Welcome To

Virtual Marketing Blueprint

Rei Rockstars

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Virtual Marketing Experts

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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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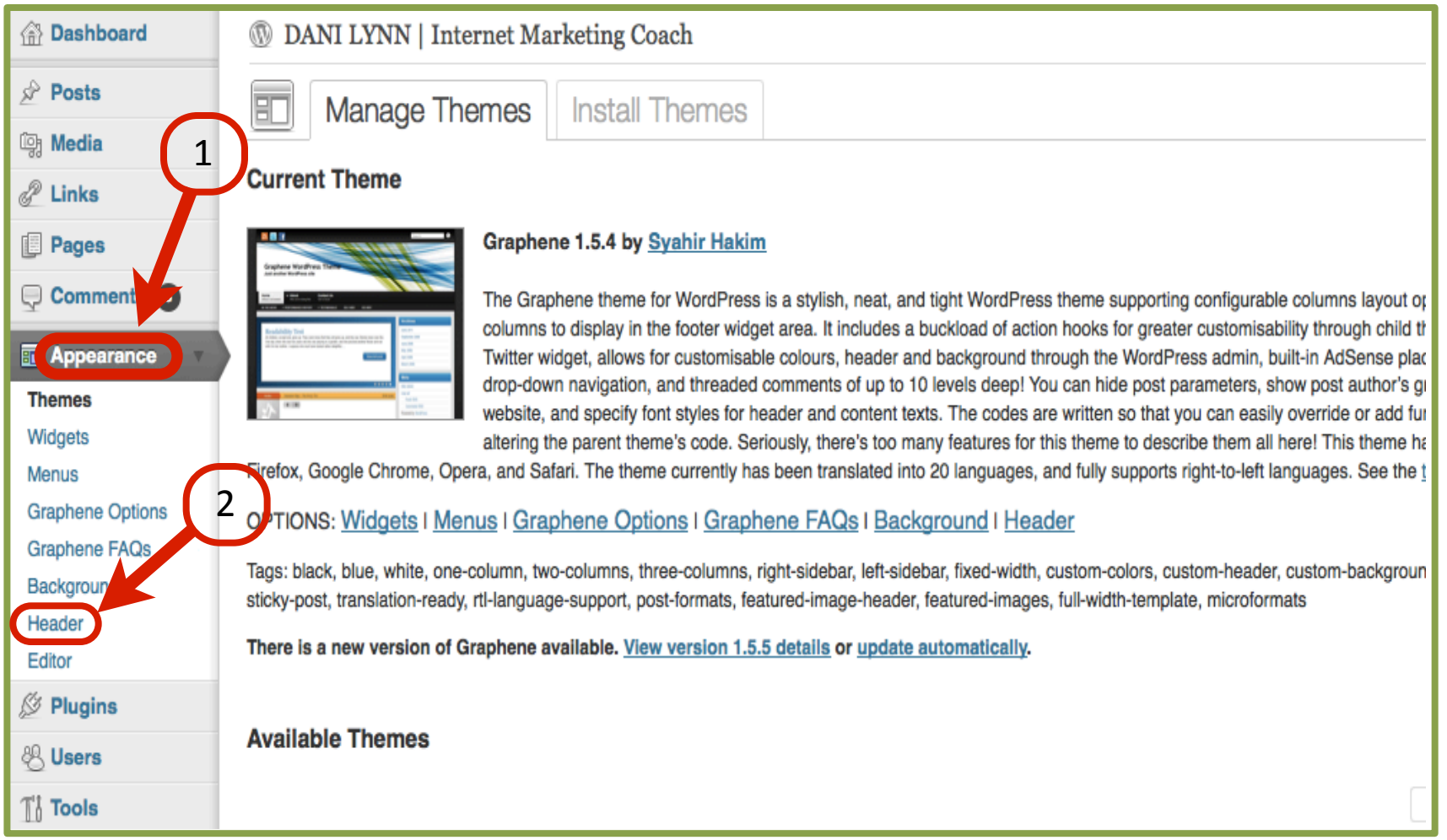
Step 1

