

# **SMT Scarcity Plus USER'S GUIDE**

## **SMT Scarcity Plus Documentation**

**SMT Scarcity Plus** is a WordPress plugin that will help to boost your profits with unlimited smart countdown timers. It creates real urgency for your web site visitors and pushes them to take the action you want, by automating "evergreen" special offers and one-time offers, with just a few clicks!

The plugin enables you to create a countdown to a post or page with styles that can either be a banner or a floating widget. This plugin allows you to setup the availability of a post or page in a specific period of time and furthermore, it offers options on what to display before, during and after the duration.

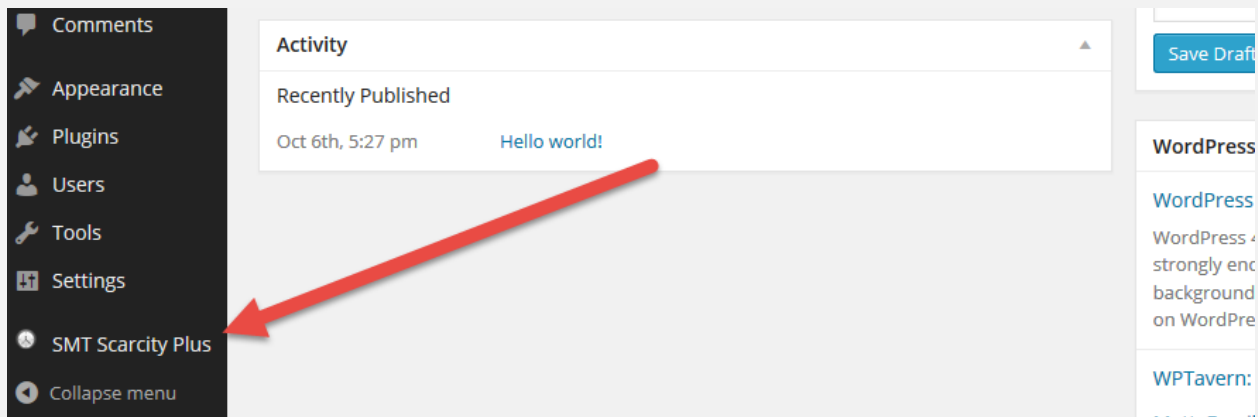
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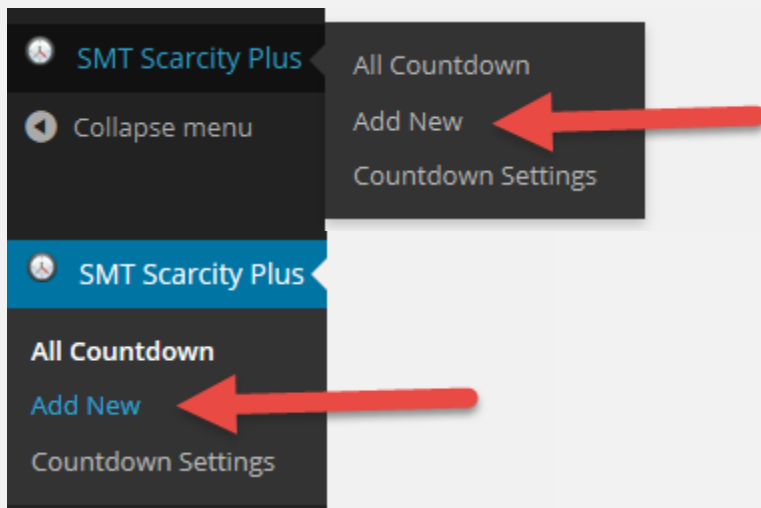
## How to Use SMT Scarcity Plus

This guide assumes that you already have logged in to your WordPress admin area and that **SMT Scarcity Plus** has been successfully installed in your WordPress site.


1. Upon successful installation and activation of the plugin to your WordPress site, a new menu option will be available similar to the screenshot below:



2. To start adding a countdown, hover your mouse on the menu option and click **Add New**. Or you may also click the menu option which would take you to the list of countdowns where there is an **Add New** option on the right side of the heading. Please refer to the screenshots below:



3. Clicking **Add New** will take you to the countdown settings page where you can set and customize it according to your preferences. See screenshot for reference.

