



Instructions

Since you're reading these lines, you have already installed Turbo Instant Publisher, so CONGRATULATIONS.

This manual will guide you on how to make the best of it.

IT'S STRONGLY RECOMMENDED TO WATCH THE VIDEO TUTORIALS FIRST AND PRINT THIS MANUAL FOR FURTHER REFERENCE.

But first, you need to understand what you need here and what does Facebook EXPECT from you and from any and all publishers of Instant Articles.

Failing to UNDERSTAND why did Facebook create that Instant Articles' platform will deprive you from the advantage of enjoying the benefits of this amazing platform.

So let's start!

1 The focus is on mobile users



**THE FOCUS IS ON
MOBILE USERS**

Always have in mind that Facebook created the Instant Articles' platform for the MOBILE USERS, ie. the users of smartphones, tablets, etc.

If that was not true, then Facebook would have NO REASON AT ALL for pushing their money to that Instant Articles' platform, since Facebook users (either those that use the web to browse the Internet or those that use smartphones, etc) can read perfectly what is posted in Facebook, in their timeline, in pages, etc.

Hence, since posting articles in your Facebook account IS POSSIBLE without the need of the Instant Articles' platform... then there must be a really good reason why Facebook did invest on that platform.

Why is the focus on mobile users?

Because eventually in the (near) future, there will be more mobile users than the ones using a desktop or laptop. Since everything in business targets people's money, and mobile users in the future will be the no 1 target, then all companies started and the rest will start to employ solutions that can engage those mobile users further and ALSO make their online browsing easier and faster.

You've read the stats. Instant Articles load faster and readers stay longer...

So again, when you think about Instant Articles, think of mobile phones and tablets - not desktops and laptops.

The bottom line is this:

When you will eventually publish your Instant Articles, you will not be able to READ them via your desktop or laptop or even via your cellphone's browser.

Instead, you will need to OPEN THE FACEBOOK app in your cellphone in order to reach and read the articles.

Get used to that logic fast and it will help you indeed.

2 Meaningful content



**MEANINGFUL
CONTENT**

Next...

Do expect from Facebook to require content people will want to READ.

Yes, you can add your ads in that content, that's another story though. Facebook wants to add VALUE to the content offered to their readers. And that is what Facebook expects from you and all the Instant Articles' publishers.

The better your content will be, the happier both Facebook and mobile users will be, and that means your ads will also come along with your content smoothly.

With that said, FORGET the ads' functionality for now.

FIRST you need to establish a great online presence with your quality content and then try to monetize on that content.

That means you need to do your homework.

Get ready for it.

3 All articles are manually reviewed



**ALL ARTICLES
ARE MANUALLY
REVIEWED**

As discussed above, you need to give meaningful content to Facebook - and then Facebook will allow you to release that content to users, i.e.. to the mobile users.

For that reason Facebook reviews all Instant Articles MANUALLY.

Think about it... They would not spend their good money paying people to read each and every Instant Article.. unless they want to offer AAA+++ content to them.

So again... start calibrating your orientation towards GOOD CONTENT and at least in the beginning, FORGET how to make money from your Instant Articles.

What you CAN DO though, as an Internet Marketer is to use CLEVER content, that is: FOCUS your content to keywords.

I predict that Instant Articles will be displayed higher in Search Engines in the future, so you know what the game is: the most targeted and focused on specific keywords articles will attract the best and most traffic.

Normal rules of SEO apply here. You need to keep a balance between "good content" and "SEO content" so do not just add keywords in the content. Make it flowing smoothly.

SEO for Instant Articles will also be a hot topic in the future, so expect to calibrate your efforts according to the (new) standards future will bring - soon.

4 You need 5 articles

YOU NEED 5 ARTICLES TO START WITH

As noted above, Facebook will review your Instant Articles manually.

For that reason they want and require from you to submit your articles first, and IF your articles "pass" their criteria, then they'll allow you to publish them online via their platform.

Also for that reason they require from you to submit FIVE ARTICLES in the beginning.

BE WISE.

Do not just add "some" articles and then submit them.

PLAN YOUR CONTENT MARKETING.

As you will see, Instant Articles does not come "by default" with your Facebook Pages. You need to ENABLE the platform and its "Publishing Tools" - you will see that Facebook created a special website for that reason and THAT means a lot.

Again: Instant Articles does not come "by default" with your Facebook Pages. You need to ENABLE Instant Articles and you will need to select the Facebook Page you want to use, and go through that same process every time you want to enable the Instant Articles' Publishing Tools in a/nother page.

Think about it... TREAT EACH PAGE as a business. Focus on a different niche - create a page for each niche... then focus on adding quality content in each Page. This is what Facebook wants to see from you, and this is what you must do.

Thus, if I were you I'd invest to those 5 articles and would use UNUQUE content, optimized for specific keywords on a specific niche.

You may decide to use PLR articles, but if you do so, then select the best of them and DO rewrite them, but again.... Remember that EVENTUALLY Facebook will have to review 1000s of Instant Articles so only the best will win, only the best will be accepted.

5 You need a logo/header

YOU NEED A "LOGO" aka. header

As you will also see, Facebook requires from publishers to add a logo that will be displayed in all Instant Articles of a Facebook Page.

That's another food for thought... We'll see in the future why is this a prerequisite, but you can easily guess here that Facebook wants to facilitate the needs of Companies and of those that do care about their BRAND. Companies use a logo, successful marketers use a logo. So if you do have a logo, you will need to tell your designer to resize it, because special dimensions are required.

If you do not want to use a logo, you may use a header related to the content of your Instant Articles.

Notice here, that Facebook asks for ONE LOGO for ALL INSTANT ARTICLES published by a Page... so again... they expect to see

- quality content
- content focused on the Facebook Page's topic
- a logo/header related to the topic too

6 SSL is required

SSL IS REQUIRED

ie. <https://>

You're using this software because you want to write your Instant Articles like writing in Microsoft Word. If you knew HTML Markup language then you'd not need this software. And as it happens with all software, you will need to create a Facebook application to connect it with the software, so to allow the software to do its work in your Facebook page. As it happens with all Facebook applications, Facebook requires an SSL certificate for the domain you will use with the software. So if you have not yet obtain an SSL do it now and then proceed.

7 Step 1 Create a Facebook Page

STEP 1: Create a Facebook Page

That's a pretty predictable action, isn't it? You will need to create a Facebook Page, then enable Instant Articles for that Page and connect it with Turbo Instant Publisher. So first do create your Facebook Page. If you read what it's discussed above, you know by now that your Facebook Page should focus on a specific topic and niche and so would be your Instant Articles that will be published on that Page.

If you do not know how to create a Facebook page please watch the video tutorials delivered to you when you purchase this software.

DO NOT PROCEED UNLESS YOU HAVE CREATED YOUR FACEBOOK PAGE.

8 Step 2 Create a developer account

STEP 2: Create a Developer Account

You will need to create a developer account if you have not done it in the past; that's super easy.

Just visit <http://developers.facebook.com> and login using your Facebook's credentials.

