

Tee Contest User's Guide

Tee Contest is a WordPress plugin developed to create a powerful tee contest pages that can help you rocket your t-shirt campaigns, while at the same time make it go viral. Through this plugin you can create engaging contests offering the contestants free stuff in exchange for their details. The plugin equips each tee contest page the ability to set an expiration date and redirects the user accessing the page to a specific URL once the expiry date has been reached. Lastly, each tee contest page contains a statistics section that displays how well each tee page is performing.

Note: *There is a lite version available for this plugin.* However, the **lite version does not include** the following options: Restricted user, Open Graph Image URL, Favicon URL, Tracking Code, Ribbon Setting, Contest Style, Top Style and Social Icon Style.

If you have the LITE version and wish to upgrade, visit your WordPress admin area and view the installed plugins. There will be a link in the LITE version description to upgrade page.

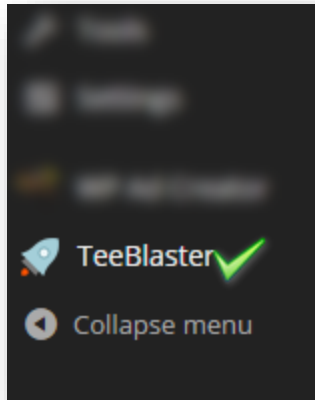
Usage rights vary and it is your responsibility to review the terms of use.

Table of Contents

How To Use Plugin	3
Setup Contest Pages.....	4
How To Setup Content Pages	6
How To Manage Contest Pages	19
Contest Permalink Settings	20

