this option is available under "Notes" section of **MemberWingX -> Products Settings** page.

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## Using Premium Markers to protect your premium content

Legacy MemberWing 4.x (discontinued) used only 4 pre-named levels to manage access to premium content: Bronze, Silver, Gold and Platinum.

MemberWing-X neither creates nor uses custom "premium" user levels, like "Gold member" or "Platinum Member" to manage members access to content.

MemberWing-X manages access to premium content depending on the product(s) that currently logged on user owns.

With MemberWing-X - **every premium user is at a "subscriber" level** and user's right to view premium article is dictated by the **premium markers** you insert into article.

**Premium markers** are snippets of text you insert directly inside the text of your article/page to separate free teasers from premium content.

As a reminder - that's how you insert them inside the body of article or page:

*Hello, this is free teaser visible to everyone (including search engines of course)*

...

**{{{gold}}}**

*And this is premium part visible only to logged on premium members*

...

So in above example **{{{gold}}}** thingie is a **premium marker**. It is used to make your article/post/page premium.

Anything above marker is visible to everyone. Anything below is guarded.

Premium marker snippet acts like a little instruction for MemberWing-X to allow or deny access to content for current user/visitor.

The best way to learn the structure of premium markers is by example:

- **{{{?}}}** - (MWX 6.5+). anyone, including free non-logged on visitor may access article. This marker usually used with TSI access delay parameter, such as: **{{{?:30d}}}** (free visitor has to wait 30 days before being able to access article).
- **{{{\*}}}** - To access article/page user just need become a free member of blog.
- **{{{\$}}}** - user may own \*any\* product to be able to access this article. Free membership does not count. Ideal for online store owners with many products who want to give access to certain content only to their active customers.  
**IMPORTANT:** Starting from MWX 6.5x+ usage of markers **{{{0}}}** and **{{{0.0}}}** has been deprecated. Please replace them with **{{{\*}}}** in all your pages and posts.  
Make sure free subscription is enabled at Wordpress admin: Settings->General->Membership [x] "Anyone can register"
- **{{{4.95}}}** - Access to this premium page could be purchased for \$4.95.  
You may of course set any price you want: **{{{19.95}}}** or **{{{100}}}**
- **{{{gold}}}** - User must own the product with keyword "gold" in it's name to access this article. For example he might own "Gold Membership" subscription or "gold 2001 coin" product to access this article (note: comparison is case insensitive).
- **{{{membership}}}** - User must own the product with keyword "membership" in it's name to access this article. For example owning "Premium Gold Membership" product would allow him to access this article. In fact owning any product with keyword "membership" in it's name will let user access this content.  
But owning "Premium Gold Subscription" or "Lifetime Access" products will not allow user to access such page. There is no "membership" keyword in these product names.
- **{{{gold|lifetime}}}** - owning product with either keyword in it's name will qualify user to access the content. Such as:

"Gold Membership" or "Lifetime Subscription" - will be enough. But owning "Silver Membership" will not be enough (it contain neither "gold" nor "lifetime" keyword in it's name).

- Support you have 3 levels of differently priced memberships: Silver, Gold and Platinum. "Silver Membership" is cheapest and allow access to minimal content. "Gold Membership" is more expensive and gets user to read more stuff. "Platinum Membership" is high end all-inclusive membership,

Hierarchical memberships relationships could be arranged with these markers:

**{{{silver|gold|platinum}}}** - to protect "silver" articles. Note: you may also use this marker: **{{{membership}}}** - that will signify that owning any product with keyword "membership" in it would do.

**{{{gold|platinum}}}** - to protect "gold" articles. "Silver Membership" owners cannot access it.

**{{{platinum}}}** - to protect "platinum" articles. Only "Platinum Membership" owners will be able to access it.

- **{{{4.95|membership}}}** - buy access for \$4.95 fixed fee (only to this article) or by purchasing any "membership" product to possibly access more articles.
- **{{{10|gold|platinum}}}** - buy access for \$10.00 fixed fee (only to this article) or by purchasing Gold or Platinum products.

Notes:

- Premium Marker keywords (words inside of {{{...}}} brackets) does not specify whether that keyword must belong to recurring subscription or single fee products. They are just being matched against the product name that currently logged on member owns.
- Please note that premium marker keyword matching also performed against article names that user owns.

For example if user purchased single article named: "How to polish your gold ring" protected with {{{4.95}}} marker - he will also be allowed to access any article protected with {{{gold}}} marker as well.

- **Important: Setting markers globally.**

Before MemberWing-X version 6.5 you had to insert premium marker code into every article or page you wanted to protect. This process was time consuming, error-prone and quite challenging especially for webmasters owning large websites with many posts or pages. Now, with MWX starting from versions 6.5 and above you may define premium markers globally per-category.

To accomplish that go to MemberWingX->Categories Settings and for desired category specify length of free teaser (in characters) and premium marker code. Press [Save Settings]

This function will automatically apply this premium marker for every article that belongs to given category. **UNLESS** such article already contains marker within it's content.

In other words if premium marker already defined within article or page body - then category-wide setting **will not be applied**.

This function is ideal for owners of websites who wants to convert their portals to fully featured membership sites with MemberWing with very little effort and fast.

If article belongs to multiple categories and each category contain different premium markers - the resulted premium marker will be sum of them.

For example if category "News" contains category-wide marker: {{{Silver}}} and category "Alerts" contains category-wide marker: {{{Gold}}} the resulted marker will be constructed as: {{{Silver|Gold}}}.

This will also resulted in "silver" user having access to article from "gold" category, so you need to be careful when assigning article to multiple premium categories.

---

## MemberWing-X TSI Edition: Using advanced premium markers to deliver time-sensitive information.

Starting with version 6.5 it is possible to manage delivery of time-sensitive information with MemberWing-X TSI (Time Sensitive Information) Edition.

TSI Edition adds an extra new dimension to define value of premium information based not only on it's quality but also on it's **freshness**.

When the value of information is the highest at the moment of it's release - MemberWing-X TSI allows you to define an extra set of access restriction rules based on this time factor.

TSI functionality is ideal for real-time and time-sensitive information publishers, financial research analysts, market strategists, investment and securities industry experts, trading advisors and other skilled professionals.

Publishers of trading alerts, emerging trends reports, timely investment opportunities, real-time news and industry reports will equally benefit from the functions described below.

Additionally to all that, TSI functions also serve as a strong catalyst to build premium member base.

Giving interested people means to access important information "faster" works well as online marketing and sales tool by itself.

How it works:

MemberWing-X TSI Edition allows you to specify an extra delay time for each keyword within the premium marker: `{{{gold}}}` -> `{{{gold:7d}}}` - this essentially says:

"owner of Gold product will be allowed to access this article no sooner than 7 days after it's original publish date".

Examples:

`{{{?:30d}}}` - Free visitor will be able to access article in 30 days since it's published date.

`{{{*:10d}}}` - Any logged on visitor will be able to access article in 10 days since it's published date.

`{{{$:7d}}}` - Owner of any product will be able to access article in 7 days.

`{{{bronze:24h}}}` - owner of "Bronze membership" product may access article in 24 hours.

`{{{silver:20m}}}` - owner of "Silver membership" product may access article with 20 minutes delay.

`{{{gold}}}` - - owner of "Gold membership" product may access article immediately as soon as it is published.

As you may see you may specify delay time by appending 'd', 'h' or 'm' letters to the number. Number without appended letter (?:30) would mean 'days'.

As with any premium marker - delay can be specified within the marker directly inside article text or category-wide via MemberWingX->Categories Settings screen.

Additionally to that you may specify delays per product globally via:

'MemberWingX->Products and Time Settings->TSI: Time-Sensitive Information settings / Product Access Delays' options.

This allows you to set global delay per product, such as: **bronze:24h** and then in premium markers specify just the name of product, such as: `{{{bronze}}}`.

For example if 'TSI: Time-Sensitive Information settings' (global product-wide delays) contain this data:

**?:30d**

**\*:10d**

**?:7d**

and premium marker (within article or within category-wide setting) contains this string:

`{{{?!*|$|gold}}}`

then the resulted marker will actually be this: `{{{?:30d|*:10d|$:7d|gold}}}`  
`{{{?|*|$|gold}}}` - is certainly a simpler way to write markers and having above global option allows you to quickly modify access delays per product site-wide.

Notes:

- If marker already contains delay, such as this: `{{{*:12h}}}` - then no global delay settings will be applied. In other words locally specified value will prevail over global setting. Specifying global delay as 0 (such as: **gold:0**) is redundant and not necessary. Not specifying product delay within global settings at all will bring the same result.
- If user owns a number of products specified within the marker, such as: `{{{gold:5d|report:3d}}}` and each product carries certain access delay - the final access delay will be calculated as minimum value. In that case it will be 3 days.
- **Important:** marker such as this: `{{{?:30d}}}` is carrying important SEO value. In 30 days when delay expires - full content of such article will become available for everyone, including search engines. This way content with expired time value can automatically be set to be indexed by search engines. This is an excellent approach to use less valuable information to boost organic ranking of your membership site.
- All delays times set within non TSI edition will have no effect and will be reset to zero.
- Delays are calculated since original publish date of article or page. Subsequent editings does not "reset" time counter.
- To override global delay setting and allow immediate access for certain product owners - use :0 for delay value, such as this: `{{{*:0}}}`  
It means "Any logged on member will be allowed to access this article immediately even if global "Product Access Delays" is set to other value.
- If you want to encode custom rules to manage premium content within Wordpress templates or pages, you may use this snippet of PHP code as a general guidance:

```

if (function_exists ('MWX_UserCanAccessArticle')
{
 // first parameter: article/page ID. -1 => current article, second
parameter: user_id. -1 => currently logged on user. Third parameter: premium marker
string (stuff inside {{{...}}} brackets)
 $access_info = MWX_UserCanAccessArticle (-1, -1, "gold:5d|platinum");
 if ($access_info)
 {
 if ($access_info['immediate_access'])
 {
 echo 'current visitor can access article protected with
{{{gold:5d|platinum}}} premium marker immediately';
 }
 else
 {
 // Note: this will only work for MemberWing-X TSI Edition. Other
editions will always return '0'.
 echo 'current visitor can access article protected with
{{{gold:5d|platinum}}} premium marker in ' . $access_info['in_seconds'] . '
seconds';
 }
 }
}
else

```

```
 {
 echo 'currentl visitor does not have access to article protected with
{{{gold:5d|platinum}}}
 }
 }
```

- End of section.

