

How to purchase and set up a Wordpress Theme

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About ME



- Graduated from East Tennessee State University.
- BS in Digital Media / Graphic Design
- Have been building Wordpress websites since 2012.
- Worked at a design firm straight out of college. Then taught 1 year of elementary art. Then decided to go full-time freelancing.
- I have freelanced full time for over a year now.
- I love the challenge of Wordpress building.

Why Wordpress ?

Back in 2012 I took an interactive class and we started on Wordpress. It wasn't until I built and crashed my first website that I fell in love with it.

- *It's open source so the possibilities are endless
- *It's easy to reset.
- *There are GREAT pre-built themes out there
- *No coding knowledge is necessary. (for the most part)

A triangular inset image showing a workspace. It features a silver laptop with a Google search page on its screen, a black smartphone lying to its right, and a blue notebook with a yellow pencil resting in front of it. The entire scene is set on a light-colored wooden desk. The triangle is centered on a black background, with a thin white diagonal line passing through it from the top-left to the bottom-right.

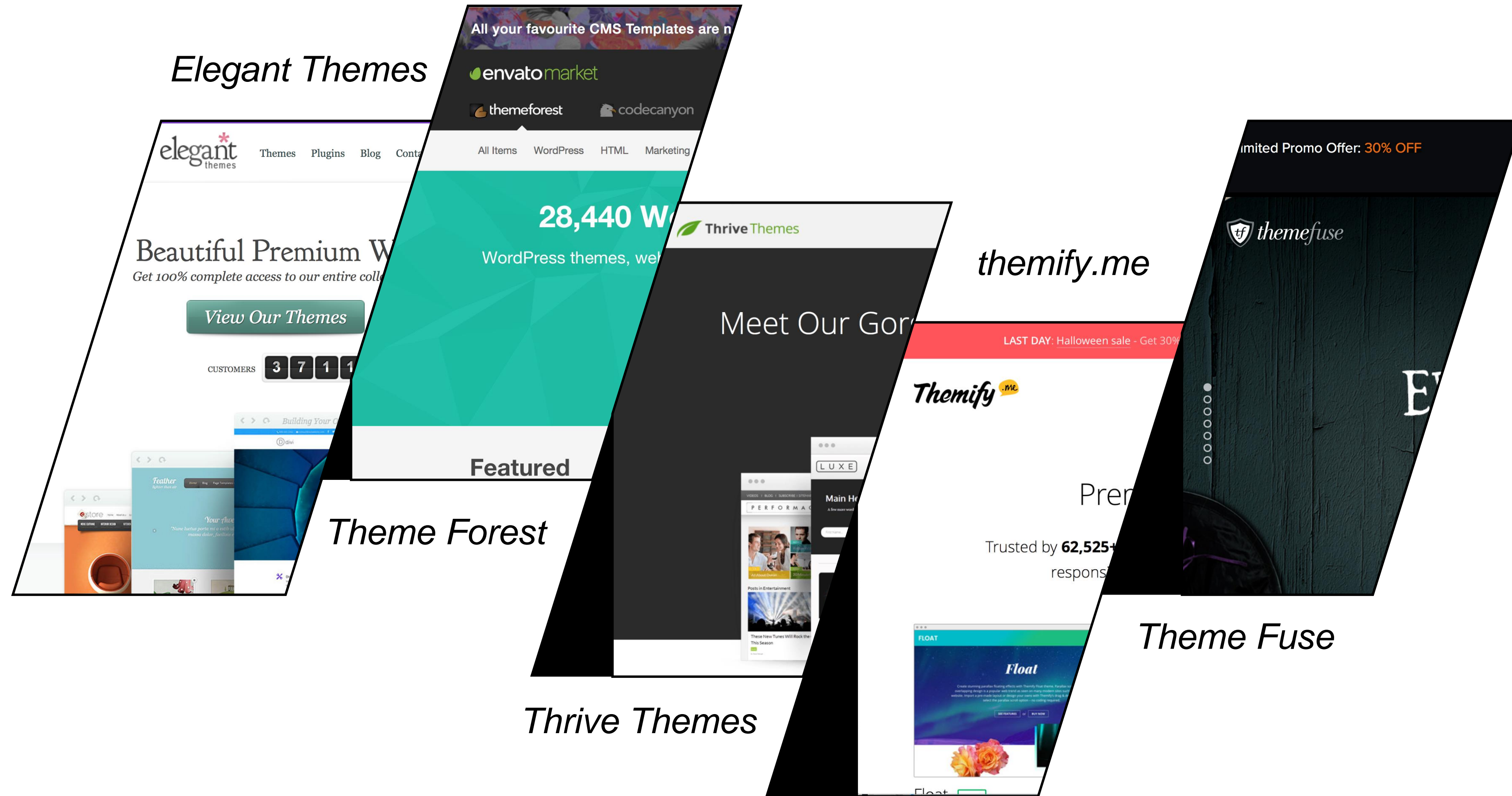
**Where
to
start
?**

do some research

- Are you building simple informational site or blog? If so, you could likely get away with a free theme. *Free themes have less customization and settings.
- **How experienced am I?**
- Do I want a page builder, if so which one? What are the differences?
- Am I going to need an Ecommerce store front? There are themes already set up for this.
- Will I need a theme that works with a certain plug in? (Sensei)

Questions like these will help you research before you purchase. There's nothing like paying \$100 for a theme and not being able to use it.

Places to buy



- There are 100's of sites. These are just some popular ones.

Pointers before you buy

- Make sure your theme is for **WORDPRESS**. Most sites that sell themes will also sell for Drupal, HTML, Joomla and more. These **WILL NOT** work and you **WILL NOT** get a refund if you purchase these.
- Look at the comments and ratings before buying.
 - Does the developer responds to comments.
 - Do the ratings reflect the comments?
 - New themes usually have a lot of bugs.
- Make sure the theme is **responsive**.
NO EXCUSES.