 Add Countdown

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**General**

Name   
Name not be used directly to build your countdown but to simplify to include it in your page.

Type  Banner  Floating Widget

---

**Time**

Expire Countdown  Duration Time  Specific Date  User Visits  
When you specify expire time as duration time, the countdown will stop after a period of time you specify.

Duration

Day	Hour	Minute	Second
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Force to show empty time

Start Time   Determine the initial time of the countdown.

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**Action After Expiration**

Redirect URL

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**Banner Editor**

Content

Text to Display Before Countdown Timer Hits Zero [-]

**B** *I* **ABC**

Paragraph

InstallMember

[Click Here To Get The Special Price](#)

Path: p » a » strong

Text to Display after a Specified Date and Time (Tips - Optional: You can use this to warn visitors to act fast hours/minutes before Countdown Timer Hits Zero) [+]

Text to Display after a Specified Date and Time (Text to Display Upon Expiry) [+]

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**Banner Design**

Style

Background Color

Color

Font

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**Call To Action Button**

Add call to action button to your banner countdown.

- a. **Name.** This input field would not be used directly to build your countdown. However, the name would help you recognize when you add it in a post or page.
- b. **Type.** Select from the radio buttons what type of countdown you would like to create. The options are the following:
  - **Banner.** The countdown is shown in a banner type format giving you the flexibility on what exact location you would like it to be displayed.
  - **Floating Widget.** The countdown is displayed floating on the right portion of the page. Unlike the banner type, the display location of this is fixed.
- c. **Expire Countdown.** This offers options represented by 3 radio buttons from which you can choose the duration the countdown will expire. The options are as follows:
  - **Duration Time.** When you specify expire time as duration time, the countdown will stop on the period of time specified. It will display 2 options you need to set which is the **Duration** that accepts numerical values in day, hour minute and second. Another option is **Force to Show Empty Time** which if enabled would not show the countdown timer and instead just displays the content you want the visitors to see while the offer is still available. The last option is **Start Time** which offers a dropdown that would determine the initial time of the countdown whether it should start on the **Publish Date** or when the **User First Visits**.

**Time**

Expire Countdown  Duration Time  Specific Date  User Visits

*When you specify expire time as duration time, the countdown will stop after a period of time you specify.*

---

Duration

Day	Hour	Minute	Second
<input style="width: 60px;" type="text" value="0"/>	<input style="width: 60px;" type="text" value="0"/>	<input style="width: 60px;" type="text" value="0"/>	<input style="width: 60px;" type="text" value="0"/>

Force to show empty time

---

Start Time  Determine the initial time of the countdown.

- **Specific Date.** When this option is selected, the specified expire time will set the countdown to stop after the specific date and time has been reached. In

order to make this option to work, you need to setup the specific date via the dropdowns available and the time which is in hours:minutes:seconds format. The last option is **Force to Show Empty Time** which if enabled would not show the countdown timer and instead just displays the content you want the visitors to see while the offer is still available.

The screenshot shows a configuration panel titled "Time". Under "Expire Countdown", three radio buttons are present: "Duration Time", "Specific Date" (which is selected), and "User Visits". Below this, a note reads: "When you specify expire time as specific date the countdown will stop at the date and time you specify." The "Date" field is set to "1 January 2013" with time fields for "00", "00", and "00". A checkbox labeled "Force to show empty time" is checked.

- **User Visits.** When this option is selected, the number of visits specified will determine the expired time of the offer. The options include **Maximum Number of Visits** which accepts numerical values equivalent to the maximum of times the user can visit the page and view the content. The last option is **Description of the Rest of the Visit** which should contain the message informing the visitors how many more visits are left for them to access the content. Note that `{visit_number}` will be replaced with the number of remaining visits.

The screenshot shows the same "Time" configuration panel, but now "User Visits" is selected. A note reads: "When you specify expire time as user visits the countdown will stop after the number of user visits that you specify." The "Maximum number of visits" field is empty. The "Description of the rest of the visit" field contains the text "Remaining {visit\_number} visits" and a tooltip indicates "Text {visit\_number} will be replaced with the number of remaining visits".

