



Products, Arts & Services Theme

Manual

Purpose: Installing the Products, Arts & Services Theme is as easy as installing every other simple WordPress theme. This manual will help you to install the theme and point out the specifics. Do not worry, the Products, Arts & Services Theme is not a complicated theme framework nor does it have a lot of theme options that can confuse you. It will be a breeze!

Please notice, that it is out of the scope of this video to explain you WordPress basics. For all general WordPress questions, please consult the official documentation: https://codex.wordpress.org/Main_Page

RichWP, Montreal - Canada

Products, Arts & Services Theme Manual

Installation

Installing the **Products, Arts & Services Theme** is as easy as it gets, but make sure to read this manual till the end. It will save you a lot of time.

If you want to install the **content** from the **Products, Arts & Services Theme Demo**, please check the how-to-install-demo-content.txt and upload the products-arts-services-content.xml as explained.

Let's get started:

1. Upload & Activate

Upload the **products-arts-services.zip** or **products-arts-services-dark.zip** file via the theme upload function **Themes » Install Themes » Upload** in your WordPress Administration (wp-admin) and activate the Theme.

2. Front Page & Blog Setup

Create a page named Home and a page named Blog. Apply the **Front Page** page template to the Home page (Attributes section on the right when editing the page).

Then go to **Appearance » RichWP Options » Static Front Page**, choose "A static page" under "Front page displays". Set your Home page for Front and your Blog page for Posts page.

Now you can set up the content of your Front Page and we actually found a pretty simple and WordPress original way of doing so without any Page Builders or other clumsy scripts that just get in the way. All you have to do is to stack pages and posts (if you like) upon each other in a dedicated Menu (Menu Location: Front Page Posts & Pages List). Simple right?

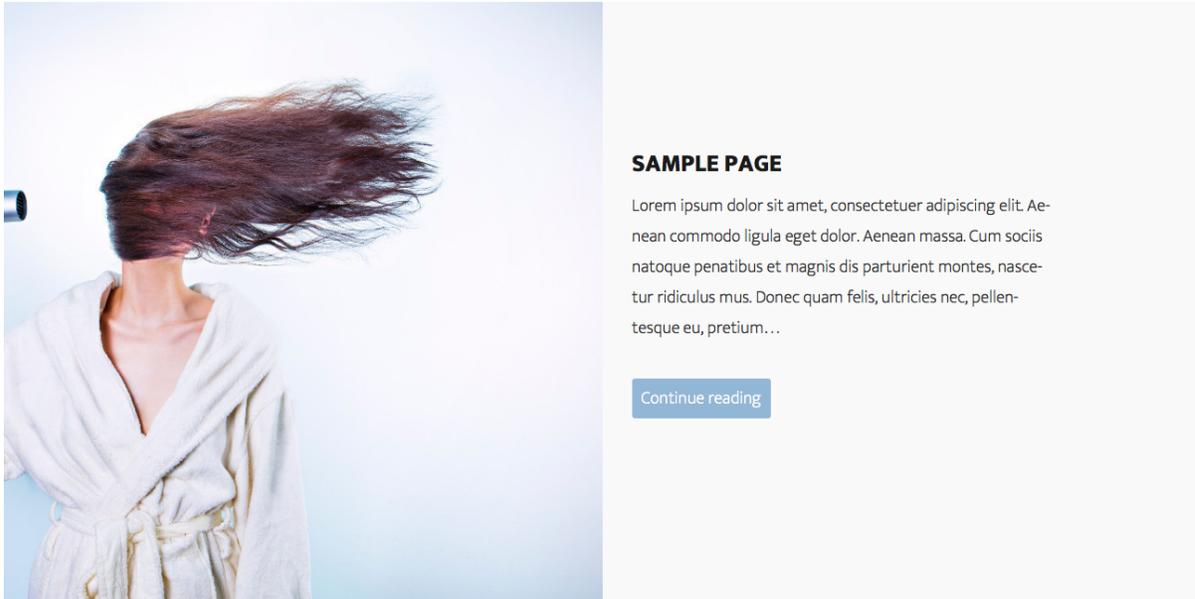
Let's say you would like to add a slider to your Front Page. Simple **create a new page**, insert the slider of your choice. Save this page and go to **Appearance » Menu** create a new menu, apply it to the **Front Page Posts & Pages List** menu location and add your slider page to this menu.

