

## Wager Junction site template

### What is the Template?

The site template is a CMS driven site built on the Wordpress 3 platform. It can be run on any web host providing PHP/MySQL facilities. We chose Wordpress as it allows experienced and novice webmasters to easily upload content and marketing material.

Most of the design elements (web site color theme / logo / banners) can be customized. These are marked with blue color on the following screenshot image: We have retained certain spots for our brands.

The screenshot displays a website layout for 'CASINO WEBSITES'. The header features a navigation menu with links for Home, Casino Bonuses, Casino Games, Casino Jackpots, Free Casino Games, and News. Social media icons for Twitter and Facebook are also present. A search bar is located on the right side of the header.

The main content area is divided into several sections:

- Top Games:** This section lists three featured slot games: 'Mr. Cashback Slots', 'Incredible Hulk Slots', and 'Thunderstruck 2 Slots'. Each game entry includes a list of features and a 'Play Now' button.
- Top Casinos:** This section lists four featured casinos: 'King Solomons Casino', 'Windows Casino', and 'All Slots Casino'. Each casino entry includes a list of bonuses and a 'Join Here' button.
- Best Casino Jackpots:** This section contains a table listing the top casino jackpots.
- Latest News:** This section displays three news articles related to casino games and jackpots.

On the right side of the page, there are two additional sections:

- Newsletter:** A green box with a 'Subscribe to our newsletter' form, including fields for 'E-mail' and 'Your Name', and a 'Submit' button.
- Free Slot Games:** A blue box with a 'Like' button and the text 'You like this.' Below this is a large vertical banner for 'WINDOWS CASINO' with the text 'WIN YOUR CASH BACK'.

Game	Jackpot	Software	Play
Beach Life 50c	\$3 292 328.08	playtech	Play now!
Marvel Ultimate Power	\$1 135 446.82	playtech	Play now!
Jackpot Darts \$3	\$280 868.53	playtech	Play now!
Gold Rally 8 Lines \$2	\$274 146.17	playtech	Play now!
Magic Slots \$5	\$258 097.86	playtech	Play now!

**Mr Cashback Slots** September 21, 2011  
Mr Cashback Slots is a new innovative slot game launched by Windows Casino. It possesses a specific feature that makes it unique. The 5-reel 15-payline slot machine is guaranteeing money back to players for lines they did not win on.

**Play Marvel Slot Jackpots** September 21, 2011  
Marvel Slot games on Windows Casino has been popular with players because of the graphics and features that the games offer and also because the slots comes with access to the Marvel Progressive Slots jackpot. The Marvel Progressive Slots jackpot is a random jackpot which means that it can be triggered randomly while playing a [...]

**Gladiator Slots Winner** September 16, 2011  
A Russian slots player has won slot jackpots of over \$38,000 playing two slot games on the same day at Windows Casino. V. V. had a win of \$33,542 on the Gladiator slot and then won \$5,784 on the Bonus Bears slots game.

### List of contents entirely customizable on the CMS:

- Descriptions on Top 2 Games
- Top games 3<sup>rd</sup> position (text / link / image)
- Top casinos 3<sup>rd</sup> position (text / link / image) – insert your Affiliate ID in Theme options
- Side banners
- Casino Bonuses – Unique content required
- Casino Games – Unique content required
- Casino Jackpots (tickers are automatic) – Holding page Content customizable
- Free Casino Games text content
- News
- Facebook / Twitter link (menu)
- Facebook page URL

### Wager Junction Content - not changeable, updated automatically areas.

- Top 468x60 banner
- Best Casino Jackpots XML feed area
- Tickers on Casino Jackpots page
- Free Casino Games listing (images)
- Bottom 2<sup>nd</sup> Tier link - This belongs to the Affiliate partner.

All links contain proper affiliate codes including content coming from Wager Junction. You need to insert your WJ Affiliate Id in Theme options and insert your link and image for the 3<sup>rd</sup> Casino if you want to amend the option.

### Affiliate User Content

The following sections on the site template all need to be populated with unique content on a regular basis and partners are able to populate it with whatever content they wish.

- Casino Bonuses
- Casino Games
- News

These sections contain posts that are to be provided by the website owner. A few sample articles are already preloaded into the system for easier reference to ensure partners are aware of what can be done.

