

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 hope that you'll find it easy to use and customize and 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, please go to the support system, where you're questions will be answered:

<http://rubenbristian.ticksy.com>

[Please verify the FAQ before posting!](#)

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

If you're looking for a starting point in learning WordPress, check out the awesome video tutorials from WP101: <http://zfer.us/feGIQ> (affiliate link)

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. After the theme is activated, you have to install the required plugins one by one in order for the theme to properly work.

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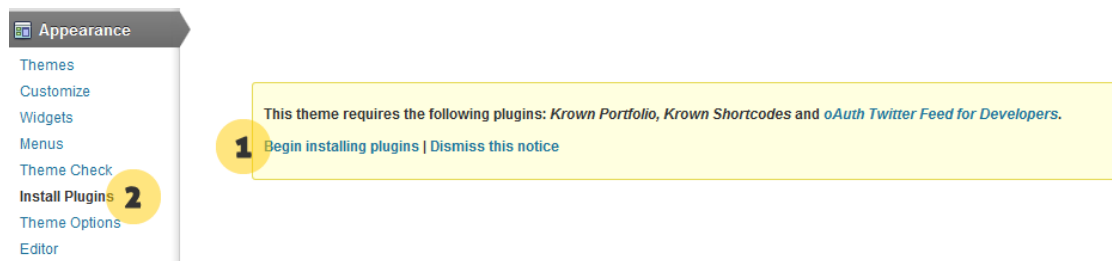
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1.2. Installing the plugins

After activating the theme, you will be prompted to install a couple of plugins required by the theme:

- **Krown Portfolio** - this is the plugin which activates the portfolio & gallery custom post types. It doesn't require any setup, just installation and activation, for the theme to have portfolios / galleries.
- **Krown Shortcodes** - this is the shortcodes generator. If you want awesome shortcodes (columns, buttons, accordions, etc.) like in the preview, this is what you'll need to use. You are also free to use this plugin in absolutely any other themes you may wish.
- **oAuth Twitter Feed for Developers** - this isn't a critical plugin, but it is needed if you want to use the twitter widget anywhere in your website. More about how to work with it later on.

If you do not see the notice to install these plugins or miss it somehow, you can go to **Appearance > Install Plugins** and you'll see the full list there.



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1.3. Customizing the theme

After activating the theme, you will notice that a new submenu item appeared, under **Appearance** and it is called **Customize**. If you click on it you will be taken to the WordPress customizer, a tool which will allow you to modify the looks and feel of your website.

1.3.1. General

This section only three options. The first option here is the **sidebar behavior**, from where you can either make the sidebar stick to the left at all times or let it auto hide itself. You can also change the page alignment and copyright information from the footer here.

1.3.2. Logo

This section refers to the sidebar (navigation) and all things placed in it. You can upload your logo, which can be of any size. You need to also **upload a double sized logo** for retina displays and a favicon. If you do not do this, the theme's logo will appear on retina displays and the favicon will be also the theme's. Make sure that you also complete the **logo's size** correctly (in px).

1.3.3. Site Title & Tagline

In this section you can change tagline which appears under the logo and the site's title (SEO title).

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1.3.4. Navigation

In this section you can change the menu used in the sidebar (more on this later).

1.3.5. Portfolio

The options in this section control the look of your portfolio:

- **Choose the portfolio page:** after you create the page you'll use to display your portfolio (see 2.3 for this), select it from this dropdown box.
- **Thumbs hover:** There are two styles of thumbnail hovers.
- **Thumbs opacity:** a number between 0.1 - 1, which will be the opacity (transparency) of the thumbnails when they are not hovered (on roll over all thumbs have opacity 1).
- **Thumbs ratio:** you can choose one of the four popular ratios for your thumbnails. These will be resized automatically based on your screen size so you can't choose how many columns you want, since these will be different on absolutely each screen size.
- **Thumbs max width:** the grid is a fullscreen grid, which means that it will look different for each user who sees your site, depending on it's screen size. Though you cannot control how many thumbs there are on the screen, you can control how big they are. As i said, thumbnails will always be resized to fit the screen, but they have a maximum barrier which is by default at 340px. This means that no matter how big the screen is, your thumbnails won't be larger than 340px. If you want larger thumbnails (for smaller portfolios) or smaller thumbnails (for larger portfolios), this is the place to work with.