Let's say you would like to add some products from your WooCommerce store directly to your front page. Just create a new page, add the appropriate product shortcode to this page, save and add this page to your **Front Page Posts & Pages List** menu. You find all WooCommerce product shortcodes here: <https://docs.woothemes.com/document/woocommerce-shortcodes/>

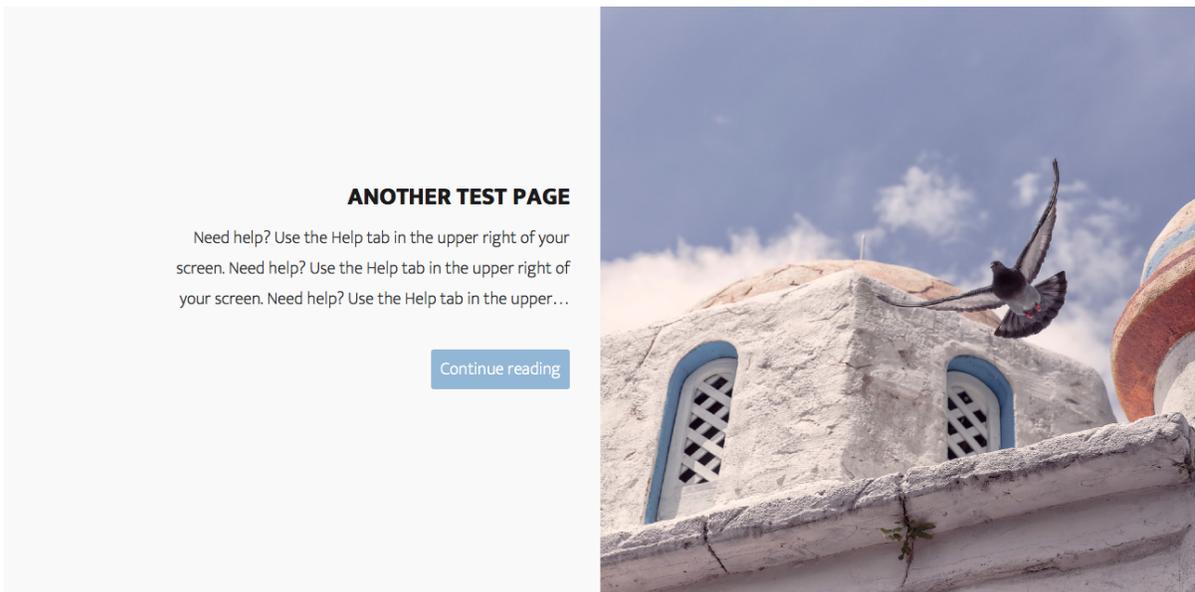
To give you more flexibility we have added some useful page templates, that behave differently on the front page. Apply them as needed:

Full Width - No Title: No title will be shown

On Front Page Image Left & Content Right: On the front page, the featured image will be on the left and the content on the right. When you click on the “Continue reading” button, the page will be displayed like a normal page.



On Front Page Image Right & Content Left: On the front page, the featured image will be on the right and the content on the left. When you click on the “Continue reading” button, the page will be displayed like a normal page.



Subpage List: This page template lists its sub pages underneath its title and the content.

If you want to change the order of the stacked front page content, simply drag & drop the menu elements to their

desired location.

Here is a screenshot of the Front Page menu setup of the theme's demo:

The screenshot shows the WordPress menu editor interface. At the top, the 'Menu Name' is 'Front Page Stack'. Below this is the 'Menu Structure' section, which contains a list of menu items. Each item is in a box with a title and a 'Page' dropdown menu. The items are: 'Slider for Front Page', 'Be Everything, Sell Everything', 'Easily Add Content to the Front Page', 'Simply by adding Pages to a Menu', 'In The Menu Editor', 'Elegant and 100% WordPress', 'Full WooCommerce Integration', 'Front Page Gallery', and 'Contact'. Below the menu structure is the 'Menu Settings' section. It has two sub-sections: 'Auto add pages' with a checkbox for 'Automatically add new top-level pages to this menu' (unchecked), and 'Theme locations' with checkboxes for 'Primary Menu (Currently set to: Primary)', 'Icon Menu (Currently set to: Icon Menu)', 'Footer Navigation (Currently set to: Footer)', 'Select Menu Shop (Currently set to: Shop Select)', and 'Front Page Posts & Pages List' (checked).

