

5 Cool PHP Tricks You Can Use To Boost Your Sales Page Right Now!

By Alex Poole (www.alexpoole.name / twitter.com/alex_poole)

All of these need the sales page to be *something.php*
If you have an index.html or index.htm, just rename it index.php
So long as your server is set up for PHP (99% are nowadays) it'll work fine.

1) The genuinely expiring offer.

If you'd like to say "if you order by midnight tonight I'll give you an extra \$20 off" and mean it, this code will do it:

```
<?php
    if (!isset($_COOKIE['midnight']) || time() < $_COOKIE['midnight']){
        $midnight = mktime(0, 1, 0, date("n"), date("j")+1);
            //1 minute past midnight for good measure

        setCookie("midnight", $midnight, time()+3600 * 24 * 365);
            //lasts for one year

        echo 'If you order by midnight... <a href="discount_order_link.php">order now</a>';
    } else {

        echo 'Sorry you missed the deadline of midnight.';
        echo '<a href="nodiscount_order_link.php">order now anyway</a>';
    }
?>
```

2) The date script.

Oldie but goodie. Couldn't be simpler:

```
<?php
    echo date("F j, Y, g:i a"); // February 14, 2009, 10:15 am
?>
```

See <http://www.php.net/date> for the millions of formats available.

3) Personalize your page.

If you have the prospect's name in your autoresponder you're all set up to do this.
The problem with this method is you have to put their name in the link, which looks cheesy.
BUT you only have to do that once, then you can store it in a cookie for as long as you like.

Here's the link to put in your autoresponder message:

<http://www.yoursite.com/?n={firstname}>

..so this will look like (example)

<http://www.yoursite.com/?n=Alex>

Here's the PHP code:

```
<?php

$name = isset($_COOKIE['name']) ? htmlspecialchars($_COOKIE['name']) :
(isset($_GET['n']) ? htmlspecialchars($_GET['n']) : "Friend");
// "Friend" is the default name

if ($name != "Friend"){
    setCookie("name", $name, time()+3600 * 24 * 365);
    //lasts for one year
}

//optionally, to capitalize the first letter
$name=ucfirst($name);

?>
```

Dear <?php echo \$name; ?>,

.....

Thanks for reading <?php echo \$name; ?>

4) Ask for a Tweet & Incentivize

If you would like your prospect to tweet your URL to offer them a discount (or free report, or whatever,) this will do it.

Be careful - your URL needs to be short enough so that Twitter doesn't automatically shorten it (or use a TinyURL etc)

```
<code>
<?php

$yoururl = "http://yoururl.com";

$foundit = false;
$triedit = false;

if (isset($_GET['user']) && $_GET['user']){
    $triedit = true;
    $tryurl = "http://twitter.com/".$_GET['user'];
    $fh = @fopen($tryurl, "r");
    if ($fh) {
        while (!feof($fh)) {
            $buffer = fgets($fh, 4096);
            if (strpos($buffer, $yoururl) !==false){
                $foundit = true;
                break;
            }
        }
    }
    //fh
}

if ($triedit && !$foundit){
    echo "Sorry, we didn't find our URL ({$yoururl}) anywhere ";
    echo "on your twitter profile page! Please try again.<br /><br />";
}

if ($triedit && $foundit){
    echo 'Thanks - <a href="twitter_freebie.pdf">here\'s your free report</a>.';
}

if (!$foundit){
    echo 'Please tweet this URL: http://www.mysite.com ';
    echo 'then come straight back to this page and enter ';
    echo 'your twitter name in this box<br /><br />';
    echo '<form method="GET"> Input Twitter Name: <input name="user" />';
    echo '<input type="submit" value="GO" /></form>';
}
}
```

?>

I think this could be *very* powerful. Do you?

5) Ask for a Stumble or a Digg from visitors who came from those bookmark sites

Eli at over at Bluehat posted this one a while back and its simple & cool:

<http://www.bluehatseo.com/stumble-and-digg-begging/>

There's a week's worth of hardcore SEO reading at that site if that's you thing ;)

I hope you find these methods useful & profitable and please don't hesitate to contact me if you need any help with making any of them work.

Kind regards,

Alex Poole

www.alexpoole.name