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- **Portfolio pagination:** if you plan to have more than 40-50 portfolio items you should enable pagination. This allows you to have an unlimited number of items in your portfolio grid, without worrying about performance issues.
- **Portfolio items / page:** a default of 24 is there, but you should use whatever you use comfortable with.
- **Modal projects dummy background:** when a user comes from a direct link to one of your modal projects, they will see the project against a white background. If you want to display a dummy background (representing your thumbnails or anything else), put it here.
- **Modal project close by click:** another cool feature for the modal projects only! If enabled, when a user clicks outside the modal project's window, the project will close.
- **Show sharing buttons:** hides or shows the project sharing buttons across the entire portfolio.

1.3.6. Gallery

Some of the settings are identical to the ones above (because of the same grid layout which is used), but there are some differences in the individual project styles, so some of the options are controlled from here:

- **Autoplay slideshow:** enables slideshow autoplay for gallery projects. If disabled, the play/pause button will not appear.
- **Gallery image resizing:** handles the resizing of all gallery project images. This is a global control, but each gallery project has an option to overwrite this.
- **Slideshow speed:** If autoplay is enabled, the theme will use this speed

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for transitions (ms).

- **Minimized gallery details:** The gallery projects have a little bit of content which can be minimized. If you want to start with the content minimized, use this option.

1.3.7. Blog

Here you have two options which will not apply only to the blog, but to search results and archives altogether. The first one controls the style of the blog, and the next option sets the blog page. You need to choose a page for the “close” buttons.

1.3.8. Colors

You have six colors to change in this theme. The **main color** is the most used color in the theme (for buttons, links, sidebar, other backgrounds, etc..), while the other colors refer to the sidebar. You can choose a background for the sidebar, set the text color inside there, have a hover color, etc..

If you are looking for the original orange swatch (since the default is now black), these are the settings: #f15a23 / #ff6833 / #ffffff / #ff8860 / #ffffff / #333333.

1.3.9. Typography

The last section of the customizer holds two fields for custom fonts. These are all [Google Fonts](#). Please note that because Google changes its fonts on a regular basis, not all of the fonts you see on Google may be included here.

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The font used in the online theme preview is **Raleway** (both headings and body). The old typography was based on **Open Sans** (for headings) & **Arial** (for body).

Whenever you make a change you'll see the actual website refresh with the changes you do. Make sure that when you're done, you hit the **Save & Publish** button. After this, you can close the customizer.

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1.4. More Theme Options

Other than these options which apply to the styling of the theme, you have another set of options, which don't affect the style, but the functionality, and you should do a quick look there. You can find a new menu item under *Appearance > Theme Options*.

1.4.1. Analytics

Inside this section you should paste your Google Analytics code. If you do use these, please don't forget to enable them first, otherwise not all page clicks will be triggered, even if you have your code placed. Note that this theme only works with **Advanced Google Analytics** (the classic method doesn't work).

1.4.2. Custom CSS

If you have any css rules that you may want to add to the website, this is the place to add them. However, if you want to do extensive modifications, i suggest that you go with a child theme, because it's better. But more on this later. If you don't have more than 100 lines of code you can paste them here.

1.4.3. Backgrounds

This is the place where you need to create custom backgrounds to be used at a later point. Each background will appear as an option when creating and editing pages and you can also set global backgrounds from here (for posts &

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pages).

1.4.4. Admin

Here you have a field for the replacement of the administrator login logo. Just make sure that you will respect the size written there and you can replace the theme's login logo with your own brand or the client's.

1.4.5. Updates

This is the place where you can configure auto updates by inserting your marketplace username and API key. Note that this might not work on all installations though (it's an experimental feature).

