

INSTALLATION:

1: Once the Epik GeoIP Plugin is downloaded to your computer, extract it to your hard drive. You can use software like <http://www.WinZip.com> to exact Epik GeoIP.

2: Upload the epik-geoip folder to your website in the wp-content/plugins/ folder.

3: Go to your Wordpress plugins menu and activate it. You will now have this addition to your sidebar:







And that is the Epik GeoIP Plugin installed.

HOW TO USE THE EPIK GEOIP PLUGIN:

For this example, we are going to use the website <http://www.wrestling-books.com>. This website offers reviews of wrestling books, followed by the option to purchase the book via Amazon. Currently the website is set up to list the prices for different countries as they currently don't have the Epik GeoIP Plugin as seen below:

If you're looking for a self-help book written by a professional, this is probably not what you're looking for. Instead, *Chair Shots and Other Obstacles* is a book for the Bobby "The Brain" fan and is more for entertainment value than legitimate self-help. If that is what you are looking for, you will want to check this one out.

 Americans - Cheapest Price is \$19.96	 United Kingdom - Cheapest Price is £11.34
 Canadians - Cheapest Price is \$19.25	 Europeans - Cheapest Price is £11.34

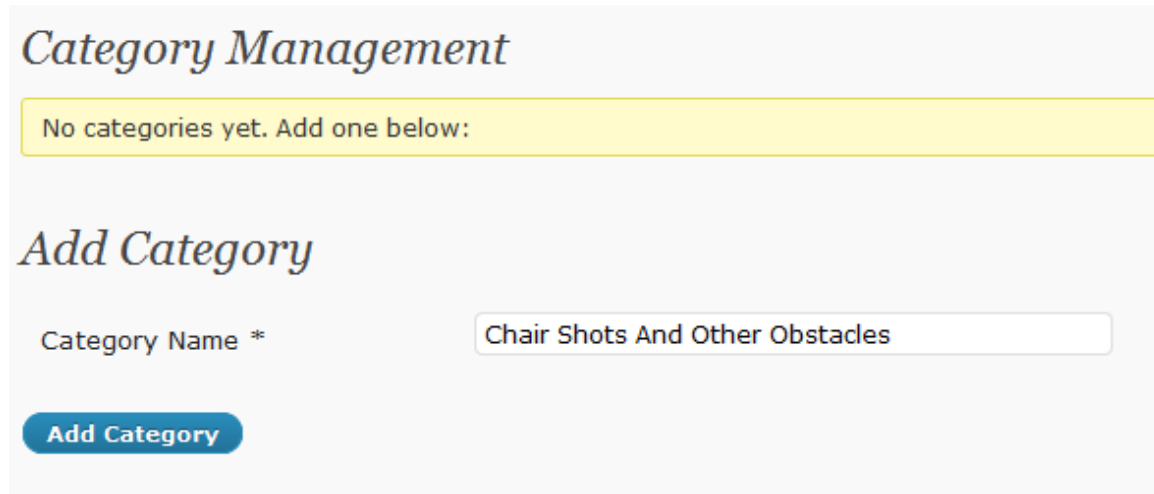
The webmaster would prefer to list just the one price depending on what nationality is visiting the website and make it part of the review, like in the below example:

If you're looking for a self-help book written by a professional, this is probably not what you're looking for. Instead, *Chair Shots and Other Obstacles* is a book for the Bobby "The Brain" fan and is more for entertainment value than legitimate self-help. If that is what you are looking for, you will want to check this one out. Americans don't miss this deal today - get Chair Shots And Other Obstacles for just \$19.25! [Follow This Link](#).

As you can see - in the last sentence it directly references Americans and provides one link which is to Amazon.com.

With Epik GeoIP we can make it happen!

