

# wpCloaker 101: Cloaking Paid Traffic

This document presents a basic guide to cloaking paid traffic with wpCloaker.

wpCloaker using both Wordpress and non-Wordpress websites as the “normal” website. There is no difference in the user interface of the wpCloaker control panel for Wordpress and non-Wordpress sites.

With Wordpress, wpCloaker installs as a plugin and the wpCloaker control panel can be found in the Wordpress admin dashboard under the Settings menu.

With a non-Wordpress site the wpCloaker control panel is located by default at *YOURSITE.com/cloaker/control.php*. Note that as the non-Wordpress install readme indicates, you can change the name of the “cloaker” folder to be whatever you want.

This document does not cover installing the wpCloaker script on non-Wordpress websites. The readme installation guide goes over this and it can be tricky depending on your hosting company. Please use our help desk @ <http://0toCash.com/support> if you would like us to do the install or assist with this.

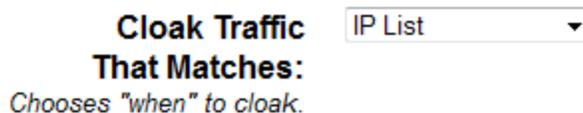
## Terminology And Approach

**Normal page** -- wpCloaker cloaks the web pages of an existing website to a set of offers. We call the existing website the “normal” site and a webpage in question the “normal page”.

**Money page** -- The affiliate or CPA offer, etc. being cloaked is called the “money page” or the “landing page”.

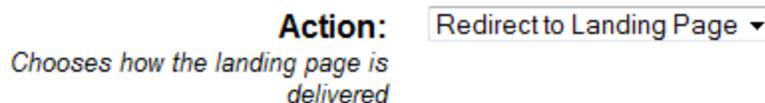
**Detection** -- the purpose of cloaking is to look at a visitor and determine what “kind” of visitor it is -- a regular human web surfer, a spider, a bot, a reviewer, etc. wpCloaker supports multiple methods of determining one type of visitor from another. The different methods are called *detection methods*.

In wpCloaker’s control panel the detection options are in the “cloak traffic that matches” pull down:



Delivery -- when wpCloaker determines that a visitor is a spider/bot/reviewer it just shows the normal page on the website. When wpCloaker determines that the visitor is a regular human visitor it *delivers* the money page. There are multiple methods for delivery.

In wpCloaker's control panel the delivery options are in the "action" pull down:



## Cloaking Paid Traffic

wpCloaker support cloaking Facebook Ads, Google Adwords, Bing Ads, LinkedIn, RTB networks, and other paid traffic sources. In fact, the most popular use of cloaking these days is for paid traffic.

There are a lot of options in the wpCloaker control panel and this guide is going to cover the basic setup. You may have perfectly valid reasons to vary the settings here. If you have additional questions please contact the help desk @ <http://OtoCash.com/support>. These settings work in the majority (95%+) of the customers we've come across and in our own work.

### **BASIC SETTINGS**

- set detection to IP
- set delivery to redirect
- use custom page cloaking to support multiple offers from the same domain

We use basic IP detection and redirect delivery. These are the most common options and should always be your default choices unless you really know what you are doing or have a specific scenario in mind.

# WP Cloaker Options - version 1.99-20130809-1

**Landing Page:**   
*Default landing page for cloaking and redirecting.*

**Cloak Traffic That Matches:**   
*Chooses "when" to cloak.*

**Action:**   
*Chooses how the landing page is delivered*

Here, we set the landing page field blank -- there is not default landing page for the entire site. This is optional. To have a default landing page to cloak to, fill in the field.

To support cloaking to multiple offers, we ADD a custom landing page list:

entire UserAgent string -- just an identifying pattern.