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



Objective 2 Customizing Header & Theme Options

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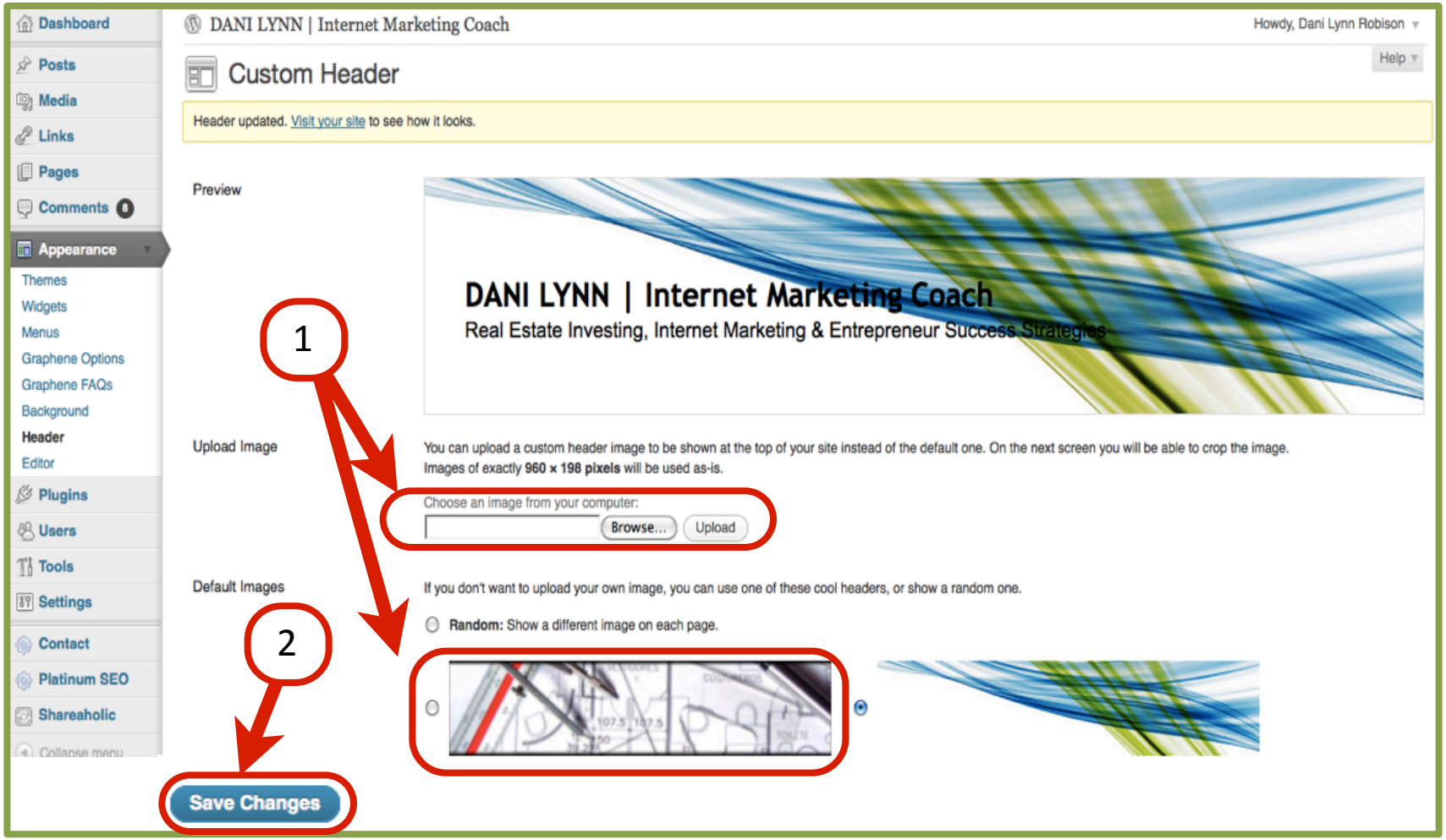
Step 2

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.



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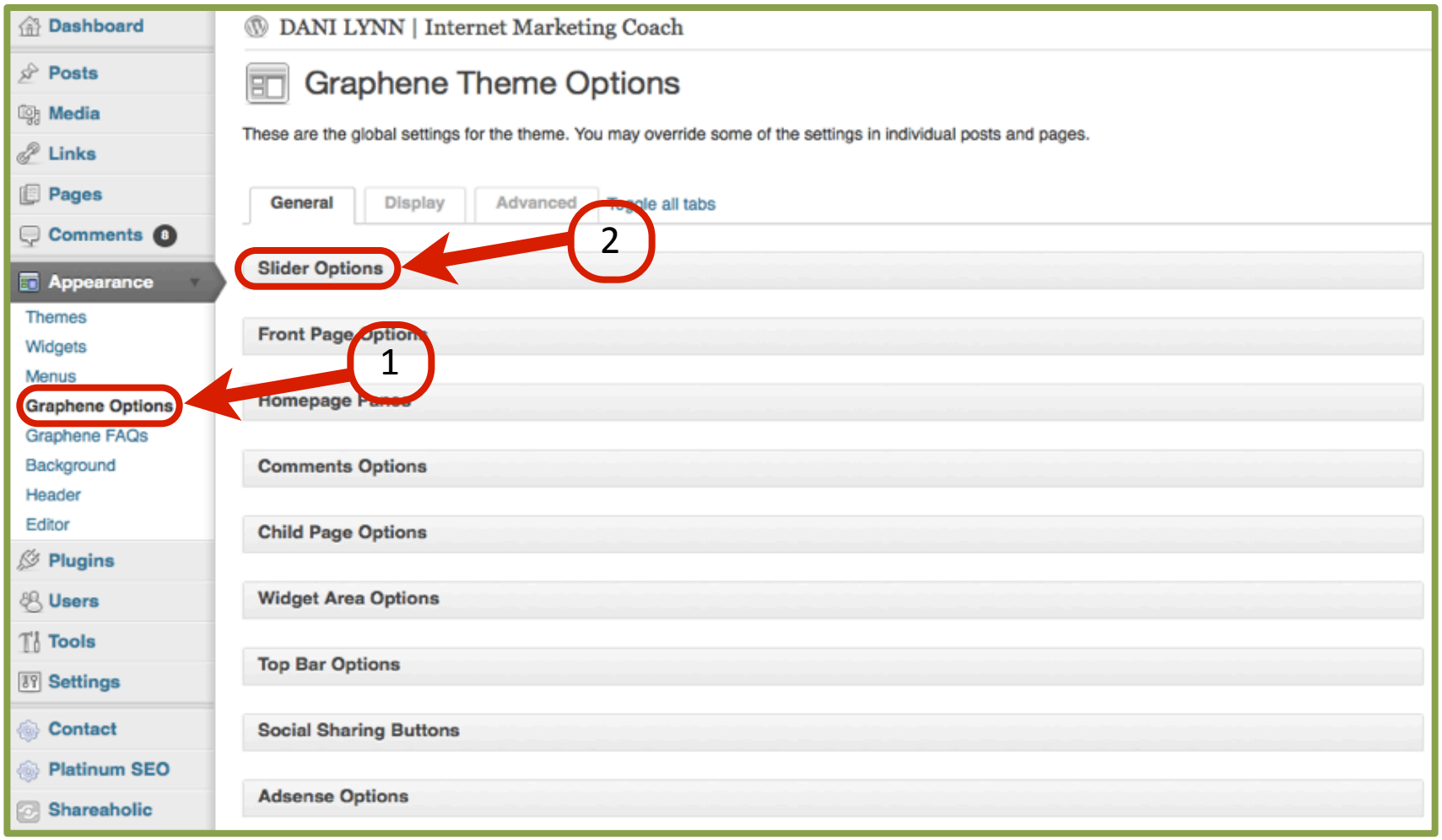
Step 3