The “Latest News” section on the Main Page is a feed of all of the above three sections. This ensures that your home page and all of your different pages are constantly being refreshed with new content.

## Installation of Template – IMPORTANT TO READ

Please note that you will need to have your own domain and hosting to ensure that the template will function correctly. We have provided a installation service to assist you in getting the template installed.

If you require assistance please let us know and we will assist further.

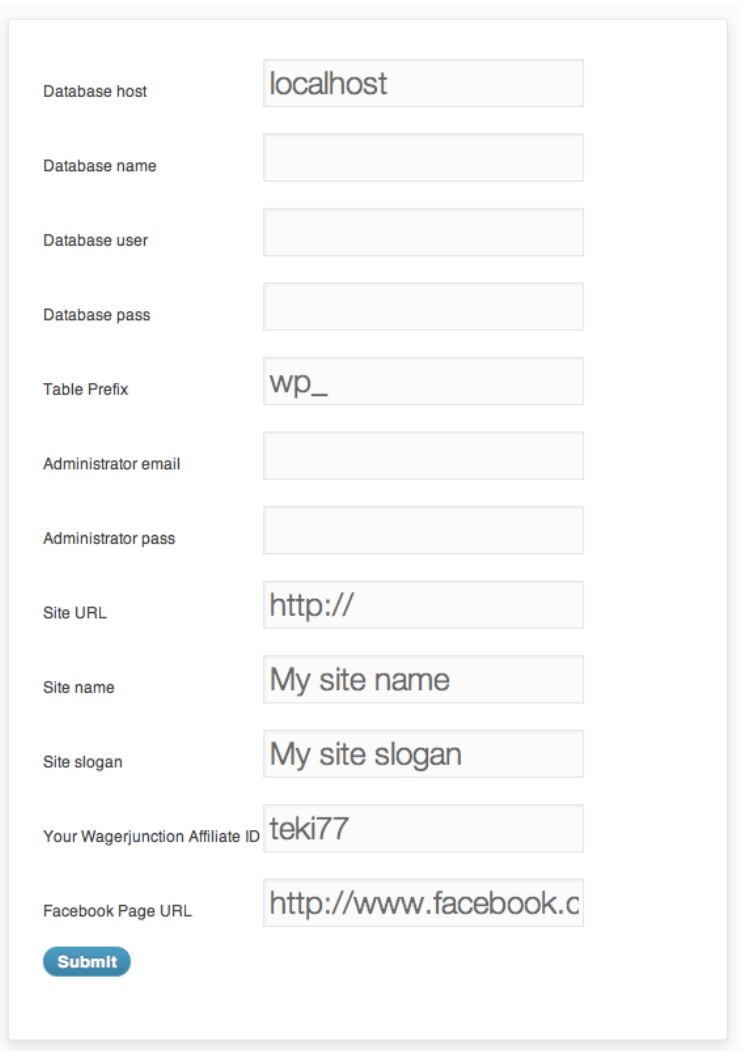
Our software comes in a pre-packaged zip file that needs to be extracted and uploaded to your webserver using FTP. It includes all the necessary software and a few sample articles to quickly get you started.

**DO NOT INSTALL THIS THEME OVER AN EXISTING WORDPRESS INSTALLATION.** There are a lot of custom settings hence the theme comes with a pre-packaged Wordpress setup. It WILL break your already existing Wordpress site should you install it over a site with pre-populated content.

You need to upload it into the root folder – in other words it's not possible to install this system under a folder of an already existing website. Please make sure that nothing else exists in that folder or the download will not work.

After uploading all of the zip file's contents open your browser and go to <http://www.domainname.com/installer.php> ( Your domain name )

The following form should show up:



The image shows a screenshot of a web form for configuring a WordPress installation. The form consists of several input fields, each with a label to its left. The fields are: 'Database host' (localhost), 'Database name' (empty), 'Database user' (empty), 'Database pass' (empty), 'Table Prefix' (wp\_), 'Administrator email' (empty), 'Administrator pass' (empty), 'Site URL' (http://), 'Site name' (My site name), 'Site slogan' (My site slogan), 'Your Wagerjunction Affiliate ID' (teki77), and 'Facebook Page URL' (http://www.facebook.c). At the bottom left of the form is a blue 'Submit' button.

