



**Website Creation Workshop
With Christina Hills**

**"How To Make Your Images and Diagrams Come
Alive with the "Draw Attention" Plug-In"**

Christina: Hello and welcome this is Christina Hills from the Website Creation Workshop and welcome to our very special expert call with Natalie MacLees and Nathan Tyler.

Natalie: Hello.

Christina: Hello guys. They're here on the other end and I'm in my office in San Diego. I forget are you guys in LA?

Natalie: Yeah.

Christina: So let me tell you a little bit about them. I'm so excited I just want to jump into the demo. I met Natalie at Word Camp in LA a couple of weeks ago and I was really impressed by the way she ran the event. Then when I learned about Draw Attention the first time I saw it I didn't quite get what it was but it was probably because I was too busy and doing other things.

Then I saw again a comment fly by in Facebook from a mutual friend talking about Draw Attention and I clicked over and said my people would love this because it's a way to make your website come alive visually. So once we get into it you all will see what I'm talking about and it will make more sense because it's very visual.



Let me just tell you a little about Natalie and Nathan. They are 2 entrepreneurs and each have their own business but they came together to develop this product. Natalie is a front end web developer and a user interface designer and founder and principle of her agency called Purple Pen Productions. She was the lead organizer for Word Camp Los Angeles in 2014 and 2013 and organized the first website weekend in LA.

She's also the Founder and Chapter Leader of the Los Angeles Chapter of Girl Development bringing affordable and accessible coding classes to the community. She created Draw Attention with Nathan Tyler who runs his own agency called Tyler Digital. He maintains several plug-ins on WordPress.org and has recently launched a web app called Staging Pilot.

He likes to work with API's and back end development. So Nathan is the behind the scenes guy and Natalie is the front end and so you guys are like a Reese's Peanut Butter Cup together.

When Nathan's not at the computer he's probably playing soccer. Welcome Nathan and Natalie.

Nathan: Thanks for having us.

Christina: What I'm going to do you Reese's Peanut Butter Cups I'm going to switch and make Natalie the presenter. We can see a screen and I see a chart.

Natalie: Perfect. This chart is a Draw Attention image and when I hover over the different bars on the chart you can get more information on what that bar is talking about. That's one of the things we can do with Draw Attention.



Christina: Let me pause you and we're looking at a web page and they've installed the Draw Attention plug-in and hooked it up and she's showing you the results of when you have this plug-in on your image which is their bar chart, as you hover over these other images pop up.

Natalie: Exactly.

Nathan: Yeah we wanted to walkthrough and show a few of the different examples of what you can use it for so you can see some of the different possibilities. Then we'll go through and actually show how we'd create an image and go through the process of creating it.

Christina: Perfect!

Natalie: So another possibility we have is to use it to identify people in photos. We have this silly photo and you can see when you click on it you can find out who the different people in the image are.

Nathan: We see people using it a lot for their group photos on their About Us page or something. If they have a big team photo you can highlight the different members or school plays or different shots like that.

Christina: That's a great idea.

Natalie: This one is using it for teaching and so if you wanted to teach people the different parts of a guitar and in this case you can see instead of it popping up more information it's actually showing below the image, which is an option you have

WEBSITE CREATION WORKSHOP

when you're setting up your graphic.

Nathan: Yeah so we have a bunch of different layout modes of where you can have information show up. It can pop up in a light box or a tool tip like you saw with the bar chart and so you'll see different examples of that as we go through here too.

Natalie: Then the last one I'll show is just maps. Here we have the Hawaiian Islands and if I hover over the different islands you can see on the right hand side you get information and a detailed image about each of those islands.

Christina: That's cool.

Natalie: What I'll do now is walk you through the process of creating an image. Here's my WordPress dashboard, and I have Draw Attention installed. You can see all the Draw Attention images that have been created on this website. You can get the short code you'd use to drop that image into any post or page here on this screen.

I'm going to create a floor plan for a house. I'll name it and here's where you'll drop the big main image that you're dropping. I have my floor plan here and I just drop it there. Then save the draft.

The next section here is the Highlight Stylings and that's the little shapes that show up as you move your mouse over the different parts of the image...

Christina: Can I pause you for a minute? You have on your browser your images and you just dragged it over into your WordPress area?

Natalie: Yeah.



Christina: Got it because you're in the Draw Attention Add a New Image okay good.

Nathan: You can also use the normal Media Library and click the little button and you can select it from your desktop or select it from any existing imaging in your WordPress Media Library.

Christina: Got it okay. Is it possible to expand your screen or do you need it like this?