Menu Name

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to re-order.

- Slider for Front Page Page ▾
- Be Everything, Sell Everything Page ▾
- Easily Add Content to the Front Page Page ▾
- Simply by adding Pages to a Menu Page ▾
- In The Menu Editor Page ▾
- Elegant and 100% WordPress Page ▾
- Full WooCommerce Integration Page ▾
- Front Page Gallery Page ▾
- Contact Page ▾

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

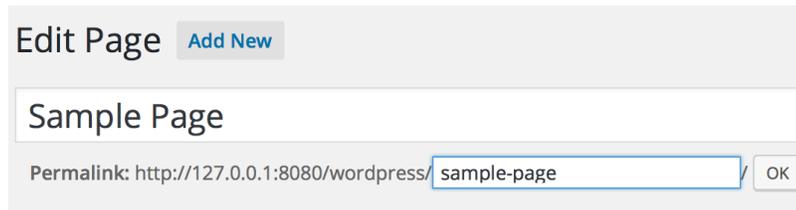
Theme locations

- Primary Menu (Currently set to: Primary)
- Icon Menu (Currently set to: Icon Menu)
- Footer Navigation (Currently set to: Footer)
- Select Menu Shop (Currently set to: Shop Select)
- Front Page Posts & Pages List

One Page Setup

Every page or post that you have added to your front page contains a so called anchor link. Anchor links are links within a page and we need them to create our One-Page navigation.

The anchor link is simply the page or post slug, sample-page in this case:



You can now create a Custom Link to this anchor in the menu editor. Use the complete permalink as the URL and add a # before the slug. The link should look like this <http://yourdomain.com/#sample-page>

By using the full permalink starting with the http:// you can feel free to combine your front page anchor links with links that are not on the front page, your blog for example.

In the demo I use the Front Page template with a slider. This slider has been created using the [Soliloquy Slider Plugin](#). A free version with less features is available [here](#). I cropped the images in a graphic software to 1165px x 600px. The galleries are set up using the Jetpack gallery plugin. You can find these plugins by doing a search in your WordPress plugin section.

3. **Menu Setup**

Now, let's set up your Primary-, Select- as well as Icon- and Footer Menus under **Appearance » Menu** in your WordPress Administration.

Primary Menu

The menu setup works in the same way than with the the WordPress Standard Themes. In general you just have to choose your pages, posts, categories, tags, WooCommerce endpoints or custom links on the left and add them to the Primary Menu.

Make sure that you select **Primary Menu** as the location for this menu:

Menu Settings

Auto add pages

Automatically add new top-level pages to this menu

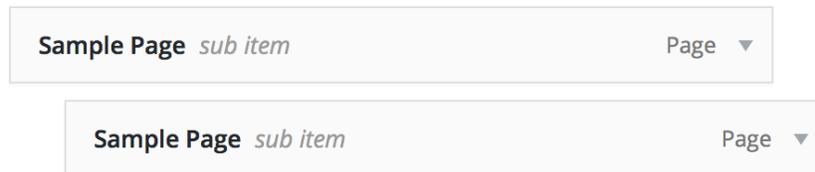
Theme locations

Primary Menu

Icon Menu (Currently set to: Iconmenu)

Footer Navigation (Currently set to: Short)

As you can see in the theme demo, the Primary Menu does allow you to set up a multi-level drop down structure. To do this, simply drag and drop your menu items you into the right position and stack accordingly. Ex.:



Icon Menu

Create a new menu and select the **Icon Menu** location. To set up icons to your social networks like twitter, Facebook & co. simply copy and paste your URLs to custom link items and add them to the menu. The icons will automatically appear in your icon menu.

Custom Links ▲

URL

Link Text

IMPORTANT: To speed up your site, the icons should be set up with their css-classes. This way we tell the theme directly which icon to use and it does not have to read out your target URLs and set the required CSS classes itself (see below).