Pointers before you buy

- Go through the demo of each theme you're interested in to get an idea of what it can do.
 - Look at the layout. Full width? Contained?
 - The demo pages usually show the different options.
 - Try it in different browsers.
 - Chrome, Safari, Firefox, Your phone.
 - Chrome has a mobile view in inspect.
- Go through it and back through the info and comments again.

Look at the theme license

Read all licensing before purchasing to determine which you need.

[Overview](#)[Buy license](#)

Regular License ▼

\$59

Regular License **SELECTED**

\$59

Use, by you or one client, in a single end product which end users **are not** charged for. The total price includes the item price and a buyer fee.

Extended License

\$2950

Use, by you or one client, in a single end product which end users **can be** charged for. The total price includes the item price and a buyer fee.

[View license details](#)



*Weird note about buying from theme sites. Some like for you to put a credit on your account and then buy. From experience this has worked out fine for me. Don't be weirded out by this.

Let's start the installation

Two ways to install a theme.

1. Through an FTP Server

* make sure you upload to the themes folder and that it's a file not a .zip folder.

2. Through the Wordpress Dashboard



**Open file
and
read documentation**

find
the

Documentation may be in a pdf, an html link, or sometimes a video tutorial.

This will walk you through **everything** you need to know about installing.

Name
cleanlab ✓
cleanlab-child ✓
cleanlab-child.zip ✓
documentation ✓ CleanLab WP Documentation 1.0.8.pdf ✓
Licensing ✓
Sliders export ✓

**Let's
start**



Dashboard

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

Customize Your Site

or, [change your theme completely](#)

Next Steps

Write your first blog post

Add an About page

View your site

At a Glance

1 Post

1 Page

1 Comment

WordPress 4.6.1 running [Twenty Sixteen](#) theme.

Activity

Recently Published

Today, 1:50 pm

Hello world!

Recent Comments

From [A WordPress Commenter](#) on [Hello world!](#)

Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1)

Pending (0)

Approved (1)

Spam (0)

Trash (0)

Quick Draft

Title

What's on

Save Draft

WordPress

WordPress 4

recommend

the new ver:

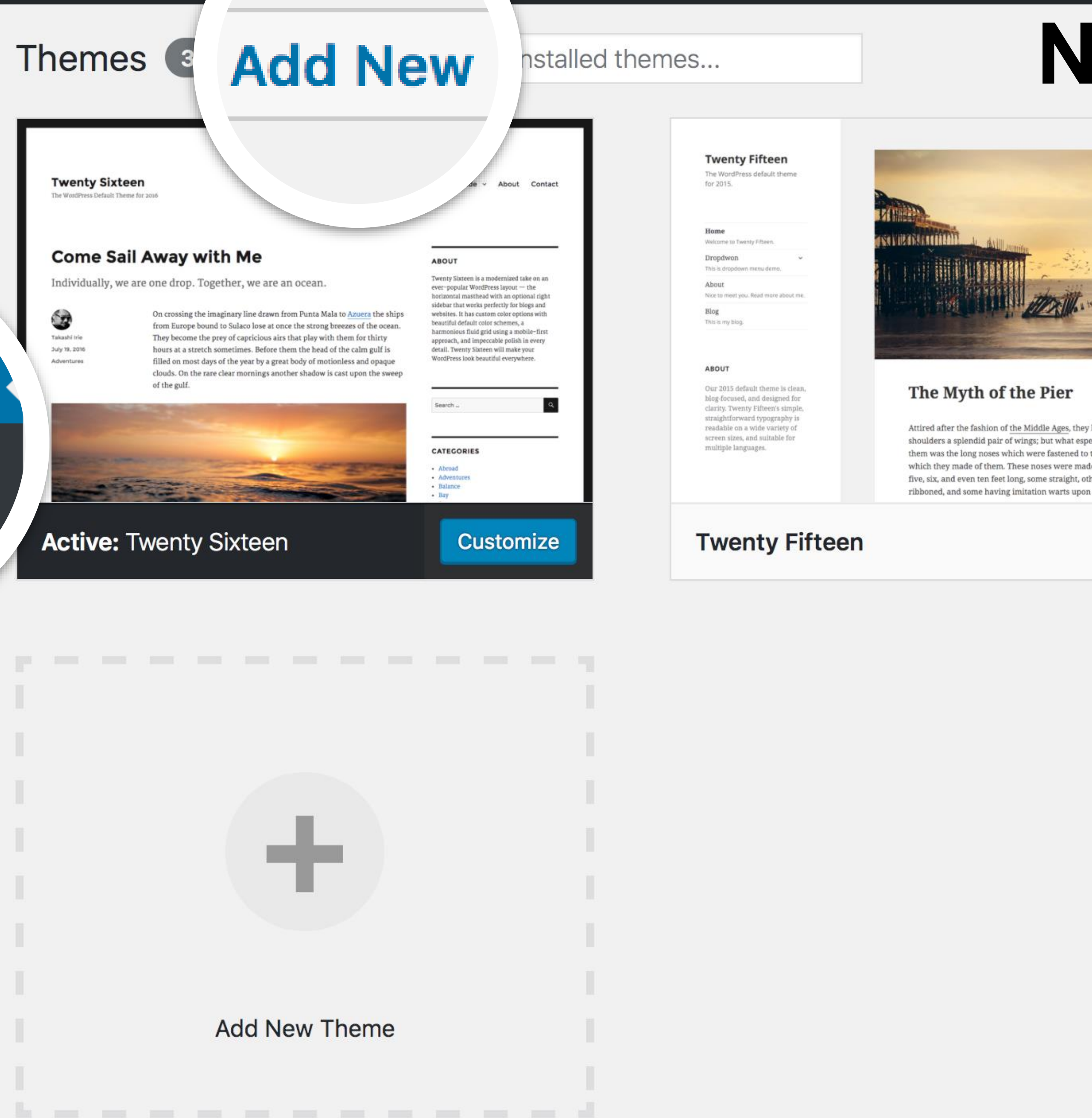
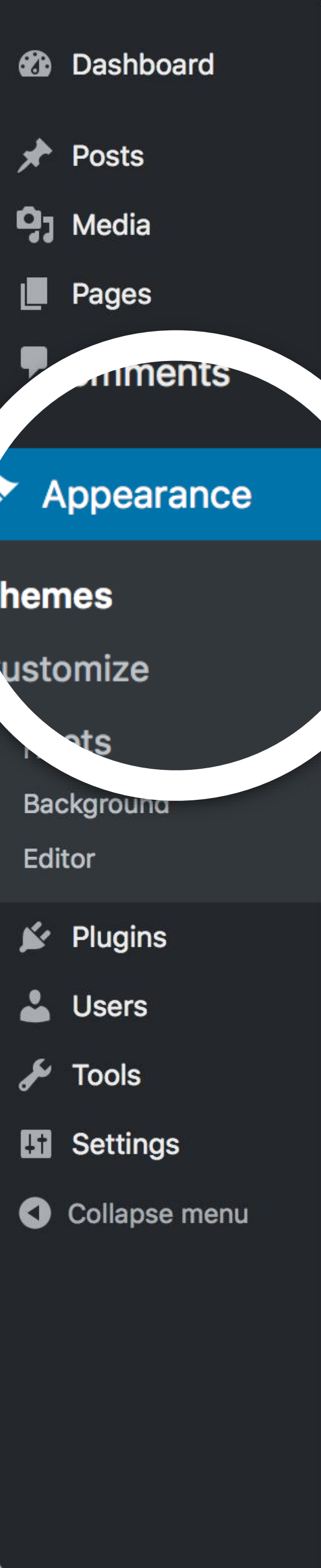
"bleeding e

