

## User Instructions

Forum: <http://www.mass-automation.com/forum/>  
Support: <http://www.mass-automation.com/support/>

## Overview

The Synonymizer plugin is designed to automatically modify your posts by randomly choosing and replacing words within your post with alternate words that you specify. We call these synonyms, although in some instances it may be an alternate phrase or spelling of a word and not a true synonym.

## 1. Installation

1. Upload the entire contents of the **synonymizer** folders to **/wp-content/plugins/**
2. Activate the plugin from your Wordpress **PLUGINS** page.

## 2. Set Options

Once you activate the plugin, go to **OPTIONS --> SYNONYMIZER** page. Here you will set your global options and enter additional synonyms. We have included a small list of default synonyms to get you started; however you will want to add your own based on your niche.

### Select The Following Options:

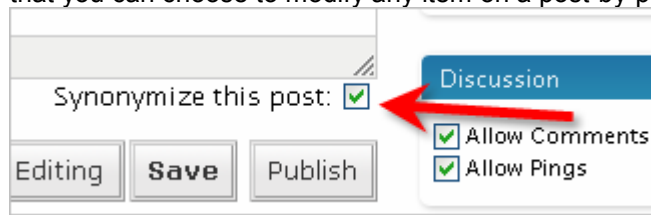


The screenshot shows the 'Modify Text In' section of the plugin's options page. It features two radio button options: 'New Posts Only' (selected) and 'None'. Below this is another set of radio buttons for 'Modify Post Titles', with 'Yes' selected and 'No' unselected. At the bottom, there is a text input field labeled 'Synonyms' containing the text: 'didn't | didn't | did not | did not | did not | didn't'.

### Modify Text In

- **New Posts Only:** This tells the plugin to modify all new posts and pages by default. Existing posts and pages on your blog will not be modified. **When adding posts using auto-blogging software, you must have this option selected.**
- **None:** This option will turn the synonym function off by default for new and old posts.

**Note:** There is a checkbox on the **blog post page** and on the **blog page creation page** so that you can choose to modify any item on a post-by-post and page-by-page basis.



The screenshot shows a 'Synonymize this post:' checkbox which is checked. To the right, there is a 'Discussion' section with two checked options: 'Allow Comments' and 'Allow Pings'. A red arrow points from the 'Discussion' header to the 'Allow Comments' checkbox. Below the main form are 'Editing', 'Save', and 'Publish' buttons.

## Synonyms

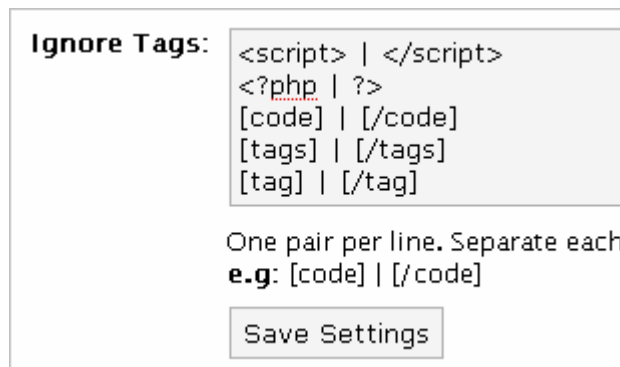
This is where you enter your list of words and their synonyms. Enter them one per line. Separating each synonym with a |. If you enter for example: **car | auto | vehicle**

This tells the plugin to replace all instances of the word **car** with either the word **auto** or the word **vehicle**.

We have included some default synonyms to get you started. Please see the next section for more information on creating custom synonym lists based on your niche.

## 2. Additional Settings

Once you enter your synonyms, you can click **SAVE** settings and begin using the plugin. However, there are a few additional options you may want to set up.



**Ignore Tags:** `<script> | </script>`  
`<?php | ?>`  
`[code] | [/code]`  
`[tags] | [/tags]`  
`[tag] | [/tag]`

One pair per line. Separate each  
**e.g:** `[code] | [/code]`

Save Settings

### Ignore Tags

By default the plugin will NOT modify HTML code. So if your blog posts contain HTML it will be ignored to avoid screwing up your page. It will also ignore any data between the < > brackets. This is to avoid modifying any PHP, or Javascript code.

