

GoodWork WordPress Theme

By Krown Themes - www.krownthemes.com

This is a complete guide to help you manage the installation and setup of your new theme.

Thank you for purchasing this theme. We hope that you'll find it easy to use and customize and we 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 your 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 “*goodwork-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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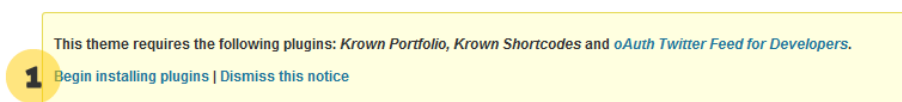
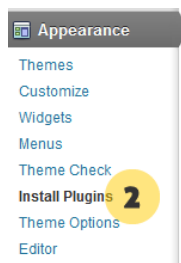
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1.2. Installing the plugins

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 custom post type. It doesn't require any setup, just installation and activation, for the theme to have portfolios.
- **Revolution Slider** - this is the the awesome layered slider which can be used anywhere in the theme. [Read the documentation for it here!](#)
- **Visual Composer** - the actual page builder (shortcode editor) of the theme. It comes with most of the original plugin shortcodes and some custom crafted shortcodes. [Read the documentation for it here!](#)
- **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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Another plugin which will not popup here is **WooCommerce**. This plugin is only useful if you want to have a shop on your website, otherwise you can skip it. So if you do need it, please download it from here:

<http://www.woothemes.com/woocommerce/>

Another plugin for which this theme offer integration is **IgnitionDeck**. This plugin is only useful if you want to have your own crowdfunding website, otherwise you can skip it. So if you need it, please download it from here:

<http://ignitiondeck.com/id/> *(affiliate link)*

Also, here are more recommended plugins for various tasks:

- [Contact Form 7](#) - free custom forms
- [Codestyling Localization](#) - theme & plugins easy translation
- [Search & Replace](#) - database search & replacement tools
- [Duplicate Post](#) - clones any post, page or custom post type

Note that these are third party plugin so no support will be given for it. The same goes for the other plugins installed with this theme. Of course, if you find some bugs i will try to cope with the original authors and provide useful updates, but no support will be given about how to use or modify or use these plugins.

If you are experiencing bugs with the 4.1 version of the Visual Composer, please install the latest version (4.2.x) manually. The package can be found in the “visual-composer” folder from the main package.

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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. Header

Here you are able to control the header's layout, the logo's position and the visibility of the search box.

1.3.2. Logo

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. Navigation

In this section you can change the theme's main menu and enable / disable the breadcrumbs. You also have an option for the submenu style.

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1.3.4. Layout & Background

You can set the layout to a boxed version and if you do so, you'll also be able to control the background from the given options.

1.3.5. Portfolio

This section has one option - the setting of the default portfolio page. Note that even if you're using multiple portfolios, having a default one is **required!**

1.3.6. Blog

Just as above, you need to choose the default blog page and the blog layout. You should also choose the blog posts number in the modern blog.

1.3.7. Shop

Choose a layout for all shop pages (except inner products).

1.3.8. Search

Choose a layout for the search pages.

1.3.9. Background

You can choose a different page (which you need to create prior to this) as the default 404 page.

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1.3.10. Colors

There is only one main color accent which you can change. It appears on hovers, various backgrounds, etc..

1.3.11. Typography

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

The fonts used in the online theme preview are **Helvetica Neue** (both headings and body) & **Cambria** (for quotes).

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.

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. Custom Sidebars

In this area you can define as many unique sidebars as you want. Please remember that you have to give a **unique lowercase id (only letters, no spaces)** to each sidebar in order for it to work properly.

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1.4.4. Comments

The theme allows to use comments both in pages & posts along with the portfolio post type. Make sure that you enable them from this area but also enable them from WordPress.

1.4.5. 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.

1.4.6. 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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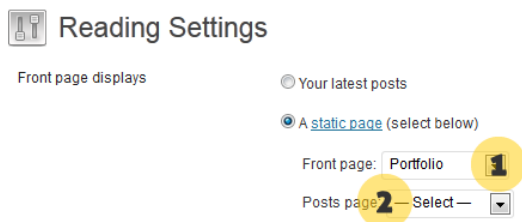
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1.5. Setting up the homepage

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 **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.

Note that you can use up to three levels of navigation in this theme.