1: Choose "Category" and enter a category name. This book is entitled "Chair Shots And Other Obstacles" so that is what we will call the category:



Category Management

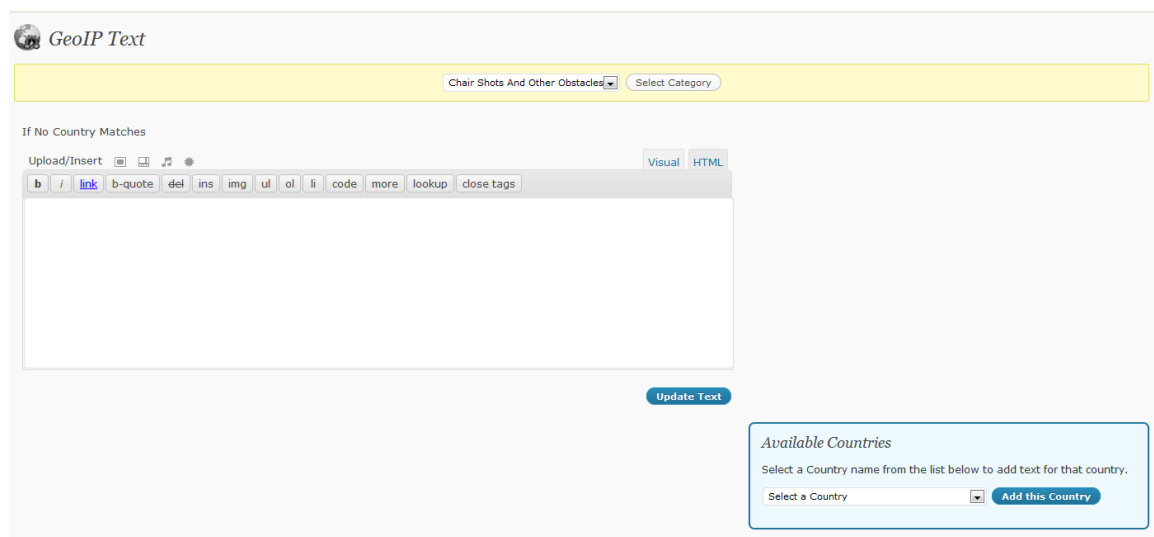
No categories yet. Add one below:

Add Category

Category Name *

Add Category

Once the category has been added, click on "GeoIP Text" then select the category you wish to edit. You will be at this screen:



GeoIP Text

Chair Shots And Other Obstacles

If No Country Matches

Upload/Insert

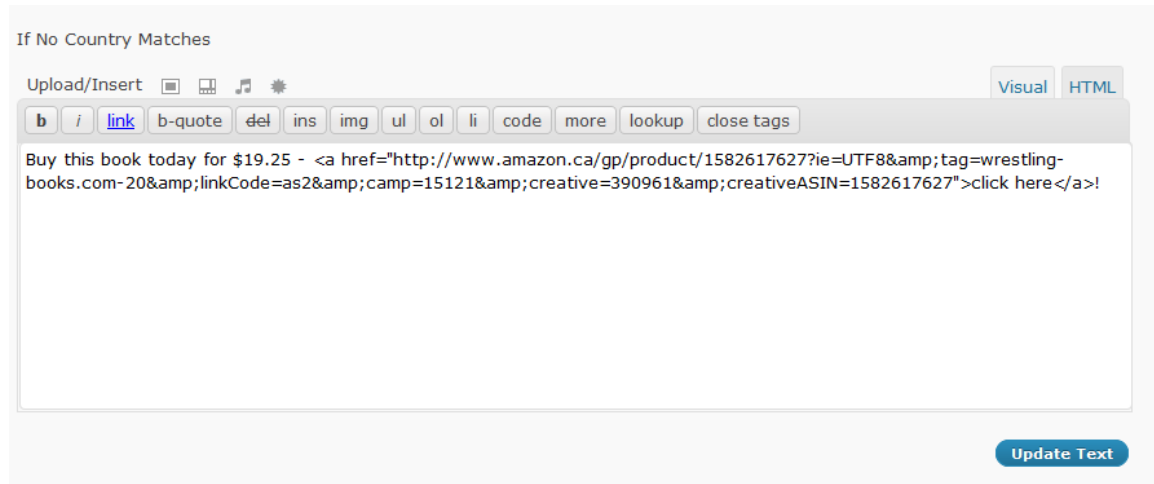
b *i* [link](#) **b-quote** ~~del~~ **ins** **img** **ul** **ol** **list** **code** **more** **lookup** **close tags**

Available Countries
Select a Country name from the list below to add text for that country.
Select a Country

We'll be using the HTML editor for this example but you can use the visual editor too if you wish.

