



DOCUMENTATION

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1 | What can SpotWay do for you?

SpotWay is a clever ads manager, that helps webmasters and web developers creating, managing and analyzing ads into websites. Using it, it will increase considerably the execution time of adding ads on websites.

Another important part is that you can manage ads on different websites, you don't need to install it on each one (check chapter 2 for more informations).

SpotWay works on all major Browsers (Mozilla, Firefox, Safari, Opera, Internet Explorer 9 +) and its design has been made to be easy to use and intuitive with a pleasant appearance.

SpotWay provides you the platform that you need with the following features:

Easy quick install – Install the platform in 3 easy steps!

Client Side Management – Clients can buy ads directly from the platform by simply creating an account and paying via PayPal.

Full analysis on ads, spots and campaigns – You can analyze all those three categories getting information about visits or clicks per day, you can also analyze multiple ads, spots or campaigns to get successful rates, conversions and other useful analysis. Also you can get informations about Country traffic, Browsers traffic.

Multiple ads, spots or campaigns analysis

Text/Html Ads - You can Now manage Easily Text/Html Ads into your website. But also: Youtube/Video Ads, Flash Ads, AdSense Ads..

One time install for every websites that you own – If you want to use this platform for multiple websites you can do this by simply install this system only one time.

Easy ads management – Using SpotWay you can now manage your ads easily you have everything you need into one simple to use platform.

Multiple ads rotation – You can add multiple ads into one Ad Spot

Campaign Management – You can create and manage Campaigns that will improve the way you analyze your ads and the way you organize them.

Shareable Analysis – You can now share Stats with your customers by simply sending them a Link.

Simple html/Javascript Embed – You will need to embed a simple code into the place that you want to display ads. The code is an iframe or javascript code.

Intuitive System – SpotWay has been made simple to use and intuitive for everyone.

Alert System – The alert system announce you when an Ad will no longer display or will inform your clients when you accept or deny an add by a custom message made by you.

Files that are included in the package are: Javascript Js, Html, Css, PHP, pdf we recommend to not modify or delete files.

2 | How to install SpotWay on your Server

- 1) To Install SpotWay you will have to upload all the files included in the package to an website directory or a subdomain (e.g. <http://sw.website.com> or <http://website.com/sw>). To do that step you will need to upload them with an FTP client or by the Cpanel File Manager.
- 2) After you have uploaded the package files on your server you will have to change the chmod of the /ads directory from 755 to 777, this can also be done from your FTP client or by Cpanel File Manager. **Also you will have to change the name of the file .htaccess.txt to .htaccess** (made for mac users and linux users)
- 3) Next step is to access your browser to the address that you've uploaded the files (e.g. <http://sw.website.com> or <http://website.com/sw>), the install

page will show up, there you will have to set the database access by completing the forms.

The image shows the SpotWay installation form with the following fields and annotations:

- db Host:** Annotated with "THE SERVER IP OR WRITE LOCALHOST (USUALY YOU CAN GET THIS FROM YOUR HOSTING PROVIDER)".
- db Name:** Annotated with "THE DATABASE NAME WHERE YOU WANT TO INSTALL THIS PLATFORM".
- db Username:** Annotated with "THE DATABASE USERNAME THAT YOU USE TO CONNECT IN THE DB NAME".
- db Password:** Annotated with "THE DATABASE PASSWORD THAT YOU USE TO CONNECT IN THE DB NAME".
- Email:** Annotated with "YOUR EMAIL THAT YOU WILL USE TO CONNECT TO SPOTWAY".
- Password:** Annotated with "PASSWORD THAT YOU WILL USE TO CONNECT TO SPOTWAY".
- Repeat Password:** Annotated with "PASSWORD THAT YOU WILL USE TO CONNECT TO SPOTWAY".

The form includes an "Install" button, a "Read Documentation" link, and a copyright notice: "© Copyright 2013 SpotWay - v1.1".

Where do I get the database informations?

Usually your hosting provider will give you all the data you need to perform this installation.