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



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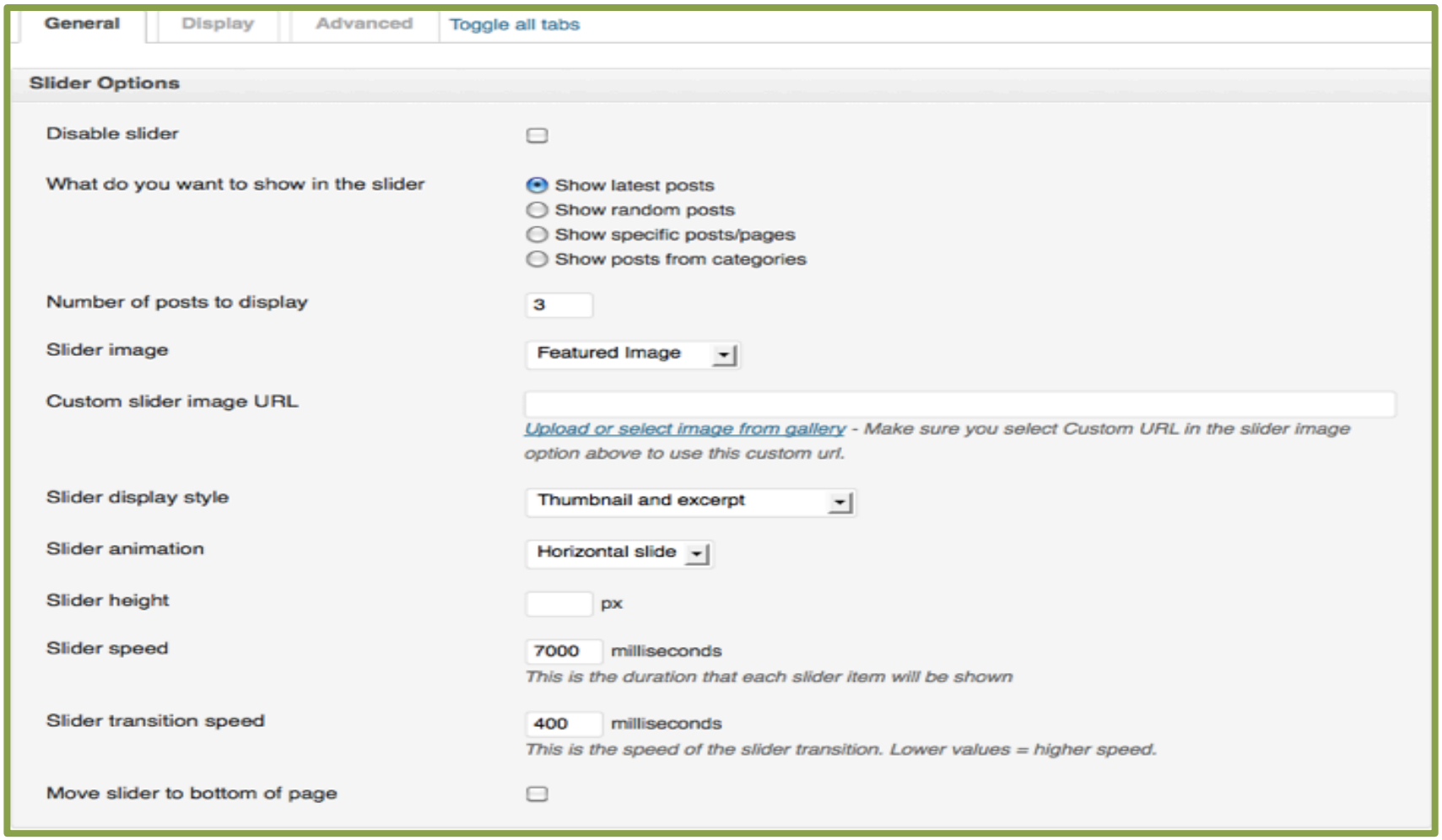
Step 4

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.



