

# SPECIAL REPORT

# WORDPRESS WEBSITE THEMES

CUSTOMIZED DESIGN  
AND FUNCTIONALITY



**Zero to Personal Website**

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# Introduction

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In this video we're going to review how to choose, install and customize your WordPress theme to make it look and feel and function the way that you want it to.

I'm going to suggest that you use a custom WordPress theme developed by WooThemes. These are the themes that we actually use for our own Web sites and there's one theme in particular. If you actually go into themes and click on Canvas. We're going to view this canvas. You can see here is the direct link in the browser bar; [woothemes.com/products/canvas](http://woothemes.com/products/canvas). This is the theme that we're going to suggest that you use.

This theme is the one that's currently being used on my own personal Web site, as you'll see here in one second. This is my own personal Web site. This is ultimately what we're trying to get you to. You can see that we also have one of our staff members that just recently installed and set up his Web site and he's also using WooThemes' Canvas. Very easy theme to work with, but also a very powerful theme. There's a lot of different things that you can do with WooThemes Canvas. I'm going to show you how to go about setting this up.

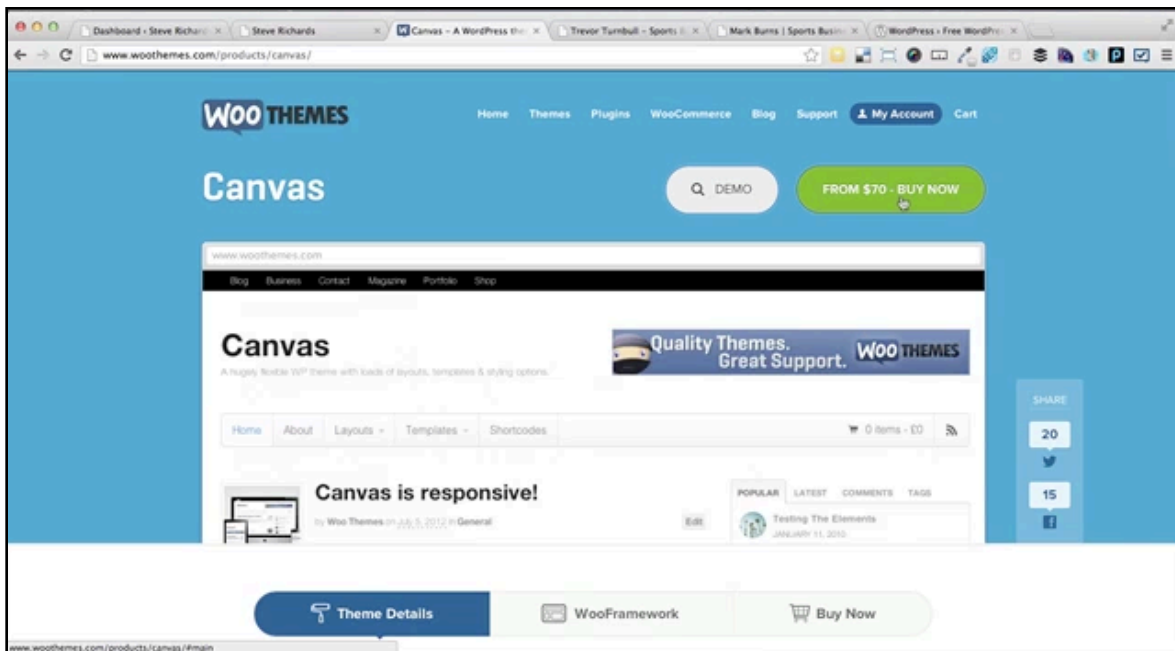
You, of course, can always use whatever theme that you want. If you just go ahead and do a search for "free wordpress themes" you're going to find a whole bunch of different options here and you can see that WordPress.org actually has a bunch of theme options right here. Go ahead and look around, decide what's best for you, but these videos in particular are going to review how to set up Canvas and how to actually use Canvas to create the style and look of your Web site so that you can have something that looks very similar to my own personal Web site.

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# WordPress Website Theme

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## INSTALLING CANVAS



**Click Here To Get Your Canvas Woo Theme For Your Site**

**>>> <http://woothemes.com/products/canvas> <<<**

To go ahead and purchase Canvas, it is \$70; it's a premium WordPress theme and the reason why they charge for it is it does have some of these advanced features and its very easy to use as well as very nice looking. This is, again, a choice you have to make if you want to buy it.

You're just going to go ahead and click "Buy Now" and choose a package. We want the standard package, one year free. Or you can choose a lifetime membership at \$30. We just want the one year free and we're going to pay \$70 just to get this theme. You can see they also throw in two bonus themes as well. I'm going to add this to the cart and then I would just go ahead with the transaction. What they're going to give you is a .zip file. That .zip file is what you need in order to update the theme on your Web site. Let me show you how to go about doing that.

In the back end of your site again you're going to go into Appearance --> Themes and you'll see that you currently have the Twenty Twelve theme. This is the standard one that comes with every single WordPress install and the only other option they give you is Twenty Eleven, which is just the older version of it. I don't suggest that you use that one or the Twenty Twelve version that we currently have installed.

We're going to go Install Themes up in the top tab here and then we want to choose upload. You can see that theres actually a search function here also where you can search for different types of Web sites that are different colors or a certain amount of columns; one column, two columns, three columns, etc, fixed width, all that kind of stuff. Im going to show you how to upload Canvas.