Make sure that you are always UP TO DATE!! If the automatic updates don't work you should either check the theme version once a month or so on it's [ThemeForest page](#) or [follow me on twitter](#) to learn about updates.

More about updating: <http://rubenbristian.ticksy.com/ticket/131324/>

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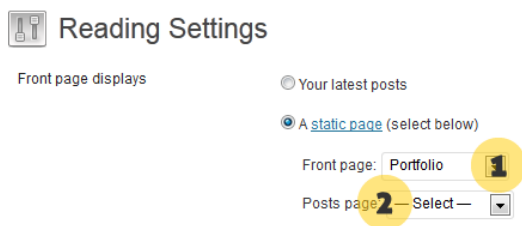
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1.5. Setting up the homepage

To set up your homepage, you first have to create a basic page, or any page template (about page templates 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 **4-6 posts**. This theme works best with this setup. Hit **“Save Changes”** and you’re done.

Also, please **don’t select anything for your *Posts page***, otherwise your blog will not work!



Next, you should setup your permalinks to look pretty. Please go to **Settings** > **Permalinks**, choose the *Custom Structure*, and use this:

`/%category%/%postname%/`

[READ THIS](#) about permalinks on Windows Servers!

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1.6. Setting up the menu

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.

About creating the **portfolio categories** menu, please refer to section **2.4.3**.

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1.7. Widget areas

This theme has four widget areas. Three are for the top/bottom bars and one is for the page sidebar. Go to *Appearance > Widgets* and you'll see them both.

This theme offers two different widgets, which are labeled with ***Krown [..] Widget***. These widgets can be added anywhere in order to add some content to those areas.

For more advanced stuff (such as social icons or the twitter feed), please use shortcodes inside a text widget. Pasting any shortcode into a widget area will make that widget area to show the shortcode. Refer to the *Section #3* of this manual to learn about shortcodes.

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1.8. Using the import file

There is an xml import file in the download (*wowwway-import.xml*), which can be used to achieve a near example of the online demo. Please note that the images which you see online will not be available when you do the import, since they're copyrighted.

This is a great starting point for your website, as you'll be able to delete everything at any time and only keep what you need, that start from there!

Please note that this import is not perfect and it might fail sometimes, but it's a good solution if you can't or don't know where to get started.

Also, **please wait around 5-15min for the importer to be finished!**

To use it, go to **Tools > Import > WordPress** and upload the xml file, choose to import everything, hit the button and wait.

If you have questions about different aspects of the theme, please check the theme's FAQ on the support system:

<http://rubenbristian.ticksy.com/faq/1256>.

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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. Add some relevant tags.
5. Add a featured image (optional - posts without featured images will simply miss the image in the post grid).
6. Setup the custom header of the post (you can either add a slider, an image or some iframe content). Make sure that you write a height for your header. All of these options are carefully detailed, so there's no need for more pointers here.
7. Choose a custom background (optional - if a global background for all posts is set, that one will be used, but it can be overwritten any time in single posts).
8. Insert all of your remaining content in the content area. You can have images, paragraphs, etc..
9. Write a few words excerpt (it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your post).
10. 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. Setup the custom header. Just like above, you can either add a slider, an image or some iframe content.
5. Choose a custom background (optional - if a global background for all pages is set, that one will be used, but it can be overwritten any time in single posts).
6. Insert all of your remaining content in the content area. You can have images, paragraphs, shortcodes, etc..
7. Write a few words excerpt (it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your page).
8. Hit **“Publish”** and you’re all done.

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2.3. Page Templates

As you might already noticed, there are a few *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 page outputs all the posts that you have in your blog. It uses a the grid and it accepts no content, since the content will be automatically taken from the database.

2.3.3. Contact

This page is a custom contact page. It has a fullscreen map, some contact info and a contact form. All the fields are controlled from the *Page Options* and the options are carefully detailed there.

2.3.4. Fullscreen Slideshow

This page acts just like a gallery post type slider, being a full screen swiping slider which can be used for showcasing or as an alternate homepage.