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1.7. Using the import file

There is an xml import file in the download (*shadow-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!**

If some media files fail to import / upload, don't worry about it. It's nothing and it happens from time to time. The included images are blurred anyway so you don't have any use of them. The import is just to get you started.

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

Note that if you want to import the shop products as well, you need to have WooCommerce installed and activated before doing the import.

If you get any errors during this step, [please read this ticket!](#)

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1.7.1. Importing revolution sliders

You can also import the three revolution sliders which you see in the online demo, through the slider import tool. Just use the *revolution-slider-import.zip* file.

Watch a screencast about these steps!

<http://www.screenr.com/T6KN>

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/946>.

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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. Click on **“Set featured image”** to upload a preview image for this post. Once the image is uploaded, click **“Use as featured image”**. This image should have a width of **220px** or **440px** if you want it to display good on hiDpi screens.
6. Choose a post format from the right. There are a few types of custom formats that can be used, and each one of these can be setup in the *Post Media / Content* meta panel.
7. Setup the content of the post format(either a gallery, a link, an image, a quote, an mp3 or a video). All the fields are properly documented so you should have no issue on setting up your content.
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. Select if you want to show a title with a link(in the right side of the page's title).
5. Choose a layout and a sidebar.
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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2.3. Page Templates

As you might already noticed, there are more *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. Archives

This is a page which displays all of your archives(it might be good for SEO to have it and also for users in order to give them a broader perspective over your blog).

2.3.3. Blog - Classic

This page outputs all the posts that you have in your blog. It uses a classic format with all the posts one below the other. This works best for large blogs with lots of posts.

2.3.4. Blog - Modern

This page has the same purpose as the classic blog, but it loads the blog posts with more style, using an AJAX handmade plugin and cool animations. It is

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best to be used for smaller blogs with less posts or maybe news feeds, but it shouldn't hold too many posts in it because of it's AJAX & sensitive nature.

2.3.5. Crowdfunding

If you're using the *IgnitionDeck* plugin and this is a page related to the plugin(either a project page, or a pledge form), you must select the crowdfunding template. It won't do anything to the visual layout of the page, but it will put the plugin functions in place, for it to work properly.

2.3.6. Page with a slider

As the title suggests, this page features the revolution slider at the top of it. The revolution slider can be used blank or with different skins which can be customized in this page template. This page has also the option to add a tagline at the very top of it.

2.3.7. Page with a slider (Full Width)

This is similar to the above page, but it displays the revolution slider in a full width layout. Only the blank skin is available.

2.3.8. Portfolio

This page displays your entire portfolio or only a part of it. It has it's own custom parameters so you can style the folio page however you want. If you want to use multiple portfolios you can do a trick, by creating many categories and dividing these categories into portfolios. So you can have categories ABC

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in portfolio #1 and categories DEF in portfolio #2, each one of these portfolios having it's own custom design and functionality! You can also see a video about the portfolio here: <http://www.screenr.com/RGe7>

2.3.9. Sitemap

Similar to the archives template, this one displays a sitemap with the pages of your website. It is good for SEO to have such a page and maybe put a link to it in the footer.

So these are the **9 page templates** which are available! You can use them to showcase whatever you want, and if you can't achieve something with custom templates, you'll definitely be able to make use of the default template.

You'll notice that there aren't page templates for contact or team or whatever.. This is because all of these are achieved easily with the **Page Builder!**

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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 depends on the number of columns that you want to use and whether you want this to be retina ready or not, but as a general rule, you should upload images as large as possible and let the theme do the cropping. Or you're really picky about thumbnails, these are the sizes:
 - 4 columns - **220x165** at double **440x330**
 - 3 columns - **300x225** at double **600x450**
 - 2 columns - **640x345** at double **1280x690**
5. Write some content. You can use the Page Builder to achieve complex layouts.
6. Setup a slider. You can combine images with all kinds of videos and achieve the perfect slider for your project. Or, if you don't want to, you can leave the slider out. It's not required.
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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You'll see two sections below the content window. These sections control everything related to the projects.

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.

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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3. Shortcodes & Widgets

3.1. Shortcodes

This theme is full of shortcodes! Inside the custom page builder you can achieve whatever you want, as everything is easy to use, customize and understand.

