

WowWay WordPress Theme

By Ruben Bristian - www.rubenbristian.com

This is a complete guide to help you manage the installation and setup of your new theme.

Thank you for purchasing this theme. I'll hope that you'll find it easy to use and customize and i really wish it will suit your needs. Please read this manual, because it covers almost all the aspects needed for you to know before installing & running the theme.

If you have questions that are not answered here, feel free to post them in the dedicated support form.

If you like the theme, please show your appreciation by taking the time to rate it.

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1. Getting started

To install this theme you must have a working version of WordPress already installed. For information in regard to installing the WordPress platform, please see the WordPress Codex - http://codex.wordpress.org/Installing_WordPress

1.1. Installing the theme

After you finish setting up your WordPress installation, you have to install this theme. You can do it in two ways:

FTP Upload: Unzip the “*wowway-theme.zip*” file and upload the contents into the `/wp-content/themes` folder on your server.

Wordpress Upload: Navigate to Appearance > Add New Themes > Upload. Go to browser, and select the zipped theme folder. Hit “**Install Now**” and the theme will be uploaded and installed.

Once the theme is uploaded, you need to activate it. Go to Appearance > Themes and activate your chosen theme.

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1.2. Setting up theme options

After activating the theme, you will notice that a new menu item appeared, and it is called Theme Options. If you click on it you will find the Theme Options Panel, from where you can do a lot of cool stuff..

1.2.1. General Settings

In this area you can upload your logo, a favicon, add some copyright info, and also paste your Analytics tracking code.

1.2.2. Style Settings

In this area you can change the style of the sidebar, it's behaviour and some other layout settings.

1.2.3. Portfolio Settings

In this area you have to select the pages that you created as holders for your projects and galleries. You first have to create those page templates, then come back here and set them up.

1.2.4. Blog Settings

In this area you have to select the page that you created as a holder for your blog. Along with this, you also have to set up some titles.

1.2.5. Contact Settings

This area controls the view and functions of the theme's contact form.

1.2.6. Map Settings

This area controls the contact page's map. The map is created using Google's

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API, so you should take coordinates from there. There are two sets of coordinates, one for the map and one for the marker(if you use any).

1.2.7. Backgrounds

As you already know, this theme offers backgrounds for each page/post. This is the place where you upload and define your backgrounds, for a later use in the theme.

When you're done editing, just hit the "**Save All Changes**" button and wait for the success message to appear.

From here you can also view the *Changelog*, or go into the *Knowledge Base*.

1.3. Setting up the homepage

To set up your homepage, you first have to create a basic page, or a portfolio page template(this will be explained later). After you decide what page do you want to use, go to Settings > Reading and in the *Front page displays* choose **A static page**, then select your just created page.

After this, you should change the *Blog pages show at most* value from **10** to **4 posts**. This theme works best with this setup. Hit "**Save Changes**" and you're done.

1.4. Setting up the menu

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The final step before you can start working with the new theme is to create your menu. This theme uses WordPress 3.0 Custom Menus, so it will be really easy.

Go to **Appearance > Menus** and you will see a panel where you can create new menus. Create one, add your created pages to it(from the left side panels) and save it. After this, in the left side you have a drop down box where you can select the *Primary Navigation*. Choose your newly created menu, hit **“Save”** and you’re all set.

If you want to display portfolio/gallery/blog filters/categories in the menu, you’ll have to first create some posts and assign them custom categories, then you’ll have to add those categories in the menu, as a children of the main category parent.

The ALL menu link can be added by adding the main page(the holder) to the menu and setting a title attribute, which should be “allblog” or “allgallery” or “allportfolio”, depending on what you’re after.

Take a look at the screenshot below to get an understanding of how this works.

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Theme Locations

Your theme supports 3 menus. Select which menu appears in each location.

Primary Navigation

Main Menu

▼

Save

Custom Links

URL

Label

Add to Menu

Pages

Most Recent [View All](#) [Search](#)

☐ Gallery
☐ Contact Us
☐ Features
☐ Our Blog
☐ About Us
☐ Projects

[Select All](#)

Add to Menu

Gallery

Most Recent [View All](#) [Search](#)

☐ Fashion Notebook
☐ Circle Format
☐ Buchsackchen
☐ Firefly Stationery
☐ Fine Linen A5
☐ House Line Card
☐ Gonna Make This
☐ Julia
☐ JoyBuy
☐ Invoice Mill
☐ Letter Jazz Cards

[Select All](#)

Add to Menu

Categories

Footer Menu

Main Menu

+

....

