

A tutorial for adding an AWeber Opt in form into Genesis framework using the eNews Extended plugin

This tutorial covers everything you need to know to add an AWeber Opt in form into your Studio Press Genesis powered Wordpress site. No specific knowledge of AWeber or Wordpress is required, other than basic navigation and how to install and activate a Wordpress Plugin.

Text you need to type is displayed between {} brackets. Just use the text inside the brackets; do not type the brackets.

Creating your Opt in form in AWeber

If you have already created an AWeber Opt In form you can skip to step X

Once you have logged into your AWeber account you need to navigate to “Web Forms.”



Click “create a new Web Form” to start building your basic Web Form.

Create A New Web Form

While AWeber offers a range of templates, it doesn't actually matter which template is chosen. The purpose of creating the form is not the form itself. What you need is the HTML code that is generated automatically at the end of this short process. Don't worry, you don't need to understand the code.

On the Design screen don't worry which form is selected. Your Genesis theme or the Plugin will take care of the design. Leave all defaults on this screen. This will create a basic form with name and email fields.

Click “Go to Step 2”



Design
Customize the look and style of your web form.

2

Settings
Edit your web form's properties and choose a thank you page.

3

Publish
Place your web form on your site.

Fields

US Address +

Name IN USE

Create A New Field

A screenshot of the AWeber form design interface. The top navigation bar includes buttons for DESIGN, SETTINGS, PUBLISH, and TEST. Below this is a 'Templates' section with a 'New' button and several template thumbnails labeled 'Woody', 'Boutique', 'Estery', 'Wheels', and 'Modern'. A 'Form Type' dropdown is set to 'In-Line' with a width of '225'. The main workspace shows a form preview with a blue header, 'Name:' and 'Email:' input fields, a 'Submit' button, and a privacy notice: 'We respect your email privacy. Email Marketing by AWeber'. The background is a light gray grid.

Save Web Form

Go To Step 2

AWeber Basic Settings

On the next screen “Basic Setting” you need to enter some basic information. The information on this screen does matter.

For “Form Name” you should give the form a descriptive name. If you create other forms later you need to be able to which is which.

The “Thank You” page is up to you. Have a look at the options and decide what option you would like to use. There are only a handful of options.

For the “Already Subscribed” option just decide if you want a standard page or custom page.

Once you have entered the required information click on “ Save Web Form”



Basic Settings Customize your web form properties.

Form Name*:
My Web Form

Facebook Integration:
 Enable Facebook registration form.
Form must be at least 300px wide.

Thank You Page:
Basic Version 
 Open this in a new window

Already Subscribed Page:
Basic Version

 Show Advanced Settings



When your form has been saved click on “Go To Step 3”. It won’t allow you to go to Step 3 unless you have saved the form.

Extracting the code for your new form

On the next screen select “I will install my form”.

1

Design

Customize the look and style of your web form.

2

Settings

Edit your web form's properties and choose a thank you page.



Publish

Place your web form on your site.

Who Will Publish This Form To Your Website?



I Will Install My Form

You are comfortable with HTML and have access to edit your pages



My Web Designer Will Install My Form

Send an email to your designer containing the HTML and the instructions they need



Have AWeber Host My Form

Link to a page that has my form

You have a choice of Javascript or Raw HTML. Choose "Raw HTML Version"



I Will Install My Form

You are comfortable with HTML and have access to edit your pages



Javascript Snippet

The Quick and Easy Version



Raw HTML Version

Advanced Design Customization

Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<script type="text/javascript" src="http://forms.aweber.com/form/50/1847686750.js"></script> ..::
```

Once Raw HTML Version has been selected you will see HTML code.



Javascript Snippet
The Quick and Easy Version



Raw HTML Version
Advanced Design Customization

For Those Comfortable with Raw HTML:

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<!-- AWeber Web Form Generator 3.0 -->
<style type="text/css">
#af-form-1847686750 .af-body .af-textWrap{width:98%;display:block;float:none;}
#af-form-1847686750 .af-body .privacyPolicy{color:#000000;font-size:11px;font-family:Verdana, :
#af-form-1847686750 .af-body a{color:#094C80;text-decoration:underline;font-style:normal;font
#af-form-1847686750 .af-body input.text, #af-form-1847686750 .af-body textarea{background-co
#af-form-1847686750 .af-body input.text:focus, #af-form-1847686750 .af-body textarea:focus{b
#af-form-1847686750 .af-body label.previewLabel{display:block;float:none;text-align:left;width:a
#af-form-1847686750 .af-body {padding-bottom:15px;padding-top:15px;background-repeat:no-r
#af-form-1847686750 .af-footer{padding-right:15px;padding-left:15px;background-color:#transp
#af-form-1847686750 .af-header{padding-bottom:9px;padding-top:9px;padding-right:10px;padd
#af-form-1847686750 .af-quirksMode .bodyText{padding-top:2px;padding-bottom:2px;}
#af-form-1847686750 .af-quirksMode{padding-right:15px;padding-left:15px;}
#af-form-1847686750 .af-standards .af-element{padding-right:15px;padding-left:15px;}
#af-form-1847686750 .bodyText p{margin:1em 0;}
#af-form-1847686750 .buttonContainer input.submit{background-image:url("http://forms.aweber
```

Include beautiful form styles. Uncheck to get unformatted basic form.