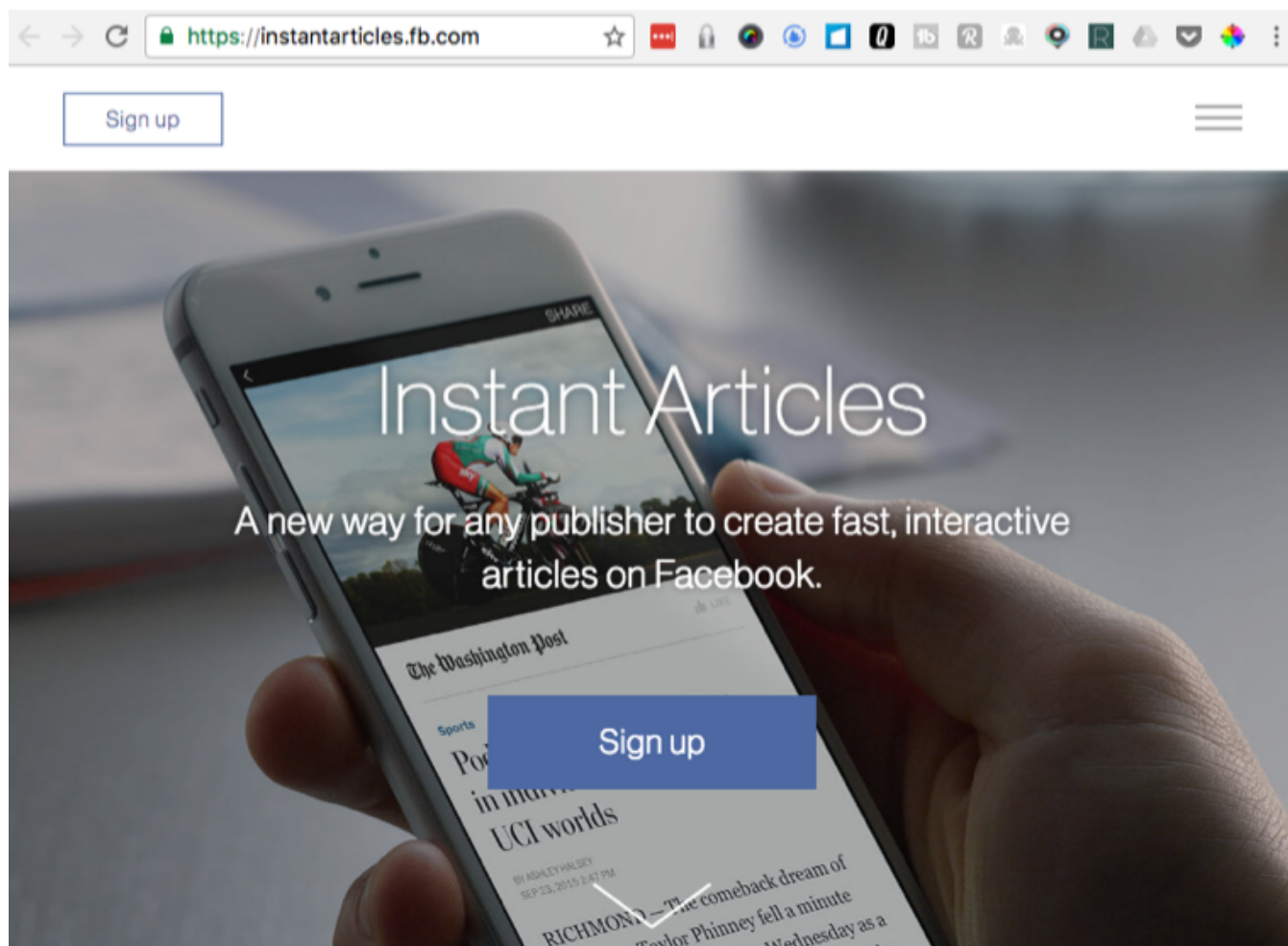
9 Step 3 Create a Facebook App

STEP 3: Create a Facebook App

If you do not know how to create a Facebook App, please watch the video tutorials delivered to you when you purchase this software

DO NOT PROCEED UNLESS YOU COMPLETED ALL TASKS AS INSTRUCTED BY THE VIDEOS.

10 Enable Instant Articles & Connect your site

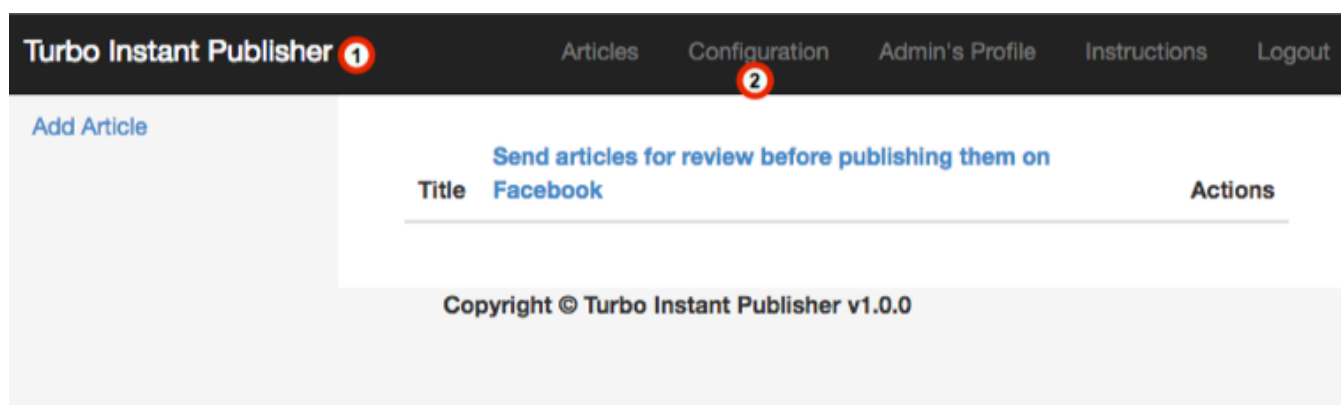


Go to <https://instantarticles.fb.com>, signup with your Facebook account and then select the Page you created, so to enable the display of the Publishing Tools on that page.

If you need help, please **DO WATCH** the related video tutorials delivered to you when you purchase this software.

DO NOT PROCEED UNLESS YOU COMPLETED THE TASK AS INSTRUCTED BY THE VIDEO TUTORIAL.