WPTavern:

go
to
your
Dashboard

Given Wordpress is already installed you find this by your website domain name **/wp-admin**
<http://yourdomainname.com/wp-admin>

Then Log in
Welcome to the Dashboard



Next

Go to **Appearance > Themes**

Then click the **Add New** button

Add Theme

Upload Theme

15

Featured

Favorites

Feature Filter

✓ Installed

Twenty Sixteen

The WordPress Default Theme for 2016

Home

Style Guide

About

Contact

Come Sail Away with Me

Individually, we are one drop. Together, we are an ocean.

Takashi Irie

July 19, 2016

Adventures

On crossing the imaginary line drawn from Punta Mala to [Azures](#) the ships from Europe bound to Sulaco lose at once the strong breezes of the ocean. They become the prey of capricious airs that play with them for thirty hours at a stretch sometimes. Before them the head of the calm gulf is filled on most days of the year by a great body of motionless and opaque clouds. On the rare clear mornings another shadow is cast upon the sweep of the gulf.

ABOUT

Twenty Sixteen is a modernized take on an ever-popular WordPress layout — the horizontal masthead with an optional right sidebar that works perfectly for blogs and websites. It has custom color options with beautiful default color schemes, a harmonious fluid grid using a mobile-first approach, and impeccable polish in every detail. Twenty Sixteen will make your WordPress look beautiful everywhere.

Search

CATEGORIES

• Abroad

• Adventures

• Balance

• Bay

Twenty Sixteen

HTML ELEMENTS

IMAGES

READABILITY

ABOUT

CERAUNO

A clean magazine theme

Venice

March 25, 2015

Theme Buster

1 Comment

As he banged me down upon my feet his face was bent close to mine and I did the only thing a gentleman might do under the circumstances of brutality, boorishness, and lack of consideration for a stranger's rights; I swung my fist squarely to his jaw and he went down like a felled ox.... [Read More](#)

DJ Tools

Cerauno

Wow! Grab your visitors' attention with this fantastic site-wide alert bar!

This is a top bar, you can change the display of this section in the Blueprint-Q Customizer.

Blueprint-Q

WordPress Theme & Innovative Solutions

Menu

Go to the Customizer

Create menus

Write a post

Discover The Magic OF Blueprint-Q!

Introducing the Blueprint-Q WordPress Theme!

✓ Over 5,000 styles

✓ Custom tutorials

✓ Live authoring

✓ Vector icons

✓ Super Preview

✓ Google Analytics

✓ Useful shortcodes

✓ More post types

✓ Banner alerts

✓ Multiple layouts

✓ And so much more!

Blueprint Q

WordPress Theme & Innovative Solutions

Build. Anything.

• Company portal

Attract new clients

• Market products

Brand recognition

• Professional portfolio

Sharp interviews

Customize It All!

Use the Customizer to change over 100 options that just make sense!

Sidebar Options!

• Two sidebars!

• Four positions!

• Endless widgets!

Developer Edge!

Plentiful hooks, extended admin controls, and robust docs are just the tip of the iceberg!

Markup: HTML Tags and Formatting

January 11, 2013

By root

Headings Header one Header two Header three Header four Header five Header six Blockquotes Single line blockquote: Stay hungry. Stay foolish. Multi line blockquote with a cite reference: People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to ...

