

Marketeer WordPress Theme

Made By PremiumCoding - www.premiumcoding.com

This is a complete guide to help you manage the installation and setup of the Theme that you just bought.

Thank you for purchasing our theme. We hope that you'll find it easy to use and customize. Please read the following manual, because it covers almost all of the aspects needed about how to install and run the theme. If you have questions that are not answered in this guide, please go to the support system, where your questions will be answered:

<https://premiumcoding.com/wp-login.php?action=register>

Please verify the documentation and 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_WordPress1.1

1.1. Installing the Theme

After you have installed Wordpress, you have to install our Theme (Marketeer.zip). There are two ways of installing the Theme on your Wordpress:

- **FTP Upload:** Unzip the “Marketeer.zip” file and upload the contents into the /wp-content/themes folder on your server. If you get an error while activating the Theme uploaded via FTP, please ensure that [transfer type is set to binary](#).
- **Wordpress Dashboard:** 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.

Download the zipped theme pack to your local computer from themeforest and extract the ZIP file contents to a folder on your local computer. If you do not do that and install the first package directly you will get the following error:

The theme is missing the style.css stylesheet

So be sure that you are always installin the file called "**MARKETEER.ZIP**"

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Once the theme is uploaded, you need to activate it. Go to **Appearance > Themes** and activate Marketeer Wordpress Theme. After the theme is activated, you need to install the required plugins for some extra functionality (Instagram, Contact Form and Shortcodes

Click on begin installing plugins and you will be able to install all necessary plugins. If you need them later on, you can find them in the **Recommended plugins** directory in the package you installed from Themeforest.

- **Instagram feed** - this plugin adds the instagram gallery just above the footer. Instructions on how to connect to instagram are available in the plugin itself. Plugin can be downloaded from Wordpress repository at: <https://wordpress.org/plugins/instagram-feed>
- **Contact Form 7** - CONTACT FORM - this is a plugin that you will need of you want to add the contact form. Plugin can be downloaded from Wordpress repository at: <http://wordpress.org/plugins/contact-form-7/>
- **Shortcodes Ultimate** - this plugin adds the shortcodes. Plugin is not necessary but if you wish to use some nice typography effects like dropcap, quotes and columns, you will have to install it. Plugin can be downloaded from Wordpress repository at: <https://wordpress.org/plugins/shortcodes-ultimate/>
- **Twitter Feed** - this is a plugin that you will need of you want to add the twitter feed. Plugin can be downloaded from Wordpress repository at: <https://wordpress.org/plugins/recent-tweets-widget/>
- **Facebook Feed** - this is a plugin that you will need of you want to add the facebook feed. Plugin can be downloaded from Wordpress repository at: <https://wordpress.org/plugins/facebook-pagelike-widget/>
- **Revolution Slider** - can be found in the Recommended plugins directory in the files downloaded from Themeforest.

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1.2. Demo Content - Theme looking like live preview

AUTO IMPORT - After theme installation go to **theme options** and click on the **Import tab**. Read the instructions carefully (we recommend to run it only on fresh Wordpress installation). If the auto import fails for some reason below are instructions for manual import.

We prepared a XML file for demo import. In this Theme we are not using pmc importer since the Theme is minimal and very simple. Please follow these steps:

- Install the Marketeer WordPress Theme
- Import Demo content which is included with the Theme (in DEMO CONTENT directory)
- To use it, go to Tools > Import > WordPress and upload the xml file, choose to import everything, hit the button and wait.
- Set up the Home Page in Reading -> Settings
- You might also have to set Menus locations under Appearance -> Menu -> Menu Settings

TIMEOUT ERROR

If you get a timeout error while installing the demo content, you can contact your hosting provider and ask for a time increase (5 minutes should be enough on 99.9% of servers). Or you can follow the steps above and try to install the demo content manually. If you still have problems with installation, then please contact us via our support system at:

<https://premiumcoding.com/wp-login.php?action=register>

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1.3. Necessary plugins

For the theme to function with all the features you see in the live demo, some plugins are a must. The plugins are listed in order of importance.

