

Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

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Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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Virtual Marketing Blueprint

Module 2 Website Customization

Objectives:



1) Customizing Wordpress Settings

➔ **2) Customizing Header & Theme Options**

3) The Do's & Don'ts of Your Website Menu

4) Installing Smart Plugins & Widgets

5) Designing a Strategic Side Navigation Bar

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Introduction to Theme Options

Theme Options

What Are They?

Global Settings For The Entire Theme

Settings changed in this area can override settings in other areas of your site.

Why Is It Important?

Offers Flexibility Of Simple Change

Especially nice when you choose to change the look and feel of your website from time to time to keep visitors engaged.

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Step
1

Click on “Appearance” on the left side dashboard menu.
Then click on “Header” under the Appearance tab.

Objective 2 Customizing Header & Theme Options

The screenshot shows the WordPress dashboard for a user named DANI LYNN, an Internet Marketing Coach. The left sidebar contains a menu with items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Themes, Widgets, Menus, Graphene Options, Graphene FAQs, Background, Header, Editor, Plugins, Users, and Tools. The 'Appearance' menu item is circled in red, with a red arrow pointing to it labeled with a circled '1'. Below 'Appearance', the 'Header' sub-menu item is also circled in red, with a red arrow pointing to it labeled with a circled '2'. The main content area shows the 'Manage Themes' and 'Install Themes' buttons. Below these, the 'Current Theme' section displays 'Graphene 1.5.4 by Syahir Hakim'. A description of the Graphene theme follows, detailing its features like configurable columns, action hooks, and translation support. At the bottom of the theme description, there are links for 'Options: Widgets | Menus | Graphene Options | Graphene FAQs | Background | Header'. The 'Header' link is highlighted in blue. Below the description, there are tags for the theme and a note about a new version (1.5.5) being available, with links to 'View version 1.5.5 details' and 'update automatically'. The 'Available Themes' section is visible at the bottom of the screenshot.

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Step 2

Select the image you wish to use as your header or you can create a custom header and upload it here. Then click “Save Changes” and refresh your main website browser window to see your new header and change or update as needed.

Objective 2 Customizing Header & Theme Options

The screenshot shows the WordPress Custom Header editor. The left sidebar contains the WordPress dashboard menu with 'Appearance' expanded, showing 'Header' and 'Editor' options. The main content area is titled 'Custom Header' and includes a message: 'Header updated. [Visit your site](#) to see how it looks.' Below this is a 'Preview' section showing the current header image and text: 'DANI LYNN | Internet Marketing Coach' and 'Real Estate Investing, Internet Marketing & Entrepreneur Success Strategies'. The 'Upload Image' section has a red circle with the number '1' pointing to the 'Choose an image from your computer:' text, which is followed by a 'Browse...' button and an 'Upload' button. The 'Default Images' section has a red circle with the number '2' pointing to a selection of default header images, one of which is highlighted with a red circle. At the bottom, a 'Save Changes' button is circled in red.

Dashboard

Posts

Media

Links

Pages

Comments 0

Appearance

Themes

Widgets

Menus

Graphene Options

Graphene FAQs

Background

Header

Editor

Plugins

Users

Tools

Settings

Contact

Platinum SEO

Shareaholic

Collapsible menu

DANI LYNN | Internet Marketing Coach

Howdy, Dani Lynn Robison

Help

Custom Header

Header updated. [Visit your site](#) to see how it looks.

Preview

DANI LYNN | Internet Marketing Coach

Real Estate Investing, Internet Marketing & Entrepreneur Success Strategies

Upload Image

You can upload a custom header image to be shown at the top of your site instead of the default one. On the next screen you will be able to crop the image. Images of exactly 960 x 198 pixels will be used as-is.

Choose an image from your computer:

Browse... Upload

Default Images

If you don't want to upload your own image, you can use one of these cool headers, or show a random one.

Random: Show a different image on each page.

Save Changes

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Step
3

Click on “Graphene Options” under the Appearance Tab.
Then click on “Slider Options”.

Objective 2 Customizing Header & Theme Options

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu has 'Appearance' expanded, and 'Graphene Options' is highlighted with a red circle and the number '1'. A red arrow points from this menu item to the 'Slider Options' tab in the main content area. The 'Slider Options' tab is also circled in red with the number '2'. Below the tabs, various theme options are listed as expandable sections: Front Page Options, Homepage Page, Comments Options, Child Page Options, Widget Area Options, Top Bar Options, Social Sharing Buttons, and AdSense Options.