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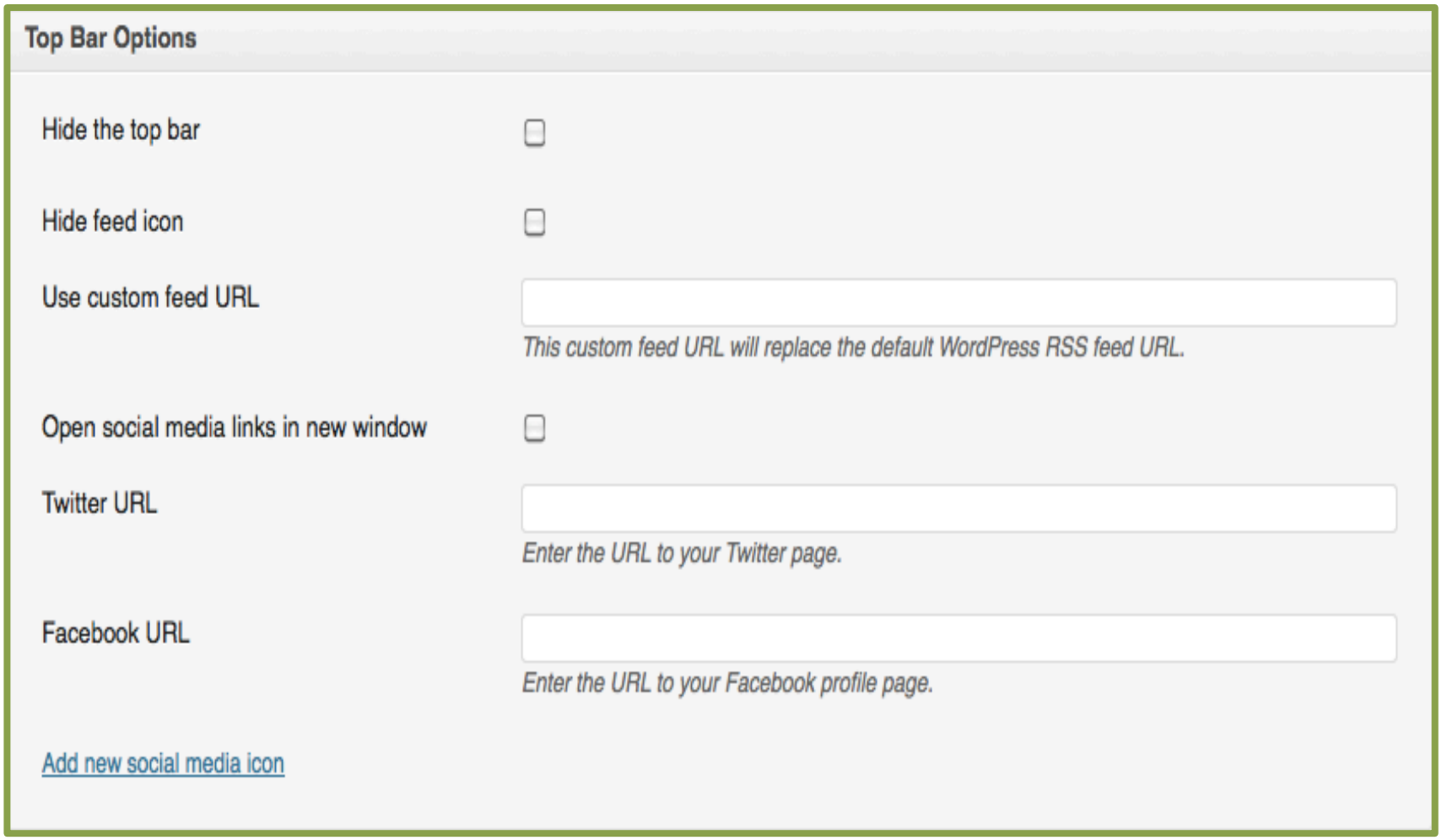
Step 5

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.)



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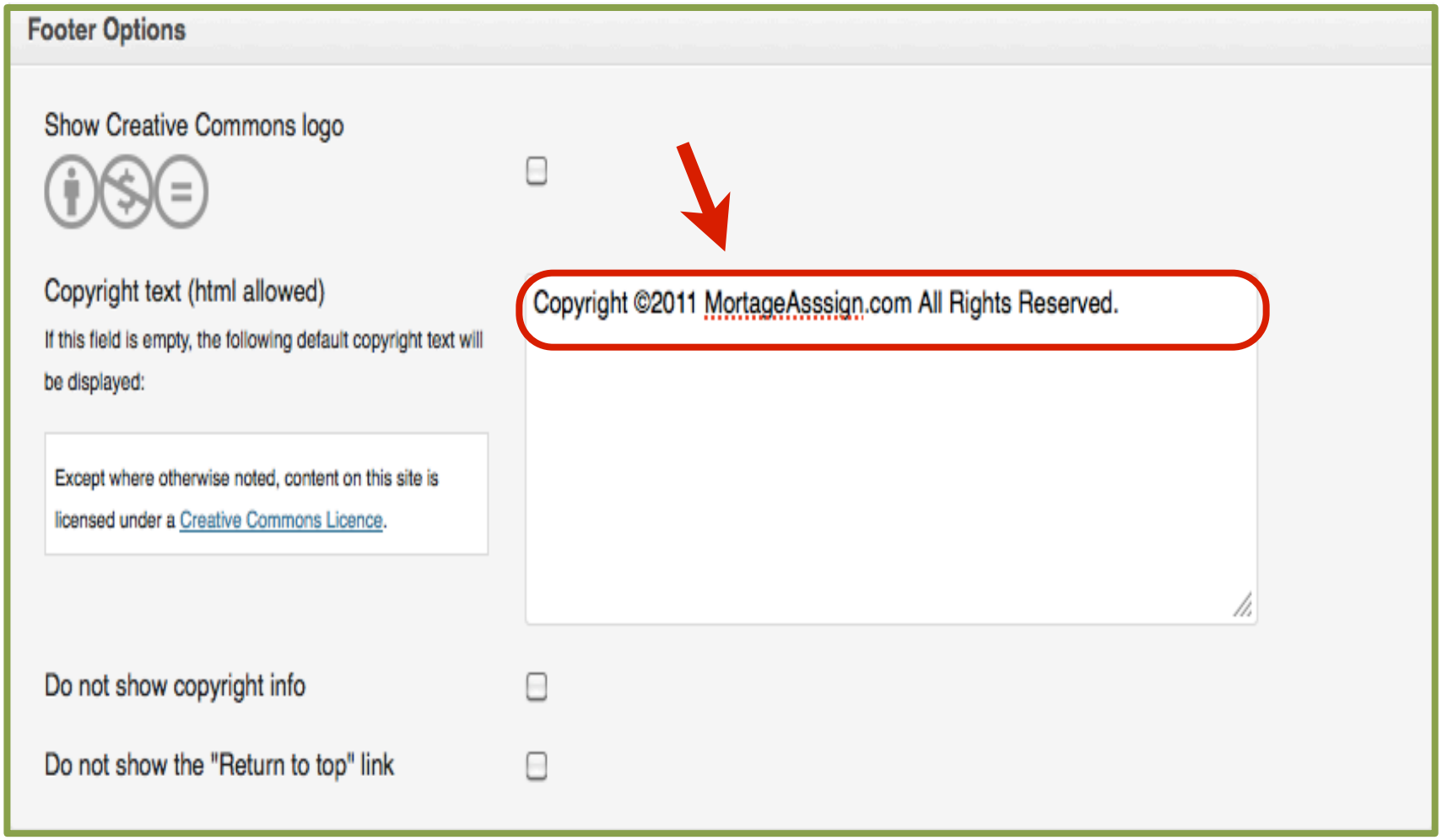
Step 6

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.



