

Bay Nature Website: Unique DB Post Types, and Paywall and Post / Page Templates

Bay Nature DB Post Type Additions

The Bay Nature website makes use of two special post types.

- Biodiversity Post Type
 - This is used to create special articles which belong to the Biodiversity Section. The Biodiversity section lives outside of our current theme and can be viewed here <https://baynature.org/biodiversity/>.
 - There is a file that is included in this documentation package titled **biodiversity_type.php**. This file is necessary for the Biodiversity Section and articles.
 - This was a special project and is independent of the current wp theme but it does live within the theme directory: crate/bn-biodiversity/index.html. Ideally this work will just be ported to the new NewsPack child theme directory.
- Article Post Type
 - This is a very important post type. We publish a physical magazine 4 times a year. All articles that are published in the magazine are also published on our website. These articles are of post type Article. All other web only articles are of type Post. This is an example of an post of type article:
<https://baynature.org/article/annotated-nature-how-jumping-spiders-pounce-like-cats/>
 - There is a file that is included in this documentation package titled **article-type.php**. It contains all of the functionality associated with the Article Post type.
- Base Type
 - There is a file associated with our current theme titled: **base-type.php**. It is included in this documentation package. It creates an object of type BaseType. The constructor is called via the init action. I do not know much about this object and its functionality.
- These three files are included in the main function.php file using the following code:
include \$filename; I assume that these files can be included in the same way in the new NewsPack child theme that we will be creating.

Member Only Content / Paywall Functionality

Bay Nature member only content functionality is implemented as follows.

- Articles originally published in our Magazine are simultaneously published on our website as member only content.
- The articles remain locked for the three months that the print issue is current. When the next issue is published the previous issue articles are unlocked so that any visitor can view the content.
- This is accomplished by having two copies of the article template. These two templates are identical with the one exception. The second version of the template makes a call to the **unlock_paywall()** function. If this function returns true the template renders the content via a call to the_content().
- When we want to unlock the content so that all visitors can view the article we edit the article and change the template to the one that renders the content unconditionally.
- An example of a template that contains the call to the paywall functionality is the no_banner template. This template uses two php files. They are:
member_only_content_no_banner_template.php and
content_member_only_no_banner.php. Search for the **unlock_paywall()** function in the **content_member_only_no_banner.php** file to see how this is accomplished.
- All of the paywall functionality is located in the file **functions_paywall.php**. This file is included in this package.
- The **functions_paywall.php** file is included in the main **functions.php** file with the following code: include \$filename;
- There is a set of global variables created with the Advanced Custom Field Pro plugin that are referenced in **functions_paywall.php**. These variables are exposed in the Admin / backend of the website on the Site Options page. We do this to provide Admin editing access to these variables. An example of this is the Master Key used to unlock paywall content.
- The paywall is unlocked if the url for the article includes a **utm_campaign** parameter and that parameter value includes a Master Key. We send out a special Members Only email that contains the **utm_campaign** parameter with the key hidden within the Campaign name. We also provide links to the articles, again with the key in the campaign name, on a special page within the Member Portal on our neonCRM platform.
- If the key is detected by the paywall unlock function the key will be saved in a cookie. This allows the member to navigate to other paywalled / member only articles without the **utm_campaign** parameter since the cookie is checked for the key.
- We email no members a similar email with links to the locked articles with the link labeled "Free Preview". If the paywall does not detect the key it renders the first two paragraphs of the article along with a link to our Become A Member page.

Google Analytics

- We use Google Tag Manager to create all of our event tags. In most cases the Trigger is configured to look for a specific css class associated with the anchor tag. When and if necessary we can give access to our Google Analytics and Google Tag Manager accounts to the dev team.