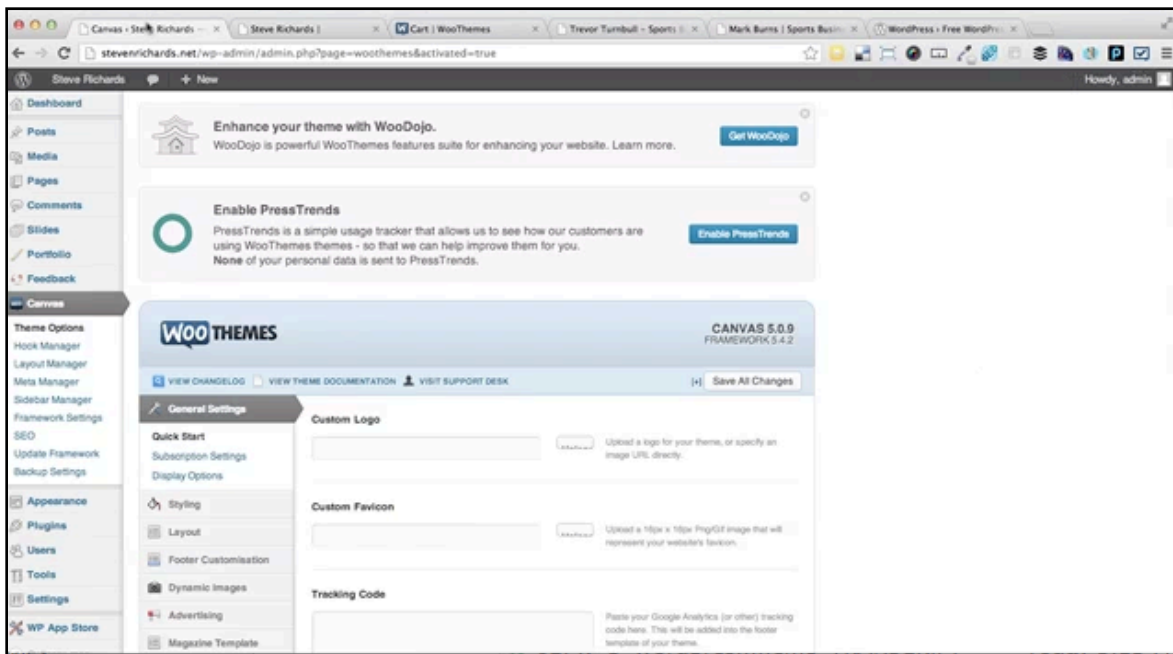
You're just going to click on Upload. You're going to choose the file; I actually have to dive in and find the file really quickly. Now Im going to click open. Again when you get the .zip file from WooThemes, DON'T unzip it. You want to upload the zip file. Im going to open it up and Im going to click Install Now.

Now that I've installed it I can actually click for a live preview or I can go ahead and just activate it, which is what Im going to do. When I do that it will confirm with me that it has been completed, which you can see here, and it gives me a whole nother set of menu items here that I can select from. And if I come back to the front end of my site and refresh you'll see that the look and feel hasn't changed a whole lot yet but it will once we start to add all of these different design elements. I've



gone ahead and installed that Canvas theme, and its really that simple to get set up.

## CANVAS SETTINGS



Now lets go through all of the settings that you're going to want to adjust in your new canvas theme. First of all Im just going to delete these couple off of the top here. We don't need these right away. Just to clean things up a little bit.

Let me run you really quickly through what you're going to find inside the WooThemes settings. First of all you can see theres a whole bunch of options here on the left-hand side. Don't worry too much about this - WooThemes has a whole training section on all of this if you really want to go and learn it. Im just going to show you the basics for now.

### General Settings

Under theme options you can see it defaults you to the Quick Start page, which right here you can upload a custom logo. If you have any design skills and you

want to actually create a logo for your own personal Web site you can upload it right there.

A favicon; what a favicon is is if you see up in the menu on this tab the little "W" right here. That is WooThemes' favicon. Its just a little tiny logo that will show up on a tab if somebody goes to your Web site. You can go ahead and create one of those if you like too and upload it. It gives you instructions here on how to do this as far as the size that you need to upload.

