

# "Create a Cool Looking Opt-in Box with the Red/Green Submit Button For Your WordPress Site"

**Free Report**

""Why Can't I Lose Weight?!!"  
PLUS Critical Reviews of 18 Diet Plans, answers the question that is at the bottom of all of our hearts.

Get this 22 page report - FREE - when you subscribe to this blog.

First Name:

Primary Email:

You may unsubscribe at any time.

**Send My FREE Report Now!**

Check out this! A Submit button that turns from red border to green when you hover your mouse over it.

(Visit site: <http://besthealthyweightlossdiet.com> to see actual web form.)

© 2008 - H and H Publishing - All Rights Reserved

~ Free to Distribute ~

Brought to you by The Hines Site  
<http://thehinessite.com>

If you are interested in having a rebranded version of this report to distribute, contact:  
[admin@thehinessite.com](mailto:admin@thehinessite.com)

Disclaimer: I hope you find this report useful. Please forgive any mistakes or oversights. Web design is not a "one size fits" all community. Unfortunately, HTML editors, web browsers, and such all like to do their own thing. So your opt in box may come out a bit wacky. But keep twiddling and fixing. It will work.

© 2008 - H and H Publishing - All Rights Reserved  
<http://thehinessite.com>

Hello! I guess you could say I have faked my way to this point in web design. My thanks to those tireless individuals who over the years have made using the Internet and designing web sites more and more user friendly to folks like me.

I don't know about you but one of the first things I wanted to do once I realized I was going to make a real go of Internet Marketing, it was one of those Submit buttons that change from red frame to a green frame when you hover your mouse over it. Somehow I thought that if I had one of those, I would have arrived!

So, I did what most do-it-yourselfers do: I looked up "red/green Submit button" on Google. Not too much there but I did find the entry by the [Conversion Doctor](#) for the "Ultimate Red Green Submit Button Revealed" here:

<http://www.conversiondoctor.com/conversion-blog/2007/the-ultimate-submit-button-revealed-putting-all-the-pieces-together/>

I give him the full credit for the coding in this report.

Now, I am not a techie at all, but I can pick my way around the backroom, so to speak. So, I managed to figure out how to add that nifty button to my sites!! I use WordPress exclusively for my sites and [Expert WordPress](#) in particular, so I don't know exactly how to do it in plain HTML sites. I am sure it isn't too difficult though.

I hope to take you along as I do it myself, from creating a table with text all the way through to seeing that cool button flash before your eyes.

So let's go...

### **Step 1: Design the Opt-in box**

I make a basic table in my HTML editor. In my case, Front Page 2003. Since my sidebar area is 235px wide, I decide to make a table width of 225px.

[If you don't know how wide your sidebar is, it is in the styles.css which you will find in your Dashboard>Design>Theme Editor>Stylesheet. Look for the part that refers to sidebar width. Which could be anywhere from 160px on up to 400px.]

I make the border two toned grey/dark grey 5px with 10 px padding. I like light blue for a background. Choose what you want for a font family. I use either Arial or Times New Roman 12px.