There's a lot of scary code here but we have a way to cut it down a lot. On the bottom of the screen there is an option "Include beautiful form styles. Uncheck to get unformatted basic for"

Please uncheck this checkbox. This will remove unnecessary coding and allow you to deal with the code more easily.

There is occasionally a bug on this screen and you may need to refresh the page or resave the form to get the checkbox to function correctly. If you can't get the checkbox to work (you will see the code than to be much shorter and simpler).



Javascript Snippet
The Quick and Easy Version



Raw HTML Version
Advanced Design Customization

For Those Comfortable with Raw HTML:

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<!-- AWeber Web Form Generator 3.0 -->
<form method="post" class="af-form-wrapper" action="http://www.aweber.com/scripts/addlead.p
<div style="display: none;">
<input type="hidden" name="meta_web_form_id" value="1847686750" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="resultsweekly" />
<input type="hidden" name="redirect" value="http://www.aweber.com/thankyou-coi.htm?m=text

<input type="hidden" name="meta_adtracking" value="Name_Of_Your_Choice" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="name,email" />

<input type="hidden" name="meta_tooltip" value="" />
</div>
<div id="af-form-1847686750" class="af-form"><div id="af-header-1847686750" class="af-heade
<div id="af-body-1847686750" class="af-body af-standards">
```

Include beautiful form styles. Uncheck to get unformatted basic form.

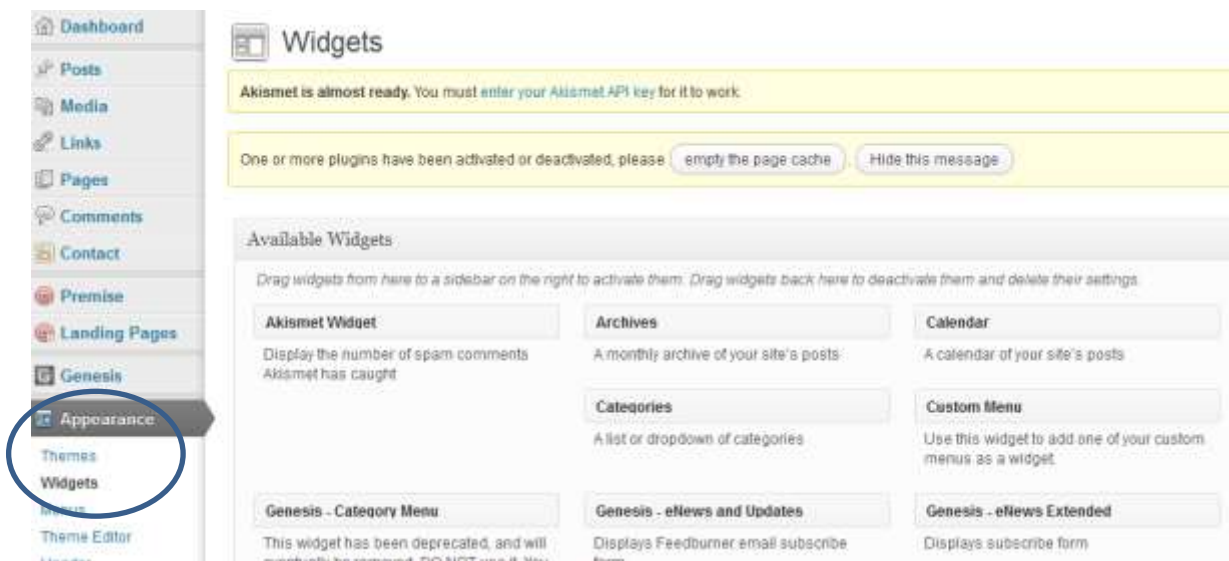
For the next stage you need to copy and paste all of the code from AWeber into a basic text editor. If you click anywhere in the windows where the code appears all code will be selected. Please cut and paste into your favourite text editor. E.g. notepad, notepad++, TextEdit, etc. Avoid using a wordprocessor like Word and this may add unwanted hidden characters.

For the moment, just leave the text in your text editor.

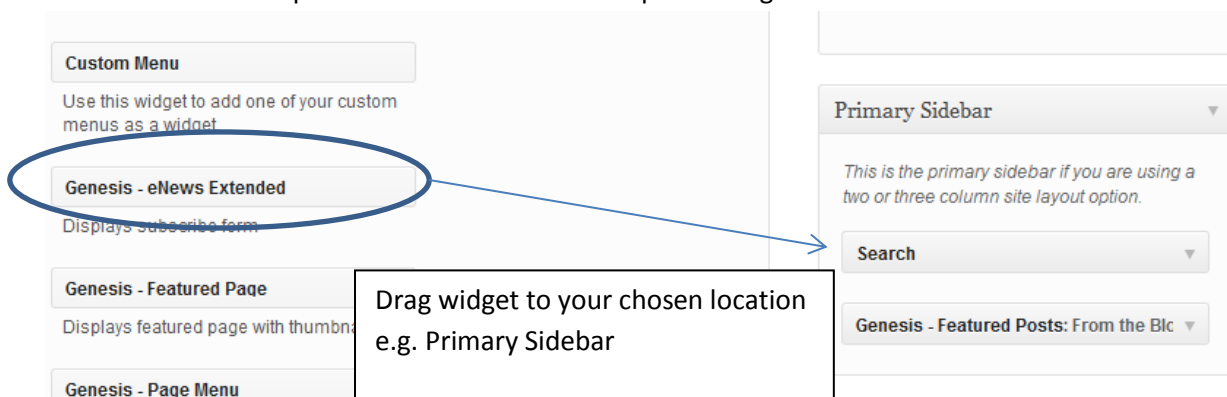
Activating the eNews Extended Widget

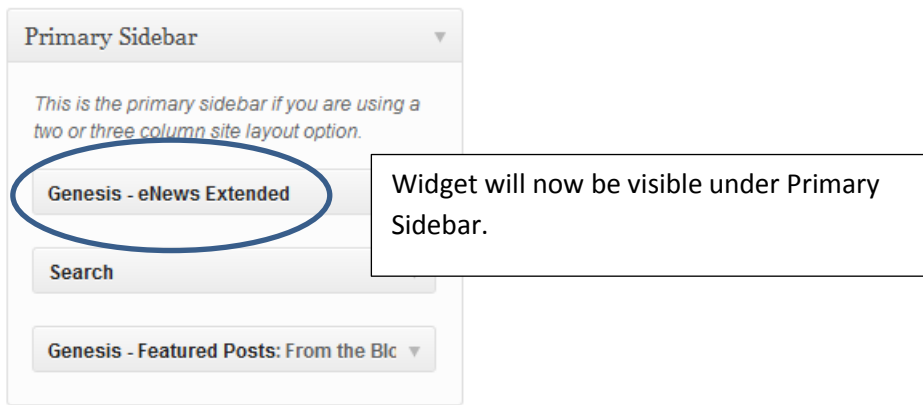
For the next section it's assumed that you have installed and activated the plugin using the standard Wordpress process that's well documented.

Inside your Wordpress admin console navigate to Appearance → Widgets.



If you have installed the plugin correctly you will see it listed under available widgets. What you need to do now is click on the widget and drag it to one of the areas on the right of your screen. This may vary depending on your theme. In the example I will use the primary sidebar location as this is common. You can experiment with the area and positioning.