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Step 4

Select your featured slider options here. This picture shows default preferences along with what I set up on my example site that I play with for this course: www.MortgageAssign.com
When done, click “Save Options” at the bottom of the page.
Click on “Slider options” again to close those options.

Objective 2 Customizing Header & Theme Options

General | **Display** | **Advanced** | **Toggle all tabs**

Slider Options

Disable slider

☐

What do you want to show in the slider

☒ Show latest posts
☐ Show random posts
☐ Show specific posts/pages
☐ Show posts from categories

Number of posts to display

Slider image

Featured Image

Custom slider image URL

[Upload or select image from gallery](#) - Make sure you select Custom URL in the slider image option above to use this custom url.

Slider display style

Thumbnail and excerpt

Slider animation

Horizontal slide

Slider height

px

Slider speed

milliseconds

This is the duration that each slider item will be shown

Slider transition speed

milliseconds

This is the speed of the slider transition. Lower values = higher speed.

Move slider to bottom of page

☐

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Step
5

Click on “Top Bar Options” and select any options you wish to change to customize your site.
When done, click “Save Options”. Click on “Top Bar Options” again to close those options.
(It’s helpful when making these changes to refresh your main website browser window after saving the change to see what the change did to your website so you can quickly fix it if you don’t like the change.)

Objective 2 Customizing Header & Theme Options

Top Bar Options

Hide the top bar ☐

Hide feed icon ☐

Use custom feed URL

This custom feed URL will replace the default WordPress RSS feed URL.

Open social media links in new window ☐

Twitter URL

Enter the URL to your Twitter page.

Facebook URL

Enter the URL to your Facebook profile page.

[Add new social media icon](#)

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Step
6

Click on "Footer Options" and add in whatever copyright text you want to show up on the bottom of your website. I put an example below of what I put on my sample site. When done, click "Save Options". Click on "Footer Options" again to close those options.

Footer Options

Show Creative Commons logo



Copyright text (html allowed)

If this field is empty, the following default copyright text will be displayed:

Except where otherwise noted, content on this site is licensed under a [Creative Commons Licence](#).

Copyright ©2011 MortgageAsssign.com All Rights Reserved.

