

Sitelok Email Unsubscribe Plugin



V1.8

Sitelok Email Unsubscribe Plugin

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Chapter 1 Introduction

What is the SiteLok Email Unsubscribe plugin?

The SiteLok Email Unsubscribe plugin is an add on for SiteLok that allows users to decide if they want to receive emails from you or not. This can be done on registration and modify profile forms and also via an opt-in or unsubscribe link in emails.

If a user chooses not to receive emails then SiteLok will not send emails out to the user. If you try to send emails to these users you will see the message 'email blocked by plugin'.

Chapter 2 Installation

Installing for the first time or upgrading

- 1) Extract the contents of the zip file to your PC.
- 2) Upload the plugin_unsubscribe folder to your existing Sitelok slpw folder using FTP. There are no special permissions required on most servers.
- 3) Login to the Sitelok control panel.
- 4) Open the following URL in the browser

http://www.yoursite.com/slpw/plugin_unsubscribe/install.php

which will start the installation process. If all is well you will be taken to the plugin preferences page where you will see the plugin listed.

If you have any problems with installation please let us know so that we can help you.

Configuration

Before you can use the plugin you need to go to the plugin configuration page and adjust some settings.

Email Unsubscribe Dashboard > Email Unsubscribe

Settings

Custom field to use
Custom15 - Send Email This custom field will be used as the email flag

Default action
Send email This determines what to do if the custom field is empty

Unsubscribe link

Unsubscribe link
http://localhost/sitelokpw/memberstest/unsubscribe.php Full URL to the unsubscribe confirmation page

Unsubscribe only specified user
Leave unchecked to unsubscribe all user accounts with the specified email address

Log unsubscribe link use

Opt-in link

Opt-in URL
http://localhost/sitelokpw/memberstest/subscribe.php Full URL to the Opt In confirmation page

Log Opt-in link use

Save Changes **Return to dashboard**

Custom Field to Use

Select which custom field to use to record whether the user should be sent emails or not. Once setup if the word **No** is in this field then Sitelok won't send an email to the user. Any text in the custom field apart from the word **Yes** will in fact block email being sent. This means you can use the field to manually record other email issues such as Not Working or Bounced.

Emails will be sent out if the custom field contains **Yes** or, depending on the default setting (see below), if the field is blank.

If a user clicks an unsubscribe link in an email this field will be set to **No**.

If a user clicks an opt-in link in an email this field will be set to **Yes**.

If you wish you can set the title for the custom field in the main Sitelok configuration page to something suitable.

Default action

Unless you force users to select an email option in a registration or modify profile form the custom field will probably be blank. This setting determines whether to treat the empty custom field as permission to send emails or to block them. By default it is set to allow emails.

If you want users to have to agree to receive emails when they register or on the modify profile form you should set this to **Don't send email** and use a field in the appropriate form in Sitelok where they can decide for themselves (more on this later). You could also use an opt-in link in their registration confirmation email.

Unsubscribe URL

This is the page to send users to when they click an unsubscribe link in an email. It should be a full URL to the page. If you want to display the email address that has been unsubscribed on the page then make sure you use the extension .php and use this code.

```
<?php echo $_GET['email']; ?>
```

To ensure that there is no confusion on the part of the user clicking the unsubscribe link in the email the plugin will unsubscribe immediately with no confirmation buttons etc. It is always a good idea to allow users to choose

whether to receive a emails or not in a modify profile form anyway so they can change their mind easily.

Unsubscribe only specified user

By default if an unsubscribe link in an email is clicked the plugin will search for all user accounts using that email address and set the relevant custom field to **No**. This ensures that even if the user has registered more than once with accounts using the same email address that they will not receive further emails.

If you prefer to have the unsubscribe link only affect the specific user account that the link referred to originally then check this box.

Log unsubscribe link use

If checked the plugin will record in the Sitelok log when an unsubscribe link is clicked. You will see the username of the updated user (may be more than one if the same email is used), the date and time, IP address and the subject of the email where the link was clicked.