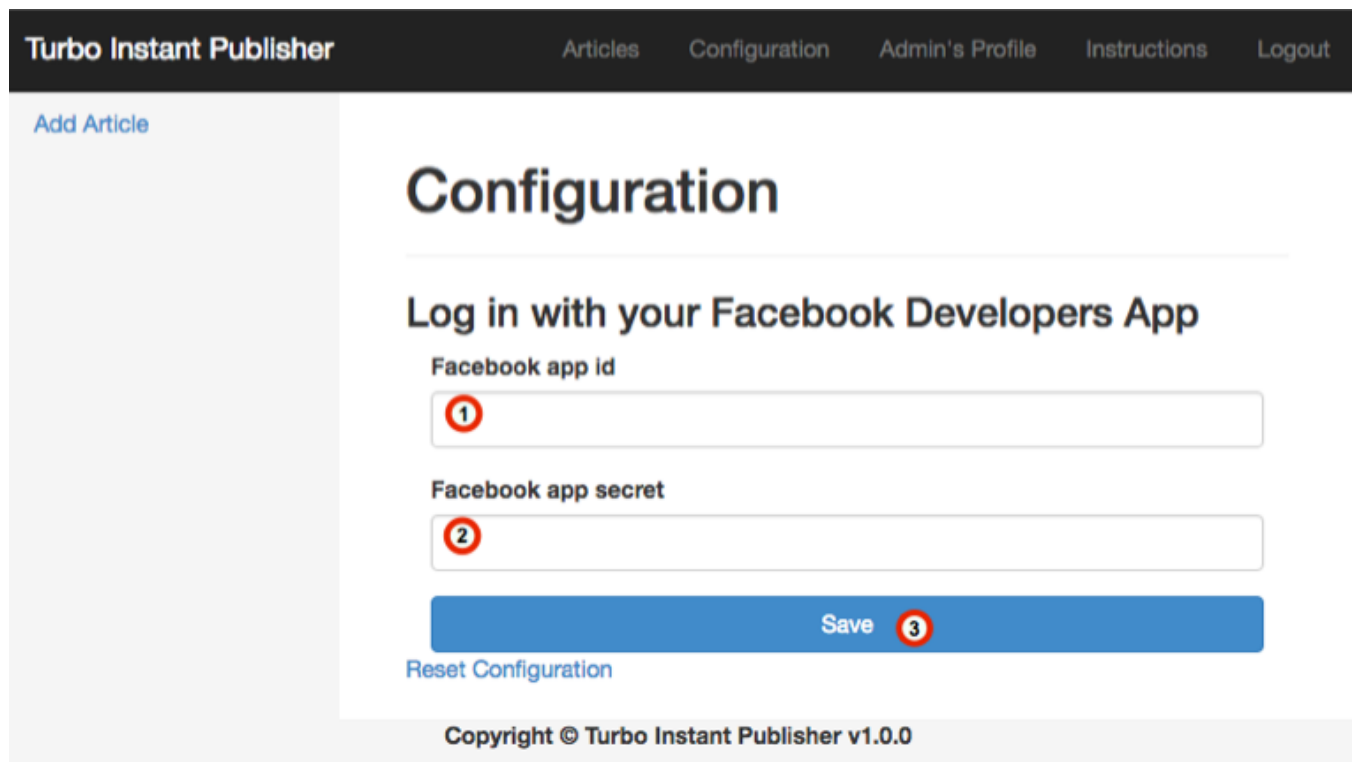
11 Your Dashboard



You can always reach the dashboard by clicking on the Turbo Instant Publisher's title (1) on the top left corner.

The first thing to do is to setup the software so click on the Configuration (2) option.

12 Configuration



Turbo Instant Publisher

Articles Configuration Admin's Profile Instructions Logout

Add Article

Configuration

Log in with your Facebook Developers App

Facebook app id

1

Facebook app secret

2

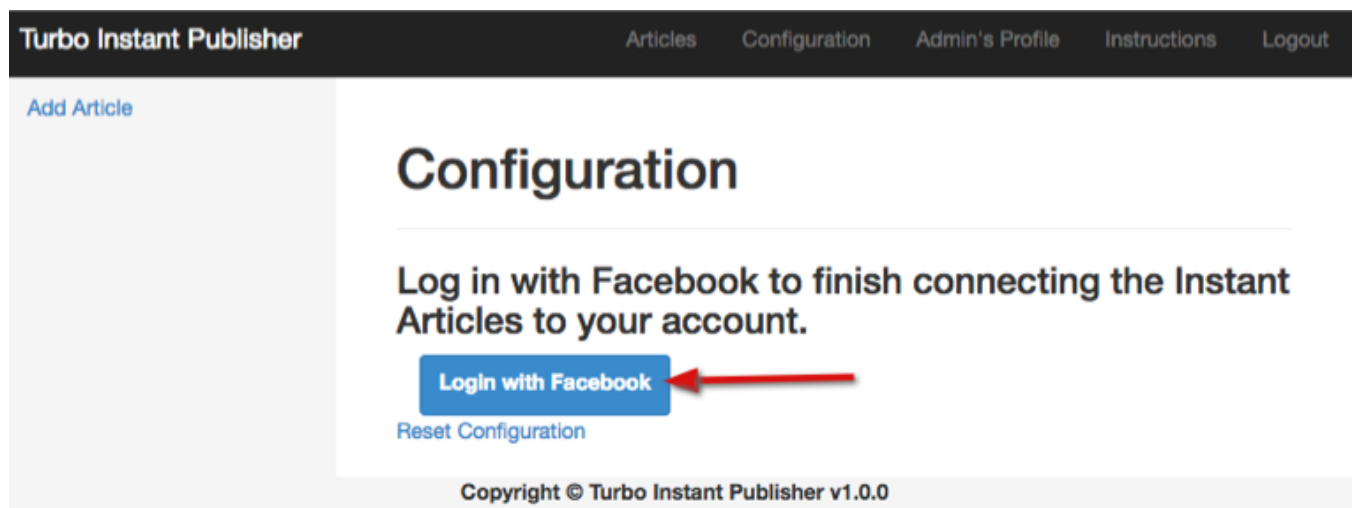
Save 3

[Reset Configuration](#)

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Insert the "App ID" (1), the "App Secret" (2) of your Facebook App and click on the button (3) to save the changes.

13 Login to Facebook



Turbo Instant Publisher

Articles Configuration Admin's Profile Instructions Logout

Add Article

Configuration

Log in with Facebook to finish connecting the Instant Articles to your account.

Login with Facebook

[Reset Configuration](#)

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You will need to allow the software to work with your Facebook page, so click on the button to do that.

14 Allow permissions



Application name would like to show a list of the Pages you manage and manage Instant Articles for your Pages.

 [Choose what you allow](#)

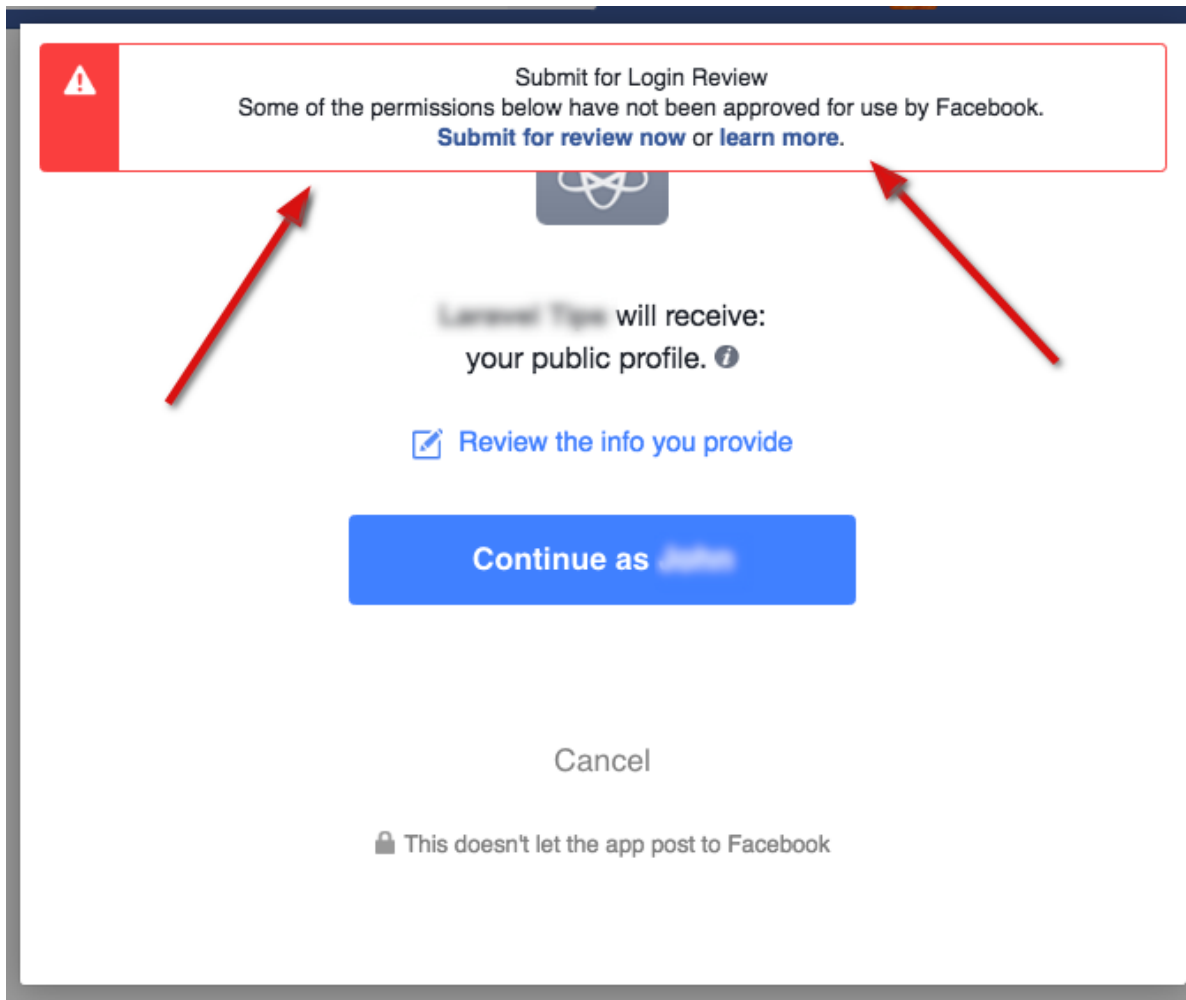
You are using a display type of "page" in a small browser window or popup. For a better user experience, show this dialog with our JavaScript SDK without specifying an explicit display type. The SDK will choose the best display type for each environment. Alternatively, use display type "popup" if you have special requirements precluding you from using the SDK. This message is only visible to developers of your application.