Nathan: Sure. Is that better?

Christina: No that's good.

Nathan: Why don't we choose one of the color schemes and pre-populate it for now.

Natalie: Yeah. You can see lots of different things about the highlight styling and also about the More Info box. There are a lot of different color pickers and you can get it looking just the way you want. We also have over here on the right color schemes that come built in. You can try out any of these and I personally really like Mint Chip.

When you select a new color scheme it will tell you you're going to lose all the settings you have but that's fine because I haven't set anything. Now you can see all these colors I preset for us.

Christina: What's nice about that is it eliminates oh my gosh how can I find colors that will look good together because you guys have already figured that out with the color schemes.



Natalie: Yeah. I think we have about 20 to pick from. Of course, even after you pick it you can still customize it. So if you decide you don't like this off white color you can pick something else instead.

Christina: Cool.

Nathan: And lucky for our users Natalie picks the colors not me. She makes things look prettier than I do.

Natalie: Yeah. I'm going to put it back to mint chip as I like mint chip best. That is all the styling. Then if you have the More Info box visible which is what we call the little area where you see More Information you can set some default text into it here. I could say, "Click on the rooms of the floor plan to learn more."

This section down here is where you'd actually draw the areas of your image. If I just click on this it will expand my image and I can click on the image and it will draw a shape. So just like that and it's highlighting the master bedroom and I can title this Hot Spot Area and we'll call that the master bedroom. I want to show more information about it so here's what I'd type like a description of the master bedroom.

Then if I want to have an extra detail image I can do that here and so just add or upload a file and so there's the bedroom. Then use this and...

Christina: This is the Hot Spot and when they click they get this bigger image? Yeah the detail.

Natalie: So I'll save this and we can go look at it on the front end. Publish that and here's a link you can use to do a quick preview.



Christina: We're just previewing the Draw Attention image and we're not previewing it on our website yet.

Natalie: Right.

Nathan: And nobody knows this exists. We could probably put it in the short code later but this is just a way for you to preview it.

Christina: That's great.

Natalie: The title that shows up her, Floor Plan, that's what we titled the image and here is the default text I entered in and so click on the rooms to learn more. If I hover over the bedroom I get my mint chocolate chip color highlight and when I click on it, it will load up more information over here.

Christina: Cool!

Natalie: Let me go back to editing.

Nathan: I'd change to a different layout to show. If you want to show them the left side or show a different area like if you chose Bottom there would be more space for the image or if you did the light box you can try these different ones. Depending on the image and content sometimes different layouts are better. Here again you can see more of the image but then you have to be scrolling up and down and so maybe we'd try the light box for this so you don't have to scroll up and down on the image.

Christina: Right. You're working in the layout area for that. You've got your main image and

WEBSITE CREATION WORKSHOP

it's for when people click where is the info going to come up.

Nathan: Right.

Christina: Right wow!

Nathan: If you have a big image like this and big detail images you want to feature like a light box is a nice choice for this. But for ones like the guitar where you really want them to be exploring and seeing a lot of information quickly or the islands it depends on the image and you can experiment with these options.

Christina: Right very cool.

Natalie: Then I'll show you how to make a 2nd area. There is a button right here for add another area which if I open my image again I can just click...the garage is easy it's just a big square. So just click in the 4 corners of the garage and I can fill in what's the name of this room, the description about the garage and upload a picture of it. I can see a preview here.

Now if I save this I can go and preview it on the front end and now the garage will highlight when I move my mouse over it and I get the picture of the garage.

Christina: Can you add another area?

Natalie: Yeah.

Christina: When you're adding are you clicking and...what are you doing with your cursor and mouse? Are you normal clicks?

WEBSITE CREATION WORKSHOP

Natalie: Yeah.

Nathan: You click down...

Natalie: Oh when I'm drawing?

Christina: Yeah.

Natalie: So a click and then we click in the next corner...

Christina: What if you make a mistake and need to edit it?

Nathan: You can move around the existing ones.

Natalie: Yeah if I go back and don't like where this one is if you just click and drag on it you can get around however you want.

Christina: Got it.

Natalie: If you realize I need another point if you just click on the line anywhere it will give you another point.

Christina: Wow that's great!

Natalie: And you can adjust that and then if you decide you have a point you don't need any more you can Control Click on it and it will take the point out.

Christina: Got it.

WEBSITE CREATION WORKSHOP

Nathan: There's a lot of flexibility there and you don't need to do that just at the drawing time. If you want to go back in later like if you did something real quick...