It uses a slightly modified version of the popular Visual Composer plugin, with some default shortcodes and custom build ones as well.

Note 1: Not all of the original VC shortcodes are available in this theme, but everything what you see in the online demo can be achieved with shortcodes.

Note 2: The front editor of the Visual Composer plugin doesn't work well with the theme (there are a couple of big bugs and conflicts). This means that until a fix will be found (if ever), you will only be able to use the backend editor.

Before reading more about each shortcode, please watch this video as an introduction of the page builder: <http://www.screenr.com/HaKN>

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3.1.1. Row

The row is the base of everything in the Visual Composer.

3.1.2. Text Block

This is the most basic shortcode of them all. Whenever you need some text or add a custom shortcode (not available in here), or an iframe, or anything which uses text / HTML, use this shortcode.

3.1.3. Separator

For whenever you feel that there is too much or too less space on the page. It can be used both with positive and negative values. And it also features the ability to insert a border.

3.1.4. Separator with Text

This is the most loved shortcode in the theme. It is needed to define sections within pages and to get the user's attention. All titles are wrapped inside h3 elements and you can use also icons in the title.

3.1.5. Message Box

A simple text box with four style options.

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3.1.6. Single Image

If you're looking to add an image in your text block, please use the WordPress default media uploader for this purpose (see this article for more info: [http://codex.wordpress.org/Inserting Images into Posts and Pages](http://codex.wordpress.org/Inserting_Images_into_Posts_and_Pages)). If you're looking for standalone images which open more complex links and allow for size definement, use this shortcode.

3.1.7. Tabs

This is a simple tabs shortcode, available in two different styles.

3.1.8. Accordion

This shortcode can be used for a lot of purposes, such as small accordions or toggles used in little areas or as a large accordion used as a FAQ or a basic large accordion type. You can select the opened section and change it's behavior choosing between a toggle type or an accordion type. Each section is another shortcode within the content window.

3.1.9. Posts Carousel

This shortcode allows you to build up a custom posts carousel. You can choose how many items to appear in the list and also the number of columns. It's a complex shortcode, which can also mimic the functionality of the modern blog portfolio. If you're using the classic blog display, you should either put featured images for all the posts or no featured images at all. This is because posts don't look good in combinations of the both.

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With the “*build query*” option you can also build a complex query in order to create unlimited blogs on your theme. You should only work with the **post** type, because portfolios have their own shortcode. You can choose categories, tags, individual posts, authors, etc.. Using this builder you can really divide your blog posts into custom blogs, each with it’s own functionality.

3.1.10. Widgetised Sidebar

If you have some awesome WordPress widgets that can’t be embedded in any place other than a sidebar, you can use this shortcode to choose a custom sidebar (which you create in the Theme Options).

3.1.11. Button

This adds a button. All kinds of options such as style, size & attribute properties are available for this shortcode.

3.1.12. Raw HTML

If you want to add raw html code to the site this is the way to do it (although you can add simple stuff like iframes and tables into the text blocks).

3.1.13. Raw JS

I can’t think why would you need javascript added in the body of the site, because of such purposes you should use plugins, hooks and external files, but if you want to go wild with this shortcode, here you go.

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3.1.14. Flickr Widget

As the title suggests, it is a basic feed from a user's latest flickr stream.

3.1.15. Progress Bars

This shortcode inserts a set of up to six animated progress bars.

3.1.16. Pie Charts

This shortcode inserts a set of up to six animated pie charts (as a slider). If your value is larger, you should add the class ***smaller*** to the shortcode.

3.1.17. Revolution Slider

Insert a Revolution Slider, which can also be done in the Text Box, via the shortcodes provided by the plugin.

3.1.18. Icon Text Block

The same as the normal text block, but this one also features an icon, either above or near the text.

3.1.19. Contact Info

A little bit of contact information that will display along some cool icons.

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3.1.20. Contact Form

This is a basic contact form, which can be used in a larger or a smaller container. It is protected against spam and it also uses the `wp_mail()` function, so if your hosting provider doesn't support the `php mail()` function, you can use a plugin like: <http://wordpress.org/extend/plugins/wp-smtp/>

3.1.21. Lightbox

A simple lightbox, which can become complicated because it allows all kinds of settings, such as thumbnail alignment or lightbox custom content types like HTML or IFRAMES. You can even create galleries with this shortcode (by inserting many lightbox shortcodes into a page), however this is not recommended for images, since for this purpose there already is the WordPress Gallery Shortcode.

