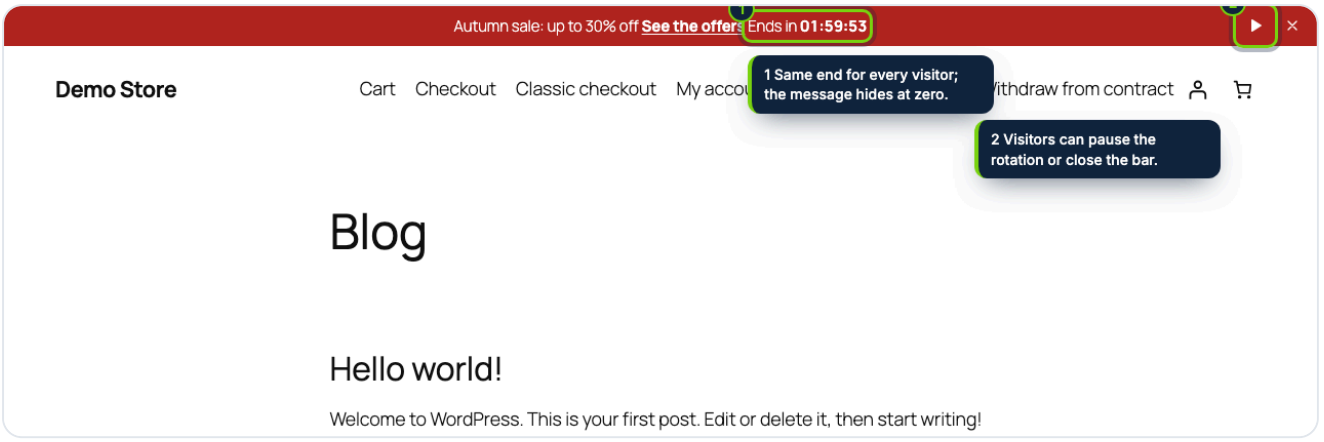
// woocommerce · user guide

Promo Bar, Popups & Floating Buttons

Version 1.0.0
ecom-addons.com

Promo Bar, Popups & Floating Buttons puts three things on your WooCommerce store without touching the theme: a **notice strip** with rotating messages and optional deadlines, **popups** with a picture and a coupon code to copy, and **floating buttons** to call you, open WhatsApp, write an email, visit your social profiles or go back to the top.



The announcement bar above the block theme header: rotating messages, a link and a countdown to one fixed end.

Requirements

Component	Version
WordPress	7.0 or later (tested with 7.1)
WooCommerce	11.0 or later (tested with 11.2)
PHP	8.1 or later
Theme	Block themes (Twenty Twenty-Five tested) and classic themes (Storefront tested)

Installation

1. Download the latest version from **My account › Downloads** on ecom-addons.com.
2. In WordPress, go to **Plugins › Add New Plugin › Upload Plugin**, choose the zip file, click **Install Now**, then **Activate**.
3. Open **WooCommerce › Promo bar & popups**. A sample free-shipping message is already filled in and switched off.

Nothing shows on the store until you tick **Active** on an item and save.