Natalie: Yeah like if I wanted to come back and edit the garage cause I decided this needs to be a little closer or something you can always come back and edit these.

Christina: Got it wow! I've never seen anything like this, this is so cool.

Natalie: Now let's get a picture of our living room. We've got that now and let's go check on the front end and see how we're doing.

Nathan: Change the layout.

Natalie: Okay we'll change to the tool tip layout which we do on hover. If you choose any layout except the light box and you can choose between showing More Info when they hover over the image or when they click on it. With the light box that really wouldn't work because you don't want things popping up in a light box as you hover and so we disabled that.

Here I'm going to select the tool tip option and hover. As I hover over the different areas of the image I move my mouse over them and I'll get more information about each of the areas I've highlights. You can see if I put my mouse over the bedroom I get the detail image for the bedroom and there's the living room and garage.

Christina: I didn't see it yet and it's probably part of your demo, can you then click on the garage to go somewhere?

Natalie: What we have to handle that case where if we wanted to head off somewhere else

WEBSITE CREATION WORKSHOP

instead there's an action under each Hot Spot where you can choose to show more info or go to URL.

Christina: Oh got it.

Natalie: If I wanted to go to a URL instead of showing that More Info box I can enter it here.

Nathan: And that can be another page on your site or go into a Shop page on your site if you're selling something. You open it in a new window and go to another website entirely.

Natalie: Yeah so this is the box you use if you want to open a new window or not. Since this is on my site I'll say yes.

Christina: How many Hot Spot areas can you have?

Natalie: In theory, infinite.

Nathan: Some hosting companies you have to contact them if you get above 100 but there's room for a lot. We have some people who have done it for tradeshow and every exhibitor booth and it's like 400 areas on the image.

Christina: Oh wow!

Nathan: So if they have problems with their hosting companies we have instructions on how to contact them for them to fix it. But there's no limit in our plug-in and you can put in as many as you want to put in.

WEBSITE CREATION WORKSHOP

Christina: I'd imagine most people would have 5 to a dozen or so, but I guess it all depends on the image.

Nathan: Why don't we do a different layout right because you can put links inside the More Info area?

Natalie: Oh yeah that's true. Let's do Bottom and then do Click and then here if I wanted to I'll change this back to Show More Info. In the garage description you can see we have a little bit of a wysiwyg editor. If you wanted to click off to somewhere else just like in your regular WordPress Editor you can put a link in here too.

Christina: Right!! That's really nice.

Natalie: Yeah. You have to give it a little thought because if you're doing the tool tips on hover then you'd never be able to move your mouse over to that link.

Nathan: It depends on your layout.

Natalie: Yeah. Then I can click here and go off to another link. So you can put different HTML and links and stuff inside the More Info area.

Christina: This is cool.

Nathan: You can also put short codes in there. So if you want to put like an Image Gallery inside this will support short codes.

Christina: Short codes from other plug-ins?

Nathan: Right or if you want to put a YouTube video you can use the Embed Short Code.

WEBSITE CREATION WORKSHOP™

It will place a video right in there.

Christina: So what you're doing is you're still setting this up although what I love about this is it's so intuitive. You're still setting this up and then you'll show us how to put it into a page or post?

Nathan: Yeah.

Christina: So the Default More Info on the top that's what is down here in that brown area and then each section has its own description area. That's cool.

Nathan: The Default is if someone doesn't realize it's an interactive image and you can prompt to interact with it. There you can see you can support any kind of...

Christina: That is very cool.

Nathan: People are using it for galleries and other plug-ins.

Natalie: It links out like audio embedding and video embedding.

Nathan: Yeah and we have some customers who used the Go To URL to create multiple images that link to each other.

Christina: Right so like an image and then clicks to another image and then clicks...so you could have a city and then a neighborhood and then the houses and in the house are the rooms.

Nathan: That's right.



Natalie: Yeah so we have a customer showcase on our website, WPDrawAttention.com and this is one we've seen where they're using multiple images. So first you can see the whole building and then you can click a floor...

Nathan: And that goes to another URL which is another Draw Attention image.

Natalie: Yeah so it takes you off to this other page that now has a floor and we can now look at each unit on that floor.

Christina: That is cool. So you can go many levels deep if you want?

Natalie: If you want to.

Christina: Yeah.

Natalie: Let's pretend our floor plan is done and we're ready to put it on a post or page. If you scroll down at the bottom here we have the short code for this image that you can copy here.

Christina: That's great.

Natalie: Or if you're on the All Images page you can see the short code for each image.