If you want to make a form just like mine, here is the actual code for the table above which includes the "magic" button code (I covered the personal info):

```

<center><html><body>
<table border="2" cellpadding="10" cellspacing="5" bordercolor="#C0C0C0" width="350"
id="AutoNumber1" bordercolorlight="#C0C0C0" bordercolordark="#808080" bgcolor="#E1F0FF">
  <tr>
    <td width="90%">
      <p align="center" style="margin-top: 10; margin-bottom: 0"><b>
<font face="Arial"><i>Free Directory</i> </font></b></p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">&nbsp;</p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">
<font face="Arial" size="2">&quot;<b>Don't You Love A Bargain?! AND to save time Googling
for free stuff. You get instant access to 100s of the Best freeware on the 'Net - right at your
fingertips. For Any Internet Marketer or Web designer who wants to keep money in their
pocket!</b>&quot;</font></p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">&nbsp;</p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">
<font face="Arial" size="2">Receive this free, one of a kind reference:</font></p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">
<font face="Arial" size="2"><b>&nbsp;</b>Open Source <font color="#FF9900">Gold</font>
Pages</b> - </font></p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">
<font face="Arial" size="2"><i>A Directory of Internet Freeware</i> - the
only directory of its kind to my knowledge and you can get it from the Hines
Site - <b>Free</b> - by subscribing to this blog by email.&nbsp;<b>You can
unsubscribe at any time.</b></font></p>
      <p align="center" style="margin-top: 0; margin-bottom: 0">
&nbsp;<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value=" " >
<input type="hidden" name="meta_split_id" value="" >
<input type="hidden" name="unit" value=" " >
<input type="hidden" name="redirect" value="http:// " >thanksforsigningup.htm"
id="redirect " >
<input type="hidden" name="meta_redirect_onlist" value="" >
<input type="hidden" name="meta_adtracking" value="" >
<input type="hidden" name="meta_message" value="1" >
<input type="hidden" name="meta_required" value="from" >
<input type="hidden" name="meta_forward_vars" value="0" >
<table>
<tr><td colspan=2><center><BR></center></td></tr>
<tr><td>First Name:</td><td><input type="text" name="name" value="" size="16"></td></tr>
<tr><td>Primary Email:</td><td><input type="text" name="from" value="" size="16"></td></tr>
  <tr><td colspan=2><center></center></td></tr>
  <table border="0" cellspacing="0" cellpadding="0">
  <tr>
  <td nowrap id="submitpad"
onMouseDown="this.style.backgroundColor=#009900"
onMouseOver="this.style.backgroundColor=#009900"
onMouseOut="this.style.backgroundColor=#ff0000">
<span style="cursor:pointer;">
<input name="submit" type="submit" style="cursor:pointer; font-size: 14px;" value='Send My FREE
Directory Now! &gt;&gt;'/></span>
</td>
</tr>
</table>
</table>
      </form>
    </center>
  </td>
</tr>
</table>
</body>
</html>

```

```
</td>
</tr>
  </table>
</body>

</html>
</center>
```

(Techies, don't laugh...) Select All the above code and paste that into the HTML view of your HTML editor of choice (or in Notepad). Save then take a look at the Normal view.

You can now change the text, font, colors, borders, etc., to the way you like it. This is not an exact science. You will be tweaking and messing with this a lot. So, get used to the idea of adjusting and changing.

Preview it in your browser of choice but don't forget to look at it in the other major ones. Front Page previews in IE but I also look at my sites in Firefox (actually my browser of choice) and Netscape Navigator. You will be amazed at how differently your sites look from one browser to the next. Try to strike a happy medium.

[A word or two on writing copy: A good squeeze page is like a mini sales page. You have to choose a headline that grabs your reader's attention. "Free" works but you still have to make "free" worth their while. Offer something useful, something they might have to pay for if they saw it somewhere else.](#)

[I assume you have your enticement in mind so write out the headline and teaser.](#)

[I don't like gunky looking opt-in boxes with bright flashy arrows and buttons. But if you do, this is the time to insert them. You will have to remember to upload the images to your image file in your WordPress theme.](#)

If you like the look, then save your page. Time to put this part on hold while you go to your auto responder to create a web form.

## **Step 2: Make Web Form in Your Auto Responder**

I use [Aweber](#) but I suppose it works much the same with the other services.

Create an account if you haven't already. And then in List Settings, make a Web Form. This report isn't about how to create a Web form in Aweber as there are excellent tutorials on Aweber to teach you how to make an auto responder script. [Aweber](#) goes out of their way to help you and you may be surprised at just how helpful they are for an Internet based company.

I will make some general suggestions though about how to label the boxes on your opt-in box. For one thing you will want to choose an **in-line** webform

I like to specify First Name and Primary Email, so folks who sign up know exactly what to put in.

To do this, simply click on the area you want to change and fill in the words. Then save. Do the same for both boxes.

You can rename your submit button by clicking on it, too. **Submit, Subscribe Me, Sign Me Up!** are most common but choose what you like or whatever is most appropriate for your situation.