---

# Integrating your Membership site with commercial autoresponders

Autoresponder is a service that allows you to deliver regular marketing campaigns by email the proper way. If you'll try to send email directly from your blog to 100's or even 1000's of your members or subscribers - only handful of people will actually receive your email. Reason is strict anti-spam filtering and blacklisting done by major internet service and email providers.

It is just a fact of life - that self sent emails will most often than not end up in "Spam" folders of of your addressees and they'll never see it.

The most reliable way to deliver emails is to use commercial autoresponder services, such as [Aweber](#) or [Mailchimp](#). Besides deliverability features autoresponders include lots of very useful marketing and tracking features than Wordpress or other WEB systems does not.

So if you plan to grow your business it is highly recommended to use autoresponder service for your email marketing needs. Autoresponders are paid services, usually on a monthly basis.

Here's how to integrate autoresponders with MemberWing-X:

1. Open account with your favorite autoresponder, if you haven't already.  
We recommend [AWeber](#) or [Mailchimp](#).  
Mailchimp also offers flexible set of API's to give you all kind of control over your mailing list from WEB scripts.  
So if you plan on making custom integrations with autoresponder from your scripts - Mailchimp offers great set of functionality regarding that.
2. Log in to your Wordpress admin panel: YOUR-SITE.com/wp-admin
3. Click on: MemberWing-X -> Autoresponders
4. If you use Aweber - you must activate MemberWing parser within your Aweber mailing list configuration panel: My Lists->Email Parser-> [x] MemberWing. Without this step no new subscribers will be added to your Aweber list. If you need assistance regarding this - please contact Aweber helpdesk: help@aweber.com  
If you use Mailchimp - please fill in "Mailchimp API Key" field (mandatory), and "Mailchimp Interest Groups" (optional fields).  
If you use 1ShoppingCart autoresponder service - please fill in "1ShoppingCart merchant ID" number.
5. Fill in "Product Keyword" and matching "Autoresponder List" (name or ID). "Product Keyword" is the keyword that will be attempted to be matched against the product name that new member purchased. If match found - new member will be added to matching autoresponder list.  
Note: for free memberships use "Product Keyword": **default**.
6. More instructions and helpful links are provided inside of "Autoresponders" admin screen.
7. Click [Save Settings] button when done.

That is pretty much it.

Now when user subscribes to your blog or buys any product - his name and email address will automatically be added to proper autoresponder.

This includes free subscribers, articles, products, digital downloadables and subscription purchases.

This way you will be able to launch email marketing campaigns to your active customers and prospects directly from your autoresponder account.

## Aweber Shortcodes: Adding segmentation of free subscribers (support for multiple lists for different classes of free subscribers).

MemberWing-X allows you to have different mailing lists for different paid products (products that needs to be purchased). But what about free products?

Up till recently MemberWing allowed only one mailing list for any free subscribers. But many webmasters have different ways to build mailing lists (free subscriptions, separate free opt-in pages, giving away different downloadable PDF's for free to different groups of people, etc). To accomodate this requirement (having different lists for different classes of free subscribers) MemberWingX has feature named **aweber shortcodes**.  
 Note: support for multiple lists for free subscribers is currently available only with [AWeber autoresponder](#).

**To use this feature do the following:**

1. Login to your [Aweber](#) control Panel  
**IMPORTANT**: make sure to disable Popup or Ad Blocker plugins in your web browser. Aweber uses javascript to display forms and options and AdBlocking facility of your browser will interfere with that process.
2. Create mailing list for each free product you want to have separate mailing list for. Such as: seotips-list@aweber.com or superdiet-list@aweber.com
3. Go to MWX settings: MemberWingX -> Autoresponders page
  - Find area: "Autoresponder <=> Product assignments"
  - Inside "Product Keyword" field add new keyword (any unique keyword) that defines this list, such as **freeseotips** or **superdiet**.
  - Inside "Autoresponder list" field add exact listname created at Aweber, such as **seotips-list@aweber.com**
  - Select "autoresponder service" = "Aweber" and press [Update List Assignment]
  - Do this for each list you want to create.
4. In your Aweber control panel - set this list to "Current list" and go to My Lists->Custom Fields
5. Add new custom fields with these names: **First, Last, Username** :

Custom Field Name	Subscriber Update	Add / Delete
Last	<input type="checkbox"/>	X
First	<input type="checkbox"/>	X
Username	<input type="checkbox"/>	X
<input type="text"/>	<input type="checkbox"/>	+

Examples: Address, Phone Number

Save

- Press [Save] button.
6. Click Web Forms main menu link to create new opt-in / signup form.
    - Click button [+ Create Web Form], new form creation screen will open.
    - In default form editing dialog that appears - **make sure to delete field 'Name:'**. This is important step - presence of this field in a form conflicts with Wordpress (Aweber sends variable **name=** in query string and wordpress doesn't like that)
    - Optional: From the left side click [+] buttons for each extra field you want to add to your form. These are custom fields that were added in previous step: **First, Last** and **Username**.

Optional **Username** field will allow your visitor to choose his username with your website (MemberWingX will create account with this username):

The diagram illustrates the process of creating an opt-in form with a username field. It shows three stages of the form's development:

- Form 1:** A basic form with a 'Name:' label and an input field, an 'Email:' label and an input field, a 'Submit' button, and a privacy notice: 'We respect your email privacy'. A red 'x' icon is visible in the top right corner of the form's container.
- Form 2:** The 'Name' field is removed, leaving only the 'Email:' field and the 'Submit' button. The privacy notice and 'Powered by AWeber email marketing' text remain.
- Form 3:** The form is further refined with 'First name' and 'Last name' labels and input fields added above the 'Email:' field. A 'Username' label and input field are added below the 'Email:' field. The 'Submit' button and privacy notice remain.

You may edit the names of each field as you want them to appear. For example 'Name' could be renamed to 'First name', etc...

- Complete other steps of form creation process, Save the new form. At this point you are ready to get HTML / javascript code for the new optin form.

7. Create optin page for the above list on your website. Paste HTML code for the above form in your opt-in page.
8. Create a separate "welcome" page for that list. New subscriber will be redirected to this page upon confirmation - this is the final step of subscription process. Once this happens - MemberWing-X will be able to create new free account for the new subscriber.
9. Welcome page could have any text in it + special mandatory shortcode.

Add the following shortcode to this "welcome" page:

... some optional - welcome to our list - text ...

**[mxw\_auto\_register\_aweber prodkeyword=*productkeyword*]**

... some more - great to have you with us - text ...

***productkeyword*** - is the "Product Keyword" that was defined in MemberWingX autoresponders settings. Example:

`[mxw_auto_register_aweber prodkeyword=freeseotips]`

10. In your aweber control panel go to:  
My list -> List settings, [Go to Step 2]  
- set above welcome page as a "Confirmation Success Page URL" for above list.  
- Check checkbox: [x] Pass subscriber info
11. Do above steps for each new list.
12. When new user will join this list - aweber will redirect him to that "welcome" page. Special variables will be passed along during this redirect and MemberWingX will add this new user to your Wordpress database and also add the product ***productkeyword*** to his metadata. This will allow you to have new free subscriber assigned to special separate list at Aweber. It will also allow you to give this user restricted access to certain content on your site (via `{{productkeyword}}` premium marker).

---

# Gradual Content Delivery functionality with MemberWing-X (dripping content)

Gradual Content Delivery functionality (dripping content) allows you to load your membership site with many articles and pages but only gradually release them to your members if their membership is maintained in a good standing (active).

This prevents new members from leeching all your premium content (by signing up, copying everything and cancelling subscription).

This feature also helps you to maintain your subscription base for longer.

Additionally if your premium content is some sort of gradual e-course materials - Gradual Delivery will help you to execute your business strategy to deliver course materials at a predefined time intervals, calculated from the date member joins.

Gradual Content Delivery allows you to set **maturity** for each individual article or page.

Definitions:

- **maturity** is a minimal number of days since joining date before member will be able to see and read the page. Before maturity is reached - that page or post will be completely invisible to this member. Even if member will know direct the link to that page (for which he is not mature enough) and will attempt to access it - 404 not found error will be generated.
- Page (or post) for which custom field is set is named **Gradually Delivered** page.

In other words the new member must be "mature enough" to be able to access the page.

Setting page maturity is accomplished by setting numeric value for custom field named: **maturity** for article or page.

For example if custom field **maturity** for the page is set to **15** it means that currently logged on member will see this page only after he has been a member for at least 15 days (or more).

Notes:

- When maturity is set to **0** - Gradual Delivery is off - page is always visible.
- When maturity is set to **1** - The page/post is invisible to non-members and non-logged on visitors, but immediately visible to any logged on member, including the member who just joined. Setting maturity to 1 is convenient when you want to hide pages or posts completely from free visitors but immediately show it to every registered and logged on member.
- When maturity is set to value of **2** or higher - it will function as described above. In other words minimal number of days for setting page to be gradually delivered is: 2.
- Unlike with premium markers page or post maturity does not depend on the product(s) that member owns.
- You may use premium markers (described above) inside gradually delivered page as well.

Here's how to set page (or past) maturity:

1. Load page or post into the editor
2. Scroll down toward "Custom Fields" area.
3. Set custom field name to: **maturity**
4. Set custom field value to **14**:



Name	Value
maturity	14

Custom field 'maturity' is set to 14 to make this article visible only to members who joined no less than 14 days ago.