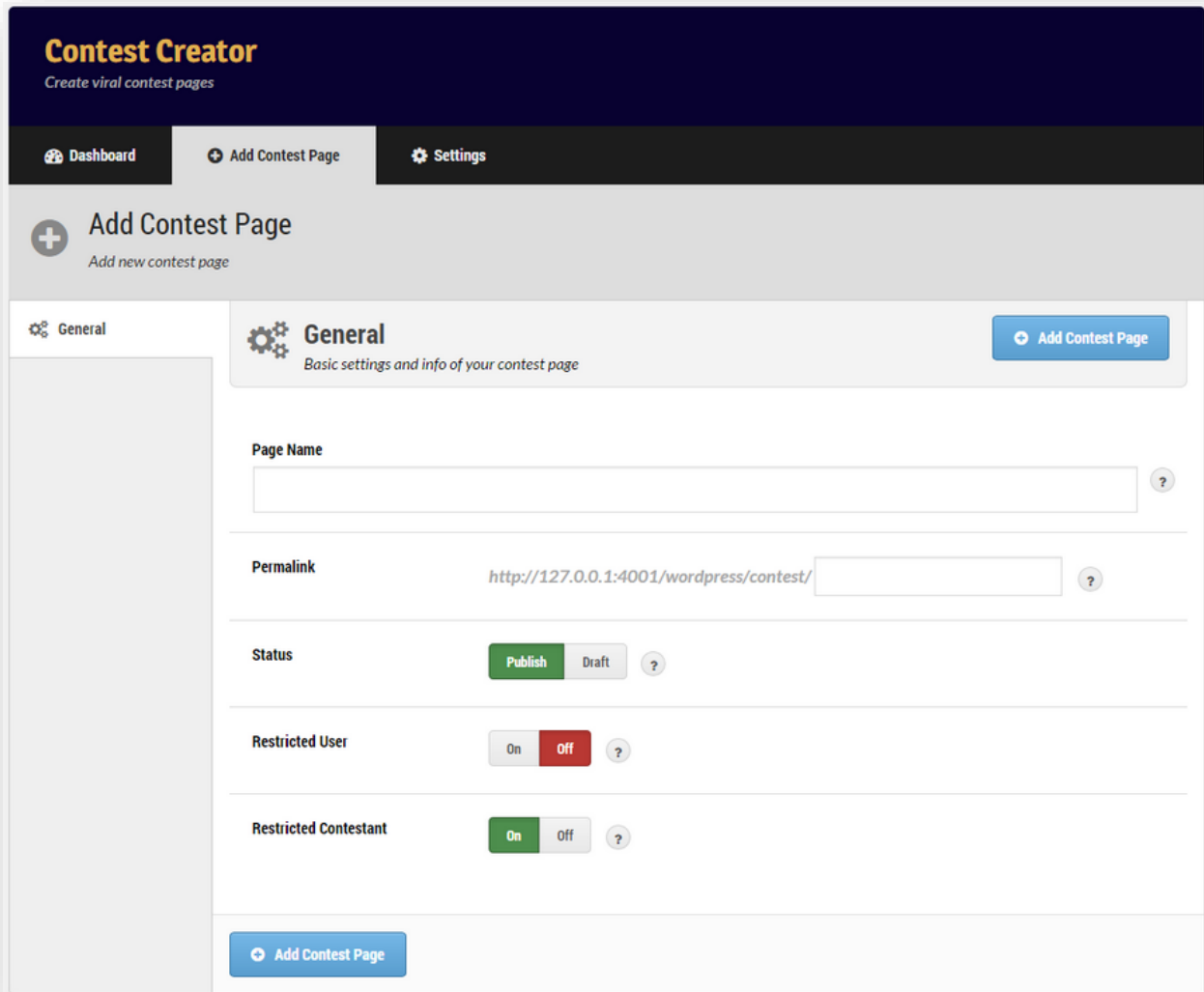
How To Use Plugin

This guide assumes that you have already logged in to your WordPress admin area and that you have already installed and activated **Tee Contest**. Once the plugin has been activated, you should see from the left admin panel its plugin option.



Setup Contest Pages

To add a new tee contest page, hover your cursor over the plugin's menu item from the left admin panel then click Add Contest Page.



The screenshot shows the 'Contest Creator' plugin interface. At the top, there's a dark blue header with the text 'Contest Creator' and 'Create viral contest pages'. Below this is a navigation bar with three items: 'Dashboard' (with a home icon), 'Add Contest Page' (with a plus icon), and 'Settings' (with a gear icon). The main content area is titled 'Add Contest Page' with a plus icon and the subtitle 'Add new contest page'. On the left, there's a sidebar with a 'General' tab selected. The main form area is also titled 'General' with a gear icon and the subtitle 'Basic settings and info of your contest page'. It contains several fields: 'Page Name' (a text input field), 'Permalink' (a text input field with a preview 'http://127.0.0.1:4001/wordpress/contest/' and a question mark icon), 'Status' (with 'Publish' and 'Draft' buttons and a question mark icon), 'Restricted User' (with 'On' and 'Off' buttons and a question mark icon), and 'Restricted Contestant' (with 'On' and 'Off' buttons and a question mark icon). There are two 'Add Contest Page' buttons: one in the top right corner and one at the bottom left of the form area.

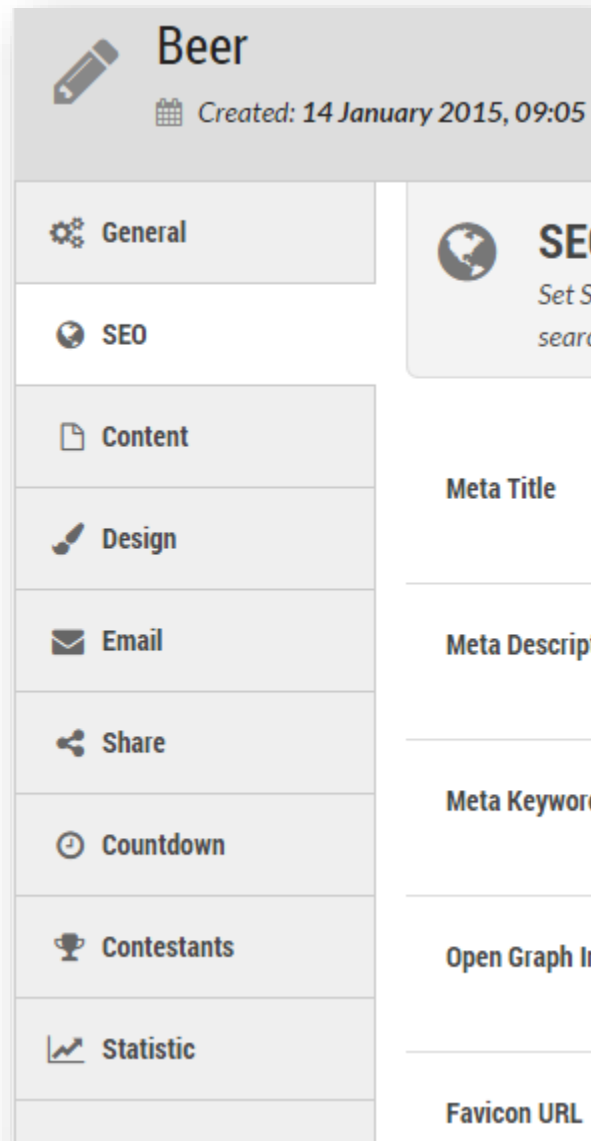
- **Page Name.** This field should be filled out with a unique name to easily identify the tee contest page from the rest when managing the pages.
- **Permalink.** This field will determine the structure of the tee contest page's link. You can leave this field out as the system will automatically generate the permalink based on the page name supplied. However, if you prefer to add use your own permalink entry, please remember to only use alphanumeric characters and the following symbols (-) and (_).