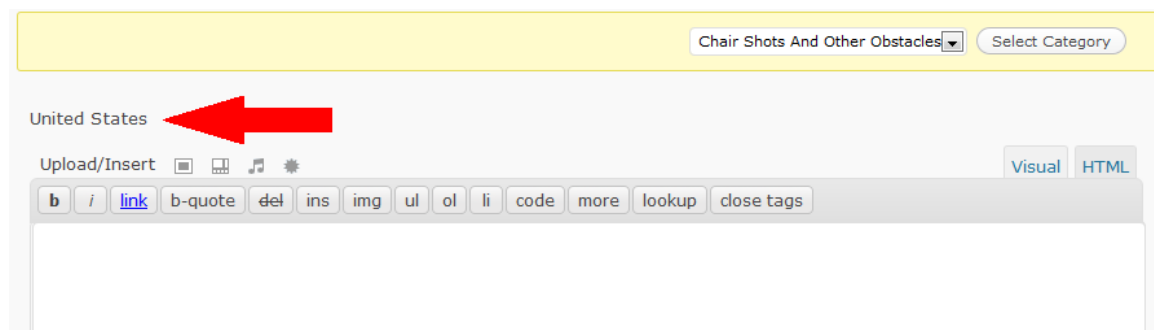
In this instance, the geo-targeting text will be a short sentence at the end of the article which tells the user they can buy it now, and for what price. For sake of simplicity we will do one for USA Visitors, one for UK visitors, and one for everyone else.

The first thing to do is set the default one, which is "If No Country Matches". As we're only setting the geo-targeting text for USA & UK, that means any visitors from outside the USA & UK will see this message. For those countries let's say we want to play it safe and send those visitors to Amazon.com. We would insert in something like this:







Then click "Update Text".

Once that is added, we have to add the USA and UK ones. In the "Select A Country" pull down menu we choose the United States and then click "Add This Country". Once that is done the United States text box is selected as indicated below:



We enter the text that we want Americans to see:

United States

Upload/Insert    

Visual HTML

b *i* [link](#) b-quote del ins img ul ol li code more lookup close tags





Americans don't miss this deal today - get Chair Shots And Other Obstacles for just \$19.25! Follow This Link.

Update Text

Then we click "Update Text" and now any Americans that visit that webpage will see that specific US text.

Finally we do one for the UK:

United Kingdom

Upload/Insert    

Visual HTML

b *i* [link](#) b-quote del ins img ul ol li code more lookup close tags

Can you believe the price of this book is just £11.34? It's true - click here for more information.

Update Text

If you ever want to edit or delete these, it is very easy. When we go to the category, a list of current counties that we have set up geo-targeting for are displayed like so:

Current Countries

[If No Country Matches](#)
[United Kingdom](#)
[United States](#)

Available Countries

Select a Country name from the list below to add text for that country.

Select a Country

For example, if the price on the United States book changed and we wanted to reflect that in the geo-targeting text we would just click "United States", update the text to reflect the price change then click the "Update Text" button.


Now this is all set up - but how do we actually implement it on the post? Well when you click on "Category" in the sidebar under GeoIP Text you get this screen:

Category Management

<input type="checkbox"/> Category Name	Shortcode	# of Entries	Edit
<input type="checkbox"/> Chair Shots And Other Obstacles	[geocode id=1]	3	

And we just have to put the shortcode, [geocode id=1] in this example, wherever we want the text to be displayed.

