



JustLanded & Dynamite for WordPress

Quick Guide: Dynamic Content with ShapingRain's Dynamite for WordPress

Dynamite has been designed for experienced WordPress users and PPC marketers. While we provide customer support for this free plug-in, we expect advanced WordPress skills as well as experience with shortcodes and WordPress content types from customers seeking assistance. Please familiarize yourself with WordPress first before contacting support.

We ship a free plug-in with JustLanded for WordPress: **Dynamite**. This plug-in is our 'secret weapon' for PPC marketing, where we often need to create a range of landing pages, all based on one single landing page layout, but with varying content to specifically target groups of customers.

Imagine you are selling multiple packages. You could create one landing page, and vary its content for each package, resulting in, say, 15 landing pages, one for each package, all based on one landing page layout. Or perhaps you would like to market a landing page with a PPC campaign where it is important that you specifically target a variety of keywords and provide matching content on your landing page for each of these keywords. Maybe you even want to output a GET variable somewhere on your landing page, something easy enough to do in plain PHP, but challenging with WordPress where for security reasons you do not want to allow the execution of PHP code in your content.

All these scenarios are covered by Dynamite. And while Dynamite has been designed for [JustLanded for WordPress](#), it actually works with any theme. However, JustLanded for WordPress is very flexible and accepts shortcodes in places where other themes do not. Dynamite is therefore the perfect companion for our [premium landing page theme](#).

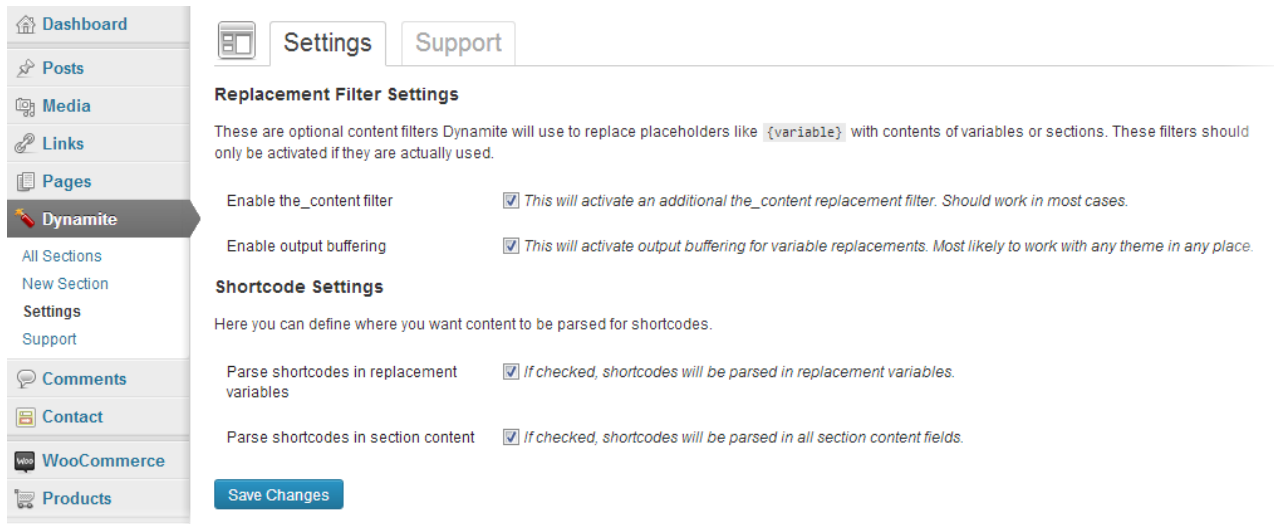
1. Installing Dynamite

Dynamite is contained in the /Plug-Ins/ folder. It ships as an installable ZIP file and can be installed just like any regular WordPress plug-in.

Dynamite requires the permalink structure to be set up in order for the plug-in to fully work as expected. Your .htaccess file should be writable while you are saving sections in Dynamite.