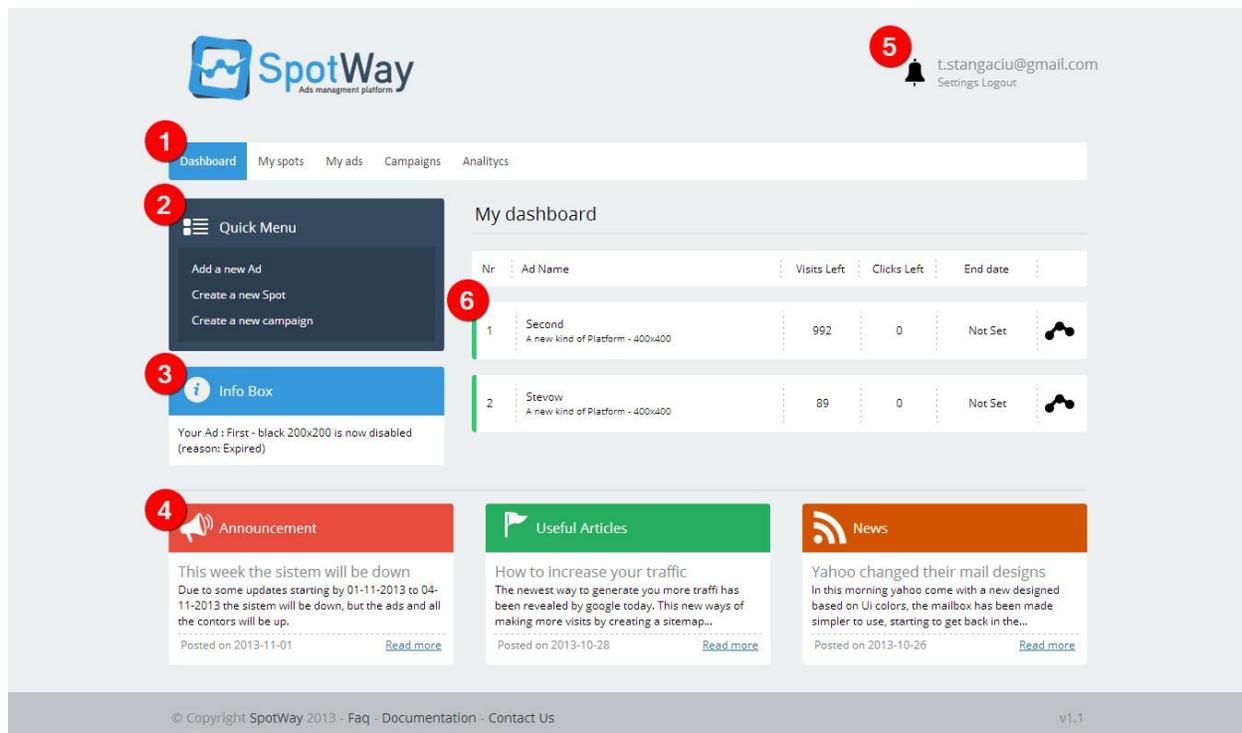
You will also have to set your administrator account that will be used to access the platform by completing the “email”, “password” and “repeat password” forms. In the same forms you will have to set the paypal administrator account to get the money, if you don’t have it yet, you can skip the form and change it on the user settings.

! The tables created in you database will have as prefix “sw_” so you can easily recognize them from other tables you have.

- 4) After you’ve successfully done the install part, you can start creating and managing your ads. Moreover, **by installing it on one domain you will not have to install it on other websites that you own**, you can simply embed the sot codes on other websites.

3 | General Things on SpotWay platform

SpotWay has been created to be easy to use and intuitive, we will see next the general things that you can find on it.



The following list is based on the image numbers.

- 1) This is the menu of the platform there are 4 main categories and the dashboard, all those categories are important for you with them you will manage your ads, campaigns or analytics (Chapter 4 for more informations).
- 2) The quick menu is there to help you doing fast actions like adding a new ad, creating new Sots or Creating a new Campaign.
- 3) The info box will inform you about the latest alert you had, in the next versions of SpotWay it will gives you more informations.

- 4) The Announcement, Useful Articles and News are taken from our main website: <http://getspotway.com>, there will come the latest posts that we will make for you, to keep in touch.
- 5) This is the administration area, you can change your password there by Accessing “Settings” or if you want to logout from the platform just click on the “logout” link. Also there is the bell that announce you the alerts of the system. Just click on the bell to read them.
- 6) The main area of the website is this one, here will comes the content, like your ads as they are in this example.

Icons and colors meanings

As you saw in the image, you will find some icons and colors (like the green color) in the design, here’s the meaning of them:

Colors:

-  - This colors tells you that your ad is still active
-  - This one tells you that your ad is inactive and will not show up on your ad Spot
-  - The links that have this color are under checking, you gonna have to accept or reject them.
-  - This color is the rejected color. When you reject a Link it will get this color.