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

5. Press [Update] to save this article.
6. Above will make this page visible only to members who joined no less than 14 days ago.

Please note: if you logged on as administrator - all Gradually Delivered pages will be visible to you. If you want to test this feature - you'll need to be logged on as another user.

MemberWing-X also includes Gradual Pages widget, named **MemberWing-X pages**. This widget helps to show currently logged on user which pages he has access to based on maturity factor.

You may use this widget normally via:

Wordpress admin->Appearance->Widgets->"MemberWing-X pages" widget. Drag it to any sidebar or place your current theme allows you to.

Gradual Content Delivery functionality opens possibilities for membership site owner to operate multiple recurring payment membership sites on autopilot.

You may preload your membership website with multiple posts and pages of content and mark each post maturity in gradually evolving fashion, such as:

Article 1: maturity 2

Article 2: maturity 3

Article 3: maturity 4

Article 4: maturity 5

...

etc...

This way every day (starting from day #2 since member joined) each member will be able to discover new content on your site without you doing any extra daily work.

**Please note that Gradual Content Delivery functionality applies to visibility of posts/pages independently of anything else. Visibility of post/page (or lack of thereof) is calculated from the date of account creation of currently logged on member.**

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# Selling Access to Premium Digital Downloadable Products

## Digital Content Download Protection and Theft Prevention with MemberWing-X

Digital Content Protection (DCP) allows you to offer secure access to your premium digital downloadable materials. With DCP you may:

- Securely sell single digital files.
- Securely sell access to group of premium digital files.
- Arrange group of files to be accessed by member who purchased any product.
- Arrange group of files to be accessed by any logged on subscriber (to stimulate free memberships and build lists of prospects).
- All above includes automatic prevention of link sharing, i.e. shared link will not work for non-member or for member who did not purchase qualified products.
- All above includes theft prevention features served by Tracefusion functionality.

### Important Notes and requirements:

- MemberWing-X Digital Content Protection is currently only supported for Linux based hosting environments + Apache servers (LAMP).
- mod\_rewrite Apache option must be enabled for DCP to work.
- If you are not sure if your hosting company supports that environment and options, this is the [hosting company of our choice](#) that is guaranteed to support everything automatically.

### To configure Digital Content Protection:

1. Configure basic Wordpress settings:  
Login to your Wordpress admin panel (YOUR-SITE.com/wp-admin)
2. Navigate to: Settings->Permalinks,  
Choose: (\*) Custom Structure = **/%postname%/**  
**Please Note:** DCP will not work if permalinks are set at their default value. It must be set to anything but default. Above setting is highly recommended for SEO.
3. Press [Save Changes] button
4. Configure MemberWing-X:  
Navigate to:  
MemberWing-X -> Digital Content Protection
5. Confirm "Physical location (directory) for your premium files:" or edit it to your liking (**it is recommended to leave it at default value** unless your are sure what you are doing)  
.../**PREMIUM\_FILES** is default value.  
This is where you will be uploading your premium digital files via your favorite [FTP program](#).  
**Note:** You may create subdirectories under ./PREMIUM\_FILES but subdirectory names must be carefully chosen because access to files is managed based on directory names (see below).
6. Confirm "WEB URL to link to above premium files:" or edit it to your liking (**it is recommended to leave it at default value**).
7. Leave TraceFusion option at it's default setting for now.
8. Press [Save Settings] if you've edited any settings.

### Here's what above settings mean (using default settings):

- The file uploaded to:  
[../public\\_html/PREMIUM\\_FILES/some-file.pdf](#)  
is treated as "premium" and can only be accessed via this WEB URL and only by a logged on premium member:  
<http://YOUR-SITE.com/premium/some-file.pdf>  
Please note: if your web server configuration is correct and matching above requirements - it is not possible to access above file directly like this:  
[http://YOUR-SITE.com/PREMIUM\\_FILES/some-file.pdf](http://YOUR-SITE.com/PREMIUM_FILES/some-file.pdf)  
because of .htaccess restriction inside of /PREMIUM\_FILES/ directory.

## Reserved Subdirectory Names

Directory names under /PREMIUM\_FILES/ must follow certain **naming conventions** to achieve desired levels of protection. Certain subdirectory names are reserved and are used to control access to files inside of them.

### There 5 groups of reserved subdirectory names used by MemberWing-X:

1. **'Locked'** access subdirectory names.  
Locked access directories (and their subdirectories) are used to keep files that are for internal use only. Temporary uploads, backups could be kept in there.  
Files inside Locked Access subdirectories cannot be sold via Digital Online Store Builder and cannot be accessed via WEB URLs. Use FTP program to upload and manage these files.
2. **'Unrestricted'** access subdirectory names.  
Names of subdirectories used to store helper files such as images, icons, stylesheets, javascripts, etc...  
Files located in Unrestricted directory and it's subdirectories are accessible to anyone including free visitors.  
Please note that files inside unrestricted directory trees cannot be used as a products for sale via Digital Online Store Builder. But they can be used to store icons, preview images or free snippets.
3. **'Free'** access subdirectory name: **'free'**  
If file resides anywhere under subdirectory named 'free' - it can be accessed by any logged on user. This is great feature to help you build opt-in and prospects list by giving access to premium digital materials for free signup. Examples:  
[./public\\_html/PREMIUM\\_FILES/free/beginner\\_intro.pdf](#)  
[./public\\_html/PREMIUM\\_FILES/materials/free/mp3/step\\_by\\_step.mp3](#)  
Note: The name 'free' is reserved and cannot be changed.
4. **'Individual Access'** (former **'private'**) Subdirectory Names group.  
Individual Access subdirectory is used to keep files than can only be accessed by individual purchase. This is helpful when you want to build online store of unique downloadable products where each product needs to be purchased separately. You may pick one or more Individual Access subdirectory names for your needs via MemberWing-X admin area at:  
MemberWing-X -> Digital Content Protection -> "Individual Access Subdirectory Names". This setting keeps comma-delimited array of Individual Access subdirectories. "downloads,files" are set as defaults and can be changed or edited to your liking.  
Here are few examples:  
[./public\\_html/PREMIUM\\_FILES/downloads/tutorial\\_1.pdf](#)  
[./public\\_html/PREMIUM\\_FILES/selected/downloads/Course1/lesson\\_5.avi](#)

#### Notes:

- Any subdirectory that has a name starting with underscore '\_' or dot '.' is considered **Individual Access** as well. Such subdirectories don't have to be specified inside "Individual Access Subdirectory Names" of MWX admin settings.

For example this file needs to be purchased separately as well:

[./public\\_html/PREMIUM\\_FILES/\\_specialty/broadcast.mp3](#)

- It is possible to create a special product that would allow to access to a group of digital files (1 or more files) inside **Individual Access** directory bracketed by the range of dates.

For example: "1 Week Pass" or "Monthly access" could give access to a set of downloadables released within a specific range of dates and residing inside of **Individual Access** directory.

For more information see section below: "Selling access to group of digital files defined by the range of dates".

5. '**Group Access**' (former '**keyworded**') Subdirectory Names group.  
Name of subdirectory is matched to the product name that member owns to decide whether he has access to files under such subdirectory.

Match is performed in **case-insensitive substring** manner.

For example subdirectory '**silver**' will match successfully with all of these products: "Premium Silver Membership", "silver coin", "Silverado".

You may edit this group here:

MemberWing-X -> Digital Content Protection -> "Group Access Subdirectory Names".

For example lets assume that "Group Access Subdirectory Names" setting contains this:

"membership,subscription,bronze,silver,gold,platinum"

Member '**walter**' owns the product named "Premium Gold Membership". '**walter**' will be able to access these files:

[./public\\_html/PREMIUM\\_FILES/membership/intro1.pdf](#)

[./public\\_html/PREMIUM\\_FILES/membership/gold/advantages.flv](#)

But '**walter**' will not be able access these files:

[./public\\_html/PREMIUM\\_FILES/membership/platinum/specials.pdf](#)

[./public\\_html/PREMIUM\\_FILES/membership/silver/stories.pdf](#)

[./public\\_html/PREMIUM\\_FILES/subscription/guide.pdf](#)

because he does not own any product that has both "gold" and "platinum" or "gold" and "silver" or "subscription" keywords.

As you may see when file resides under more than one Group Access subdirectories (/membership/silver/ or /membership/platinum/) - all of these subdirectory names (keywords) must be matching to at least one of products that member owns in order for him to get access to this file.

#### Notes:

- When file(s) are located inside the Root premium directory, such as:  
[./public\\_html/PREMIUM\\_FILES/tips.pdf](#)  
- then any logged on member who owns at least one product (does not matter which one) will be able to access **tips.pdf** file.
- When file(s) are located inside directory path that neither belong to 'free', not to 'individual access' nor to 'group access' directories, such as:  
[./public\\_html/PREMIUM\\_FILES/some/funny/dir/yo.pdf](#)  
- then any logged on member who owns at least one product (does not matter which one) will be able to access **yo.pdf** file.