Christina: Oh that's nice.

Natalie: So you don't have to click into them to get it.

Christina: You guys thought of everything.



Natalie: We tried. I'll add a new post and we can paste the short code in there. Now if I go look at this post now we've got the image set up. Whatever options we chose it's all set up here.

Christina: Will this work...obviously you can have texts and pictures whatever before the short code and text and pictures after the short code just like any other WordPress page or post.

Natalie: Yeah.

Christina: Are there certain themes it works well with or certain themes it doesn't work well with? Or will it work with any theme?

Natalie: In theory it would work with any theme. We have run into a few Java Script compatibility issues sometimes. If you're using a theme that does the animated navigation between pages it won't work in that case because we don't have a way to tell our image it's loaded on the page now and it needs to be set up.

Nathan: Yeah and those are just edge cases and things to handle. Pretty much all the popular ones now...

Christina: Most of them.

Nathan: Yeah when we first launched it we had a few more issues but I'd say there's not many people who contact us that can't work with their theme. Sometimes they pick a really weird off the wall theme and we have to tell them print this Java Script in your theme and it will work. It's working out pretty much every theme at this time.



Christina: Do you need anything special in your browser or any browsers it doesn't work well with?

Natalie: It works on all modern browsers in use now. It works on touch screens and so you can tap the areas. It's fully responsive and so it will work on any size screen and it will just size the image down and resize all the Hot Spot areas to match.

Christina: Can you put this in a widget?

Nathan: If your widget is big enough. We mostly find people's sidebars are too small to have a meaningful image but certainly there's no technical limitation it's just if your content is small enough.

Christina: Right. Sometimes you have widgets on the front page in a big banner area. Would you drop the short code right in your text box widget?

Nathan: Yeah usually themes that support are using the widgetized things that support short codes in their widgets so you can drop it right in there.

Christina: Okay cool. I'm amazed at how intuitive and easy this is.

Natalie: Thank you.

Christina: Basically you copy the short code and put it in a page, post or sidebar widget and you're done. I've got some questions I can ask that people typed in but is there more you were going to show us? I don't want to jump ahead too fast.

Natalie: I think we've shown everything right?



Nathan: Yeah this is most of the basics. We touched on, like does it work in different browsers and stuff. So things do resize as you go down one step the right hand layout will go automatically to the bottom.

Christina: It's mobile responsive.

Nathan: Yeah and so we have support for that and for the touch events, so you can tap them on your phone.

Christina: Did you show and I think you showed when you click and it would go to another page. To me that's how I'd use it most I would imagine.

Nathan: Yeah we did. So instead of going to Show More Info just show that box. You can set it to go to another page on your site or somewhere else. That's how that other image had them linking between the different floor plans and stuff.

Christina: Right. Have you been showing the free or paid version? Can you talk about the difference between the free and paid versions?

Nathan: Sure. Yeah what we've been showing has been the paid version. The difference is mostly like the different layouts that you have options for. So in the free version you have a default layout where I believe it shows the image on the left, on the right...

Natalie: The default is on the left.

Nathan: Right but then having the light box and the little pop up and tool tips those are available in the paid version.



Christina: But the functionality is the same so once you learn, when you learn one or the other it looks like it would be pretty intuitive and you just get more features.

Nathan: Yeah so the basic drawing is the same the way you'd upload your image and draw your areas on the image all that's exactly the same. The difference is the little light box that shows you the different layouts you have the choices for. That gets added in the Pro version and you just install the free version and set an image that transfers directly over. So if you end up upgrading it and installing the Pro version you don't have to...

Christina: Oh that's great!!

Nathan: Yeah you don't have to redraw any areas and you can use what you've already done and you have more options.

Christina: Yeah that's great. There was a theme I was using once and I thought okay I'm ready for the paid version and it didn't upgrade. I had to rebuild...

Natalie: Oh no.

Christina: I couldn't believe it yeah.

Natalie: Yeah you get to keep the image you already created in Free. Then the other big difference between Free and Pro is the Free version only let's you create one image and it has up to 25 Hot Spots.

Christina: So one image in your WordPress install, you can only have one interactive image?

Natalie: Yes.

WEBSITE CREATION WORKSHOP

Christina: Right and then 25 Hot Spots. That's cool. My next question obviously and there are questions coming in but what is the price of the paid version.

Nathan: We have 2 options. It's \$124 if you want unlimited sites and using it on different sites or \$74 for the single site.

Christina: Wow that is so inexpensive when you think about what it would cost to hire a developer and hey I want to build this interactive map.

