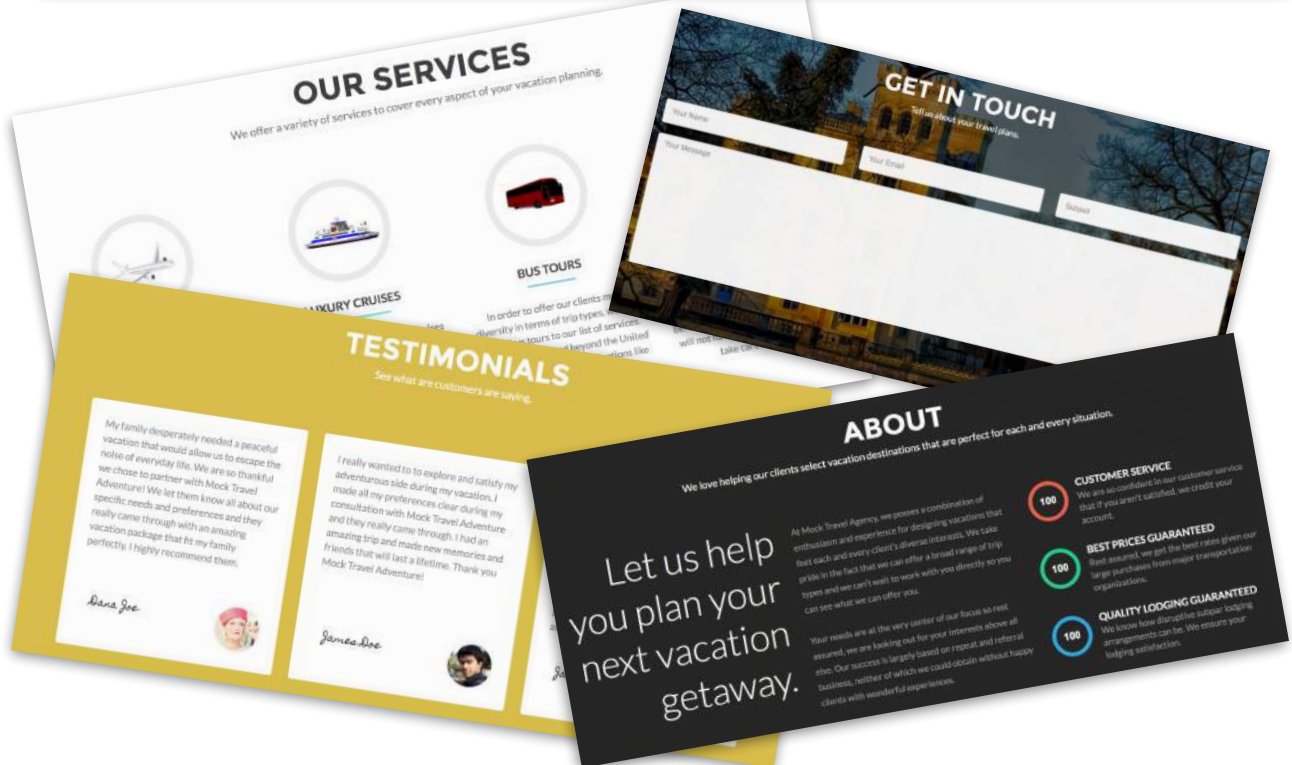
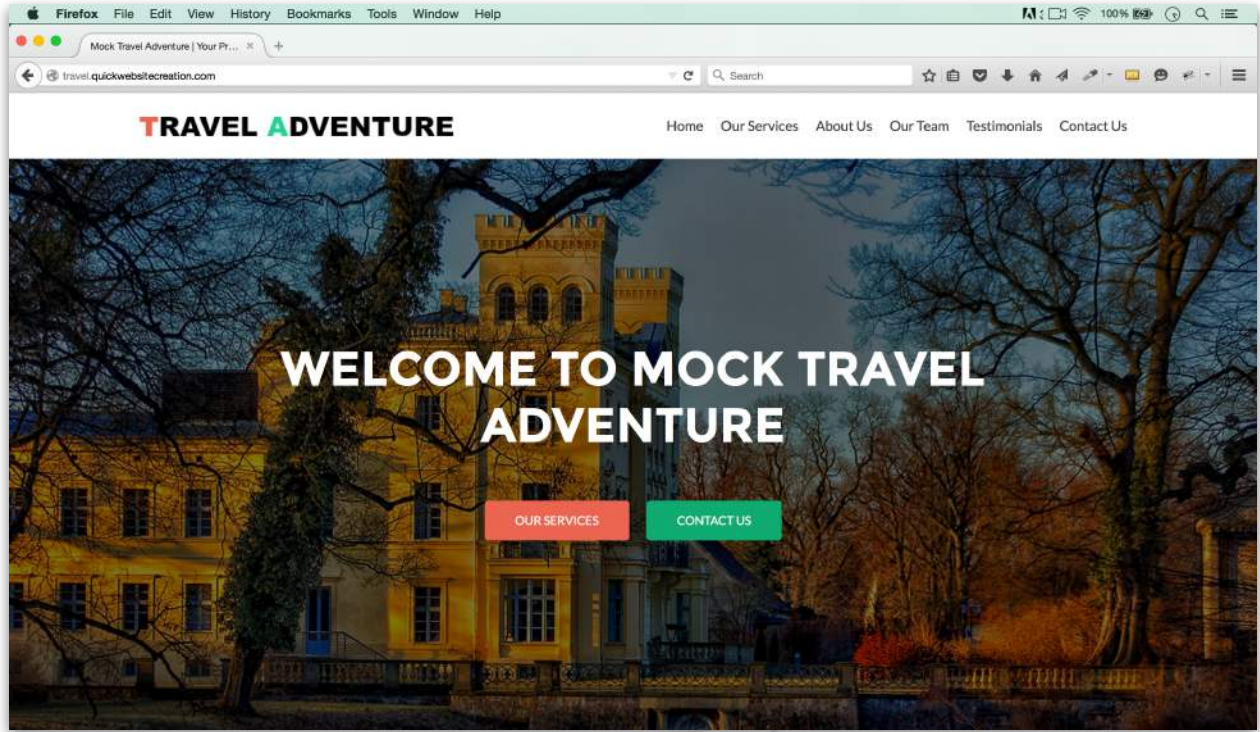


Zerif Theme WordPress Tutorial Outline



Thank you so much for downloading this PDF guide to my Zerif theme WordPress tutorial!

This is the first time I have created a written outline to accompany one of my video tutorials. I highly recommend using this written guide as a companion to the video tutorial rather than just using the guide exclusively. I have also included the written demo content, as well as links to all the graphics and images I used while creating this tutorial, so that you may find it even easier to learn WordPress. I hope you find it helpful!

Your ongoing support for me and the tutorials I create are paramount to my success as a WordPress instructor, and I cannot thank you enough. I am immensely blessed to have such a wonderful group of followers.

If you do find the this guide helpful, please say thank you by "liking" the accompanying video on youtube, subscribing to my YouTube channel and adding the video as a favorite. Also, if you do need website hosting, please take the time to use my affiliate hosting coupon links or codes found in the guide below - that is an incredible way to support me financially, and it makes a huge difference.

Thank you,

-Josh Jackson, wpsculptor.com

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Notes

1) Setting up a Domain Name and Hosting Account

When I first started designing websites, I experimented with several different hosting companies. After being dissatisfied with the quality of service I received from 2 other hosting providers, I switched over to HostGator and have never looked back. The combination of price, customer service, and reliability continue to be above and beyond my expectations and I am happy to recommend their services to you.

To sign up with HostGator, I have coupon codes that will do 2 things:

#1 - Save you money

#2 - Support me (I get a commission for referring you to HostGator. This is what I rely on to make a living creating WordPress video tutorials and I am extremely grateful for your support!).

To sign up with HostGator, I have two different coupon options:

[Click Here to Receive your first month of hosting for just 1 cent](#)

Using the above coupon link is a very low risk way to try out the web design skills you learn in the tutorial. You will need to purchase a domain name but your first month of hosting will be just 1 cent and you can cancel at anytime. If you don't cancel, you'll be billed the regular hosting price of the plan you select (typically about \$11.95/month-less if you go with the "Hatchling" plan) as long as you want to continue hosting your website. Thank you so much for your support!

[Click Here to Receive 30% off your entire hosting order](#)

If you want to save even more money, you can pay for multiple months at once and get 30% off your entire hosting order. The more months you purchase in advance, the greater your discount will be. Thank you so much for your support!

***Alternatively, you can go to HostGator.com and manually type in:**

wpsculptor1cent or wpsculptor30 for either discount.

Tips for choosing a domain name:

- * Keep it as short as you can
- * Choose something easy to spell and easy to remember
- * Choose something that accurately describes your business or brand

2) Installing WordPress Onto Your Hosting Account

WordPress is a content management system used by over 60 million people. With users such as the Mercedes-Benz, Bloomberg Professional, and GLAD Waste Management, WordPress is the content management system of choice for major brands and companies ([Click here to see other notable WordPress users](#)). You will need a hosting account but installing WordPress onto your hosting account is free.

To Install WordPress:

-Login to your control panel (cpanel) using the credentials and the link sent by HostGator to your email address.

-Scroll down and under "Software and Services" click on "QuickInstall."



-Click on "WordPress" on the left under "Popular Installs."

-Scroll down and click on "Install WordPress" on the right.



Install WordPress
Fill out the form below to get started with your install.

travel.quickwebsitecreation.com / install/path/here

Admin Email: wpsculptor@gmail.com
Blog Title: Mock Travel Adventure

Admin User: wpsculptor
First Name: Josh

Last Name: Jackson

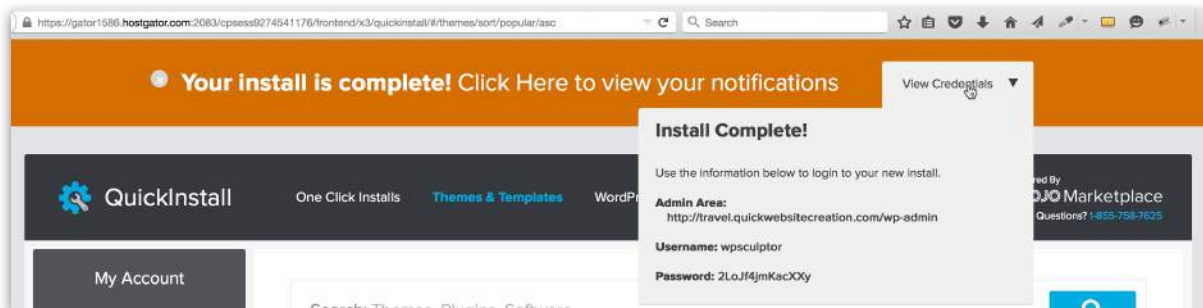
[Install WordPress](#)

-Select your domain name and leave the “install path” blank, fill in the rest of the information. You can always change this information later.

(Please note: I am using a subdomain which is travel.quickwebsitecreation.com but my actual domain name is quickwebsitecreation.com. You should not have subdomains like I do, your only option should be your domain and that is what you need to choose.)

