

Comment Genius | WordPress Plugin

version 1.1

Comment **Genius** is a plugin which allows you to aggressively market your site by presenting a lightbox with Facebook Like/Share, Twitter Tweet, Google AdSense Ads and more to your visitors upon leaving a comment.

Comment **Genius** allows the user to create a customizable lightbox popup (width, height, properties), suitable for Facebook Like/Share, Twitter Tweet, Google AdSense Ads and more. The popup is a pure textarea, in order to allow for source code copy/paste and it supports HTML code for custom text content.

Some web sites or blogs present a landing popup with a "like or wait 30 seconds" behaviour. As this behaviour might drive the visitors away, Comment **Genius** will allow the visitors to browse the site, read articles and leave comments. Leaving a comment may be considered a successful conversion, so an unintrusive lightbox popup with a clickable ad or a Facebook Like button will seal the deal.

The lightbox popup can be configured in various ways, and it allows for padding (use no padding for image ads), width and height (make sure they are the same height as the ad for image ads), overlay opacity (use 0.6 for best results, as you want the user to be able to tell if he/she is still on your site). More aggressive settings include closing the popup by clicking on the overlay area, the ESC key, or hiding the close button. This way you force the user to either click the ad (or the popup content) or leave your site. It's a 50%/50% chance of conversion.

In addition to all settings, you can customize the text colour and the background colour. The content textarea allows for HTML tags, so you can add inline CSS styles to further style fonts, sizes, padding and margin.

Usage

- Enable the **Genius** and configure the lightbox. Recommended settings are already in place.
- Use the **Preview** button to see how the lightbox looks.

Note #1: The plugin requires jQuery 1.10 or higher in order to use all features.

Features

- Works with all themes
- No performance impact

Installation

1. Upload the **comment-genius** folder to your '/wp-content/plugins/' directory
2. Activate the plugin via the Plugins menu in WordPress
3. A new **Comment Genius** menu will appear in WordPress containing settings and general help