So we select the article we wish to edit, scroll down to where we wish to put that shortcode then add it as highlighted below:

 *Edit Post*

Chair Shots and Other Obstacles (By Bobby Heenan) Review

Permalink: <http://www.wrestling-books.com/wrestling-book-reviews/136/chair-shots-an...y-bobby-heenan.html>

Upload/Insert

b i link b-quote del ins img ul ol li code more lookup close tags phpBay

If you're looking for a self-help book written by a professional, this is probably not what you're looking for. Instead, ``Chair Shots and Other Obstacles`` is a book for the Bobby "The Brain" fan and is more for entertainment value than legitimate self-help. If that is what you are looking for, you will want to check this one out. `[geocode id=1]`

Once we click update post, all UK visitors will see:

If you're looking for a self-help book written by a professional, this is probably not what you're looking for. Instead, *Chair Shots and Other Obstacles* is a book for the Bobby "The Brain" fan and is more for entertainment value than legitimate self-help. If that is what you are looking for, you will want to check this one out. Can you believe the price of this book is just £11.34? It's true - [click here for more information](#).

And all USA Visitors will see:

If you're looking for a self-help book written by a professional, this is probably not what you're looking for. Instead, *Chair Shots and Other Obstacles* is a book for the Bobby "The Brain" fan and is more for entertainment value than legitimate self-help. If that is what you are looking for, you will want to check this one out. Americans don't miss this deal today - get Chair Shots And Other Obstacles for just \$19.25! [Follow This Link](#).

And that's it. It's that simple to implement geo-targeting on your website. You are not restricted to text either - you can do images, banners, youtube videos etc.

Here's an example from the website CasinoAnswers.com. Due to legal restrictions, there are many online casinos that cannot accept Americans. This **was** a problem for CasinoAnswers.com as they wanted to promote those casinos, however their audience is 70% American. This **was** a problem - not anymore with Epik GeoIP.

Canadians see this:

Who Is Terrance Watanabe?
[Casino Answers](#) > [Casino Trivia](#) > [Who Is Terrance Watanabe?](#)

Q WHO IS TERRANCE WATANABE?

 The name "Terrance Watanabe" might not be familiar to you and nor should it be. I'm guessing Mr Watanabe wants to keep as low a profile as possible and you'll understand why when you find out what he's "famous" for.



ATTN CANADIANS!

Get 30 Free Spins and \$100 Free Bonus Money in this special Canadian promo!

Click Me

You see, like you and I, Terrance Watanabe likes to gamble, especially, it would seem, as casinos. Where Terrance Watanabe comes into his own is his spectacular losing streak.

Australians see this:

Who Is Terrance Watanabe?
[Casino Answers](#) > [Casino Trivia](#) > [Who Is Terrance Watanabe?](#)

Q WHO IS TERRANCE WATANABE?

 The name "Terrance Watanabe" might not be familiar to you and nor should it be. I'm guessing Mr Watanabe wants to keep as low a profile as possible and you'll understand why when you find out what he's "famous" for.

 **ATTN AUSTRALIANS!**

Play at the best casino for Australian players, with \$100 free bonus money!

Click Me

You see, like you and I, Terrance Watanabe likes to gamble, especially, it would seem, at casinos. Where Terrance Watanabe comes into his own is his spectacular losing streak.

And Americans see this:

Who Is Terrance Watanabe?
[Casino Answers](#) > [Casino Trivia](#) > [Who Is Terrance Watanabe?](#)

Q WHO IS TERRANCE WATANABE?

 The name "Terrance Watanabe" might not be familiar to you and nor should it be. I'm guessing Mr Watanabe wants to keep as low a profile as possible and you'll understand why when you find out what he's "famous" for.

 **ATTN AMERICANS!**

Get our **Casino Answers Exclusive Free \$100 - No Deposit Required. USA Only.**

Click Me

You see, like you and I, Terrance Watanabe likes to gamble, especially, it would seem, at casinos. Where Terrance Watanabe comes into his own is his spectacular losing streak.