



THEME GUIDE



BELL WEATHER // HOW TO GUIDE



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HOME PAGE SLIDE SHOW

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QUICK SIZE REFERENCE

LOGO

The logo can be up to 1025px wide by 500px high. Of course, the site will accept smaller.

HORIZONTAL CUSTOM RULE

This should be 1025px wide and a transparent .png

HOME PAGE SLIDER

Home pages slides should be 1025px wide by 450px high

HOME PAGE IMAGE LINKS

Images should always be 330px wide by 220px high. The widget will accept .pngs

GALLERY IMAGES

The gallery will automatically resize images for you, but they should be around 700px high.

FEATURED IMAGE

This should be 1025px wide by 380px high.

BLOG IMAGES

To make the blog look uniform, upload storyboards that are 1025px wide.

BLOG SIGNATURE

Must be 1025px wide, if you don't use the whole space upload a transparent .png

2

SETTING UP YOUR SITE

THE BASICS

Double Checking the Theme:

Appearance > Themes

Make sure the correct theme is selected in the themes tab.

Site Information:

Settings > General

1. Set the site title to your studio name.
2. It is best to set the tagline to your city and state.
3. Email Address should be set to your email or whatever account you would like to receive notifications.

BACKGROUND

Appearance > Background

To upload a background, click the “Choose a File” button. After the correct one is selected, push upload. You can choose transparent .pngs or .jpegs.

To select a background color, click the “Select Color” button and save changes afterwards.

LOGO

Appearance > Theme Options

Choose file and upload. Transparent .pngs work best, but the theme will allow jpegs. It can be up to 500px high and 1025px wide.

CUSTOM HORIZONTAL RULE

Appearance > Theme Options

Choose an image and upload it. Transparent .pngs work best. They can be up to 1025px wide. They will appear under the header and above the footer.

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MAKING YOUR SITE PRETTY

SITE COLORS

Appearance > Theme Options

You may select different colors for elements in the site, such as text color.

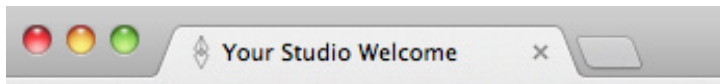
If you would like for some elements to be invisible, such as the Top Color Bar or Line Colors, just write “none” in the text box.

Don't forget to save!

FAVICON

Appearance > Icons

Do you know these things?!



The little images next to the site title is called a “favicon” It can be a .jpg but transparent .pngs work best. 57px by 57px is the best size.

FAVICON CONTINUED

This one is a little tricky, so read closely

1. Click "Select Image"
2. Upload the correct image
3. Once the image is uploaded, copy the Link URL text
4. Close the upload box
5. Paste the text into both of the Favicon and Web Clip Icon box
6. Click "Update Your Icons"

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MAKING YOUR MENU

Creating your Main Navigation is as easy as dragging and dropping.

Appearance > Menus

INTERNAL LINKS

For pages, just select the pages you would like, and push “Add To Menu.” They will appear on the right side of the page. Drag your menu items to the correct spot. This theme will support up to a sub, sub menu. To get a sub menu just drag the item a little more to the right, and it should snap in place.

To add Blog categories, select the “Categories” tab, and add the desired the categories.

EXTERNAL LINKS

In the Links tab, enter the correct URL, name it what you want, and push “Add to Menu”

Once the button appears on the right side, you may push the little arrow button, located on the right of the button. You can select “Open link in new window/tab” option, and it will keep your site open, as well as open the new link.

For all widgets, just select the correct widget in the “Available Widgets” panel, on the left, and drag it to the widget area on the right.

Appearance > Widgets

BLOG SIGNATURE

To get a custom image that appears at the end of each blog, use the Image Widget to select and upload an image. Once it is uploaded, delete the title.

Blog Signatures are best to be transparentpngs that are 1025px wide.

ADD CART SIDE BAR

This is for Marathon’s built in Cart Prints. This should be left empty.

HOME SLIDE SHOW

This will appear only if the Homepage template is selected. First, you need to make sure the slider is created. We will cover how to create it later.

Use the Rev Slider Widget, click the “Choose Slider” drop down, select the correct slide show, and push save.

IMAGE LINKS

Image Links appear below the homepage slider. The images should be 330px wide by 220px high. The demos use transparent .pngs but feel free to use jpegs if you would just like a solid image.

To use the Image Widget, click the "Select and Image" button. Upload the correct image and push "Insert into Widget"

Delete the text in the title box, and set the link. An example of a link would be, "/about-us/" Just take the last part of the URL after the .com .net .org etc

FOOTER

Social Networks

Use the Social Networks widget and just copy and paste your favorite social network sites.