- **Status.** The switch determines whether you would like to set the tee contest page to go live immediately right after you click Add tee contest page (Publish) or save it as Draft until all edits are in place.
- **Restricted User.** The switch sets a restriction to users who can access the tee contest page. When turned **On**, the tee contest page will then only be exclusively available to users who are logged in to the sites. When switched **Off**, the tee contest page is open for access to all users of the site regardless of the login status. Note that this option is not available on the lite version of the plugin.
- **Restricted Contestant.** When this switch is turned **On**, it sets up a restriction that allow a contestant's entry to be only once. It is recommended that this is always set to **On** unless you are doing some testing.

Once all necessary details and settings have been reviewed and finalized, click Add Contest Page button to save and add the tee contest page.

How To Setup Content Pages

Once the contest page has been successfully added, the page will then refresh showing additional tabs that contain fields and settings to customize the content, layout and functions of the tee contest page including a tab designed to display statistics of how well your tee contest page is performing.



The general tab contains all the information and settings you have initially supplied when you first created the tee contest page.

- **SEO.** This tab contains fields where you can supply the Meta data for the tee contest page to make it SEO friendly and rank in search engines based on the targeted keyword.

General

SEO

Content

Design

Email

Share

Countdown

Contestants

Statistic

SEO Settings

Set SEO content for improve your contest page ranking in search engine

Save Change

Last Update: 14 January 2015, 09:05:57

Meta Title

?

Meta Description

?

Meta Keywords

?

Open Graph Image URL

?

Favicon URL

?

Tracking Code

?

Save Change

View Page

- **Meta Title.** Enter in this field the meta title for the tee contest page.
- **Meta Description.** This field should be supplied with the Meta description that lets search engines know what this page is all about.
- **Meta Keywords.** Fill this field with relevant keywords for the tee contest page and separate each keywords with a comma (,).
- **Open Graph Image URL.** Enter the complete URL of the image you would like to use when a user shares the tee contest page to social media sharing sites. Note that this option is not available on the lite version of the plugin.
- **Favicon URL.** Supply this field with the complete URL of the favicon you would like to display on the tee contest page. Note that this option is not available on the lite version of the plugin.
- **Tracking Code.** Enter in this field the tracking code to track the performance of your tee contest page. Note that this option is not available on the lite version of the plugin.

- **CONTENT TAB** - This tab contains fields and settings that manages the contents to be displayed on the tee contest page.