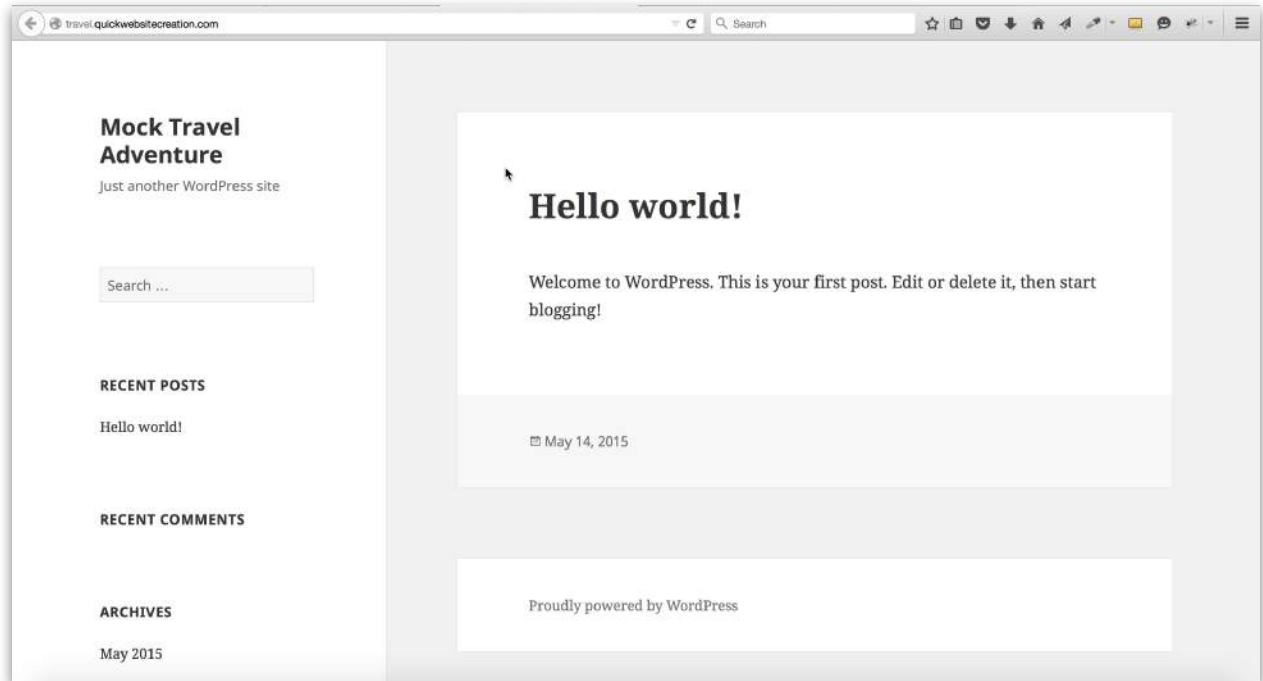
-Click on “Install WordPress.”

-After you get a message at the top that says “Your Install is Complete!”, click on “view credentials” and copy and paste your username and the randomly generated password into another document because you will need that information to log in to your WordPress backend.



TIP: At this point, even though WordPress is installed onto your hosting account, a new domain name still has to go through a propagation process. This process can take several hours - sometimes more than that and the time it takes to propagate has nothing to do with HostGator. Several factors such as your internet service provider and physical location will determine the propagation time period.

When you can type your domain name into a web browser and be taken to a site that looks like the picture below, your site has propagated and is ready to go. This is what a brand new WordPress installation currently looks like in 2015:



3) Logging In to the Backend of Your WordPress Website

When you can go to your domain name and are taken to a page that looks like the picture above, your website is ready to be worked on. You can log in to your website by typing in your domain name and then forward slash "wp-admin"

So if your domain is:

thisismydomainname.net **you would type in** thisismydomainname.net/wp-admin

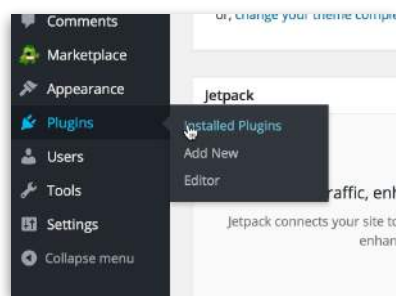
This will take you to the login screen and you can type in your username and the password that was automatically generated when you installed WordPress in the previous step (just copy and paste the password).

Logging in will take you to the backend of your WordPress site which is where you will make all the changes to your site. You must be logged in to make any changes to your site.

4) Deactivate and Delete the WpSuperCache plugin

Before you do anything else to your site I highly recommend deleting the WpSuperCache plugin. This plugin usually comes with a new WordPress installation by default and even though it is a great plugin to use as it can help speed up your site, it can also cause delays in seeing the changes you make while you create your site. For this reason, I recommend deactivating and deleting the plugin - you can always reinstall it later if you wish.

To Delete the WpSuperCache plugin:



-Hover over "Plugins" on the left and click on "Installed Plugins."

-Hover over the WpSuperCache plugin and click on "Deactivate."

-Hover over the WpSuperCache plugin again and click on "Delete" and then click "Yes, Delete these files and

data."

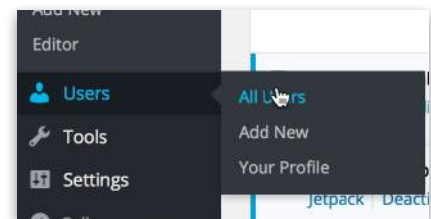
5) Changing Your Password

-Go to "Users" and click on "All Users."

-Hover over your user name and click on "Edit."

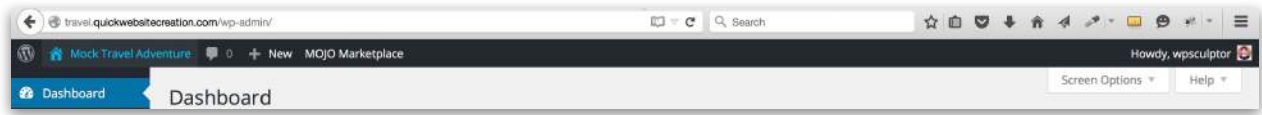
-Scroll down and type in your new password twice next to "New Password" and "Repeat New Password."

-Click on "Update Profile" to save the change.



6) Using the "Admin Bar" to Log Out and Switch Between the Front End and Back End of Your Site

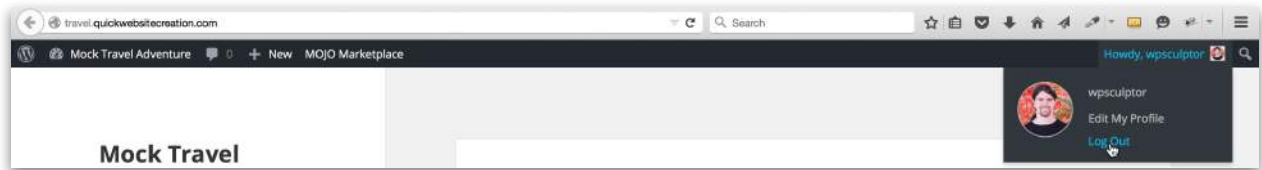
The admin bar is the dark grey bar that appears at the top of your web browser when you are logged in to the backend of your site. It will only show up on your computer screen when you are logged in. It will never show up on anyone else's computer screen. (This is a view of the admin bar from the backend):



On the **left side of the admin bar**, you can click on your site title (“Mock Travel Adventure” in my case) to switch back and forth between the front end and back end of your site. This comes in handy when you want to easily switch back and forth to make changes to your site and see the effect of those changes on your front end (which is the part of your website that your users will see).

TIP: I like to have my backend and front end open in two separate browser tabs so I can easily switch between them by simply clicking on either tab. To do this, you can right click on the site title in the admin bar (control click if using a Mac) and then click on “Open link in new tab”. This way, you can make changes in your backend, switch to the front end tab and refresh the page to see those changes on your front end.

On the **right side of the admin bar**, you can hover over your Username to log out of your WordPress backend. (This is a view of the admin bar from the front end):



If you log out and want to log back in, follow the directions in **Step 3** above.

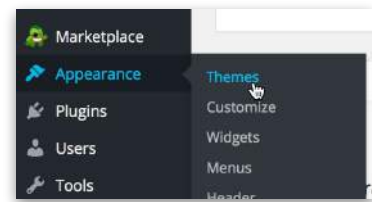
TIP: If you stay logged in to your backend for a while without working on your site (i.e. leaving your computer logged in overnight) and come back to continue working on your site, you may need to log out and log back in to make any changes.

7) Downloading and Installing the Zerif Theme

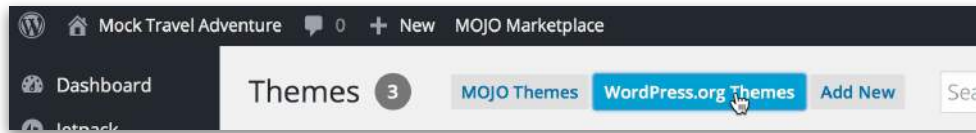
One of the amazing things about using WordPress is that you get access to thousands of free themes. Different themes will have different looks and feels as well as different functionality options so you can find a theme you like and radically change the look and feel of your site. We’ll be using the free version of the Zerif theme from themeisle.com for this tutorial.

To Install the Zerif Theme:

-Hover over "Appearance" on the left and click on "Themes."

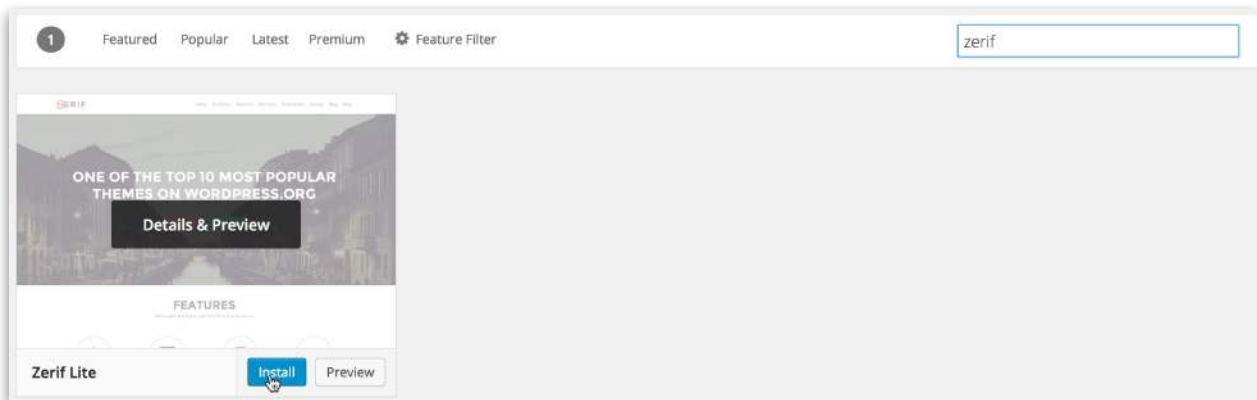


-Click on "WordPress.org Themes" at the top.



-Search for "Zerif" in the search bar on the right and press enter.

-Hover over the Zerif theme search result and click on "Install."



-After the Zerif theme is installed, click on "Activate" to activate the Zerif theme which will replace the default 2015 Theme. View the front end of your site to see the Zerif theme in action.

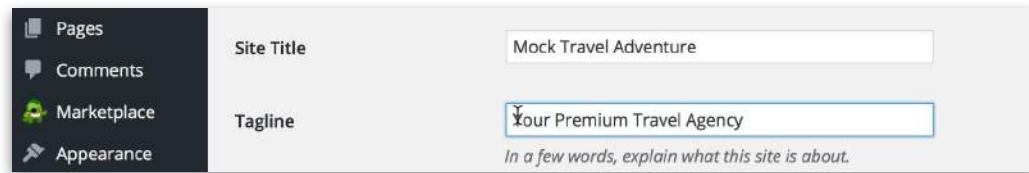
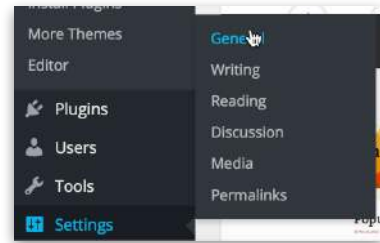
8) Changing Your Site Title and Tagline

Your site title and tagline will appear at the top of your web browser and search engines will also use both to help with understanding what your website is about.

To change your site title and tagline:

-Hover over "Settings" on the left and click on "General."

-Change the text next to "Site Title" and "Tagline" and scroll down and click on "Save Changes."

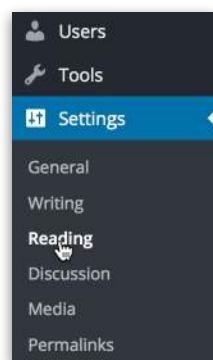


9) Telling WordPress Which Page You Want to Be Your Home Page

Your home page or front page is the page that shows up when you type your domain into a web browser. With most WordPress themes, you have two front page display options: 1) You can choose to show a page that you have created as your front page or 2) you can show your latest blog posts on your front page.