Miscellaneous Text

This is best use for location information this widget allows HTML. It is also a great place to insert geo tags for SEO purposes.

PAGE TEMPLATES

When you create a page you must choose from the following templates.

DEFAULT TEMPLATE

Allows Featured Image that appears at the top of the page. Best size is 380px high by 1025px wide.

Click "Set Featured Image" link in the bottom right. Upload correct image and push the "Set Featured Image" button.

This template is made for galleries, information pages, and anything in-between.

ADD CART TEMPLATE

If you have Cart Prints all your shopping cart pages should be set to this template.

BLOG TEMPLATE

If you want a blog, create a page and select the Blog Template and publish. No need to write or insert any shortcode. Don't set it in the Settings > Writing.

IMPORTANT!

Your blog URL must be "www.yoursite.com/blog". If you name your blog something cute like "what's happening" just change the permalink located below the Page Title and save.

HOME PAGE TEMPLATE

For a homepage with or without content, select the Homepage Template. If you don't want any text on it, just leave it blank.

HOMEPAGE WITH BLOG TEMPLATE

If you want your homepage to feature your latest blog posts, select the Homepage With Blog template. This template also allows for you add text before the blog, which is a great idea for SEO purposes.

This page will display 5 posts, and is not changeable.

TIPS!

Have a sultry page or would like to hide your prices?

You can change a page to be password protected by changing the visibility under the Publish tab to the right. Click "Edit" and select Password Protected.

Just create a password and you are ready to roll.

BLOGGING

Blogging is pretty straight forward, you just create a post instead of a page. Don't forget to create and set categories for easy searchability!

INSERTING IMAGES

For image storyboards, it takes a little Photoshop magic but the best thing to do for blog photos is create a 1025px wide and "clip images" to boxes.



The Example above is just one image that is a transparent .png

To create a gallery, you must work in the Final Tiles Gallery located to the left on the main menu.

CREATING A GALLERY

Final Tiles Gallery > Add Gallery

First you must set up a gallery without images.

1. First name your gallery. For example, "Senior Photos"
2. Gallery width should always be 100%
3. Set the minimum width to 160px
4. IMPORTANT The size of grid must be set to work. Set it to 50px
5. Light Box Manager: Fancy Box
6. Select icons you would like to appear over the image.
7. Push the "Add Gallery" button

ADDING IMAGES TO GALLERY

Final Tiles Gallery > Edit Gallery

1. Select the correct gallery to add images
2. On the top, select the blue images link
3. Click "Add Images"
4. The "Uploads File" window should open. Drag and drop as many photos as you would like. Make sure the images are highlighted and select.
5. Go back to the settings tab and push "Edit Gallery" to save.

Final Tiles will resize images within reason. A good size to upload files is 700px high at 72 resolution.

ADDING GALLERY TO PAGE

To add the gallery to the page, you must get the short code from the “Final tiles Gallery.” It should look something like:

```
[FinalTilesGallery id='3']
```

Copy this code and put it on the desired page. Make sure the Default Template is selected and publish.

SEO TIP!

In order to improve ranking for gallery pages, name the permalink and the page “Senior Photos” the fact that the senior photos will appear in Headings tags and in the permalink, ex (yoursite.com/senior-photos/) will do wonders for your site.

Also rename all your photos to “Senior-Photos-City-State-image-name.jpg”

This will improve rankings along with matching your meta description and some paragraph text with those key words.

EDIT HOME PAGE SLIDE SHOW

Left Menu > Revolution Slider

The easiest way to insert your images is to edit the current slide show with the correct settings.

All images for the slide show should be 1025px wide by 450px high at 72px resolution. The Slider will accept jpegs as well as transparent .pngs

1. Click the "Edit Slides" button on the Homepage Slider
2. Delete default images
3. Push the "New Slides" button
4. Upload desired images and push "Insert"
5. Push "Edit Slide" on one image
6. Change transition to "fade" and un-check random
7. Push the "Update Slide" button at the bottom of the page
8. Do this for the remaining slides.

CREATING NEW SLIDE SHOW

If for some reason the default slide show gets deleted, here is how to create one from scratch

1. Push the "Create New Slider" Button
2. Add Slider Title and Slider Alias
3. Slider Layout: Auto Responsive
4. Grid Settings: Width 1025px Height 450px

Change only the following settings:

Position

- Position on page: Center

Appearance

- Shadow Type: No Shadow
- Show Timer Line: Hide
- Background Color: Leave Blank
- Padding: 0
- Show Background Image: No

Push “Create Slider,” go back, and add images.

THANK YOU

Don't forget: included with Marathon's Hosting is free access to IT Gurus. If you need any help, please feel free to contact us.

Call us at: 1/800.228.0629
Email us at: csr@marathonpress.net

Marathon