Icons:



- Clicking on the bell will gives you all the alerts that you have.



- This icon, is the analysis icon, it will bring you to the analytics page of the Ad, Spot or Campaign.



- This is the Settings icon, it will let you make setting of Ads, Spots or Campaigns.



- By clicking this icon it will delete an Ad, Spot or Campaign, but pay attention! If you choose to delete an spot without moving the ads that are inside of it, it will also delete them.

4 | What are the main parts of SpotWay

SpotWay platform have 4 main Categories and a Dashboard where your active ads will be displayed with the remaining stats of them.

- 1) The first category is called “My spots” here you gonna find all the ad Spots created.

What is an ad Spot?

An ad Spot is a widget that must be insered in your website to display your ads via SpotWay it can have any dimensions you want and can be embeded on any website you own.

If you loose your embed code for a spot, just click on the settings icon on the right side of an spot, it will send you to its settings age and you will find the embed code there.

To create a new Spot you can click on the “Create a new Spot” link.

In “My spots” page you can also Analyse a single spot by clicking the analysis icon (). It will gives you stats about the activity that ads inside of it had before.

And of course if you need to delete an Spot you can press the delete icon () *(any spot deleted will also delete the ads that are inside of them if they're not moved to another spot before).*

- 2) The second Category is called “ My Ads”. Here you will find all the active () and inactive () ads that you have, with the possibility to analyze them and

to edit there remaining stats using the abalitycs icon (📊) or changing the banner by clicking on the settings icon(⚙️), or to delete by the delete icon(✖️).

3) The third Category is “Campaigns”. You can create campaigns by combining multiple ads from multiple spots. This will gives you a better way to make analysis, and it will give you a better management of them.

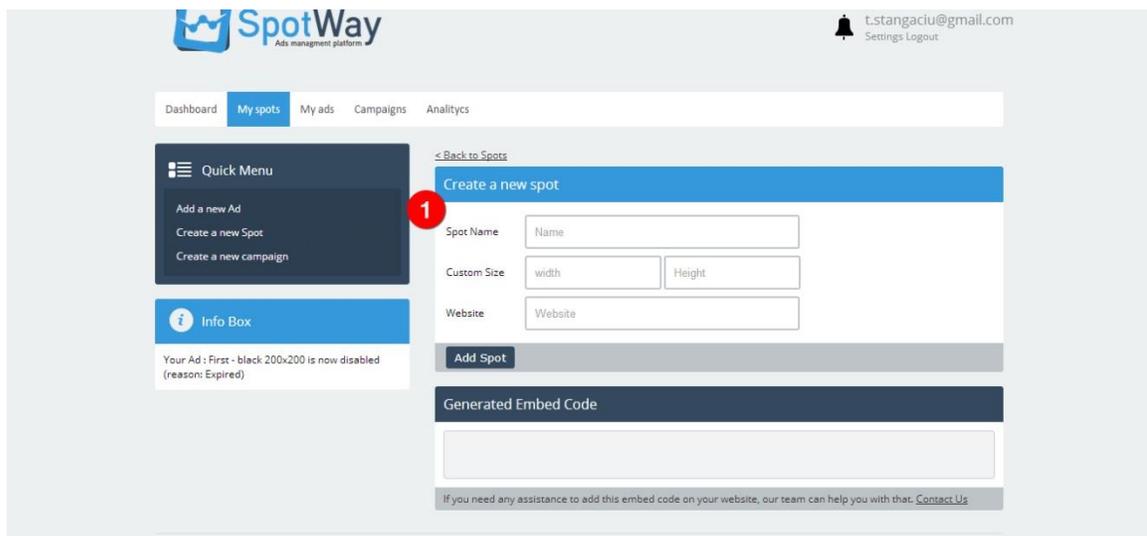
On this page you have the same tools as the others: view analytics, edit an Campaign or delete one.

To add ads in a campaign you can do it by going on its settings page there you will have to drag and drop items on the “Drag items here” area. Or you can also them after you create your Campaign.

4) The last part is “Analytics”, in this page you can start making multiple Analisis(multiple ads, spots, campaigns) that will gives you multiple stats as: wich of them is the most successful... Just drag and drop items on the “*drag items here*” area and press on the “*start analisis*” button.