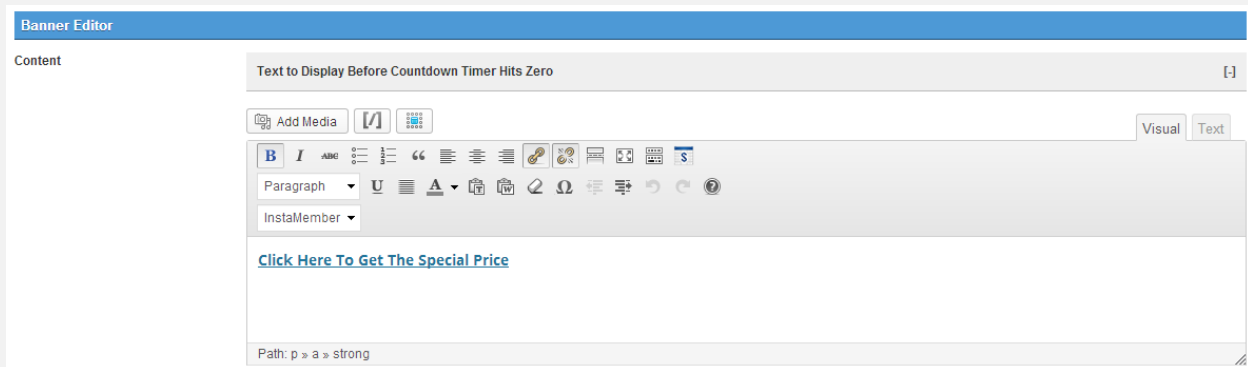
**4. Action After Expiration.** This section will offer you options that determine the action when the timer has reached the time limit.

- Redirect URL.** Once the countdown has reached the specified date, time or number of visits, the user will be automatically redirected to the url specified under this field.

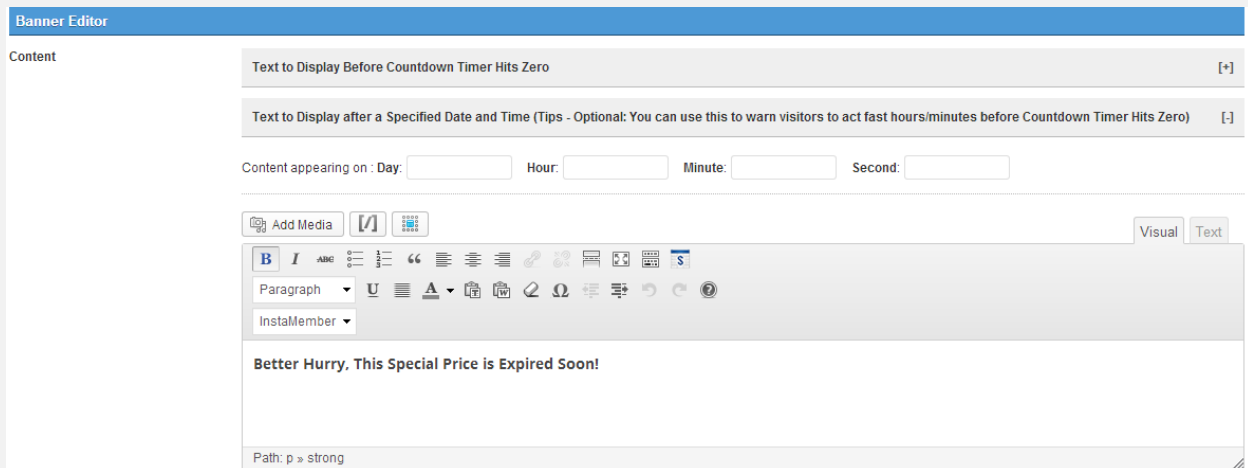
The screenshot shows a configuration panel titled "Action After Expiration". The "Redirect URL" field contains the text "http://thesuzannaproject.com/testing/".

**5. Banner Content.** This section helps in further customizing the countdown feature by adding contents before, on a specified time and after the countdown time has been reached.

**a. Text to Display Before Countdown Timer Hits Zero.** This section will display an editor that would allow you to enter contents that appear before the countdown timer hits zero.