More information about permalinks is available from WordPress.org:
http://codex.wordpress.org/Using_Permalinks

2. Setting up Dynamite



Replacement Filters

Dynamite has two global filter options. These settings control filters used by Dynamite to replace replacement variables such as **{package_description}** with the contents of a dynamic variable or the output of a Dynamite section.

If none of these filter options are activated, the only way to output content would be to use shortcodes. Those, however, are not always available and some themes do not parse shortcodes in all areas. For these usage scenarios, Dynamite provides two additional filters:

the_content filter: This is a default filter applied by WordPress to posts and pages. By activating this filter, you will be able to use a syntax like {variable} instead of the shortcode syntax [dynamite var="variable"], and this variable will be replaced with the actual content of that variable, wherever the the_content filter applies.

Output buffering filter: This method captures the output right before it is sent to the user's browser and replaces the replacement variable with its contents. This filter works pretty much anywhere, for button captions and even to replace link targets.

You can increase performance by disabling one or both of these filters if you are not using them.

Shortcode Parsing

You can also instruct Dynamite to parse for shortcodes in both section content and replacement variables. Some themes may parse for shortcodes even with these settings disabled, so do not activate these options if shortcodes work without them, as this will increase performance.

Dynamite and Caching Plug-Ins

When using Dynamite with plug-ins that cache objects and/or page output, please make sure you deactivate the cache while testing your dynamic content output, and also verify that your variables are exempted from caching.

3. Creating a new section



Add New Section

Package 1
Permalink: http://localhost/joomla2.5.18/index.php?option=com_dynamic_section&p=579

Dynamic Section Settings

Dynamic Section Slug
package
This is the section name you will use to reference this section's output from the template. This field may not contain spaces and is limited to alphanumeric characters and underscores.

Conditions
pack=1
This field defines query conditions to be met. One condition is sufficient.

This field contains conditions that need to be met; one condition per line, in format variable=value

Dynamic sections are used to define dynamic contents and control where they are applied.

The title is irrelevant and only used to help you find a previously created section.

Each section has a slug used as a query variable to access generated output. This slug should be alphanumeric, lower case only. You can access the output using a shortcode:

[dynamite var="yourslug"]

...or by using a replacement variable in the format {yourslug}.

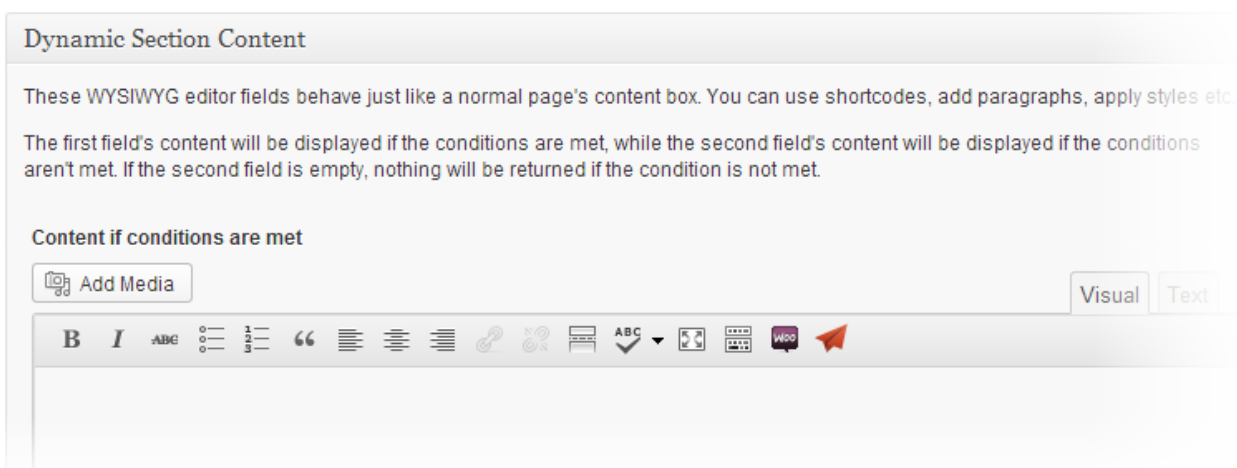
Conditions

In most cases a single condition is enough. A condition in Dynamite consists of a query variable that matches a value.