Menu Name

☐ Automatically add new top-level pages

[Delete Menu](#)

Save Menu

Our Projects

Page ▼

All

Page ▼

Navigation Label

All

Title Attribute

allportfolio

Original: [Projects](#)

[Remove](#) | [Cancel](#)

Website Design

Category ▼

Print

Category ▼

Motion

Category ▼

Identity

Category ▼

Logos

Category ▼

Gallery

Page ▼

All

Page ▼

Navigation Label

All

Title Attribute

allgallery

Original: [Gallery](#)

[Remove](#) | [Cancel](#)

Black & White

Category ▼

Portraits

Category ▼

People

Category ▼

Landscape

Category ▼

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1.5. Discover widget areas

Just a quick overview on this subject, before we go further. If you go to Appearance > Widgets you will notice two main areas. In the left side there is a list of **widgets** which you can use in this theme, while in the right side there is a list of **widget areas** where you can put the widgets from the left in.

There are three widget areas(one in the top left footer, one in the top right footer, and one in the bottom footer).

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2. Adding content

2.1. Adding Posts

These are the default steps that you need to do in order to add a blog post:

1. Go to Posts > Add New
2. Enter a title and some content
3. Select a post category
4. Click on **“Set featured image”** to upload a preview image for this post(this is not necessary). Once the image is uploaded, click **“Use as featured image”**.
5. Choose a custom background. If you don't want a background you have leave this field to “None”, or you can define a default background in the *Theme Options Panel*.
6. After dealing with all content you can decide whether you want to have some images or videos in the header of the post. You'll see a slider manager below, where you can add images or videos. Both images and videos should have a maximum width of 650px in order to work well.

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Post Options

1. Choose a thumbnail

Don't forget to set a featured image for this post, if you want to enhance your blog. You can do this from the right side panel.

2. Choose a background

If you want a special background for this post, just select one from the list below. If you have a default background set for all posts, just leave this at none and that background will be used.

None

3. Set up a slider

If you want a slider or a single image/video to display in this post, you can add it through here. Both videos and images should have a maximum width of 650px and the same height.

Add image

Add video

7. This is really optional, but you should write an *Excerpt* for your post, especially if your beginning paragraphs are not telling everything about the post, and you would like better info there.

8. Hit **“Publish”** and you're all done.

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2.2. Adding Pages

The process of adding pages is quite similar to adding posts:

1. Go to **Pages > Add New**
2. Enter a title and some content
3. Select a page template or leave the default(more on this just after)
4. You still can set a featured image, but this won't show up anywhere, just as a thumbnail in *Search results*. So if this is important for you, set it.
5. Select a custom background.
6. Configure a slider.
7. Because the page is mostly controlled by shortcodes, you **need** to write the excerpt for pages. This is because pages might be really different in content than posts, and when showing in Search results, a user should see the excerpt.
8. Hit **"Publish"** and you're all done.

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2.3. Page Templates

As you might already noticed, there are more *Page Templates* available for you to use. Each template will configure your page to look and act in a different way.

2.3.1. Default Template

This is the default template and it outputs exactly the content of the page, without any modifications.

2.3.2. Blog

This is a page which shows all your posts. There is no other way to make a Blog page, so you only need to choose this template and save the page, as the content will automatically appear.

2.3.4. Contact

This is a page which contains a contact form and some text, all controlled by a custom panel in the theme options.

2.3.5. Portfolio

This is a page like the Blog Template, but it only displays your projects. There will be no other content in this page, except the projects.

2.3.6. Gallery

This is a page like the Portfolio Template, but it only displays your galleries. There will be no other content in this page, except the projects.

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2.3.7. Fullscreen Slideshow

This is a fullscreen slideshow page, just like a regular gallery project display.

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2.4. Adding Projects

Among posts and pages you can also add *Projects* to your blog. These projects will be shown into the grid on your *Portfolio Template Page*.

1. Go to **Portfolio > Add New**
2. Enter a title and some content
3. Choose a category. This is **a must**, because these categories will be used to filter projects in the grid.
4. Set a featured image. This time the image needs to be **360 x 270**, keeping a 4:3 aspect ratio.
5. Configure the slider. You can add both images and videos, but for a good flow, you should add only a time of slides.
6. Write a short excerpt, which will display as a subtitle in the grid. If you don't do this, the first words from the content will go there.
7. Hit **"Publish"** and you're all done.