- **Main Headline.** Supply this field with the tee contest page's title or main heading.
 - **Sub Headline.** Enter in this field the sub heading or the tagline or the tee contest page.
 - **Contest Text.** Fill this field with relevant details and further information regarding the contest being offered.
 - **Contest Image.** Click the Select Image button to upload an image from your computer or use ones already available from your media library to use as the contest image.
 - **Get Free Content**
 - **Get Free Title.** Supply this field with the title or the heading of the free content section.
 - **Get Free Info.** This field should be filled in with details and information on the free content.
 - Reserve Your Spot Content
 - **Order Now Headline.** Supply this field with the heading or title of the reserve your spot section.
 - **Order Now Sub Headline.** Fill out this field with the sub heading or tagline of the reserve your spot section.
 - **Order Now URL.** Enter the complete URL of the page that details the offer in the reserve your spot section.
 - **Order Now Button Text.** Enter in this field the text label that will be displayed on the order now button.
 - **Order Now Button Style.** Select the button style from the list of predefined styles in the dropdown which one you would like to apply on the order now button.
 - **Below the Fold Content**
 - **Show/Hide Content.** Determines whether to enable the display of the "below the fold" content on the tee contest page.
 - **Main Content.** Use the WYSIWYG editor to supply this field with contents that will serve as the main content for "below the fold" section.
 - **Show/Hide Share Button.** Determines whether to enable the display of the share buttons so a user can easily share the page to his social media sharing account or hide it on the tee contest page.
 - **Footer Content.** Use the WYSIWYG editor to supply this field with contents that will be displayed on the tee contest page's footer area.
-
- **DESIGN TAB** - This tab contains settings that will define the style and layout of the tee contest page.

General

SEO

Content

Design

Email

Share

Countdown

Contestants

Statistic

Design Settings

Set the appearance of contest page

Save Change

Last Update: 14 January 2015, 09:05:57

Top Style

Style

Style #1

Logo

No logo

Select an logo or upload new logo using the button below.

Select Logo

Background Color

Show

Hide

Select Color

Border

Show

Hide

1

px

Solid

Select Color

Border Radius

None

Footer Style

Text Color

Select Color

Background Color

Show

Hide

Select Color

Border

Show

Hide

1

px

Solid

Select Color

Border Radius

None

Font Family

Roboto

Content Style

Style

Style #1

Text Color

Select Color

Background Color

Select Color

Border

Show

Hide

1

px

Solid

Select Color

Border Radius

None

Font Family

Roboto

Background Settings

Background Image

No image

Select an image or upload new image using the button below.

Select Image

Background Image Transparency

None

Background Color

Select Color

Countdown Style

Text Color

Select Color

Background Color

Select Color

Border

Show

Hide

1

px

Solid

Select Color

Border Radius

None

Font Family

Roboto

Ribbon Settings

Show/Hide Ribbon

Show

Hide

Ribbon Style

Style #1

Ribbon Headline

Text Color

Select Color

Background Color

Select Color

Font Family

Roboto

Save Change

View Page

- **Top Style.** This section of the settings tab manages the style for the tee contest page's header. Note that this section is not available on the lite version of the plugin.
 - **Style.** Choose from the 3 predefined styles in the dropdown which one you would like to apply to the tee contest page's header.
 - **Logo.** Click the Select Image button to upload your logo from your computer or use one that is already available on your site through the media library.
 - **Background Color.** Set the switch to Show if you would like to apply a background color to the header area of the tee contest page then use the built-in color picker to select the desired background color to apply. Select Hide if you would like to apply a transparent background.
 - **Border.** Set the switch to Show if you would like to apply a border to your tee contest page's header. You will then have to define the border parameters by supplying the input field next to the switch with the width/thickness of the border in pixels. Next, choose from the dropdown the desired style of the border. Lastly, use the color picker to select the color that the border will be displayed in. Choose Hide if you prefer not to apply any borders at all.
 - **Border Radius.** Use the dropdown to define and apply border radius or curves on the edges on the header.

- **Footer Style.** This section of the design settings defines the style to be applied to the footer section of the tee contest page.
 - **Text Color.** Use the color picker to set the color to apply to the texts displayed on the footer.
 - **Background Color.** Set the switch Show to apply a background color to the footer area using the color picker right next to the switch. Selecting Hide will apply a transparent background on the footer.
 - **Border.** Click Show to display a border on the footer area. You would have to define the border through the field's right next to the switch. First is the width or the thickness of the border in pixels followed by the border style that you can choose from the dropdown and finally the color of the border using the color picker. Select Hide if you prefer not to apply any border on the footer.
 - **Border Radius.** Use the dropdown to define and apply border radius or curves on the edges on the footer.
 - **Font Family.** Select the font family you would like to use to display the texts in the footer section of the tee contest page.