The Zerif theme is a little bit different. One of the amazing aspects of the Zerif theme is that it comes with several optional front page features:

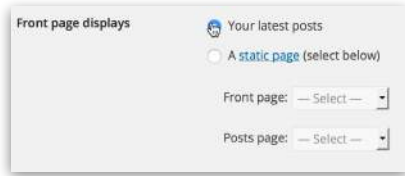
- the Big Title section
- the Our Focus section
- the About section
- the Testimonial section
- the Latest news section
- the Contact form section



In order to activate these sections on your front page, **you must set your front page up to show your latest posts.** In other words, even if you don't plan to have a blog on your site, you still have to set up your front page as if you are going to have a blog.

To set up your front page correctly for the Zerif theme:

-Go to "Settings" on the left and click on "Reading."



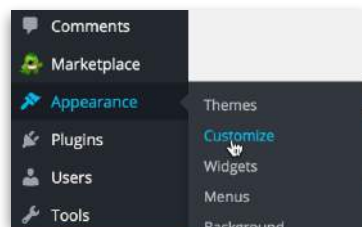
-Next to "Front Page Displays" make sure "Your Latest Posts" is selected.

-Scroll down and click on "Save Changes" if you need to make any changes.

10) Overview of the "Customize" option panel

Different themes will have different theme options, with the Zerif theme, all of the theme options are controlled by going to the "Customize" option panel.

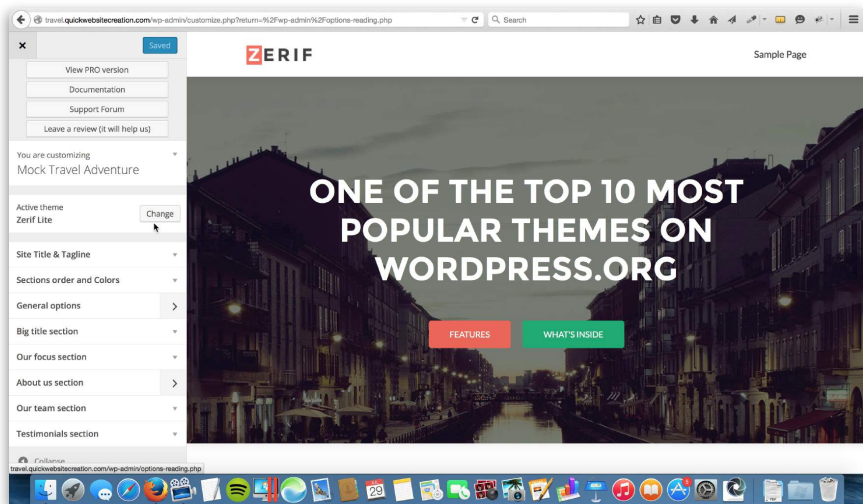
To access the "Customize" option panel:



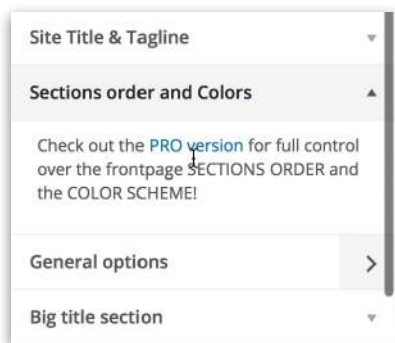
-Go to "Appearance", "Customize."

-The Customize Option Panel will look like this (see below):

-The left side will show different theme options. The right side, will demo what your front page would look like if you made changes and saved those changes.



Some of the settings such as the "Sections order and Colors" are only available when you purchase the PRO version of the Zerif theme.



For this tutorial, I use the free version but if you wanted access to the premium features such as section order, color scheme customization and more, you can click on "Sections order and Colors" and click on "PRO version" to purchase it.

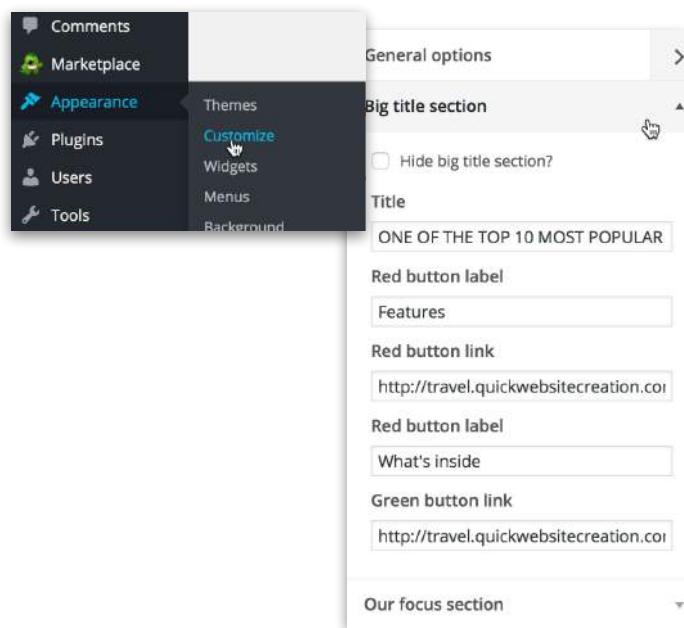


The general options tab is where you can setup a custom logo, footer contact information, and social media links. All of this is discussed later in the video/study guide.

NOTE: To back out of the “Customize” option panel and be taken back to the main part of the backend, click on on the “X” button on the upper left corner of the options panel.

11) The Big Title Section

The first section on our front page is the “Big Title” section. To access the settings, go to “Appearance”, “Customize” and then click on “Big title section:”



You can choose to remove this section completely by checking the box next to “Hide big title section.”

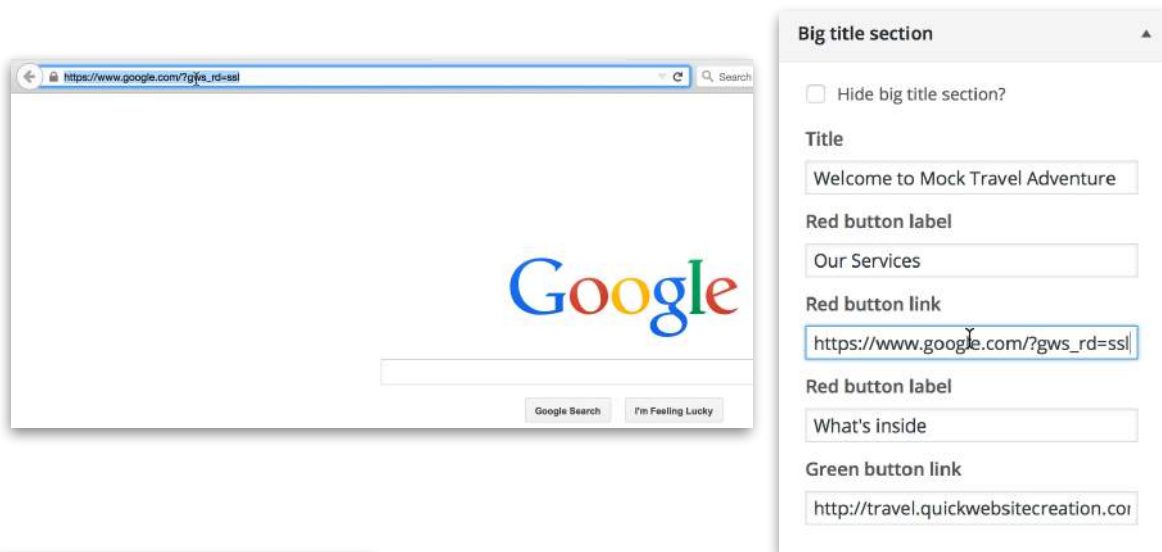
-All you need to do is replace the text under “Title” with your own text.

The buttons are optional. To remove the buttons entirely, simply delete the text under the “Red(or Green) button label” and the “Red(or Green) button link”.

Note: The Green button label is incorrectly labeled “Red button label”.

The button labels will be the text that shows up on the buttons. The button link section is where you would remove the link that is there and replace it with the URL of whatever page on the internet that you want to link to.

For example, if you want to have a button be a clickable link to google.com, you would go to google.com, copy the URL at the top of your browser and then remove the button link that is currently there (be sure to remove every bit of text or it will not work properly) and paste in the new URL:



After you make any changes, you need to click on “Save and Publish” at the top of the “Customize” option panel in order for those changes to take effect on the front end of your site.

11b) Changing the Background Image of the Big Title Section

The background image is the image that will show up behind both the Big Title section and the Contact Form section on your front page (as long as you choose to use each section).

Getting Free High Quality Background Images

For your background image, you can use any image that you wish but for my tutorials, I like to use free professional stock photos. For most of my stock photos, I use a free resource called pixabay.com. Pixabay is a fantastic resource because all of the photos and graphics (with the exception of the “sponsored images” at the top and side of some pages) are completely free to use on both personal and commercial projects. You don’t even have to leave an attribution to the creator of the image which is usually not the case with free stock photos.

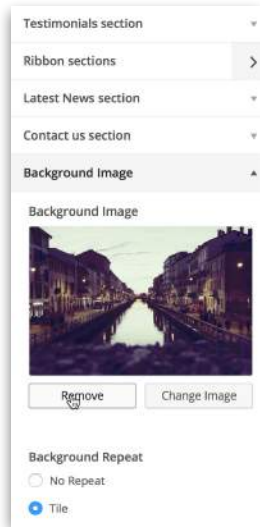
To find an image, go to pixabay.com and search for a keyword, (I searched “castle germany”) click on the image you want to use and then you have several different download size options.

TIP: You always want to download an image that is too large rather than too small because you can always shrink images without losing quality but you cannot take small images and make them larger without losing some degree of quality. Since the background image will stretch the full width of my website, I chose to download the extra large image size (which requires you to sign up for a free pixabay account). Usually the medium image size would be plenty large enough for most other website needs.

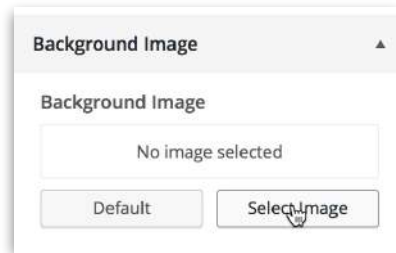


Select the size you want and click on “Free Download.” Then be sure to save the image to a place on your computer where you can easily find it.

11c) Adding Your Background Image to Your Website:

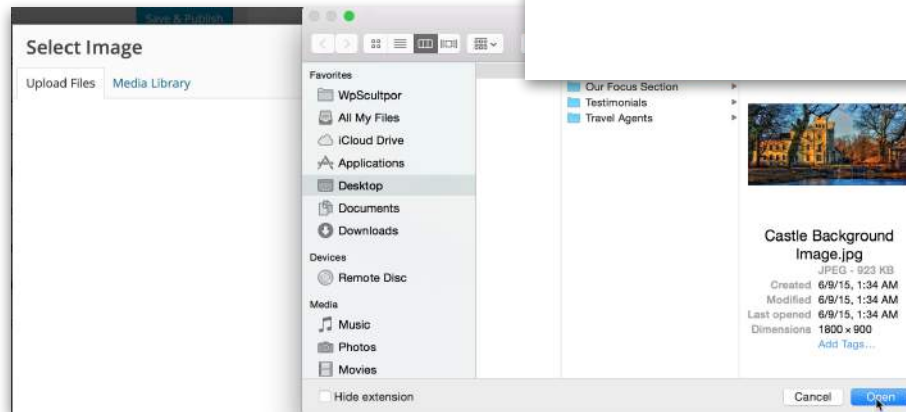
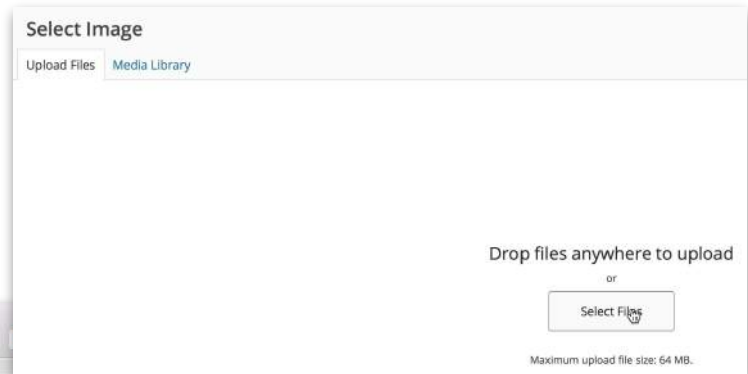


- Go to "Appearance", "Customize" and then scroll down to "Background Image" and click on it.
- Click on "Remove" to remove the default background image.
- Then click on "Select Image."