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2.5. Adding Galleries

The *Galleries* are really similar with adding projects. Only a few things differ, but the rest is the same.

1. Go to Gallery > Add New
2. Enter a title and some content. Notice: the content should be small, consisting only in a couple of phrases, in order to keep the space for the pictures.
3. Choose a category. This is **a must**, because these categories will be used to filter projects in the grid.
4. Set a featured image. This time the image needs to be **240 x 180**, keeping a 4:3 aspect ratio.
5. Configure the slider. You can add only images, which should be large, but not too.. Don't forget to optimize them!
6. Hit **"Publish"** and you're all done.

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3. Shortcodes & Widgets

If you're used with shortcodes you will like it that this theme has a lot of them to help you style your content and create small widgets to make your pages better.

There are two categories of shortcodes: **column** shortcodes(which control the visual structure of your page) and **visual** shortcodes(which are used to either add styling or widgets to your page).



3.1. Column Shortcodes

When you hit the Column Shortcodes button(the first one from the two highlighted), you will be brought to a panel where you can insert columns.

The design is based on a custom columns grid, so this means that you can divide your content into smaller columns, each taking a part from the total width. So if you want to have four columns for example, you will use the **1/4** shortcode 4 times.

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Lastly, if you are experiencing weird alignment issues after a row, just use the **clearing** shortcode.

3.2. Visual Shortcodes

Here is a really large list of shortcode, and each one has intuitive fields to build the shortcode, so i hope that you will find it easy to use. After you're done, just hit the **"Insert"** button, and the shortcode will be in it's place.

If you're in the process of creating a complex shortcode and you're not sure how it will look, you can press the **"Preview"** button at any time, and this will take you to a page where you'll see your current shortcode and let you refine it.

3.2.1. Alert Box

This adds an alert box. You can set it's style, choosing from four different types.

3.2.2. Button

This adds a basic button to your page. You can set it's style, decoration, color, label, link and target.

3.2.3. Divider

This adds a simple horizontal line(page divider).

3.2.4. Dropcap

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This adds a dropcap(it only adds the first letter). It has two styles.

3.2.5. List

This adds an unordered list. Each item needs to be written on a new line. You have quite a few styles that you can select, and a custom one, which will combine all styles together.

3.2.6. Quote

This adds a basic blockquote.

3.2.7. Tabs

This adds a tabs widget. You can have as many tabs as you want.

3.2.8. Text Box

This adds a basic text box.

3.2.9. Toggles

This adds a toggles widget. You can have as many toggles as you want.

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3.3. Widgets

As well as styling the default WordPress widgets, this theme also comes with a set of 3 custom widgets that you can use in your footers. You can find them in the **Appearance > Widgets** page, having the **RB** prefix.

3.3.1. Phone Widget

This widget displays a phone number and a text attached to it. The phone number will also be converted in order to work as a real number on mobile devices.

3.3.2. Separator Widget

This widget simply adds a vertical line in the sidebar.

3.3.3. Social Widget

This widget displays a list of six social icons, which you can set.

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4. Tips & Tricks

This short chapter covers some tips & tricks that you can do in order to make the site look and run better.

4.1. Duplicate the theme preview

When you purchase this theme, you get it as it is, without any demo content. However, there is a demo package available inside the zip that you got from ThemeForest. To use it, just go to **Tools > Import**, download the WordPress importer and import the *WowWay-Import.xml* file, which will add all the posts, pages, and assets that are on my server. A quick note though..all images will be replaced, because they are copyrighted and available only for previewing purposes.

4.2. Change admin login logo

You can change the admin login logo by replacing the default logo which is here: `/wp-content/themes/wowway/images/customLoginLogo.png`

4.3. Change default gravatar

This theme uses a custom Gravatar, which you can enable by going to **Settings > Discussion** and choose the **WowWay Gravatar** at the bottom of the page.

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To replace it: `/wp-content/themes/wowway/images/customGravatar.png`

4.4. Make your site run faster

4.4.1. Add some rules to your .htaccess file

If you have never done this, you should be careful when doing it, but this is the most important step you can do to make your site load faster.