Database host	localhost
Database name	
Database user	
Database pass	
Table Prefix	wp_
Administrator email	
Administrator pass	
Site URL	http://
Site name	My site name
Site slogan	My site slogan
Your Wagerjunction Affiliate ID	teki77
Facebook Page URL	http://www.facebook.c

Submit

Please make sure you fill all input fields and press Submit to start installation.

After it's done you should be able to access both your new site and the admin area at <http://www.domain.com/wp-admin>

The administrator username is "admin" and the password is what you've entered at installation.

Should you get any errors please make sure you got all the details right (especially the MySQL database connection details) and feel free to contact us for assistance.

One extra step is to enable the Contact Us E-Mail form that can be turned on by activating the "cforms" plugin under Plugins in the Admin area. You may also customize the form by editing its options after activation.

Do not delete any of the plugins to avoid website corruption.

The screenshot shows the WordPress admin interface for a site named 'Casino Websites'. The user is logged in as 'admin'. The main content area is titled 'Plugins' and shows a list of installed plugins. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, and Pages. The top right corner has 'Screen Options' and 'Help' buttons. Below the 'Plugins' header, there are filters for 'All (9)', 'Active (8)', 'Inactive (1)', and 'Recently Active (1)'. A search bar for installed plugins is also present. A 'Bulk Actions' dropdown menu is set to 'Apply'. The table below lists three plugins: 'All in one Favicon', 'All in One SEO Pack', and 'cforms'.

Plugin	Description
<input type="checkbox"/> <b>All in one Favicon</b> <a href="#">Deactivate</a>	All in one Favicon management. Easily add a Favicon to your site and the WordPress admin pages. Complete with upload functionality. Supports all three Favicon types (ico,png,gif)  Version 3.1   By Arne Franken   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>All in One SEO Pack</b> <a href="#">Deactivate</a>	Out-of-the-box SEO for your Wordpress blog. <a href="#">Options configuration panel</a>   <a href="#">Upgrade to Pro Version</a>   <a href="#">Donate</a>   <a href="#">Support</a>   <a href="#">Amazon Wishlist</a>  Version 1.6.13.4   By Michael Torbert   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>cforms</b> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	cformsII offers unparalleled flexibility in deploying contact forms across your blog. Features include: comprehensive SPAM protection, Ajax support, Backup & Restore, Multi-Recipients, Role Manager support, Database tracking and many more. Please see ___HISTORY.txt for <b>what's new</b> and current <b>bugfixes</b> .  Version 11.4   By Oliver Seidel   <a href="#">Visit plugin site</a>

## Administration

The main admin area of the template will be accessible through <http://domain/wp-admin>. Once logged in with the username / password set at installation it is possible to edit website content.

See below for a Graphic representation

The most important website options (Affiliate ID / Theme Color / Logo etc.) are accessible under Appearance / Theme Options.

**Wager Junction Sponsored Theme Theme Options**

Wagerjunction affiliate id:  Usually it is Your wagerjunction.com username

Theme color:  Theme base color

Current logo: **YOUR LOGO**

Upload your logo:  no file selected Your logo

Twitter URL:  Corresponding Twitter page url

Facebook URL:  Corresponding Facebook page url

Facebook Page URL:  Facebook Like Page URL

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**Top Games**

Promotion used at position #1:

Promotion #1 Text line 1:

Promotion #1 Text line 2:

Promotion #1 Text line 3:

Promotion used at position #2:

Promotion #2 Text line 1:

Promotion #2 Text line 2:

Promotion #2 Text line 3:

Promotion used at position #3:

Promotion #3 Text line 1:


Promotion #3 Text line 2:

Promotion #3 Text line 3:

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**Top Casino**

Casino Title:

Casino Image 100x70: 

Casino Image:  no file selected

Casino Line 1:

Casino Line 2:

Casino Line 3:

Casino link text:

Casino link URL:

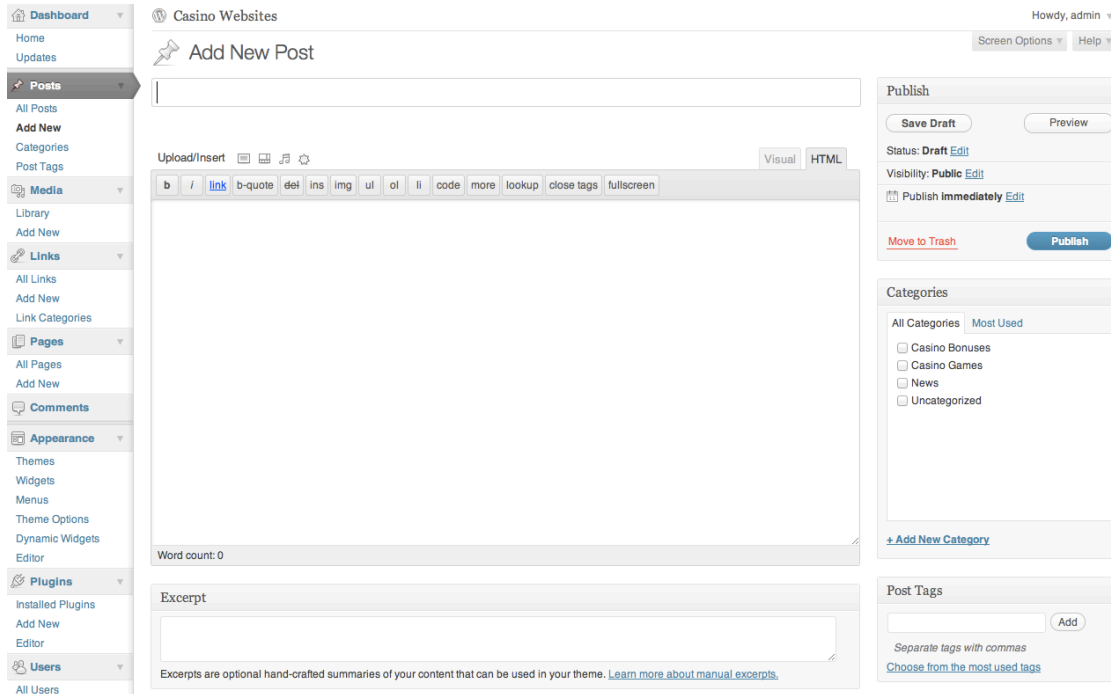
Please make sure you set your proper Wager Junction Affiliate ID that is used for all tracking purposes (except for your own custom code / banners)

The rest of the options all change things on the main page

- color scheme
- logo
- twitter / facebookurl
- links / logos in the main page Top Games / Top Casino section
- You may also chose "Custom" at Top Games Promotion #3 to enter your own product (Title/Logo/link).

## Blog-like content

Casino Bonuses / Casino Games / News posts can all be edited under the “Posts” section.



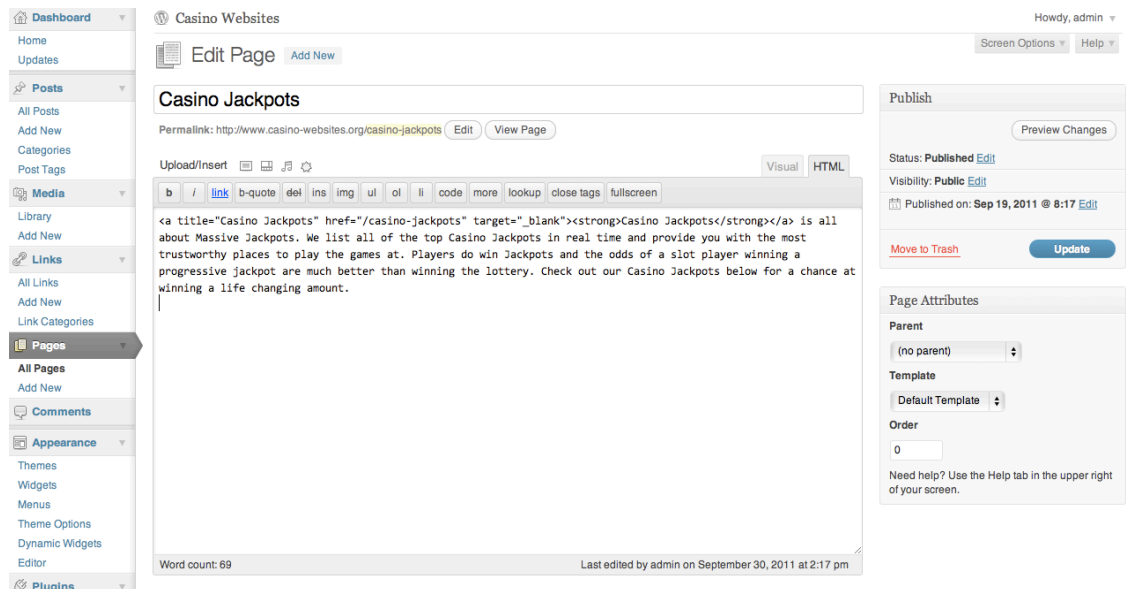
The screenshot shows the WordPress 'Add New Post' editor interface. On the left is a sidebar menu with categories like Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, and Users. The main content area features a title field, an 'Upload/Insert' toolbar with options like link, b-quote, del, ins, img, ul, ol, li, code, more, lookup, close tags, and fullscreen. Below the toolbar is a large text editor with a 'Word count: 0' indicator. At the bottom of the editor is an 'Excerpt' field with a note: 'Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)'. On the right side, there are three panels: 'Publish' (with buttons for Save Draft, Preview, Status: Draft Edit, Visibility: Public Edit, Publish Immediately Edit, Move to Trash, and Publish), 'Categories' (with checkboxes for Casino Bonuses, Casino Games, News, and Uncategorized, and a '+ Add New Category' link), and 'Post Tags' (with an input field, an 'Add' button, and instructions to separate tags with commas and choose from the most used tags).