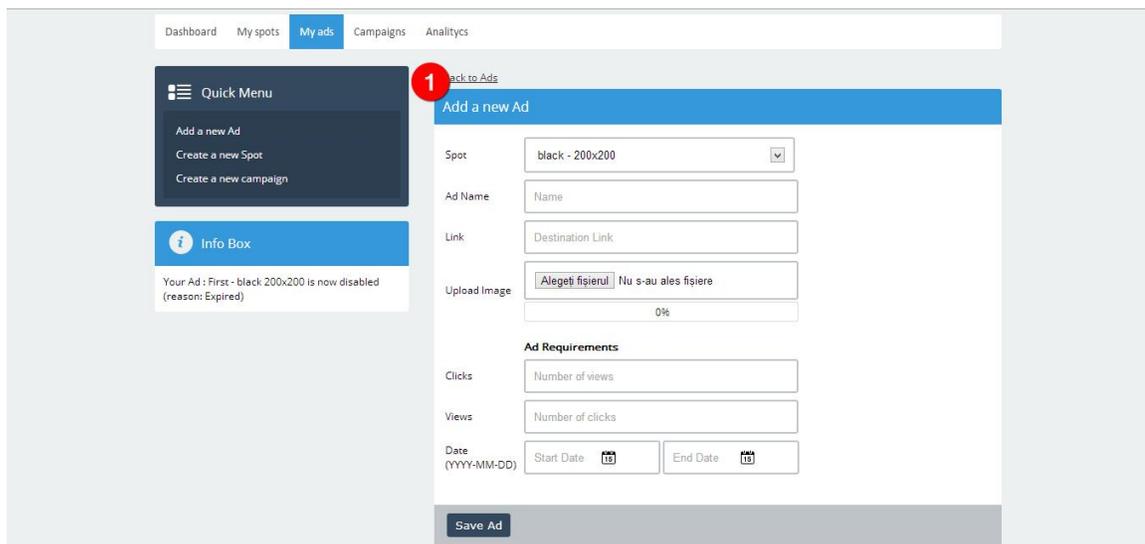
5 | How to install and manage ads on your website

1) To install ads on your website you will have mainly to create an Ad Spot That will be embeded on your website and will display ads that you will set for it.



To do that go on the “My spot” Page and pus the “Create a new Spot” button. Complete all the forms with the informations required, after that an Embed code will be generated, you wil have to add it on your website. If you lose your embed code you will can always get it back on the settings page of your Spot. Also now on the newest versions you have the possiblity to put a price on your ads, that means any customer that register on your platform will can buy ads from you via paypal. For that you will have some new forms called: *Informations for your clients*. Here you will have to set the number of views, clicks or days you want to sell your ad, and after that the price in dollars (USD).

- 2) The second Step is to go on the “My ads” section and “Add a new Ad”. Simply complete all the forms, upload your image (the width and heigh of it must be as you set in the Spot Selected). And after these Complete the requirements of your Ad if it’s your own ad, else this part for your clients will automatically be updated. You can combine the 3 forms (clicks, views, date) to make a custom package (e.g. If an ad have no more views or clicks but the date is not passed the ad will continue to show up until that date).



The screenshot shows a dashboard with a navigation menu on the left and a main content area. The navigation menu includes 'Dashboard', 'My spots', 'My ads', 'Campaigns', and 'Analytics'. The 'My ads' section is active. A red circle with the number 1 highlights the 'Back to Ads' link. The main content area is titled 'Add a new Ad' and contains the following form fields:

- Spot: black - 200x200
- Ad Name: Name
- Link: Destination Link
- Upload image: Alegeți fișierul | Nu s-au ales fișiere (0%)
- Ad Requirements:
 - Clicks: Number of views
 - Views: Number of clicks
 - Date (YYYY-MM-DD): Start Date, End Date

A 'Save Ad' button is located at the bottom of the form.