First, you need to find your **.htaccess** file, which should be at the root of your WordPress installation. Open it, and at the top, add these lines of code:

```
#SET EXPIRY DATES FOR RESOURCES
# 1 YEAR
<FilesMatch "\.(flv|ico|pdf|avi|mov|ppt|doc|mp3|wmv|wav|svg)$">
Header set Cache-Control "max-age=29030400, public"
</FilesMatch>
# 1 WEEK
<FilesMatch "\.(jpg|jpeg|png|gif|swf)$">
Header set Cache-Control "max-age=604800, public"
</FilesMatch>
# 3 HOUR
<FilesMatch "\.(txt|xml|js|css)$">
Header set Cache-Control "max-age=10800"
</FilesMatch>
# NEVER CACHE - notice the extra directives
<FilesMatch "\.(html|htm|php|cgi|pl)$">
Header set Cache-Control "max-age=0, private, no-store, no-cache, must-revalidate"
</FilesMatch>
#DEFLATE(COMPRESS) RESOURCES
Addtype font/opentype .otf
Addtype font/eot .eot
```

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```
Addtype font/truetype .ttf
AddOutputFilterByType DEFLATE text/html text/plain text/xml
AddOutputFilterByType DEFLATE text/css application/x-javascript
AddOutputFilterByType DEFLATE text/css text/html text/plain text/xml text/
javascript
AddOutputFilterByType DEFLATE image/svg+xml image/svg font/opentype font/truetype
font/eot
```

4.4.2. Get a good hosting

You may not think that this is important, but if you want your site to display really fast you need to get a good hosting, such as: <http://mediatemple.net>
A good server will always reduce your page loading speed!

4.4.3. Optimize images

Always optimize/compress your **jpeg** images before uploading them to the server.

Using all these, you will definitely make your site run faster and get a good score in Google Speed Test. Please notice that the **.htaccess** changes will require a couple of hours to take effect on your site, depending on your host.

4.5. SEO Advices

The theme is built in a way to be SEO friendly, by emphasizing titles with heading tags, having the content before anything else, stripping out useless

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content, fast loading, setting titles and excerpts in the header for better crawling, etc..

All these help.. But you have to remember that **Content is King!** So you shouldn't install any plugins for SEO or blame the theme because your website doesn't appear in search engines. You should always focus on providing good content and in this way, your website will definitely look great in search engines.

4.6. Translating the theme

This theme is localized, which means it can easily be translated in your own language(easy but quite time consuming). To translate it you need to follow these steps:

1. Download and install <http://www.poedit.net/>
2. Go to `/wp-content/themes/wowway/lang/` and open **default.po** file.
3. In the window that appears you have all the strings that were used in this theme, so you just need to go through them and write a translation.
4. When you're done go to `File > Save as` and save your translation in a ***.po** file.
5. You should name your file **pt_LANG**. It's just a naming convention.
6. When you're done translating open `wp-config.php` from your WordPress root folder and replace this line:

```
define ('WPLANG', ''); with define ('WPLANG', 'pt_LANG');
```


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5. Theme Files

The last chapter discloses the sources of various files used within the theme and describes their function. Use this section to gain an understanding on how the theme functions behind the scenes if considering any type of modification.

5.1. CSS Files

This theme includes only a CSS file, which contains all the styles for the theme: `/wp-content/themes/wowway/styles.css`

5.2. JavaScript Files

This theme imports three main scripts, which can be found in: `/wp-content/themes/wowway/js/`

plugins.min.js - minified file (full version in the with the **.dev** extension), which holds all the used plugins, like: isotope, supersized, slides and other hand made plugins

scripts.js - file which holds all the scripting that is done in the page, like: hooking widgets with their js plugins, running the contact form, adding various functions, etc..

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5.3. PHP Files

404.php - page template for error pages

attachment.php - page template for displaying an attachment

author.php - page template for displaying all posts by an author

category.php - page template for displaying all posts in a category

comments.php - functions that display the comments form

contact-form.php - functions that send an email to a certain address

footer.php - theme footer

functions.php - various functions that control most of the theme's settings and some visual parts

header.php - theme header

index.php - blank file(because we use page templates to create the homepage)

loop.php - loop functions for archives and search results

page.php - default page template

search.php - page template for displaying search results

single.php - post template

single-project.php - project template

single-gallery.php - gallerytemplate

tag.php - page template for displaying all posts under a tag

template-blog.php - page template for displaying all posts

template-contact.php - page template for displaying contact form and info

template-gallery.php - page template for displaying all galleries

template-portfolio.php - page template for displaying all projects

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includes/gallery.php - functions that control the galleries

includes/metaboxes.php - functions that define the metaboxes

includes/portfolio.php - functions that control the portfolio/projects

includes/shortcodes.php - functions that define all shortcodes

includes/widget.php - functions that define all widgets

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