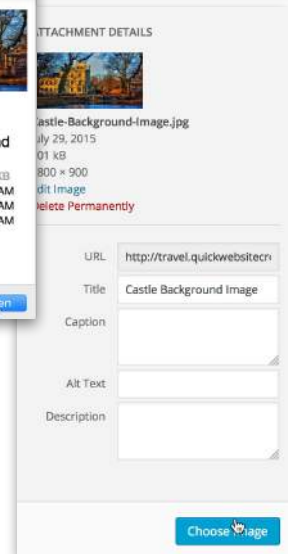
-Make sure you are on the "Upload Files" tab and then click on "Select Files."

-Find the image file on your computer and click on "Open."



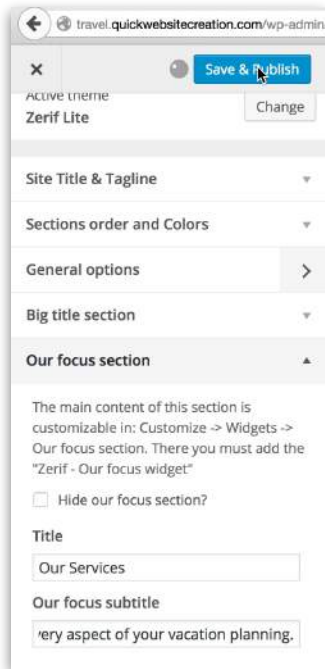
-That will upload the image to your "media library"

-Click on "Choose Image" in the bottom right hand corner to select the image as your background image.



-That will take you back to the customize option panel screen and all you need to do is click on “Save and Publish” at the top to save your new background image.

12) The Our Focus Section - Introduction to Widgets and Widget Areas



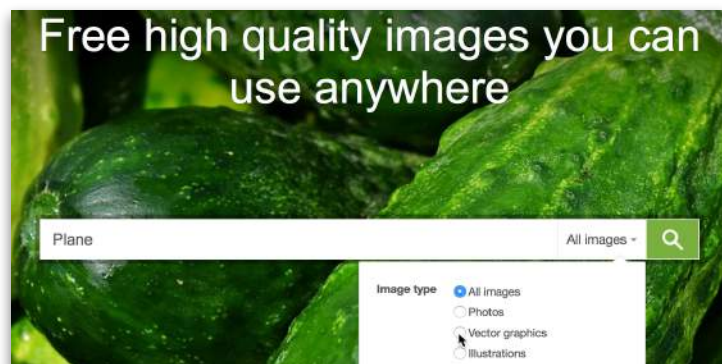
The Our Focus section appears underneath the Big Title section on the front page. It is a great place to showcase the key attributes of your business or brand and you can add text, titles, links and photos or graphics of your choosing.

The first thing to setup is the section title and subtitle. Go to “Appearance”, “Customize” to be taken to the customize option panel.

Then Click on the “Our focus section” to display the title and subtitle option. Replace the default text with a title and subtitle of your choosing. Click on “Save and Publish” at the top and exit out of the Customize option panel to be taken back to the main part of the backend.

12b) Finding Icons To Use in the Our Focus Section

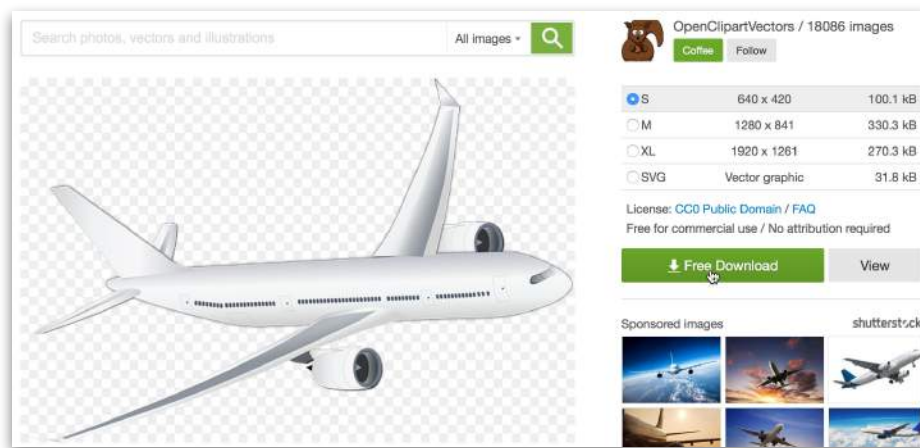
Adding graphics to the Our Focus section is a great way to make your website even more professional looking. To find free, high quality graphics, again I recommend going to pixabay.com.



When you search for your graphics, type in a keyword and then click where it says “All Images” and change the “Image Type” to “Vector graphics.” This will narrow your search results by eliminating photographs.

TIP: Vector graphics are great because they will usually be graphics with transparent backgrounds. You generally want your graphics to have transparent backgrounds because you want your graphics to “blend in” with your site. If you have a white background color on your site, all of your transparent graphics would blend in with the white background color and look coherent. If you used a different theme or changed the background color to a light grey for example, your graphics would continue to blend in nicely because they would take on the light grey background. When possible, always use graphics and icons that have transparent backgrounds.

Find the graphic you want to download and click on it to open it up. Notice the transparency represented by the checkered background:



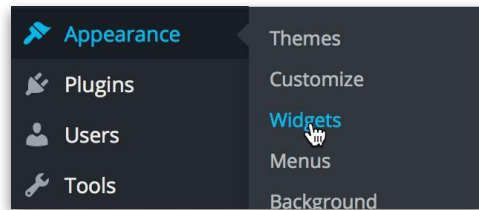
For these icons, even the small option is still much larger than the graphic needs to be (we will be using WordPress to shrink graphics) so that is the size I recommend downloading. Download the graphic and save it to your computer where you can easily find it.

After you download the graphics you want to use in the Our focus section, you can add them to your site using widgets and widget areas.

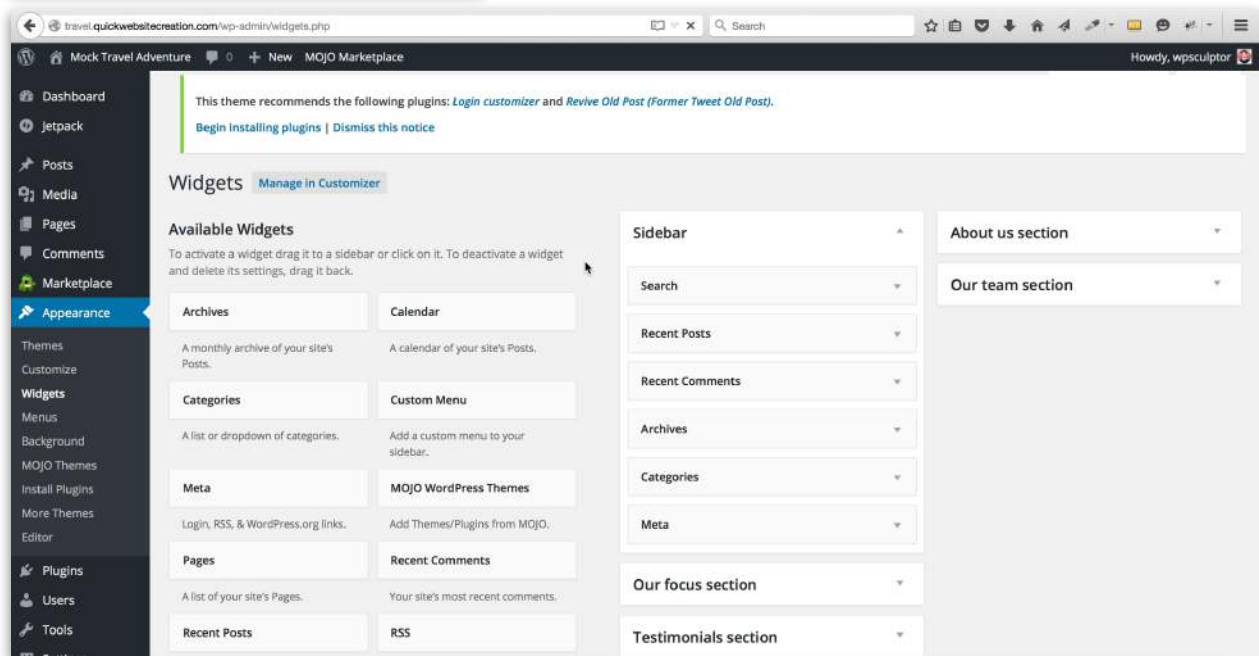
12c) Introduction to Widgets and Widget Areas - Adding Widgets to the Our Focus Section

To add descriptive blurbs to the Our Focus section with text, titles, links and graphics or photos, you can use widgets and widget areas. Widgets basically enable you to add additional features and functionality to your site using what are called “widget areas.” WordPress comes with several widgets by default but often times, different

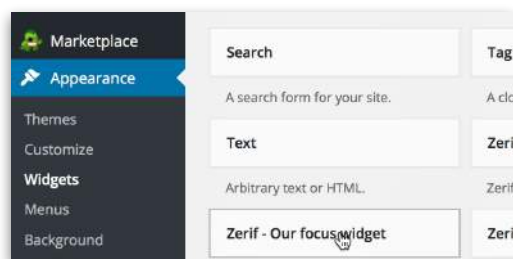
themes will come with additional widgets as is the case with the Zerif theme. Different themes will also have different widget areas that you can utilize.



To see your available widgets and widget areas, go to "Appearance", "Widgets".

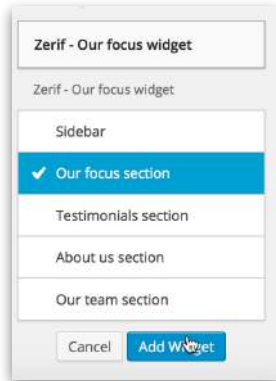


On the left, you have all of your available widgets. On the right, you have all of your available widget areas. With a brand new WordPress installation, your sidebar widget area will probably be populated with the six widgets you see in the image above (Search, Recent Posts, Recent Comments, etc...) Don't worry about the sidebar widget area for now, it will be customized later in the tutorial.



Notice that there is widget area called "Our focus section" on the right. Scroll down and under the "Available Widgets" area (on the left), find the "Zerif - Our Focus Widget."

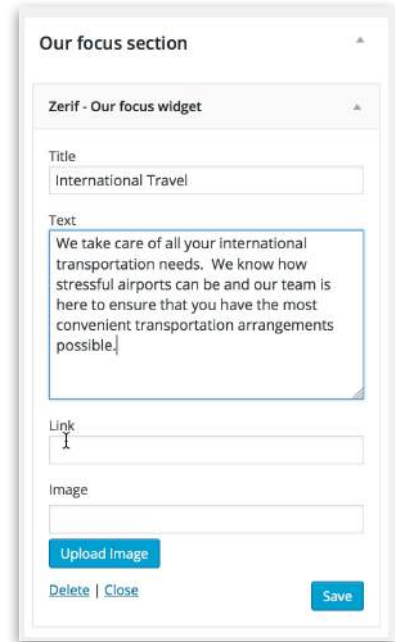
-Click on the "Zerif - Our Focus Widget", then click



on "Our Focus Section" to assign the widget to the Our focus widget area and then click on "Add Widget."

-Then, fill in the title and text areas.

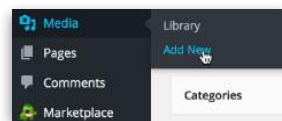
-If you want the image of your focus widget to be a clickable link to another page, you can add the URL of that page under "Link."



-Go ahead and click on "Save" to ensure that the widget settings are saved.

