

# It's Plugin' Great!

## WordPress

## Slide Up Ads

v1.x

©

# Table of Contents

<a href="#">Terms and Rights</a>	3
<a href="#">Installing</a>	3
<a href="#">Upgrading</a>	3
<a href="#">Trouble Shooting</a>	3
<a href="#">Setting Up</a>	4
<a href="#">The Settings Page</a>	4
<a href="#">Reset Viewers</a>	5
<a href="#">Slide Delay</a>	5
<a href="#">Remind Me Later Time</a>	6
<a href="#">Rules</a>	7
<a href="#">Allow Remove</a>	8
<a href="#">Use Template</a>	9
<a href="#">Content Type and Autoresponder Code / Link Code</a>	11
<a href="#">Finally...</a>	12
<a href="#">Resources</a>	13

# Terms and Rights

Thanks for your purchase. These are your rights to this package.

[Yes] For Personal Use Only.

[Yes] May use on as many WordPress blogs as you personally own.

[No] May use on client sites (for the moment).

[No] May use when blog flipping (for the moment).

[No] Resale Rights.

[No] Master Resale Rights.

[No] Private Label Rights.

## Installing

#1 - Unzip and save the extracted folder somewhere you can find it.

#2 - Use your FTP client (FileZilla?) to upload the folder to your /wp-content/plugins/ directory on your WordPress blog.

#3 - Login to your WordPress admin page and activate.

## Upgrading

#1 - First BACK UP YOUR WORDPRESS DATABASE! We won't take any responsibility for your data, you have to look after it yourself.

#2 - Deactivate the existing version of the plugin.

#3 - Use your FTP client to delete the existing plugin.

#4 - Unzip the new version and save the extracted folder somewhere you can find it.

#5 - Use your FTP client to upload the newly extracted folder to your /wp-content/plugins/ directory on your WordPress blog.

#6 - Reactivate the plugin.

## Trouble Shooting

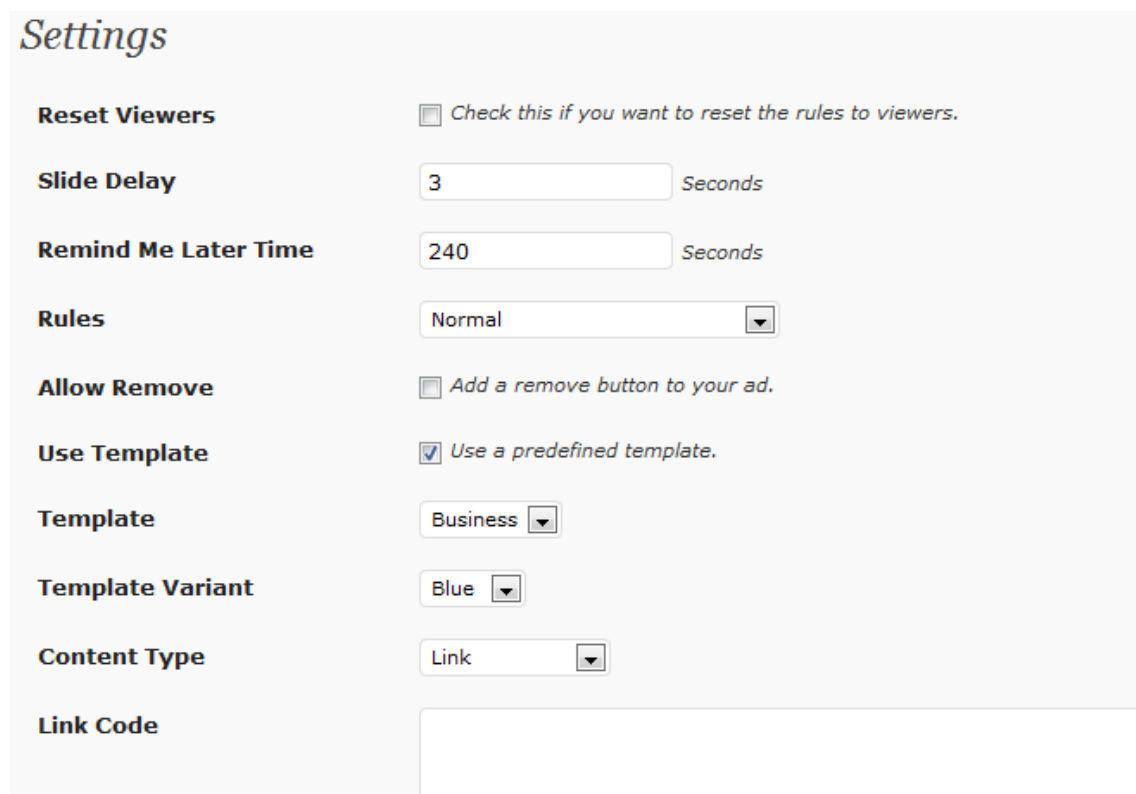
If your blog complains with a "headers already sent" error message when you activate the plugin or otherwise adversely affects your blog, then the first thing you should do is delete the plugin with your FTP client, and your blog will be restored to normal.

