



EFED MANAGEMENT SUITE Promo Word Count Feature

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INFORMATION

This document will explain how to implement the promo word count into your fed after turning the feature on. The default templates that ship with eMS should already have this. However, for those who may have customized the default themes or created their own, they will need to make several key updates to content pages.

These can be found in Site Admin > Content Pages using a Webmaster account.

Remember, you must first toggle this feature on prior to it being visible once you have made the changes described below.

PROMO BOARD/PROMO LIST IMPLEMENTATION

How to add a word count display to an eMS promos listing page

Note: This guide assumes the promos table has a content column containing the promo body HTML. If your install uses a different column name, replace p.content with the correct field name.

Goal

Add a visible word count to each promo entry on the frontend promos page by selecting the promo content, counting words after stripping HTML, and displaying the total in the promo metadata area.

Files Involved

Typical file: user_content/promos.php

This can also be applied to any themed promos listing page that loops through promo records. This is found as PROMOS in your content list in the dashboard.

Add the Word Count Helper Function

Place this function near the top of the file, directly below the require_once lines and before the query runs.

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```
function count_promo_words(?string $html): int
{
    $text = (string)$html;

    // Convert common block breaks into spaces so words do not run together.
    $text = preg_replace('</>(<br|br|\\|\\|/p|\\div|\\li|\\h[1-6])[^>]*>/i', ' ', $text);

    // Remove HTML tags.
    $text = strip_tags($text);

    // Decode HTML entities like &nbsp;;, &amp;, etc.
    $text = html_entity_decode($text, ENT_QUOTES | ENT_HTML5, 'UTF-8');

    // Replace non-breaking spaces with normal spaces.
    $text = str_replace("\xC2\xA0", ' ', $text);

    // Normalize whitespace.
    $text = preg_replace('/\s+/u', ' ', trim($text));

    if ($text === '') {
        return 0;
    }

    // Counts words while supporting apostrophes and hyphens reasonably well.
    preg_match_all("/[\p{L}\p{N}]+(?:['\-\-][\p{L}\p{N}]+)*/u", $text, $matches);

    return count($matches[0]);
}
```

Add p.content to the Promo Query

The promos listing must select the promo body content so the helper function has text to count.

Find the SELECT list in the promos query. It may look similar to this:

```
SELECT p.id, p.title, p.slug, p.post_date, p.location, p.character_id, c.name AS
character_name,
       e.name AS event_name
```

Add p.content to that list:

```
SELECT p.id, p.title, p.slug, p.post_date, p.location, p.character_id, p.content, c.name
AS character_name,
       e.name AS event_name
```

Note: Do not change the WHERE clause, joins, or ordering unless your specific page already needs those changes. The only required query change is adding p.content to the SELECT list.

Optional: Include the Event Booking Label

If you also want the promo to show both the event name and booking label, add this to the SELECT list:

```
eb.label AS booking_label
```

Example:

```
SELECT p.id, p.title, p.slug, p.post_date, p.location, p.character_id, p.content,
       c.name AS character_name,
       e.name AS event_name,
       eb.label AS booking_label
```

Calculate the Word Count Inside the Loop

Find the promo loop. It usually starts like this:

```
<?php while ($promo = $result->fetch_assoc()): ?>
```

Immediately inside the loop, add this:

```
<?php
    $wordCount = count_promo_words($promo['content'] ?? '');
?>
```

Example placement:

```
<?php while ($promo = $result->fetch_assoc()): ?>
    <?php
        $wordCount = count_promo_words($promo['content'] ?? '');
    ?>

    <div class="promo-entry">
        ...
    </div>
<?php endwhile; ?>
```

Display the Word Count

Place the display line wherever your promo metadata is shown. A clean spot is usually below the Date line.

```
<div><strong>Word Count:</strong> <?php echo number_format($wordCount); ?> words</div>
```

Example placement in the existing promo info block:

```
<div><strong>By:</strong> <?php echo htmlspecialchars($promo['character_name']); ?></div>
<div><strong>Date:</strong> <?php echo date('F j, Y', strtotime($promo['post_date']));
?></div>
<div><strong>Word Count:</strong> <?php echo number_format($wordCount); ?> words</div>

<?php if ($promo['event_name']): ?>
```

```
<div><strong>Event:</strong> <?php echo htmlspecialchars($promo['event_name']);
?></div>
<?php endif; ?>
```

Optional: Display Event Name and Booking Label

Only use this if you added eb.label AS booking_label to the SELECT list.