1.3.1. Easy Digital Downloads

Easy digital downloads is a great plugin for making an online store for digital products. You can easily turn your blog into a fully functional digital market. This plugin is not included, since it is vital to always have the latest version. You can download it from their official site:

<https://easydigitaldownloads.com/> or <https://wordpress.org/plugins/easy-digital-downloads/>

1.3.2. Countdown Pro

This is a plugin that adds the counter to the products. Simply install it from the recommended plugins directory. First you will have to uninstall the first zip and then install the file called upload-this.zip (this is how the author of the plugin named the file for upload).

1.3.3. Revolution Slider

Adds the featured product on top of the home page (under newsletter). Install the plugin from the recommended plugins directory. After that you have to install the demo content for the slider (if you wish to have it exactly the same as on live demo). You can find the demo content in the DEMO-CONTENT directory under revslider directory.

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1.3.4. Newsletter plugin

It adds the newsletter below the main menu. Simply install it from the recommended plugins directory (named wysija-newsletters.2.6.15).

1.3.5. Easy Social Share plugin

This is the plugin that adds the sidebar social widget. Simply install it from the recommended plugins directory (easy-social-share-buttons3). After that you need to import the settings to make it look exactly as it does on our live demo. Please check documentation under directory HOW TO IMPORT SETTINGS FOR SOCIAL SHARE PLUGIN.

1.3.6. Shortcodes

To use some of the shortcodes you need to install the plugin called shortcodes-ultimate.zip.

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2. Theme's Options

After activating the theme, you will notice that a new submenu item appeared under Appearance Tab called Theme's Options. To start customizing the Theme's settings click on Theme Options.

2.1. General Settings

Logo, favicon and custom menus are set and added. Upload your logo, retina logo and custom logo for scroll if you need one (useful if you have transparent menu and need logos in different colors). You need to also upload a double sized logo for retina displays (be sure it is named like this Marketeer-logo1@2x.png with the @2x at the end).

Every part / block of the home page can be enabled or disabled. This goes for the 3 posts under the logo, about us section and the instagram block.

Responsive Mode can be disabled if you uncheck it.

Smooth Scroll can be disabled if you uncheck it.

Full width Page can be enabled or disabled (sidebar will be added).

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2.2. Home Page Settings

The content of the home page is set here. If you have checked all the blocks in the general settings, here is the place to add content to it.

Uppper Block (three posts) - this is the part just below the logo. For each post you can upload the image and set title and url.

About us Block - the about us section is very straightforward and simple. Add the image and content text (just like seen in our full width demo).

Quote Block - this is the text just above the footer. Simply add the text.

Instagram block - simply add the title, your instagram username and link to your instagram profile. Detailed instructions on how to connect the plugin with your instagram account are available in the plugin itself at Settings - > Alpine:Instagram -> General.

2.3. Styling Options

Main Theme Color - color that is set throughtout the Theme (red is default color for Marketeer Theme). Once you change the color please not that not all aspects of the site will change (some color will still be red). This is because on some parts of the Theme **shortcodes** are used. You need to change this manually as it gives you much more **freedom in color selection** (it can be anything independant from theme's main color).

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Boxed version - if you need a boxed version, check it here and then set the background color or image.

Custom Style - if you need to change CSS for certain parts of the Theme you can add it here (so you don't have to edit the style.css).

BODY BACKGROUND

Use boxed version?
☐ Check this if you wish to use boxed style.

Body Background Color

 #ffffff

Pick a background color for the theme.


Enable Background image (for boxed style)
☐ Displays image as background.

Background Image (for boxed style)

http://cherry.premiumcoding.com/wp-content/uploads/201

UPLOAD

REMOVE



Upload background image

CUSTOM STYLE

Custom Style

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2.4. Typograhhy

Set typography for all main text elements (menu, headings and body). Below settings for each heading (1-6) can be set specifically.

The screenshot displays the 'Typography' settings page within the Marketeer WordPress Theme. A sidebar on the left contains navigation links: General Settings, Content Setting, Styling Options, Typography (highlighted), Social Options, Error page, Footer Options, and Backup Options. The main content area is titled 'TYPOGRAPHY' and features a 'SAVE ALL CHANGES' button in the top right corner. It is divided into three sections: 'Body Typography Settings', 'Heading Typography Settings', and 'Menu Typography Settings'. Each section includes input fields for font size, color, font family, and style, along with a descriptive text box.

