



Dynamite and JustLanded for WordPress Example Implementation

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Installation & Basics

Please refer to the Quick Guide for installation instructions and a detailed explanation of the basics. This document explains how to use Dynamite and JustLanded for WordPress for creating dynamic landing pages.

Objective

For this tutorial we want to create a single landing page and use Dynamite to customize it for the promotion of multiple packages. The same method can be used to personalize a landing page for PPC campaigns. We insert placeholders into the content and instruct Dynamite to replace these with content depending on a parameter in the URL.

The image shows a screenshot of the JustLanded demo site. The top navigation bar includes links for Landing Page, Features, About Us, Blog, and Contact Us. The main content area displays a landing page template with placeholders for a main headline, package details, and a call to action. A red arrow points from the template to a live demo of the page, which features a headline "Package One Can Change Your Life" and a call to action "Buy for \$15 or Try our demo". The demo page also includes a list of benefits and a footer with the text "Entrepreneurs, build landing pages in minutes Simple, flexible, and designed to convert."

JustLanded Demo Site

Call us! 555-123456-7890

{main_headline}

{package}

- ✓ {bullet1}
- ✓ {bullet2}
- ✓ {bullet3}

Buy for {price} or Try our demo

{group}, build landing pages in minutes
Simple, flexible, and designed to convert.

Package One Can Change Your Life

One, sometimes referred to as unity, is the integer before two and after zero. One is the first non-zero number in the natural numbers as well as the first odd number in the natural numbers.

- ✓ Think of this as the best product ever
- ✓ Benefits over benefits
- ✓ Order before it's too late!