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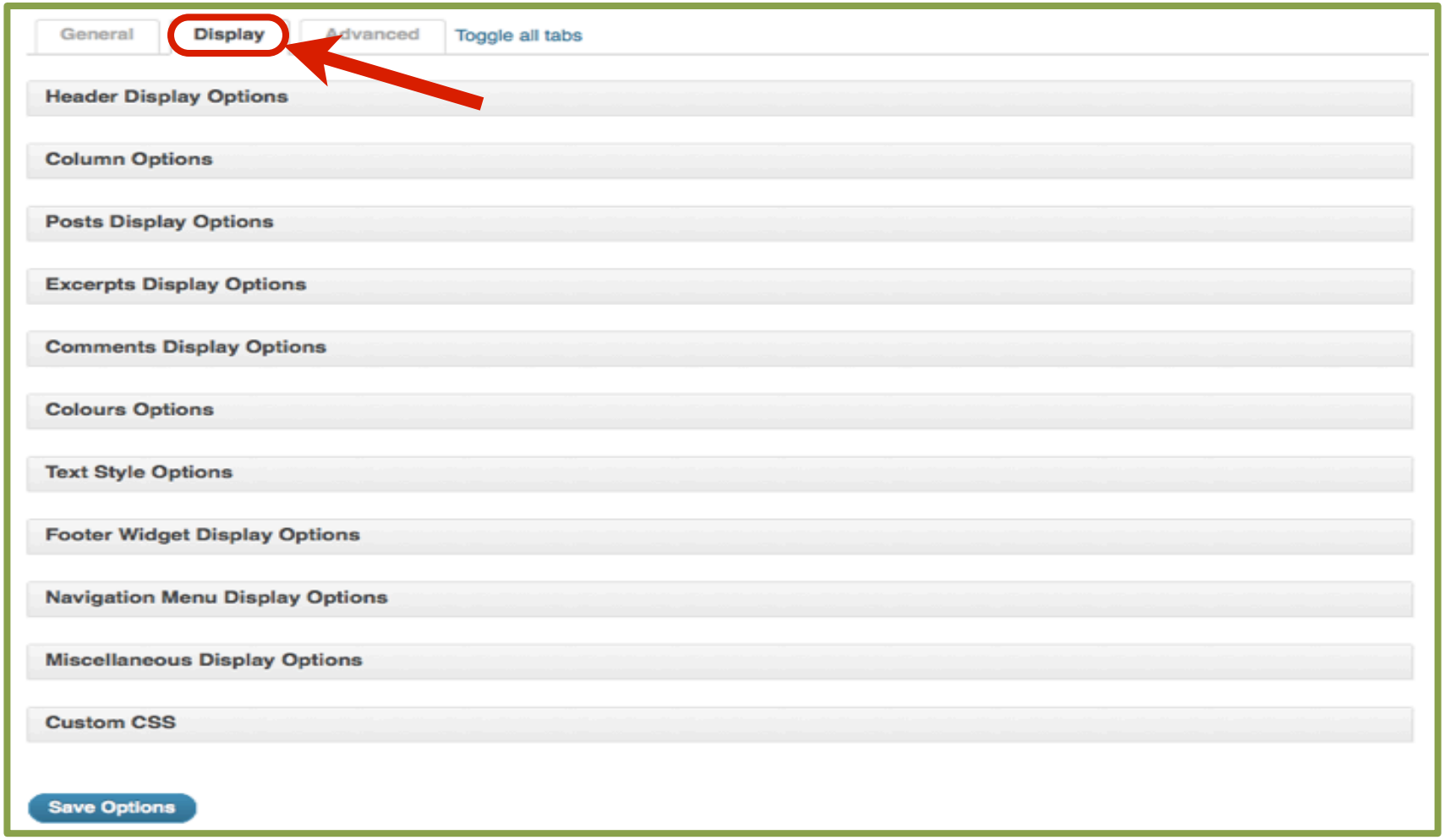
Step 7

Click on "Display Options" at the top of the page.