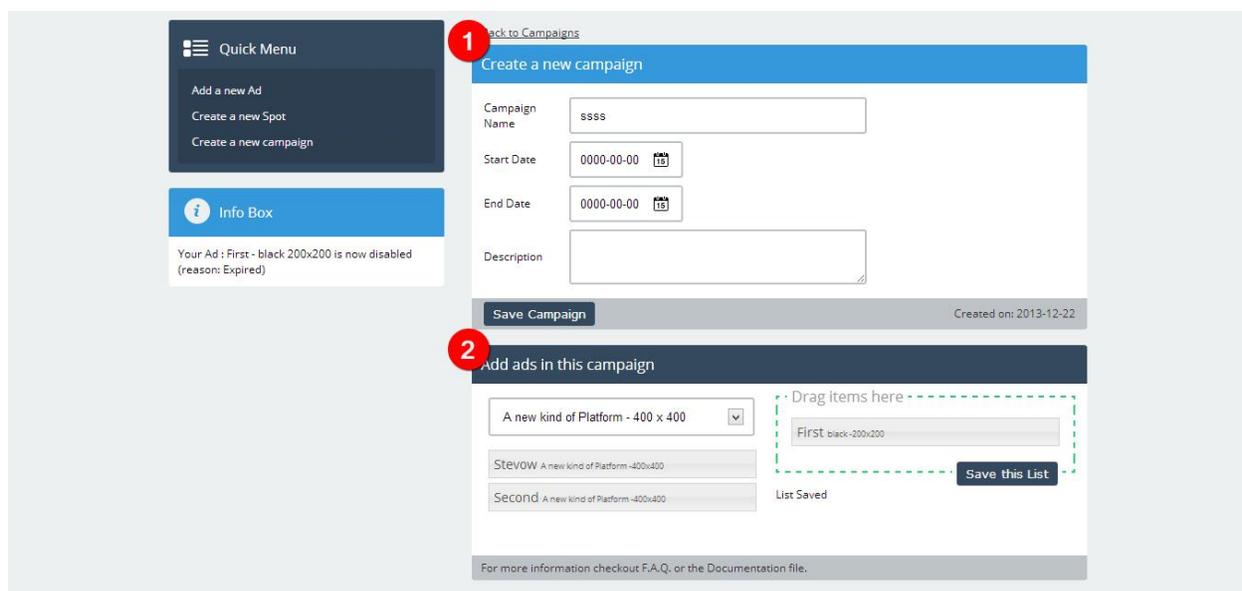
To approve or deny ads of your clients, you will find on the bottom of the page a form for that, you can also send them messages that will pop as an alert for them.

6 | How to manage Campaigns

With SpotWay you can create and manage campaigns, to do that you will have to go in the “Campaigns” Page, there you can Create your campaign.

In the creation page of a new campaign, you will have to complete all the forms, only the first form is required, the rest of them are supplementary informations if you want to keep records of them easily. After you push the “Create Campaign” button, the “Add Ads in this campaign” area will be unlocked, you will now can start adding your ads inside of the Campaign by first selecting an Ad Spot and after that drag and drop Items in the dotted zone. Click “Save this list” to save it.

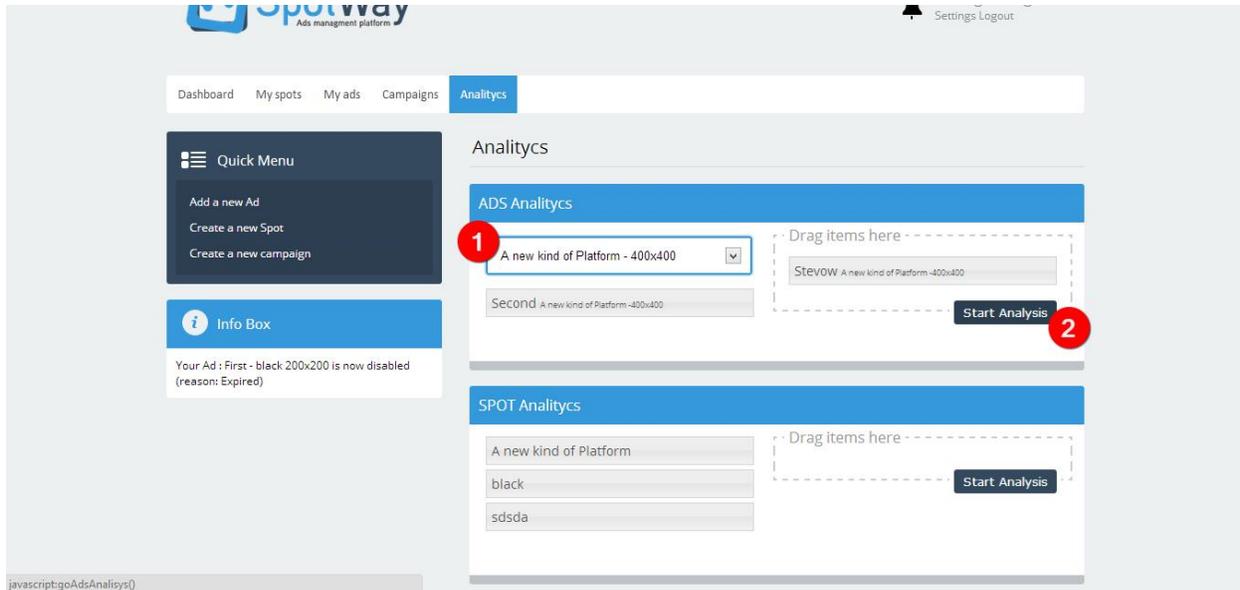
You can change this list any time you want by simply going on the settings page of the campaign, the area will always be unlocked.