Continued

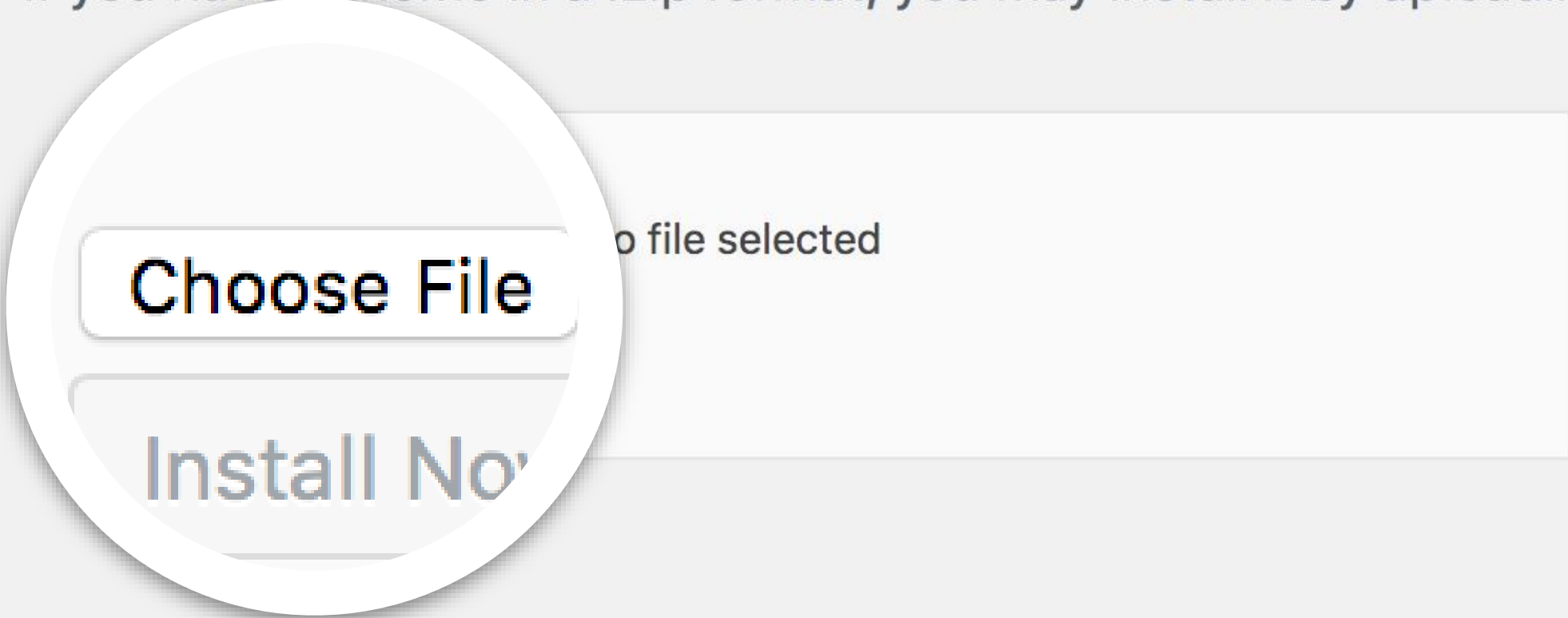
Markup: Image Alignment

Next

This is where you can browse free themes.

Click on Upload Theme button

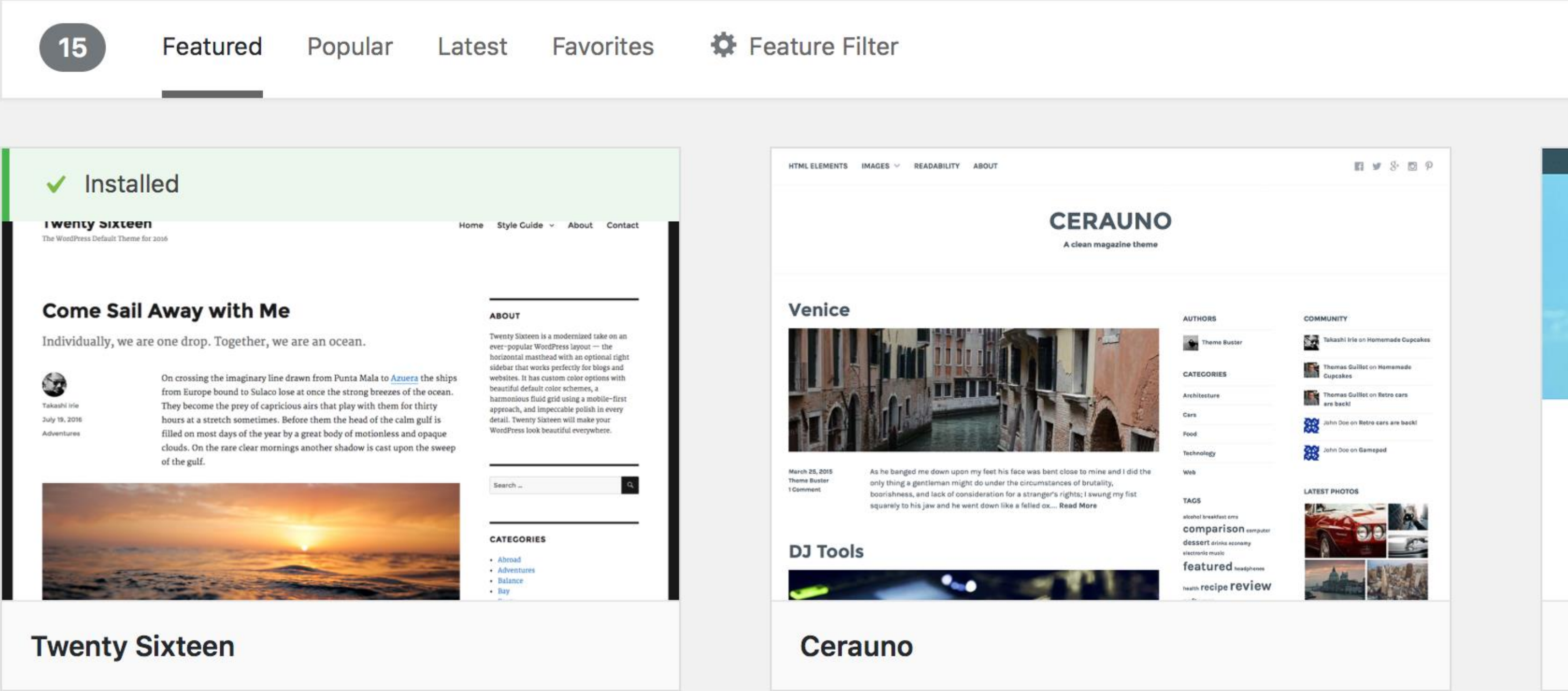
If you have a theme in a .zip format, you may install it by uploading it



Click on **Choose File** button

This is where your documentation comes in handy.