- **Content Style.** This section defines the style and layout of the main content of the tee contest page. Note that this section is not available on the lite version of the plugin.
 - **Style.** Choose from the 3 predefined styles in the dropdown which one you would like to apply to the main content of the tee contest page.
 - **Text Color.** Using the color picker, select the desired color to apply to the texts of the main content.
 - **Background Color.** Select the background color you would like to apply to the main content using the color picker.
 - **Border.** If you wish to set a border for the main content, turn the switch to Show and define the width or the thickness of the border in pixels through the input field right next to the switch. Then, from the dropdown select the border style to apply. Lastly, use the color picker to determine the color that the border will be displayed in. Set the switch to Hide if you prefer not to apply any border.
 - **Border Radius.** Choose from the dropdown whether you would like to apply border radius or curvatures on the edge of the main content section.
 - **Font Family.** Use the dropdown to determine the font to use in displaying the contents of the main content section.
- **Background Settings.** This section defines the background setting to be applied in general to the tee contest page.
 - **Background Image.** Click the Select Image button to upload the desired background image from your computer or choose previously uploaded image on your site through the media library.
 - **Background Image Transparency.** Determines how visible the background is on the tee contest page.
 - **Background Color.** Use the color picket to set the background color to be applied in general to the tee contest page.
- **Countdown Style.** This section sets the style and layout of the countdown.
 - **Text Color.** Use the color picker to define the color of the texts to be displayed on the countdown timer.
 - **Background Color.** Select the countdown timer's background color using the system's built-in color picker.
 - **Border.** Click Show to display a border surrounding the countdown timer. Define the border through the field's right next to the switch. First, set the width or the thickness of the border in pixels. Then choose the border style from the dropdown. Finally, pick the

color of the border using the color picker. Select Hide if you prefer not to apply any border on the countdown timer.

- **Border Radius.** Use the dropdown to specify the border radius or whether not to apply any border radius at all.
 - **Font Family.** Choose from the list of available fonts in the dropdown the one you would like to apply to the countdown timer.
-
- **Ribbon Settings.** Defines the content and style of the ribbon section of the tee contest page. Note that this section is not available on the lite version of the plugin.
 - **Show/Hide.** Determines whether to display or hide the ribbon section of the tee contest page.
 - **Ribbon Style.** Choose the 5 predefined ribbon styles in the dropdown which one you would like to apply to the ribbon section of the tee contest page.
 - **Ribbon Headline.** Supply this field with the title or heading of the ribbon section.
 - **Text Color.** Use the color picker to define the color of the texts to be displayed in the ribbon section.
 - **Background Color.** Use the built-in color picker to set the background color of the ribbon section.
 - **Font Family.** From the dropdown, select which font you would like to use to display all text contents on the ribbon section.

- **EMAIL TAB** - This tab contains fields and settings to integrate your autoresponder to the tee contest page.

Email Auto Responder Settings
Setting for email auto responder that showing in contest page
Last Update: 14 January 2015, 09:05:57

Auto Responder Code

Show/Hide Form Label Show Hide ?

Submit Button Text

Submit Button Style Grey ?

Save Change View Page

- **Auto Responder Code.** Use only with the raw "HTML" code generated from your autoresponder service provider. Once the system has successfully processed the form code you have provided, it will display additional fields.
- **Action URL.** The system will automatically generate the URL from the form code you have provided.
- **Form Email Field.** From the dropdown, select email to assign the corresponding field to the email field of your autoresponder code. Then supply the text field with the desired label for the email field. Note that if you prefer not to display the labels on the form, the entry supplied in this field will be used as a placeholder instead.
- **Form Name Field.** If your form contains a name field, turn the switch on then from the dropdown, select name. Then, supply the text field with the desired label of the name field to be displayed on the form of the tee contest page. Note that if you prefer not to display the labels on the form, the entry supplied in this field will be used as a placeholder instead.
- **Show/Hide Form Label.** Determines whether to display or hide the form labels. Hiding the form labels will turn the entries supplied to the name and email field to placeholders.
- **Submit Button Style.** From the dropdown, select the button style you wish to apply to the submit button of the form.

- **SHARE TAB** - This tab contains settings for the sharing feature of the tee contest page.