## Priority of reserved subdirectory names

What if subdirectory tree contains mix of different groups of reserved names? Such as this:  
[./public\\_html/PREMIUM\\_FILES/membership/\\_files/gold/free/example.pdf](#)

### Here are the rules to determine the access rights:

1. Top priority: '**Locked**' access directory names. It overrides all other names, even if followed by or preceded with 'free', Unrestricted, Group Access or Individual Access dirnames.
2. Highest priority: '**Unrestricted**' access directory names. It overrides 'free', Group Access or Individual Access dirnames:  
[./public\\_html/PREMIUM\\_FILES/\\_files/gold/img/super.jpg](#) - super.jpg file may be viewed by anyone including free non-logged on visitors. 'img' is unrestricted directory name.  
[./public\\_html/PREMIUM\\_FILES/membership/css/gold/free/style.css](#) - style.css file may be viewed by anyone including free non-logged on visitors. 'css' is unrestricted directory name.
3. High priority: '**Free**' access subdirectory name.  
[./public\\_html/PREMIUM\\_FILES/free/example.pdf](#) - any logged on user has access to example.pdf  
[./public\\_html/PREMIUM\\_FILES/blah/free/example.pdf](#) - any logged on user has access to example.pdf  
[./public\\_html/PREMIUM\\_FILES/gold/free/membership/\\_special/\\_file/example.pdf](#) - any logged on user has access to example.pdf
4. Medium priority: '**Individual**' Access subdirectory names group. It overrides meanings of Group Access names and force any file under it to be purchased separately:  
[./public\\_html/PREMIUM\\_FILES/\\_files/intro1.pdf](#) - intro1.pdf file must be purchased separately to be accessed by member.  
[./public\\_html/PREMIUM\\_FILES/membership/\\_files/intro1.pdf](#) - intro1.pdf file must be purchased separately to be accessed by member.  
[./public\\_html/PREMIUM\\_FILES/membership/\\_files/gold/intro1.pdf](#) - intro1.pdf file must be purchased separately to be accessed by member.
5. Low priority: '**Group**' Access subdirectory names group:  
[./public\\_html/PREMIUM\\_FILES/membership/tutorial.pdf](#) - tutorial.pdf file may be accessed if member owns any product with keyword "membership" in it's name.  
[./public\\_html/PREMIUM\\_FILES/Selected\\_Files/membership/PDF\\_manuals/tutorial.pdf](#) - tutorial.pdf file may be accessed if member owns any product with keyword "membership" in it's name.  
[./public\\_html/PREMIUM\\_FILES/membership/gold/advanced.pdf](#) - advanced.pdf file may be accessed only if member owns any product with keyword "membership" and keyword "gold" in it's name.  
Such as: "Gold Membership" or "premium gold membership access".  
Please note that if user own two separate products, one with keyword "gold" in it's name and another with keyword "membership" in it's name - he will **not** be able to access the above file.  
All Group Access subdirectory names that precede filename (/membership/gold/ or /subscription/silver/ etc...) must be present in a single product that member owns to have access to that file.
6. Lowest priority: '**Unspecified**' subdirectory.  
If file belongs to directory tree where non part of it belongs to any of above groups - then to access this file user must be logged on and own at least one product (doesn't matter which one).

[./public\\_html/\*\*PREMIUM\\_FILES\*\*/blah/boo/hello/blurb.pdf](#) - blurb.pdf file may be accessed by any logged on member who owns at least one product. It could be any product.

For more examples, let consider membership site with these specific premium files and explain relationship between naming conventions and levels of protection:

[./public\\_html/\*\*PREMIUM\\_FILES\*\*/beginner\\_intro.pdf](#)  
[./public\\_html/\*\*PREMIUM\\_FILES\*\*/free/interview.mp3](#)  
[./public\\_html/\*\*PREMIUM\\_FILES\*\*/membership/training\\_session.wmv](#)  
[./public\\_html/\*\*PREMIUM\\_FILES\*\*/membership/gold/mastery\\_course.pdf](#)  
[./public\\_html/\*\*PREMIUM\\_FILES\*\*/\\_files/basic\\_concepts.zip](#)  
[./public\\_html/\*\*PREMIUM\\_FILES\*\*/\\_files/\\_pdf/self\\_study\\_course.pdf](#)

According to default MemberWing-X DCP settings all above files can be accessed via these WEB URLs:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)  
<http://YOUR-SITE.com/premium/free/interview.mp3>  
[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)  
[http://YOUR-SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)  
[http://YOUR-SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)  
[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf)

These URLs maybe be used directly inside your pages and posts and premium members will be able to access these files if they own proper products.

**Here are more examples and more detailed explanations of directory locations and levels of protection they offer:**

- **./PREMIUM\_FILES/free/\***  
- these files are available to any logged on member including free logged on subscribers.  
For example if member '**mary**' joined as a free subscriber she will only be able to access this file:  
<http://YOUR-SITE.com/premium/free/interview.mp3>
- **./PREMIUM\_FILES/\***  
- these files are available to any logged on member who owns at least one product (doesn't matter which one).  
For example if member '**peter**' purchased one article for \$2.99 he will also be able to access these files:  
[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)  
<http://YOUR-SITE.com/premium/free/interview.mp3>
- **./PREMIUM\_FILES/membership/\***  
- these files are available to any logged on member who owns at least one product with keyword "membership" in it's name, such as "Beginner **Membership**".  
For example if member '**johnsmith**' purchased "Beginner **Membership**" subscription - he will be able to access these files:  
[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf) (owns at least one product)  
<http://YOUR-SITE.com/premium/free/interview.mp3> (any logged on member can access this)  
[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv) (/membership/ - is a 'Group Access' subdir name, and he owns product with such keyword in it's name)
- **./PREMIUM\_FILES/membership/gold/\***  
- these files are available to any logged on member who owns at least one product with keywords "membership" **and** keyword "gold" in it's name, such as "Gold **Membership**".  
For example if member '**susan**' purchased "Gold **Membership**" subscription - she will be able to access these files:  
[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)  
<http://YOUR-SITE.com/premium/free/interview.mp3>  
[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)  
[http://YOUR-SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)  
User '**johnsmith**' will not have access to this file: [http://YOUR-SITE.com/premium/membership/gold/mastery\\_course.pdf](http://YOUR-SITE.com/premium/membership/gold/mastery_course.pdf)  
because he does not own any product with both keywords: "membership" **and** "gold" in it's name.  
IMPORTANT: As you may see 'Group Access' subdirectory names acts like a keywords to be matched with a product name that member owns.  
(In some way 'Group Access' subdirectory names act a bit like a premium marker keywords inside {{{...}}} brackets for premium articles).
- **./PREMIUM\_FILES/\_files/\***  
**./PREMIUM\_FILES/\_files/\_pdf/\***  
or:  
**./PREMIUM\_FILES/\_any/\_name/\***  
- when subdirectory name starts with an underscore '\_' or dot '.' (ex: **\_mydata** or **.mydigitals**) - these names do not participate in matching process with product names that member owns. These are 'Individual Access' subdirectory names. Files that are located inside of subdirectories whose names begin with underscore or dot must be purchased individually. Which means none of the above members will have access to these files:  
[http://YOUR-SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)  
[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf)

This feature effectively allows you to create digital download store selling unique digital download products directly from your website.

For example if member '**george**' purchased product named "Complete downloadable course: self\_study\_course" he will be able to access these files:

[http://YOUR-SITE.com/premium/beginner\\_intro.pdf](http://YOUR-SITE.com/premium/beginner_intro.pdf)

<http://YOUR-SITE.com/premium/free/interview.mp3>

[http://YOUR-SITE.com/premium/\\_files/\\_pdf/self\\_study\\_course.pdf](http://YOUR-SITE.com/premium/_files/_pdf/self_study_course.pdf)

Please note:

- name of file without extension must be present in the name of the product that member owns.

See below on how to create "Buy" button for individual files.

- '**george**' will not be able to access this file: [http://YOUR-](http://YOUR-SITE.com/premium/_files/basic_concepts.zip)

[SITE.com/premium/\\_files/basic\\_concepts.zip](http://YOUR-SITE.com/premium/_files/basic_concepts.zip) because he did not purchase it. Each single file located inside of "underscored" subdirectory need to be purchased separately.

- You may add your own 'Individual Access' subdirectories (that do not start with underscore) inside MemberWing-X admin settings:

MemberWing-X -> Digital Download Protection -> "Individual Access Subdirectory Names"

## How to securely sell individual digital downloadable file with Paypal.

Let assume that we want to securely sell recording of an amazing interview: **success\_talk.mp3**

1. First - create a new page named, for example, "Downloads".
2. Paste inside "Downloads" page this text:  
Please <a href="http://YOUR-SITE.com/premium/downloads/success\_talk.mp3">Click here</a> to download success in business interview. Make sure you are logged on. This is secure link and only logged on user who purchased this file will actually be able to download it.
3. Press [Publish] button to save this page.
4. Upload your premium digital file 'success\_talk.mp3' into subdirectory that is marked as one of 'Individual Access' subdirectory names in MemberWingX->Digital Content Protection. For example 'downloads' folder is marked as 'Individual Access' subdirectory by default: **./PREMIUM\_FILES/downloads/success\_talk.mp3** (we assume you have 'downloads' as part of your Individual Access Subdirectory Names inside MWX settings).  
**Note:** it is strongly advised to avoid using spaces and punctuation marks (such as quotes) in the names of files and subdirectories to avoid problems.
5. Create Paypal "Buy Now" button for the single product:  
Login to paypal.com, go to "Merchant Services" tab, click on "Buy Now" link under "Create Buttons" section.
6. Follow this naming convention to properly create the name of product. You must specify name of digital downloadable file including directories, relative to /PREMIUM\_FILES/ directory. For example if location of downloadable file on the file system is here:  
**/home/johnsmith/public\_html/PREMIUM\_FILES/downloads/success\_talk.mp3**  
Then encoded name for Paypal button will be like this:  
**Live Talk! [file: downloads/success\_talk.mp3]:**  
Include the name of digital downloadable file in "Item name", such as:

Step 1: Choose a button type and enter your payment details

**Product name must include name of directory+name of digital file enclosed in [ ... ] brackets as shown here:**

Choose a button type  
Buy Now

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name: **Live Talk! [file: downloads/success\_talk.mp3]** Item ID (optional) [What's this?](#)

Price: 24.95 Currency: USD [Need multiple prices?](#)

7. Paste HTML code of that button inside your "Downloads" page right after "**...Make sure you are logged on.**" text.. Add description of your digital product.

