

## Server Requirements for SEO Snapshot

The following Server Requirements must be met for SEO Snapshot to function properly:

- PHP >= 5.4
- Mcrypt PHP Extension
- OpenSSL PHP Extension
- Mbstring PHP Extension
- Tokenizer PHP Extension
- PDO PHP Extension
- ZipArchive PHP Extension
- cURL PHP Extension (\* see notes on page 5)
- MySQL database
- 2 CRON Tasks must be set up to generate the reports (please see page 2)

### Pretty URL's

Apache

The software ships with an .htaccess file that is used to allow URLs without index.php. If you use Apache on your server, be sure to enable the mod\_rewrite module.

If the .htaccess file that ships with this app does not work with your Apache installation, try replacing its contents with the following:

```
Options +FollowSymLinks
RewriteEngine On
```

```
RewriteCond %{REQUEST_FILENAME} !-d
RewriteCond %{REQUEST_FILENAME} !-f
RewriteRule ^ index.php [L]
```

### NginX

If you're using Nginx, the following directive in your site configuration will allow "pretty" URLs:

```
location / {
    try_files $uri $uri/ /index.php?$query_string;
}
```

## Website Thumbnails

SEO Snapshot supports creating a thumbnail of the webpage it's creating a report for. If it's not appearing for you on the top left of the report, then it's likely because PhantomJS is not installed on the hosting server on which SEO Snapshot is installed. You will need to speak to your hosting provider to install it for you.

If you require your hosting provider to install PhantomJS on your server, then please relay the following information to them:

- SEO Snapshot expects the PhantomJS binary to be located here:  
`/usr/local/bin/phantomjs`.
- PHP must be allowed to "exec" and/or "shell\_exec" commands - some hosting providers turn this functionality off, which prevents PHP from calling PhantomJS and this will also prevent the ability for SEO Snapshot to generate thumbnails

## Setting up the CRON Tasks

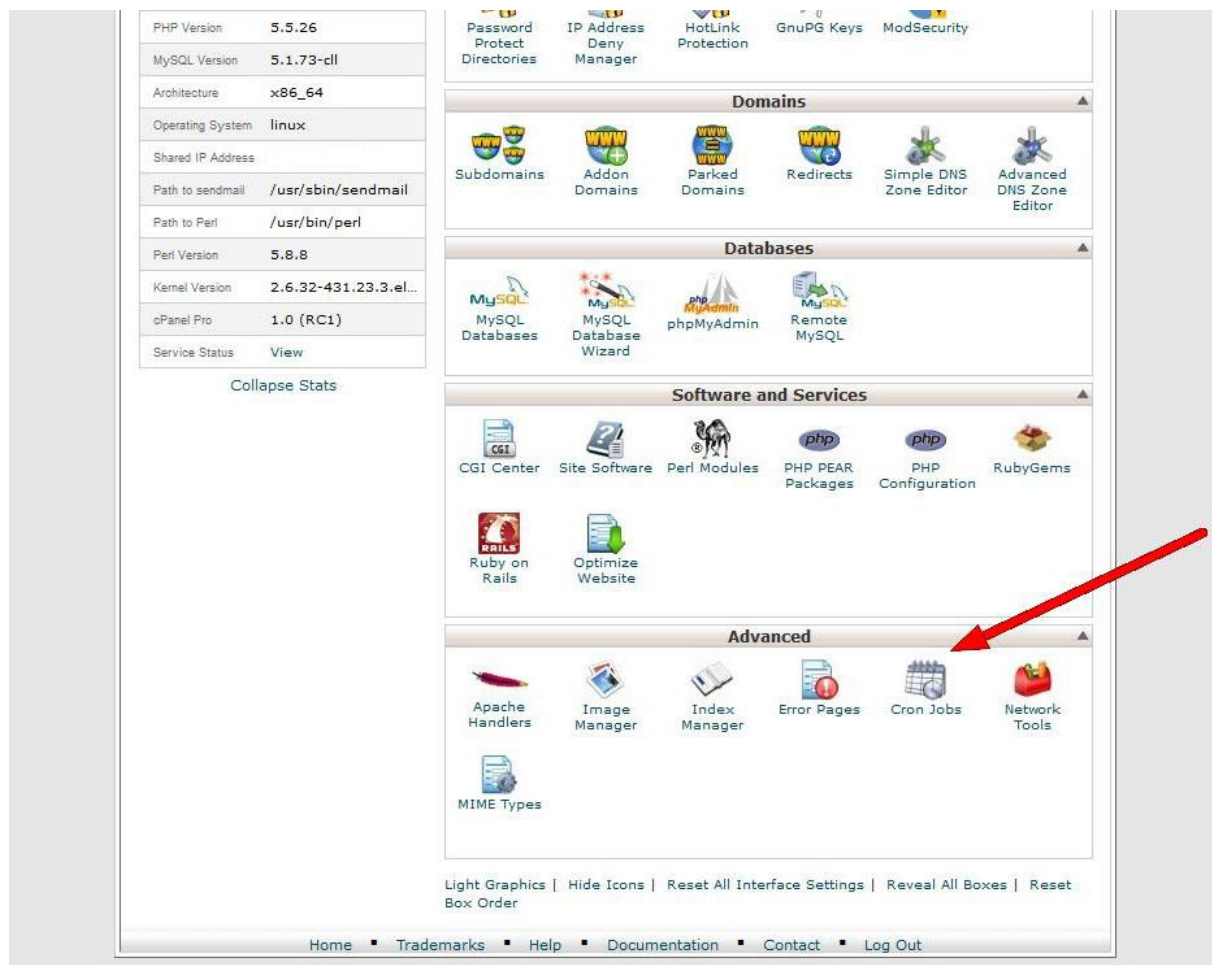
SEO Snapshot requires 2 CRON job to be set up in order to generate reports. All this is, is basically a scheduled event which visits a specific URL at a specific time interval, which triggers the notification script to run.

