YouTube Engagement Suite

A comprehensive WordPress plugin for YouTube content creators to boost engagement and grow their subscriber base.

Features

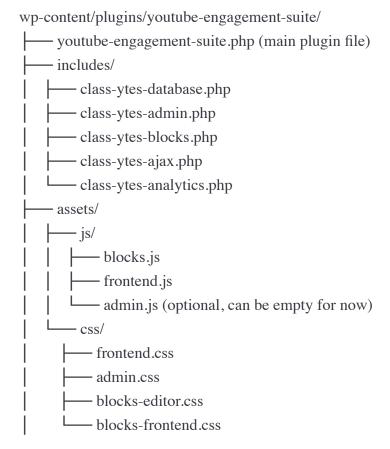
- YouTube Subscribe Button Gutenberg block with live subscriber count
- Email Signup Forms Custom database for newsletter subscribers
- Social Share Buttons Pre-configured for major platforms
- Watch on YouTube CTA Prominent call-to-action buttons
- Analytics Dashboard Track all engagement metrics
- Subscriber Management View, export, and manage email subscribers
- **Double Opt-in** Optional email confirmation
- Admin Notifications Get alerted on new subscribers

Installation

File Structure

Create the following directory structure in your WordPress plugins folder:





Steps

1. Create Plugin Directory



bash

cd wp-content/plugins/
mkdir youtube-engagement-suite

cd youtube-engagement-suite

2. Copy Files

- Copy all the provided PHP files to the appropriate locations
- Create the assets/js/ and assets/css/ directories
- Copy all JavaScript and CSS files to their respective folders

3. Activate Plugin

- Go to WordPress Admin → Plugins
- Find "YouTube Engagement Suite"
- Click "Activate"

4. Configure Settings

- Go to WordPress Admin → YT Engagement → Settings
- Enter your YouTube Channel ID (Required)
- Optionally add YouTube API Key for subscriber count
- Configure other settings as needed

Configuration

Getting Your YouTube Channel ID

- 1. Go to your YouTube channel
- 2. Click on your profile picture \rightarrow Settings
- Select "Advanced settings"
- 4. Your Channel ID will be displayed

Getting YouTube API Key (Optional)

For displaying subscriber count:

- 1. Go to Google Cloud Console
- 2. Create a new project
- 3. Enable YouTube Data API v3
- 4. Create credentials (API Key)
- 5. Add the API key to plugin settings

Usage

Adding Blocks

1. Edit any post or page

2. Click the (+) button to add a block

- 3. Search for:
 - "YouTube Subscribe Button"
 - "Email Signup Form"
 - "Social Share Buttons"
 - "Watch on YouTube Button"

Block Settings

Each block has customizable settings in the right sidebar:

Subscribe Button

- Layout (Default/Full)
- Show subscriber count
- Alignment

Email Signup Form

- Title
- Description
- Button text
- Show name field
- Alignment

Social Share

- Layout (Horizontal/Vertical)
- Button size
- Alignment

CTA Button

- Button text
- YouTube video URL
- Style (Primary/Secondary/YouTube Red)
- Size
- Alignment

Managing Subscribers

View Subscribers

Go to YT Engagement \rightarrow Subscribers to:

- View all email subscribers
- See subscription status (Active/Pending/Unsubscribed)
- Export subscriber list to CSV

Analytics

Go to **YT Engagement** \rightarrow **Analytics** to view:

- Subscribe button clicks
- Email signups
- Social shares
- CTA button clicks

Customization

Styling

You can override plugin styles by adding CSS to your theme:



```
CSS
```

```
/* Override email signup form */
.ytes-email-signup-inner {
   background: #your-color;
  border-radius: 12px;
}

/* Override button colors */
.ytes-button-primary {
   background: #your-brand-color;
}
```

Hooks & Filters

Available Actions:



php

```
// After subscriber is added
do_action('ytes_subscriber_added', $subscriber_id, $email);
// After analytics event is logged
do_action('ytes_analytics_logged', $action_type, $data);
```

Available Filters:



php

```
// Modify success message
add_filter('ytes_success_message', function($message) {
    return 'Custom success message!';
});

// Modify email notification recipient
add_filter('ytes_notification_email', function($email) {
    return 'custom@email.com';
});
```

API Integration

Getting YouTube Video URL

The CTA button can automatically pull video URLs from post meta. Add this to your YouTube content import plugin:



php

update_post_meta(\$post_id, 'youtube_video_url', \$video_url);

Troubleshooting

Subscribe Button Not Showing

- Make sure you've entered your YouTube Channel ID in settings
- Clear your browser cache
- Check browser console for JavaScript errors

Email Signups Not Working

- Verify database tables were created (check phpMyAdmin)
- Ensure jQuery is loaded on your site
- Check for JavaScript conflicts

Analytics Not Tracking

- Enable analytics in plugin settings
- Clear browser cache
- Verify jQuery is loaded

Database Tables

The plugin creates two custom tables:

- wp_ytes_subscribers Stores email subscribers
- wp_ytes_analytics Stores engagement events

Security

- All email addresses are sanitized and validated
- AJAX requests use WordPress nonces
- SQL queries use prepared statements
- User input is properly escaped

Requirements

- WordPress 5.0+
- PHP 7.2+
- jQuery (included with WordPress)

Support

For issues or feature requests, check the following:

- Verify all files are uploaded correctly
- Check file structure matches documentation
- Review browser console for JavaScript errors
- Check WordPress debug.log for PHP errors

Credits

Developed for YouTube content creators who want to grow their audience and engage with viewers.

License

GPL v2 or later