8. Visitor comes to "Downloads" page. MemberWing-X dynamically inserts Paypal IPN code inside the "Buy" button HTML.
9. When visitor clicks "Buy" button for that digital product and makes a purchase - here's what happens:
  - Paypal sends notification to MemberWing-X about the purchase
  - MemberWing-X creates new user account (or updates existing user account) with information about the purchased product.
  - MemberWing-X dispatches email to webmaster (you) and to buyer with his login credentials:  
username, password and login link.

Notes:

  - You may modify this email content via MemberWingX admin panel:  
MemberWing-X -> General Settings -> "Welcome email subject:" and  
MemberWing-X -> General Settings -> "Welcome email body:" options.
  - You may want to add a link to "Downloads" page inside email body so user will be able to quickly access his new purchase.
  - User clicks on "login" link, logs in, gets to "Downloads" page and from there he can click the link and actually get access to the file he purchased.
10. You will need to repeat steps 2 - 7 for each new digital downloadable product that you want to sell from your website.  
White this "Download" page is overly simplistic - it should give you a good idea of steps required to sell digital downloads from your site securely.
11. NOTE: Alternatively you may use MemberWing-X Digital Online Store (DOS) Builder (see chapter below) that allows you quickly create digital downloadable products just by uploading them via FTP into ../PREMIUM\_FILES/ location.

## Selling access to group of digital files defined by the range of dates. [fs-daterange](#) specification.

Starting with MemberWing-X 6.511 - it is possible to create specially named products that will give access to a group of files defined by the range of dates.

Such files must reside inside of **Individual Access** directories. Product name must follow special naming convention to make it happen.

This facility allows to sell "Year worth of upgrades", "3 Days Access Pass to Premium Reports" or "1 Year of past archives" - type of products.

By example:

- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:s]**  
Such product gives access to total 3 days worth of files uploaded into PREMIUM\_FILES/downloads/racing/ location, including all subdirectories, starting with the date of purchase (today) for a total of 3 days.  
Date of files must be encoded in format: YYYY-MM-DD and will be derived from the file name, such as: Daily\_Investment\_Report\_\_2010-08-23.pdf
- **3 Days Access Pass [fs-daterange:downloads/racing:today:+2 days:s]**  
Same as above just a different encoding, instead of '=3 days' it says '+2 days'. Which means today (date of purchase) + 2 more days access.

- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days]**  
Same as above but will NOT include subdirectories = ':s' attribute is not specified. Which means this product will give date-define access only to file located directly inside of PREMIUM\_FILES/downloads/racing/ location.
- **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:ft]**  
Same as above but file date will be determined from the filesystem (using PHP filectime() function). When 'ft' attribute is specified - it means date does not have to be encoded in the filename.  
If 'ft' attribute is missing - then date of file will be determined from the filename (according to rules above) - this is default behavior.
- **Summer 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-06-01:2010-08-31:s]**  
Such product gives access to files uploaded into PREMIUM\_FILES/trading/options/calls/\* location, including all subdirectories, starting from (and including) June 01, 2010 and ending at (and including) August 31, 2010. Date of files must be encoded in format: YYYY-MM-DD and will be derived from the file name: Some\_File\_\_2010-08-23.pdf (this is default setting, unless 'ft' attribute is specified)
- **Summer 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-06-01:=3 months:s]**  
Same as above but duration is specified as '=3 months' instead of specific date.
- **Last 2 weeks archive [fs-daterange:allfiles/content:today:-2 weeks]**  
This product name allows to sell access to past data. Product named this way will give access to total of 2 weeks worth of files uploaded into PREMIUM\_FILES/allfiles/content/\* location, NOT including subdirectories, starting 2 weeks before the date of purchase (today) and NOT including today.
- Building upon these examples - if we'd have a task to create '**Spring 2010 options**' product we could encode it in this way:  
**Spring 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-06-01:-3 months:s]**  
or this way:  
**Spring 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-03-01:=3 months:s]**  
or this way:  
**Spring 2010 options trading tutorials [fs-daterange:trading/options/calls:2010-03-01:2010-05-31:s]**
- **1 Day Access Pass [fs-daterange:markets/alerts/stocks:today:=1 day]**  
Gives access to 1 day worth of files uploaded into PREMIUM\_FILES/market/alerts/stocks/\* location, NOT including subdirectories, released on the date of purchase (today)

Let's define the spec to create specially encoded product names that gives access to date range of files, by taking this name as an example:

### **3 Days Access Pass [fs-daterange:downloads/racing:today:=3 days:s,ft]**

- **Days Access Pass** [fs-daterange:downloads/racing:today:=3 days:s,ft]- arbitrary name of product part.

- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - fully defined date range specification
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - separator characters
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - beginning of date range specification
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - relative directory tree under which files are located. Relative to .../PREMIUM\_FILES/ on a file system.
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - starting date. Could be in format: **'today'** (date of purchase) or **'2010-12-21'** - specific date.
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - ending date of date range. Could be either specific date (**'2010-12-21'**) or relative human readable description, starting with '-', '+' or '=' characters, such as: **'=3 days'** or **'-2 weeks'** or **'+4 months'** or **'=1 year'**.
- 3 Days Access Pass **[fs-daterange:downloads/racing:today:=3 days:s,ft]** - optional attributes. **'s'** - include subdirectories (default:do not include), **'ft'** - use filetime to determine file date instead of filename-based encoding. Default: filename-based encoding.

Notes:

- 'today' signifies the date of purchase and allows to create product once without changing any specific date ranges later on.
- Minimal range is 1 day.
- Following language constructs can be used to specify range of dates: **day, days, week, weeks, month, months, year, years.** PHP strtotime() function is used to convert text to actual dates.
- When creating Paypal Buy or Subscribe buttons - complete product name will go into the proper **'Item name'** field:

Step 1: Choose a button type and enter your payment details

Choose a button type  
Buy Now

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name: 3 Days Pass [fs-daterange:downloads:today:=3 days:s,ft] Item ID (optional):  [What's this?](#)

Note: See more tutorials posted on [MemberWing Forum, tutorials section](#).

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## Digital Online Store (DOS) Builder

MemberWing-X 6.x and higher includes Digital Online Store (DOS) Builder - facility to easily create customizable digital online stores allowing you to sell any kind of digital downloadable materials individually and in groups.

DOS even allows you to add your digital online store to non-Wordpress based websites and to websites that are based on non-Linux and non-PHP backends.

To create digital online store - just upload any materials you want to sell with any [FTP upload program](#) into proper premium subdirectories (under /PREMIUM\_FILES/).

See this section of manual: "Selling Access to Premium Digital Downloadable Products" for more details on naming conventions used for secure subdirectories.

To access Digital Online Store Builder settings go to:

Wordpress admin->MemberWingX->Digital Online Store Builder

This screen will allow you to set many different options for your digital online store as well as for each product and for directories where your digital downloadables are located.

Once uploaded - each file becomes "buyable" digital product and by default it will inherit it's settings (like price and image icon URLs') from parent directory.

Each directory inherits it's own settings from it's parent directory as well.

This way if you are selling many "similar" digital products (like premium images, MP3's, similar ebooks, etc) - you may set it's options once (at it's parent directory) and these options will be automatically applied to each file located inside this directory (plus any subdirectories as well). You may override settings for each file or directory individually as well.

If you want to set certain file's option to be "inheritable" - set it's value to **NULL**.

Product Name and Product Description [for directories](#) normally should represent general description of products inside this directory.

For example:

- Directory /PREMIUM\_FILES/tutorials/ may have Product Name set as "Collection of Tutorials".
- Directory /PREMIUM\_FILES/tutorials/photoshop/ may have it's Product Name set as "Photoshop Tutorials" and Product Description set as "Collection of Tutorials covering Adobe Photoshop CS5", and Price set to "19.95".

This will be the default price to be applied to any files uploaded inside this tree.

Large Images URLs and Small Images URLs settings represents product pictures. You may specify none, 1, or more than one image URL. You may also specify multiple image URL's - put each on a new line, such as:

MY-SITE.com/img/pic1.jpg  
MY-SITE.com/img/pic2.jpg  
MY-SITE.com/img/pic3.jpg  
etc...

Below Files/Directory listing are general settings for Digital Online Store Builder. Here you may set Primary Payment Processor, which could be either Paypal or authorize.net system (with the help of [authorize.net plugin](#)).

## Digital Online Store (DOS) Templates

Once your digital premium products are uploaded and settings are set - you may spend some time configuring templates. Templates are mostly HTML code pieces that define how your store will look visually on your pages.

MemberWing-X includes 10 "slots" for templates that you may customize directly via admin settings. You may render your digital online store using any template. In fact you may render your online store differently on different pages using different templates at the same time.

Templates t1 and t2 are preset for you but you may change them as you wish. Although we recommend you to leave these predefined templates untouched for your reference.

Additionally to that you may define separate .css (stylesheet) and .js (javascript) files for each template. Note: **IMPORTANT**: it is recommended to keep your versions of custom .css and .js files outside of MemberWing-X directory tree (/plugins/memberwing-x/). This is to prevent loss of your files during MemberWing-X upgrade.

Each template consists of 4 parts:

1. **Main Container.** Main container could be any HTML construct. Example:  
`<ul>{ONLINE_STORE_ITEMS_HTML}</ul>`  
{ONLINE\_STORE\_ITEMS\_HTML} - is a replacement tag that will be replaced with HTML code of directories and items (products) for sale.
2. **Directory/Folder template.** HTML construct that will be used to render name and description encoded into given directory. Example:  
`<li><b>{DIR_PRODS_NAME_TXT}</b><br />{DIR_PRODS_DESCRIPTION}</li>`  
If you do not want to render any HTML for directories - you may empty this part of template
3. **Item allowed template.** HTML construct that will be used to render items that are available for download to currently logged on user.
4. **Item denied template.** HTML construct that will be used to render items that are not available to current visitor.

Check out sample working code of 't1' and 't2' templates for your reference.