TYPOGRAPHY

Body Typography Settings

15px #2a2b2c

Open Sans

Change body typography. Set the font family, size, color and style.

Heading Typography Settings

Open Sans

Normal

Change heading typography. Set the font family and style.

Menu Typography Settings

14px 2a2b2c

Open Sans

Normal

Change menu typography. Set the font family and style.

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2.5. Social Options, Error Page and Footer Options

Last three tabs are very straightforward. In **Social tab** you can set your own social icons.

Error Page defines the text on the **404 page not found**. This page appears everytime a user misclicks or comes to a page that does not exist.

Footer Options set the text that is found at the very bottom of the Theme (below the footer part with widgets). Usually copyright information is entered here.

2.6. Backup Options

If you need to backup your theme's options or import them later on, you can do that in this tab. Copy the code in text field to a TXT file so you can use it later on if needed.

Import works very simple. Copy and paste the JSON code in the **Transfer Theme Options Data Field** and click Import Button.

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3. Setting up the Home Page

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 3 posts (for the same appearance as in our live demo). This theme works best with this setup. Hit “Save Changes” and you’re done.

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!

4. Navigation and Menu Settings

The last step before you can start working with the new theme is to create your menu. 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. Now set the locations for the menu that you just created. The main menu will probably be set at Main Menu, Responsive Menu and Scroll Menu.

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4.1. Customizing Menu Item

The Navigation Label – this field specifies the title of the item on your custom menu. This is what your visitors will see when they visit your site/blog.

The Title Attribute – this field specifies the Alternative (‘Alt’) text for the menu item. This text will be displayed when a user’s mouse hovers over a menu item.

- ❖ Click on the arrow in the top right-hand corner of the menu item to expand it.
- ❖ Enter the values for the Navigation Label and Title Attribute that you want to assign to the item.
- ❖ Click the Save Menu button to save your changes.

4.2. Creating Multi Level Menus

When planning the structure of your menu, it helps to think of each menu item as a heading in a formal report document. In a formal report, main section headings (Level 1 headings) are the nearest to the left of the page; sub-section headings (Level 2 headings) are indented slightly further to the right; any other subordinate headings (Level 3, 4, etc) within the same section are indented even further to the right.

The WordPress menu editor allows you to create multi-level menus using a simple ‘drag and drop’ interface. Drag menu items up or down to change their order of appearance in the menu. Drag menu items left or right in order to create sub-levels within your menu.

To make one menu item a subordinate of another, you need to position the ‘child’ underneath its ‘parent’ and then drag it slightly to the right.

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If you need to backup your theme's options or import them later on, you can do that in this tab. Copy the code in text field to a TXT file so you can use it later on if needed.

How to position the sub-menu item

- ❖ Position the mouse over the 'child' menu item.
- ❖ Whilst holding the left mouse button, drag it to the right.
- ❖ Release the mouse button.
- ❖ Repeat these steps for each sub-menu item.
- ❖ Click the Save Menu button in the Menu Editor to save your changes.

4.3. How to set up the Navigation

When going to Appearance / Menus you will see the structure of the templates navigation. You can easily edit menu labels, and move them using drag and drop. On the left column you have the possibility to add menu items using "custom links", "pages" or "categories". The newly added item will appear at the bottom of the menu structure and can be moved to its desired location. Make sure to always save the menu after making changes.

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5. Easy Digital Downloads

Easy Digital Downloads is a complete e-commerce solution for selling digital and other non-physical products in a light, performant, and easy to use plugin. Rather than attempting to provide every feature under the sun, Easy Digital Downloads makes selling digital simple and complete by providing just the features you need. For extensive documentation please check the links below.

[**EASY DIGITAL DOWNLOADS DOCUMENTATION**](#)

[**VIDEO TUTORIALS**](#)

Dozens of Extensions See All Extensions

With over 190 extensions, Easy Digital Downloads can be tailored to your exact needs. From payment processors to newsletter signup forms, EDD has extensions to fill the needs of almost every user.