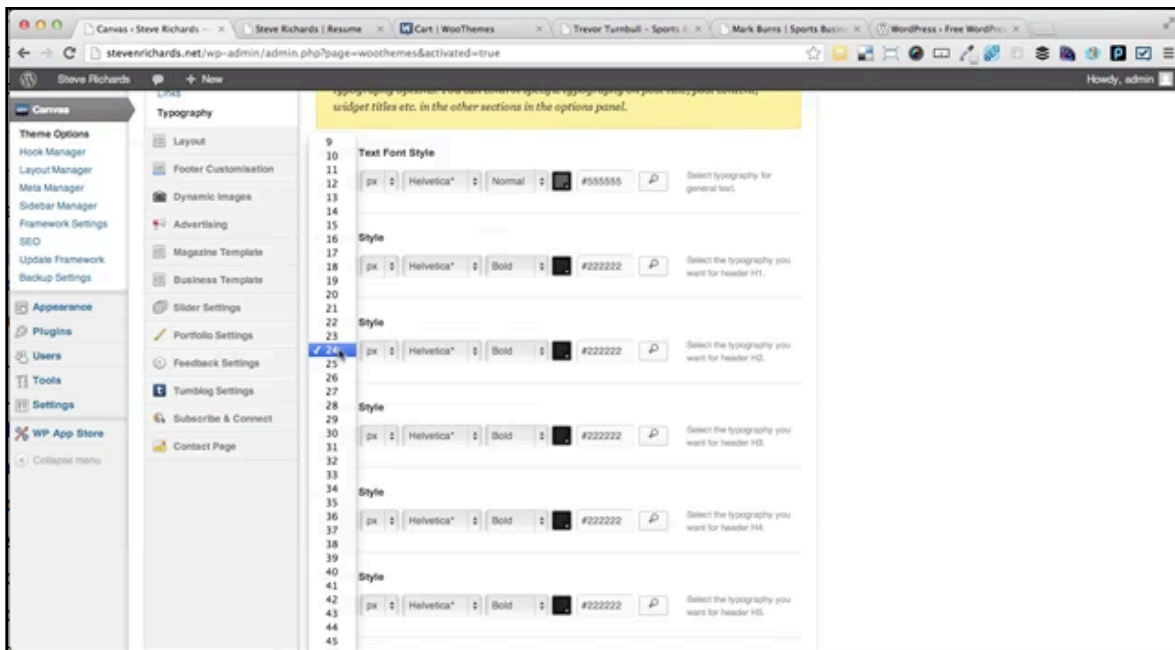
Then theres also a space for tracking code. This is for your Google Analytics. You of course can sign up for a Google Analytics account and embed your code here or you can do what we're going to suggest, which is to install a Google Analytics for WordPress plugin, which you'll find in another training video that we've completed here in the Zero to Personal Website course. That is the way that we actually suggest that you do your tracking code.

This first page you might not even touch. You don't have to do anything with it.

You can see you have your Subscription Settings here. Again if you want people to be able to subscribe to your Web site via email or RSS you can enter in the information right there.

Display Options - you can see that theres a whole bunch of things you can do here. Display Breadcrumbs; this would actually tell people where they are in the hierarchy of your Web site. If they end up on a sub page of a parent page it will actually tell them that they're there.

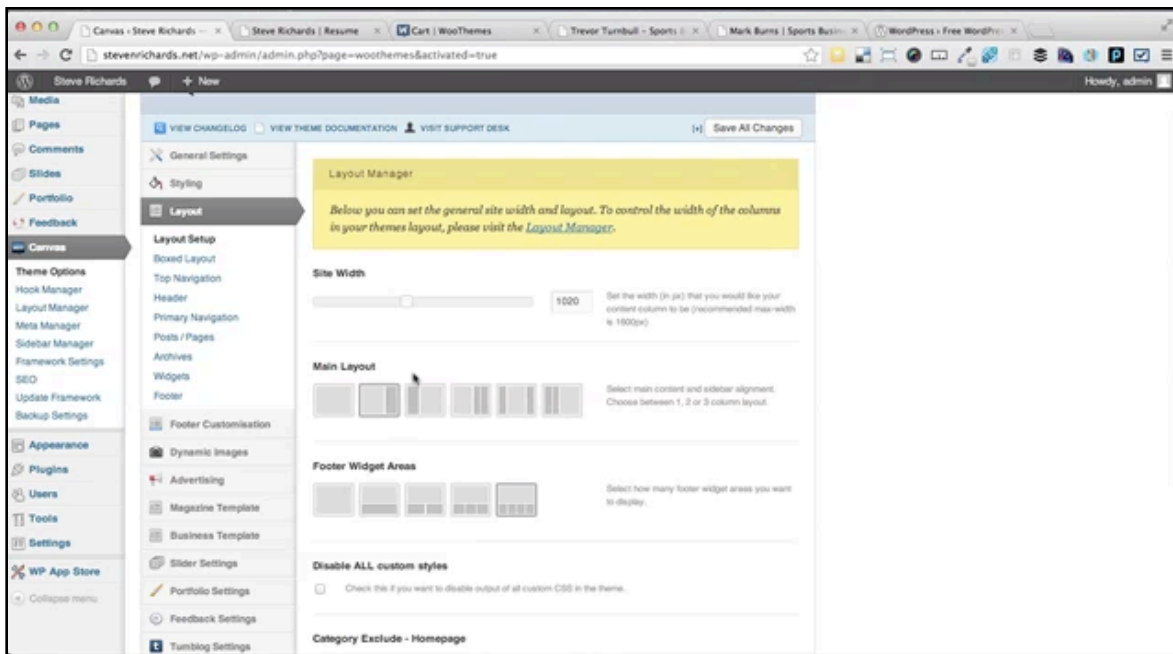
## Styling Settings



There's all kinds of styling options here for your background color, background images. Links - you can actually style the coloring of your links as far as what they look like when people hover over top of them vs when they click them vs when they're just sitting flat on your page.

Typography refers to all of the different font styles and the standard sizes. If you remember when we created our pages initially, if I go into the Resume page for example, you can see that I created these ones here with an H2 or a heading 2. We can change what an H2 looks like by adjusting the settings right here. You can see its currently set to 24 pixels, Helvetica font and bold and in black. I can change all of those to blue for example if I wanted to. Feel free to dive around in there and play around with these settings if you'd like.

## Layout Settings



Theres the layout section here, and theres a whole bunch of options here as well. Again I'm not going to go through all of this, but feel free to play around with it. You can actually change the width of your site here, so we can actually make this one say 1020. If I just go ahead and do that and save the changes and well come back to the site here and refresh the page you'll see that the Web site just got a little bit wider there right?

You'll see its really easy to do these updates just by adjusting some of the dials and the settings and all of the things that you have available to you in the Canvas theme.