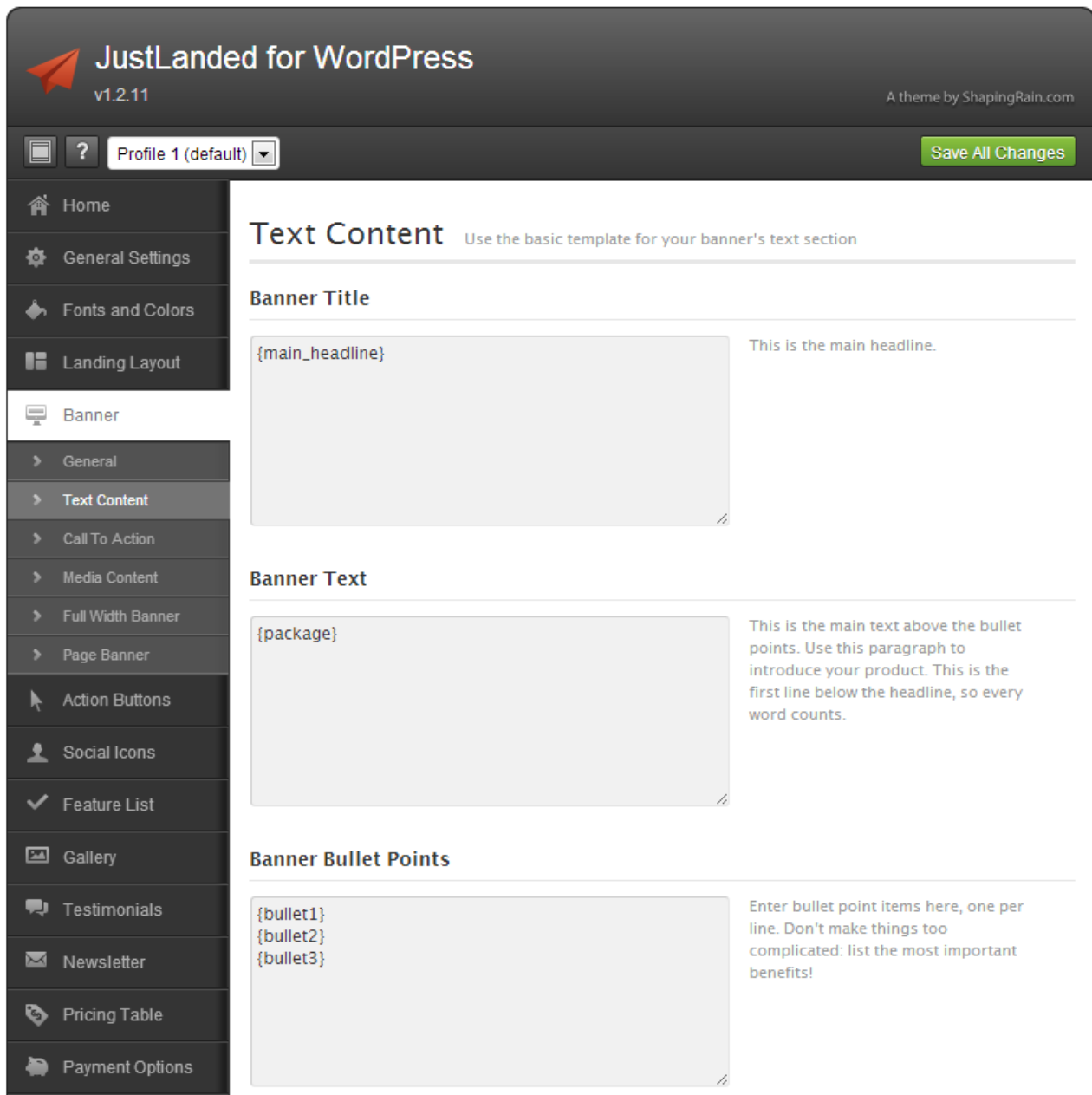
Buy for \$15 or Try our demo

Entrepreneurs, build landing pages in minutes
Simple, flexible, and designed to convert.

Landing Page

Naturally, we first need a landing page. As we want custom content for this page, we will use replacement variables that we will later fill with Dynamite. These variables can be used almost anywhere, even in the custom script or CSS sections, for tracking, or to customize the design rather than just the text content.

For this quick tutorial we just want to customize the banner:



The screenshot shows the 'JustLanded for WordPress' theme customization interface. The top header includes the theme name, version (v1.2.11), and a 'Save All Changes' button. A left sidebar contains a menu with options like Home, General Settings, Fonts and Colors, Landing Layout, Banner, General, Text Content, Call To Action, Media Content, Full Width Banner, Page Banner, Action Buttons, Social Icons, Feature List, Gallery, Testimonials, Newsletter, Pricing Table, and Payment Options. The 'Text Content' section is active, showing three text input areas with placeholder variables: {main_headline}, {package}, and {bullet1}, {bullet2}, {bullet3}. Each input area has a corresponding instruction on the right.

JustLanded for WordPress
v1.2.11
A theme by ShapingRain.com

Profile 1 (default) [Save All Changes]

Text Content Use the basic template for your banner's text section

Banner Title

{main_headline} This is the main headline.

Banner Text

{package} This is the main text above the bullet points. Use this paragraph to introduce your product. This is the first line below the headline, so every word counts.

Banner Bullet Points

{bullet1}
{bullet2}
{bullet3} Enter bullet point items here, one per line. Don't make things too complicated; list the most important benefits!

Replacement variables are simple text strings with curly brackets like {variable}; variable names are strictly alphanumeric, which means that they may not contain spaces or special characters. For this tutorial we use 5 variables, or placeholders. You can use as many as you like, as long as you make sure that Dynamite fills them with content.

Again, you can use these variables anywhere, and to demonstrate this we will also change a headline with Dynamite, in this case the headline for the 'List of Features' landing page block:

Headline

`{group}, build landing pages in minutes`

This is the headline placed above the list of features.

Assigning content in Dynamite

Dashboard

Posts

Media

Links

Pages

Dynamite

All Sections

New Section

Settings

Support

Comments

Contact

WooCommerce

Products

Appearance

Plugins 2

Users

Tools

Settings

Collapse menu

Edit Section New Section

Package 1

Permalink: http://localhost/justlandedwp/?dynamic_section=package-1 View Section

Dynamic Section Settings

Dynamic Section Slug

package

This is the section name you will query in order to output its contents. This field may not contain spaces and is limited to alphanumerical characters, dashes and underscores.

Conditions

pk=1

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

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Published on: Apr 11, 2013 @ 4:55 Edit

Move to Trash Update

Other Options

Execution Priority

0

This defines in what order sections' conditions are parsed. Numeric values only, the higher the priority, the earlier the section is parsed and executed.

We head to the Dynamite tab and create a new section. A section in Dynamite contains dynamic content that is to be applied when a condition is met.

The most simple kind of condition Dynamite can process is a special parameter in the URL, this is usually a query variable name and a matching value. We will get to this later.

Title

You need to give this section a name. If you want to promote multiple packages for a product, you could name this 'Package 1'. This is what we will do for this tutorial. However, this name serves purely as a descriptive title and will not be used anywhere else. If for instance you wanted to sell a clothing product to men, women and children, you could create a section for each of these groups of prospect customers, and name them “Men” “Women” and “Children” accordingly.

Dynamic Section Slug

This slug is a variable itself. Using this slug as a replacement variable {my_slug_here} you can retrieve the content of the Dynamic Section Content box that comes right underneath the 'Conditions' box. A slug is mandatory, but you do not have to use the variable later.

And more one important fact about this slug: unlike the ones used for WordPress pages, this one does not have to be unique. You can use it for as many sections as you like.