Nathan: Yeah and just one.

Natalie: Right that's where the idea for the plug-in actually came from is that I built this on a website for a client and it cost way more than \$75.

Nathan: Yeah and then they can change it and add images or add things or add new areas.

Natalie: It was not nearly as nice.

Christina: I can see using this if someone just typed in great for a picture gallery for artists or books for authors and an author can have all their books on a page and you hover over to see a bit more about the book and then you can click to get into the book.

Sherry was saying 4 days ago I was thinking how cool it would be to have a map that when you click on a city a picture of our adopted cat would show up. That's so cool.

Natalie: Oh nice!



Christina: Yeah and so one of my members was actually wanting this a few days ago. If you have questions start typing them in and we'll keep going.

I'm reading Debra's question. Thinking of a few applications for use parts of a book cover or hand drawn art. Each Hot Spot shares the art technique used. Yeah there's a lot of different ways. I'm sure you guys have thought of different ways people could use it. The obvious one is maps like real estate and Katherine is saying and this is where I'm thinking of using it, it could be great for modules of a course.

Natalie: Yeah.

Christina: That's how I'm going to use it. You hover over and you see the different modules. I see your graphs and yeah you guys keep going. Everyone listening if you have questions type them in.

Nathan: Yeah and we've even used it in our documentation for our clients for client projects or for our user documentation for the plug-in itself. You can highlight over parts of the user interface and give instructions on how to use it. If you deliver a site to a client or something it's a great way to give them visual documentation. Like this one we have the animated image inside it and so it really shows them how to use it.

Christina: I'm assuming this is just like any other premium plug-in. Once you purchase you get access to the member's area where you have the download zip and we install it like any other premium plug-in.

Nathan: Yeah.



- Christina: So there's nothing special to it in terms of installing it. Then if you want to when you upgrade then you'd get the upgraded version and I'm assuming you'd just install the Pro version and delete out the Free version.
- Nathan: Yeah it automatically deactivates the Free version if you have it running and then you can delete it after that.
- Christina: The fees and people are asking about the fees...is it an annual fee for the pricing or a one-time fee?
- Nathan: You get a year of updates and support. So if there are new features and new versions then you'd get those and after the year some of customers said it was a one off project and they're done and it will continue to work and your interactive images won't stop working but wouldn't be getting new features beyond that.
- Christina: Right.
- Nathan: Then we offer a 40% discount to renew and so a lot of our customers use it all over their site and they want new features as we release them. So then we give a discount for subsequent discounts for years after that.
- Christina: That's great! One website I'm assuming that means a one WordPress install?
- Nathan: Right.
- Christina: Right and not per domain but per WordPress install.
- Nathan: Yeah so if you're doing a Free project the single site is fine. If you're doing this for



clients and friends and putting it on a bunch of different websites and want to have it installed in a bunch of places and updating there then that would be the unlimited option.

Christina: I see right. If you're going to install it in more than one website you might as well get the unlimited version.

Nathan: Yeah.

Christina: So it basically follows the standard WordPress pricing model of you get the plug-in for a year, you get updates and support and after the year it will still work but you probably will want to keep it up to date because things do change.

Nathan: Right.

Christina: But still it's incredibly inexpensive for what you get. I can't believe how intuitive this is. I'm searching for questions and so people type in questions and I can ask them. Is the documentation on your site free and available or is it in the member's area?

Natalie: Yeah it's on here. So on WP Draw Attention it is at the top right and you can click on that and review all the documentation articles.

Nathan: Yeah so we have real basic stuff from the moment you install it.

Christina: So once you've purchased it then you get a log in and that gets you access to the documentation?

Nathan: You can actually view it right now even if you're logged out it's just in the upper



right hand corner of the Draw Attention website. Let me go back to that and it's a little hard to see because she is logged in but here is a link right here that says Documentation and you can click...

Christina: Okay I can see it.

Nathan: So it shows you how to install it and if you have an image you want to duplicate like if you have one image you're doing a bunch of modifications of we had people doing that.

Christina: Wait. Wait go back to that and so that's like...is that the duplicate post plug-in?

Nathan: Yeah so we're compatible with that and so you can clone that if you have a similar thing. If you were doing a treasure hunt and you have similar images you want to send people to or something...

Christina: Right so for duplicate posts that is a plug-in I teach which I love. Then within the picture there's a duplicate and it will duplicate it for you. Is that correct?

Nathan: Yeah. And we have basic instructions on how to create your first image if you forget how to do that.

Christina: Okay.

