

Object

To display on every page of your web site a unique phone number for each pay-per-click keyword.

Method

1. Either rename your pages from .HTML to .PHP or leave your pages as .HTML but add the following line to your .htaccess file:

```
AddType application/x-httpd-php .htm .html
```

2. Making sure to preserve all spaces and line breaks, copy and paste the following PHP script from the separate text file and add it to the top of every page above the <html> tag:

```
<?
session_start();

// set default phone number
$default_phone = '084X XXX XXXX8';

// set timeout period in seconds
$default_session_expire = 1800;

// check for expiry time presence
if (isset($_REQUEST['t']) && is_numeric($_REQUEST['t'])) {
    if ((int)$_REQUEST['t'] == $_REQUEST['t']) {
        $session_expire = $_REQUEST['t'];
        $_SESSION['expiry_time'] = $session_expire;
    }
} elseif (isset($_SESSION['expiry_time'])) {
    $session_expire = $_SESSION['expiry_time'];
} else {
    $session_expire = $default_session_expire;
}

// check to see if session timeout is set
if (isset($_SESSION['timeout'])) {
    $session_life = time() - $_SESSION['timeout'];

    if ($session_life > $session_expire) {
        session_destroy();
        session_unset();
    }
}

// check for phone number presence
if (isset($_REQUEST['adcall'])) {
    $phone = urldecode($_REQUEST['adcall']);
    $_SESSION['adcall'] = $phone;
} elseif (isset($_SESSION['adcall'])) {
    $phone = $_SESSION['adcall'];
} else {
    $phone = $default_phone;
}

$_SESSION['timeout'] = time();
?>
```

3. Change the default phone number (084X XXX XXXX) in the above script to the general phone number of the company. Ensure that only the phone number is changed and that it is still enclosed by single quotation marks.
4. Change the default session timeout (1800) in the above script with the desired session expiry. This time should be the number of seconds until session is ended after inactivity. Hence, 1800 would mean a session that lasts 30 minutes and 600 a 10 minute session.
5. Copy and paste the code below into the position on each page of your web site where the phone number is to be displayed:

`<?=$phone?>`

6. On your pay-per-click account, tag each keyword destination URL with a unique phone number in the format:

`www.YourSite.com/landing.php?adcall=0843+123+4567`

7. You may optionally over ride the session time set in the script by appending the URL with

`&t=600`

where 600 is the session timeout period in seconds like this:

`www.YourSite.com/landing.php?adcall=0843+123+4567&t=600`

END