There are instances however when you have custom tags or bb code that you also want ignored, so you will enter these in the **IGNORE TAGS** area.

We have included some default tags. To add your own, simply enter the open and closing tag separated by a |. For example, if you have a plugin that uses a tag named `[tag-tech] [/tag-tech]`. You can enter that here in this format `[tag-tech] | [/tag-tech]` and the plugin will ignore the tags and anything within the tags.

**Ignore tags are optional and only needed if:**

- 1) You don't want text within certain tags modified, and/or
- 2) You have a word in your synonym list that will cause the tag itself to be modified.

**Other examples:**

- If you don't want to modify any text within brackets, so you would add this `[ ]`
- If you don't want to modify anything within quotations you would add this `" | "`

## 3. Save Settings

Once you are done making changes to this page, be sure to SAVE your settings.

## 3. Posting

To start using the plugin, just make a blog post or create a new blog page as you normally would. Once you submit your post/page, it will immediately be modified and added to your blog. On the post page, you can choose to enable or disable the Synonymizer on a post-by-post basis.

## Additional Options

### Reload Default Lists

We provide a default list of synonyms and ignore tags with this plugin. It will load automatically the first time you activate the plugin.

This option will allow you to reload the default synonym list and the default Ignore list. It will erase your existing lists so be careful when choosing this.

### **Creating Custom Default Lists**

You can create your own default lists by adding your synonyms to the default files in your `/plugins/synonymizer/` folder:

**default-ignore.php** holds your list of default ignore tags.

**default-synonyms.php** holds your list of default synonyms.

All items are entered with the following format:

```
$default_synonyms[] = "car | auto | vehicle";
```

To format each synonym correctly, you can use the **Synonym Formatter** script. It will format your list of synonyms so that you can copy and paste them into the default files. See the **Synonym Formatter** section for more information on how to use this script.

### Modify Old Posts

This allows you to manually modify all existing posts (that have not been previously modified) on your blog.

When you select this option the script will immediately go through each post, find the ones that have not been modified by the plugin and then modify them using your current synonym list. Once the process completes, reload the page to view report on the process.

### Using WP Cloner

If you are using the <http://wp-cloner.com> plugin to clone the Synonymizer to different blogs it's best to deactivate the plugin before cloning.

If you do not deactivate the plugin on the master blog before cloning, it will modify the posts and pages that are cloned onto the remote blog.

If you are cloning posts ONLY, and the remote blogs that you are cloning to already have the Synonymizer installed, you should deactivate it first. If you do not, each cloned post sent to each remote blog will be modified... unless you want this of course!

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## Finding Synonyms

The success or failure of your post modifications depends upon your use of the right synonyms for your niche. The problem with most “article modifying” software is that they generate junk. This is because the alternate words or text added by the user simply does not work. Remember, junk in = junk out.

Dumping a huge list of synonyms from a synonym database just won't work because most synonyms aren't exact replacements for a word. The more time you commit to finding good synonyms, the better your modified posts will read.

So you have to choose your words with great care! You should strive to choose the best general synonyms and the best niche synonyms that you can.

### General Synonyms

These are synonyms of commonly used words and phrases. They serve as the base for your default synonym list. We have provided a small list of general synonyms with the plugin, but you should always try to expand that list with words that you commonly use.

Adjectives and Nouns are best because it is a bit easier to find alternatives for them that make sense. Words that can be used both as a Noun and a Verb will be more difficult. In those cases you should simply try to make a phrase out of it. This will make its use more specific and allow you to find an alternate that will always work.

### Niche Specific Synonyms

All markets have their own culture and terminology. Niche-specific synonyms are words and phrases uniquely related to your niche.

### Here's my process for finding good synonyms for a niche:

1. Off the top of your head think of 10-15 words commonly used on your niche. Then try to find alternates for these words. You won't find alternates for each of them so don't stress. Just go to step 2.
2. Expand each word (and each alternate word) into a commonly use phrase. Then try to find alternate ways to say the same thing.
3. Go to an article directory like <http://ezinearticles.com> and find 5-10 articles on your niche. Read each article slowly. When you see a niche-specific word or phrase, stop, write it down and try to find alternative words or phrases that say the same thing **and make sense**. Repeat this until you have at least 30 words or phrases.
4. Finally, visit an online dictionary website and try to find additional alternate words.  
<http://www.synomizer.com>  
<http://www.thefreedictionary.com>  
<http://www.world-english.org/english500.htm>
5. Add those alternate words to your phrases to make new phrase.
6. Remove any trademarked or proper name from your list.