Adding An Image or Graphic to the Our Focus Widget

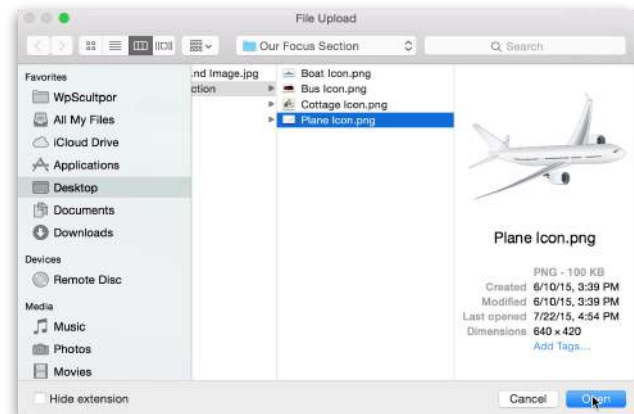
To add a graphic or image to the focus widget, you can't do what would seem natural and simply click on "Upload Image."



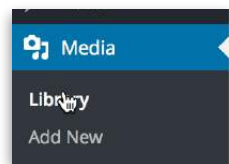
-Go to "Media", click on "Add New."

-Click on "Select Files" and find the

file on your computer and click on "Open"



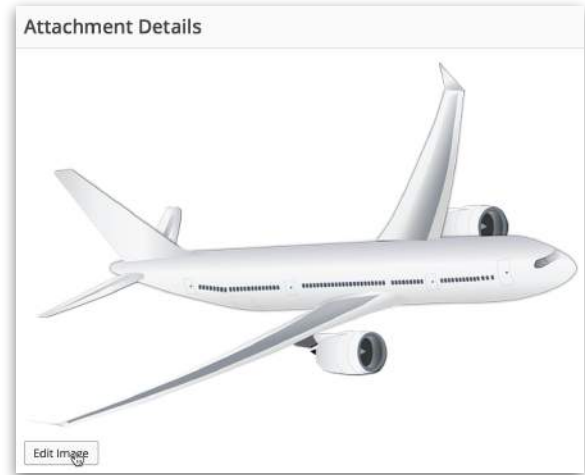
***With the Focus Widget, you must resize your images** for them to display properly on the front end of your site:



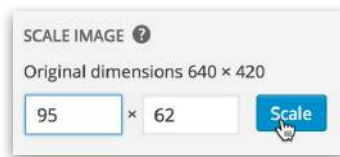
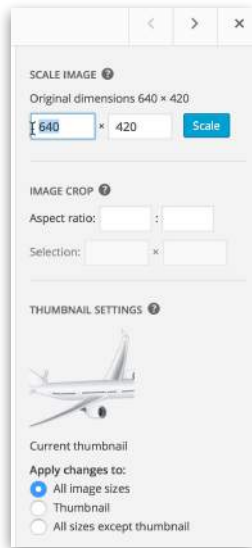
-After your image uploads, you can go to "Media", "Library" to view all of your images.



-To resize the image, click on the image you want to edit and click on "Edit Image" beneath the image.



-Then on the right, select the width dimension and replace it with a smaller number. For images that will be used in your focus widgets, I recommend starting out with a width of 95 so type that in place of the current width (640 in the illustration to the left) and that will automatically fill in the height dimension that keeps the image proportionate.



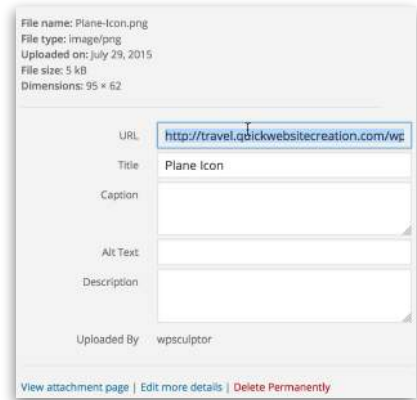
-Then click "Scale" and that will scale the image down and it will save the image automatically.

TIP: If you scale an image down and then realize that you need to try a different size, you need to restore the image to its original size first. After scaling or cropping an image, you will see a "Restore Original Image" option now showing up on the same screen. Click on it and then click on "Restore image". Then you can try again and scale the image to another size if necessary.

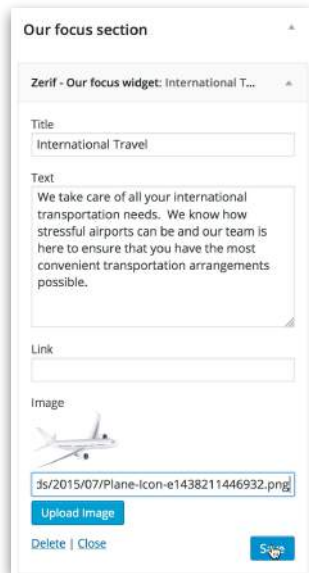


To add the scaled down image to the first Our Focus widget, exit out of the "Edit" screen and that will take you back to the media library.

-Then, click on the the image again and that will pull up the image URL. Select the entire URL (you must get every character for it to work) and copy it.



-Go back to the "Appearance", "Widgets".



-You may need to click on the "Our Focus section" widget area to open it up and then you may need to click on the "Zerif - Our focus widget" to open up the widget settings. Then, all you need to do is paste in the URL under "Image" and click on save.

To add additional focus widgets to the our focus section widget area, repeat the steps in **12c**.

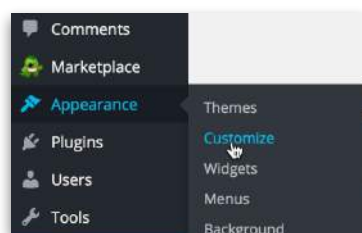
To rearrange widgets if you have multiple widgets in one widget area, simply click, hold, drag and release the widget where you want (see picture on the right).



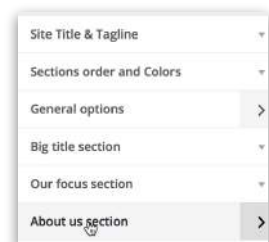
To delete a widget from a widget area, open the widget settings up and click on "Delete" at the bottom as pictured above.

13) Setting Up the About Us Section

The About section appears below the Our Focus section on the home page. You can setup a title, a subtitle, large text that appears to the left, a blurb with paragraph text and then up to 4 featured blurbs that include circular graphs.



To access the About Us section settings, go to "Appearance", "Customize" and then click on "About us section."



Under the "Settings" tab, you can choose to "Hide" the About section if you do not want to utilize it.

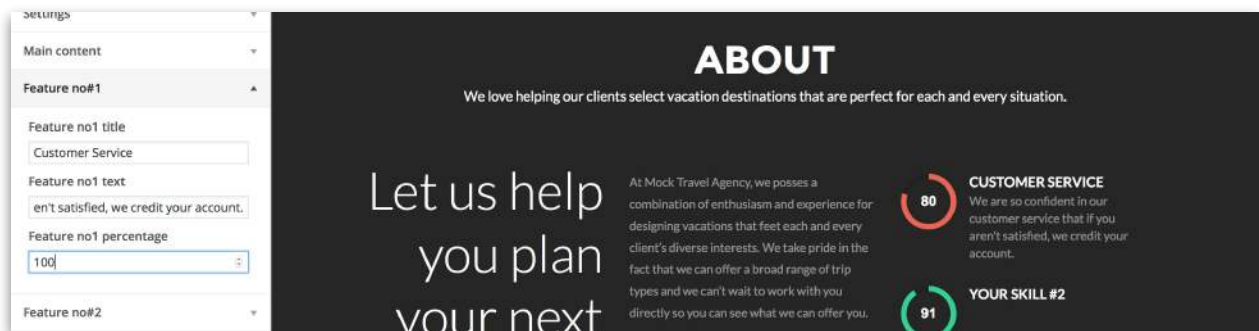
Under the "Main Content" tab, this is where you can fill in the title, subtitle, big left title, and the text section. Simply replace the default text with your own.

TIP: When adding text to the "text" section, if you want to include multiple paragraphs, add this simple html code after each paragraph to add a line break:

`

`

Then to use each "Feature" and its corresponding circular graph, click on each feature tab and fill in your own title and text and then you can specify what percentage you want the circular graph to be (I chose 100% for each of graphs). If you do not wish to



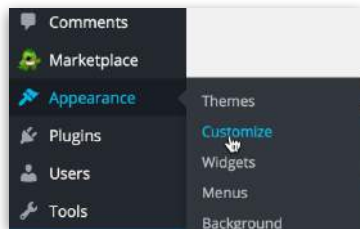
use all 4, remove the default title and text in each feature you want to omit.

Save the changes at the top.

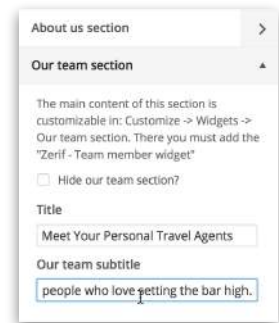
NOTE: When I refreshed my front page to see the changes I made to the About section, I noticed that the circular graphs did not update with the 100% that I had specified. I found that all I needed to do was close out of the browser tab that I was using to show my front page and open up my front page in a new tab and everything was updated correctly.

14) Setting Up the Team Member Section

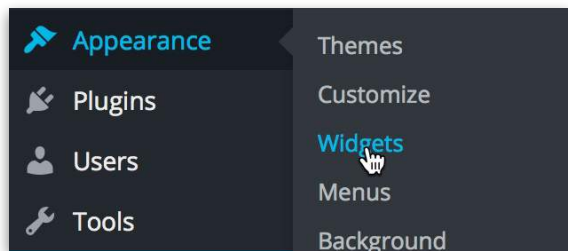
The Team Member section appears on the front page underneath the About section. This is where you would want to showcase your key team members or employees. This section works the same way as the Our Focus section. The title and subtitle are set up in the "Customize" option panel and then you need to add "Team Member" widgets to to the team member widget section.



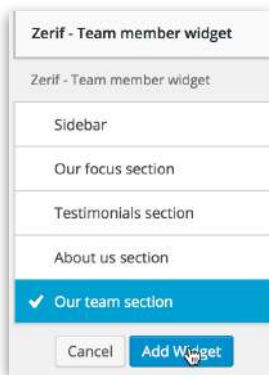
First, go to "Appearance", "Customize" and then click on "Our team section" to open up the title and subtitle options. Fill in your own title and subtitle. You also have the option to hide the section if you do not wish to use it.



Then, click on "Save and Publish" at the top and exit out of the Customize option panel.

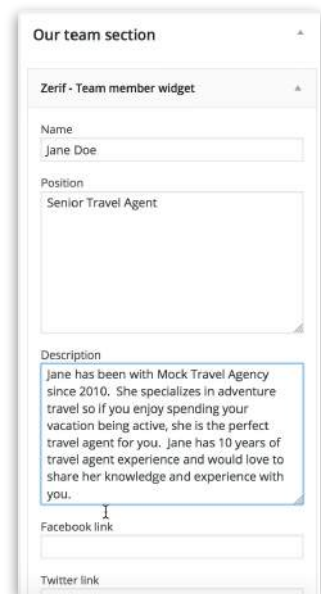


-Then, to add your Team member widgets, go to "Appearance", "Widgets."



-Find the "Zerif - Team member widget." Click on it and assign it to the "Our team section" widget area and click on "Add Widget."

-Then fill in the team member widget options with a name, position and a description. (The description will show up when you hover over the team member's picture on the front end).

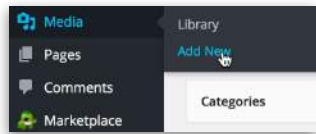


-You also have the option to link to your team member's different social media pages by opening their social media pages in a new browser tab, copying the URL and pasting it

under to the corresponding social media option in the widget settings. Leave the social media options blank if you do not want to utilize them.

14b) Adding and Cropping Images For the Team Member Section

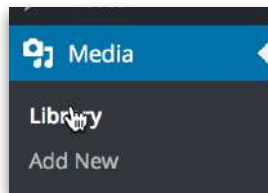
To add the team member’s image, you need to follow steps similar to adding images to the focus widgets. You first upload the image to your media library and then instead of resizing it (like before), you need to crop the image down to a square ratio so that the height and width are the same size. You need to do this to prevent your team member images from looking distorted. Then you can add the image to the Team member widget and it will actually resize the image for you.



-Add the image to the media library by going to “Media”, “Add New.”

click on “Open.”