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2.3.5. Fullscreen Video

A simple page with a fullscreen video in it.

2.3.6. Gallery / Portfolio

These pages acts just like the blog, the only difference being that they display all of the gallery / portfolio projects. The style of these pages can be set in the Theme Customizer (as explained above) and just like the blog page, these do not allow for any extra content.

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2.4. Adding Projects

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

1. Go to **Portfolio > Add New**
2. Enter a title and some content.
3. Choose a category or more. This is **a must**, because these categories will be used to filter projects in the grid.
4. Set a featured image. The size of the featured images needs to be at least **340x340** or **640x640** if you want to support retina displays. These are the maximum **default** sizes, but as you saw in the Theme Customizer, you can change this maximum size to anything else.

Note the pictures will constantly resize in order to make sure that they always fill the screen. You will have to expect smaller thumbnails than this, but never larger.

5. Write some content.
6. Setup the slider and project options (more info below).
7. Write a few words excerpt(it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your page).
8. Hit **“Publish”** and you’re all done.

You’ll see two sections below the content window. These sections control everything related to the projects.

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2.4.1. Project Media

This is the actual gallery. When you choose to create the gallery you will be taken to the WordPress default Media Manager. With it you can upload a large amount of images for your project or choose images from the media library, thus being able to save a lot of time when creating your projects.

You can also add videos here, by editing the video fields which appear on each image you upload - note that the videos will only work in the modal and vertical project types.

Make sure that you don't exaggerate with the number of images in each project, because each image will make the project load slower.

About sizes, just use whatever you're comfortable with. There is no default or optimal size, since all the projects are highly customizable and support anything. A final note, your images will never be resized more than their original size!

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2.4.2. Project Options

This is probably the most complex section in the theme, because it offers you a really great customization level, being able to create a lot of projects in different forms and also change projects once you've created them.

2.4.2.1. Modal Window Settings

Portfolio items have a variable size which you can set on a per-project basis. You first have the window width (the whole window), then the window height and the slider width. The slider width should be smaller than the window width, as it should give enough space for your content. While the height is the same for both.

Note that the theme has a complex responsive algorithm in place here, so no matter what size you give, when the screen is smaller than your size (+ 100px), the project will resize. In fact, you'll see the slider go above the content. So a window of 940px should be good for almost any desktop or laptop. Of course, you could create modal windows 1600px wide, but users with smaller screens than this will see the responsive version, so i advise against it. Try to remain around 1100x600...

2.4.2.2. Project Password

Any project can be password protected. It will be available only for the users which have the password set in this field and it will also be skipped in the previous/next project navigation.

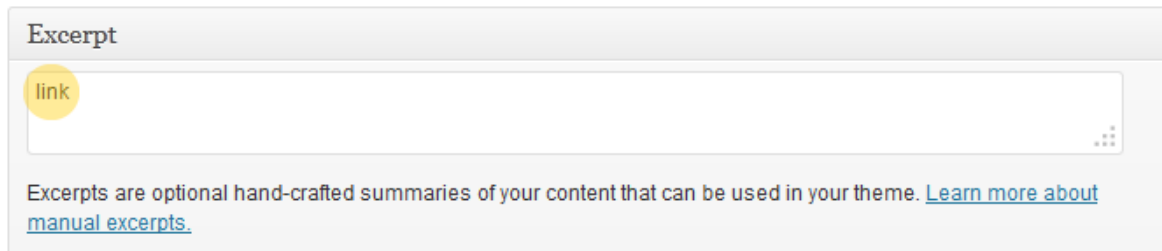
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2.4.2.3. Custom URL

If you want a thumbnail to open up a new page instead of the actual project, give it's settings here. If you choose this option you should leave the project empty, because it will not be indexed by search engines anyway. And anytime a user clicks it's thumbnail, it will be redirected to the proper place.

