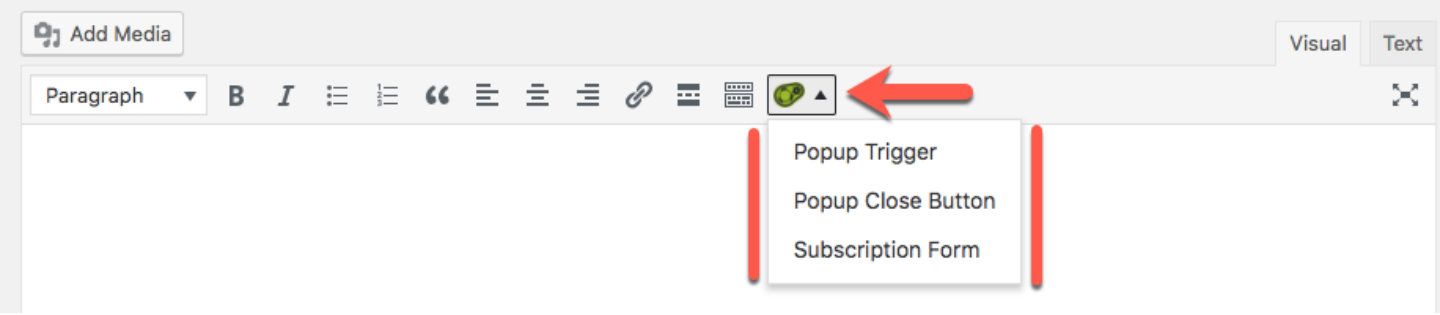
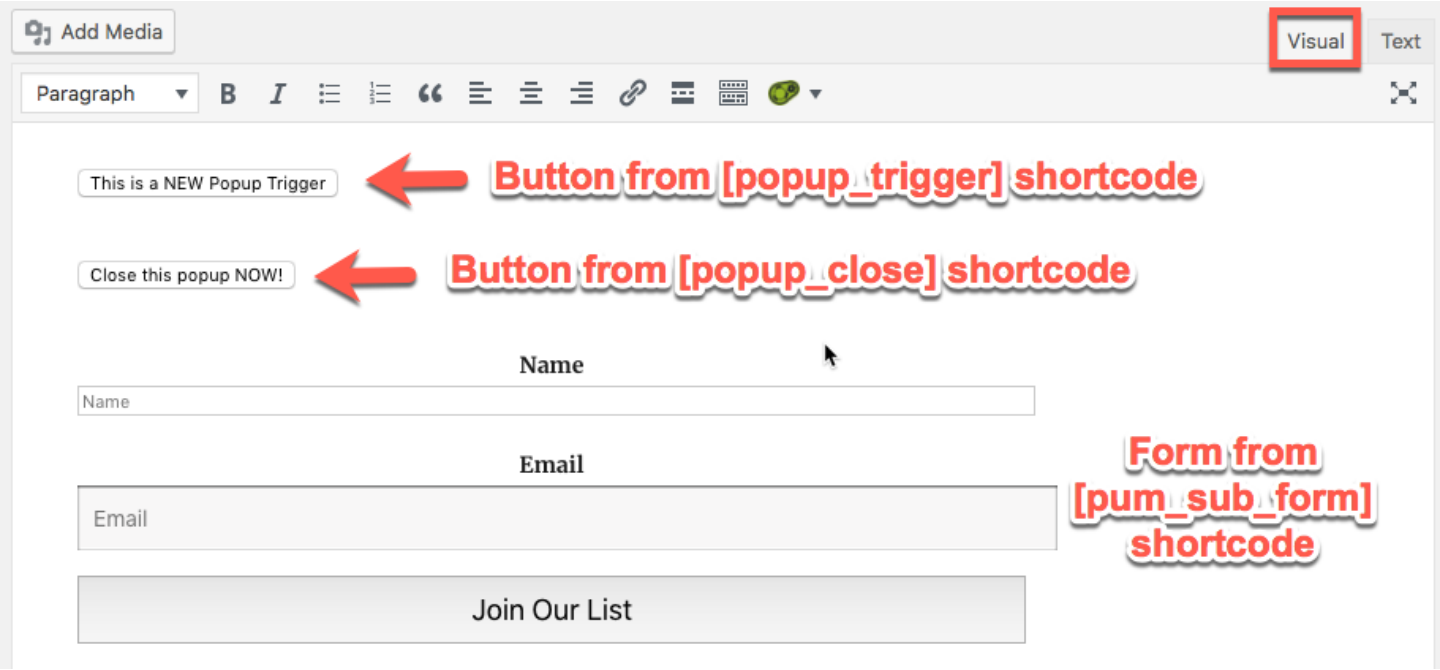
Shortcode Button