You may use number of predefined replacement tags anywhere within HTML code of your template. Here is the list of available replacement tags:

## DOS Templates - Replacement Tags

- **{ONLINE\_STORE\_ITEMS\_HTML}** - this tag ought to be used only by Main Container part of template.
- **{DIR\_PRODS\_NAME}**, **{DIR\_PRODS\_DESCRIPTION}** - these tags usually used only by Directory/Folder template. They represent Product Name and Product Description as they are set for currently rendered directory.  
**{DIR\_PRODS\_NAME\_TXT}** - is a "smarter" version of **{DIR\_PRODS\_NAME}** replacement tag and will be rendered as Product Name (if present) or as physical directory name.
- **{CUSTOM\_BUY\_CODE}** - will be replaced with content of Custom Buy Code setting for that file. Note: if Custom Buy Code is present - it will override all **{\*\_BUTTON}** tags.
- **{ICON\_URL\_1}** - will be replaced with first URL in Small Images URLs setting for currently rendered item.
- **{BIGIMG\_URL\_1}** - will be replaced with first URL in Large Images URLs setting for currently rendered item.
- **{ICON\_IMGS\_2X}** - currently not used. In a future will be replaced with `<img .../>` tags for 2+ URLs in image URLs list.
- **{PROD\_NAME}** - will be replaced with the name of product as set in Product Name setting

- **{PROD\_NAME\_TXT}** - will be replaced with either Product Name or normalized file name of item.
- **{PROD\_DESCRIPTION}** - will be replaced with Product Description for currently rendered item.
- **{PROD\_DESCRIPTION\_EXCERPT}** - will be replaced with excerpt version of Product Description. "Excerpt" part is everything before the [...] tag inside of the actual description text. Use [...] tag to create define shorter excerpt part inside long descriptions.
- **{CURRENCY\_SYMBOL}** - will be replaced with HTML version of currently active currency symbol.
- **{PROD\_PRICE}** - will be replaced with number part of currently rendered product price.
- **{PROD\_PRICE\_TXT}** - will be replaced with currency symbol + number part of product price.
- **{SAFE\_DOWNLOAD\_URL}** - will be replaced with actual download URL of the current product
- **{RANDOM\_NUMBER}** - will be replace with randomly generated number. Useful to attach to preview version of product download URL to avoid browser caching. See 't1' template code for example.
- **{DIR\_NAME}** - relative name of current items' directory. For /PREMIUM\_FILES/tutorials/photoshop - it will be **tutorials/photoshop**
- **{FILE\_NAME}** - will be replaced with only filename part of the current item.
- **{BUY\_NOW\_BUTTON}** - will be replaced with HTML code for "buy now" button for the current item. If Custom Buy code is set - then Custom Buy code will be used.
- **{ADD\_TO\_CART\_BUTTON}** - will be replaced with HTML code for "add to cart" button for the current item.
- **{VIEW\_CART\_BUTTON}** - will be replaced with HTML code for "view cart" button for the current item.
- **{URL\_DOWNLOAD\_BUTTON}** - will be replaced with URL link to the image of 'download' button, defined in MemberWing-X->General Settings screen.

## DOS Templates - Logic Tags

DOS templating engine allows you to render HTML code one or another way depending if certain condition is true or false.

For example - for SEO purposes you may decide to render full description for every item if page is loaded by search engine spider, but only show excerpt part of description if page is loaded by normal human visitor.

Or include "preview" link only if given item is available for preview (see section of this manual: "Automated Digital and Rich Media content promotion and Digital SEO enhancements - PromoFusion"). Such logic is easily accomplished by using Logic Tags. Here are few samples of using Logic Tags inside template:

- ...**{IF\_GOOGLE}**<div class="product-description-excerpt">**{PROD\_DESCRIPTION\_EXCERPT}**</div>**{ELSE}**<div class="product-description">**{PROD\_DESCRIPTION}**</div>**{ENDIF}**...
- or more complicated logic with nested logic tags:
  - **{IF\_CUSTOM\_BUY\_CODE}**
    - **{IF\_PROD\_PRICE}**
      - <div class="price-tag-wrapper">**{PROD\_PRICE\_TXT}**</div>
      - **{ELSE}** **{ENDIF}**
      - <div class="buy-button-wrapper">**{CUSTOM\_BUY\_CODE}**</div>
    - **{ELSE}**
    - **{IF\_PROD\_PRICE}**
      - <div class="price-tag-wrapper">**{PROD\_PRICE\_TXT}**</div>
      - <div class="buy-button-wrapper">**{BUY\_NOW\_BUTTON}**</div>
      - **{ELSE}** **{ENDIF}**
  - **{ENDIF}**...

As you may see general structure of logic tag is this: {IF\_some\_condition}...{ELSE}...{ENDIF}. {ELSE} and {ENDIF} tags are mandatory, although they may or may not contain any content in between them. As you saw in above sample - replacement tags also may be nested to any level. This allows you to create really "smart" templates.

Here is the list of currently available replacement tags. More likely will be added in a future.

- **{IF\_FILE\_WITH\_PREVIEW}** - Used by "Item Denied Template". If preview for the given file is available (filename\_**denied**.ext) than this tag will evaluate to true.
- **{IF\_PROD\_PRICE}** - If product price is >0. Some products are priced at 0 (available for free members). This logic tag will allow to avoid printing "0" price.
- **{IF\_CUSTOM\_BUY\_CODE}** - If given item has custom buy button code specified.
- **{IF\_GOOGLE}** - If current page is loaded by search engine spider - it will evaluate to true. For normal (human) visitors it will evaluate to false.

## Adding and Replicating Digital Online Store on page(s) of your website(s)

There are multiple ways to add Digital Online Store to pages of your website. MemberWing-X Digital Online Store Builder also include a ways to easily replicate your store on as many webpages on as many other websites as you want. This facility should help you to boost your brand awareness, visibility, and sales.

Here are few possible methods to add Digital Online Store to page of your website:

1. **Method 1: DOS Page Tag**: Insert this tag into any post or page on your site to display all products in your digital online store:  
**[mxw-digital-online-store]** - this will generate digital online store using template 't1'  
**[mxw-digital-online-store t3]** - this will generate digital online store using template 't3'
2. **Method 2: DOS Widget**: Copy embeddable digital online store widget code (see "Your Online Store Widget" in MemberWingX->Digital Online Store Builder screen) and paste it into any page of any website that supports javascript. This widget will convert into online store automatically. Embeddable digital online store widget is a great way to create multiple copies of your online store all over the web very quickly.  
Within widget's HTML code you may edit variables: **use\_template**, **regex\_include**, **regex\_exclude** and **max\_items** to customize the way online store will show up.
3. **Method 3: DOS PHP Snippet**: Use embedded PHP code snippet to generate more customized version of digital online store. To do that:  
Insert this tag inside of any post/page:  
**{{MWXPHP=online\_store1}}**  
Create custom field named **online\_store1** with the following content.  
**Example 3.1:**  

```
if (function_exists('MWX_digital_online_store')) {echo
MWX_digital_online_store(array('use_template'=>'t5', 'max_items'=>8));}
```

Above snippet and custom field will generate digital online store, using template 't5' showing maximum of 8 items for sale.

**Example 3.2:**  

```
if (function_exists('MWX_digital_online_store')) {echo
MWX_digital_online_store(array('use_template'=>'t1', 'max_items'=>10,
'regex_include'=>'@\.pdf$.i', 'regex_exclude'=>'@sample@',));}
```

Above snippet and custom field will generate digital online store, using template 't1' showing maximum of 10 items for sale matching \*.pdf or \*.PDF specification. The list will exclude any files that contain keyword 'sample' in it's name.

4. **Method 4: DOS API**: Using PHP API call in this format:

```
<?php
echo file_get_contents('http://YOUR-SITE.com/wp-content/plugins/memberwing-x/dos-
widget/mwx-dos-api.php?format=html&use_template=t1&max_items=5');
?>
```

Above API call will pull complete HTML content for digital online store, using template t1 and will show up to 5 items.

Actual URL value to use is available at: MemberWingX->Digital Online Store Builder->Digital Online Store API endpoint

Please note that DOS Widget and DOS API methods allow you embed your digital online store onto other websites.

DOS Widget is the easiest method to replicate your Digital Online Store on any number of pages of other websites and blogs that support javascript, such as Blogger.com and others.

DOS API is the most SEO-friendly way to replicate your digital online store on other online properties because it actually allows to embed dynamic HTML directly into page.

To customize appearance of your digital online store on your pages using above methods you may also edit values of the following variables:

- use\_template - template name to use: **t1** or **t2**, etc... up to **t10**
- regex\_include - regular expression pattern to match filenames of items. Ex: **@\ .pdf\$@i** - means match all \*.pdf and \*.PDF files, **@tutorial@i** - means match all files with keyword **tutorial** (case insensitive) anywhere in it's name.
- regex\_exclude - regular expression pattern to specify which files to exclude from display. Ex: **@market(er|ing|s)@i** will exclude any files with keywords: **marketer, marketing** or **markets** anywhere in it's name.
- max\_items - maximum number of items to show.

---

# Automated Digital and Rich Media content promotion and Digital SEO enhancements - PromoFusion

Digital Content Protection controls access to premium downloadable and rich media materials, such as premium movies, images, ebooks, PDF, MP3, ZIP and other digital binary or text files.

But if new visitor will click on a link to premium file - he will get an ugly 404 "not found" error. Same treatment is delivered to the search engine spider which doesn't help in your site's ranking at all.

Wouldn't it be nice if instead of error something more intelligent would happen and visitor would be presented with at least some content?

That's exactly what PromoFusion feature of MemberWing does.

It allows you to feed non-premium visitor with cut down version of your premium content. Consider it like a "teaser" feature for rich media and downloadable files.

PromoFusion feature is automatic.

The only action you need to do is to come up with a promotional version of your premium file and named it in a certain way - by appending '**\_denied**' to the filename.