Another step that you have to do when you create such a project is to make sure that you **set it's excerpt to "link"** (no quotes, no spaces, no anything, in order to ensure that it will not be included in the projects navigation)



The image shows a screenshot of the WordPress 'Excerpt' field. The field is a text input box with the word 'link' entered. A yellow circular icon with the word 'link' is positioned to the left of the input box. Below the input box, there is a small icon of three dots. Below the input box, there is a line of text: 'Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)'

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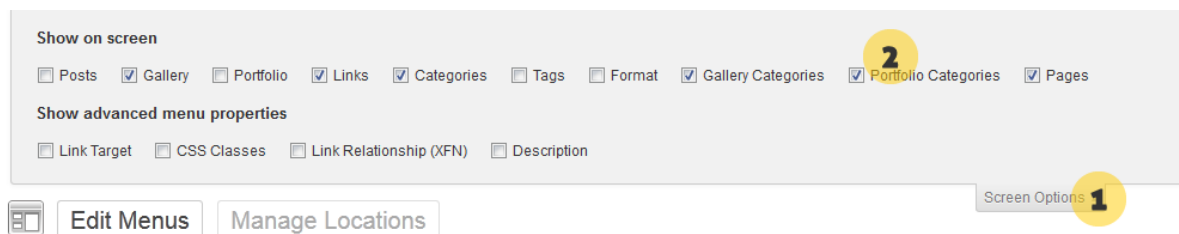
2.4.3. Portfolio menu (filters)

To add the portfolio categories as filters to the menu is really easy. After you create projects and categories and you see them working, you can go in the Menu editor and add the *Portfolio page* to the menu as a parent. Then, you should add all *portfolio categories* as children under the main portfolio page. In the end, in order to add the *all* filter, you need to insert a *link* (it can be anything, so you could just use a hashtag #) and put it at the top and change it's *Title Attribute* to ***allportfolio***.

The same as above will apply to other post types (regular posts or galleries). The difference is in the *Title Attribute* which will either be ***allblog*** (for all blog posts menu item) or ***allgallery*** (for all galleries menu item).

Make sure that all the categories which you put in the menu have at least one item in the portfolio grid. Otherwise, the grid won't work. Don't add all categories in the menu if you will not use them.

If you don't see the portfolio categories, make sure you make the visible from the *Screen Options*!



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The picture below illustrates everything perfectly:

Menu Name Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Portfolio Page ▲

Navigation Label Title Attribute

Move [Down one](#)

Original: [Portfolio](#) **1**

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

All sub item Custom ▲

URL **2**

Navigation Label Title Attribute **3**

Move [Up one](#) [Down one](#) [Out from under Portfolio](#)

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

Print sub item **4** Portfolio Category ▲

Navigation Label Title Attribute

Move [Up one](#) [Down one](#) [Out from under Portfolio](#) [Under All](#)

Original: [Print](#)

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

Web Design sub item Portfolio Category ▼

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This picture shows the same thing as above but for galleries:

Wordpress *sub item* Portfolio Category ▾

Gallery Page ▲

Navigation Label **1** Title Attribute

Gallery

Move [Up one](#) [Down one](#) [Under Portfolio](#) [To the top](#)

Original: [Gallery](#)

Remove | [Cancel](#)

All *sub item* Custom ▲

URL **2**

#

Navigation Label Title Attribute **3**

All allgallery

Move [Up one](#) [Down one](#) [Out from under Gallery](#)

Remove | [Cancel](#)

Clients *sub item* **4** Gallery Category ▲

Navigation Label Title Attribute

Clients

Move [Up one](#) [Down one](#) [Out from under Gallery](#) [Under All](#)

Original: [Clients](#)

Remove | [Cancel](#)

Personal *sub item* Gallery Category ▾

About Us Page ▾

Features Page ▾

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Another really cool thing related to the portfolio items, is that if you have a large portfolio and use the pagination heavily and don't want animated filters (because they have the downside of not displaying projects that are on other pages), the theme allows you to create custom menu filters using the **?filter** key.