The following social icons are available (the list also shows the icons CSS classes):

G+: icon-gplus

Twitter: icon-twitter

Facebook: icon-facebook

Pinterest: icon-pinterest

Youtube: icon-youtube

Vimeo: icon-vimeo

Tumblr: icon-tumblr

Flickr: icon-flickr

Linked In: icon-linked-in

Soundcloud: icon-soundcloud

XING: icon-xing

Setting up Icons via CSS classes:

Besides the mentioned social icons above, the theme also includes additional icons that might come in handy. To set up these additional icons and/or make your social icons faster, make sure that your menu CSS classes are enabled. If not, click on "Screen Options" in the top right corner while being on Appearance >> Menu and tick the little box next to CSS Classes.



You can apply the following classes to menu items in the **Icon Menu**:

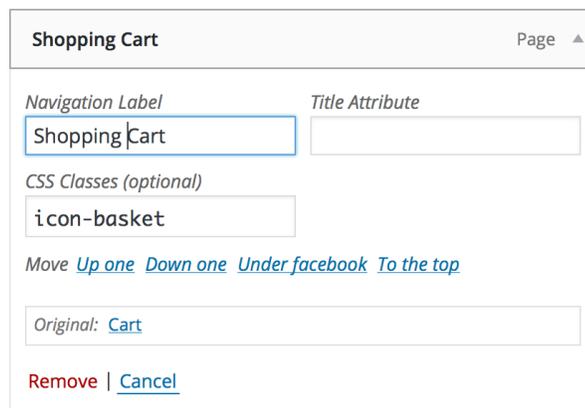
Shopping Cart: icon-basket

Account: icon-user

Envelope: icon-email

RSS: icon-rss

Example: To create the Shopping Cart icon in the demo I have set up menu element to my WooCommerce Shopping Cart in the menu editor. I have then added the **icon-basket** CSS class.

A screenshot of the WordPress menu editor configuration for a "Shopping Cart" menu item. The title bar shows "Shopping Cart" and "Page ▲". Below, there are two input fields: "Navigation Label" containing "Shopping Cart" and "Title Attribute" which is empty. Underneath is a section for "CSS Classes (optional)" with an input field containing "icon-basket". At the bottom, there are navigation links: "Move Up one", "Down one", "Under facebook", and "To the top". A text field at the bottom shows "Original: Cart". At the very bottom, there are "Remove" and "Cancel" buttons.

Feel free to add different icons as the ones listed above via a new icon font. If you need help, feel free to write in and we can add the needed icons for you for a little service charge. Any programmer familiar with CSS should be able to help you as well. The icons used are from <http://fontello.com/>

Footer Menu

Create a new menu and select the **Footer Navigation** location. The Footer Menu will display a flat list of your menu items.

4. Widgets

The theme comes with several Widget Areas. Set up your widgets under **Appearance » Widgets** in your WordPress Admin. If you need additional widgets, try a plugin search under **Plugins » Add New**. There you find rotating banner and other advertising related widgets as well as email sign up forms from your favourite email responder service and much more.

For testing, feel free to copy and paste this code into a text widget of one of the widget areas to display a 728 x 90px banner:

```
<a href="#"></a>
```

Please note, that the Featured Posts Widget Area will only be shown if you have set up your Featured Posts section (see above).

5. Title & Logo

Set up your Logo or Page Title under **Appearance » Customize » Site Identity**. I recommend using a **resized** .png or an .svg file with a transparent background if you want to set up an image logo.

We recently became fans of SVG logos. SVG stands for scalable vector graphics and allows you to have an absolutely crisp and sharp looking logo (see <http://richwp.com>) without any unwanted pixelation effect. You can export .svg files with Google Drawings (in your Google Drive) or with any better vector graphic program. .svg files will not be displayed in IE8 or older.

Always test what logo size fits best for your design. Also test on smart phones and tablets.

6. Colours

To change the lead colors, go to **Appearance » Customize » Colors** in your WordPress admin. There you can change your header as well as lead colors.

7. Enjoy Your New Site!

Page Templates

The Theme comes with a variety of page templates that you can apply to your pages (not posts). The **Full-Width Page Template** uses the whole content container width for the content. No Sidebar will be displayed. The **Full-Width without Title** Page Template does the same, but it doesn't displays a title. The purpose of these page templates is to give you an alternative layout option should you want to set up a static front page. There is also the **Subpage List Page Template**. Once applied, to a parent page, all of the page's child pages will be listed under the content box.

Media Settings

The Theme natively creates all the image sizes needed for your site. However, you might want to create thumbnails for your galleries or different sizes for your product images of your shop. You can set them up under **Settings » Media** in your WordPress Admin.