Not Now

OK

A pop up window will open - click on the "OK" button.

15 NOTE about the permissions



You may get a notice like the one you see in the screenshot saying that "Some of the permissions below have not been approved for use by Facebook."

Disregard this message.

As it is stated by Facebook in the instructions of their submission process:

Lets your app manage Instant Articles on behalf of Facebook Pages administered by people using your app.

"If you want to use the Instant Articles Plugin for WordPress (or a similar tool) to publish blog posts as Instant Articles, **you do not need to submit for review** as long as all those for whom you want to publish are listed in the Roles section of your app dashboard."

Hence permissions are needed by an app that creates and updates "Instant Articles for Pages owned by the people who use your app".

Since YOU are going to be the publisher and not anyone else, permissions are not required.

You may also check this resource where the issue is clarified similarly <https://www.hitricks.com/facebook-instant-articles-setup>

16 Select the Facebook Page.

Turbo Instant Publisher

ArticlesConfigurationAdmin's ProfileInstructionsLogout


[Add Article](#)

Configuration

Which Page Would You Like to Use for Instant Articles?

1

☐

 My Internet Marketing Articles

Save2

[Reset Configuration](#)

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Select the Facebook Page (you can use 1 page with each installation of Turbo Instant Publisher) and click on the button (2) to save the changes.

17 Configuration is done

Turbo Instant Publisher

ArticlesConfigurationAdmin's ProfileInstructionsLogout

[Add Article](#)

Configuration is Updated!

Configuration

Everything is configured properly!

You can see your articles on [Facebook](#)

Facebook app id

Facebook app secret

Facebook access token

Facebook page id

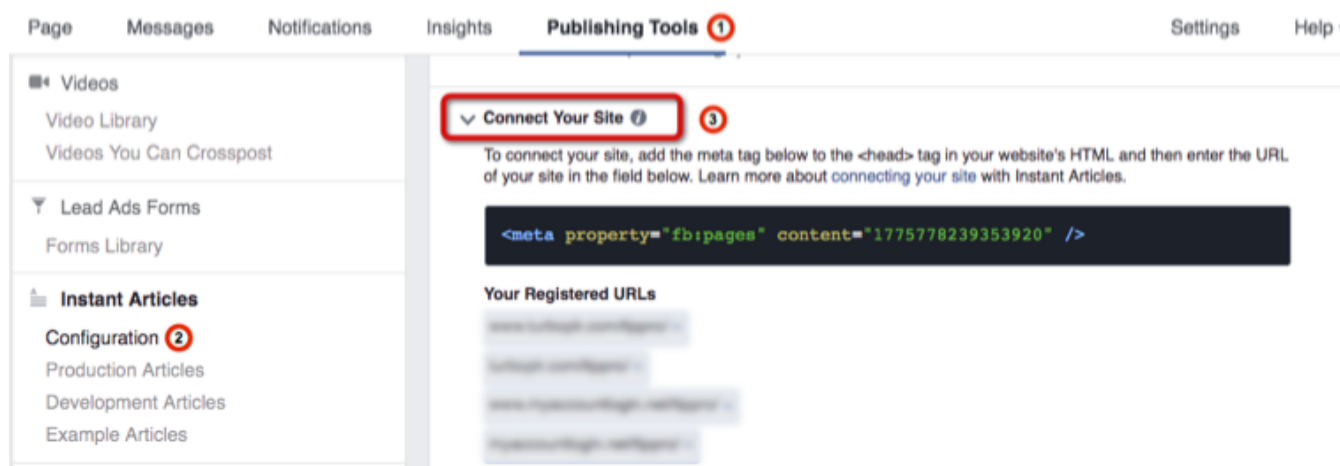
1644144915877954

[Reset Configuration](#)

That's it. You just finished the configuration.

If in the future want to use that installation with another (different page) than click to Reset Configuration and start over again.

18 "Claim URL"



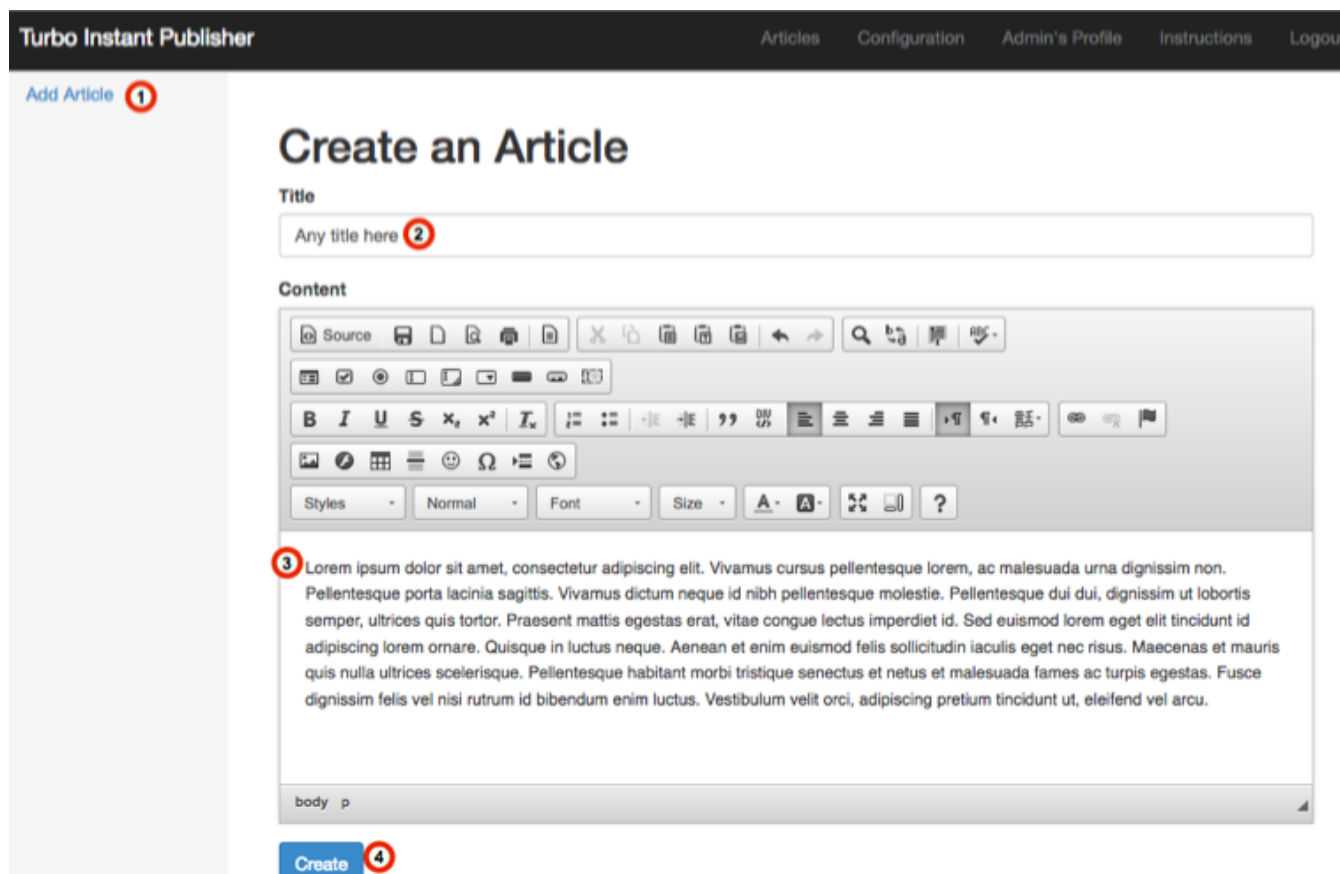
Now it's time to add the software's URL in the Instant Articles' section in your Facebook Page. You will need to click on the "Publishing Tools" (1) option of your Page, then click "Configuration" (2) and then click on the "Connect Your Site" option (3) where you will insert the URL of the domain name & directory of where you have installed Turbo Instant Publisher.