Let's take a practical example. You are using a portfolio page with pagination, which can be found at this URL:

<http://yourwebsite.com/portfolio/> . You should create menu links with absolute URLs to the inner categories, using the key above. With this in mind, you could create several menu items, linking to:

- <http://yourwebsite.com/portfolio?filter=motion>
- <http://yourwebsite.com/portfolio?filter=web-design>
- etc..

Your filters will be the categories slugs (not names or ids). And so, you can get rid of the animated filters and have dedicated category pages which work well with pagination.

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2.5. Adding Galleries

The process of adding galleries is quite similar to adding portfolios:

1. Go to **Gallery > Add New**
2. Enter a title and some content.
3. Choose a category or more. This is **a must**, because these categories will be used to filter projects in the grid.
4. Set a featured image. The same settings apply as for the portfolio, so please read those.
5. Setup the slider and project options. These are much more simpler than in the portfolio options, just because the gallery is created to be a really minimal showcase of pictures. You have the *Image Resizing* option and the ability to add a password to the gallery or hit a custom URL with a certain thumbnail.
6. Write a few words excerpt (it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your page).
7. Hit **“Publish”** and you're all done.

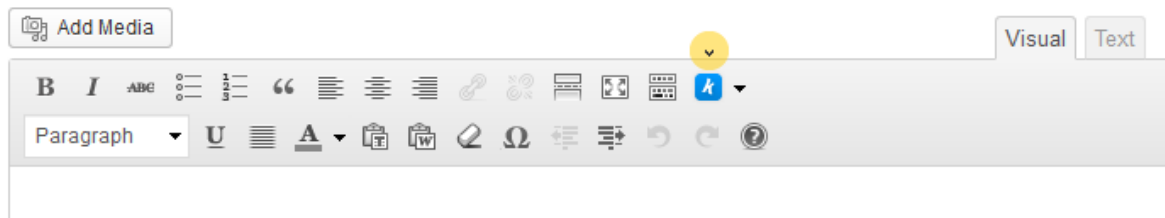
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3. Shortcodes

This theme has 10 shortcodes available, each with its own purpose of giving you the right tools to create awesome content with ease! Shortcodes can be used anywhere in the theme (in regular pages, blog posts and even portfolio projects).

You should use the *Shortcodes Generator* to insert shortcodes, but these can also be added manually (as detailed before).



3.1. Accordion

```
[krown accordion type="accordion" opened="1"  
[krown accordion section title="Title"  
Content for a section goes here  
[/krown accordion section  
[/krown accordion]
```

This is the accordion shortcode and it is composed from several sections, as you see above (there's only one section in the example above, but of course you can add as many as you want). Properties:

- **type** - it can be either an *accordion* or a *toggle*. An accordion has only a section opened at one time, while the toggle can allow all the

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sections to be opened or closed.

- **opened** - you can choose what section you want to be opened by default (-1 means that the accordion will be initially closed)

3.2. Alert Message

```
[krown alert type="error"]
```

This adds an alert box. It has four types available: *error*, *success*, *info* and *notice*.

3.3. Buttons

```
[krown button label="Label" target=" self" href="#" color="dar  
style="headed"]
```

This adds a special button. Properties:

- **label** - the label of the button
- **target** - the target, which can be *_self* (the same window), *_blank* (new window), *_parent* or *_top*
- **href** - any valid url, don't forget the protocol (*http(s)://*)
- **color** - can be either *light* or *dark*
- **style** - can be either *default* or *arrow* (makes the button an arrow)

3.4. Columns

```
[krown column width="1/3" e1 position="first"  
Your content here  
[/krown column]
```

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This is how columns are made within the theme. Don't forget to close the shortcode once you've put your content inside it. Properties:

- **width** - possible values are: *1/3, 1/2, 1/4, 2/3, 3/4, 1/1*
- **el_position** - please be sure that you mark the *first* or *last* element (or both if you have a full width column) in a row by using this property, otherwise your layout will break apart.