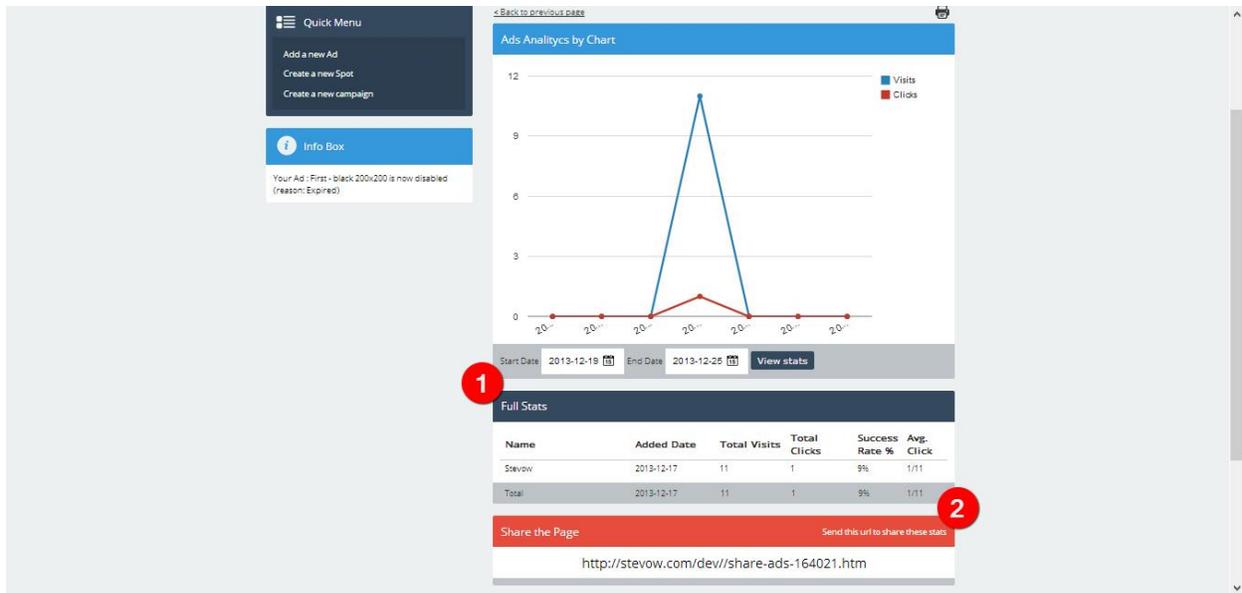
7 | How to make analysis

The platform has been thought to easily make analysis, you can mainly make Single analysis by clicking the analytics icon (📊).

The second way to make analysis, is to go to the “Analytics” page, there you will can make multiple ads, spots or Campaigns Analysis, by just drag and drop them in the draggable areas.



In the Analysis page you can send the url to your clients if they require it (2) , like this you can show them the stats or you can print the page by clicking the print icon (🖨️). For a better print we recommend you to go on the sharable URL and make print there.



8 | How to update SpotWay platform on new release

SpotWay is in continuous development and we will release more versions of it, if you want to upgrade your platform, just download the new package search in site_needed folder the config.php file, delete it, and then upload the files on the same directory that it was before overwriting the old files. After that to update the data base go to: spotway/install/upgrade.php - Is that simple!

Thank you for buying SpotWay!

köszönöm !תודה dĕkuji

mahalo 고맙습니다

thank you

merci 谢谢 *danke*

Ευχαριστώ شڪرا

どうもありがとう *gracias*

PLEASE DON'T FORGET TO RATE THIS PRODUCT ON ENVATO
MARKETPLACE!

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