```
<?php if (!empty($promo['event_name'])): ?>
  <div>
    <strong>Event:</strong>
    <?php
      echo htmlspecialchars((string)$promo['event_name']);

      if (!empty($promo['booking_label'])) {
        echo ': ' . htmlspecialchars((string)$promo['booking_label']);
      }
    ?>
  </div>
<?php endif; ?>
```

Minimum Required Checklist

- Add the count_promo_words() helper function near the top of promos.php.
- Add p.content to the SELECT list in the promos query.
- Inside the while loop, calculate \$wordCount using count_promo_words().
- Echo number_format(\$wordCount) in the promo metadata area.

Troubleshooting

Word count always shows 0: Confirm the query includes p.content and that the promos table actually stores the body text in a column named content.

Undefined array key "content": The SELECT list is missing p.content, or the column has a different name on that install.

Function already exists error: Rename the helper function to something unique, such as site_count_promo_words(), or wrap it in function_exists().

Counts seem too low or too high: Confirm the promo content is stored as expected. The function strips HTML, decodes entities, normalizes spaces, and counts words with apostrophes and hyphens.

Function Exists Safe Version

If the same helper may be included by multiple files, use this safer wrapper instead of the plain function declaration.

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```
if (!function_exists('count_promo_words')) {
    function count_promo_words(?string $html): int
    {
        $text = (string)$html;
        $text = preg_replace('/<(br|br\/|\|\/p|\|\/div|\|\/li|\|\/h[1-6])[^>]*>/i', ' ', $text);
        $text = strip_tags($text);
        $text = html_entity_decode($text, ENT_QUOTES | ENT_HTML5, 'UTF-8');
        $text = str_replace("\xC2\xA0", ' ', $text);
        $text = preg_replace('/\s+/u', ' ', trim($text));

        if ($text === '') {
            return 0;
        }

        preg_match_all("/[\p{L}\p{N}]+(?:['\-\_][\p{L}\p{N}]+)*/u", $text, $matches);

        return count($matches[0]);
    }
}
```

Recommended Final Test

After saving the page, open the promos listing in the browser and confirm each promo shows a word count. Then open one promo and compare the count against the visible content to make sure it appears reasonable.

Single Promo Page Word Count Implementation

For adding a visible word count to an individual promo view page such as promo.php

Purpose: This guide explains the small code pieces needed to show a promo word count on a single promo page. It is based on the AWS-styled example where the word count appears in the promo meta row next to the date, author, event, and location.

Important: This is not a full drop-in replacement. These are the exact implementation pieces and placement notes to copy into an existing single promo view page.

1. Add the Word Count Helper Function

Place this function near the top of the file, after the `require_once` lines and before the slug lookup or database query.

```
function count_promo_words(?string $html): int
{
    $text = (string)$html;

    // Convert common block endings into spaces so words do not run together.
    $text = preg_replace('/<(br|br\/|\/p|\/div|\/li|\/h[1-6])[^>]*>/i', ' ', $text);

    // Remove HTML tags.
    $text = strip_tags($text);

    // Decode HTML entities like &nbsp;, &amp;, etc.
    $text = html_entity_decode($text, ENT_QUOTES | ENT_HTML5, 'UTF-8');

    // Replace non-breaking spaces with normal spaces.
    $text = str_replace(" ", ' ', $text);

    // Normalize whitespace.
    $text = preg_replace('/\s+/u', ' ', trim($text));

    if ($text === '') {
        return 0;
    }

    // Counts words while supporting apostrophes and hyphens.
    preg_match_all("/[\p{L}\p{N}]+(?:['\'-][\p{L}\p{N}]+)*/u", $text, $matches);

    return count($matches[0]);
}
```

*If the file already has `aws_count_promo_words()`, you can keep that name.
For a generic eMS page, `count_promo_words()` is cleaner. Make sure the
function name you call later matches the function name you define.*

2. Make Sure the Promo Query Selects p.content

The word count is calculated from the promo body, so the query must include p.content. In the SELECT list, include this column:

```
p.content,
```

A single promo query should include the title, content, date, location, character, event, and optional booking label. Example SELECT structure:

```
SELECT
    p.title,
    p.content,
    p.post_date,
    p.location,
    p.character_id,
    c.name AS character_name,
    e.name AS event_name,
    eb.label AS booking_label
```

```
FROM promos p
JOIN characters c ON p.character_id = c.id
LEFT JOIN event_bookings eb ON p.event_booking_id = eb.id
LEFT JOIN events e ON eb.event_id = e.id
WHERE p.slug = ?
      AND p.is_draft = 0
      AND p.is_deleted = 0
LIMIT 1
```

The key requirement for word count is p.content. The booking_label field is optional, but useful if you want the single promo page to display Event Name: Booking Label like the AWS version.