Do not show copyright info



Do not show the "Return to top" link

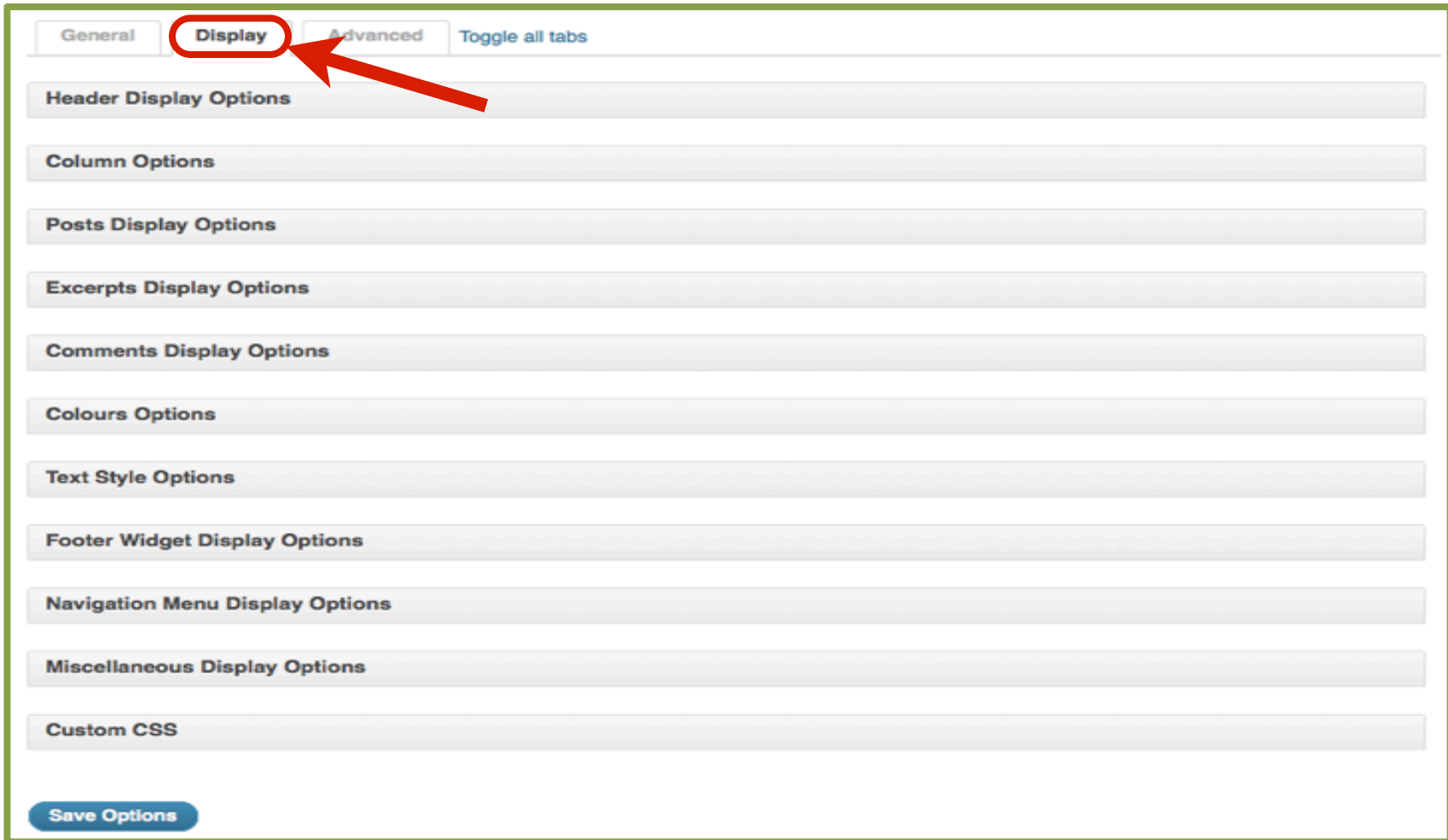


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Step
7

Click on “Display Options” at the top of the page.

Objective 2 Customizing Header & Theme Options



General **Display** Advanced Toggle all tabs

Header Display Options

Column Options

Posts Display Options

Excerpts Display Options

Comments Display Options

Colours Options

Text Style Options

Footer Widget Display Options

Navigation Menu Display Options

Miscellaneous Display Options

Custom CSS

Save Options

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Step
8

Click on “Header Display Options” and select any options you wish to change to customize your site. When done, click “Save Options”. Click on “Header Display Options” again to close those options. *(I disabled the “Featured Image Replacing Header Image” option.)*

Objective 2 Customizing Header & Theme Options

Header Display Options

Use light-coloured header bars

☐

Link header image to front page

☐

Check this if you disable the header texts and want the header image to be linked to the front page.

Disable Featured Image replacing header image

☒

Check this to prevent the posts Featured Image replacing the header image regardless of the featured image dimension.

Use random header image

☐

Check this to show a random header image (random image taken from the available default header images).

Note: only works on pages where a specific header image is not defined.

Search box location

Top bar



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Step
9

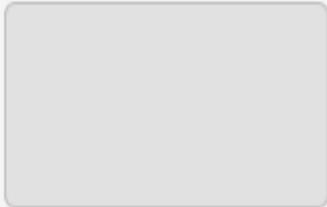
Click on “Column Options” and select your website layout. When done, click “Save Options”.
Click on “Column Options” again to close those options.


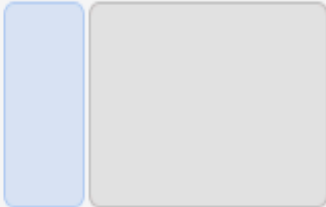
*Tip: The easier it is to navigate your website, the more time your visitors will stay,
which by the way helps your search rankings!*




Objective 2 Customizing Header & Theme Options

Column Options

Column mode

☐ 

☒  ☐ 

☐  ☐  ☐ 

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Step
10

Click on “Excerpts Display Options” and select any options you wish to change to customize your site. When done, click “Save Options”. Click on “Excerpts Display Options” again to close those options.

Objective 2 Customizing Header & Theme Options

Excerpts Display Options

Show excerpts in front page☒

Show full content in archive pages☐

Note: Archive pages include the archive for category, tags, time, and search results pages. Enabling this option will cause the full content of posts and pages listed in those archives to displayed instead of the excerpt, and truncated by the Read More tag if used.

Show More link for manual excerpts☒

Retain these HTML tags in excerpts

Enter the HTML tags you'd like to retain in excerpts. For example, enter `<p>` to retain `<p>`, ``, and `` HTML tags.

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Step 11

Click on “Miscellaneous Display Options” and if you would like to upload a favicon, this is where you’ll insert that url. When done, click “Save Options”. Click on “Miscellaneous Display Options” again to close those options.

Note: How to create a favicon is an addendum to this session.