- Notice at the top is says **.zip format.**
- Make sure you are uploading the right folder and not a child theme folder or the whole zip folder you downloaded.



Choose File

**Press Install now and
start praying**

Install Now

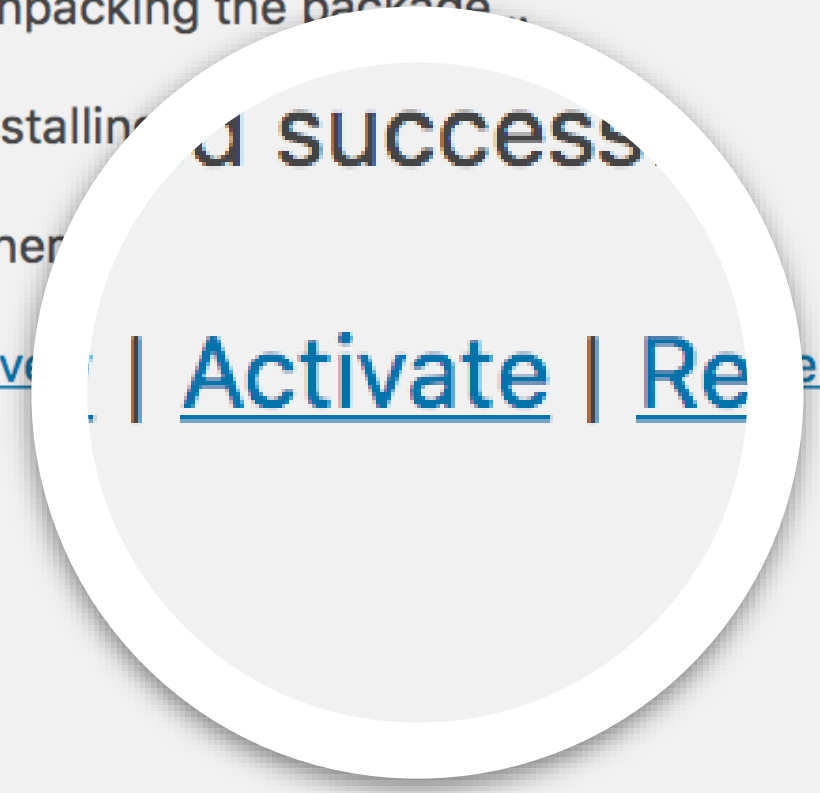
Installing Theme from uploaded file: cleanlab copy.zip

Unpacking the package...

Installing... **Success**

Theme...

[Live demo](#) | [Activate](#) | [Return to themes page](#)



Activate and start setting up

Click **Activate** to start using
theme right away.

THEME EXTENSIONS

This theme recommends the following plugins: *Revolution Slider* and [WooCommerce](#).

[Begin installing plugins](#) | [Dismiss this notice](#)

Expand the functionality of the theme with the following extensions.



Revolution Slider

Not Installed

is not only for "Sliders". You can now build a beautiful one-page web
essence with absolutely no coding knowledge required.

By themepunch

Install plugin



WooCommerce

Not Installed

WooCommerce is a free eCommerce plugin that allows you to
Built to integrate seamlessly with WordPress, WooCommerce
eCommerce solution that gives both store owners and devel

By woothemes

Install plugin

Theme extensions : plugins

Sometimes these can be installed right on the screen and sometimes you have to find the plugins folder and download the .zip folder.

Do you need all of them?

Page Builder plugin might be here. Visual Compser is notorious for this.

Hi! Would you like to activate your version of Revolution Slider to receive live updates & get premium support? It's optional and not needed if the slider came bundled with a theme.

Dashboard

Welcome to WooCommerce – You're almost ready to start selling :)

Run the Setup Wizard

Skip Setup

Welcome to WordPress!

We've assembled some links to get you started:

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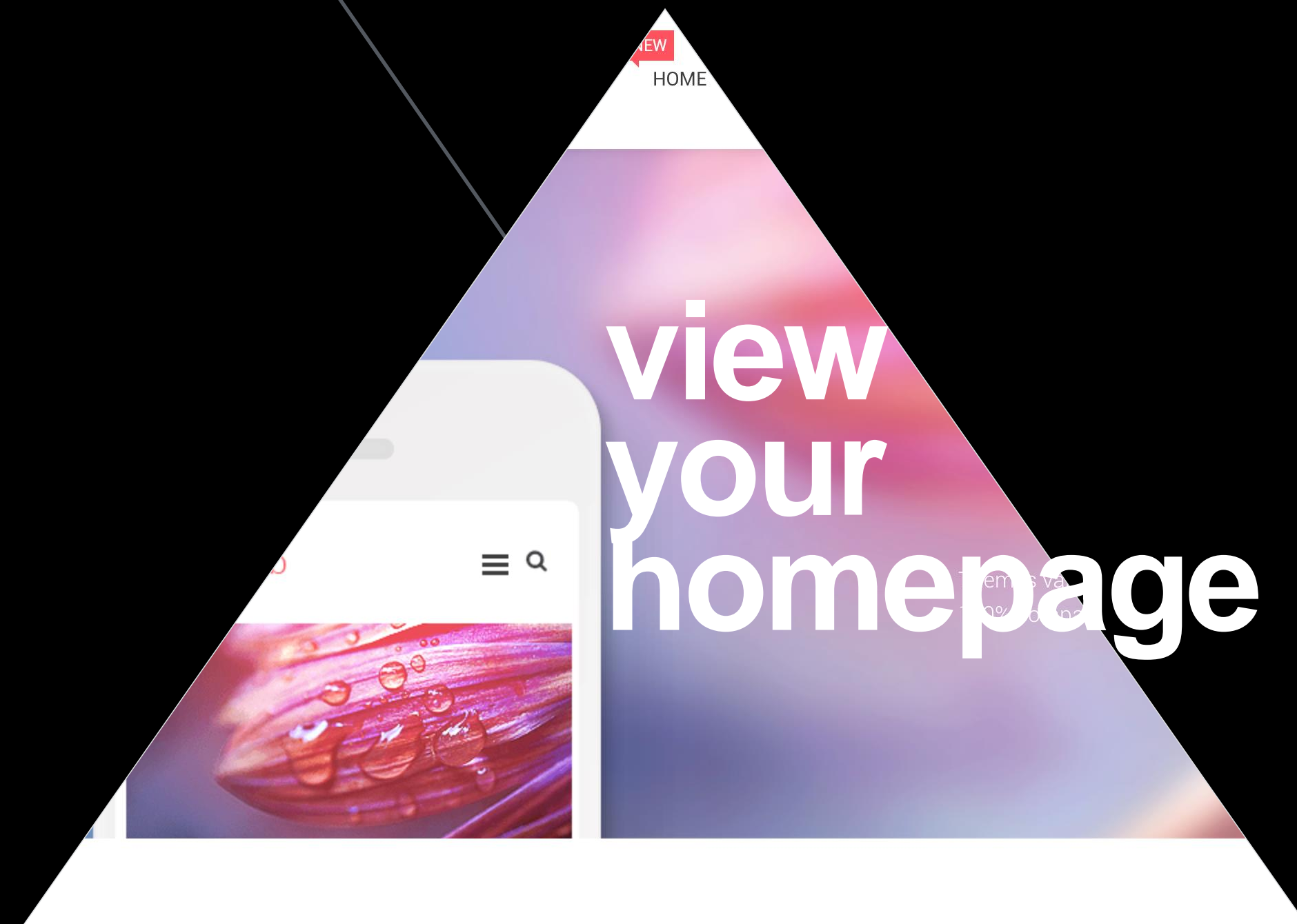
New Dashboard modules

Notice your new dashboard home and new modules. This theme uses the Rev slider and Woo. Some settings for these plugins will be in their individual modules.

You're theme's **settings** will likely be it's own module. (I.E. CleanLab Options / Addons)
**** This is where things can get tricky.**