3.1.22. Posts Widget

This is not the same as the latest posts shortcode. This is a much smaller shortcode and it's basically a widget that displays all kind of posts: popular, recent, most commented or random, and it displays them in a list.

3.1.23. Promo Box

It's basically a boxed content shortcode, the promo word being only for fuzz.

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3.1.24. Promo Line

It's basically a type of tagline with a call to action button but only one type of heading text.

3.1.25. Tagline

Similar to the promo line. It allows two lines of text (a h1 and a h2) and an icon.

3.1.26. Team Member

Simply adds a team member. Note that the picture of the user should be **150x150** or **300x300** for retina support.

3.1.27. Testimonials

Adds a testimonial text block.

3.1.28. Twitter Feed

A simple twitter feed widget. The widget is simple, but the process of using it is a bit complicated because of twitter and their recent API changes. The thing is, you can't display twitter feeds on your site now without an API key. But it's not impossible to get this key either... If you go to **Settings > Twitter Feed Auth** you'll notice some weird fields. Those are the fields that you actually need to complete and if you give a read to the description you'll understand what you have to do. I've found this discussion on the Twitter forums and i thought that it's a good resource on this topic: <https://dev.twitter.com/discussions/631>

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But more than this, you also have some shortcodes which are not available in the composer, but can be added easily as regular shortcodes via a Text Block or the classic editor.

All these shortcodes have the ability to select a custom class. This class can be useful for extra editing (there are already some classes available, but you can create custom CSS code and apply it to certain shortcodes by using the custom class field).

3.1.29. Gallery

The gallery shortcode is a basic WordPress shortcode which in this theme translates into a slideshow or a grid. You can add a gallery by hitting the “*Add Media button*” and following the instructions there. The columns do work with this theme, so you can style the gallery exactly like you want.

Another cool feature of this theme is that you can turn a WP gallery into a shortcode, so you can easily insert sliders absolutely everywhere you want! To change a grid gallery into a slider, go to the “*Classic Editor*” and you’ll see the gallery shortcode like this (just an example):

```
[gallery ids="1,2,3"]
```

You need to simply add **type="slider"** as a parameter, like this:

```
[gallery ids="1,2,3" type="slider"]
```

If you want to add captions either to the galleries or sliders, simply caption the images that you want to have a caption in the WordPress gallery creator. All images with a caption added in the backend will feature a caption on the site.

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3.1.30. Self Hosted Video & Audio

While embedded videos (or maps) can be added via iframes (all these sites such as YouTube, Vimeo, Google Maps, offer embedding options via iframes, so there's no need for custom built shortcodes). So while embedded videos have their own method, you can also add custom videos using the WordPress video shortcode. More info here: https://codex.wordpress.org/Video_Shortcode & https://codex.wordpress.org/Audio_Shortcode

3.1.31. Social Icons

The social icons are an easy shortcode which can be added manually like the shortcodes above.

```
[vc_social_links twitter="http://twitter.com/yourprofile/" facebook="http://facebook.com/yourprofile/" target="_blank"]
```

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, instagram, xing, soundcloud, aim, steam, dropbox, 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).

3.1.32. Lightboxes

To create a lighthbox gallery use WordPress galleries and configure the gallery

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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 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&portrait=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&portrait=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&portrait=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

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are the available options.

Make sure than when embedding content from video sites and such, you only take the **href** or **src** from the embedding code. Don't put everything in there!

3.1.33. Video / audio playlists

Just as you add a video or an audio file to any page, you can now add full media playlists as content. When inserting media, along with the old gallery button you can now see two other buttons, which will guide you through an easy way to add the playlists on your pages.

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3.2. Widgets

Widgets aren't too popular in this theme as standalone little snippets which can go into sidebars, mainly because **all the shortcodes can be in the sidebars!** And this is pretty awesome, because it doesn't create a barrier of widgets and shortcodes, because everything can be used anywhere..

Simply add the shortcode into an unformatted text widget and you're done!

There are two specific widgets in the theme though, and these are designed and should be used for the header (of bottom footer): **Krown Email Widget** (simply adds an email address) & **Krown Phone Widget** (simply adds a phone number).