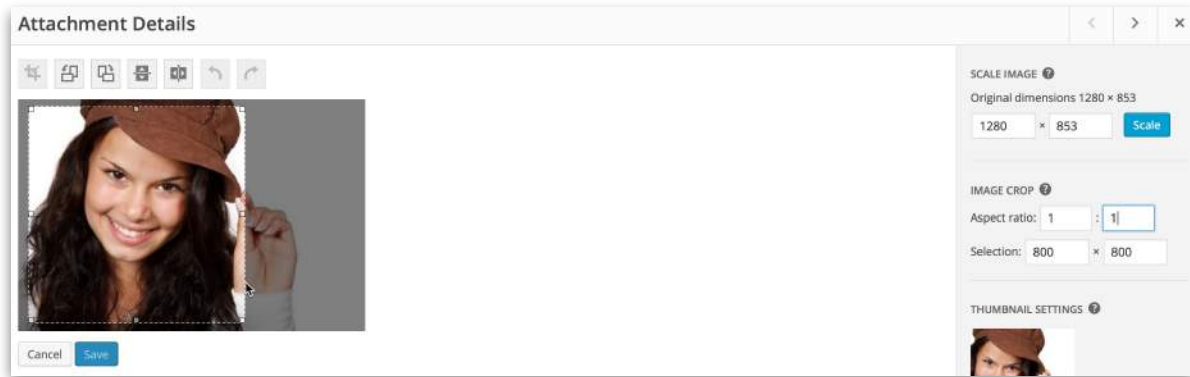
-Click on “Select Files” and find the file on your computer and



-After your image uploads, go to “Media”, “Library” and click on the image you want to edit.

Then, click on “Edit Image” below the image:

-Then, instead of scaling the image like you do for the Our Focus graphics, you need to crop the image. Next to "Aspect Ratio," type in "1" in both boxes to set the square proportion.

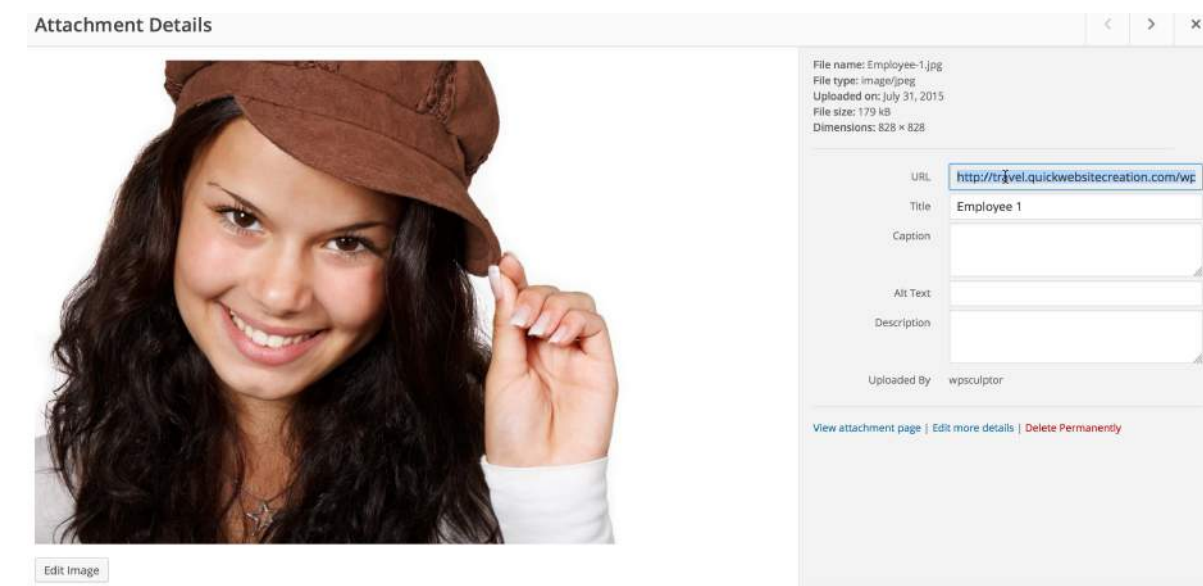


-Then go over to the image and hold "Shift" on your keyboard while simultaneously clicking on the upper left corner of the image, holding, and dragging down and across the image to select the square section of the image you want to crop.



Then release and you can click hold and drag the box to re-position it and then click on the "crop" icon to crop the image.

-Then click on "Save" to save the cropped image and that will take you back to where you can copy the image URL.

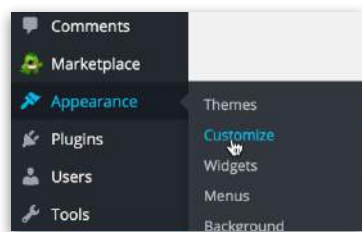


-With the image URL copied, go back to "Appearance", "Widgets", open up the "Our team section" widget area and then open up the "Zerif - Team member widget" to bring up the settings and underneath "Image", paste in the image URL and save.

Repeat the steps in **14** to add multiple team member widgets. Also, you can rearrange and delete widgets as described at the end of step **12c**.

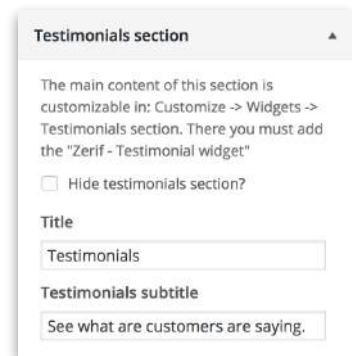
15) Setting up the Testimonial Section

The Testimonial section appears on the front page below the Team Member section. It works very much the same way as the Team Member section. You first set up the title and subtitle in the "Customize" option panel and then you use Testimonial widgets to add each testimonial.



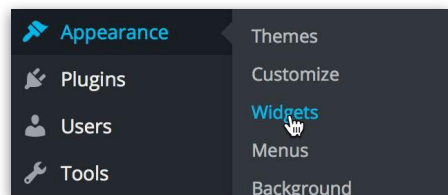
-First, go to "Appearance", "Customize"

-Click on "Testimonial section".
Fill in the title and subtitle with your own text and of course if you do not wish to utilize the the



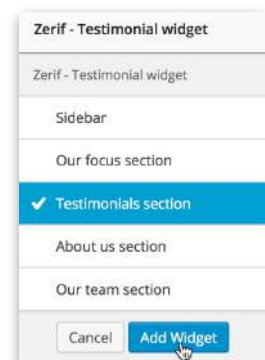
Testimonial section you can click to

"Hide" it. Click "Save and Publish" at the top and then exit out of the Customize option panel.

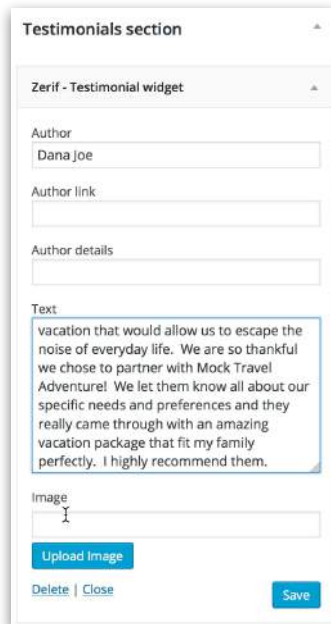


-To add testimonial widgets, go to "Appearance", "Widgets."

-Find the "Zerif - Testimonial widget", click on it and assign it to the "Testimonial section" and click



on "Add Widget."



-Fill in the Testimonial widget settings with the Author's name, and the testimonial text. You also have the option to add a URL underneath "Link" if you want to link to the author's page. You can also add in text under "Author details" if you wish to utilize that section.

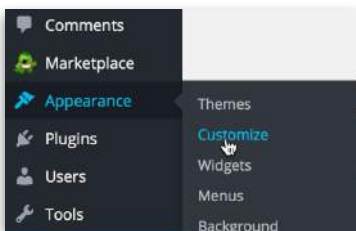
-To add your testimonial image, you need to add it to the media library and crop the image out to have square proportions. The process is exactly the same as it is in the previous step in **14b) Adding and Cropping Images For the Team Member Section**. Follow the exact same steps and paste in the image URL underneath "Image" in your Testimonial widget. Click on "Save"

-Repeat the steps in **15)** to add additional testimonial widgets to the testimonial section on your front page. Also, you can rearrange and delete widgets as described at the end of step **12c**.

16) Hiding the Latest News Section

Blogging features are not covered in this tutorial and as a result, the Latest News section on the front page will not be utilized.

To hide the Latest News Section:



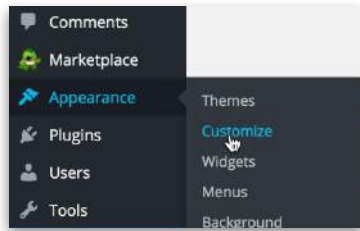
-Go to "Appearance", "Customize" and scroll down and click on "Latest News section"

-Click on "Save and Publish" at the top to save the changes.

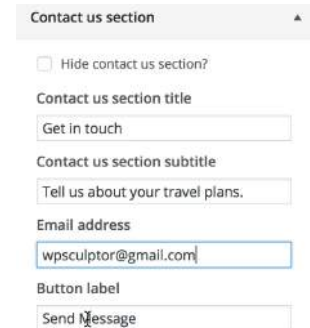


17) Setting Up the Contact Section On the Front Page

The contact form included with the Zerif theme is located at the bottom of the front page just above the footer. Users can fill out the contact form with their name, email address, subject and message and press the send button to send a copy of the contact form to the email address that you specify.



-To set up the Contact Form, go to "Appearance", "Customize" and click on the "Contact us section" and fill in the title, subtitle and then put in your email address where you want the contact form submissions to be



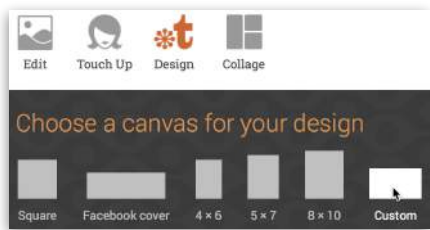
sent to. You can also change the button label and choose to hide the contact form if you want to.

-Click on "Save and Publish" at the top to save your changes.

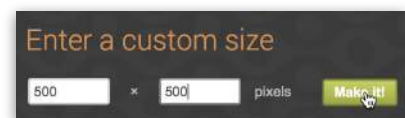
***NOTE:** Remember that the background image you set for your Big Title section in step **11c** is the same background image that will appear behind your contact form on the front page.

18) Creating a Custom Logo

I like to use a free resource called picmonkey.com to create logos.



-When you get to picmonkey.com, hover over "Design" and click on "Custom." Change the dimensions to about 500 X 500 pixels (this is actually much larger than you will need but you can always make your logo smaller and then crop it out



when you are finished. Then click on "Make it!".



-This will create a 500X500pixel white canvas. To add text, click on the text icon on the left and then click on "Add Text" at the top to add a text box.

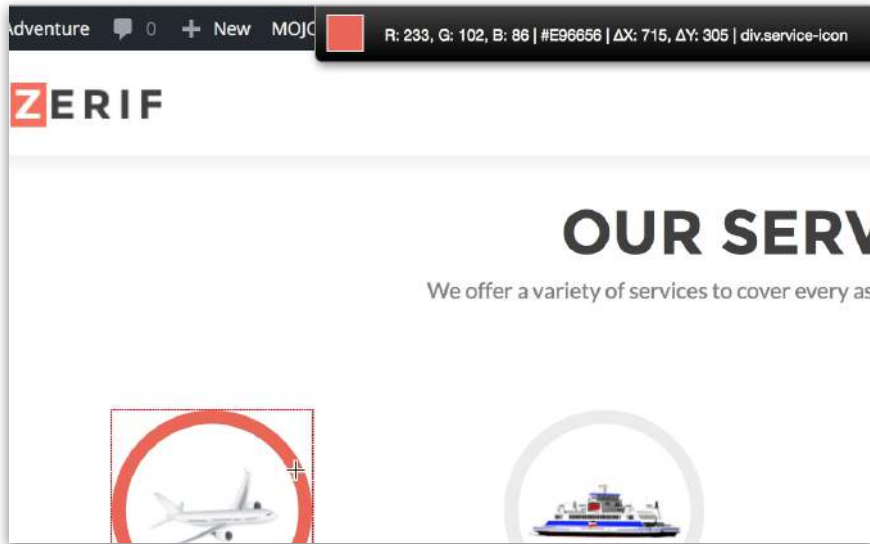
-Then you can click hold and drag your text box to the upper left corner of your canvas. Then click on the text box and type in the text you want for your logo. Then, if you need to stretch out your text box so that your logo is on one line, click on the blank canvas to deselect your text box and then you can click on the edge of the text box, hold and drag to the right to make it wider.