Shortcodes · https://wppopupmaker.com/docs/shortcodes/shortcode-button/

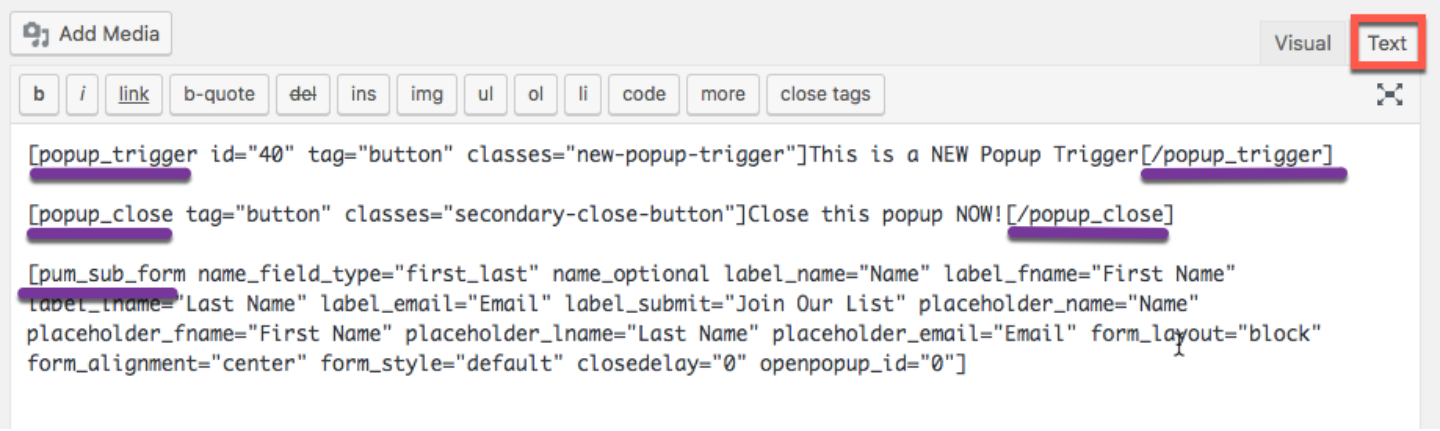
Introduction



The base Popup Maker plugin and several of it's extensions register shortcodes with WordPress. Shortcodes are accessible from the Popup Maker Shortcode Button ('Shortcode Button') located on the content editor menu bar within the Popup, Post and Page editors.



On the WordPress editor 'Visual' tab, Popup Maker's shortcodes may appear as either buttons or forms. The examples above from our base (free) plugin represent (from top to bottom) a shortcode trigger button, a shortcode close button, and a form created with the 'Subscription Form' shortcode.



On the editor 'Text' tab, those buttons and form are rendered as text. WordPress assigns shortcodes a name or 'tag'. Most of the Popup Maker shortcodes are written with an opening and closing tag enclosed by square brackets ([ ]) that wrap the target content. This notation is similar to how HTML wraps elements using 'less than' and 'greater than' symbols (< >). Note the examples above for the 'popup_trigger' and 'popup_close' shortcodes. Each is written with an opening and closing tag that encloses text.

The exception to this notation style is the 'Subscription Form' shortcode (tag: 'pum_sub_form'). It's written as *a single opening tag*, followed by many 'name-value' pairs known as 'attributes'. Each of the Popup Maker shortcode attributes are assigned specific values, which users can customize. Those details are covered in the following articles on each Popup Maker shortcode.

Popup Maker's Registered Shortcodes

Table 1 below describes the shortcodes registered by the free version of the Popup Maker plugin and where they are found within the WordPress Admin.