3. Calculate the Word Count After Fetching the Promo

After the promo record is fetched from the database, calculate the word count before the HTML output begins.

```
$promo = $result->fetch_assoc();
$stmt->close();

$wordCount = count_promo_words($promo['content'] ?? '');
```

If you kept the AWS-specific function name, use this instead:

```
$wordCount = aws_count_promo_words($promo['content'] ?? '');
```

4. Display the Word Count in the Promo Meta Area

The AWS version displays the word count as part of the meta row after the author. You can place it after the character name and before the event name.

```
<span class="promo-meta-divider">•</span>

<span class="promo-word-count">
  <?php echo number_format($wordCount); ?> words
</span>
```

If your page uses the AWS classes, keep the existing AWS class names:

```
<span class="aws-promo-meta-divider">•</span>

<span class="aws-promo-word-count-page">
  <?php echo number_format($wordCount); ?> words
</span>
```

5. Example Meta Row With Word Count

This example shows the word count placed between the author and event name, matching the AWS-styled structure.

```
<div class="aws-promo-single-meta">
  <span class="aws-promo-date-page">
    <?php echo date('F j, Y', strtotime((string)$promo['post_date'])); ?>
  </span>

  <span class="aws-promo-meta-divider">•</span>

  <span class="aws-promo-author-page">
    <?php echo htmlspecialchars((string)$promo['character_name']); ?>
  </span>

  <span class="aws-promo-meta-divider">•</span>

  <span class="aws-promo-word-count-page">
    <?php echo number_format($wordCount); ?> words
  </span>

  <?php if (!empty($promo['event_name'])): ?>
    <span class="aws-promo-meta-divider">•</span>
    <span class="aws-promo-event-page">
      <?php
        echo htmlspecialchars((string)$promo['event_name']);
        if (!empty($promo['booking_label'])) {
          echo ': ' . htmlspecialchars((string)$promo['booking_label']);
        }
      ?>
    </span>
  <?php endif; ?>

  <?php if (!empty($promo['location'])): ?>
    <span class="aws-promo-meta-divider">•</span>
    <span class="aws-promo-location-inline">
      <?php echo htmlspecialchars((string)$promo['location']); ?>
    </span>
  <?php endif; ?>
</div>
```

6. Generic Display Option

If the page is not using the custom meta layout, a simple display line can be added near the Date, By, Event, or Location information.

```
<div><strong>Word Count:</strong> <?php echo number_format($wordCount); ?> words</div>
```

7. Implementation Checklist

- Add the word count helper function after the `require_once` lines.
- Confirm the promo query selects `p.content`.
- Fetch the promo record as usual.
- Calculate `$wordCount` after `$promo = $result->fetch_assoc();`

- Echo `number_format($wordCount)` in the promo meta/header area.
- Use the same function name in both the helper and the calculation line.
- Do not echo escaped content for the promo body if the page is intended to render saved HTML. Keep the existing content output behavior unless intentionally changing it.

8. Troubleshooting Notes

Word count always shows 0: Make sure `p.content` is included in the SELECT and that the promo content column is actually named `content`.

Fatal error: undefined function: The helper function name and the function call do not match. Rename one so both are identical.

Warning about undefined array key content: The query did not include `p.content`, or the selected alias is different.

Event label does not show: Make sure `eb.label AS booking_label` is included in the SELECT. This is optional and separate from word count.

Words appear slightly different than another counter: This function intentionally supports apostrophes and hyphens and strips HTML/entities before counting, so it may differ from simpler `str_word_count()` logic.

9. Minimum Required Code Summary

At minimum, the single promo page needs these pieces:

```
// 1. Query must select the content column.
p.content,

// 2. After fetching the promo:
$wordCount = count_promo_words($promo['content'] ?? '');

// 3. Where you want it displayed:
<?php echo number_format($wordCount); ?> words
```