If the condition is package=1, the following URLs will cause the condition to be met:

<http://www.yourdomain.com/yourpage/package/1/>
<http://www.yourdomain.com/yourpage/?package=1>

If you enter more than one condition, they must all match. However, in that case only query variables in the query string (?variable=value) will work as you can have only one variable when using a permalink as in the first example above.




Dynamic Section Content




























These WYSIWYG editor fields behave just like a normal page's content box. You can use shortcodes, add paragraphs, apply styles etc.

The first field's content will be displayed if the conditions are met, while the second field's content will be displayed if the conditions aren't met. If the second field is empty, nothing will be returned if the condition is not met.

Content if conditions are met

 Add Media

Visual Text

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Content you enter under “...if conditions are met” or “... if conditions are not met” will be assigned to a dynamic variable matching the section's slug you entered earlier.

If you are following our earlier example of one landing page with a number of packages for which you want individual content, it is sufficient to enter the “... if conditions are not met” content into that field for one section, even if you create 10 sections for 10 packages.

The content fields can contain shortcodes as those will be parsed (if option activated in settings), enabling you to include plug-in content or to include JustLanded landing page blocks.

You can use the same condition or conditions multiple times, in more than one section.

Dynamic Section Variable Assignments

In addition to displaying conditional content, you can also assign values to other variables. You can use this feature to assign button captions to a landing page, or to add custom tracking attributes to a script.

Variable Assignments if conditions are met

```
button1=Buy Me Today
button2=Try Package 1
tagline=This is package one, our ultimate package....
```

You may also decide to assign individual variables in case the conditions are met or not met. Those variables are then available as replacement variables, or as shortcodes.

4. Assign variables from pages

Dynamite Options

Preset Variables

```
pk=2
```

Use this field to pre-assign variables for this page only. Variables assigned here will be treated as if they were submitted as query parameters. One variable assignment per line, in format variable=value

When editing pages, Dynamite provides a box to pre-assign variables that will be treated as if they were used in the query string. This enables you to define your own URLs rather than using query

strings or the built-in permalinks based on condition variables.

Instead of

<http://www.yourdomain.com/yourpage/pk/2/>

...or

<http://www.yourdomain.com/yourpage/?pk=2>

... you could simply enter "pk=2" in a page's Preset Variables field to trigger the same results as if this were used in a query string.

5. Using Dynamite shortcodes

Dynamite provides a few shortcodes to work with dynamic variables and retrieve content:

In-line conditions:

```
[dynamite_condition var="variable name" val="value to match"]
    ...any content to show when condition is met
[/dynamite_condition]
```

Variable content output:

```
[dynamite var="variable name"]
```

In-line replacements: (outputs variable content, works like the shortcode above, if option is activated in Dynamite's settings)

```
{variable name}
```