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The Screen Options allow you to choose which items you can use to add to a menu. Certain items, like Posts are hidden by default.

- ❖ Locate the pane entitled **Pages**.
- ❖ Within this pane, select the View All link to bring up a list of all the currently published Pages on your site.
- ❖ Select the Pages that you want to add by clicking the checkbox next to each Page's title.
- ❖ Click the **Add to Menu button** located at the bottom of this pane to add your selection(s) to the menu that you created in the previous step.
- ❖ Click the **Save Menu** button.

5.1. Deleting Menu Item

- ❖ Locate the menu item that you want to remove in the menu editor window
- ❖ Click on the arrow icon in the top right-hand corner of the menu item/box to expand it.
- ❖ Click on the Remove link. The menu item/box will be immediately removed.
- ❖ Click the Save Menu button to save your changes.

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6. Adding Content

6.1. Adding Posts

These are the default steps that you need to do in order to add a blog post:

- ❖ Go to Posts > Add New
- ❖ Enter a title and some content.
- ❖ Select a post category.
- ❖ Add some relevant tags.
- ❖ Choose a post format from the right. There are a few types of custom formats that can be used (Standard, Link, Gallery, Video, Audio).
- ❖ Setup the content of the post format(either a gallery, a link, an image, a quote, an mp3 or a video).
- ❖ Insert all of your remaining content in the content area. You can have images, paragraphs, etc..
- ❖ 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).
- ❖ Hit “Publish” and you’re all done.

Recommended size of Post's featured image is 1160 x 770 for the full width version and 760 x 500 for the version with sidebar.

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6.2. Adding Pages

- ❖ Go to Pages > Add New
- ❖ Enter a title and some content.
- ❖ Select a page template or leave the default(more on this just after).
- ❖ Select a layout for the page. Each page can have a custom sidebar or not.
- ❖ 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).
- ❖ Hit “Publish” and you’re all done.

6.3. Recommended image sizes

- ❖ Blog 1160 x 770 (fullwidth), 760 x 500 (with sidebar)
- ❖ Upper three posts - 640 x 400
- ❖ About us avatar - 300 x 300
- ❖ Products 1160 x 770

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7. Tips and Tricks

7.1. 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. Instead of modifying the theme files directly, you can create a child theme and override within.

You will find child Theme version in the package you downloaded from Themeforest in the directory called CHILD-THEME.

More information about Wordpress child themes can be found on [Wordpress Codex](#).

7.2. 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.. 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.

We recommend using the [Yoast Plugin for SEO](#).

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7.3. Make your website run faster

7.3.1. 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.

Below are some hosting companies that we recommend:

- ❖ [Media Temple](#) - 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.
- ❖ [o4o Hosting](#) - this is the hosting that we use and it's top notch. Fast servers and fast & reliable support.
- ❖ [WPEngine](#) - not as cheap as the two examples above, but if you really want an incredibly fast website, 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.

7.3.2. Optimize images

Always optimize/compress your jpeg images before uploading them to the server /your Wordpress. Large images should be compressed at around 80%-90% image quality and you should also try to limit the use of lossless image files (uncompressed pngs).

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7.3.3. Use a caching plugin

I can't recommend enough the necessity of a 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.

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8. FAQ

8.1. Theme's options seem disabled

First try resetting theme options. If this doesn't work send us your login details.

8.2. What to do if I get error upon Theme Activation

If you receive the following error:

Parse error: syntax error, unexpected \$end in .../wp-content/themes/Marketeer/admin/theme-options.php on line 1

This happens if you install the Theme via FTP and the transfer type is not set to **binary**. So set the transfer type to binary as can be [seen on this link](#).