DO WATCH the related video delivered to you when you purchase this software:

- How to connect FB IA with your site.mp4 or watch it online at <https://www.youtube.com/watch?v=nniKwyFPVB8>

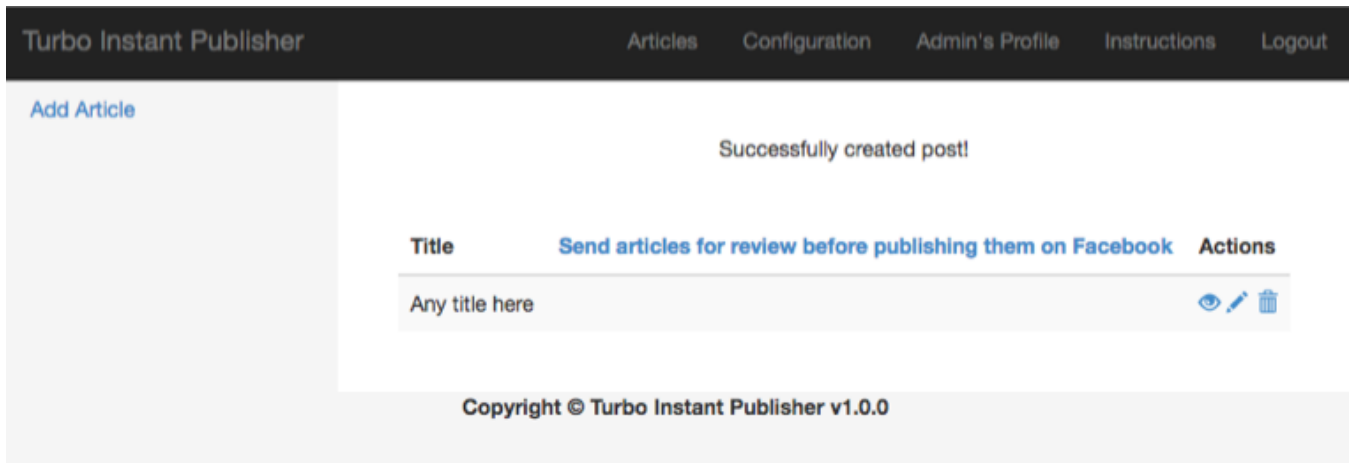
DO NOT PROCEED UNLESS YOU COMPLETED THE TASK AS INSTRUCTED BY THE VIDEO.

19 Create an Article



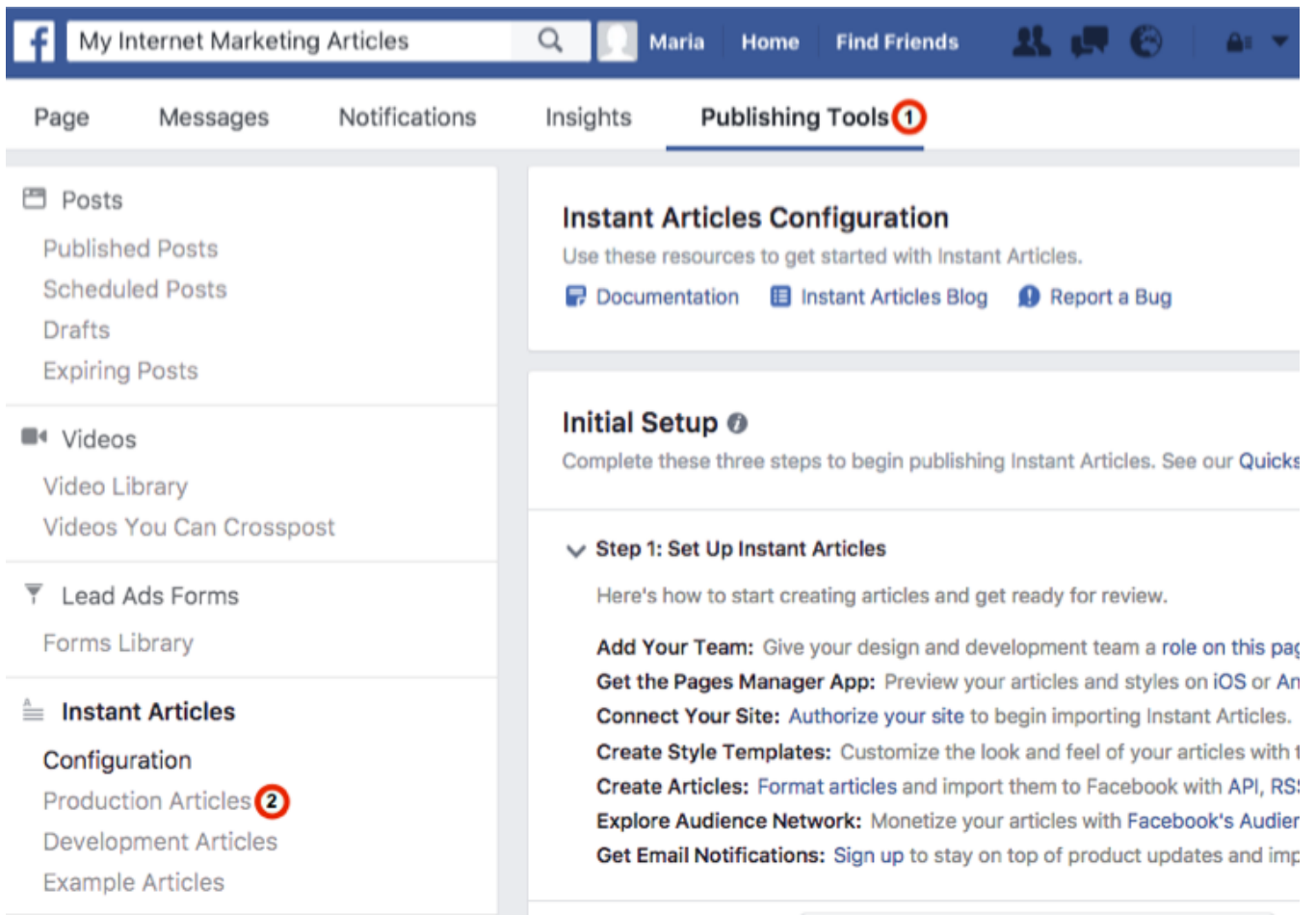
Back to Turbo Instant Publisher: it's time to create an article, so click on the link (1), add a title (2), add your content (3) and click on the button (4) to save the changes.