# Setting Up

Once the plugin is activated you'll see there's now a new menu item in the left hand bar of your admin panel called "Slide Up Ads", and underneath this two menu items, "Settings" and "Statistics".

## The Settings Page

First click on the "Slide Up Ads >> Settings" menu option, and you should see something like this:-



The screenshot shows the 'Settings' page for the Slide Up Ads plugin. The page has a light gray background and a title 'Settings' in a serif font. Below the title, there are several settings options, each with a label and a corresponding input field or checkbox. The settings are: 'Reset Viewers' with a checkbox and a description; 'Slide Delay' with a text input field set to '3' and a unit label 'Seconds'; 'Remind Me Later Time' with a text input field set to '240' and a unit label 'Seconds'; 'Rules' with a dropdown menu set to 'Normal'; 'Allow Remove' with a checkbox and a description; 'Use Template' with a checked checkbox and a description; 'Template' with a dropdown menu set to 'Business'; 'Template Variant' with a dropdown menu set to 'Blue'; 'Content Type' with a dropdown menu set to 'Link'; and 'Link Code' with a large text area.

<b>Reset Viewers</b>	<input type="checkbox"/> Check this if you want to reset the rules to viewers.
<b>Slide Delay</b>	<input type="text" value="3"/> Seconds
<b>Remind Me Later Time</b>	<input type="text" value="240"/> Seconds
<b>Rules</b>	<input type="text" value="Normal"/>
<b>Allow Remove</b>	<input type="checkbox"/> Add a remove button to your ad.
<b>Use Template</b>	<input checked="" type="checkbox"/> Use a predefined template.
<b>Template</b>	<input type="text" value="Business"/>
<b>Template Variant</b>	<input type="text" value="Blue"/>
<b>Content Type</b>	<input type="text" value="Link"/>
<b>Link Code</b>	<div></div>

Let's go through each option in turn.

## Reset Viewers

With each ad you create, when a visitor comes to your site, then a cookie is dropped on their browser, and depending on your ad settings it will govern whether or how often they see the ad.

There will be cases where you want to change your ad and create a new one that you want all your visitors to see, no matter how often they've visited your site. To reset their views and create a new cookie, just tick this box and save when you make any major changes to your ad and want all your visitors to see the new one.

This is useful option to have because you may want to make changes to your existing ad such as selecting a different template or changing the HTML, but you don't want your regular visitors to see the amended ad. In that case, after making your changes, just leave the checkbox unticked when you save.

Immediately after clicking the "Save Changes" button, the "Reset Viewers" checkbox will become **unticked**.

This is NORMAL, and you shouldn't worry about it.

## Slide Delay

This is the delay in seconds before your slide up ad appears to your visitor. Something in the region of 3-7 seconds is a reasonable amount of time before showing your ad.

It's been proven that many people will visit a site and almost immediately leave if they don't like it, and the average time people will spend on a site is 7 seconds.

Amazing isn't it?

So you need to show your ad in that short period of time between them landing and leaving, but not too quickly that it distracts or annoys them.

Getting the ad in quickly may make all the difference in getting a subscriber on your mailing list or not. That 3-7 seconds is a nice settling in time before showing your ad.

## Remind Me Later Time

If you decide you want to give your visitors the option of dismissing the ad for a period of time but then re-showing it to them later, then just enter in seconds how long you want that delay to be before re-showing the ad.

What this will then do is add another button \_ next to the X close button that when clicked will hide the slide up for the delay you specified.

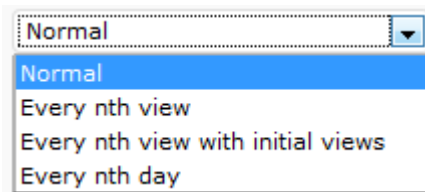
If you set this value to 0, then the button will disappear.



A reasonable amount of time to set this for someone clicking around your blog would be 4-10 minutes (240 - 600 seconds).

## Rules

The rules dictate how often the current ad should be shown, and are displayed as a drop-down.



### Normal

The default setting is "Normal", and this means the ad will display for every view or refresh of every page.

