

Calls To Action Plugin Documentation

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1. Plugin information

Plugin Name	RB Calls To Action
Dependencies	none
Source	Red Balloon
Written for Version	1.0.3

2. Description

This plugin outputs a group of calls to action onto the page through the use of a shortcode.

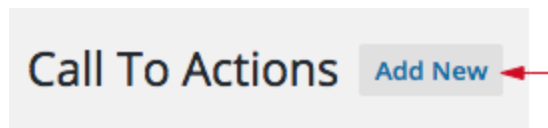
3. Using the plugin

Navigate to the **CTAs section** on the left hand side of the administration control panel. This is a list of all the calls to action that have been set up. Each of the CTAs appears like an individual page in wordpress and all the same options are available that you would find if it was a page. You can make the CTAs a draft, delete them, revert them to a previous state etc.

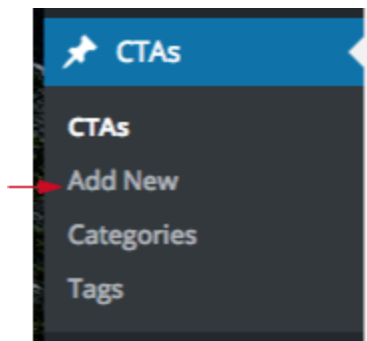
3.1 Creating a new CTA

Creating a new CTA is similar to creating a new post or page elsewhere in wordpress.

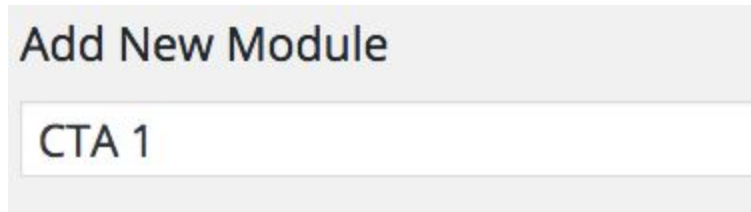
a) To create a new CTA click the **Add New** button at the top of the page.



Alternatively you can select the add new option on the navigation on the left of the page.

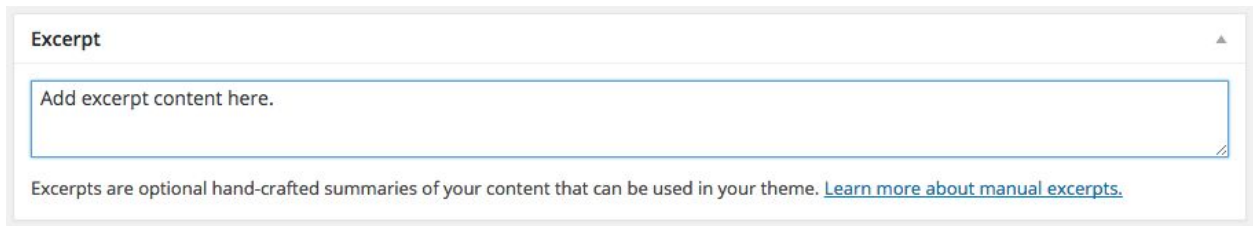


b) Add the **Title** for the CTA at the top of the page. This is the text that will appear on the site:



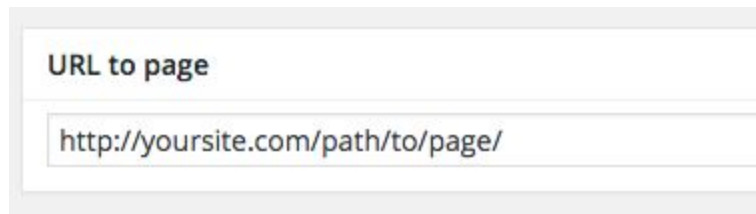
The screenshot shows a form titled "Add New Module". Below the title, there is a text input field containing the text "CTA 1".

c) (optional) Add the **Excerpt** for the Call to action.



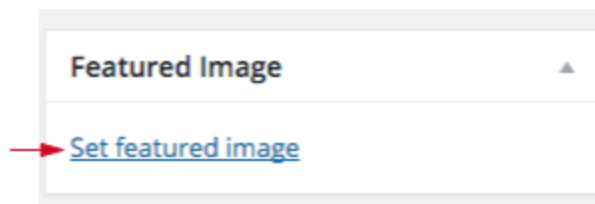
The screenshot shows a form titled "Excerpt". It contains a large text area with the placeholder text "Add excerpt content here.". Below the text area, there is a small text block that reads: "Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)"

d) Now add the **Link** for the CTA.