## Footer Customization

You can customize your footer. So you can actually create widgets that go down in the bottom left-hand side. Or you can put custom text down there.

## Dynamic Images

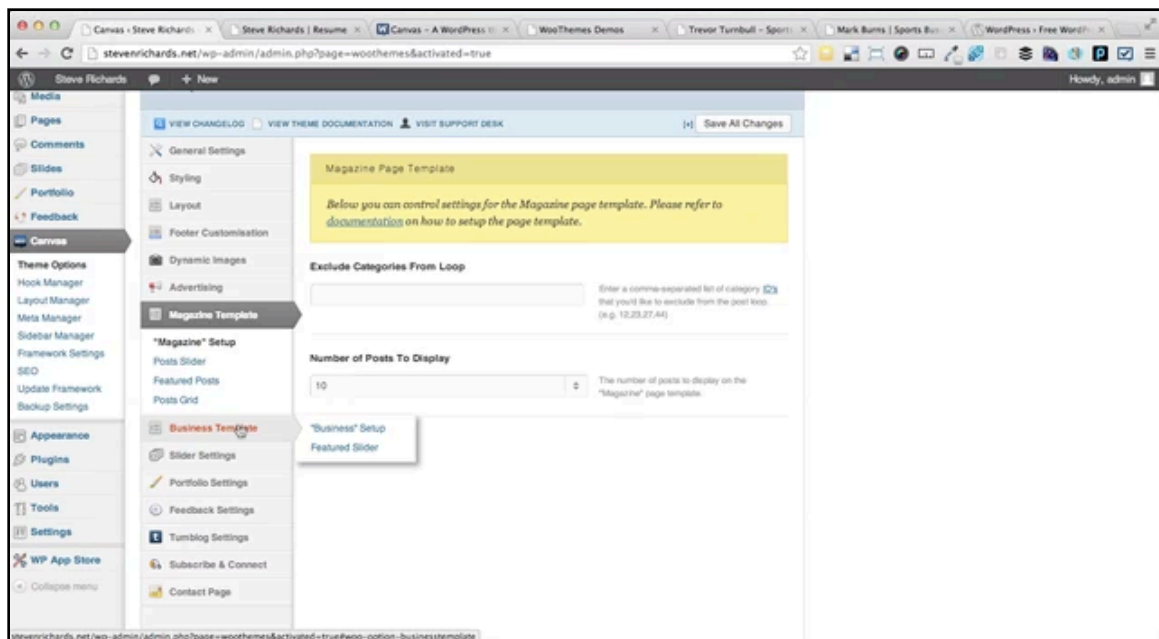
Dynamic Images - this will resize your images. Most of the defaults that this theme comes with is what you should leave it at. Im just showing you but what I would suggest is just leaving them all for now the way that they are.

## Advertising Settings

Theres and advertising one. You can actually put a banner up in the top right-hand corner of your Web site. If I just go back to WooThemes setting here and I'll give you an example that they give so that you can see what this Canvas Web site will actually look like. Lets look at the demo here really quickly.

You can see that heres an example of a Canvas Web site thats got a blog post on the front end, its got all of these widgets on the side. Again we'll show you how to go ahead and create all of these.

## Magazine Template



OK. Now theres also this magazine template. This will be for your blog settings. You can actually create a slider that shows up on your blog, you can set featured posts, you can change the way that your blog is actually displayed as far as where the thumbnail shows up. You can see on these, for example, the thumbnail shows up on the left-hand side. Perhaps you want these over on the right. Thats where you would adjust all of these settings, in the Magazine Template.

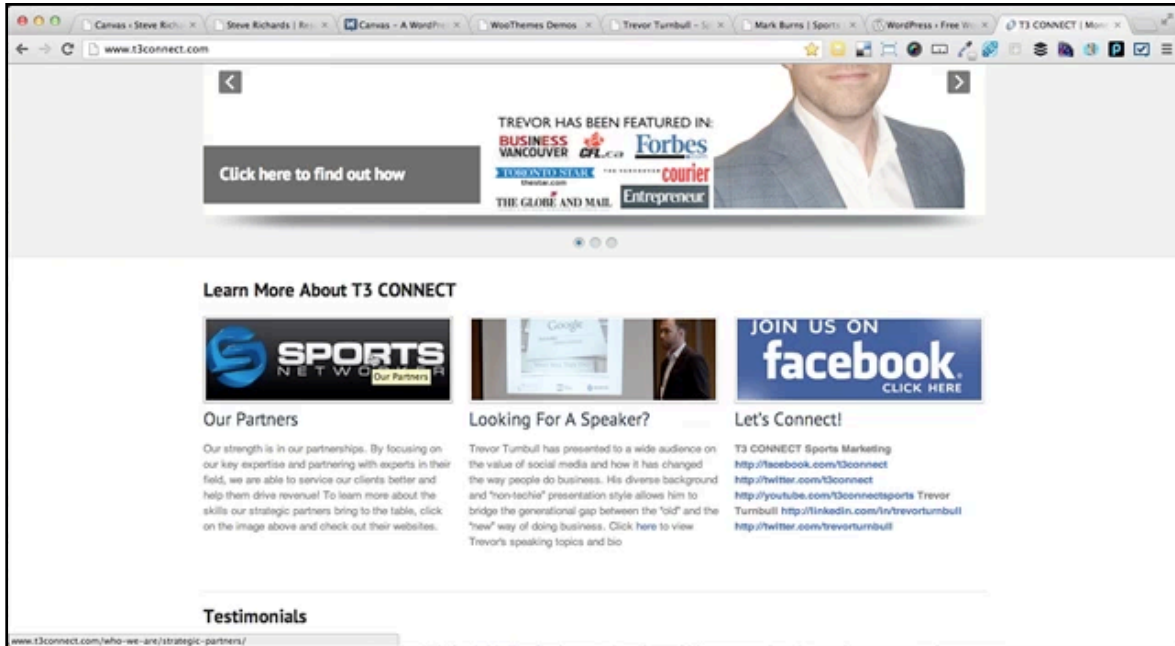
## Business Template

The Business Template is just another setting, another option thats available to you in the back end here. I wouldn't worry too much about that right now.