The settings page

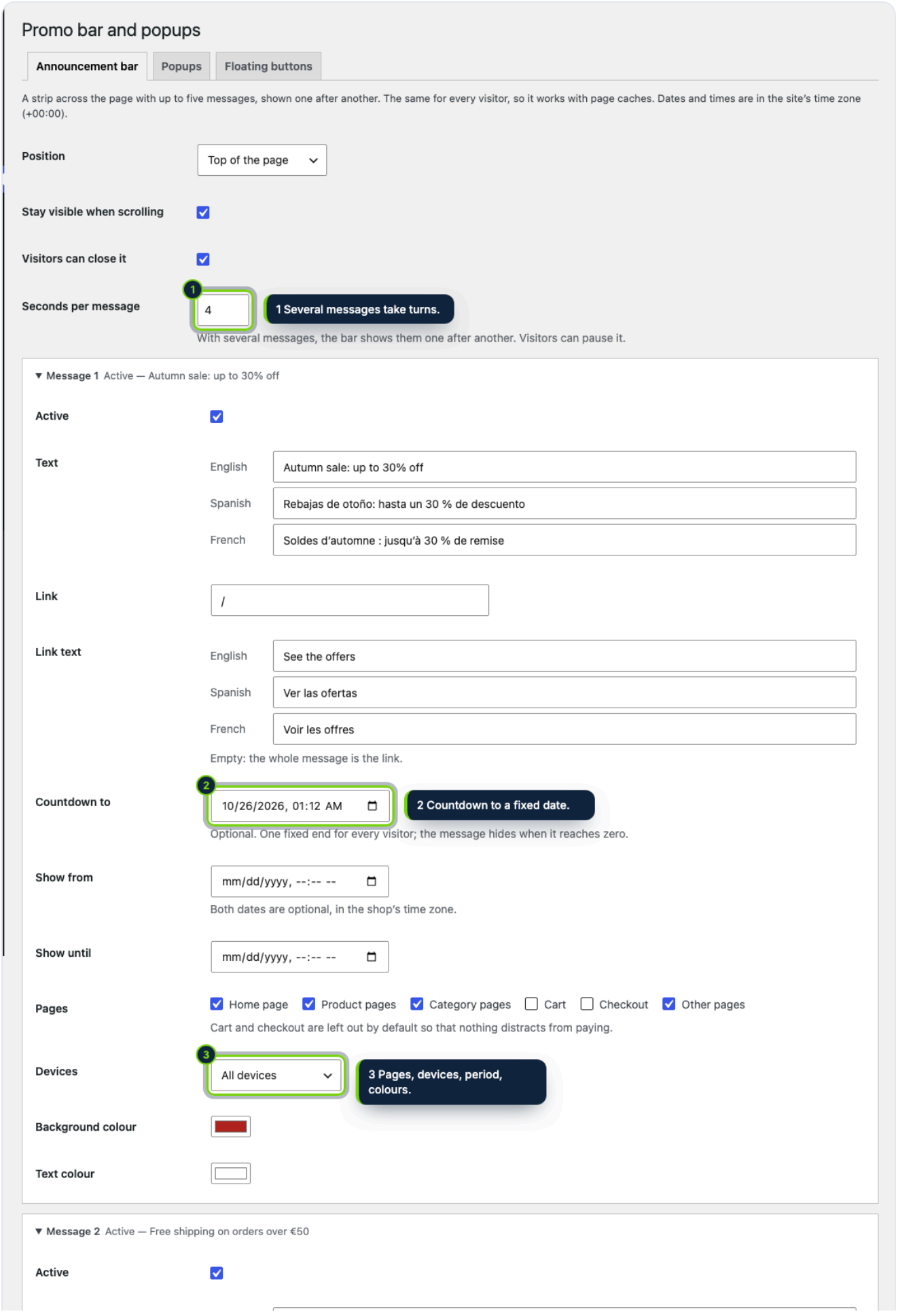
WooCommerce › Promo bar & popups has three tabs: **Announcement bar**, **Popups** and **Floating buttons**. Each tab is saved on its own. Every item sits in a box you can fold; the first empty box is open, ready to fill in. If something is wrong, nothing is saved and the form comes back with what you typed and the list of problems.

Texts have one field per language installed in WordPress (**Settings › General › Site Language** and the languages of WPML or Polylang). The site language is required; the others are optional and fall back to it. Dates and times are in the site's time zone.

Every item has these common settings:

Setting	What it does
Active	Switches the item on or off without losing what you typed.
Show from / Show until	Optional period. Outside it the item is not printed.
Pages	Front page, product pages, shop and category pages, cart, checkout and other pages. Cart and checkout are unticked by default so that nothing distracts from paying.
Devices	All devices, computers only or mobile phones only (screens up to 767 px).
Background colour / Text colour	When the contrast between them is below 4.5:1 the item is saved with a warning, because some visitors will not be able to read it.