-Select your logo by clicking on it (all of the text should be highlighted) and then go over to the text options panel on the left and choose a font by clicking on it.

-With your text still selected, you can use the text font panel on the right to change your text color. You can click hold and drag your cursor over the color palette or you can replace the color code at the top right of the text font panel with another color code. This color code is called a "hex" code and it is a series of 6 digits, letters and or numbers, that represent an exact color shade.

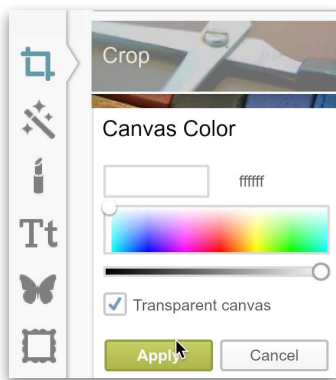
-If you want to make the first letter of each word a different color, simply select one letter at a time (so that only one letter is highlighted) and then change the hex code for that letter.

TIP: I like to use a free tool called "[ColorZilla](#)" and it is available for the firefox or chrome browsers. With ColorZilla activated you can find the exact color code for anything on your computer screen by simply hovering over it. Once you have ColorZilla installed, activate it from your browser (Chrome or Firefox) by going to "Tools", "ColorZilla", "Eye Dropper." If you want to use the same color scheme used in the Zerif theme, you can hover over colored parts of your website to get the 6 digit hex code. See picture below:



-The hex code for this red color is the E96656 next to the # symbol so that is what you would type in for the hex code on the text font panel on picmonkey. (you do not need the # symbol)

-To make your background transparent (so that your logo



blends in well with the website background), click on the "Basic Edits" icon.



-Then click on "Canvas Color", check the box next to "Transparent Canvas" and click on "Apply."

-To Crop your logo, after clicking on the same "Basic Edits" icon, click on "Crop" to activate the crop tool.

-Position your crop parameters on the on the canvas by click holding and dragging the corners. When you have your logo selected and are not cutting any parts of it off by accident, click on "Apply."



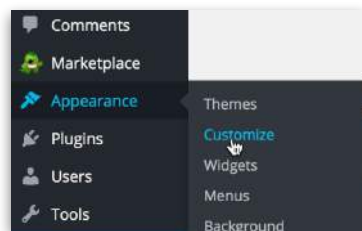


-To save your logo, click on "Save" at the top. This will take you to the screen you see pictured on the right.

-Name your file and make sure you select the .png file extension to save your logo as a transparency.

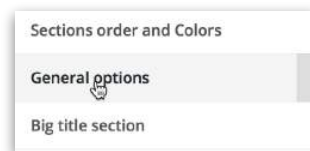
-Click on "Save to my computer" at the bottom and save your logo somewhere you can easily find it.

19) Adding Your Logo to Your Site



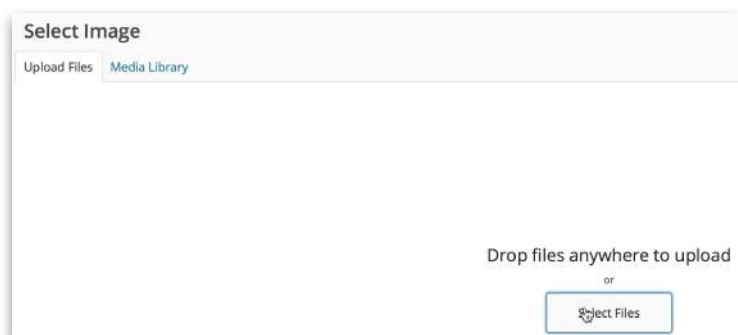
-To add your logo, go back to your backend and go to "Appearance", "Customize."

-Click on "General options"



-Click on "General" to drop down the logo options. Click "Select Image."

-Make sure the "Upload Files" tab is selected and click on "Select Files". Find the logo on your computer and click on "Open."



-Then click on "Choose Image" towards the bottom right and click on "Save and Publish" at the top.

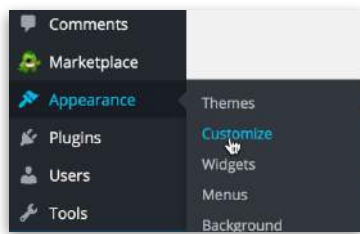
TIP: You can add Copyright text from the same "General" options panel where you add a logo. Just type in your business name under "Copyright."

(See the left picture above)

20) Setting Up the Social Media Icons in the Footer

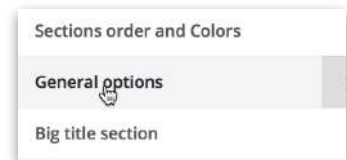
You have the option to link to several different social media pages in your footer if you wish to.

To access the social media footer options:



-Go to "Appearance", "Customize"

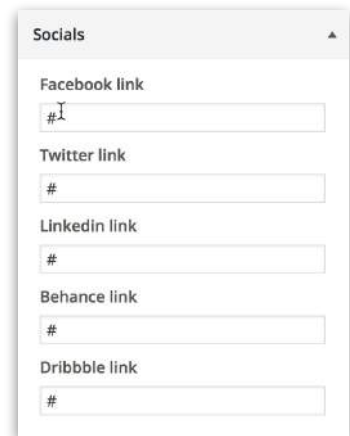
-Click on "General options"



-Click on "Socials" to drop down the social media options. If you want to use any of these, open up your social media page and copy the URL. Then paste it in place of the # symbol that corresponds to the correct social media page.

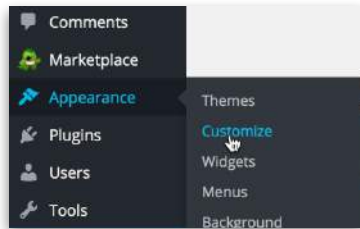
-If you do not want to use one or all of these social media options, delete the # symbol(s).

-Click on "Save and Publish" at the top to save the changes.



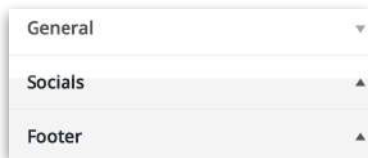
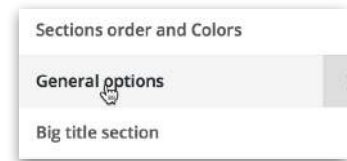
21) Setting up Contact Information in the Footer

To setup the contact information in the footer:



-Go to "Appearance", "Customize."

-Click on "General options."

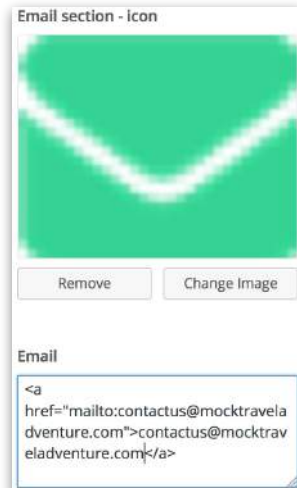
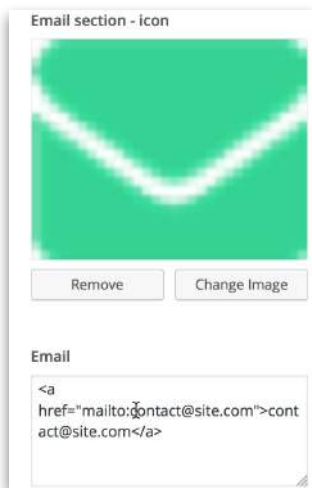


-Click on "Footer." The settings for the footer email, phone number, and mailing address will be under the "Footer" tab in that order.

NOTE: The footer icons will appear to be blurry on your backend but this is only because they are blown up larger than they actually are on the front end.

21b) Setting up the Footer Email Address

-Underneath the Email icon, all you need to do is replace the temporary email address with your own public company email. The temporary email is contact@site.com and it needs to be replaced twice. Be sure not to remove any of the other text characters in place because it is html code designed to make your email address a clickable link so that when users click on the email address, it will open up their email application on their computer. It should look like this before and after you add your own email address:



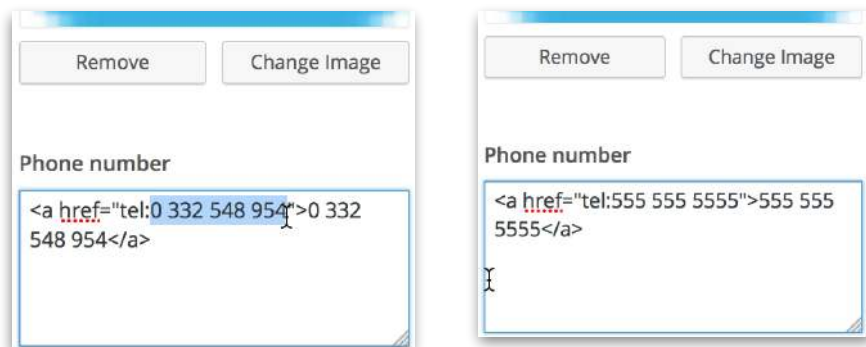
-In this example, the company email address is contactus@mocktraveladventure.com so it replaces contact@site.com in both places.

-"Save and Publish" at the top.

21c) Setting Up the Footer Phone Number

-Scroll down underneath the email section to add the phone number. This section works the same way as the email section, the default phone number is written twice and needs to be replaced in both places with your own number. Be sure not to remove any of the extra characters. This is html code designed to allow your users to click on your phone number and dial directly from their mobile device (if they are viewing your site on their mobile device).

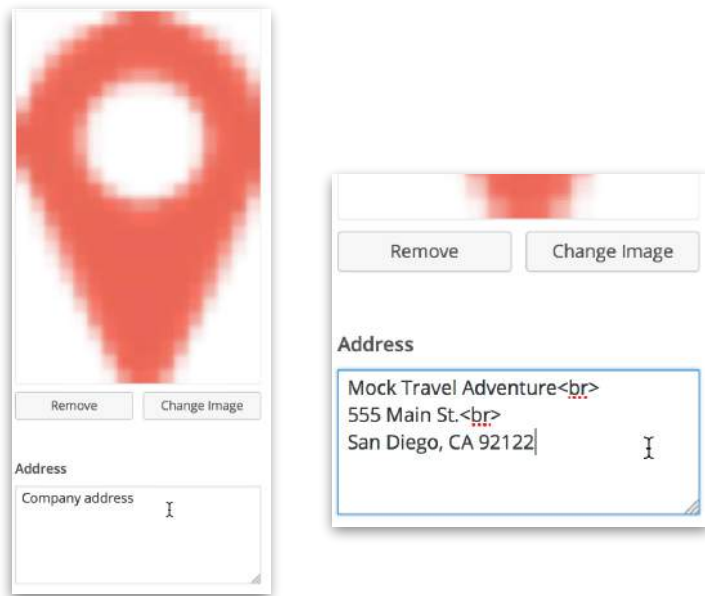
If you are in the United States, all you need to add is a 3 digit area code followed by a 7 digit phone number. If you are outside the United States, you may need to add a country code in front of your area code. If you are in the United States, your phone number section should look like this before and after you add your own phone number:



-Scroll up and click on "Save and Publish."

21d) Setting Up the Footer Mailing Address

To add your mailing address, scroll down below the phone number section and simply replace the default content with your own mailing address. Use the `
` html code after each line to add a line break. Your address section should look like this before and after you add your own mailing address:



-“Save and Publish” at the top.

22) Creating Pages and Using the Visual Editor

Typically new WordPress installations will come with a "Sample Page" by default and that sample page will usually show up in your navigation menu before you create a custom navigation menu. You will want to delete that page and create your own page(s).