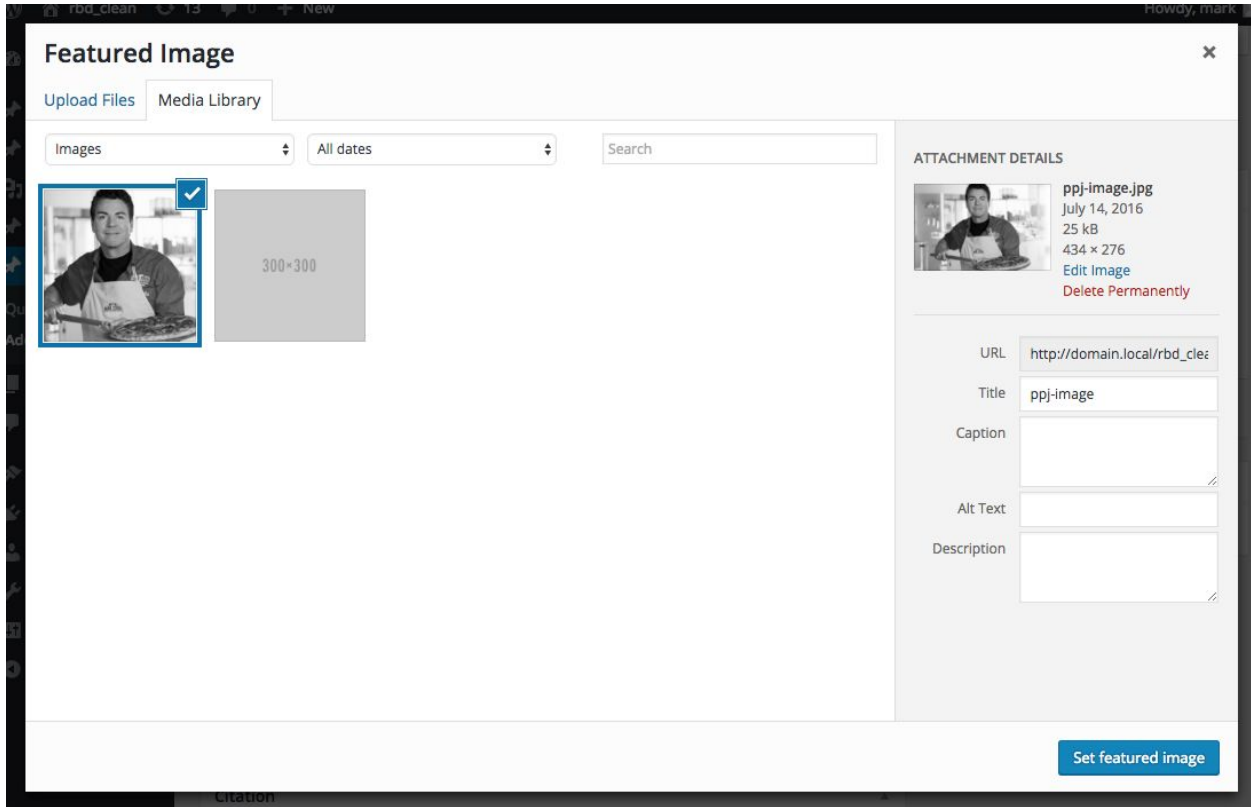
The screenshot shows a form titled "URL to page". It contains a text input field with the placeholder text "http://yoursite.com/path/to/page/".

e) Set the image for the CTA by clicking the **Set Featured Image** button on the right hand side.



The screenshot shows a form titled "Featured Image". It contains a button labeled "Set featured image" with a red arrow pointing to it.

Either select an image from those already uploaded or click and drag a new image into the window and select it. Then press **Set Featured Image** in the bottom right.



This will now show as the image for the CTA whenever it is included on the site.

3.2 CTA Groups

Calls to action can be divided into **groups** so that different pages can have different Calls to action on them. A group is created by making a CTA with the name of the group and then setting the CTAs you want in the group as a **Child** of that CTA.

a) Create another CTA (it doesn't need a **url** or a **featured image**). Click **CTAs** on the left hand menu. It should look something like this:



b) **Hover** over the **CTA** you want to be part of the group and select **Quick Edit**:

Call To Actions [Add New](#)

All (2) | Published (2) Search CTA

Bulk Actions Apply All dates All categories Filter 2 items

<input type="checkbox"/>	ID	Title	Categories	Tags	Date
<input type="checkbox"/>	77	CTA Group Name	—	—	Published 1 min ago
<input type="checkbox"/>	76	CTA name Edit Quick Edit Trash	—	—	Published 1 min ago
<input type="checkbox"/>	ID	Title	Categories	Tags	Date

This will open a quick edit form that looks like this:

<input type="checkbox"/>	ID	Title	Categories	Tags	Date
<input type="checkbox"/>	77	CTA Group Name	—	—	Published 1 min ago

QUICK EDIT

Title:

Slug:

Date: , 2016 @ :

Password: -OR- ☐ Private

Categories

☐ Uncategorized

Parent

Order

Tags

Status

c) click the **Parent Dropdown** and select the group you want it to be a part of:

<input type="checkbox"/>	ID	Title	Categories	Tags	Date
<input type="checkbox"/>	77	CTA Group Name	—	—	Published 1 min ago

QUICK EDIT

Title:

Slug:

Date: , 2016 @ :

Password: -OR- ☐ Private

Categories

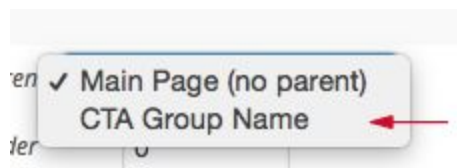
☐ Uncategorized

Parent

Order

Tags

Status



d) Now click **Update** to save the changes:

The CTA will now appear under the Group with a dash before the name:

<input type="checkbox"/>	ID	Title
<input type="checkbox"/>	77	CTA Group Name
<input type="checkbox"/>	76	— CTA name
<input type="checkbox"/>	ID	Title

Add multiple CTAs to that group to have them brought out as one group. The order which the CTAs get output is based on their menu order in wordpress.

3.3 Adding Calls to action to a page.

If a page template has been set up to show calls to action then adding the **CTA ID** to the **CTA Shortcode** field on a page. This field will show up even on pages where the template isn't setup to add calls to action.

Calls to action can also be brought in by using a shortcode in the main content of a page or post.