Nathan: So we have little instructions on how to do that.

Christina: Jim is asking and I know this is really intuitive but some people just may want help with it. Are you guys for hire? Will you customize this for people? I know it would be an extra fee.



- Nathan: Yeah we offer anyone who buys the plug-in we offer support and if they have questions we try to point them at one of these documentation things that would be helpful or point them in the right direction via email. But yeah we're both still doing client work and we've had some projects come in through the Draw Attention site that people want custom work so we're available for that too.
- Christina: Awesome! Okay so if someone has I'm a realtor and I want to put together this floor plan and show the pictures they could contact you and hire you to set it up for them.
- Nathan: Yeah.
- Christina: Very cool. Can I read a question or do you want to go somewhere?
- Nathan: No go ahead.
- Christina: Debra is asking are these images shareable? For instance, on Instagram do the Hot Spots work? Or Facebook if it's featured in...I think it would only work on the website.
- Nathan: Yeah there's a lot of custom Java Script and CSS and it will work on WordPress but Instagram and most of those platforms are built only to handle a static image so it wouldn't, but you could embed a still image. You can take a screen shot of maybe something and highlight it on the page on Instagram and then link to your own site.
- Christina: Right that makes sense right.



Nathan: You can promote it on those channels but you really want them back on your site to interact with it.

Christina: Right and so you have your interactive map on a page or post you created and then you can always screen shot the interactive part that would make it a still and then put that in your featured image.

Nathan: Right.

Christina: That makes sense. Joanna I think I answered most of the questions that came in. If you have more questions go ahead and type them in. I'm trying to think of other questions. Do you have any other stuff you want to share?

Nathan: We have instructions like if you're doing, if someone is familiar with CSS and wants to do advanced customizations and styling we have instructions for that. You can get fancier with it but I think the experience out of the box is what we've shown and you can do quite a bit with that without ever touching any code.

Christina: Yeah this is great.

Natalie: I think the only thing to add is we have really good support. We both always work on it and we have a 3rd person also who always helps us with support. So we're not one of those people where you buy something from and then you can never get a hold of them.

Christina: Right. I'm hoping in this call we can answer as many support type questions so you won't have as many support tickets and people can get their questions answered...oh I know I had a question.

WEBSITE CREATION WORKSHOP

On your website do you have layout options like a demo so I can see the different layout options?

Nathan: If you click through the demos here and they all use different ones...

Christina: Got it.

Nathan: So like this one we're using the tool tip where it pops up in line.

Natalie: The guitar is bottom.

Nathan: Yeah the guitar is the bottom layout.

Christina: Does your demo say which layout we're looking at?

Nathan: It probably should.

Natalie: I'm not sure if it does but yeah we should definitely put that on there.

Christina: Yeah that would be good because then people can make the connection of which is which. Angie is asking can we change the font style.

Nathan: Yeah all the fonts and everything inherit from your theme and so it tries to blend into your theme as much as possible. We don't put any fonts in there so it looks in any specific way. It could be customized with CSS but in general it does pick up all the styles from your theme and blend automatically.

Christina: Okay that sounds great. Then to clarify Jim was asking sometimes when you watch a demo it takes a while for your brain to engage and then you sort of get it



and have to go back to the beginning.

Jim is asking can I use my own images as the starting point.

Nathan: Yeah.

Natalie: Yeah you can upload any image to use as the image you're going to draw Hot Spots on.

Christina: Right so let's go back to that chart, the floor plan. Actually can we go to your Media Library?

Natalie: Yeah.

Christina: This is the image they made outside of WordPress and Draw Attention. What Natalie and Nathan did was they took the image Jim they had outside of WordPress and then they drew on top of it the Hot Spot areas. So you would start with your own image as a starting point and then you trace those Hot Spot images.

Natalie: This one has it.

Nathan: Yeah so we can also start with this picnic image this is just a photo we did and so it doesn't have to be a floor plan it can be anything you're uploading and that's what is controlling here and this is the main image you're working with. We can swap it out and change it to something else and here are the areas we're highlighting on that image.

Natalie: There's the brand.



Christina: Can we review and I know right now we're doing a little review of what you'd already done. I don't know if it was in this or the map one but just show how when you make it clickable to go to another image. I think you did that in the floor plan.

Nathan: Yeah so you go down here and you can set the title and then the action is like when it gets clicked on what are we doing, are we going to a URL or are we going to show them a More Info box which you have a choice for each of the areas. It doesn't have to be global for your image and you can say when you click the lemons I want to take you to go buy lemons and when you do everything else we're going to give you more information in a little pop up.