### Every nth View

If you set this to something like 2, then this will cause the ad to be displayed every other page or refresh. Setting it to 3 will mean that there would be a gap of 2 pages before showing the ad again.

### Every nth View With Initial Views

This will allow you to set an initial number of views where the ad is always shown, followed by Every nth View. So this means you could set it so that the ad displays every time for the first 5 pages or refreshes, and then every 3 times thereafter.

Very useful.

### Every nth Day

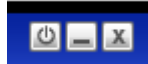
If you *really* don't want to hassle your visitors or you want to show them something that's a one time offer for the day, then you can set the ad to show Every nth Day.

So if you set this to 7, it would only show the ad once per week no matter how many times the page was refreshed.

## Allow Remove

This will add another close button for your visitors which will permanently remove the ad from your blog. We've made it look like a power button.

Use it wisely.



### A Note On Tool Tips

Just a quick note on the three buttons that your visitor can use. If you hover over them when active, then you'll see a tool tip which explains what each one does.

We did this so your visitor won't get confused as to which button to click if they don't want to see the ad.

The **X** shows a tool tip of "**Close**". The **\_** shows "**Remind Me Later**", and the third and final one is the universal symbol of a power button with a tool tip of "**Remove Ad Permanently**".



# Use Template

There are two types of slide up ad.

Firstly, there's a simple coloured background into which you can add any of your own pre-formatted HTML.

Just untick the "Use Template" checkbox and you'll see a colour picker appear when you click in the colour box. When you've selected a colour, click the "Save Changes" button and your slide up will appear as a single band of colour.

Secondly there's a set of 16 pre-defined graphical template styles with a different number of colour variants for each making 79 pre-defined templates in all.

- 7 "Audio" templates
- 4 "Business" templates
- 7 "Business2" templates
- 4 "Download" templates
- 6 "Ebooks" templates
- 3 "Gift" templates
- 4 "Idea" templates
- 3 "Mail" templates
- 7 "Offer" templates
- 3 "Search" templates
- 7 "Signup" templates
- 4 "Stop" templates
- 4 "Subscribe" templates
- 4 "Text" templates
- 7 "Videos" templates
- 5 "Wait" templates

The graphical templates can be activated by ticking the "Use Template" check box. when you tick it, the colour picker will disappear and be replaced with "Template" and "Template Variants" drop-down boxes.

We've been enlightened enough to include the PhotoShop PSDs with this plugin so you can freely modify them or use them to create your own unique graphical slide up ads.

All you have to do is open one of them in PhotoShop, make your changes, and then "File > Save for web" as you normally would.

You should save the images as transparent PNGs and the images you need will be saved as two files, "slideup-header.png" which is the leftmost part of the graphic, and "slideup-bg.png" which is a single pixel wide image that repeats as the background across the bottom of the slide-up.

(Also included are all the PNGs without text. So if you don't have PhotoShop you can still edit them with any graphics editor.)

To add the template to your blog, you need to create a folder structure of the template name and the colour of the ad, with the images being in the colour folder.

If you look at the default templates supplied with the plugin, you'll see the correct folder structure to create your new template.

Once you've created your new template, you just have to FTP it up to the templates sub-directory of the plugin on your blog.

This location would typically be:-

`http://yourblog.com/wp-content/plugins/pg-slide-up-ads/templates/`

So then your new template structure might look like this:-

`http://yourblog.com/wp-content/plugins/pg-slide-up-ads/templates/template-name/blue/`

Once you've added your new template as above, you'll find that when you go to the settings page and go to the "Template" drop down, your new template will appear, together with the "Template Variant".

Could it get any simpler to add new templates to your blog?

;-)

## Content Type and Autoresponder Code / Link Code

There are 2 types of content for the slide up - "Autoresponder" and "Link"

If you select "Autoresponder", then just paste in the form code that you get from your autoresponder service or self-hosted script.

When you do this, make sure that the "Parse autoresponder code" check box is ticked, and the plugin will then attempt to read your code and reformat it so that your sign up boxes fit in the slide up ad.

After clicking the "Save Changes" button and seeing the code get reformatted, then untick the "Parse autoresponder code" check box and save again. This will then allow you to amend the code to make any fine tuning tweaks you may want to make to it.

There will be varying degrees of success with any automated method such as this, so we've also included a second option of "Link Code".

When selected, this will allow you put any HTML you like into the "Link Code" box that appears, giving you total control (within reason) over what text and graphics appear in your slide up ad.

Yes, you'll need to understand HTML in order to get the best out of this, but we think it's worth it for the level of control you get.

## Finally...

We hope you enjoy this plugin and that it will help you to build your mailing list faster, like we've found it has.

# Resources