20 List of articles



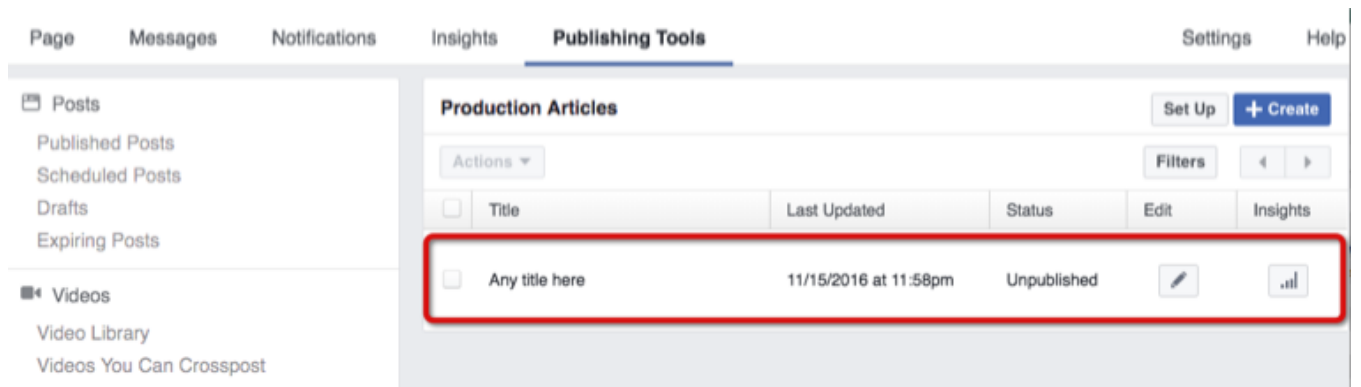
You can always see the articles you have added in the list displayed in your Dashboard.

21 Verify



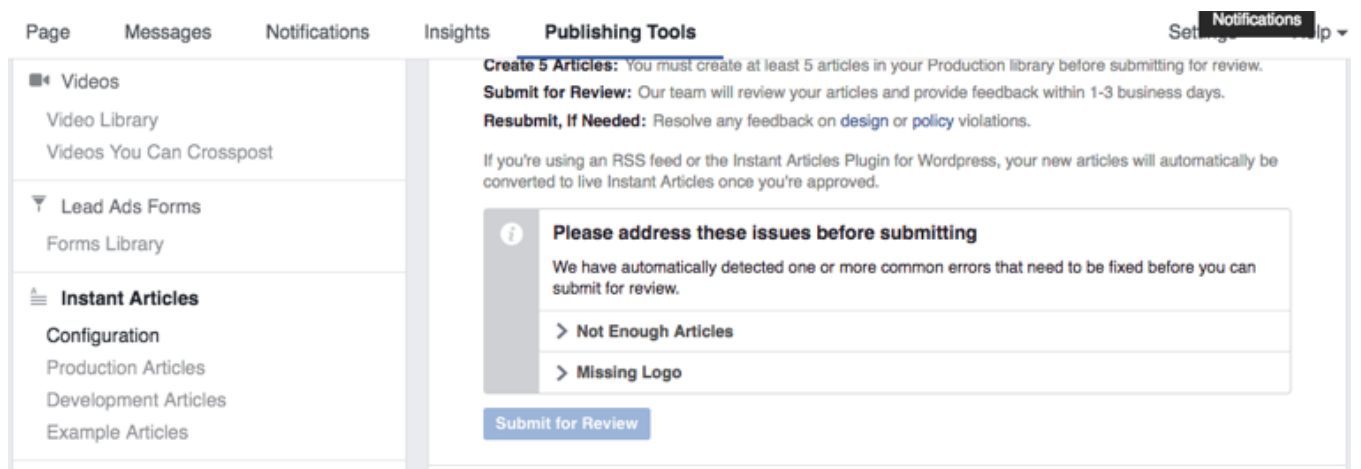
Verify that your article has been added automatically to your Instant Articles' area of your Facebook Page. Click on the "Publishing Tools" (1) option in your Facebook page, then click on the "Production Articles" on the left.

22 See the list



You can see the article is added to the list.

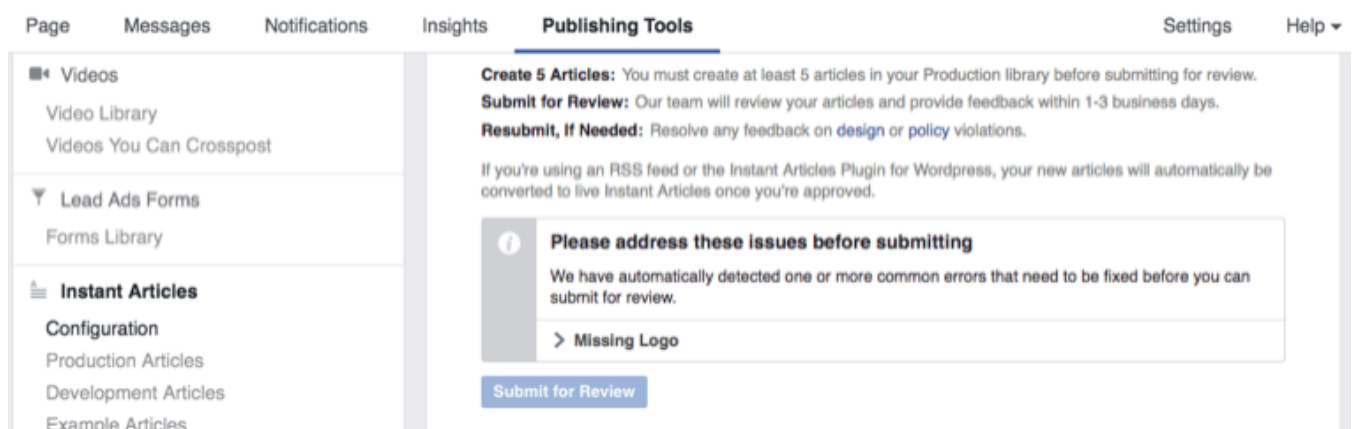
23 Repeat the process



Repeat the process until you post 5 articles.

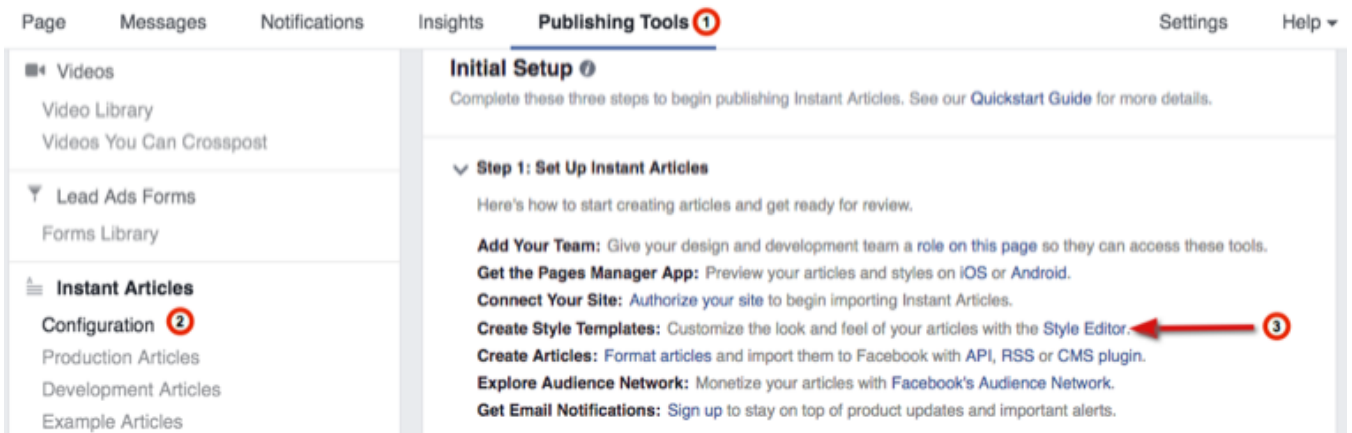
You will see that Facebook counts the articles you add there and it also sees you have not used a logo yet. No worries. You will do that shortly.

