

RSS Magician User Guide

Part I. Installing RSS Magician.

The RSS Magician script can be installed on one domain only and used from there. There are no limits to how many times or on how many domains you can use the RSS output from the script. (ie, use your new content anywhere you want, but the script should only reside in one place).

a. Upload

Unzip the archive on your HDD. Upload all the files and folders contained in the RSS Magician directory to a web accessible directory on your server or hosting account. You may change the name of the folder if you wish.

b. CHMOD

CHMOD the folder /activities/ to 777.

Part II. Using RSS Magician.

RSS Magician works as the filter between any RSS feed (or article source) and any of your applications that support RSS ([BlogSolution](#), [rssEvolution](#), RSS2Blog and others).

First point your browser to [www.yourdomain.com/RSS Magician folder/](http://www.yourdomain.com/RSS%20Magician%20folder/). (Use the specific domain name and the specific folder where you uploaded the script.)

To create a new RSS feed you'll perform 3 simple steps:

Step 1. Tell RSS Magician where to get its content

Here, you have 3 choices.

a. Grab articles from one of the 3 built in sources.

The result will be a feed that will contain a maximum of 10 FULL articles for one keyword at a time, from one of the articles directories. **Please note:** This is NOT like using the regular RSS feed that the article directories give you. By and large, their feeds will only give you a tidbit of the article to update your site with. RSS Magician allows you to grab the full article. You can use them on your sites, blogs or any other way you want (while of course complying with the free article's terms of service).

If you plan to use the feeds for BlogSolution, instead of a keyword you must use the format: {keyword}

b. Get content from a single RSS feed.

Here, you'll input only one RSS feed for RSS Magician to work with.

c. Combine content from multiple RSS feeds.

This feature allows you to use multiple feeds at once. Putting one RSS feed per line, the resulting RSS Magician feed will both support further manipulation and display as one big feed that contains all the items from all the feeds you originally entered. For example, if you put 3 feeds with 10 items each, the RSS Magician feed will contain 30 items.

This can be extremely useful when you want to post/display news from multiple sources but your parsing scripts only support one feed at a time, or are hard to customize to work with more feeds at once. As you'll see in a minute, it's also quite useful for later manipulations.

The Result

You've now given RSS Magician the content it needs to work with.

Step 2. Manipulations

The following manipulations can be applied to your RSS Magician feed.

a. Word Substitution

This feature works much like a content rewriter. RSS Magician allows you to substitute certain words that appear in your feed with predetermined synonyms from your built-in dictionary. This can be used to replace common words with synonyms (resulting in more unique text) or to filter bad/unwanted words and remove them from the feeds.

To enable word substitution, check the box. To the right, you can choose which dictionary the system will use. Two dictionary files come with the script that provide an example of how these files should look. The dictionary files are located in the /dictionaries/ folder and are totally customizable. You can add as many words and synonyms as you want.

b. Translation

With the translation tool, RSS Magician will allow you to translate your RSS text into another language, on the fly. Especially useful for site owners who want the ability to translate RSS feeds from English to be read on their non-english site, the script will also

attempt to link to the translated version of the news, so that users can then read the full news report in their own language.

If you want to turn the translation feature on, check the box and choose the language you'd like to display your new content in.

c. Shuffle Sentences and Words

'Shuffle Sentences' does exactly as it implies; the RSS Magician system will display the original RSS feed sentences out of their previous order.

As the RSS feeds you previously loaded into the system will usually have only 3-5 sentences in their description, changing the order of the sentences may not drastically affect their sense and readability. However, this feature CAN help to avoid search engine duplicate content filters. Please note: If using this feature with full articles, their readability will be compromised.

You also have the choice to shuffle the words of your RSS titles. Again, since RSS update titles are usually short, their readability may not be adversely affected, but this can be helpful in creating more unique content.

To use either of these functions, check the boxes.

d. Adding Random Text

RSS Magician gives you the opportunity to add pieces of text to both the RSS post body and RSS title of your new RSS feed.

Usually, public RSS feeds contain only a few sentences and rarely feature your targeted keywords. Adding pieces of relevant text to your RSS updates builds them out, giving your site more content and more keywords for search engine spiders to read. In addition, adding text to your posts and titles can also help to avoid duplicate content filters.

An example text file is provided with your script (the file is found in the /textunits/ folder). You can add as many text files here as you want – once added they will show up in the 'add random text' drop down boxes. Your text file must be in the following format:

```
Text text  
!split!  
Text text
```

The '!split!' tells the script where your text snippets start and end. When used, the script will take one of these text snippets and add it to your post text. This file is also compatible with BlogSolution.

As you can see, there are two places you can add text: the RSS title and the RSS post. Depending on the feature you want to use, check the box and choose the text file from the drop down menu.

Step 3. Generate the URL.

After you've adjusted your RSS Magician settings, press the "Get the URL" button and the script will generate a new RSS feed url. Now, use your new RSS feed to update your site.

Part III. Few more advanced settings

RSS Magician uses a system cache, to prevent excessive queries and to increase speed.

The first time an RSS Magician feed is called from a browser or a site, the script goes to your selected content sources, gets the data, performs the selected manipulations on the feed and then displays the results. It also simultaneously creates a cache. Any feed created by RSS Magician is internally cached, with a default cache time of 1 hour (you can easily change this to any timeframe you want - this is explained below).

The next time the feed is accessed (from the same site or from another site), the results will be provided from the cache. When the cache expires, the script does another query, gets new data (content) and the process is repeated. As said above, the default cache time is 1 hour (3600 seconds). To change the default cache time, open rss.php using any text editor (Notepad) and edit the value of \$ct=.

```
// cache time in seconds //  
$ct=3600;
```

So, if you want to use a cache of 12 hours, use \$ct=43200

Your cache time can be set from a query string, so it can be different for each feed. To enable this, you must append to the generated URL string a variable like this: `&cachetime=X`, where X is the cache time in seconds.

For example, suppose you have 2 feeds, each with different content sources and manipulations. You want one of them to be cached for 10 hours and one to be cached for 24 hours. The feed URLs will look something like this:

Feed #1 (10 hours cache)

```
http://rssmagician.com/rssmagician/rss.php?source=rss&feed=&translate=de&rewrite=example.csd&cachetime=36000
```

Feed #2 (24 hours cache)

```
http://rssmagician.com/rssmagician/rss.php?source=multifeed&feeds=&translate=de&rewrite=example.csd&words=1&cachetime=86400
```

The reason for using a different cache is to optimize your feed display speed. Some feed sources may update slower than others and it's not necessary to perform queries each hour.

Generally, you can use a bigger cache time when use article directories as sources because depending on your chosen keywords, new articles may not show up too often; so there is no need to search for new articles every hour.

If you happen to be mixing news feeds, from yahoo or google for example, then you can use a smaller cache time, as those feeds can potentially be updated every few minutes.

Thanks for using RSS Magician and good luck!

Final Note:

Over time, the scripts that grab articles from article sources will have to be modified to follow changes in article directories sites, but rest assured you will get all updates for free. If see something is not working - don't panic, email us at support@halfagain.com and it will be promptly updated.

The Halfagain Team
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