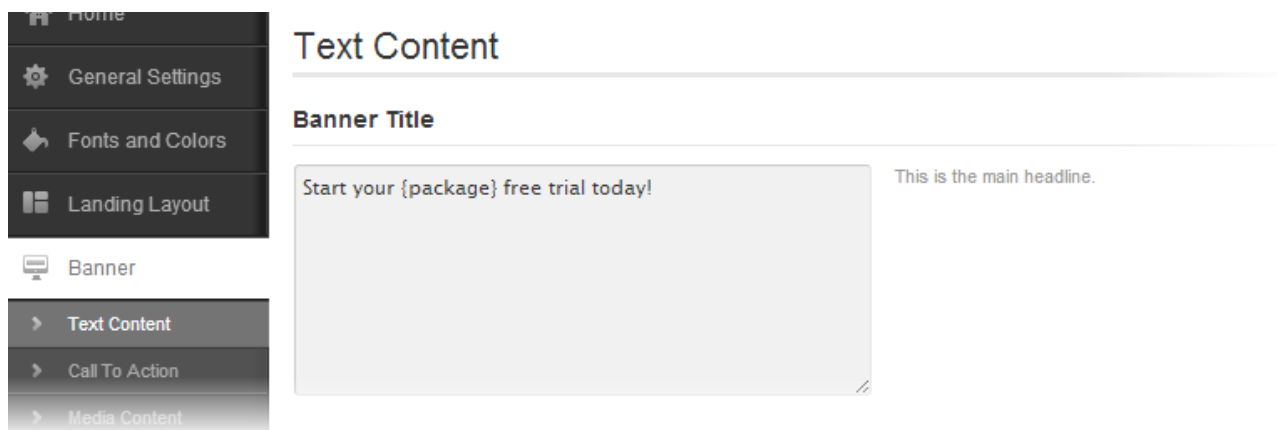
Output of GET variable:

```
[dynamite_val var="variable name" default="default content, if
variable not set" caps="true" parse_shortcodes="true"
set_cookie="true" base64_decode="false"]
```

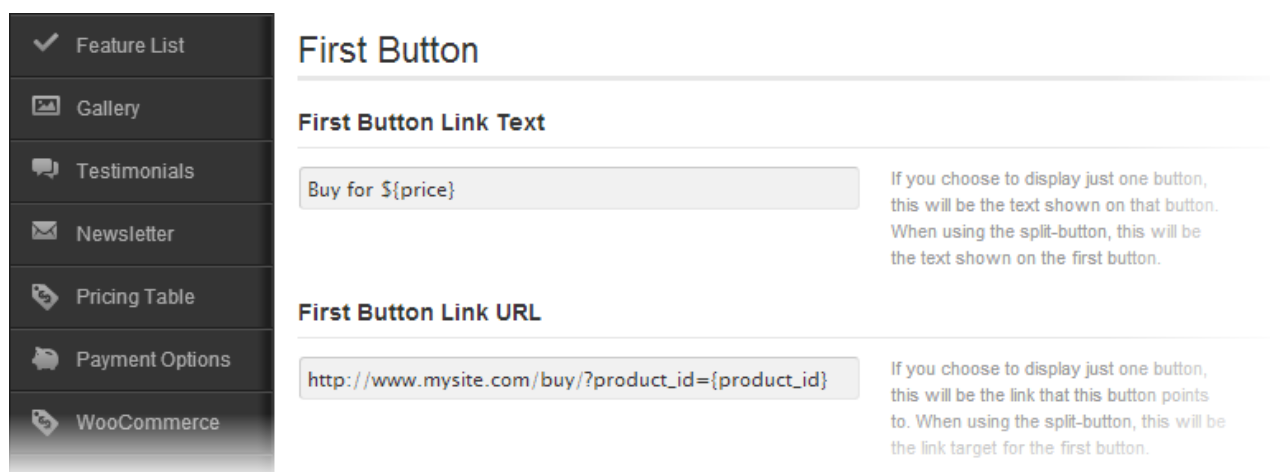
Parameters:

var	variable name
default	content to display if the GET variable is empty or not defined
caps	true or false; begin every word with a capital letter
parse_shortcodes	parse shortcodes in variable content
set_cookie	true or false; remember content and display even if GET variable is not set on next visit
base64_decode	decode variable content using the BASE64 algorithm (to hide actual content from plain view)

6. Using Dynamite with JustLanded



You can use shortcodes and replacement variables in many places when using the JustLanded for WordPress theme. Everything from button captions to headlines can be manipulated with Dynamite variables.



Most theme sections accept shortcodes and replacement variables when Dynamite is active, and when using the “Parse content ... for shortcodes” option (available in WordPress' page editor) you can even use the conditional shortcode to hide or display landing page blocks based on variable states. That shortcode also works for many of JustLanded's blocks.