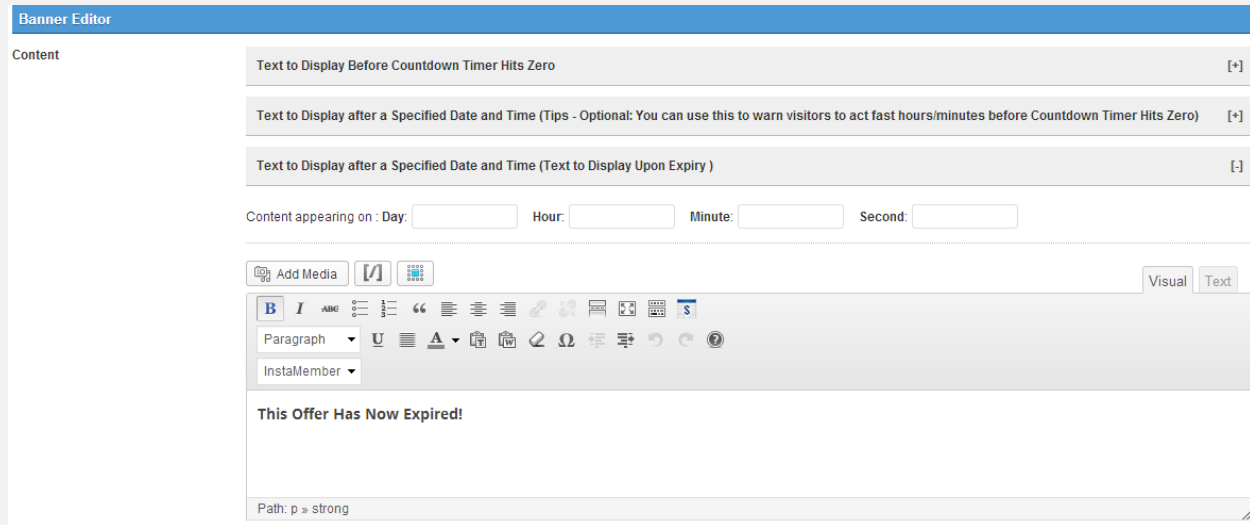
**b. Text to Display after a Specified Date and Time.** Note: You can use this option to warn visitors that the countdown is about to hit zero or nearing the maximum number of visits indicated. The settings as to whether it is a specified date, time or number of user visits is dependent on the type of expired countdown you selected.



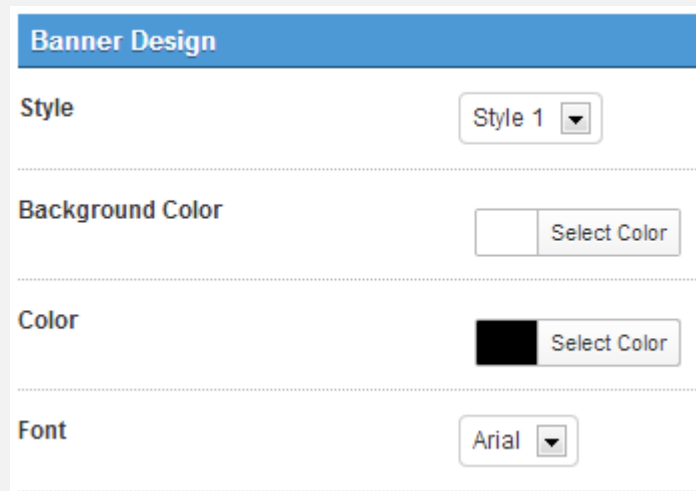
**c. Text to Display after a Specified Date and Time (Text to Display Upon Expiry).** The contents entered in this section will be displayed on the specified time after the countdown timer has reached its duration. Note: The settings as to whether it is a



