

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:



```
wp-content/plugins/youtube-engagement-suite/  
├── youtube-engagement-suite.php (main plugin file)  
├── includes/  
│   ├── class-ytes-database.php  
│   ├── class-ytes-admin.php  
│   ├── class-ytes-blocks.php  
│   ├── class-ytes-ajax.php  
│   └── class-ytes-analytics.php  
├── assets/  
│   ├── js/  
│   │   ├── blocks.js  
│   │   ├── frontend.js  
│   │   └── admin.js (optional, can be empty for now)  
│   └── css/  
│       ├── frontend.css  
│       ├── admin.css  
│       ├── blocks-editor.css  
│       └── blocks-frontend.css
```

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 → Settings
3. 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** → **Subscribers** to:

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

Analytics

Go to **YT Engagement** → **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