Announcement bar

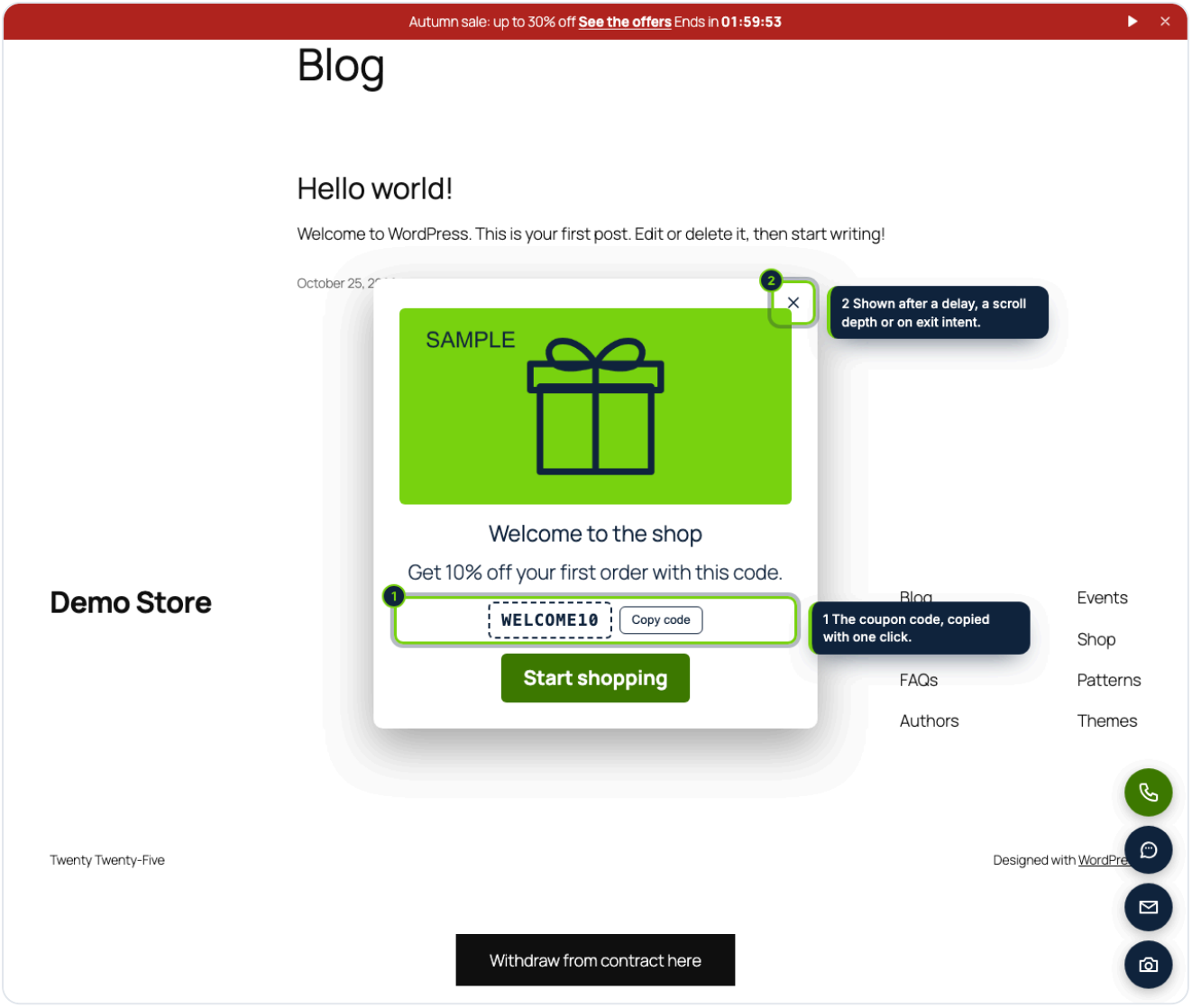

Promo bar and popups
Announcement bar
Popups
Floating buttons
A strip across the page with up to five messages, shown one after another. The same for every visitor, so it works with page caches. Dates and times are in the site's time zone (+00:00).
Position
Top of the page
Stay visible when scrolling
Visitors can close it
Seconds per message
1
4
1 Several messages take turns.
With several messages, the bar shows them one after another. Visitors can pause it.
Message 1 Active — Autumn sale: up to 30% off
Active
Text
English
Autumn sale: up to 30% off
Spanish
Rebajas de otoño: hasta un 30 % de descuento
French
Soldes d'automne : jusqu'à 30 % de remise
Link
/
Link text
English
See the offers
Spanish
Ver las ofertas
French
Voir les offres
Empty: the whole message is the link.
Countdown to
2
10/26/2026, 01:12 AM
2 Countdown to a fixed date.
Optional. One fixed end for every visitor; the message hides when it reaches zero.
Show from
mm/dd/yyyy, --:-- --
Both dates are optional, in the shop's time zone.
Show until
mm/dd/yyyy, --:-- --
Pages
Home page
Product pages
Category pages
Cart
Checkout
Other pages
Cart and checkout are left out by default so that nothing distracts from paying.
Devices
3
All devices
3 Pages, devices, period, colours.
Background colour
Text colour
Message 2 Active — Free shipping on orders over €50
Active



WooCommerce › Promo bar & popups: the bar's position and pace, then up to five messages with texts per language, link, countdown, period, pages, devices and colours.