Next, click on the arrow to the right of the widget to expand it. Below you will see the expanded eNews Extended plugin.

eNews Extended Widget Field Descriptions

Genesis - eNews Extended

Title:

Text To Show:

Google/Feedburner ID:

Entering your Feedburner ID here will deactivate the custom options below.

Form Action:

E-Mail Field:

Hidden Fields:

Not all services use hidden fields.

Open confirmation page in same window?

Input Text:

Button Text:

[Delete](#) | [Close](#) Save

Title is displayed above other text in your Optin form and will normally be bold and uppercase

This is the main text that is shown in your Optin form. E.g. Subscribe to get regular updates in your inbox.

Leave this blank. Not used for AWeber

For AWeber this is:
{http://www.aweber.com/scripts/addlead.pl}

For AWeber this is: {Email}

This is where you will past the hidden field from your AWeber code

Displayed inside the email address input box. You can replace with your own text

This is the text on the button. You can

Setup of the Widget for use with AWeber

Now we need to go back to your text editor and get the code that will go inside the hidden fields section of the widget. You may want to turn off word wrap on your text editor so it's easier to see each line individually.

You need to select all parts of the code that start with `{<input type="hidden" name=}`. We will be posting these into the plugin under "Hidden-Fields:". These should start on line 3 and be preceded by `"<div style="display: none;">`. The last line will be followed by a line with `</div>`

The screenshot below shows the text selection in blue. The sections that have been covered over will contain information to identify you to Aweber.


```

<!-- AWeber Web Form Generator 3.0 -->
<form method="post" class="af-form-wrapper" action="http://www.aweber.com/scripts/addlead.pl" >
<div style="display: none;">
<input type="hidden" name="meta_web_form_id" value="" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="" />
<input type="hidden" name="redirect" value="http://www.aweber.com/thankyou-coi.htm?m=text" id="redir

<input type="hidden" name="meta_adtracking" value="Name Of Your Choice" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="name,email" />

<input type="hidden" name="meta_tooltip" value="" />
</div>
<div id="af-form-" class="af-form"><div id="af-header-" class="af-header"><div c
<div id="af-body-" class="af-body af-standards">
<div class="af-element">
<label class="previewLabel" for="awf_field-">Name: </label>
<div class="af-textWrap">
<input id="awf_field-" type="text" name="name" class="text" value="" tabindex="500" />
</div>

```

The setup is now complete and you are ready to test you Optin form.