In this tutorial, we will cover how to set up the CRON job either by using a free service called "EasyCRON", or via cPanel. If you don't have cPanel on your hosting server, then please skip to section "2. EasyCRON" lower down in this guide.

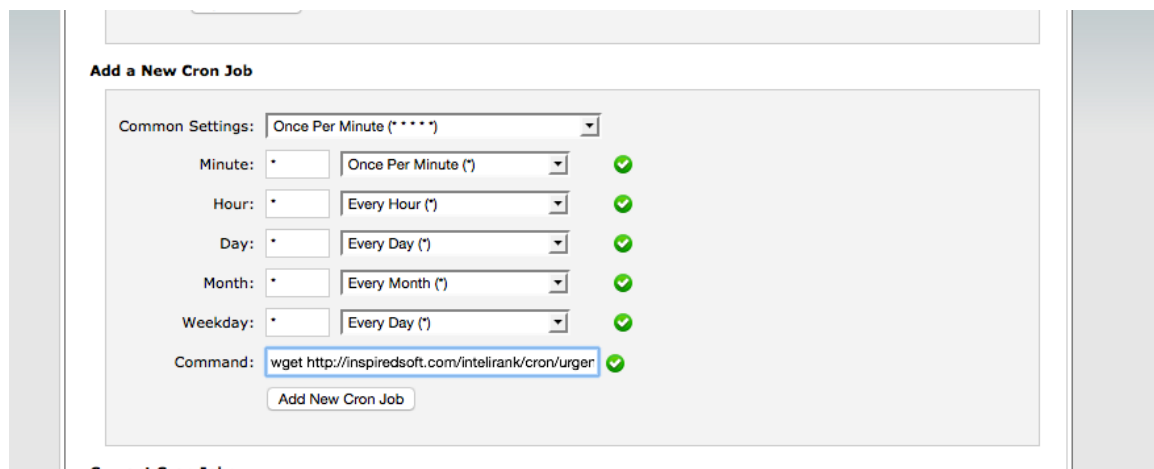
### 1. cPanel

In this tutorial, we will cover how to set up the CRON job either by using cPanel. A large number of hosting companies offer cPanel for their hosting clients – please check with them for your login details.