24 Add a logo



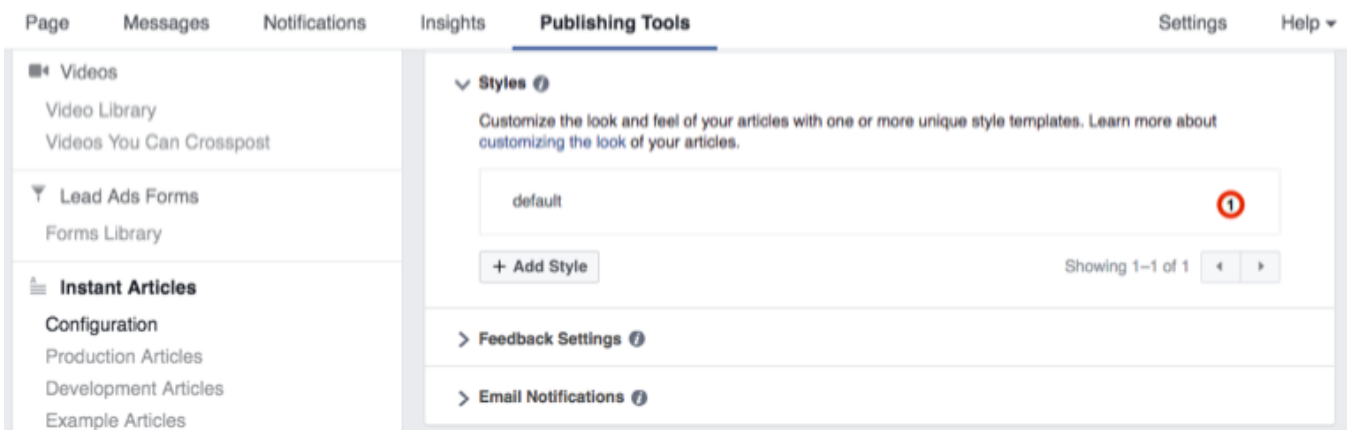
Once you post 5 articles in your Turbo Instant Publisher, then you will see the next final step is to add a logo. For that reason you will need to use the Style Editor.

25 Click on the Style Editor link



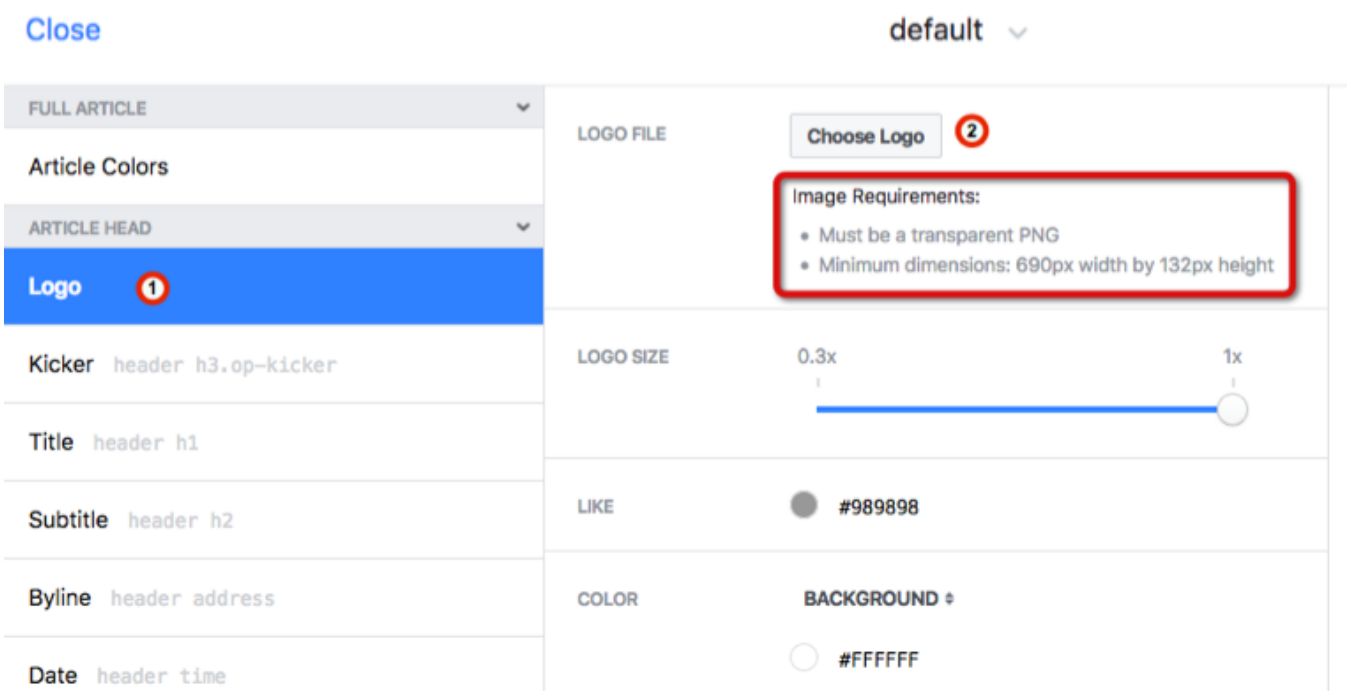
You will find the link in the "Publishing Tools" (1) area of your Page, when you click in the "Configuration" (2) option. Click on the link (3).

26 Click on the "default" style



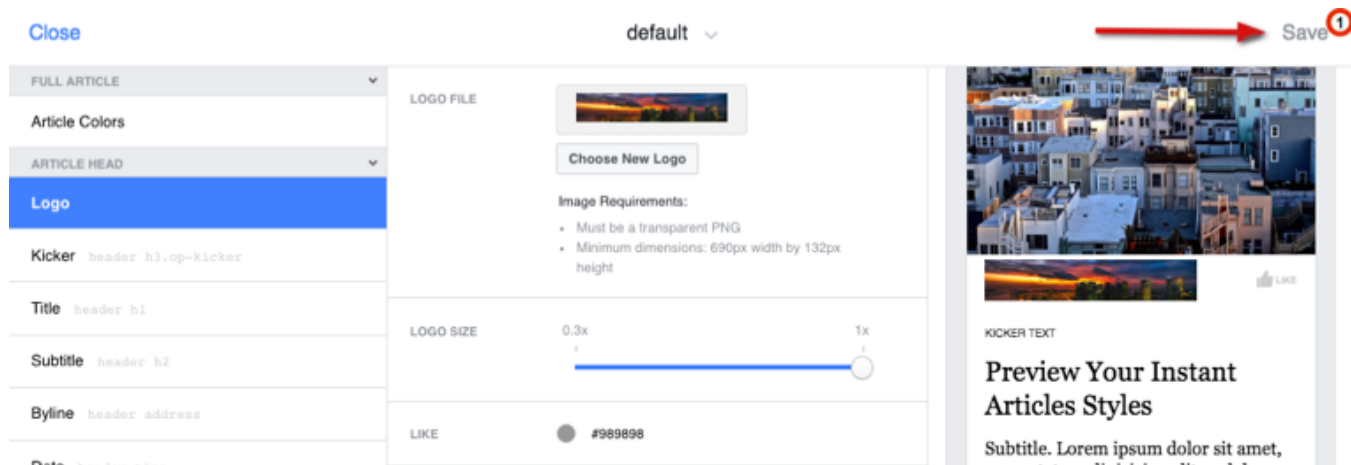
Click on the default style (1)