Objective 2 Customizing Header & Theme Options

Miscellaneous Display Options

Site title options

Use these tags to customise your own site title structure: `#site-name`, `#site-desc`, `#post-title`

Custom front page site title

Defaults to `#site-name » #site-desc`. The `#post-title` tag cannot be used here.

Custom content pages site title

Defaults to `#post-title » #site-name`.

Favicon options

Favicon URL



[Upload or select image from gallery](#) - Simply enter the full URL to your favicon file here to enable favicon. Make sure you include the `http://` in front of the URL as well. Or use the WordPress media uploader to upload an image, or select one from the media library.

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Step
12

Click on “Advanced Options” at the top of the page. Click on “Preview” and click the box to enable preview of your site and click “Save Options”. Scroll down and you’ll now see a window with your website in it so you can easily preview changes.

Objective 2 Customizing Header & Theme Options

The screenshot shows the 'Advanced' tab selected in the top navigation bar. A red circle with the number '1' points to the 'Advanced' tab. Below the tabs, a 'Preview' section is visible, containing a checkbox labeled 'enable preview of your site on the Graphene Theme Options page'. A red circle with the number '2' points to this checkbox. Below the 'Preview' section, there is a 'Save Options' button. A red circle with the number '3' points to this button. The 'Action Hooks Widget Areas' section is also visible below the 'Preview' section.

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Step
13

Review any other option tabs you want to customize or learn about
and when done, click “Save Options”.

Objective 2 Customizing Header & Theme Options

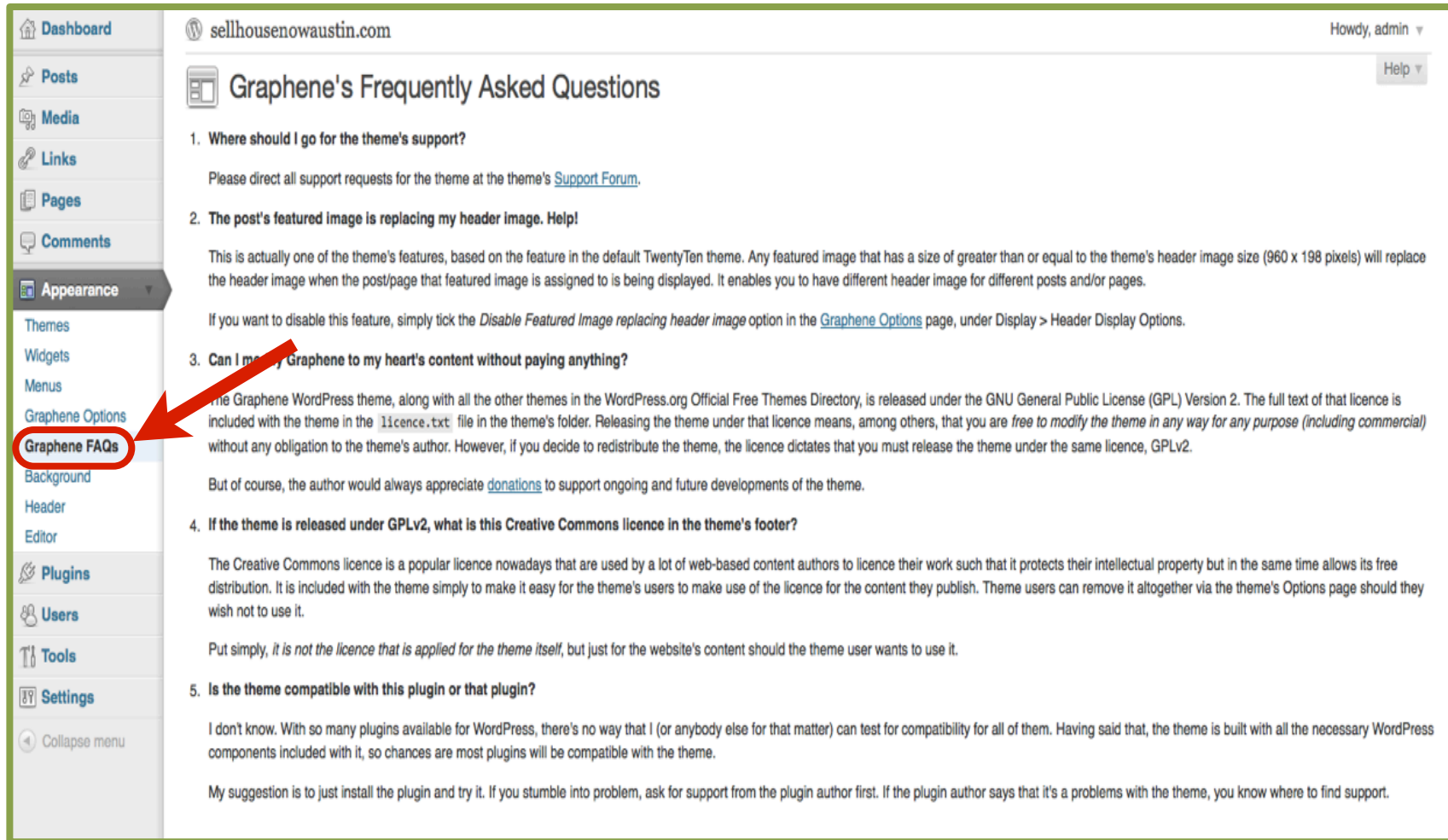
The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is expanded to 'Appearance', which includes sub-items: Themes, Widgets, Menus, Graphene Options (highlighted), Graphene FAQs, Background, Header, Editor, Plugins, Users, Tools, Settings, Contact, Platinum SEO, and Shareaholic. The main content area is titled 'Graphene Theme Options' and includes a sub-header: 'These are the global settings for the theme. You may override some of the settings in individual posts and pages.' Below this, there are four tabs: 'General' (selected), 'Display', 'Advanced', and 'Toggle all tabs'. The 'General' tab contains a list of settings categories, each with a corresponding icon and a link to its options page: Slider Options, Front Page Options, Homepage Panes, Comments Options, Child Page Options, Widget Area Options, Top Bar Options, Social Sharing Buttons, and Adsense Options.