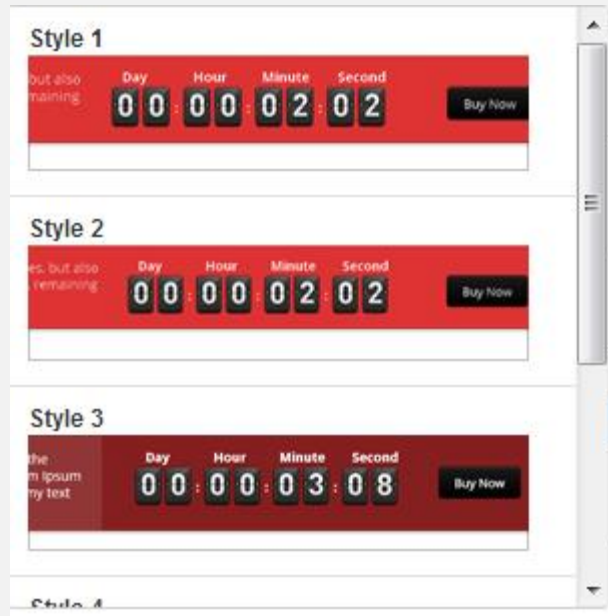
specified date, time or number of user visits is dependent on the type of expired countdown you selected.



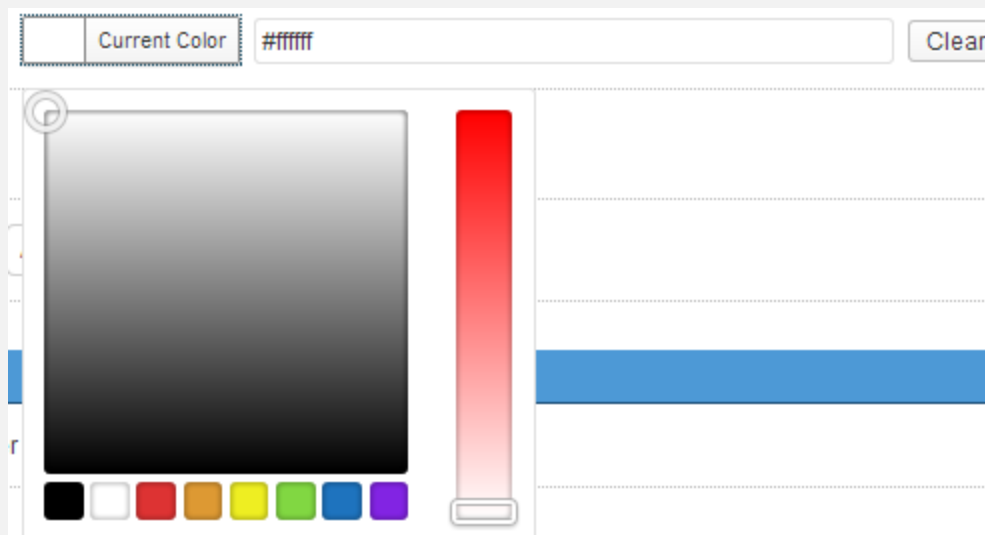
**6. Banner Design.** This section is where you can customize the design and layout of your banner. Note: This option is only available when you select Banner as the countdown timer type.



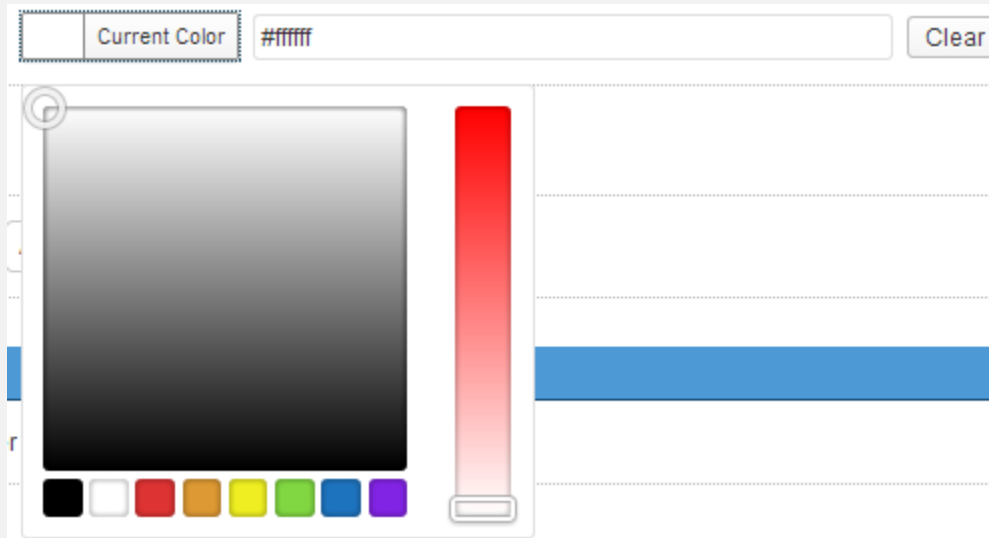
**a. Style.** Select from the 5 different banner styles of your preference to customize the look and feel of your countdown timer.