Opt-In URL

This is the page to send users to when they click an opt-in link in an email. It should be a full URL to the page. If you want to display the email address that has been enabled on the page then make sure you use the extension .php and use this code.

```
<?php echo $_GET['email']; ?>
```

It is always a good idea to allow users to choose whether to receive a emails or not in a modify profile form anyway so they can change their mind easily.

Log opt-in link use

If checked the plugin will record in the Sitelok log when an opt-in link is clicked. You will see the username of the updated user, the date and time, IP address and the subject of the email where the link was clicked.

Disabling the Plugin

To disable the plugin select **Plugin Preferences** in the **Plugin** menu option of Sitelok. Uncheck the enable box for the plugin and click the **Save** button. You can enable it again in the same way.

Uninstalling the plugin

To permanently remove the plugin and its settings follow these steps.

- 1) Disable the plugin as above.
- 2) Click the delete icon next the plugin in the disabled plugins section.
- 3) Confirm the action in the alert box.

If the plugin is uninstalled successfully you will be returned to the plugin preferences page.

Chapter 3 Using the plugin

Adding an unsubscribe link to emails

The plugin adds a new template variable that can be used in email templates called `!!!unsubscribe!!!`

This generates a user specific link which when clicked will block emails being sent to that email address (it sets the chosen custom field to **No**).

The `!!!unsubscribe!!!` variable will actually generate a link so it should be used as part of a hyperlink in the email. For example.

```
<a href="!!!unsubscribe!!!">Unsubscribe Me</a>
```

The easiest way to create a hyperlink in the email editor is to type the hyperlink text you want the user to see (such as Unsubscribe Me), select it and then select **Unsubscribe Link** from the **Insert Variables** menu.

Adding an email opt-in link to emails

The plugin adds a new template variable that can be used in email templates called **!!!emailoptin!!!**

This generates a user specific link which when clicked will allow emails to be sent to that email address (it sets the chosen custom field to **Yes**). The email opt-in link is usually used when you have set no emails by default but want to ask the user to opt-in. For example you could include the link in a new registration email giving the user the opportunity to opt-in for emails. The registration email would need to include `<!--always send-->` so that it is not blocked of course (see Bypassing email unsubscribe).

The **!!!emailoptin!!!** variable will actually generate a link so it should be used as part of a hyperlink in the email. For example.

```
<a href="!!!emailoptin!!!">I want to receive emails</a>
```

The easiest way to create a hyperlink in the email editor is to type the hyperlink text you want the user to see (such as Unsubscribe Me), select it and then select **Email Opt-In** from the **Insert Variables** menu.

Adding an email option to forms

If you wish you can add a field to registration and / or update profile forms so that the user can select whether to allow emails from you. The easiest way is to use the form designer to add a drop down menu for the relevant custom field so that it can be set to Yes or No. For example:

Sitelok field

Input type

Label text

Options

If you allow a user to choose to refuse emails you must ensure that any email templates that are sent to the user during the registration or update profile process (such as their login details) have been flagged to be always sent. See the section called Bypassing email unsubscribe to see how to do this.

Bypassing email unsubscribe

Of course if a user chooses not to receive emails this should be respected but there are times when it is normal to bypass this. For example if a user requests a forgotten password it would be silly to block the sending of that email in most cases. Also if a user selects 'no emails' during registration it probably doesn't mean they don't want to receive their login details!

To allow Sitelok to email a user who is unsubscribed you need to add the following text to the email templates required.

!!!alwaysend!!!

This can be anywhere in the body of the email. The recipient won't see that in the email anyway.

We recommend to add **!!!alwaysend!!!** to all email templates used during registration and also the forgotten password email.

Chapter 4 Support

Hopefully if you have followed this manual carefully everything will be working fine. However sometimes things don't go quite so smoothly so if you have any questions or problems then please check the FAQ on the support page or email us.

Support area: <http://www.vibralogix.com/support/>

Email: support@vibralogix.com