Table 1. Popup Maker Shortcode Options

Shortcode Name/ Documentation Link	Shortcode Tag	Editor

Popup	[`popup`]	Posts and Pages
Popup Trigger	[`popup_trigger`]	Popup Maker, Posts and Pages
Popup Close	[`popup_close`]	Popup Maker
Subscription Form	[`pum_sub_form`]	Popup Maker, Posts and Pages

Changes to Popup Maker Shortcodes

In Popup Maker version 1.7+, the following changes were made to the base plugin's shortcodes:

- Existing uses of the 'Popup' shortcode (tag:
) will continue to work in the 'post' and 'page' editor. However, the 'Popup' shortcode option is removed from the Shortcode Button. This shortcode option will be removed from the plugin entirely by the version 2.0 release, with an improved, alternative feature provided. As of version 1.7, use the 'Popup Trigger' shortcode instead of 'Popup' inside the 'posts' or 'pages' editor to display a popup from a post or page.
- The 'Popup Close' shortcode is now available *only* in the Popup Editor.
- A 'Subscription Form' shortcode option is added to the Shortcode Button in the Popup, Post and Page editors. Formerly available only in the MailChimp Integration extension to Popup Maker, this shortcode now becomes available in the free version of the plugin.

Description and Use of Each Shortcode

'Popup' (tag: [`popup`]) -- This shortcode creates a popup *and* sets a popup trigger on any content element in the Post or Page content editor. It replicates much of the option settings in the 'Popup Settings' box of the Popup Editor. The shortcode allows users to create and set a popup while remaining in the Post or Page content editor. It avoids the need to switch between the Popup and Post or Page editor to create a popup and set a trigger.

> ***Note:*** *This feature is deprecated in Popup Maker version 1.7. It is scheduled for removal from the plugin by version 2.0.*

'Popup Trigger' (tag: [`popup_trigger`]) -- This shortcode sets a popup trigger on any content element within the Popup, Page or Post content editor. This provides a quick and easy way to create and set a click trigger on any targeted content.

'Popup Close' (tag: [`popup_close`]) -- This shortcode targets content inside a popup to allow that element to close the popup. It provides an alternate method to close a popup besides the 'Close' button.

'Subscription Form' (tag: [`pum_sub_form`]) -- This shortcode builds an extendable newsletter subscription form for WordPress-compatible email marketing plugins or applications. The shortcode currently integrates only with the *MailChimp Integration plugin extension to Popup Maker*. It is intended for future use to integrate Popup Maker with email marketing applications other than MailChimp and AWeber.

For Developers: New Plugin API Allows Email Marketing Integration with Popup Maker

Popup Maker version 1.7 exposes a public API to integrate our plugin with WordPress-compatible email marketing applications. The API methods can be found in our plugin at '/Popup-Maker/classes/Abstract/Provider.php'. Applications that wish to register their Popup Maker extension with our plugin should consult the methods at '/Popup-Maker/classes/Newsletter/Providers.php'.

The Popup Maker Shortcode in Action

The video below demonstrates the application of the 'popup_trigger' shortcode. In Popup Maker version 1.7+, the contents of the 'Popup Trigger' box are organized somewhat differently than the example below. But the process to set and save the shortcode in the editor is the same.

Embedded media: https://www.youtube.com/embed/_KZSjO_W11M?rel=0&enablejsapi=1

Additional Shortcodes From Popup Maker Plugin Extensions

Popup Maker registers additional shortcodes with WordPress through the following premium (paid) extensions to the free version of Popup Maker.

Plugin Extension	Shortcode Tag	Link to Documentation
Age Verification	[`pum_age_form`]	Age Verification -- Shortcode: Age Verification Form
AJAX Login Modals	[`pum_login_form`]	Shortcode: AJAX Login Form
AJAX Login Modals	[`pum_registration_form`]	Shortcode: AJAX Registration Form
AJAX Login Modals	[`pum_recovery_form`]	Shortcode: AJAX Recovery Form
Leaving Notices	[`pum_continue_link`]	Leaving Notices -- Shortcode & Click Trigger Settings
MailChimp Integration	[`pum_sub_form`]	MailChimp Integration -- Shortcode: Subscription Form
Scroll Trigger	[`pum_scroll_trigger`]	Shortcode: Scroll Trigger Point
Secure Idle User Logout	[`pum_secure_logout`]	Secure Idle User Logout--Plugin Introduction and Option Settings
Terms & Conditions	[`pum_terms_box`]	Shortcode: Terms and Conditions