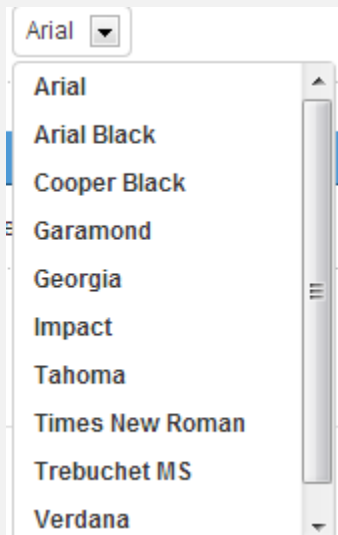
**b. Background Color.** This will be the color displayed on the background of your countdown timer. Select the color of your preference using the built-in color picker or simply enter the hexadecimal value of the color of your choice.



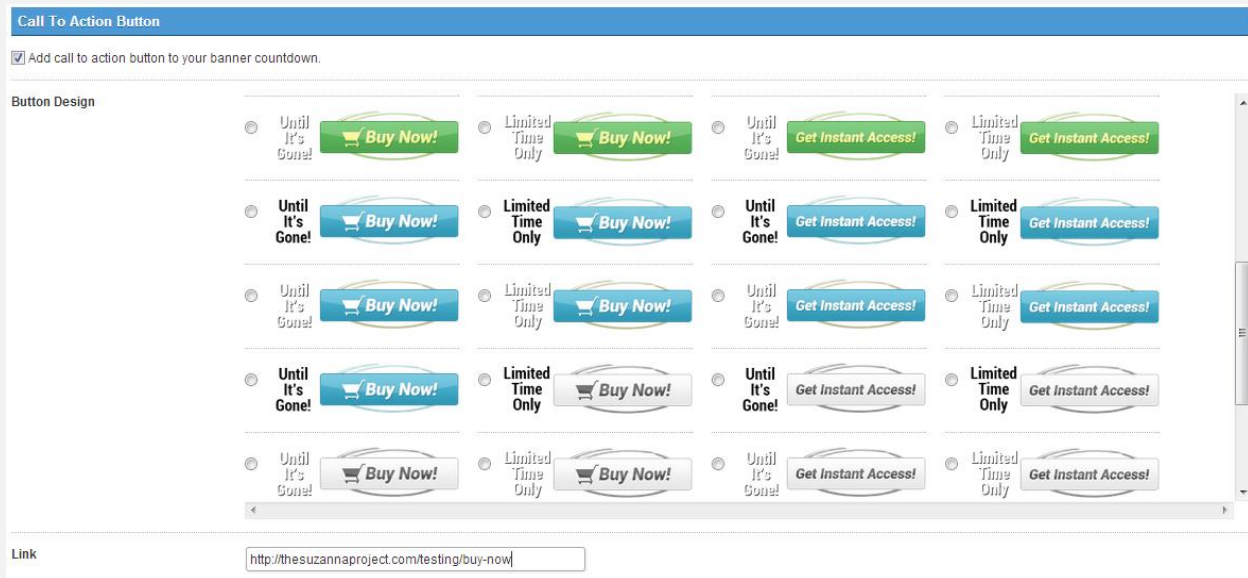
**c. Color.** This will be the color of which the contents will be displayed in. Select the color of your preference using the built-in color picker or simply enter the hexadecimal value of the color of your choice.