For example let's assume that you've uploaded premium training session video available to your members:

[./public\\_html/PREMIUM\\_FILES/membership/training\\_session.wmv](#)

and published a link to (or embedded) this video on your front page:

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv)

Non-member will not see any video at all because he has no access to it. Neither he can get a feel what this video is about.

You decided to utilize PromoFusion feature, and created shorter introductory version of training session video.

You gave it a name of original file, appended '\_denied' keyword and uploaded it to your premium file folder:

[./public\\_html/PREMIUM\\_FILES/membership/training\\_session\\_denied.wmv](#)

Now, instead of 404 "not found error" or blank screen, every free visitor will automatically see introductory edition of your video. People will stay on your site for longer, Google will see video present on your portal as well and that gives you extra SEO score points as well.

You don't need to change any URLs on your pages. Same link:

[http://YOUR-SITE.com/premium/membership/training\\_session.wmv](http://YOUR-SITE.com/premium/membership/training_session.wmv) - will feed full video to logged on premium members, while showing only introductory version for everyone else.

You may create promo versions for as many digital files as you want following proper naming convention: by appending '\_denied' to the name of "teaser" version before extension.

Upload teaser version to the same directory where full version is located.

[./public\\_html/PREMIUM\\_FILES/membership/tips.pdf](#) - full version

[./public\\_html/PREMIUM\\_FILES/membership/tips\\_denied.pdf](#) - "teaser" version

[./public\\_html/PREMIUM\\_FILES/gold/archives/special.7z](#) - full version

[./public\\_html/PREMIUM\\_FILES/gold/archive/special\\_denied.7z](#) - "teaser" version

PromoFusion functionality helps to boost visitor engagement and boost sales by serving visitors with engaging introductory or marketing message instead of "access denied" errors.

It also affords you extra love from search engines who always notice presence of rich media and amount of time visitors spend on your site.

That extra SEO juice will get you to gain higher organic ranking score.

**Tip: Creating Premium pages outside of Wordpress:**

MemberWingX' Digital Content Protection allows you to create premium pages with automated promotional features outside of Wordpress.

For example - you may upload **page.html** and **page\_denied.html** files into secure directory and have your logged on premium member see "premium" version of page.html content, while free visitors will see "promotional" content (pulled from page\_denied.html) automatically via the same URL. This is very powerful feature to create "mini sites" outside of (or in parallel to) Wordpress where you may manage HTML content of special pages directly in any way you like. NOTE: Dynamic PHP pages are not supported yet.

---

# Utilizing Digital Content Theft Prevention and Tracing - TraceFusion

TraceFusion is a feature of MemberWing-X allowing you to invisibly watermark every digital download that is leaving your site with an identity of a user who is accessing it.

In other words TraceFusion automatically adds invisible encrypted signature to every premium digital document. Consider such signature as an invisible digital fingerprint your member makes on every digital file he downloads.

As it often happens - if you find your premium digital materials illegally shared without your permission somewhere on the internet - you will be able to discover identity of a member who originally downloaded your file.

Having such information in your possession you will be able to launch investigation and at the very least to terminate member who likely caused illegal premium document leak.

To turn TraceFusion feature on:

1. Login to your wordpress admin panel
2. Go to:  
MemberWing-X -> Digital Content Protection -> "TraceFusion Digital Content Watermarking and Tracing enabled"
3. Check it on:
4. Press [Save Settings] button

Now - every time any premium digital file is accessed - invisible, encrypted watermark will be embedded in it fully automatically.

## **How to read back information encoded into digital signature?**

Note: To read TraceFusion digital signatures person needs to know MemberWing-X API key that is available only via admin panel at:

MemberWing-X -> General Settings -> "MemberWing-X API Key"

In other words only webmaster who have administrative access can decode signatures. You may not decode signatures created by other websites and no other people can decode your signatures without having access to your MWX API key.

Let assume you found your premium course materials: '**gold\_mastery\_course.pdf**' somewhere on internet where they should no be.

You need to obtain this file in your possession to read digital signature.

To read digital signature of the file:

1. Upload file onto some public directory of your website, such as:  
YOUR-SITE.com/temp/gold\_mastery\_course.pdf
2. Head to dedicated TraceFusion portal: **<http://www.tracefusion.com/>**
3. Paste your MemberWing-X API key and URL of the file:

## TraceFusion

Digital Property and Digital Content Tracing Facility

TraceFusion digital signature provides you with information about the person who accessed your content.

[Wordpress membership site plugin MemberWing](#) allows you to mark your premium digital materials (images, movies, ebooks, downloads) with TraceFusion Digital signature.

Each copy of downloaded material that leaves your site is signed with unique identity of member who accessed it. This facility gives you power to trace each copy of your materials (possibly found as illegally distributed or shared on internet) back to the person that caused it to happen.

**Your TraceFusion key**  
(Same as MemberWing  
License key or  
MemberWing-X API key)

**Please enter URL of file or  
web page you want to  
trace**

Decode TraceFusion signature

Contact: [info@tracefusion.com](mailto:info@tracefusion.com)

4. Press button [Decode TraceFusion signature]  
If your API key was correct, file URL is correct and signature is present - the information will be decoded and shown to you.

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## MemberWing-X Integrated Affiliate System

MemberWing-X includes integrated affiliate system that allows you to attract affiliates, promote your products and boost your sales and revenues.

Just like everything else MWX Affiliate System can function with very little configuration.

MWX affiliate network setting are available via:

MemberWing-X -> Affiliate Network Settings

Every member of your blog is your affiliate automatically.

In other words - every subscriber, including free subscriber and every customer - has it's own affiliate ID to promote your site.

Each member's affiliate ID is the same as his user\_id and is available via:

Users->'**username**', scroll to the bottom of page and find section named "**Affiliate links**".

---

## Integration with **RAP** ([Rapid Action Profits](#)) system

RAP (Rapid Actions Profits) is a marketing system developed by Sid Hale. MemberWing-X integrates with RAP so that any sales processed by RAP will also cause MemberWing-X to create new account on your wordpress blog and automatically manage premium access for new customer.

To integrate MemberWing-X with RAP please follow these steps:

1. Unzip memberwing\_rap.zip (included inside memberwing's ZIP file). memberwing\_rap.zip is a certified add-on for RAP allowing integration of RAP with MemberWing-X.
2. Follow installation steps described in README.TXT file
3. Login to your Wordpress admin panel. Go to:  
MemberWingX ->  
Integration with Other Systems ->  
Universal Integration with third party Paypal shopping carts and Paypal payment systems ->  
Universal Paypal Include File
4. Copy this value into your RAP admin panel->Addons->MemberWing Addon

Done.

---

## Integration with [E-Junkie.com](http://E-Junkie.com).

Integrating MemberWing-X with [e-junkie.com](http://e-junkie.com) digital online shopping cart:

1. Check: [x] Send transaction data to a URL while adding or editing your product.
2. Press [Submit] button if you are adding the product, or press [Next] button if you are editing the product.
3. In the Payment Variable Information URL field, enter above value (E-junkie Payment Variable Information URL).
4. Press [Next] button till you can [Submit] to reach the button code screen.
5. Use the Buy NOW or E-junkie Cart button codes from this screen to start selling your product (if you had already copy-pasted the button code for this product and made no other changes to the product, your existing code will continue to work fine).
6. When customer will purchase your product, MemberWing-X will be notified, new member account will be created and new member will be able to login and access premium content according to your rules.

To track all payment events - check **\_\_log.php** file located inside of your MemberWing-X directory:  
/plugins/memberwing-x/\_\_log.php

---

## Integration with [ClickBank](#).

Integrating MemberWing-X with ClickBank.com :

1. Goto Clickbank.com and create single payment or recurring membership product:  
Clickbank.com ->Login->Account settings->My Products
2. Get it approved by Clickbank
3. Goto Clickbank.com ->Login->Account settings->My site->Advanced tools->Edit
  - Come up with- and enter secret key
  - Click "request access" for instant notification URL
  - Change all "NO" to "YES"
  - Scroll "Terms of use" and check "I understand..." checkbox: [x]
  - Click [Save Changes & Request API access] buttonYou should get message "You have been enabled for instant notification"
4. Login to WordPress admin at: [www.YOUR-SITE.com/wp-admin](http://www.YOUR-SITE.com/wp-admin)  
Go to Settings->MemberWingX->Integration With Other Systems->Integration With Clickbank
5. Find area "Clickbank Secret Key"- enter your secret key over there
6. Find area "Clickbank product keyword". Enter the keyword that appears in the name of your membership product. For example: **membership** or **gold**.  
When someone purchases one of your clickbank products – MemberWing will be notified by Clickbank via integration mechanism every time for every purchase. But only the product names that contain above keyword (in case-insensitive manner) will be processed by MemberWing. Others will be ignored.  
If this keyword field is left empty – all sales from clickbank will be processed as membership sales by MemberWing and all purchasers will become premium members.
7. Find area "Clickbank Instant Notification URL" – and copy URL that is listed over there
8. Go back to your clickbank account admin: Clickbank->Account settings->My site->Advanced tools->Edit
9. Paste that URL into "Instant Notification URL" field
  - Press small "(test)"link.
  - Wait few seconds until message "The test notification successfully sent..." small window appears
  - Close this small notification window
  - Press [Save] button.
10. Now Instant Notification URL should be visible at:  
Clickbank->Account settings->My site->Advanced tools->Edit screen, together with your secret key
11. Now whenever someone purchase your membership product via clickbank (one-time payment or recurring) – new customer will automatically become a premium user at your MemberWing-controlled membership site.

**NOTE:** Please note that it seems that ClickBank **in test mode** does not issue proper notifications to MemberWing, which means if you are testing - MemberWingX will not create accounts. To really test integration with ClickBank you need to make a live purchase, and then issue refund.