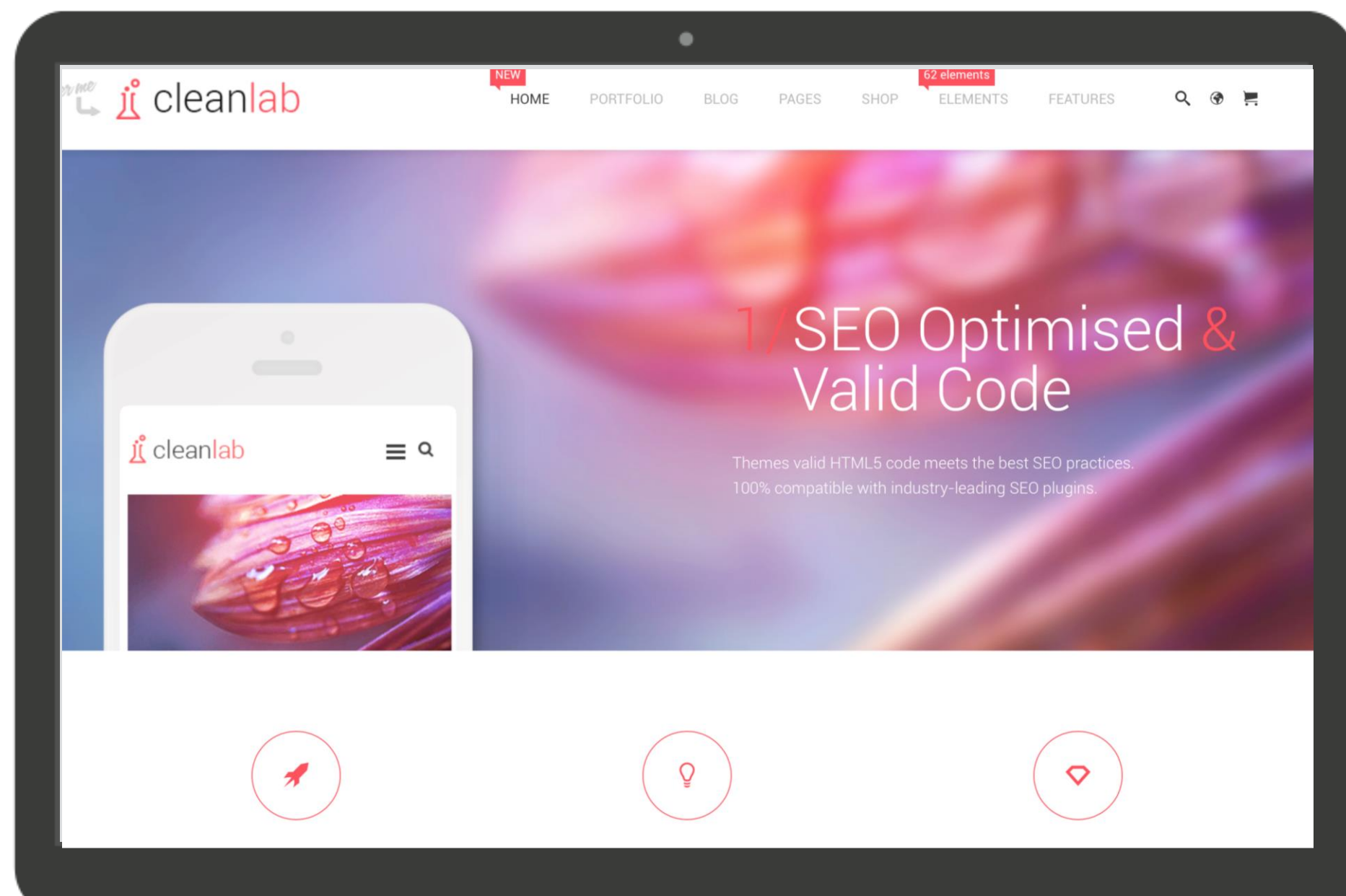


What
happens
after
installation?
a few tips

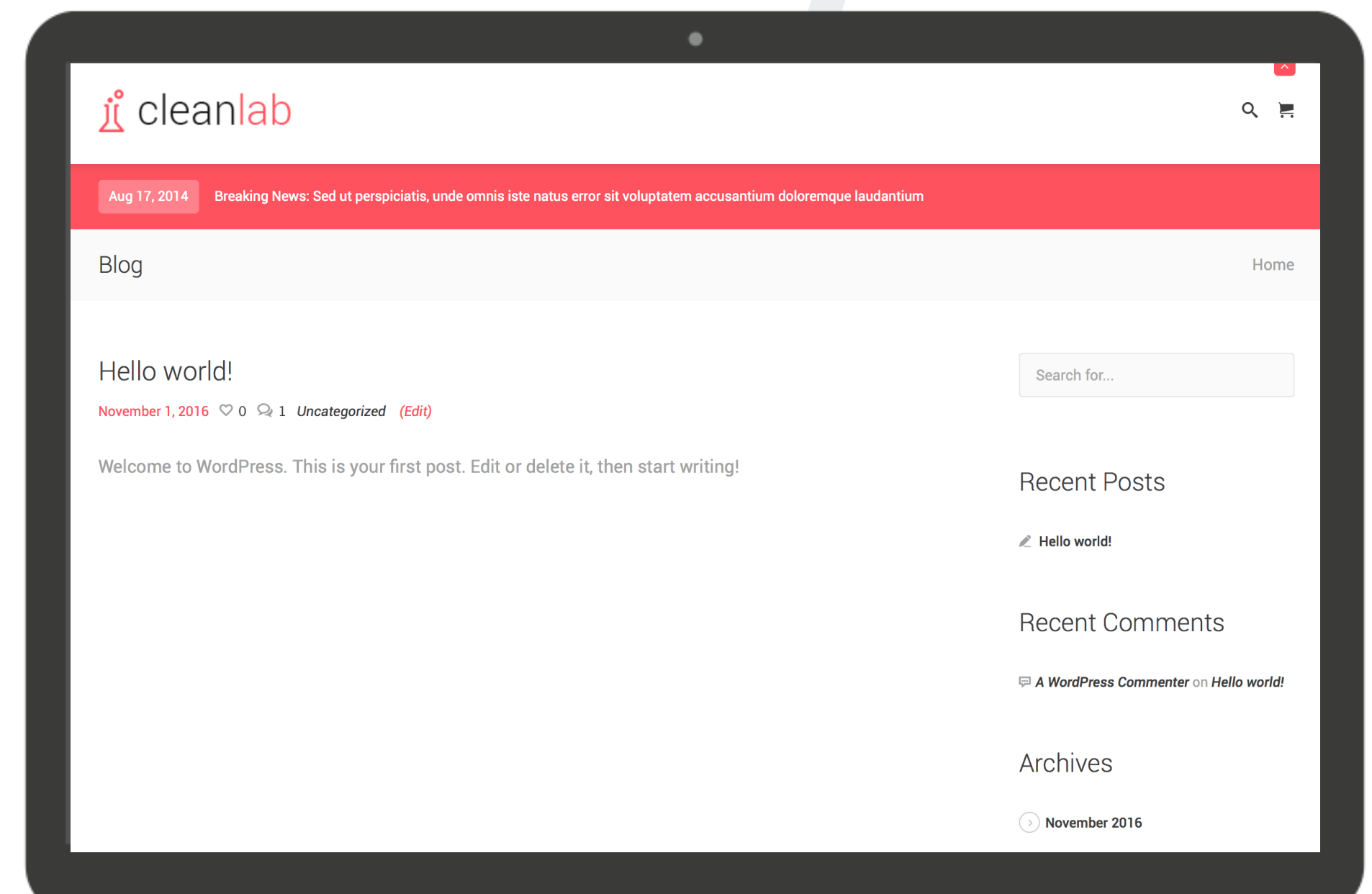


What Happened?????

What I paid for



What I got



Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Themes

Customize

Widgets

Menus

Header

Background

Editor

Add Themes

Upload Theme

If you have a theme in a .zip format, you may install it by uploading it.

Choose File

no file selected

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DJ Tools



AUTHORS

Theme Buster

CATEGORIES

Architecture

Cars

Food

Technology

Web

TAGS

alcohol breakfast cars

comparison computer

dessert drinks economy

electronic music

featured headphones

health recipe review

First step after

Go to **Appearance > Customize**

I go through these setting right away.

* Wordpress uses open source developments so there is no telling how the theme is set up until you go through all of the settings and modules.

×

Saved

You are customizing MahoganyWorld

?

Active theme CleanLab

Change

Site Identity

>

Menus

>

Widgets

>

Static Front Page


>

◀ Collapse

🖥️

📺

📱

 cleanlab

Aug 17, 2014

Breaking News: Sed ut perspiciatis, unde omnis iste natus error sit volup

Blog

Hello world!

November 1, 2016

♥ 0

💬 1

Uncategorized

(Edit)

Welcome to WordPress. This is your first post. Edit or delete it, then st

Customize Panel

Go to **Appearance > Customize**

×

Save & Publish

<

Customizing
Static Front Page

Your theme supports a static front page.