Easy! Now click Save. You will end up on a page that looks like this:

Home Messages Leads List Settings Reports

Live Chat - Online Settings Web Form Verified Opt-in Custom Fields Global Fields Automation Email Parser

Managing List: **besthealthy** (Add New) Change List: besthealthy Go

**Web Forms:**  
Turn off any pop-up blockers before using this page. The web form wizard allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-upders and standard web forms placed within your webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use.  
**Note:** Statistics are delayed up to 10 minutes.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Get HTML	Copy	Reset Stats	Delete
<a href="#">Sign up for free report and blog</a>	inline	2	3	150.0%	2	150.0%	<a href="#">Preview</a>	<a href="#">Get HTML</a>	<a href="#">Copy</a>	<a href="#">Reset</a>	<a href="#">X</a>

[Create Web Form](#) Click here

See the [Get HTML](#) ? Click it and you will see a pop-over that has this:

**Web Form Generator**

**Recommended:** Copy and paste the following HTML code into your web page to use the web form titled "Web Form Generator".

```
<script type="text/javascript" src="http://forms.aweber.com/form/00/[redacted].js"></script>
```

Alternatively, you can copy the following raw HTML if you want to use a non-javascript form.

**Warning:** Doing so will remove any pop-up, pop-over, pop-under, or exit pop functionality. The Display stats will not be kept if you use a non-javascript form.

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl" target="_new">
<input type="hidden" name="meta_web_form_id" value="[redacted]">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="[redacted]">
<input type="hidden" name="redirect" value="http://[redacted].com/thanksforsigningup.htm" id="redirect" value="">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
```

This is the code we want. Just Select All and copy.

Select the code in the larger box and Copy.

### Step 3: Paste Aweber Code into your table

Now head back over to your HTML View on your Editor. Locate the cursor and Paste the Aweber code. Save. It should look something like the code on page 2 and 3 above.

Now look at the preview mode to see how it looks. I open the preview browser too, to see how it looks in the actual web browser. Do you like it? Now is the time to mess with it.

Once you like the look over all, now we can do the Magic! Make a cool Red/Green submit button.

### Step 4: Do the Magic!

Now this is a bit technical, so bear with me as I am NOT a tech myself.

While looking at the HTML view of your newly created opt-in box, find the line that looks like this (highlighted in green):

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl" target="_new">
<input type="hidden" name="meta_web_form_id" value="...">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="">
<input type="hidden" name="redirect"
value="http://besthealthyweightlossdiet.com/thanksforsigningup.htm"
id="redirect">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="name,from">
<input type="hidden" name="meta_forward_vars" value="0">
<table>
<tr><td colspan=2><center></center></td></tr>
<tr><td>First Name:</td><td><input type="text" name="name" value="" size="20"></td></tr>
<tr><td>Primary Email:</td><td><input type="text" name="from" value="" size="20"></td></tr>
<tr><td colspan=2><center>You may unsubscribe at any time.<BR></center></td></tr>
<tr><td align="center" colspan="2"><input type="submit" name="submit" value="Subscribe me!">
</td></tr>
</table>
</form>

</center>
```

This is actual code from Aweber. We will be replacing the code highlighted in green below.

Highlight that code and hit enter a few times to make a space. This should have deleted the "old" code and given you some space to work in. This is where the submit button code will go that you will get below.

Copy the following code (from the Conversion Doctor):

```
<table border="0" cellspacing="0" cellpadding="0">
<tr><td nowrap id="submitpad"
onMouseDown="this.style.backgroundColor='#009900'"
onMouseOver="this.style.backgroundColor='#009900'"
onMouseOut="this.style.backgroundColor='#ff0000'">
<span style="cursor:pointer;">
<input name="submit" type='submit' style="cursor:pointer; font-size: 16px;" value='Give
Me My FREE Report Now! &gt;&gt;'/></span>
</td>
</tr>
</table>
```

Paste it in where the old plain Submit button code was, like this (new code is highlighted in yellow):