Setting	What it does
Position	Top of the page (right after `<body>`) or bottom of the page.
Stay visible when scrolling	The bar sticks to the top (under the WordPress toolbar when you are logged in) or to the bottom of the window.
Visitors can close it	Adds a close button. The browser remembers it until you change the bar.
Seconds per message	3 to 30. With several messages the bar shows them one after another; it pauses while the pointer or the keyboard focus is on it, and visitors can pause it with its button.
Text, Link, Link text	Up to 200 characters. With a link and no link text, the whole message is the link. Links start with `https://`, `http://` or `/`.
Countdown to	Optional end date: the message shows "Ends in 01:59:50" and, without JavaScript, the end date. At zero the message disappears and never comes back. The end is the same for every visitor.

Popups



A popup with an image, a coupon code to copy and a button; it closes with Esc, the cross or a click outside.

Up to three popups. Each one is a native modal dialog: it closes with **Esc**, the cross or a click outside, and the keyboard focus goes back to where the visitor was. Only one opens at a time.

Up to three popups, each opened as an accessible dialog that closes with Esc. Only one opens at a time. Dates and times are in the site's time zone (+00:00).

▼ **Popup 1** Active — Welcome to the shop

Active ☑

Title
English: Welcome to the shop
Spanish: Bienvenido a la tienda
French: Bienvenue dans la boutique

Text
English: Get 10% off your first order with this code.
Spanish: Consigue un 10 % de descuento en tu primer pedido con este código.
French: Profitez de 10 % de remise sur votre première commande avec ce code.

Image http://localhost:8082/wp-content/uploads/2026/1(Media library

1 Pick the image in the media library.

Image description
English: A gift box
Spanish: Una caja de regalo
French: Une boîte cadeau
For screen readers. Leave it empty if the image is only decoration.

Button text
English: Start shopping
Spanish: Empezar a comprar
French: Commencer mes achats

Button link /

Coupon code WELCOME10
Optional. Shown with a copy button; create the coupon itself in your shop.

Open After a few seconds

Seconds or percent 60
After N seconds, or after scrolling N percent of the page. Ignored on exit intent.

How often On every page view

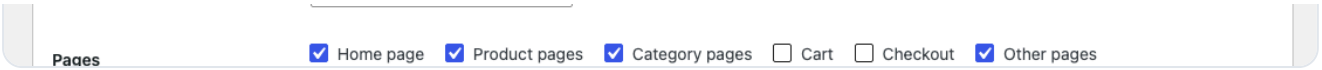
2 Every page, visit or N days.

Remembered in the visitor's browser only; nothing is sent anywhere.

Days 7

Show from mm/dd/yyyy, --:-- --
Both dates are optional, in the shop's time zone.