## Using The **Synonym Formatter**

The purpose of this script is to assist you in formatting your words and phrases so they can be quickly added to the Synonymizer options page or used as default lists. To access the script, click on the **Synonym Formatter** link near the top of your Synonymizer **OPTIONS** page.

Basically what you do is enter your list of words and their synonyms. For example, your main words are **car** and **dog**. You enter the word and their synonyms like this:

**car | auto | vehicle**  
**dog | puppy | pup**

Now, you could use these “as is” and just add them to your Synonymizer, but we want to expand and modify them to make them more comprehensive. That’s the purpose of the formatter.

**Enter Word Or Phrase Followed by It's Synonyms**  
(All lowercase. One per line. Separate synonyms with |. See example.)

dog | puppy | pup

Expand  Repeat  Capitalize First Letter  Generate PHP Code

### Expansion Options:

- **Expand:** This option will make each word a synonym (or alternate) of the other. Why do this? Well, if you have this: **car | auto | vehicle**, any instance of the word car will be replaced by either the word auto or the word vehicle.

That’s great, but if you expand this, you will get:

**car | auto | vehicle**  
**auto | vehicle | car**  
**vehicle | car | auto**

Now, any instance of the word auto will be replaced by the word car or vehicle. AND any instance of the word vehicle will be replaced by the word car or auto. This gives you maximum use for your words.

Keep in mind that this option is best when you have words that are almost identical in meaning. In some cases you don’t want to expand them as they may only make sense a certain way.

For example: **recent | current** You can change the word recent with current in most situations:

The **recent** data is good.  
The **current** data is good.

However, because they are not identical in meaning, you don't want to expand **current | recent**.

The **current** was strong.  
The **recent** was strong.

So, in cases like this you don't want to expand the words. When creating your lists, divide your words into those you want to expand and those you don't want to expand.

- **Repeat:** This option simply repeats the main word as an alternate. So if you have **car | auto | vehicle**, selecting the repeat option would change it to: **car | car | auto | vehicle**.

The reason for this is that in most cases, you do not want to replace all instances of a word. By default, the Synonymizer will modify each instance of the word by picking one of the alternates at random.

However, it's always good to randomly keep in the original word as well. So adding it back using the repeat function will allow the plugin to randomly select it as an alternate.

In some cases you do not want to use this option. For example when you want all instances of the main word replaced.

- **Capitalize First Letter:** This option will capitalize the first letter of each word and each synonym/alternate. This is necessary because the plugin will only modify an exact match.

When you activate this option, it will add the following:  
**Car | Auto | Vehicle**

When scanning your post, the Synonymizer considers **car** and **Car** as DIFFERENT words. The plugin must make the distinction between capitalized words and lower case words because in some instances you do not want to replace a capitalized word.

For example: **united | combined**. I only want to replace the lowercase version of united as the capitalized version may refer to United Airlines and I don't want to replace that word.

Another example: **US | United States**. I don't want the word **us** or **Us** changed. I only want the letters **US** changed to **United States**.

- **Generate PHP Code:** This option will format all of your newly modified synonyms so that they can be added to your default lists. All you have to do is copy and paste the code into your default list php file.

## Putting It All Together

When generating my synonyms, I divide them into three lists before processing:

- List 1:** Words/phrases that can be Expanded, Repeated and Capitalized
- List 2:** Words/phrases that **CANNOT** be Expanded. But can be Repeated & Capitalized.
- List 3:** Words/phrase that **CANNOT** be Expanded or Repeated. But can be Capitalized.

### Here are the processing steps:

1. Paste in list 1, click Expand, Repeat and Capitalize. Click Submit.
2. Select results. Copy and paste onto synonym **options** page or into **default list** file.
3. Add plural version of each item in list, Click Submit and repeat step 2
4. Reload page to clear data, and then paste in List 2.
5. Select Repeat and Capitalize. Click Submit then follow steps 2 & 3
6. Reload page to clear data, and then paste in List 3.
7. Select Capitalize. Click Submit then follow steps 2 & 3