If you want to install the theme on an already established site, where you uploaded images before you activated the Products, Arts & Services Theme, you should run a plugin to create the image sizes needed for the theme. We recommend the free "Regenerate Thumbnails" plugin: <https://wordpress.org/plugins/regenerate-thumbnails/>

Featured Images and Automatic Video Thumbnails

In general, add featured images to all your posts! The theme takes care of scaling the featured images to the appropriate sizes. Should you use this theme on already existing site, you can regenerate the the needed image sizes with a plugin like this: <http://wordpress.org/extend/plugins/regenerate-thumbnails/>

to automatically create video thumbnails you can use a video thumbnail plug like this <http://wordpress.org/extend/plugins/video-thumbnails/>, but there are plenty of others available as well.

Contact Forms, Social Sharing Buttons & Galleries

In the RichWP Theme Demos as well as on most of our personal sites we use the functionality of the WordPress Jetpack plugin to build our contact forms or to add social sharing buttons and galleries, but feel free to use your own plugins of choice. For galleries and video player plugins, make sure that they work well in a responsive environment.

Responsivene & Adaptive

This theme is responsive and scales from smart phones all the way up to big desktop screens. To adapt the readability of the main content to the user's device, some elements will be disabled or formatted in a different way on the smaller resolution screens.

WooCommerce

This theme is WooCommerce compatible. Feel free to install and setup WooCommerce and start selling your products, services or subscriptions.

Translating the Products, Arts & Services Theme

The RichWP Products, Arts & Services Theme theme comes with a .pot language file. This is needed to translate the theme. For for information, visit http://codex.wordpress.org/Translating_WordPress There you will find a list of tools and a general explanations about how to make translation. It has been written for WordPress itself, but the principles and techniques are the same. I personally prefer to translate with a plugin called Loco Translate: <https://wordpress.org/plugins/loco-translate/>

A German Translation file is included.

Credits and License Information

jQuery Scripts

jQuery Equal Height

Author: Micah Godbolt

License: MIT (<http://opensource.org/licenses/mit-license.php>)

Homepage: <http://codepen.io/micahgodbolt/pen/FgqLc>

hoverIntent r7

Author: Brian Cherne

License: MIT (<http://opensource.org/licenses/mit-license.php>)

Homepage: <http://cherne.net/brian/resources/jquery.hoverIntent.html>

jQuery Superfish Menu Plugin

Author: Joel Birch

License: MIT (<http://opensource.org/licenses/mit-license.php>) & GPL (<http://www.gnu.org/licenses/gpl.html>)

Homepage: <http://cherne.net/brian/resources/jquery.hoverIntent.html>

tinynav v1.2

Author: viljamis
License: MIT (<http://opensource.org/licenses/mit-license.php>)
Homepage: <http://tinynav.viljamis.com>

Selector v3.1.2

Author: Ben Plum
License: MIT (<http://opensource.org/licenses/mit-license.php>)
Homepage: <http://formstone.it/selector/>

FitVids 1.1

Author: Chris Coyier + Dave Rupert
License: WTFPL (<http://sam.zoy.org/wtfpl/>)
Homepage: <http://css-tricks.com> <http://daverupert.com> <http://www.alistapart.com/articles/creating-intrinsic-ratios-for-video/>

Font license info

Zocial

Copyright (C) 2012 by Sam Collins
Author: Sam Collins
License: MIT (<http://opensource.org/licenses/mit-license.php>)
Homepage: <http://zocial.smcllns.com/>

Typicons

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Author: Stephen Hutchings
License: SIL (<http://scripts.sil.org/OFL>)
Homepage: <http://typicons.com/>

Iconic

Copyright (C) 2012 by P.J. Onori
Author: P.J. Onori
License: SIL (<http://scripts.sil.org/OFL>)
Homepage: <http://somerandomdude.com/work/iconic/>

Entypo

Copyright (C) 2012 by Daniel Bruce

Author: Daniel Bruce

License: SIL (<http://scripts.sil.org/OFL>)

Homepage: <http://www.entypo.com>

Other:

WordPress specific CSS (formatting, widgets, etc.) & theme architecture loosely based on the Twenty Fifteen Standard Theme

Author: The WordPress Team

License: GNU General Public License v2 or later (<http://www.gnu.org/licenses/gpl-2.0.html>)