Front page displays

☐ Your latest posts

☒ A static page

Front page

— Select —

Posts page

— Select —

◀ Collapse

cleanlab

Aug 17, 2014

Breaking News: Sed ut perspiciatis, unde omnis iste natus error sit volu

Blog

Hello world!

November 1, 2016

♥ 0

💬 1

Uncategorized

(Edit)

Welcome to WordPress. This is your first post. Edit or delete it, then s

Static Front

Take note that there is not a set homepage. It defaults to a blog page.

For purposes of this presentation, I will not really be going through how to set up your theme.

Dummy
or no
dummy?



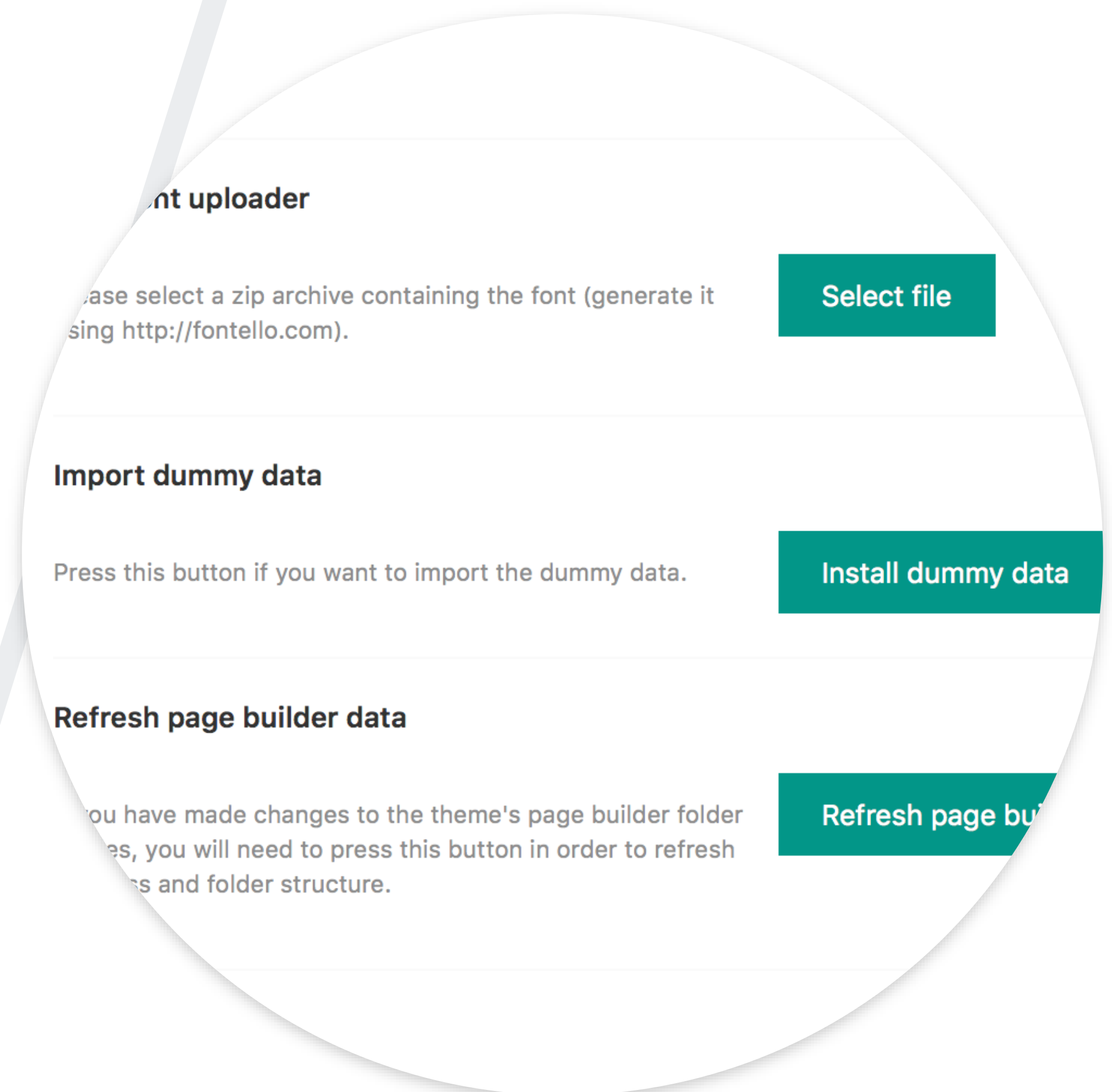
Most themes have dummy content in the downloaded folder or set up within the theme settings so that you can implement the content.

This is especially useful to the newer Wordpress user.

Uses placeholder text and photos.

Usually **does not** make your site look exactly like the demo, but it gets you closer and also will help you understand the settings and page builder if you have one.

Dummy Content



**Go
Play
around**

**Don't be afraid to break it.
You can get it reset.**

**That's the only way you
learn sometimes.**

Review

Know what you want before you buy.

Buy from trusted people with great support.

Know what you're buying. Wordpress not Joomla, html, or other.

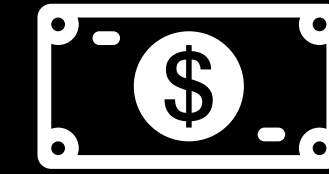
Look at the license.

Once you've decided, buy and download.

Log into your Wordpress dashboard.

Go to appearance > themes> and upload your .zip file

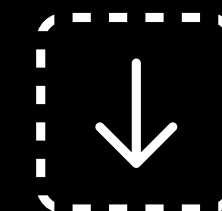
Then Activate!



Buy Quality Themes



Read Documentation



Download necessary Plugins

Thank you for your attention!



@Asharoneys



@Asharoneys



arthorpe.com



ashleyrthorpe@gmail.com