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4. Special Features

4.1. IgnitionDeck Support

This theme integrates well with the popular crowdfunding plugin called Ignition Deck. [You can purchase the plugin here.](#) *(affiliate link)*

First thing, you should keep in mind that **we do not provide support for this plugin, since it's a third party plugin.** If you want to use this plugin you'll have to buy it from the creators and they will offer the support related to the plugin. If you have issues which are in regard to the plugin integration (**style or how to make visible some things that are hidden**), then we'll provide support for this. But all bugs and issues caused directly by the plugin will be handled by ID staff.

So, as you can see, **there are some page templates created** for crowdfunding projects (if you imported the contents of the xml files you will see them - they are called Crowdfunding #1-n). You should use those instead of the project page. You should use that only for a featured image of the project and for setting the levels and project configuration. The real project page should be a separate page template, so you can style it however you want with the Visual Composer and not be limited in any way by the plugin.

Ok, enough talking, let's get started with specific instructions on how to use the plugin.

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4.1.1. Install & configure the plugins

After you purchase the plugin you need to install both the *IgnitionDeck Framework* and the *IgnitionDeck Plugin*. These two are enough to get started with your crowdfunding projects.

After installing these, go to the *IgnitionDeck* menu item and choose the commerce platform (you can choose the legacy or the new commerce platform since both work in the same way, or choose a different platform if you know how to work with these).

Then go to the *IDCF* menu item and first thing, insert your license key in the proper field (this will enable the core features of the plugin, allowing you to use shortcodes and cool stuff).

If you are used with IgnitionDeck you will first need to know that the **deck themes do not work!** This theme automatically overwrites any deck you set and inserts the theme deck - in order to keep a clean and original design. If you are new to the plugin, don't care about the general settings.

In the project settings you can set a custom currency code for your projects and also configure how the pledge for will look like (if you're not using a custom commerce platform). **It is important here that you choose a default purchase and thank you page** in order to make your theme work well!

Then you have other stuff related to the core plugin about which i'll not insist here, but notice the **Deck Builder**. This is an awesome feature which allows you to use a custom deck generated just for your needs. The plugin has two

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basic deck shortcodes but you can also create custom decks and use them with shortcodes anywhere you want. More info about the deck builder should be found on the IgnitionDeck website, but just remember that it works well.

4.1.2. Creating projects

As i've said in the beginning, you should create projects as you would normally would, but use regular pages for the output. Why is this? Because you might want to leverage the power of the Visual Composer and don't be limited to the way IgnitionDeck creates their pages. Not that it's bad, but you have more flexibility using custom pages.

So, first step, go to *Projects* and create a new project. Give it a title and then go to the project settings and set the options. You can choose the type, when will the campaign end, the project's name, a goal, a date, etc.. If you want to put a short description that will appear in custom decks. After this, insert a main project image and create your reward levels. Write price, limits, order, description, etc.. All these will appear in the widgets.

Now here is the interesting part.. When you're done creating the project (which should only hold the project generic settings), go and create a new page like you would normally do, set it's page template as crowdfunding and insert the contents of the project there. You can use all the available Visual Composer shortcodes, add lots of galleries, sliders, videos, columns, statistics, everything you want. When you're done editing that page, save it, go back to the project and choose the created page as a *Project URL* from the metaboxes. Leave the other two pages to default (or change them if you want). From now on, the created page is your project page - the original project page should be

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only used to configure the project. And that's it!

The last step you might want to do is to add a pledging form or a custom deck in the project. You can add this wherever you want (since it's a shortcode - more on this in the next chapter) or you can configure a custom sidebar for the job. How? First, go to *Appearance > Theme Options* and create a custom sidebar. Second, go to *Appearance > Widgets* and insert the **IgnitionDeck Project Widget** in the empty sidebar you've created. There you can choose a product, a deck type and a custom deck id. Save it, and then go back to your page (where you created the project content), set the layout to feature a sidebar and select the new sidebar (the one which contains the project widget).

And you're done. You now have a fully functioning project with an incredible layout and a nicely designed pledge form, all configured by you.

The shortcodes (which you can read about on the ID website) cannot be used in this theme, because this theme has custom shortcodes (as seen and advertised in the online preview).

You might also want to include create a cool thank you page (or more - a different one for each project you have) and don't forget to create the **pledge page**. This should be a new page and inside it you should insert the **[project_purchase_form]** shortcode.