## Slider Settings

The slider settings. This is if you decide to have a slider. You can see on my personal Web site this is actually a slider, even though there is only one slide showing here. If I go to another Web site that I have Canvas installed on you'll see that I have a slider setting that has multiple slides. So if I just click through it actually clicks through to all three slides. And it does this automatically based on the settings I have set here. You can have a Hover Pause, you can Auto Start it. Theres a bunch of little things that you can change on here if you choose.

## Portfolio Settings



Portfolio Settings - this is where you would actually set up things like you see here. These will display as just small little images where you can have call outs about key features that you want people to know about. Perhaps for a personal Web site standpoint it might be "check out my resume", "view my references" and "connect with me on social media." Whatever it happens to be. You can actually set that up in the settings here under the Portfolio Settings as well.

## Feedback Settings

Feedback Settings. If you want to enable this you definitely can. You don't even necessarily have to worry bout this one as well.

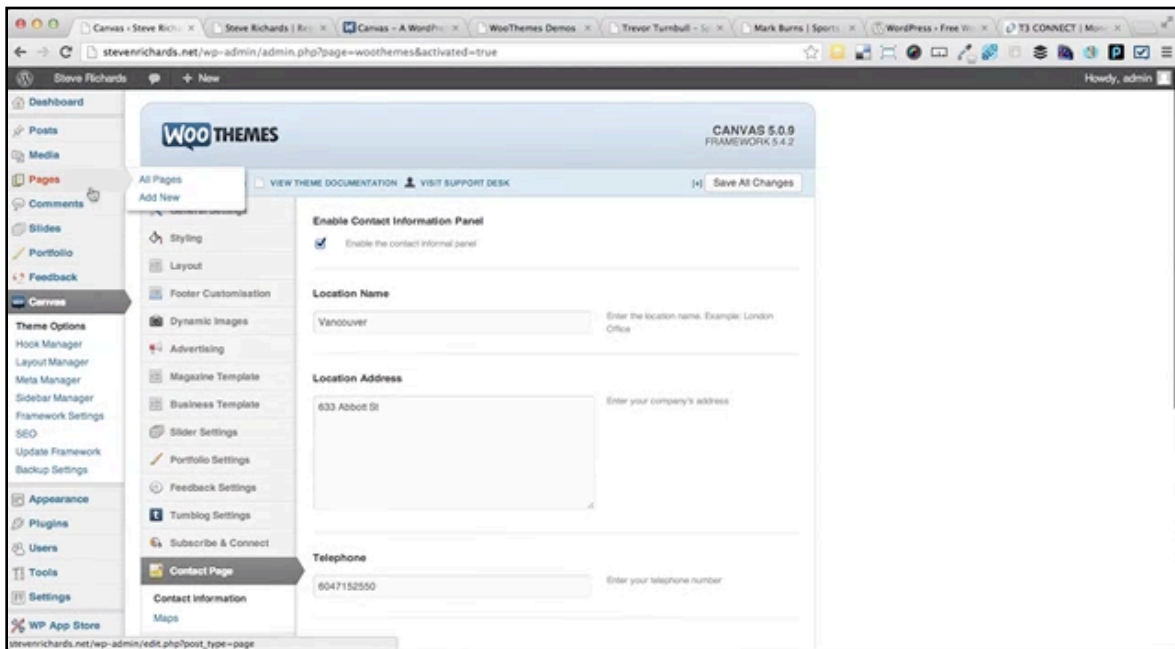
## Tumblog Settings

Tumblog Settings - don't worry too much about that.

## Subscribe & Connect

Subscribe & Connect - we'll actually come back to that because that's one of the widgets that we're going to set up.

## Contact Page



And the Contact Page is also something that you might want to be interested in and we would just go ahead in this case and enable this contact information panel if we want to use it. What I would do here is just go ahead and fill out this information.

I might put Vancouver in here for my location. Let me just put my address in here. And telephone. And contact form email - we'll use Steve's here in this case. Just using this as an example. And Twitter account, so srichards31. And I'm actually going to Enable Information Subscribe and Connect functionality on the Contact Page template right now as well.

Lets save these changes now.



In order to get this to show up on our contact page what we have to do is come back into our pages. Now I'm going to show you that as well as one more thing as it relates to the blog.

Let's go into the Contact page first of all. Now you can see right now, let me go to the Contact page on the front end. This is what our Contact page currently looks like. We added this text manually right into the page itself, as you can see here.