3.5. Flickr Feed

```
[krown flickr id="0524" no="6"]
```

As the title suggests, it is a basic feed from a user's latest flickr stream. The **no** sets the number of images, while the **id** is the id of album, which can be taken from here: <http://idgettr.com/>

3.6. Icons

```
[krown icon size="small" type="name" color="red" break="float"]
```

It simply adds an icon to your design. There are three sizes available (*tiny, small, medium & large*) and the **color** can be any [css color name](#) or [css color value](#). The **break** property can be either *float* or *break*, meaning the way the icon will wrap against the text. A floating icon will wrap, while a breaking icon will stand on top of the text. For a full list of icons names [see this](#).

3.7. Promo Box

```
[krown box] Your content inside here [/krown box]
```

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It's basically a boxed content shortcode, with any kind of content inside.

3.8. Social Icons

```
[krown social twitter="http://twitter.com/yourprofile"
facebook="http://facebook.com/yourprofile/" target=" blank
```

This is simply a list of social icons with links to your social profiles. Each new attribute represents an url, and these are the possible values: *twitter*, *facebook*, *dribbble*, *vimeo*, *linkedin*, *behance*, *pinterest*, *delicious*, *digg*, *youtube*, *cloud*, *github*, *flickr*, *gplus*, *tumblr*, *stumbleupon*, *lastfm*, *evernote*, *picasa*, *googlecircles*, *skype*, *mail*, *rss*. All these social icons are available for use in this theme.

Don't forget the **target** property which can be either *_blank* (opens links in new windows) or *_self* (opens links in the same window, default).

3.9. Tabs

```
[krown tabs
[krown tabs section title="Title" icon="name"
Content for a section goes here
[/krown tabs section
[/krown tabs
```

This one's similar with the accordion shortcode, but it doesn't have other properties, then the content. You can add as many tabs as you wish.

3.10. Team member

```
[krown team title="Title" subtitle="Subtitle" image="http://image.jpg"
Content goes inside
```


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```
[/krown testimonial]
```

3.11. Custom class

Each shortcode has another property available, called **el_class**. This property adds a unique class set by you to the element, so that you can modify it's style easily and properly through css. For example:

```
[krown box el class="my-class"] Your content inside here [/krown bo
```

Will add a *my-class* to the promo box DOM container, so you can target it through CSS selectors, like this: *.my-class*

There are also other shortcodes which can be used but aren't available through the Krown Shortcodes Plugin.

3.12. Gallery

The gallery shortcode is a basic WordPress shortcode. Hitting the *Add Media* button and creating a gallery will output a nicely looking gallery which opens it's larger images into lightboxes. You can choose the number of columns, order items, add only some pictures by ids, etc..

3.13. Lightbox

To create a lighthbox gallery use WordPress galleries and configure the gallery exactly like you wish. To create a lightbox image, simply put an image linked to the large version and it will transform into a lightbox. To create an iframe which loads an iframe or use a button to open an image

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into a lightbox, use these codes:

A. *Iframe wrapped in a thumbnail*

```
<a class="fancybox-thumb fancybox left"
href="//player.vimeo.com/video/90480436?title=0&byline=0&p
ortrait=0&color=e5493a" data-fancybox-type="iframe"></a>
```

B. *Iframe wrapped in a button*

```
<a class="krown-button small empty fancybox"
href="//player.vimeo.com/video/90480436?title=0&byline=0&p
ortrait=0&color=e5493a" data-fancybox-type="iframe">Your
Label</a>
```

C. *Iframe wrapped in a text link*

```
<a data-fancybox-type="iframe" class="fancybox"
href="//player.vimeo.com/video/90444206?title=0&byline=0&p
ortrait=0&color=e5493a">Your Text</a>
```

D. *Image wrapped in a button*

```
<a class="fancybox" class="krown-button small empty fancybox"
href="http://yourwebsite.com/path_to_thumbnail_img.jpg">Your
Text</a>
```

E. *Image wrapped in a text link*