8.3. How to change cropping size of images

Marketeer uses several different image sizes which are listed below:

- ❖ Blog 1160 x 770 (fullwidth), 760 x 500 (with sidebar)
- ❖ Upper three posts - 640 x 400
- ❖ About us avatar - 300 x 300
- ❖ Products 1160 x 770

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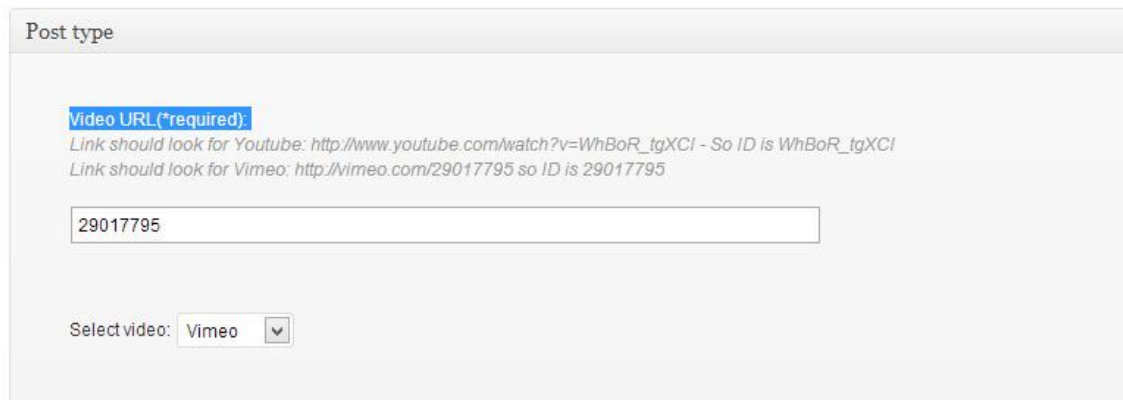
These are the general sizes used. Different sections of the Theme uses different cropping. To change it, open functions.php and at the top you will notice code like:

```
add_image_size( 'blog', 1160, 770, true );
```

After you change the size of the image, you need to [regenerate Thumbs](#) for the changes to be visible.

8.4. How to properly set up Video Post

Video Post - Go to the post and set it to video format, then set the field just below the post text that says: Video URL(*required). Also check the Screenshot below that is showing where you have to set the link:



The screenshot shows a 'Post type' section with a 'Video URL(*required)' label. Below the label, there is instructional text: 'Link should look for Youtube: http://www.youtube.com/watch?v=WhBoR_tgXCI - So ID is WhBoR_tgXCI' and 'Link should look for Vimeo: http://vimeo.com/29017795 so ID is 29017795'. A text input field contains the ID '29017795'. At the bottom, there is a 'Select video:' label followed by a dropdown menu showing 'Vimeo'.

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8.5. Theme's settings are not saving

First try to save settings twice, that will help on some servers/cases. If it is not working then try this:

Go to your theme's directory and set CSS directory's permission to 755. Then go inside the folder and set permissions of all php files to 755. If it is not permissions issue and is still not working, then drop us an email.

8.6. How to completely remove responsive mode

If you don't wish to have responsive mode and unchecking in theme's options doesn't have the desired effect, you can easily remove all the responsive features. For iPhones and iPads it is enough to simply remove one line from header.php. Open header.php and remove the line:

```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" />
```

or other mobile devices you need to remove all the CSS that is used for media queries. Open style.css and go almost to the end of it where the following line is:

```
@media screen and (min-width:0px) and (max-width:1180px)
```

Now delete everything that is beyond this line in style.css (including this line) up until CUSTOM CSS. Do not delete this last part, since the custom CSS box from theme's

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options is included here. The responsive part is now completely removed and your website will be seen in full on mobile devices.

8.7. The theme is missing style.css stylesheet

If you get this error message while uploading your Theme to Wordpress it means that you are uploading the whole package you downloaded from Themeforest. You need to uninstall the package and install the file called **Marketeer.zip**. This is the Theme.

8.8. How to update your Theme

Below is a short guide of how to update your Theme.

- ❖ First and best practice is to **make a backup**, download your current theme to your desktop via ftp. After that delete theme from WordPress.
- ❖ Go to themeforest, to your downloads page, this link precisely:
<http://themeforest.net/downloads> and download Marketeer theme
- ❖ Upload the new version of theme **via your WordPress dashboard** or via ftp and that's it.
- ❖ Add widgets block to where you would like to have the search bar.

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9. 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 theme.

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Thank you for purchasing Marketeer

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