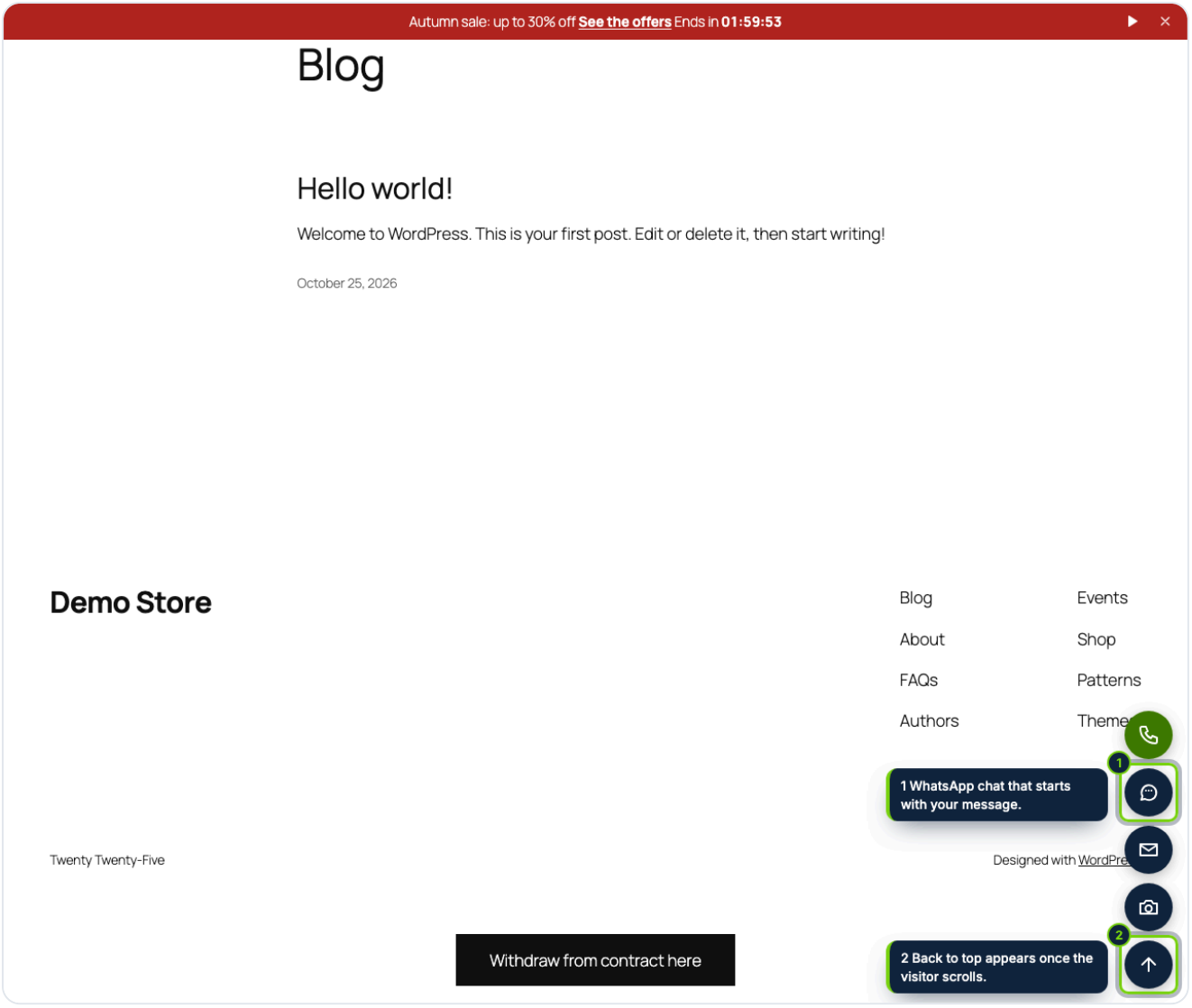
Show until mm/dd/yyyy, --:-- --



Popups tab: title, text, image from the media library, button, coupon, when it opens and how often.

Setting	What it does
Title, Text	Required title; text up to 600 characters (line breaks are kept).
Image, Image description	Choose it with **Media library** or paste an address. Describe it for screen readers, or leave the description empty if it is only decoration.
Button text, Button link	Optional call to action.
Coupon code	Shown with a **Copy code** button. Create the coupon itself in **Marketing › Coupons**.
Open	After a few seconds (0 to 300), after scrolling a percentage of the page (1 to 100), or when the pointer leaves the page towards the browser tabs (computers only).
How often	On every page view, once per visit, or once every N days (1 to 365). Remembered in the visitor's browser only.
Button colour	Background of the call-to-action button; its text colour is chosen for contrast.

Floating buttons



Floating buttons in a corner: call, WhatsApp, email, a social profile and back to top, each with a name for screen readers.

Up to six round buttons in the bottom left or right corner. They move up when a sticky bar sits at the bottom.

Type	What to type in "Number, email or address"
Call	A phone number, such as `+34 600 123 456` (a `tel:` link).
WhatsApp	The number with its country code, digits only, such as `34600123456`. **WhatsApp message** is the text the chat starts with, per language.
Email	An email address (a `mailto:` link).
Link	Any page address; a **Label** is required.
Instagram, Facebook, TikTok, YouTube, X, LinkedIn, Pinterest, Telegram	The address of your profile. The icon is a generic pictogram, the name is the network's.
Back to top	Nothing. It appears once the visitor scrolls down.

Label is what screen readers say and what shows on hover; empty, a sensible default is used ("Call us", "Write to us on WhatsApp"...).

How it works

- The HTML is built on the server for each page type and is **the same for every visitor**, so page caches (WP Rocket, LiteSpeed, Varnish...) are safe. The device, the popup frequency and "closed" flags are decided in the browser by a small script.
- The strip is printed on `wp_body_open`, which block themes and current classic themes fire; popups, buttons and a bottom strip on `wp_footer`. With an old theme that lacks `wp_body_open`, the strip is printed at the end and moved to the top.
- The CSS and the script load only on pages that show something. No cookies, no external requests, no tracking.

Styling

The colours come from each item. The other details can be changed in your theme's CSS: `--ecom-promo-radius` (popup corners) and `--ecom-promo-z` (stacking order) on `:root`, and the classes `.ecom-promo-bar`, `.ecom-promo-popup` and `.ecom-promo-fab`.

Languages

The plugin's screens and texts are in English, Spanish and French. Your own texts are typed per language in the settings.

Uninstalling

Deleting the plugin from **Plugins** removes its three options. Visitors' "closed" and "already shown" flags live only in their own browsers.

Updates and support

Every new version is free for life from **My account › Downloads**, and you get 6 months of support from the purchase date at ecom-addons.com.