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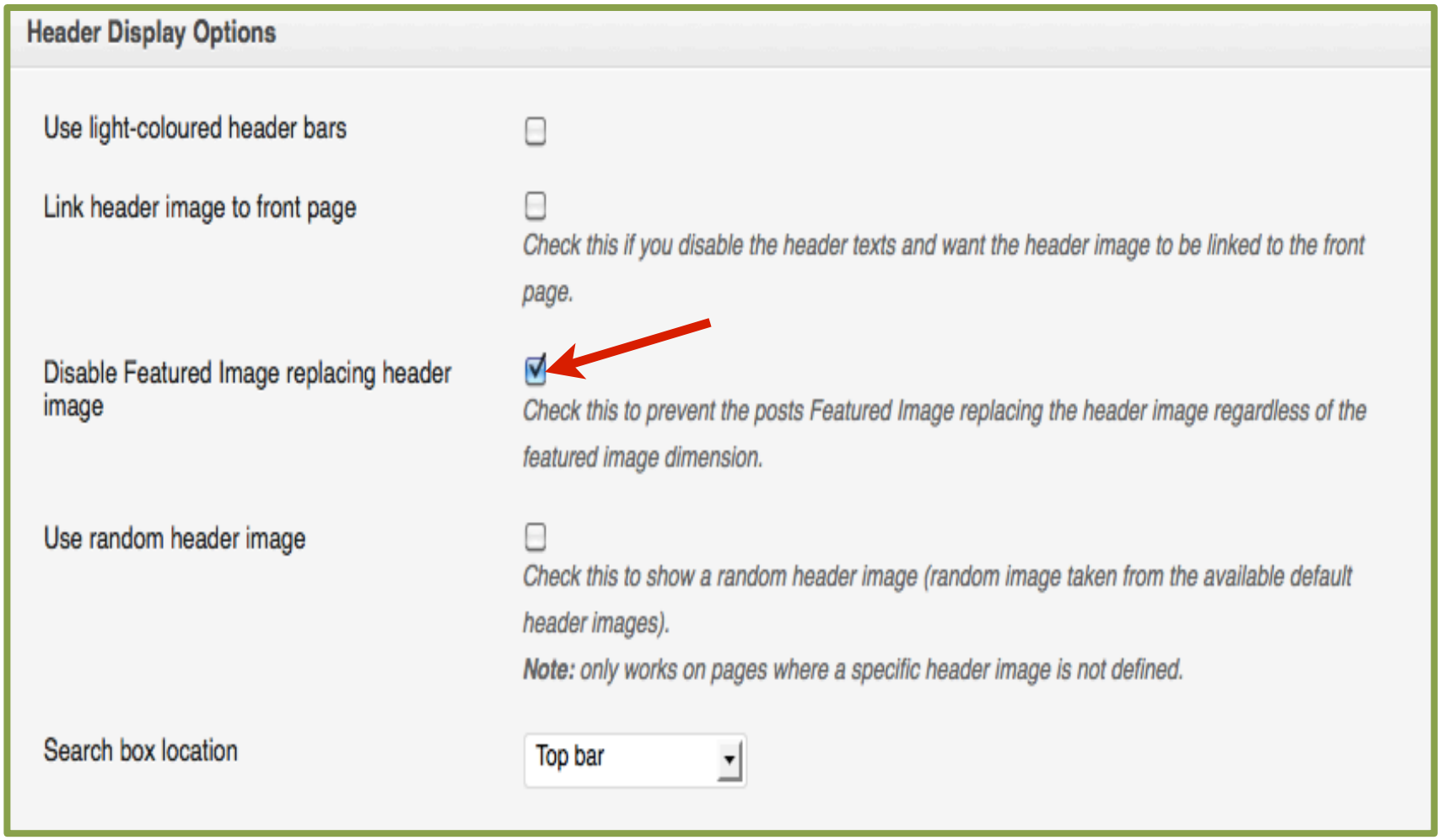
Step 8

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.)***



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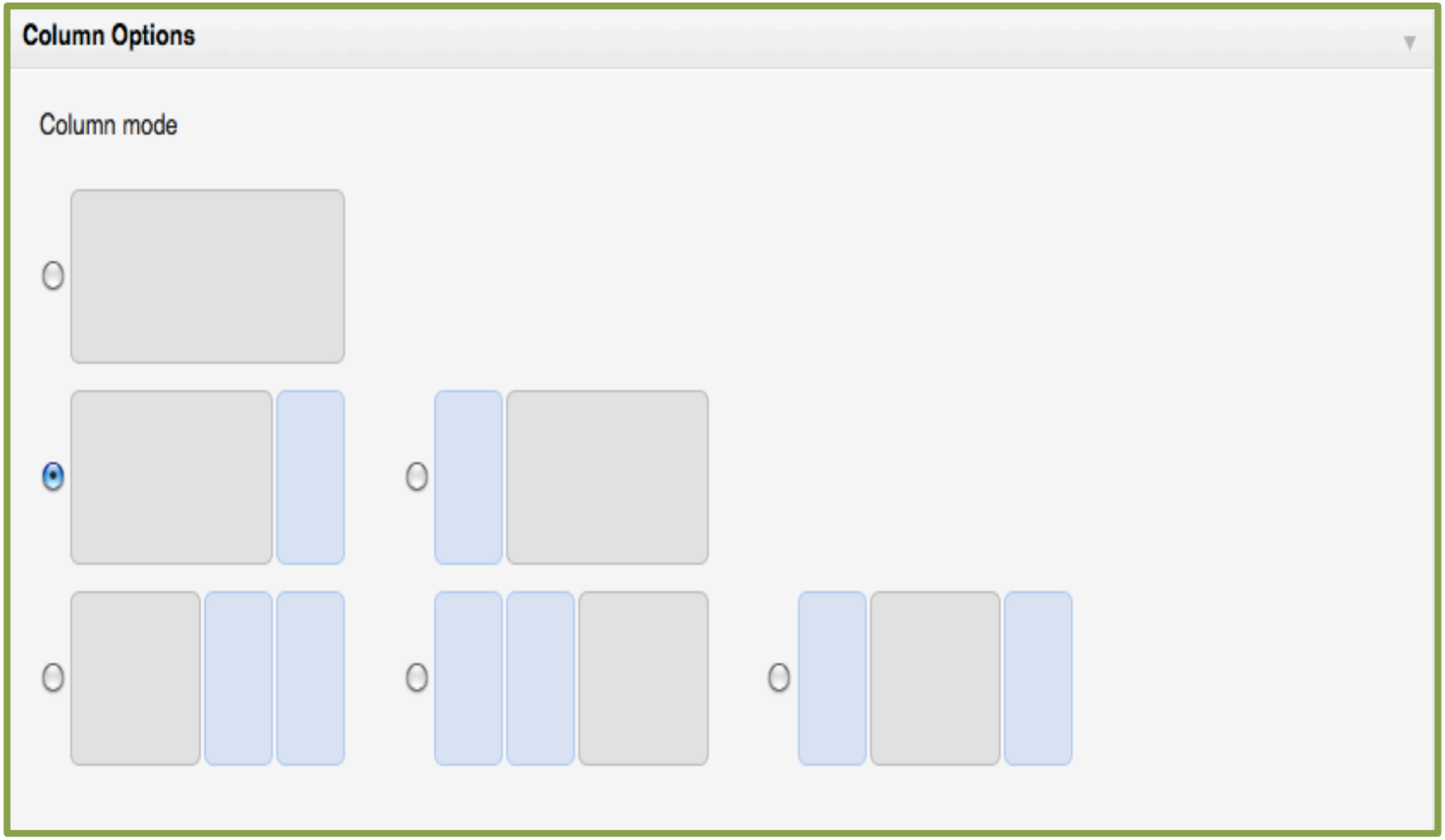
Step 9

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!



