

WordPress: Contact Forms:

Choosing the right plugin:

- Backpack
- Ninja Forms
- Gravity Forms are some popular plugins for contact forms in wordpress.

Best practices with forms:

- Number of fields in a form should be limited or user will leave the form.
- Top left aligned labels are easy to read.
- Avoid multiple fields on the same line.
- Avoid captcha until absolutely needed.
- Avoid clear or reset buttons.

Only store the data you need.

Mailgun, sendgrid are some good smtp service/plugins you should use to deliver mails instead of a web server. So before you install any contact form, you should install smtp plugin.

Wp mail smtp is a plugin that is linked to a account and email is sent through that account.

Setting up mailgun:

- So first install plugin “mailgun” activate it.
- Now go to app.mailgun.com,
- make your account.
- Under your account go to accountsetting--->security. Under the security, you can see your API Keys , which we need to setup mailgun in wordpress.

- Copy this API key and go back to wordpress. Go to settings-->mailgun-->settings and paste this API key.
- Go back to mailgun, go to domains, and you will see your domain name. Copy it and go back to word press.
- In mailgun plugin settings, paste this “mailgun domain name”.
- Save changes.
- When the page reloads, click on test configuration.
- You will see a success message.

Tracking contact forms:

Using Google Analytics Tracking is best way to track your audience that from where they are coming. If a form lets you redirect, you can track everything.

Installing the jetpack contact form:

- Install jackpack plugin by Automatic.
- Activate it.
- Jackpack works, when your site is live not in testing phase.
- Setup jackack, connect it to your wordpress.
- “Contac form 7” plugin is for local/testing sites.

Add a basic contact form:

- Create a contact page.
- In block editor, create a form by selecting form.
- Update and view in the browser.

Creating Extra Fields:

To create extra fields, click on 3 dots in the form and you can then insert before or after other fields you need. There is option that you can make anything “required”.

You can edit “submit” button too by choosing options from side bar.

Activating Akismet for spam protection:

- Install plugin Akismet, activate it.
- Click on set up your Akismet account.
- Connect with jackpack.
- Save changes.

Viewing and exporting form submission:

Always keep a backup of form submissions, so mails don't lost in spam. Jackpack keeps a backup automatically, in the admin, click on feedback and you can see all submitted forms there. Success messages and redirects are not possible in jetpack without writing a lot of code. But other plugins like ninja can do this.

Installing Ninja forms:

- Install ninjaform plugin.
- Activate it.
- Click add new.
- Click contact us.
- Go to pages.
- Go to contact page.
- Add a form block
- To add other fields, click plus button and select your desired field.
- You can then click on any field and change its settings according to your requirements.

With ninja form, you don't need to add plugin for spams. It has it by default. Click on the plus icon and add anti-spam. It will ask some simple question from the person filling the form to make sure its not a spam e.g what is 2*3?

Configuring Actions and emails:

In admin, click on your form, then click on Email&Actions.

There is an success message option here too.

You can customize the message.in success message, you can see a variable there {field:email}. If you click on the list icon there, you can see bunch of variables which you can add in your success message to customize it.

You can customize your thankyou page with little humor to make it inserting.

- To set the redirect, in ninja form, turn off your success message and click on plus icon and add redirect. Enter the url for redirect e.g /contact-success/ .click done and publish.
- Go to pages, add new.
- Make title like Contact-Thanks
- Write your message after title.
- Publish.
- Change the url of the page.
- It should be same as of your redirect url in form e.g contact-success

Ninja Mail:

- Ninja mail has its own smtp service.
- Disable ninja gun.
- Go to ninjaform plugin and click on services.
- Sinup for ninja mail service
- Login
- Ninja form connects with current site
- Set the payment info.

Configuring Setting:

- Go to ninja forms and click on advanced tab.
- Then you can select your settings.
- Save settings.

There are so many great extensions in ninjaforms like MailChip. You have to purchase it and link to your site through license key. Users can subscribe to your newsletter through it. You can make your newsletter by clicking on email & actions.

Layout and styles for ninja forms:

You need to buy an extension to five diff layouts to your form. Extension name is layout-styles. Enter the license key to activate.

Purchasing and installing gravity forms:

They are not free at all and comes with premium.

Go to gravityforms-->setting-->enter license key

Then u r ready to create form.

Accepting Guest Post:

- Create a new form.
- Set form title to “submit guest posts”
- Create form.
- First thing is pricing fields.
- Second imp is post fields e.g post title, body, image
- Go to the post title settings and see for “post status” and you can select either draft, publish or pending review. If you select publish, it will publish immediately, if “pending review” it will be pending review. Set it a required field.
- Similar options for body.

- For image, set as a featured image.
- Update form. Publish it.
- Make a new page, give it title of “submit Guest post”.
- Make a new block of gravity form.
- Publish.
- View page.
- Now users can make their posts.
- Posts would be pending review
- Admin can publish.
- You can then customize this guest form to make users feel that you care about them.
- Go to form setting sand confirmation message.
- Customize this message to let them know, when their post will approve.
- You can make a new thankyou page, and redirect customers there, after submitting their post and they get the above confirmation message there.
- You can then, go back to guest post form, go to settings, go to confirmation, select confirmation type to page instead of text and link your newly made thankyou page here.
- Save confirmation.
- Test it.
- Final thing is, setup your email notification.
- Go to form-->settings-->email settings-->set the reply to setting so that author of the post get a reply back from you.

Use conditional logic in forms:

- create new form named project inquiry.
- Give all basic fields etc name, email etc.
- Make radio options of budget e.g. <100, 100-500, more than 500.

- Make a field of project description
- Go to settings—>notifications--> add a new notification-->name-->Email CEO--> send to email-->"boss email id"-->
- In subject write "big project come in"
- In message write "hi! boss big project came through web site".
- In message, there would be a form icon on right side, showing all the entries. Add all submitted fields so boss can see all.
- Set conditional logic, under the form. Like if budget is more than 500 then send this notification.
- Save notification.
- Similarly, you can make other notification like to notify customer that we don't accept lower than 100 quotes and mail will go back to customer.

Extending Gravity form:

There are lot of addons you can add to your form. You can buy them.

Create a form for landing page:

In digital marketing, a landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action (or CTA, for short).

It's this *focus* that makes landing pages the best option for increasing the conversion rates of your marketing campaigns and lowering your cost of acquiring a lead or sale.

Collecting email address is main goal.

- Go to ninjiform—>adnew—>mailchimp signup-->
- Customise subscribe button.
- Field would be name, email, and button would be notify me on launch
- Now go to email and actions.
- Click on the plus icon
- Now click on the mail chimp icon
- Add it.
- Refresh ur list and select your news letter.
- Map your email address.
- Map first name.
- Mark the interest group.
- Now ppl who gave their email addresses will get your news letter.
- Go back to form fields
- You can change its layout like all fields in one line.
- Style the button in impressive way.

Create the landing page:

- It should include headline, and a form.
- Make a page with title of ur product.
- Give some description.
- Now add a block to add your form.
- Select the form of mailchimp which you made earlier.
- Under that, make a attractive cover photo of your product.
- Give more images.