To track all payment events - check **\_\_log.php** file located inside of your MemberWing-X directory:  
/plugins/memberwing-x/\_\_log.php

---

## Integration with [ECWID.com](http://ECWID.com) - online shopping cart and WEB store builder.

**ECWID** is an excellent online shopping cart. It allows you to create hosted catalog with all your products for sale, including description, images, prices, payment methods, shipping methods, different options for each product (such as size, color), etc... Once you created your online product catalog - ECWID gives you a snippet of HTML code, "widget" to embed into any page of website or blog. This widget automatically creates complete online store. ECWID makes it extremely simple and cheap to build online stores to sell physical (and to some extent digital) products.

ECWID gives you a free plan to try its service. Even with free plan you can build fully functional online store.

ECWID's paid plan cost \$17/mo and includes powerful SEO features (inline catalog, instead of javascript-generated one), ability to create discount coupons, access to API and ability to add affiliate tracking to sales.

One of the offerings of ECWID online store builder that really stands out is the fact that they don't take percentage of your sales. Monthly fee includes everything and no extra charges or hidden fees apply. They integrate with Paypal, Authorize.net and other payment processing solutions.

I love ECWID for its embeddability - build online catalog, grab widget and insert it to any blog or website. This way you can launch 25 online stores selling your stuff all over the internet - how cool is that?!!!!

ECWID does not have any affiliate tracking functions.

MemberWing-X allows you to add comprehensive affiliate tracking features to your ECWID store, hosted at the same site where you have MemberWing-X installed.

This feature requires paid \$17/mo ECWID account.

To add affiliate tracking to your ECWID store do this:

1. Make sure you have paid account with ECWID.
2. Make sure you have [Ecwid Shopping Cart plugin](#) installed and activated. This plugin allows you create  
Affiliate tracking integration requires that your ECWID catalog will be embedded inside Wordpress page or post.
3. Have MemberWing-X activated of course.
4. Login to your MemberWing-X admin panel
5. Go to MemberWingX -> Affiliate Network Settings -> Enable affiliate tracking for ECWID shopping cart service?  
Enable it:
6. Press [Save Settings] button.  
From this point on - affiliate ID will be sent along every purchase made through ECWID store.
7. You affiliates may register and start referring you customers in 2 ways:
  - By registering at your website as a free "subscriber" via link like this: YOUR-SITE.com/wp-login.php?action=register  
Every subscriber (and in fact any new customer) automatically becomes your affiliate.  
Note: make sure "free registrations" are enabled via Wordpress admin->Settings->General->Anyone can register  
Once your affiliate registers - he can see his affiliate ID and sample of his affiliate link inside of his dashboard. He must login first.
  - By creating affiliate link to any page of your website like this:  
YOUR-SITE.com/some-page/?aff=affiliate@email.com  
'affiliate@email.com' - is paypal email address of your affiliate. This method does not even

require registration but makes affiliate's email address visible. It is possible though to conceal email address in URL by using any URL shortener service.

- Once sale is made you may see affiliate's ID by [logging into your ECWID panel](#) and navigating to:  
Sales->Orders and then clicking on order number.  
Referring affiliate's ID (if any) will be shown in the upper right corner of screen.

MemberWing-X allows you to track customer's IP address together with referring affiliate's ID. This is achieved by enabling this option:

MemberWingX->Affiliate Network Settings->Allow detailed affiliate tracking for ECWID shopping cart service?

If this option is enabled (default) affiliate tracking code will include affiliate email or ID + customer's IP address and will look like this:

The screenshot shows the ECWID website interface for www.poodleit.com. The user is logged in as olga@poodleit.com. A red banner at the top right states "Detailed affiliate tracking data enabled: MemberWingX->". Below this, the "Affiliate Network Settings->" section shows the option "Allow Detailed Affiliate Tracking for ECWID shopping cart:" with a checked checkbox [x]. The main content area displays "Order #12, Jul 21, 2010 01:34 PM". A red box highlights the "Affiliate:" field with the value "aff\_id:gleb@memberwing.com,cust\_ip:99.224.177.192". A red arrow points to this field. Other details include "Payment Status: Accepted" and "Fulfillment Status: New".

If this option is disabled only affiliate's ID will be shown:

The screenshot shows the ECWID website interface for www.poodleit.com. The user is logged in as olga@poodleit.com. A red banner at the top right states "Detailed affiliate tracking data disabled: MemberWingX->". Below this, the "Affiliate Network Settings->" section shows the option "Allow Detailed Affiliate Tracking for ECWID shopping cart:" with an unchecked checkbox [ ]. The main content area displays "Order #13, Jul 21, 2010 01:50 PM". A red box highlights the "Affiliate:" field with the value "4". A red arrow points to this field. Other details include "Payment Status: Accepted" and "Fulfillment Status: New".

Notes:

Currently [ECWID](#) does not support direct API integration and hence there is no direct integration possible between ECWID and MemberWingX affiliate payouts page.

In other words - you may see which affiliate referred sale for you but for now you'll have to manually track payouts and process payments to affiliates who registered the sale for you.

I am working on adding more dynamic affiliate integration functionality between ECWID and MemberWingX.

But at least for now you may enjoy these benefits:

- Welcome as many affiliates as you want to promote your online ECWID-powered store
- Enjoy better SEO ranking (every incoming affiliate link helps with better organic ranking for your store).
- Have increased incoming traffic of potential customers from your affiliate's websites.
- Hopefully get more sales due to added affiliate-referred traffic .
- Have detailed tracking data for every sale including customer's IP address that can be used in extra conversion stats and analytics.

Hint: have raw log files for your web traffic enabled - this will greatly help you with you sales tracking and analytics.

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# MemberWing Migration Guide: Migrating from MemberWing 4.x (MW) to MemberWing-X 5.x (MWX) and above.

MemberWing-X is a complete rewrite of MemberWing plugin with important enhancements included into it. MW is in maintenance, bug fixing and support mode - no more new features will be added into it. All new enhancements, improvements, additions, new features and integrations will go to MWX only. But please note: if you have active and operating membership site with MemberWing 4.x the upgrade process is **not as simple** as uploading new MemberWing-X plugin. See below.

If you run membership site based on MemberWing 4.x here are important notes about differences between them and issues with migration from MW to MWX.

- MW and MWX use different markers:  
MW markers: {+}, {++}, {+++}, {++++}  
Matching MWX markers: {{{bronze|silver|gold|platinum}}}, {{{silver|gold|platinum}}}, {{{gold|platinum}}}, {{{platinum}}}
- MWX installs into directory that is different from MW. This might pose a problem if you already have existing recurring payment subscribers or integration scripts with their IPN (payment notifications) pointing to the old MemberWing 4.x locations.

## **Recommended MemberWing -> to -> MemberWing-X migration steps:**

1. At your old MemberWing admin settings: Disable integration with autoresponders and iDevAffiliate (if any of these enabled). You will need to re-enable them again via new MemberWing-X admin panel.
2. Deactivate old MemberWing.  
Having old MemberWing and new MemberWing-X active at the same time will likely cause problems.
3. Upload and activate new MemberWing-X plugin.
4. Note: this is optional although recommended step: Replace old style markers inside of your premium posts and pages: {+++} to the new ones, such as: {{{gold|platinum}}} etc... - see above.  
By default MWX will recognize old style markers and translate them on the fly to the new ones. We recommend to replace old style markers to new style markers in all posts and pages as it will offer you more flexibility in a future.  
If you don't have any old style markers left you may disable the following setting (to slightly improve performance of your site):  
MemberWingX -> General Settings -> "Enable MemberWing legacy compatibility mode?" - [ ] - disable it.
5. Re-enable integrations with autoresponders and iDevAffiliate (if you have these enabled at your MW).
6. Please note that none of MemberWing 4.x settings will be transferred to MemberWing-X 5.x. So you need to go through all MemberWing-X configuration options and re-configure them to your liking. Most defaults are fine but please make sure to check your paypal address, paypal currency, etc...
7. You need to recreate all your Paypal buttons following the steps described in this manual. Your old buttons are likely include fields and snippets still pointing to the old script location. you need to rebuild these buttons and paste new button HTML codes inside your join/subscribe pages.
8. If you have active users with active Paypal recurring subscriptions - you need to leave old (deactivated) MemberWing 4.x files in their directory. This is required so that IPN processing for

old subscriptions will continue to operate normally without IPN errors.

Same applies for other integrations that are pointing to scripts into old MemberWing directory. If you have any of these active - just leave old MemberWing files in place.

If you don't have any previous integrations pointing to MW scripts - you may delete old MW files.

Note: if you delete old MemberWing 4.x files but some other scripts are still pointing to that location - what happens in the worst case is that previously active users with cancelled or refunded subscriptions will not get automatically removed from your system. Although you may always do it manually via Wordpress admin panel, once you receive notification about cancellation or refund.

9. Note: If you decide to keep using the old markers ({+++}) and run MemberWing-X in compatibility mode with old style and later on decide move your wordpress installation to another site or directory - certain user metadata might get lost and your members might lose access to premium content.

To resolve this issue you might need to have custom script written for your moved website to re-create metadata for premium members. Contact us for details.

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Changelog:

- 04 aug 2010  
Renamed "private subdirectory names" -> "Individual access subdirectory names"  
Renamed "keyworded subdirectory names" -> "Group access subdirectory names"
  - 26 Jul 2010  
Added tip to create premium pages outside of wordpress.
  - 20 Jul 2010  
Added chapter on affiliate tracking integration with ECWID online store and shopping cart widget.
  - 19 Jul 2010  
Add "Setting Custom Expiration Dates" section
  - 10 Jul 2010  
Migration notes enhanced and corrected
  - 08 Jul 2010  
Added link to [video tutorial](#).
  - 22 Sep 2010  
Digital Online Store Builder is here!
  - 13 Oct 2010  
Added Aweber shortcodes
  - 02 Nov 2010  
[RAP](#) and Clickbank integration descriptions added.
- 

Please note that this manual is constantly being updated.

[Click here](#) to get the latest up-to-date copy of this manual.