Conditions

This is an important part. You will in almost all cases only need a single condition, as this section of will only apply if all conditions are met. Again, conditions in Dynamite are variables and the content that variable must contain in order for that condition to be fulfilled.

For this tutorial we have entered **pk=1**, which means that the variable **pk** must have the value **1** in order for this section to apply.

How can we make the variable pk contain the value 1? Well, that's simple, we link to this URL:

<http://demosite.com/landing-page/pk/1/>

landing-page is the slug of your landing page. This could also be your homepage, e.g. <http://demosite.com>; while pk is the variable; and 1 is its value.

You could also use any alphanumeric value, like **package1** or **women** instead of just **1** – again, the only requirement is that it does not contain spaces and be restricted to alphanumeric characters.

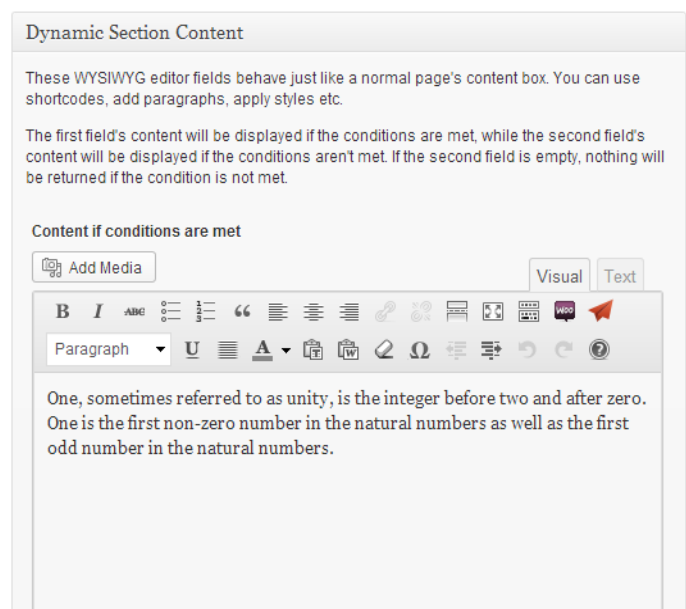
Whatever follows in the next boxes will only be applied if the condition is met, that is if the variable named under Conditions contains the exact value specified.

Dynamic Section Content

The Dynamic Section Content fields are actually optional, since Dynamite works just fine without them. The idea is that you can enter the main portion of text in your copy here that should be put into a replacement variable when the conditions are met.

You could achieve the same result by directly assigning that text to a variable as we will do text.

For this tutorial we have put the “Banner



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

Visual Text

B *I* ABC

Paragraph

One, sometimes referred to as unity, is the integer before two and after zero. One is the first non-zero number in the natural numbers as well as the first odd number in the natural numbers.

Text” part in here, which the theme is configured to use as **{package}** , the slug we assigned earlier. Just remember that whatever content you enter here goes into a variable that is named after the slug you entered for this section.

Dynamite Section Variable Assignments

If conditions are met (your content for this section)

Since Dynamite is all about dynamic content placed in variables, let's assign a few values to some of these variables to be used by the theme.

The “Variable Assignments if conditions are met” section is the most important one. Here you can assign any number of variables that are to be assigned if the condition set before (pk=1 in this example) has been met.

Again, variable names need to be alphanumeric, but you can choose any name for those that you like.

There are no reserved names, and they need to be only one character long, so you could have variables a, b and c etc. rather than for instance 'bullet1' that we have used for filling the banner's bullet list with content.

If conditions are not met (default values)

If you want default values to apply when the conditions are not met for any of the sections in Dynamite, enter those in the same format in the box above into the “Variable Assignments if conditions are not met” box. You can simply copy them from the 'if conditions are met' section and modify them to contain your desired default values, as the syntax is identical.

You should only enter these variable assignments once, for one section only, as for one of these sections it is likely that the condition will not apply at one point in the processing queue. This could lead to these '...if conditions are not met' values being applied every time. Just remember: default values go in once, for 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

```
main_headline=Package One Can Change Your Life
bullet1=Think of this as the best product ever
bullet2=Benefits over benefits
bullet3=Order before it's too late!
group=Entrepreneurs
price=$15
```

One variable assignment per line, in format variable=value

Variable Assignments if conditions are not met

Repeat for as many sections as you need

And that is essentially it. You can now replicate that section and create more. The only thing you will likely need to vary is the condition set in the “Conditions” box. If for the first package you used **pk=1**, you will likely want to use **pk=2** for the next section, and this is what we did for the tutorial. And again, these values do not have to be numeric ones, you can use **pk=men** or **pk=women** etc.

More Questions?

If you are struggling with a project involving Dynamite, please contact customer support at support@shapingrain.com where we are happy to answer all your questions.