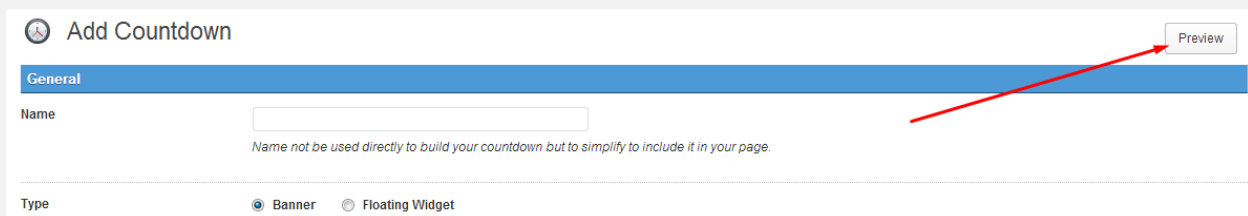
**d. Font.** Select which among the list of font types available in the dropdown you would like the countdown timer content to be displayed in.



**7. Call to Action Button.** This section is only available for banner type countdown timer. When enabled, this will show options to customize the button display.



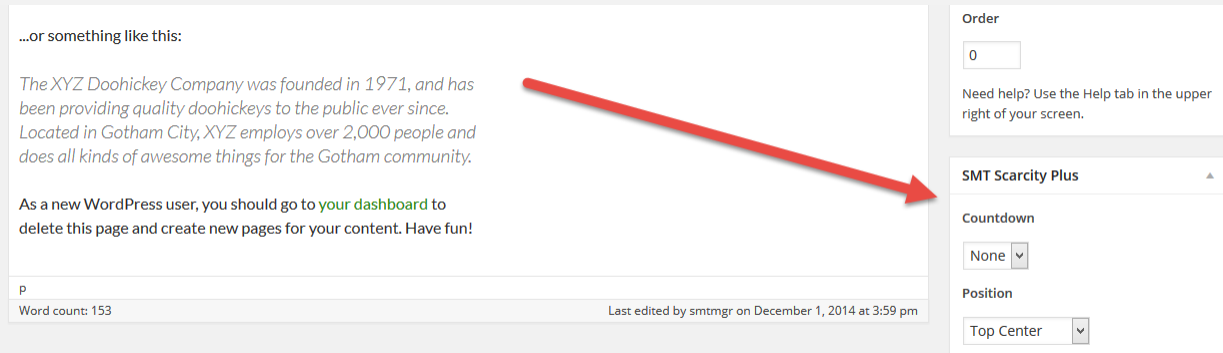
- a. **Button Design.** Choose from the wide range of button designs available for you to choose according to your needs and preferences.
  - b. **Link.** The URL where the visitors will be redirected after clicking the button.
8. Once you are good with the settings of your countdown timer, click the **Add** button to create the countdown timer.
9. If you would like to have a glimpse on what your countdown would look like based on the settings you have made, click the **Preview** button on the far right corner of the countdown editor as shown on the screenshot below:



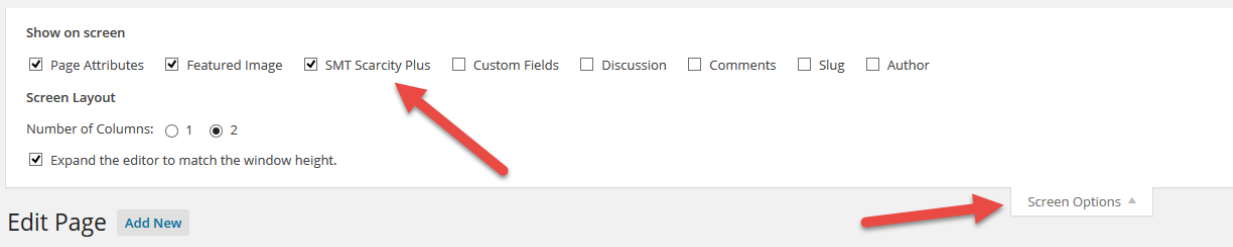
## How to Add Countdown Timer in Post/Pages

This guide assumes that you already created at least one countdown timer.

1. Create or edit a post/page you would like to integrate the countdown timer you created.
2. On the post or page editor, you should see a new section named **SMT Scarcity Plus** as shown in the screenshot below.