Once logged in to your hosting cPanel account, find the “Advanced” section (usually right at the bottom of the cPanel dashboard) and click on “Cron Jobs”.



To run the cron every minute, in the minute field, enter \* (means every minute), then in all the other fields (hour, day, month, weekday) also enter \* (see screenshot below)



In the Command field, enter the following:

```
wget -O /dev/null http://<PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM>/cron/urgent
```

Please replace <PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM> to the URL of where you have SEO Snapshot installed.

Then click “Add new Cron Job”. Once you’re done, repeat the process and this time in the Command field, enter:

```
wget -O /dev/null http://<PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM>/cron/current
```

Please replace <PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM> to the URL of where you have SEO Snapshot installed.

That’s it - you’re all set!

## 2. EasyCRON

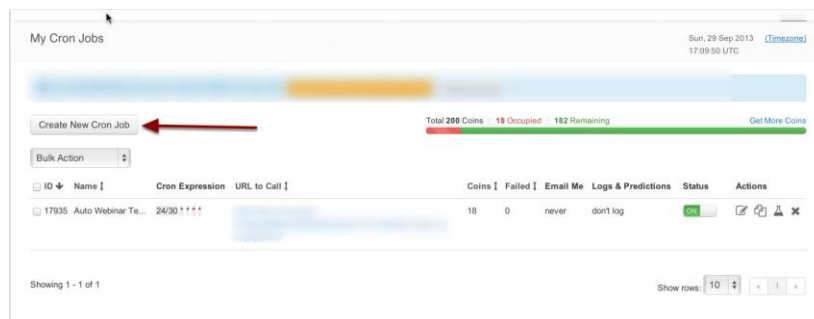
EasyCRON is a free (and cheap if paid) service. It’s a lot simpler to set up than cPanel, and the free tier should be adequate for most people’s needs.

### Pricing

Since this is a paid service, you will need to set the frequency (number of times to run per day / hour / etc.) to a limit that suits your needs and your budget. The pricing for easycron.com is very good. The free plan allows you to run a CRON task every 10 minutes. We will be setting up the CRON job to hit the CRON URLs every 30 minutes, which means the reports will generate within a maximum of 30-35minutes, but you can set this to any frequency you want.

### Creating a CRON job

When you login, you will see all your current jobs. Hit the Create New Cron Job for a new job.



All you need to do is add the CRON Job URL for each Cron task as below and make it execute every 30 minutes.

http://<PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM>/cron/urgent

Please replace <PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM> to the URL of where you have SEO Snapshot installed.

Then click the “Create Cron Job” button, and repeat the process for the following URL

http://<PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM>/cron/current

Please replace <PATH-TO-YOUR-SEOSNAPSHOT-PROGRAM> to the URL of where you have SEO Snapshot installed.

You don't need to fill out the other information. That's it! Now EasyCron will hit each URL every 30 minutes and generate your reports.

The screenshot shows the 'Create Cron Job' form with the following fields and options:

- URL to call:** A text input field containing 'http://'. A red arrow points to this field.
- When to execute:** A dropdown menu set to 'Every 30 minutes'. A red arrow points to this dropdown.
- Optional settings:**
  - Notify me:** A dropdown menu set to 'never'.
  - Log & prediction:** A dropdown menu set to 'no' with a 'How it works' link.
  - Cookies:** A text input field with a help icon and the text 'Optional. e.g. n1=v1; n2=v2;'.
  - POST values:** A text input field with a help icon and the text 'Optional (empty means GET). e.g. p1=v1&p2=v2'.
  - Cron job name:** A text input field with the label 'Optional' and a red arrow pointing to it.
- Buttons:** 'Create Cron Job' and 'Cancel'.

**\* Please Note:**

Please note that SEO Snapshot requires the cURL "followlocation" option to be set in order for it to retrieve some of the data. Therefore, PHP must NOT be in safe mode, and open\_basedir must not be set by the hosting provider. If you're not generating reports after setting up the CRON tasks, then please check this with your hosting provider.