Share Settings

Setting for share button in contest page

Save Change

Last Update: 14 January 2015, 09:05:57

Show/hide Share Button

Show Hide ?

Button Activate

Select one or more share button that you want to display on the contest below.

f Facebook

t Twitter

g+ Google+

in LinkedIn

t Tumblr

p Pinterest

Stumble Upon

digg Digg

Button Icon

Square Flat

Preview

f

t

in

p

g+

t

Stumble Upon

digg

Title

Info

Button Text

Button Style

Grey

?

Save Change

View Page

- **Show/Hide Share Button.** This determines whether to enable the display of the share buttons on the tee contest page or hide it.
- **Button Activate.** Click the icon of the social media sharing site you would like to be displayed on the tee contest page. Activated buttons are indicated by displaying the icon in full color while deactivated buttons will be displayed in gray.
- **Button Icon.** From the dropdown containing predefined button icon styles, choose which one you would like to apply to the social sharing button icons of the tee contest page. (note that this option is not available on the lite version of the plugin).
- **Preview.** Displays a preview of the selected button icon style.
- **Title.** Supply this field with the title of the share section.

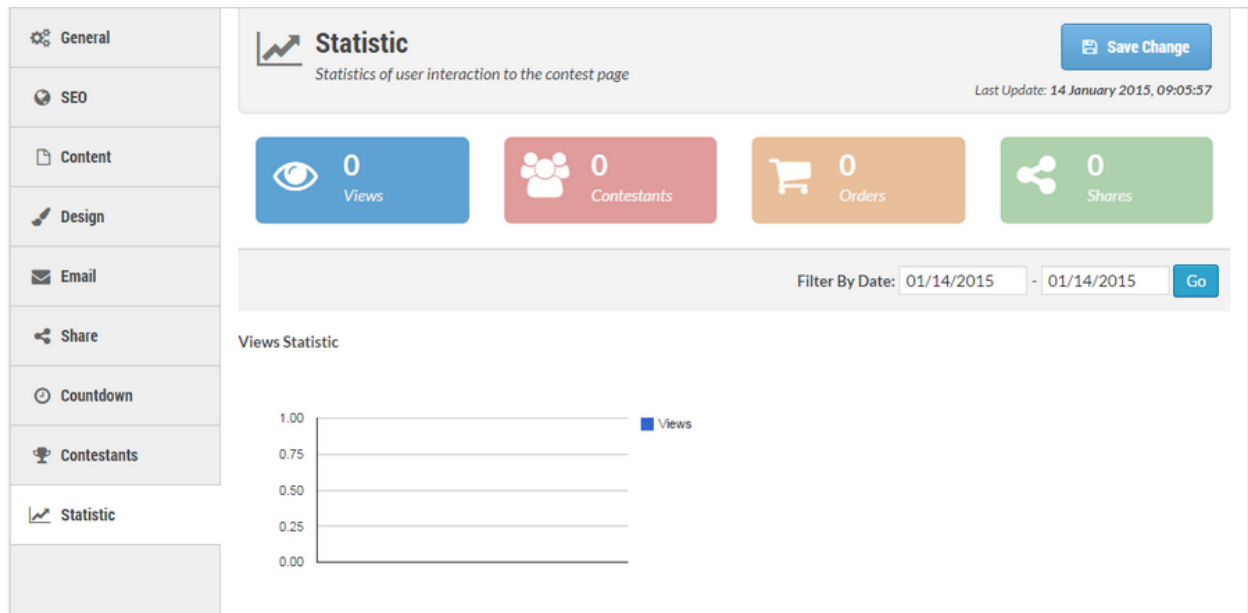
- **Info.** Should be filled out with details and information regarding the share section.
- **Button Text.** Supply the label to use on the button that will trigger the display of the share section.
- **Button Style.** From the dropdown, select the button style you wish to apply to the share section's button.

- **COUNTDOWN TAB** - This section defines the settings of the countdown timer reflecting the remaining time before the contest expires.