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="xxxxxxxx">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="xxxxxxxxxx">
<input type="hidden" name="redirect"
value="http://thehinessite.com/thanksforsigningup.htm"
id="redirect_
">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="from">
<input type="hidden" name="meta_forward_vars" value="0">
<table>
<tr><td colspan=2><center><BR></center></td></tr>
<tr><td>First Name:</td><td><input type="text" name="name" value=""
size="16"></td></tr>
<tr><td>Primary Email:</td><td><input type="text" name="from" value=""
size="16"></td></tr>
<tr><td colspan=2><center></center></td></tr>
<table border="0" cellspacing="0" cellpadding="0">
<tr><td nowrap id="submitpad"
onMouseDown="this.style.backgroundColor='#009900'"
onMouseOver="this.style.backgroundColor='#009900'"
onMouseOut="this.style.backgroundColor='#ff0000'">
<span style="cursor:pointer;">
<input name="submit" type='submit' style="cursor:pointer; font-size: 14px;" value='Send
My FREE Directory Now! &gt;&gt;'/></span>
</td>
</tr>
</table>
</table>
</form>
</center>
```

In your WYSIWYG editor, take a look at your new form in a browser, too, as the red/green won't work in just your PC. If you like the looks you are ready to copy the HTML code to where you want it in the webpage. So, view the HTML page (or Notepad) and Select All and Copy the code.

### **Step 5:**

#### **Placing your new "box" into your template/theme.**

OK. Do you know where to place your code? Do you want it in a side bar widget? If so you need to know which sidebar it is (my theme, [Expert WordPress](#), has 3 sidebars).

Open Design>Widgets. Choose the side bar you want to place your opt-in box. Add a Text widget and drag and drop it at the top of your list of widgets.

Open the text widget. Paste your previously copied code here. Click Change. Then click Save Changes.

Alternatively, you could put you box in the header if you know what you are doing.

I found out in [Expert WordPress](#) that there is a nice little bit of .php right at the very top of my right side bar area but not part of the actual sidebar widget. As we all know, having the opt—in box "above the fold" is critical. So, this is where I placed my box.

The script that I put it in is the translate.php file. That is the one that has all those Google Translator flags, RSS Subscribe and the Search function.

I placed my box code at the very top of all that code. By the time you read this, I may have already deleted the translator part, too.

### **Final Step 6!! Add .css Code to your Styles sheet**

OK. One more kind of tricky step. You need to paste some .css code into the styles sheet in Wordpress.

In your WordPress Dashboard>Design>Theme Editor> Stylesheet (styles.css) navigate all the way to the bottom and paste the following code (also from the Conversion Doctor):

```
.submit {
border: 1px solid #000000;
background-color: #FFFFFF;
padding: 2px;
font-family: Verdana, Arial, Helvetica, sans-serif;
font-weight: bold;
font-size: 12px;
cursor: default;
}
#submitpad {
padding: 5px;
background-color: #ff0000;
margin: 0px;
border-width: 3px;
border-color: #ff0000;
border-spacing: 0;
}
```

Press Update File.

### **Tweaking (troubleshooting??):**

Now view your site. You might need to Refresh the page, first. It's perfect, right?! PTL, if it is!

But most of the time you will have to tweak and change your code to get it to look right. What does your box look like? Is it too big? Is the red/green too big? Text funny? Submit Button all wrong? No problem, really.

Just go back to your HTML editor (or for you who know otherwise, paste the code into Notepad) and do your tweaking. I actually have gotten a bit cocky and do the tweaking right in WordPress without going back to the HTML editor but I don't recommend that if you aren't confident in the inner workings of a web site.

Also, make only one change at a time so you can go back and adjust if it didn't do what you wanted.

The Following page has a view of the HTML with some suggestions for tweaking:



As to the thickness of the red and green around the button you need to go to the .css file and tweak the cell padding and cell border px in that bit of code you entered in Step 6.

```
.submit {
border: 1px solid #000000;
background-color: #FFFFFF;
padding: 2px;
font-family: Verdana, Arial, Helvetica, sans-serif;
font-weight: bold;
font-size: 12px;
cursor: default;
}
#submitpad {
padding: 2px;
background-color: #ff0000;
margin: 0px;
border-width: 3px;
border-color: #ff0000;
border-spacing: 0;
}
```

I changed the border-width to 3px from the original 5px - I like the narrower border.

I encourage you to keep at it – it is really a kick to see your finished work *Work!*

Now you have a cool red/green "magic" button that will attract your visitors' notice and that is what we all want, right? And you have arrived!!!

Thanks for bearing with me on this and if you technical types have any suggestions that will make this report more helpful to the rest of us, feel free to offer your advice or comments here: <http://thehinessite.com> or email to admin [at] thehinessite [dot] com

### **Recommended Resources:**

[Expert WordPress](#). In my experience, it is the best package of tutorials on how to set up a money making blog. The professional looking theme is ready to go out of the package.

[Aweber](#) I haven't dealt with any of the other auto responder companies out there so I can't speak for them. But Aweber has treated me right since the beginning. They define Professionalism

[The Hines Site](#) For honest advice and help from someone still in the "trenches" of Internet Marketing. Let's do this – together!