Please feel free to edit already existing articles to get a good feel of available options.

The most important option here is “Categories” in the middle right section. Make sure that you check each and every single piece of content in a specific category, I.E (Bonuses / Games / News). If you are writing about Bonuses then it would be the Bonus category and so on and so forth. We do not recommend adding a single post in multiple categories.

## Pages – Changing static content

All Pages should contain unique static content. Pages and posts differ. Pages are normally static and permanent like your home page and Casino Bonuses page, whilst posts will generally be news like pieces that will gradually be archived by the site. Static content can be edited under the “Pages” section.



The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Casino Jackpots'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages (highlighted), Comments, Appearance, and Plugins. The main content area features a rich text editor with a toolbar and a text area containing the following text: `<a title="Casino Jackpots" href="/casino-jackpots" target="_blank"><strong>Casino Jackpots</strong></a> is all about Massive Jackpots. We list all of the top Casino Jackpots in real time and provide you with the most trustworthy places to play the games at. Players do win Jackpots and the odds of a slot player winning a progressive jackpot are much better than winning the lottery. Check out our Casino Jackpots below for a chance at winning a life changing amount.` The right sidebar includes a 'Publish' section with 'Status: Published', 'Visibility: Public', and 'Published on: Sep 19, 2011 @ 8:17'. Below this is the 'Page Attributes' section with fields for Parent, Template, and Order.

Please make sure not to delete any pages because it **WILL** break the website and recovery from backups will be necessary. It's always possible to preview changes before actually committing them using the “Preview Changes” button on the top right.

## SEO Options

Each post or page has various SEO options that are useful to improve search engine rankings under the “All In One SEO Pack” section. This includes but not limited to Page title / Description / Keywords.

### All in One SEO Pack

[Click here for Support](#)

**Title:**   
16 characters. Most search engines use a maximum of 60 chars for the title.

**Description:**   
131 characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated):**

**Title Attribute:**

**Menu Label:**

**Disable on this page/post:**

## Widgets

You may change sidebar banner code under “Appearance / Widgets”. It’s available under “Sidebar Banners” (far right)

The screenshot shows the WordPress dashboard for 'Casino Websites' with the 'Appearance > Widgets' menu item selected. The 'Available Widgets' section lists various widgets such as Archives, Calendar, Categories, cforms, Custom Menu, Facebook - Activity Feed, Facebook - Facepile, Facebook - Like Button, Facebook - Like Stream, Facebook - Recommendations, Links, and Meta. On the right, the 'Sidebar banners' widget is active. A 'Text' widget configuration window is open, showing the title field and a text area containing the code: `[loadhtml file=http://ad.wagerjunction.com/blog/right-banner-code/]`. The 'Dynamic Widgets' setting is set to 'Static'. The 'Save' button is visible at the bottom right of the configuration window.