```
<a class="fancybox"
href="http://yourwebsite.com/path_to_thumbnail_img.jpg">Your
Text</a>
```

Using this method above you can use the lightbox exactly as you wish. These are the available options.

Make sure that when embedding content from video sites and such, you

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only take the **href** or **src** from the embedding code. Don't put everything in there!

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. Child Theme

A WordPress child theme is a theme that inherits the functionality of another theme, called the parent theme. Child theme allows you to modify, or add to the functionality of that parent theme. A child theme is the safest and easiest way to modify an existing theme, whether you want to make a few tiny changes or extensive changes. Instead of modifying the theme files directly, you can create a child theme and override within.

This theme already comes with a child theme (*wowway-child-theme*), in which you have some comments about the replaceable functions.

You can read more about child themes [here](#).

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4.2. Make your site run faster

4.2.1. 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. This is the first step in having a fast site, which also translates into more views, which also translates into a better SEO, which finally translates into more sales. *(affiliate links below)*

There are three hosting companies which i recommend:

- **Media Temple:** <http://mediatemple.net> - if you want a premium WordPress hosting which is easy to manage and works pretty well, this is a good choice to host your website on.
- **A Small Orange:** <http://asmallorange.com> - this is another good hosting company, which i'm currently using to host my theme demos on. If you bought this theme you probably liked the speed as well, so i highly recommend ASO to host your themes on (especially the Cloud VPS option).
- **WPEngine:** <http://wpengine.com> - definitely not as cheap as the two examples above, but if you really want an incredibly fast website and absolutely no headaches in managing it, WPEngine is the way to go. With it you don't have to worry about security, caching, updates, etc. Everything is handled by a great team of professionals ready to help you with everything. You just need to care about your content.

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4.2.2. Optimize images

Always optimize/compress your **jpeg** images before uploading them to the server. Large images should be compressed at around 90% image quality and you should also try to limit the use of lossless image files (uncompressed pngs).

4.2.3. Use a caching plugin

I can't recommend enough the necessity go good caching. If you use a managed hosting such as WPEngine you don't need this. But if you are using ASO or MT or any other hosting you need to cache your content. For this purpose, i recommend [W3 Total Cache](#)! It's a great and easy to use plugin, and with only a bit of work you can double your site's speed.

See this ticket for more info on how to configure this plugin:

<http://rubenbristian.ticksy.com/ticket/119133>

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4.3. 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 content, fast loading, setting titles in the header for better crawling, etc.. All these help.. But you have to remember that **Content is King!** So you shouldn't 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.

Also, **you should always install a popular SEO plugin** which will make the most of keywords and descriptions..

I suggest using [Yoast for SEO](#).

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4.4. Translating the theme

This theme is localized, which means it can easily be translated in your own language. There are various methods to do a simple translate or create a website in multiple languages, so just use the one which works best for you.

4.4.1. Simple translate

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');
```

Let's take a practical example. If you are using WordPress in spanish, your .po file should be called **es_ES.po** and the WordPress language should be defined like (**'WPLANG', 'es_ES'**).

If you're not familiar with the application listed above, **there's a cool plugin which does the hard part for you**. Just install it and you'll be able to edit the language directly from the WordPress dashboard, without touching a single external file: <http://wordpress.org/plugins/codestyling-localization/>

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4.4.2. Multilanguage

If you're looking for having a website in two or more languages, i suggest two plugins:

- [qTranslate](#) - this is a free and easy to use plugin, but it has some limitations. You cannot translate meta fields with it. This theme uses meta fields only in the contact page template, so if you can bypass this somehow, go for it.
- [WPML](#) (*affiliate link*) - this is a more powerful plugin, with the option to edit meta fields as well. The only downside is that it's a commercial plugin, so it costs a bit. Being a commercial plugin though, it comes with support from the authors.

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4.5. Custom work

Please remember that WordPress themes are purchased as-is. If you want to make changes to the theme, changes that require custom editing or the addition of new features, you should hire a freelancer to help you out. I suggest using [**Elto, which is a marketplace specialized in tweaking themes.**](#)

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Again, thank you for purchasing this theme!

If you have questions that are not answered here, please go to the support system, where you're questions will be answered:

<http://rubenbristian.ticksy.com>