<?php

/\*\*

\* Plugin Name: SearchShifter Glossary Free

\* Description: Free glossary teaser that outputs human readable terms plus JSON-LD DefinedTermSet for LLM visibility.

\* Version: 1.0.0

\* Author: SearchShifter

\*/

if (!defined('ABSPATH')) exit;

class SearchShifter\_Glossary\_Free {

const OPTION\_KEY = 'searchshifter\_glossary\_terms\_free';

const MAX\_TERMS = 10;

const MENU\_SLUG = 'searchshifter-glossary-free';

public function \_\_construct() {

add\_action('admin\_menu', [$this, 'register\_menu']);

add\_action('admin\_init', [$this, 'register\_settings']);

add\_shortcode('searchshifter\_glossary', [$this, 'shortcode\_render']);

add\_action('admin\_enqueue\_scripts', [$this, 'admin\_styles']);

}

public function admin\_styles($hook) {

if ($hook !== 'toplevel\_page\_' . self::MENU\_SLUG) return;

wp\_add\_inline\_style('wp-admin', '.ssg-card{background:#fff;border:1px solid #e5e7eb;border-radius:12px;padding:16px;margin:12px 0} .ssg-grid{display:grid;grid-template-columns:1fr 2fr 1fr;gap:8px;align-items:start} .ssg-head{font-weight:600;margin-bottom:8px} .ssg-small{font-size:12px;color:#6b7280}');

}

public function register\_menu() {

add\_menu\_page(

'SearchShifter Glossary',

'SearchShifter Glossary',

'manage\_options',

self::MENU\_SLUG,

[$this, 'settings\_page'],

'dashicons-book-alt',

58

);

}

public function register\_settings() {

register\_setting(self::MENU\_SLUG, self::OPTION\_KEY, [

'type' => 'array',

'sanitize\_callback' => [$this, 'sanitize\_terms'],

'default' => []

]);

}

public function sanitize\_terms($input) {

$terms = [];

if (is\_array($input)) {

foreach ($input as $i => $row) {

if ($i >= self::MAX\_TERMS) break;

$name = isset($row['name']) ? wp\_strip\_all\_tags($row['name']) : '';

$desc = isset($row['description']) ? wp\_kses\_post($row['description']) : '';

$same = isset($row['sameAs']) ? esc\_url\_raw($row['sameAs']) : '';

if ($name && $desc) {

$terms[] = [

'name' => $name,

'description' => $desc,

'sameAs' => $same

];

}

}

}

return $terms;

}

public function settings\_page() {

if (!current\_user\_can('manage\_options')) return;

$terms = get\_option(self::OPTION\_KEY, []);

?>

<div class="wrap">

<h1>SearchShifter Glossary, Free Teaser</h1>

<p class="ssg-small">Add up to <?php echo intval(self::MAX\_TERMS); ?> terms. This Free teaser is designed to demonstrate AI quotability.</p>

<form method="post" action="options.php">

<?php settings\_fields(self::MENU\_SLUG); ?>

<div class="ssg-card">

<div class="ssg-grid ssg-head">

<div>Term</div>

<div>Definition</div>

<div>sameAs optional</div>

</div>

<?php

$rows = max(count($terms), self::MAX\_TERMS);

for ($i = 0; $i < $rows; $i++):

$name = isset($terms[$i]['name']) ? $terms[$i]['name'] : '';

$desc = isset($terms[$i]['description']) ? $terms[$i]['description'] : '';

$same = isset($terms[$i]['sameAs']) ? $terms[$i]['sameAs'] : '';

?>

<div class="ssg-grid" style="margin-bottom:8px">

<input type="text" name="<?php echo esc\_attr(self::OPTION\_KEY); ?>[<?php echo $i; ?>][name]" value="<?php echo esc\_attr($name); ?>" class="regular-text" />

<textarea name="<?php echo esc\_attr(self::OPTION\_KEY); ?>[<?php echo $i; ?>][description]" rows="2" class="large-text"><?php echo esc\_textarea($desc); ?></textarea>

<input type="url" name="<?php echo esc\_attr(self::OPTION\_KEY); ?>[<?php echo $i; ?>][sameAs]" value="<?php echo esc\_attr($same); ?>" class="regular-text" placeholder="https://example.com/reference" />

</div>

<?php endfor; ?>

</div>

<?php submit\_button('Save Glossary'); ?>

</form>

<div class="ssg-card">

<h2>How to display</h2>

<p>Place the shortcode <code>[searchshifter\_glossary]</code> on any page. The plugin renders human readable entries and a single JSON-LD DefinedTermSet for all saved terms.</p>

<p class="ssg-small">Upgrade idea, Pro adds CSV import, auto linking, synonyms, and unlimited terms. Authority adds cross domain linking and brand vocabulary governance.</p>

</div>

</div>

<?php

}

public function shortcode\_render($atts = [], $content = '') {

$terms = get\_option(self::OPTION\_KEY, []);

if (empty($terms)) return '<div class="searchshifter-glossary"><p>No glossary terms found.</p></div>';

$site\_name = get\_bloginfo('name');

$site\_url = home\_url('/');

$logo\_url = 'https://searchshifter.ai/wp-content/uploads/2025/10/SearchShifter-transparent-1.png';

// Visible list

$html = '<div class="searchshifter-glossary">';

$html .= '<div class="ssg-list">';

foreach ($terms as $t) {

$anchor = sanitize\_title($t['name']);

$html .= '<section id="'.esc\_attr($anchor).'" class="ssg-item" itemscope itemtype="https://schema.org/DefinedTerm">';

$html .= '<h3 itemprop="name">'.esc\_html($t['name']).'</h3>';

$html .= '<p itemprop="description">'.wp\_kses\_post($t['description']).'</p>';

if (!empty($t['sameAs'])) {

$html .= '<p class="ssg-small">Reference: <a href="'.esc\_url($t['sameAs']).'" rel="nofollow noopener" target="\_blank">'.esc\_html($t['sameAs']).'</a></p>';

}

$html .= '</section>';

}

$html .= '</div>';

$html .= '</div>';

// JSON-LD DefinedTermSet

$json = [

'@context' => 'https://schema.org',

'@type' => 'DefinedTermSet',

'name' => 'Site Glossary',

'url' => $site\_url,

'publisher'=> [

'@type' => 'Organization',

'name' => $site\_name,

'url' => $site\_url,

'logo' => [

'@type' => 'ImageObject',

'url' => $logo\_url

]

],

'hasDefinedTerm' => []

];

foreach ($terms as $t) {

$term\_url = $site\_url . '#'. sanitize\_title($t['name']);

$entry = [

'@type' => 'DefinedTerm',

'name' => wp\_strip\_all\_tags($t['name']),

'description' => wp\_strip\_all\_tags($t['description']),

'inDefinedTermSet' => $site\_url,

'url' => $term\_url

];

if (!empty($t['sameAs'])) {

$entry['sameAs'] = esc\_url\_raw($t['sameAs']);

}

$json['hasDefinedTerm'][] = $entry;

}

$html .= '<script type="application/ld+json">'.wp\_json\_encode($json, JSON\_UNESCAPED\_UNICODE | JSON\_UNESCAPED\_SLASHES).'</script>';

return $html;

}

}

new SearchShifter\_Glossary\_Free();