27 Upload your logo



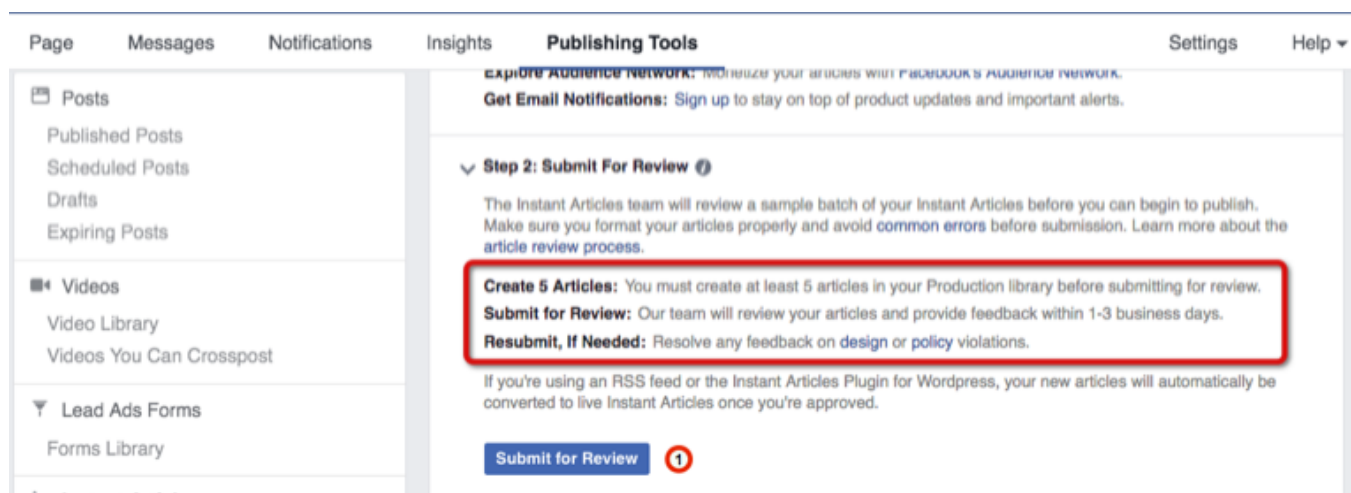
A new pop up window will open. Select "Logo" (1) and then click on the button (2) to upload your logo or header. Notice the requirements: the logo/header must have the .png format, 690px width and 132px height.

28 Save changes



Once you upload your logo/header, save the changes (1)

29 Ready!



You're now ready to Submit your first 5 Articles for Review!

You cannot change anything now, so hopefully you have posted your best 5 articles there and it's a good time to hit the button (1).

Facebook responds fast, so expect to get an answer in 1-2 days.

LAST NOTE: Remember that when your articles will be accepted by Facebook, they will be posted in your Facebook Page and you will be able to PREVIEW them THROUGH A MOBILE DEVICE, aka. your smartphone or tablet.

30 In regard to the Ads section

Turbo Instant Publisher

ArticlesConfigurationAdmin's ProfileInstructionsLogout

Add Article

Ads

Analytics

Ads

Insert your code

```
<script>...</script>
```

Save

YOU CAN ADD AN AD THAT WILL INCLUDE A BANNER 300px WITH AND 250px HEIGHT. To display the ad in Instant Articles, use the Ad element as described by Facebook at [here](#) to designate the position for the ad within your article. The ad will be served from your designated URL and will be labeled Sponsored, similar to ad content in Newsfeeds that clarifies it's an advertisement and not a part of the original content. The ad will be automatically placed within your articles.

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Click on the Ads link (1), insert your code (2) and click on the button (3) to save the changes.

YOU CAN ADD AN AD THAT WILL INCLUDE A BANNER 300px WITH AND 250px HEIGHT. To display the ad in Instant Articles, use the Ad element as described by Facebook at <https://developers.facebook.com/docs/instant-articles/reference/ad> to designate the position for the ad within your article. The ad will be served from your designated URL and will be labeled “Sponsored”, similar to ad content in Newsfeeds that clarifies it’s an advertisement and not a part of the original content.

31 In regard to the Analytics section

Turbo Instant Publisher

ArticlesConfigurationAdmin's ProfileInstructionsLogout

Add Article

Ads

Analytics

Analytics

Insert your code

```
<script>...</script>
```

Save

To track audience and engagement, Instant Articles is compatible with analytics tools such as Google Analytics. Alternatively, you can use your existing web-based analytics systems or third-party providers to track article traffic. Please refer to the Facebook's page for details [here](#).

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Click on the Ads link (1), insert your code (2) and click on the button (3) to save the changes.

To track audience and engagement, Instant Articles is compatible with analytics tools such as Google Analytics. Alternatively, you can use your existing web-based analytics systems or third-party providers to track article traffic.

32 WHAT HAPPENS NEXT??

Romulus and Remus

Citation: C N Trueman "Romulus And Remus"

historylearningsite.co.uk. The History Learning Site, 16 Mar 2015. 16 Aug 2016.

Romulus is given the credit for founding Ancient Rome – so legend has it. Children in Roman schools were taught the story and it became almost set in stone.

What is legend of Romulus and Remus?

Romulus and Remus were twin brothers. They were abandoned by their parents as babies and put into a basket that was then placed into the River Tiber. The basket ran aground and the twins were discovered by a female wolf. The wolf nursed the babies for a short time before they were found by a shepherd. The shepherd then brought up the twins.



Well... this is a mind-twisting concept so I need your attention.

As you read above, Romulus and Remus were TWIN brothers.

THAT'S HOW you need to CONCEPTUALIZE

- the article you post on your website via Turbo Instant Publisher (Romulus)
- the Instant Article mobile users can view via their mobile apps (Remus)

Let's use those 2 names so to avoid extra words in the example:

Everybody online can visit Romulus, i.e. the article you posted via Turbo Instant Publisher. You can get the URL of that article by clicking on the eye icon next to its record inside Turbo Instant Publisher.

When Facebook approves your first 5 articles, and the next ones, etc. THEN you can post the URL of "Romulus" in the Facebook Page where you have enabled Instant Articles. And when mobile users THAT USE FACEBOOK'S MOBILE APP reach your Facebook Page and click on that link... THEN those mobile users will reach "Remus" - ie. the "Instant Article" with the logo, etc.

IF those mobile users DO NOT use Facebook's mobile app, and instead use (say) Chrome with their cellphones, and say they reach your Facebook Page, and click on the link... then those same mobile users will see "Romulus" instead, ie. the page on your site as posted by Turbo Instant Publisher. And again... if those same people use Facebook's mobile app, and reach your Facebook Page VIA THE FACEBOOK MOBILE APP, and click on the link... then those same mobile users will see "Remus" instead, ie. the Instant Article with the bells and whistles, like the logo you added in Style Editor, etc.

Food for thought: That's how Facebook will make sure in the future that people use their app to browse their pages and not any browser.:)

We hope you will enjoy Turbo Instant Publisher!