**Custom Landing Page List:**

```
toro -> http://www.amazon.com/gp/product/B004I6D96E/ref=as_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B004I6D96E&linkCode=as2&tag=qcp860-20  
roller -> http://www.amazon.com/gp/product/B000PSTER2/ref=as_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B000PSTER2&linkCode=as2&tag=qcp860-20
```

Sets the list for Custom Landing Pages. This is a case insensitive match and need not contain the entire page url string -- just an identifying pattern. The format for each line is pattern->url|basehref. The basehref is optional. So for example, if you wanted to cloak/redirect traffic to the page /insurance/10-ways-to-save-on-auto-insurance to http://www.geico.com you would make a line: **auto-insurance->http://www.geico.com**. If you wanted to include a basehref then it would be **auto insurance->http://geico.com|http://geico.com**

The custom landing page list works on a pattern match. It looks at the requested URL and if the pattern matches is delivers the money page link.

Custom landing pages are described by *pattern -> money page*

So " toro -> <http://affiliateoffer.com/subd-id=10102>" is a rule that says IF the requested url has the string "toro" in it, then cloak to this affiliateoffer.com link.

Patterns can be as short ("toro") or long ("toro-lawn-mower") as you want. The script matches whether the pattern is in the URL string.

## THE PROCESS

TRACKING -- Cloaking is not a silver bullet -- especially with paid traffic. You still need to be

good at testing and tracking campaigns. If you are using a tracking solution like p202 or CPV lab wpCloaker will pass through any parameters sent on the cloaked URL...

So if your cloaked domain is normalsite.com and you create an ad with a destination URL of:

normalsite.com/lander/?subid=101&cid=202

and a landing page field in wpCloaker of

<http://trackingdomain.com/>

then the 'subid' and 'cid' parameters are passed through to the landing page URL automatically.

WORKFLOW -- wpCloaker has an extensive IP and footprint server we use to identify spiders, bots, and manual reviewers. But ad networks and search engines never stop trying to detect cloakers (just like we never stop on our end). Because of this we've developed a set of best practices. You do not have to follow these but they are strongly recommended.

Here's the basic workflow (using Facebook Ads as an example):

- Set up your website and web pages so the landing page destinations look like a REAL landing page. That means they have some kind of call to action on them. It has to look reasonable that someone would buy traffic and send it to that page. For inspiration look at the article-like pages on sites like <http://HowLifeWorks.com>
- Install and set up wpCloaker -- but have cloaking turned OFF. This is a delivery option in the control panel.
- Create your campaign and ad and get the ad approved and sending a little traffic. You can use a low budget like \$3 - \$5 a day to control traffic flow.
- After 1-2 days turn cloaking on.

Before we talk about the motivation for this there is another thing worth mentioning

- Anytime you change your destination URL the ad networks come and respider your landing page
- If you use a tracking link in the destination URL then it takes longer and you get more reviews of the campaign
- Anytime you copy a campaign/ad then BOTH ads (the new one and the original) are respidered and inspected

The idea here is to avoid the reviewers at the time when there might be the most scrutiny. Yes, the script and servers are made to detect bots, spiders, reviewers. But why risk it? Set things up

and get some traffic first. Let the reviewer come and go (ditto for bots, etc.). Then turn cloaking on.

The other thing to realize is that starting out with a \$1000/day budget on a new campaign will raise red flags. So you start small and ramp up as you scale. Expect a new review at budget points like \$50/day, \$100/day, \$300/day and \$500/day. If you're super aggressive with your offers you might want to turn cloaking off for a day when you bump budgets up to those points.

Finally, reviewers and IPs are not the main problems with some folks -- it's account management and visitor complaints. Ads promoting porn and dating get a LOT of complaints to Facebook. Eventually if you get enough complaints they shut you down for 'suspicious activity' even if everything looks clean.

Likewise landing pages with images of Dr Oz or other celebrities will get warnings from many networks but with someone like Google you'll eventually get banned. That's why it is important for those normal pages to be clean and simple and make sense as a landing page.

Enjoy!

Again, if you have any questions use the help desk @ <http://OtoCash.com/support>

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