3. If you were not able to find this section in your post/page editor, click the screen options button found on the upper right portion of the page. This should bring down a list of check boxes. Make sure to click **SMT Scarcity Plus**.

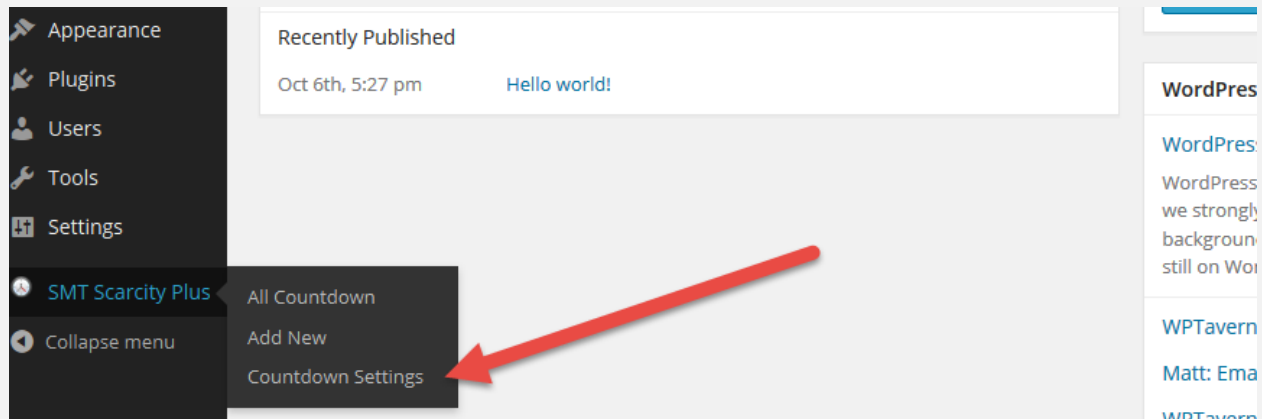


4. From the **SMT Scarcity Plus** section, choose from the **Countdown** dropdown the name of the countdown you would like to be applied in this specific post/page. Then from the **Position** dropdown, select where you would like the countdown to be displayed. Note: This is only applicable if the type of countdown you are using is banner type.
5. Once done, click **Publish** if the post/page is not yet published or **Update** if this is already live.

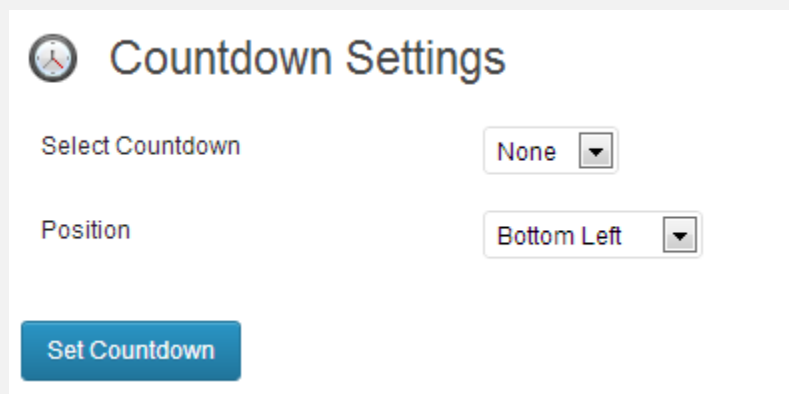
## How to Add Countdown Timer in the Home/Front Page

This guide assumes that you already created at least one countdown timer. Aside from the ability to add countdown timer to your posts and pages, SMT Scarcity Plus also offers the option to display countdown timer in your homepage or front page.

1. Hover your mouse on the SMT Scarcity Plus menu option and click **Countdown Settings**.



2. After clicking the **Countdown Settings**, you should be taken to the settings page similar to the image below:



3. From the **Select Countdown** dropdown, select the dropdown you would like to be displayed in your homepage or front page. Select none if you don't want to display any.
4. From the **Position** dropdown, select where you would like the countdown timer to be located or positioned in your homepage or front page. Note though that this would only take effect if the type of countdown timer is banner.

5. Once you are done setting up, click the **Set Countdown** button to implement the changes you have made.