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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.

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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.

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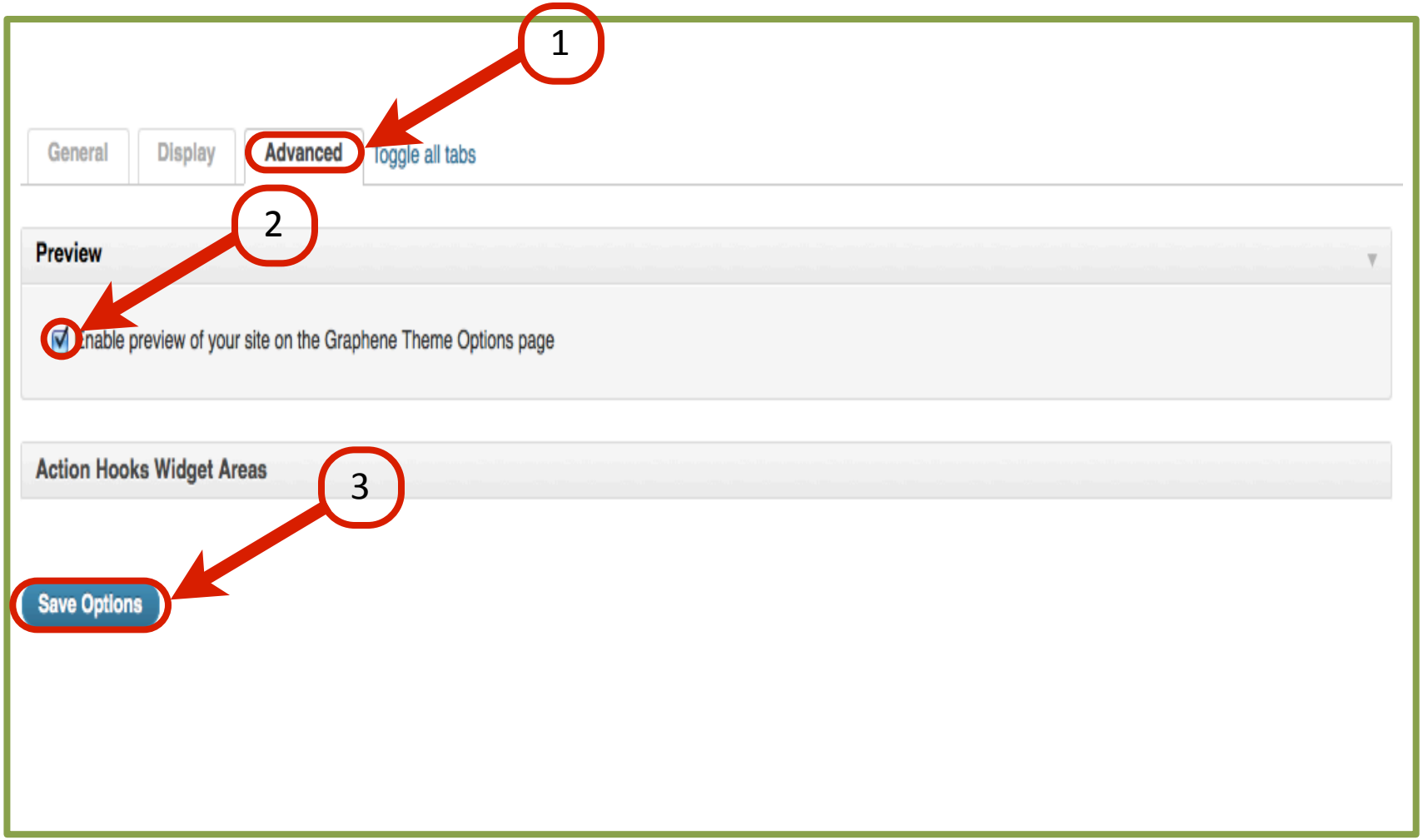
Step 12

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.



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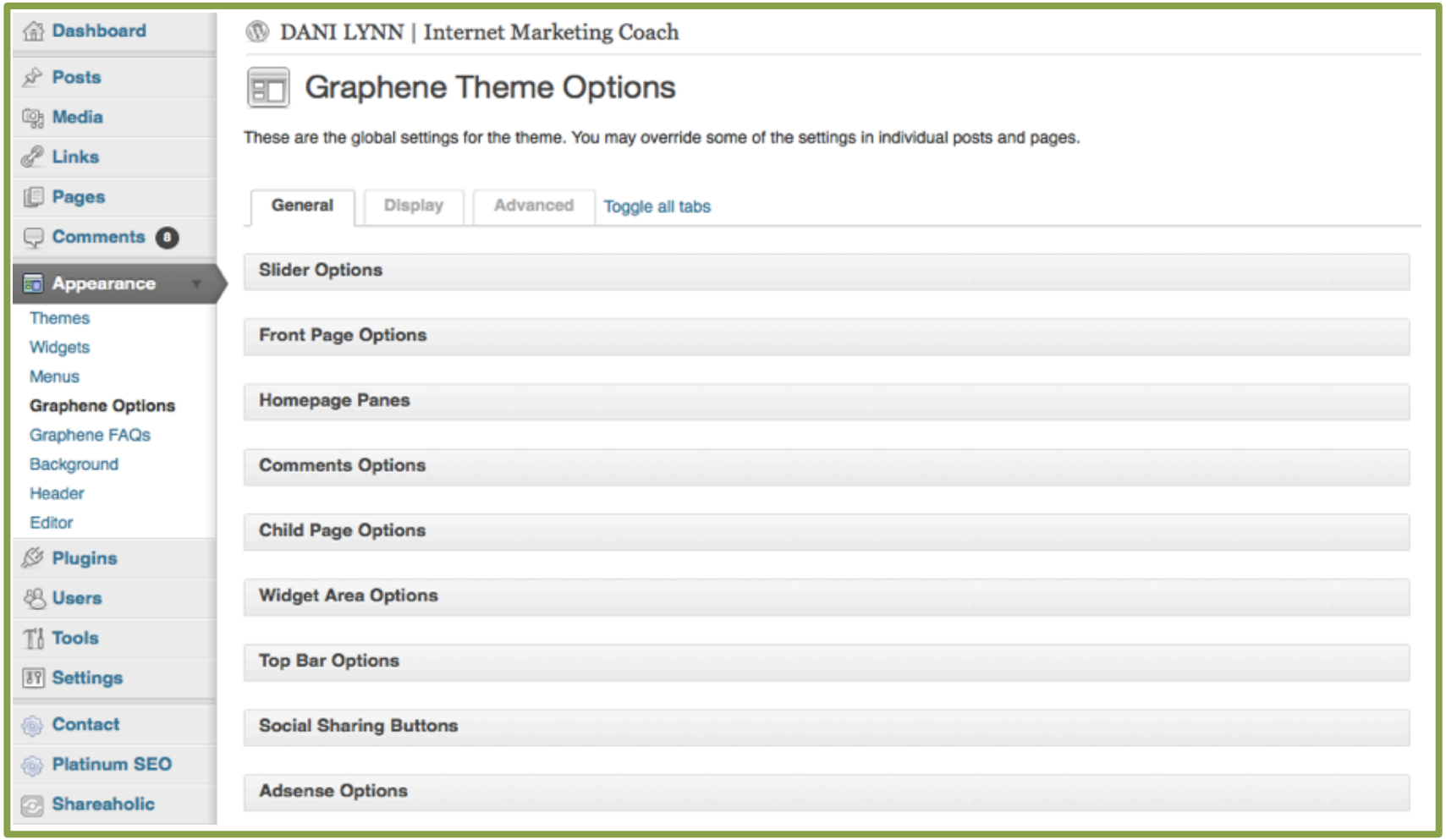
Step 13