Christina: This works for all the different layouts?

Nathan: Correct.

Christina: Right so you have the concept is it's either showing more info or it's clicking and taking you somewhere.

Nathan: Right. And if you want to do both we showed that one where you can show more info and then you can put some info and a link inside of the text area.

Christina: Right because that's just a normal WordPress box.

Nathan: Right. There is a lot of different use cases that you can pick and choose how you want to do it depending on the image and what you're trying to accomplish.

Christina: Very cool. Now you showed us in these defaults and I think you had like 20



different color schemes...can you show how we might have our own color scheme and how we could set that up?

Nathan: Yeah we never went back and customized that. Let's say you wanted this color theme and we'll just choose the Default Draw Attention colors. I set the default colors the green color and then you can customize each of those. So say I don't want exactly that green you can paint the highlight yellow and this is the border color that shows around...I'll pick something extreme.

Natalie: Bright pink.

Christina: Right and you can change the width too, the border width.

Natalie: Yeah.

Nathan: So here you can see the yellow we chose with hot pink border.

Christina: Right because depending upon the image you might need the borders thinner or thicker.

Nathan: Yeah so we can make it a 10 pixels or slightly transparent. Also you can control how it can be like an opaque yellow and not be able to see the item underneath it but all these things are customizable.

Christina: And this highlight styling and all the different color schemes do those come with the free and paid versions?

Nathan: Yeah they're in both.

WEBSITE CREATION WORKSHOP™

Natalie: There's fewer premade color schemes in the free version than the Pro. In the free I think you only get 3 or 4.

Nathan: Yeah but you can customize them entirely.

Natalie: Yeah you can make any of them in the free version you just have to do it yourself.

Nathan: Yeah but you can control all these different...

Christina: Oh this is the More Info box styling that's what you're doing now.

Nathan: Yeah this is the highlight and so when you're...

Christina: Highlighting a map right.

Nathan: Yeah. Then this is if you want to have the More Info and you should be glad I'm not making the color schemes.

Christina: That's why you have developers and designers. Okay so keep mousing over the different items there. They all have the same yellow that they're covering but because yellow and the yellow lemons and yellow you don't really it's not as apparent. I see. Oh this is cool.

You can have 2 different maps on one page right with 2 different sets of short codes okay.

Natalie: Yeah that will work.

Christina: And the Show More Info and Go To URL features is that with the free or paid



version?

Natalie: In both.

Christina: Okay and so really the easiest way to remember it is to think about the functionality is in both but there's more styling?

Nathan: Yeah more styling and the layouts like if you want to have the light box layout which is popular...

Natalie: Yeah that's only in Pro.

Christina: Right.

Nathan: Yeah it will show the stuff in a light box like that and that's only in the Pro. So it's really the layout options and if you have a ton of images on your site.

Christina: Right. Again \$70 is so cheap for everything you're getting. This is great. I see one more question. I think I answered this...can you demo how to use your own website colors if you have the Hex code? Yeah I think there was a spot there that instead of dragging you can just click Select Color and you can drop in the Hex code.

I'm not seeing any other questions and I know normally we have more time allotted to this, but you've done such a good job demonstrating this and written such an intuitive plug-in which is awesome. I don't even feel the need to actually read the documentation because it's so intuitive.

Donna is saying this is really fabulous and Debra says great demo. Is there



anything else you want us to talk about or demonstrate? I think you guys have done it all. Are there things that maybe you want us as users to know or think about?

Nathan: I think from customers we looked at they've done pretty creative things in their More Info boxes. Like we put in a YouTube video or you can put in an image gallery. You can do anything you can do on a WordPress page you can also do within your More Info. That's really about it.

Natalie: If you use it to do something cool send us a link so we can put you in our showcase.

Christina: Yeah that was my next question. If you could show us where your showcase is.

Nathan: Sure. We rotate these through but people send us different ones. There is a floor plan and I'm not sure what this is. We like to add new ones to this and there are some pretty cool demos in here.

Christina: That's on your Home page?

Natalie: Yeah we feature it on our Home page with a link through to your site where people can come see the plug-in in action in the real world. People have done some really creative things with it that we never expected or thought of.

Christina: That's cool.

Nathan: Here they just put a button short code from their theme so you can download the PDF. This is their More Info box...



Christina: Right so that's just a HTML code connecting to a PDF.

Nathan: Yeah this is their detail on edge and this is HTML code. You can do a lot of things with it.