The screenshot displays the 'Countdown Settings' configuration page. On the left, a vertical menu contains icons and labels for various settings: General, SEO, Content, Design, Email, Share, Countdown (highlighted with a blue border), Contestants, and Statistic. The main content area has a header with a clock icon, the title 'Countdown Settings', a subtitle 'Countdown settings for your contest page', and a 'Save Change' button. Below the header, there are three main settings sections: 'Show/hide Countdown' with 'Show' and 'Hide' buttons and a help icon; 'Expiry Date' with a date-time picker set to '2015/01/14' at '21:05' and a help icon; and 'Expiry Redirect URL' with a text input field and a help icon. At the bottom of the main panel, there is another 'Save Change' button and a 'View Page' button.

- **Show/Hide Countdown.** Determines whether to enable the display of the countdown timer or hide it.
 - **Expiry Date.** Define the date when the timer should start running and the date when it expires.
 - **Expiry Redirect URL.** Supply this field with the complete URL where users will be taken into once countdown expires.
- **CONTESTANTS TAB** - This tab displays the list of contestants that joined through the autoresponder form of your tee contest page.

- **STATISTIC TAB** - This tab contains data reflecting the performance of the tee contest page.

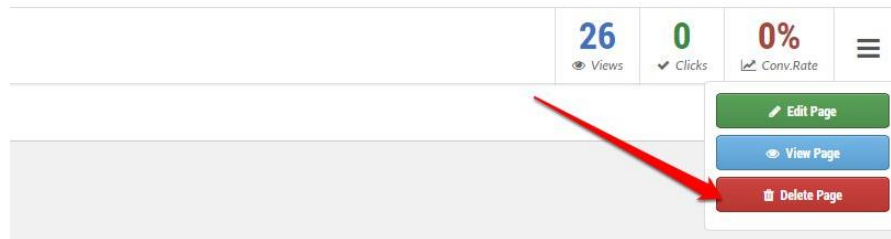


- **Views.** The views section displays the number of views the tee contest page has received. There is also a graphical representation of the data available when you click the blue views box with the eye icon. Additionally, you can filter the data being displayed by date.
- **Contestants.** Displays the number of contestants that joined the contest. A graphical representation of the data is also available. You can also filter the results by date.
- **Orders.** Shows the number of Completed orders.
- **Shares.** Shows the number of shares users made on the tee contest page. A graphical representation of the graph is also available. Results can be filtered by date.

Once settings have been reviewed and finalized, click the Save Change button to update the tee contest page and apply the changes made. You can then view the page live by clicking the View Page button. **DO NOT LEAVE PAGE BEFORE SAVING OR YOU WILL LOSE YOUR WORK!**

How To Manage Contest Pages

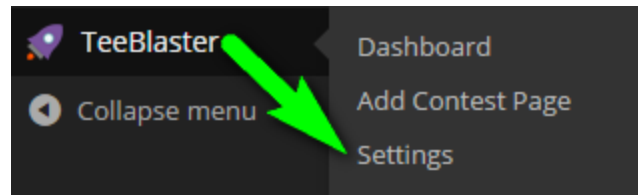
- **To manage tee contest pages**, click Tee Contest's menu item from the left admin panel to open the plugin's dashboard. Listed in the dashboard the tee contest pages created both published and draft.
- **Each tee contest page is displayed** with the status of the page beside the tee contest page's name and the statistics on the far right portion along with the three-bar icon containing options to manage the tee contest page.
- **To edit the tee contest page**, click the title or the three-bar icon then click the Edit Page button thereafter.
- **To view the page**, click the blue View Page button.
- **To delete the tee contest page**, click the red Delete Page button. Note that you will be prompted to confirm your action when deleting the tee contest page as this is irreversible and you will lost all the data and settings permanently.



Contest Permalink Settings

The settings page of WP Tee Contest is accessible when you hover your cursor on the plugin's menu item from the left admin panel then click on Settings. It only has one option which is the base path of the permalink.

HIGHLY RECOMMEND SETTING ONCE AND LEAVING ALONE. If you do change at a later date expects some issues and you will most likely have to update the entire WordPress site permalinks.



Contest Creator

Create viral contest pages

Dashboard

Add Contest Page

Settings

Settings

Set general settings for contest page on your website

Permalink

Set the base path permalink for all your contest pages through the following input:

Base Path Permalink

awards

Save Settings