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4.1.3. Shortcodes

You can find a list of IgnitionDeck shortcodes at this url:

<http://ignitiondeck.com/id/documentation/ignitiondeck-crowdfunding/ignitiondeck-shortcodes/>

Because this theme encourages the use of custom pages for project details, most of the shortcodes don't have too much utility (except when you want to take certain information from the project, information that you set especially for this purpose).

Anyway, i would highlight some of the important shortcodes:

- Pledge Form ***[project_purchase_form]***
 - - it should be used in the page (or pages) which you want to be the checkout page.
- Project Grid ***[project_grid columns="#" max="#" category="#"]***
 - - it's a nice shortcode which gives you the possibility to showcase all (or only a part) of your projects in a cool grid. The used deck is the default mini deck.
- Project Widget ***[project_page_widget product="1"] & [project_mini_widget product="1"]***
 - - you can use the project widgets in any context you want (maybe you have a homepage where you only want to showcase on project, the the entire grid).

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4.2. Revolution Slider

The most complex slider on ThemeForest is available in this theme and because the style of the theme is a bit “unique”, the slider needs to also be unique and have some extra touches itself.

Here’s a link to the online documentation of the WordPress plugin:

<http://demo.krownthemes.com/help/revolution-slider-manual/>

Please note that since this is a third party plugin purchased within this theme you are not eligible for support on the Theme Punch forums and you should ask all of your questions in our support forum. If you however require support for the plugin itself you should consider purchasing it.

So the slider is the one that you’re used with - it has all the awesome features which are showcased on their demo site.

But the coolest thing with Goodwork is that you can add “**extra content**” to it, attach tabs, custom captions or even large chunks of text. All of these are referred to as **Revolution Slider Additions** in the slider page template. Each one of the custom skins has it’s own additions and you can change them at any time. Each addition will affect it’s corresponding slide, so you can’t use shuffle mode with these additions. The explanations are pretty good on the template slider, so read them carefully when editing the slider skin. There’s also a video on this topic: <http://www.screenr.com/3oe7>

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4.3. WooCommerce Support

This theme offers indeed support for the [popular WooCommerce plugin](#), which is one of the best e-commerce plugin available for WordPress. Support for this plugin means that the theme offers a quality skin for the plugin's pages and functions. It means that the plugin will look good within the theme and you will be able to use it out of the box.

What you must understand at this point though, is that there will be no support offered for this third party plugin. The plugin has a lot of documentation available on the internet and there are lot of learning resources, but there is no extra support available, since it's a custom plugin.

Also, please bear in mind that there are a lot of extensions for WooCommerce so the theme wasn't tested with all of them, so you need to be ready for some custom coding in order to make the integration with more third parties.

But all in all, GoodWork supports shop templates, shop projects pages, all kinds of default widgets, etc.. Everything that is covered in the main WooCommerce plugin.

If you notice anything that should work and doesn't please provide clear details on the support forums and the bugs will be fixed.

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5. Tips & Tricks

5.1. 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 (*goodwork-child-theme*), in which you have some comments about the replaceable functions.

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

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5.2. Make your site run faster

5.2.1. 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).
- **WP Engine:** <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, WP Engine 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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5.3.2. 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).

5.3.3. Use a caching plugin

I can't recommend enough the necessity go good caching. If you use a managed hosting such as WP Engine 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>

5.3.4. Revolution slider caching

This one is also good and should really be done. You will most likely **not** use the Revolution Slider on all the pages, so you would want to only insert the scripts which it uses only on pages that you will use the slider on. If you go to the slider settings and on the *Global Settings* you'll see a quick guide on how to do this. You basically want to turn ***Include RevSlider libraries globally*** to **OFF** and then write down the id's of the pages where you're actually using the slider in the ***Pages to include RevSlider libraries*** field. Don't forget that your homepage doesn't have an id, so it should be referenced as **homepage**. Lastly, choose to put the JS includes in the footer.

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5.4. 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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5.5. 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.

5.5.1. Simple translate

1. Download and install <http://www.poedit.net/>
2. Go to `/wp-content/themes/shadow/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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5.5.2. 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 in some places (custom page titles or post format quotes). If you find that this plugin works well for your purpose, 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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5.6. 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, feel free to post them in the [dedicated support form](#).