Christina: Do you have any tips on highlighting odd shapes? I think you showed us but any tips on odd shapes? Would you have a lot of points? If you had a rounded shape and I was patient could I have a lot of points in the shape?

Natalie: Yeah you can have as many as your patience is on.

Nathan: Yeah there's no limit on the number. Where is that video we had? (Plays video)

Christina: This video is on your site to show how to do this as well?

Natalie: Yeah.

Nathan: Natalie cheats a bit by fast forwarding but she draws all around this croissant. Really it doesn't take that long and it's kind of fun to draw them and it's actually pretty quick even if you include a ton of these different points.

Natalie: Yeah when are we going to do the croissant?

Christina: How does the plug-in slow down or the plug-in in terms of speed making your site slower? Are there any considerations we need to think of?

Nathan: Basically you're just rendering an image on the page and then all the highlights are done in another layer. It's pretty quick.



Christina: So you're taking care of that on the back end.

Natalie: Yeah we're not loading up tons of code and so you probably shouldn't notice any difference in the speed of the site.

Christina: Here is maybe an obvious question but it came in. Let's say you have a page and you have a picture on your page already and you're like now that I've added Draw Attention I want to make it a clickable interactive image. Can you talk through that? I guess you'd go to the page and see your picture but you'd start a new Draw Attention image and so if you can show that but you don't have to go through the whole thing again.

Natalie: Okay. Here I have the Draw Attention image but let's say instead I had the actual picnic and here it is. So my page looks like this and I want it to be the interactive picnic image instead of a regular WordPress image I'd have to go into Draw Attention and create a new image. As my starting image over here on the right I'd have too...I can pick from the Media Library and you'd find that image in your Media Library so that is your starting point. Then you'd draw all your Hot Spots and things on top of that image.

Christina: And you need to name it at the top what your image is and so that's where your title goes.

Natalie: Yeah. Then you draw all your images and you get your short code and, of course, you have to save this and publish it. If I go back to that page and take out this image and replace it with a short code.

Christina: Right and then hit Update and we get the interactive image. So you can make one

WEBSITE CREATION WORKSHOP

interactive image with the short code and put it on lots of different pages if you want.

Natalie: Yeah you can use it as many times as you like.

Christina: Wow that's great.

Nathan: Then if you change it later it changes on all the different places.

Christina: It would update everywhere right. How well does this work with the Divvy theme do you know?

Natalie: It works with Divvy. You just have to be careful you don't want to put it like inside a slider or inside tabs.

Christina: Okay.

Nathan: It has trouble calculating the dimensions it should be in. But generally you'd want the interactive image to be the...

Christina: The main thing on your page.

Nathan: Yeah you don't want them to miss it or be a slide away.

Natalie: Yeah be a slide away while they're trying to interact with it.

Christina: This is great. I'm so blown away and usually we don't have enough time to get through all the questions and you guys have covered it all in an hour so this is awesome.



Okay so last call if anyone has any other questions about this plug-in. I'm super excited and going to...Donna says please explain what they just said. I'm not sure what they just said. About the spider or tab? Slider Donna it was a slider or a tab and I don't have an example I can show you but I can describe it unless you know of a site to go to.

Oh we can stay right here. Let's say at the top this was a slider instead of a still image, the plug-in has a hard time knowing what to do. But what Nathan was saying is you wouldn't want to put this in a slider because sliders are whizzing by and you really want your interactive map or image to be a feature of the page. Did I say that correctly?

Nathan: Yeah.

Christina: Yeah so Donna heard spider and she didn't know what it was. Anyway, I'm getting a lot of thank yous...anything else? I think we can end here. Anything else Nathan or Natalie, anything you want us to think about?

Nathan: If you have questions later you can always message us by email or on the WordPress forms whatever if you have more questions after.

Natalie: Yeah and I think that's it. I think we showed everything about it.

Christina: I think you did. I want to thank you for coming and thank you for demonstrating to us how to use your plug-in. I know that many people when they develop either themes or plug-ins they have videos on their site. I'm grateful you were willing to come and explain it because sometimes it takes that human touch of being on a live webinar to then unlock the creative juices in all of us. Now we can all come



back to your site and review it again or watch this video again and it really makes a big difference. I want to thank you for being here.

Nathan: Thanks for having us.

Natalie: Yeah thanks for having us it was fun.

Christina: All right and so thank you Natalie and Nathan. I'm going to thank everybody else on my team who helps me on the back end. My name is Christina Hills and definitely check out Draw Attention and I will send out the link in an email to all my members. I will see you all next time. Bye everybody.