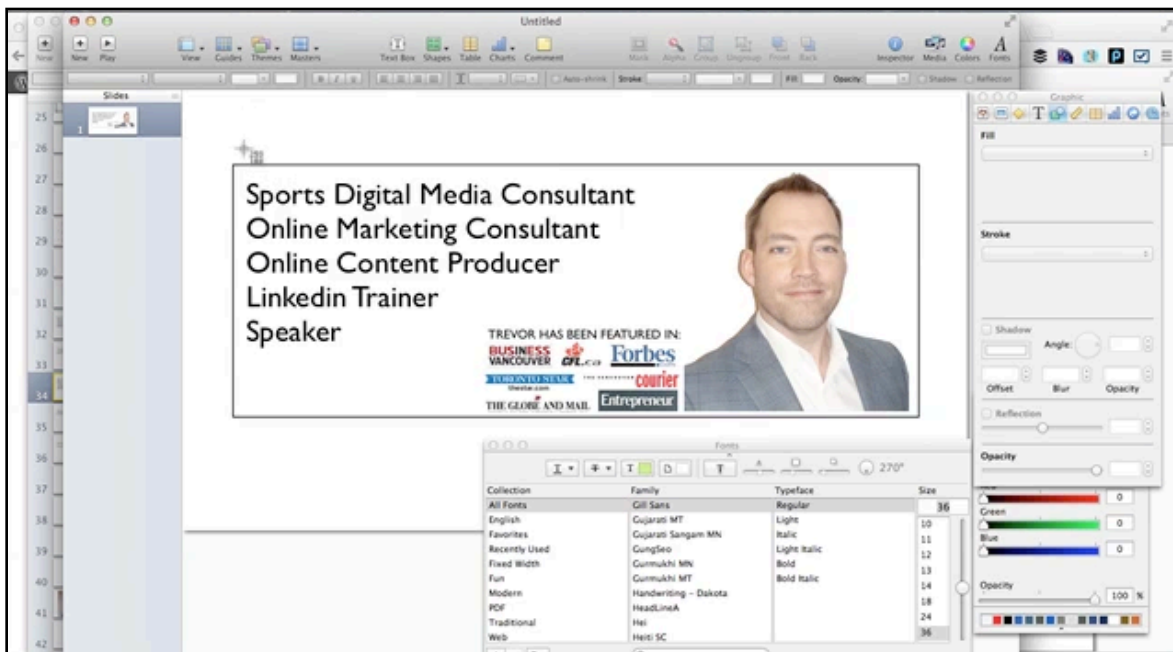
If I change this template to the Contact Form, I have a number of templates available to me now inside Canvas; they actually create these custom templates for me; and I update this page and come back to the front end and refresh it you'll see that now here's all of that information that I entered in there. It says Vancouver, it has my address, it has my email address in there. It's got a Twitter account feed in here and it's got a form that people can fill out to actually contact you.

I would probably not enter all of this information. I would just actually enable this contact form right here. That is if you want to use a contact form on your contact page. It's up to you how you want to use that but, again, play around with it, decide what's best for you.



Of course we have our Home page set up as showing all of our most recent blog posts as well. Its really up to you on how you want to do this; whether you want your home page to be a static page or if you want it to be like a blog format. I choose to do it this way, but its entirely up to you.

## ADDING AN IMAGE TO THE TOP OF YOUR SITE



The last thing Im going to show you how to create is how to add a nice image like you can see here at the very top of my own personal Web site. Or even if you look at Mark's personal Web site here you can see that he actually has his up above the menu. Here's his image that he created to put up top with his menu down here below. And if you look at mine you can see that my menu is actually up here on the top and my graphic is actually down below. Im going to show you how you can do those two different options so that you can put a little bit of design into your Web site without making it too crazy. Because you definitely want to keep it nice and simple but putting your headshot on there is definitely not a bad idea.

In order to do this you're going to need some type of photo editing software or some type of graphic design software, like Photoshop or, in this case, I just use a simple program called KeyNote. You might, if you have a PC, have a program called PowerPoint where you can do the exact same thing. You can see here I've just created a slide where I can put some text in here. I grabbed some logos and I dropped them onto the slide as well. I grabbed my headshot, I put it onto here as well. Im actually just going to put a box around this one here; you can see that this editor is very easy to use; Im just going to drag that around it, Im going to right click it and say send it to the back. Lets go ahead and take the color off of that so we don't have any color fill. I just want the box around it so that it will actually stand out on the Web site. And there we go. I now have a nice image that I can use.