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



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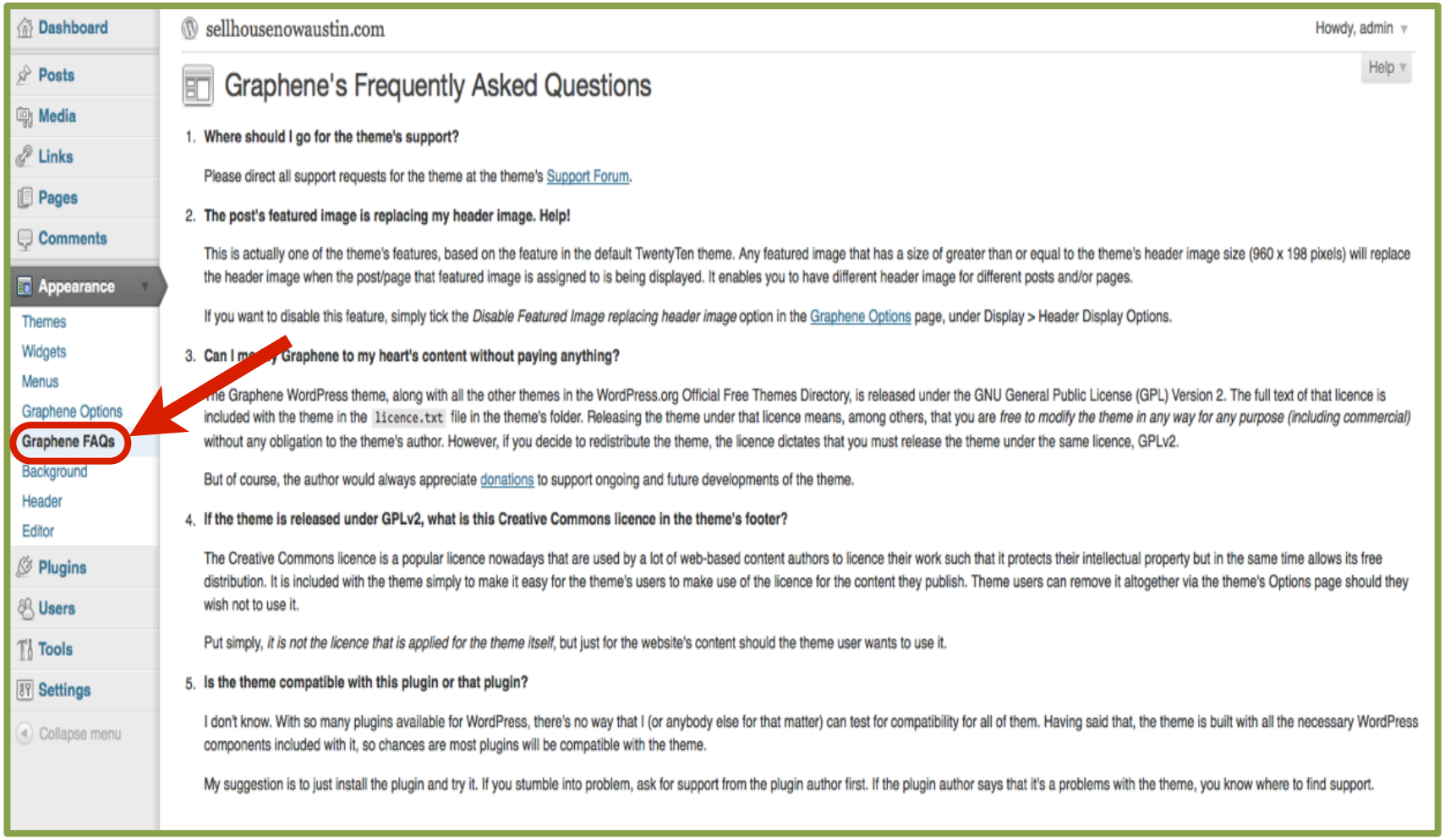
FYI

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.



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Thank You!

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

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