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FYI

If you have questions about this theme, click on “Graphene FAQs” under the Appearance tab and click on the “Support Forum” link to access a database of questions and answers about this theme.

Objective 2 Customizing Header & Theme Options



The screenshot shows the WordPress dashboard for the user 'sellhousenowaustin.com'. The left sidebar contains the 'Appearance' menu, which is expanded to show 'Graphene FAQs' as a sub-item. A red arrow points to this link. The main content area displays 'Graphene's Frequently Asked Questions' with five numbered questions and their answers. The questions cover support requests, featured images replacing headers, GPL licensing, Creative Commons, and plugin compatibility.

1. Where should I go for the theme's support?
Please direct all support requests for the theme at the theme's [Support Forum](#).

2. The post's featured image is replacing my header image. Help!
This is actually one of the theme's features, based on the feature in the default TwentyTen theme. Any featured image that has a size of greater than or equal to the theme's header image size (960 x 198 pixels) will replace the header image when the post/page that featured image is assigned to is being displayed. It enables you to have different header image for different posts and/or pages.
If you want to disable this feature, simply tick the *Disable Featured Image replacing header image* option in the [Graphene Options](#) page, under Display > Header Display Options.

3. Can I modify Graphene to my heart's content without paying anything?
The Graphene WordPress theme, along with all the other themes in the WordPress.org Official Free Themes Directory, is released under the GNU General Public License (GPL) Version 2. The full text of that licence is included with the theme in the `licence.txt` file in the theme's folder. Releasing the theme under that licence means, among others, that you are *free to modify the theme in any way for any purpose (including commercial)* without any obligation to the theme's author. However, if you decide to redistribute the theme, the licence dictates that you must release the theme under the same licence, GPLv2.
But of course, the author would always appreciate [donations](#) to support ongoing and future developments of the theme.

4. If the theme is released under GPLv2, what is this Creative Commons licence in the theme's footer?
The Creative Commons licence is a popular licence nowadays that are used by a lot of web-based content authors to licence their work such that it protects their intellectual property but in the same time allows its free distribution. It is included with the theme simply to make it easy for the theme's users to make use of the licence for the content they publish. Theme users can remove it altogether via the theme's Options page should they wish not to use it.
Put simply, *it is not the licence that is applied for the theme itself*, but just for the website's content should the theme user wants to use it.

5. Is the theme compatible with this plugin or that plugin?
I don't know. With so many plugins available for WordPress, there's no way that I (or anybody else for that matter) can test for compatibility for all of them. Having said that, the theme is built with all the necessary WordPress components included with it, so chances are most plugins will be compatible with the theme.
My suggestion is to just install the plugin and try it. If you stumble into problem, ask for support from the plugin author first. If the plugin author says that it's a problems with the theme, you know where to find support.

Thank You!



*We look forward to seeing you on
Virtual Marketing Blueprint Session #3!
Dani Lynn, Flip, Tucker and Sasha*

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