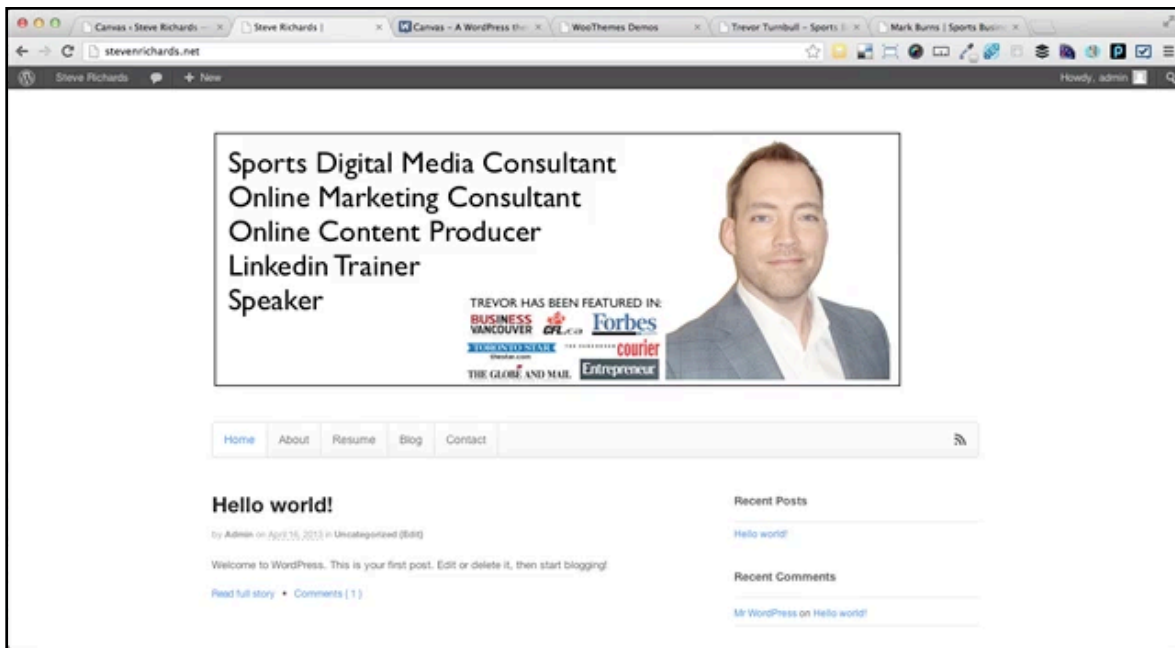
Of course theres some details to how you go about creating this but, again, I would suggest using KeyNote or PowerPoint if you don't have any graphic design skills or know how to use Photoshop because it really has a nice, easy drag and drop editor where you can just drag the images on here and create them as you see on here.

The next thing that I would do is actually just take a screen shot. On a Mac I can actually just go ahead and hold CMD+SHIFT+4 and you can see it changes my cursor into a crosshairs where I can then actually select what I want to take a screenshot of and when I let it go it takes the screenshot.

Now I have an image that I can work with. If I come back to my finder window on my Mac here you'll see that here is all of my files but Im going to show you that here is the image I just created on my Desktop.

You'll see that its a nice big size. Its something that is large enough that if it gets put on a Web site that is at least 900-1200 pixels wide that this isn't an image thats going to be all pixellated and look all funny. I've created it big enough to ensure thats not going to happen.

## Putting Your Image Above The Navigation



Now lets look at the two different ways that we can do this. Number one would be having it look like Mark's Web site here where you have the image up above the navigation like this and then I'll show you how to have it below the navigation, like so.

Lets look at this first version, first of all. This one is very simple because all you're going to do is add this to the Custom Logo. Im just going to click this custom logo button here, Im going to add the file.

Before I do that Im going to rename the file so that its easy to find. I'll call this "TT-Headshot-Website-Banner" or something to that effect.

And come back and find that file on my computer and click open. You'll see that it uploads the file. I want to ensure that Im choosing the Full Size and then Im going to say Use This Image. When I do it shows me that image in there, now all I need to do to make these changes happen is go Save All Changes and options were updated

Now I'll come back and refresh the Home page and you'll see that now I have this nice, big image right at the very top of my Web site. You can see that I would either make this image a little bit wider because my Web site is a little wider. You can see on the side that its actually about 92 pixels wider so I may make my image a little bit bigger. Or I can also adjust the size of my Web site too, I could just make it smaller.

## **Measure It**

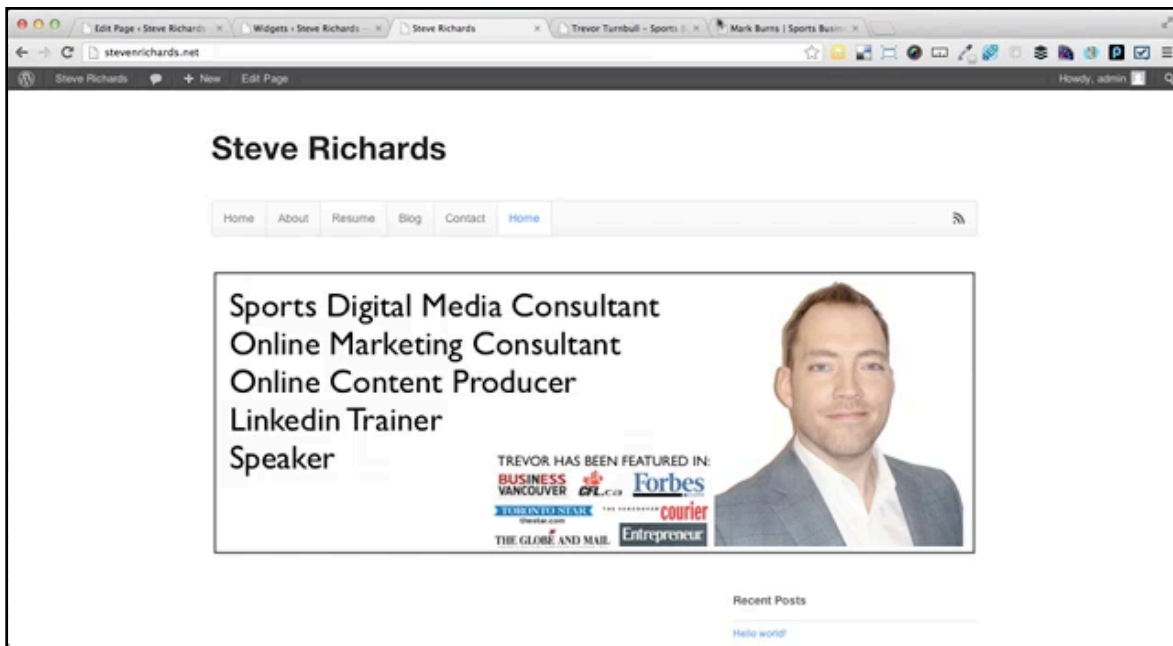
This tool that Im using, actually, to measure this Web site right here, let me just hover over this and get the name of it for you, its called MeasureIt. On Google Chrome you can actually get his extension called MeasureIt and you can measure the size of your browser. If I just go ahead and do this on this one you can see its 840 pixels wide, this image. If I measure the width of my navigation it is actually closer to 940 pixels wide. If I wanted to change the width of my site I could, or I could just make the image a little bit wider.

Im not going to go through all of that. I just wanted to show you how you could have that image show up at the top of your Web site with the navigation down below.

To get rid of that all I need to do is click on this red button right here and go Save All Changes and refresh the page and its gone.

Thats the first way that you can do it where you actually have that image up above the nav.

## Putting Your Image Below The Navigation



Now let me show you how you can do it down below your navigation so that your menu is up at the top of the Web site and your name stays on the page. This one is a little bit more complicated but its really simple if you just follow along these instructions.

The first step is go to Pages because you're going to need to create one more new page. This page is actually just simply going to be called Home. Lets call this one Home.

I need to assign a template to this one called Business, and I'll show you why here in a second. Lets just do that and lets go ahead and publish this page.

Now if I come back to the front end and refresh you'll see that it actually changed and it took the Steve Richards off of the top there. I'll show you why that happened here in a second as well.

The second step that you need to do is go into your Settings and Reading and you're going to set your static front page as Home. Lets do that and save the changes and come back here and refresh the Home page.

There you go. Now you can see that the page is no longer just my Blog feed, my latest posts, as it used to be. Because we used to have this latest posts checked off. Its now actually a page. You can see that theres no content on that page yet because we haven't added anything

Lets move on to the next step here. The next step is to go into your Canvas settings, you're just going to go into theme options, and once you get your Canvas options you're going to hover over top of the Business Template and you're going to choose Featured Slider. Now you need to enable this function in order to be able to get it to show up down below your navigation.

The other thing that were going to do is we're going to select "1" Number of Slides because in this case I only want the 1 image to show up on the page. And I don't want this Featured Slider Title to show up either. I'll actually maybe just leave it on right now to show you what that looks like.

Lets go ahead and save all of those changes now and just leave this as it is.

The last step in the process is to actually go up in the side menu here under Slides. Im going to go Add New Slide and Im just going to open this one up in a new tab so that I can keep this page open. I suppose I could name this if I wanted, I'll just say "Test Home Banner."

Where I want to upload that image is down here in the Canvas Custom Settings. Im going to just click upload and again I can go right into my Media Library, I believe. Lets take a look. Yeah, because I have uploaded that already for the logo just a moment ago its actually in my Media Library. I don't actually need to upload it



again, I can just use the same one. Again I just want to make sure that I choose Full Size and I'm just going to say Use This Image

Then I'm going to publish this slide.

Now if I come back to the Home page and I refresh here you'll now see that I have that banner but it's showing up down below the navigation. So here is my navigation and, again, here is that big banner that I just created. And of course my name still stays up in the top left-hand corner here.

I prefer it this way. I think it looks a little bit better because it allows me to have the opportunity to have a clickable link, which is my name, in the top left corner of my Web site.

This is the feature that I was going to show you in how we can turn this off. You can see that it's showing the actual page name or the slide name that we created, Test Home Banner. The reason for that is because that check box is checked on. If I uncheck that Featured Slider Title box and save all these changes and come back to the front end and refresh you'll see that goes away and now we have a nice clean Web site with my name in the top left, my navigation, and my image.

Now I should be clear here, though. If you do choose this option here where you choose this option here where you use the slider feature you can't have your recent blog posts show up down below here. This has to be a static page.

For example, on the home page itself I would actually have to enter my content here and update this page. Come back here and refresh once it's completed and you'll see that my content actually ends up down below.

This might be a good option for you if you're wanting your Home page to be a bit more static. So say it's just a general introduction of "Hey, welcome to my page. This is what you're going to find here. This is what my background is all about."

That type of thing. If you do want your Home page to be the blog then are going to want to choose the logo option.

## DECIDE WHICH PHOTO OPTION IS BETTER

Lets go ahead and do that here. Im just going to go ahead and turn off all of these settings. Im actually just going to go into Settings --> Reading. And Im going to change this back to Your Latest Posts and save the changes and we'll refresh this page and you'll see now that its defaulted back to this. So the Home page no longer exists anymore.

Now in order to get my image back on there though I have to come back into my Theme Options and I have to upload my custom logo so that I can have that logo up at the top or that nice big banner up at the top. Im going to choose previously uploaded because I did upload this file already. Again Im going to choose Full Size, use a custom logo and Im going to save my changes. And we'll come back and refresh the front end and you'll now see that we have that nice big banner across the top. Again I would probably either make this a little bit wider or I would change the width on my site so that its more closely matches the banner that I've created.

Then down below you can see that I have my recent posts, I have my menu right here and I have my sidebar here as well.

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# Conclusion

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That's everything as it relates to this video on how to set up your theme and customize it to your liking. Make sure to watch the next videos where you're going to learn about WordPress plugins; some of the ones that we suggest; as well as WordPress widgets where you can customize what you see in the sidebar here. So we're going to be adding social icons, Facebook widgets, Twitter widgets, LinkedIn widgets, all that kind of stuff.

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