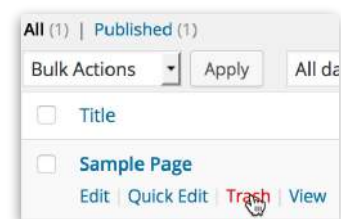
NOTE: All of the pages you create should appear in your navigation menu until you create a custom navigation menu.

22b) How to delete a page:

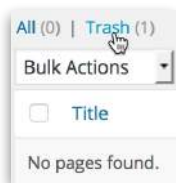


-Go to "Pages", "All Pages." This will show a list of all the pages you have on your site. At this point, before you

create any of your own pages you should only have the "Sample Page" displaying.

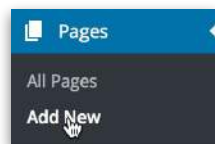


-Hover over the page you want to delete and click on "Trash."



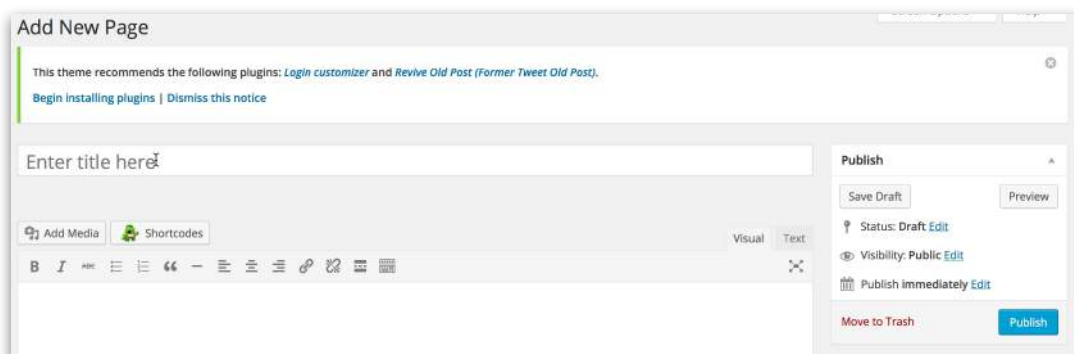
-This won't delete the page permanently, it will place the page in your trash folder. You could open up your trash folder and restore the page or delete it permanently from there.

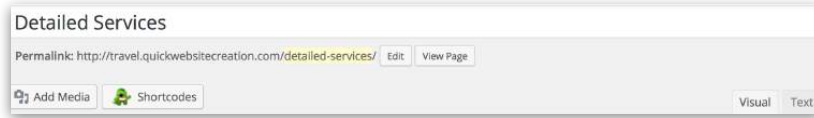
22c) How to create a new page:



-Go to "Pages", "Add New."

-This will take you to the page editor screen that looks like this:





-At the top, you need to give your page a title. (I used "Detailed Services")

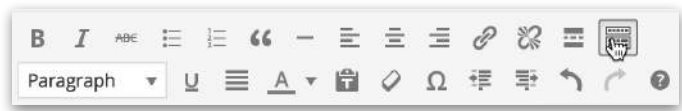
-Then you have the visual editor and the text editor and you can switch between the two by clicking on the tabs. The text editor is what you would use if you had actual html code to add to your site such as a youtube video embed code or google advertising code.



-The Visual editor is what I primarily use and it functions much like a word processor.



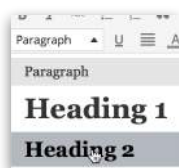
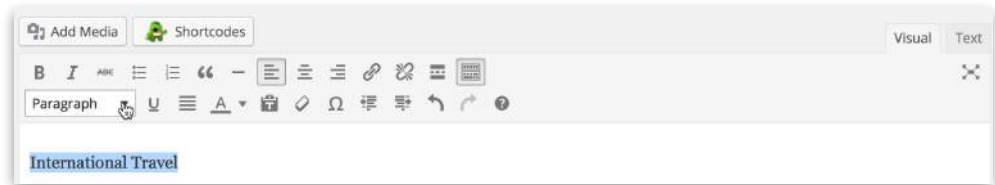
-While on the "Visual" tab, you can click on the "Toolbar Toggle" icon to drop down another row of formatting options:



-Then you can type out text, select it and utilize these options to format your text.

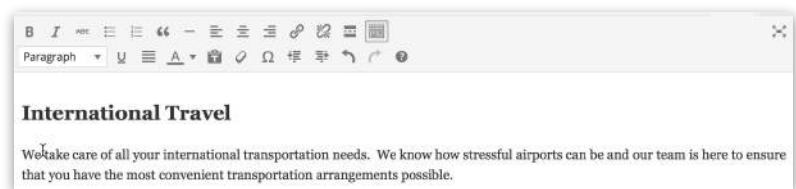
22d) Adding text and images to a page:

-Following the example used in the video, you can first add a sub title (that will appear below your page title).



-Select the text and click where it says "Paragraph" and change it to "Heading 2" to make it bigger and bolder.

-To add a paragraph beneath your sub title, click at the end of your subtitle and press enter to add a line

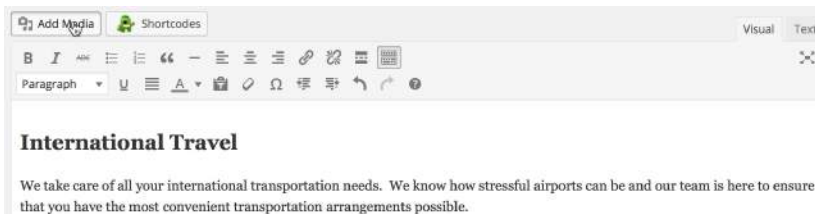


break and then type in your paragraph.

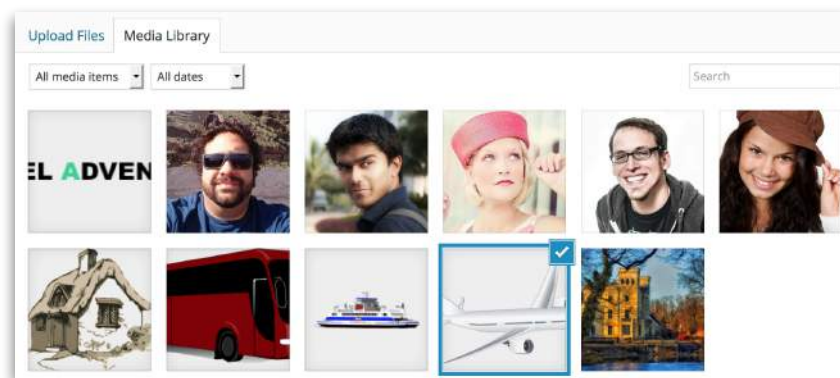
-**To add an image**, position your cursor where you want the image and click. In this example, I clicked next to the “W” in front of the paragraph because I wanted the image to be under the sub title and next to the paragraph to the left.

TIP: I find it easier to add your text first and image second. It seems easier to position your images this way.

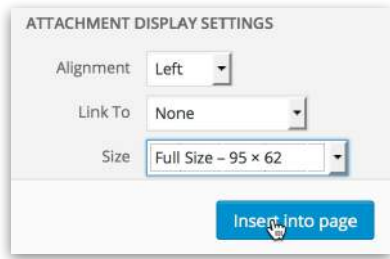
-Then click on “Add Media” at the top.



-If you do not have your image uploaded to your media library, you would need to click on the “Upload Files” tab at the top and select the image from your computer. However, in this example, I’m going to use the same plane icon that I used earlier so in this case, the image is already uploaded to my media library so I can just select it from within my media library by clicking on it.



-Then on the lower right corner, there are several display settings that need to be adjusted:



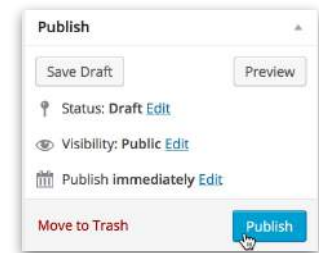
-For "Alignment", I want this image to align to the left of my paragraph so I chose "Left."

-For "Link To" I don't want this image to be a clickable link so I selected "None." If you wanted to link the image to another web page, select "Custom URL" and paste in the URL of the page you want to link to.

-For "Size" I chose "Full Size" because earlier in the tutorial, I shrunk these graphics down to a considerably smaller size and I want to display them on my page at the same size that I scaled them down to.

-Then click on "Insert into page."

-At this point in the tutorial, I clicked at the end of my first paragraph text and pressed enter on my keypad to be taken to a line below the first paragraph and then I repeated the exact same steps in **22d)** three more times for a total of 4 subtitles, 4 images, and 4 paragraphs on this page. Then, to officially publish this page on the front end of your website, you must click on "Publish" on the right.



22e) Making any text a clickable link:



-Select the text by you want to be a link from within the visual editor and click on the "Insert Link" icon. Then paste in the URL for the webpage you want to link to (on your site or any other site on the internet) next to "URL" and click on "Add Link".

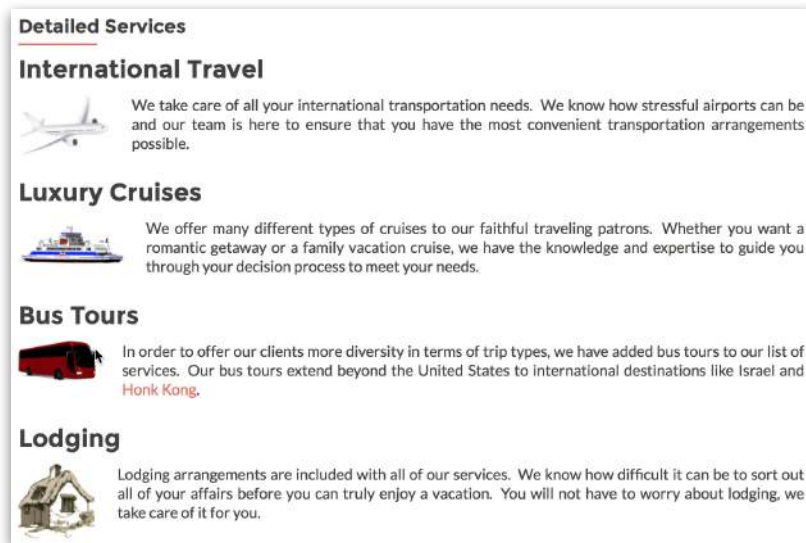
-To remove a link, select the link text and click on the icon to the right of the "Insert Link" icon.

-Be sure to click on the "Update" button (where the "Publish" button used to be) to save the changes.



22f) Adjusting image sizes for images on your pages

I noticed that on my front end, the paragraphs on my page didn't line up with each other. (See picture below)

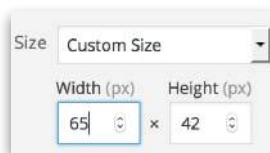
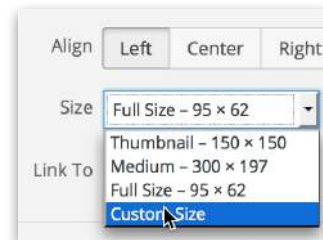


The reason for this is because my images all have a slightly different width and they need to have the same widths so that each paragraph starts the same distance from each image.



-To fix this, go back to the page editor for this page and click on each graphic (one at a time) and click on the "Pencil" icon to bring up the edit options.

-Click on the "Size" settings and select "Custom Size."



-In the "width" column, I typed in 65 for all 4 of my graphics. Don't worry about the height column, WordPress will fill this in automatically and your different images may have different heights which is fine. If getting the all paragraphs to line up is your priority, only the widths need to be the same.

-Then click on "Update" at the bottom right of the "Image Details" box.






-Repeat these steps for each of the images, making them all 65 pixels wide. Then, be sure to click on "Update" to update the page.


Now all the paragraphs should line up together:

Detailed Services


International Travel

 We take care of all your international transportation needs. We know how stressful airports can be and our team is here to ensure that you have the most convenient transportation arrangements possible.


Luxury Cruises

 We offer many different types of cruises to our faithful traveling patrons. Whether you want a romantic getaway or a family vacation cruise, we have the knowledge and expertise to guide you through your decision process to meet your needs.

Bus Tours

 In order to offer our clients more diversity in terms of trip types, we have added bus tours to our list of services. Our bus tours extend beyond the United States to international destinations like Israel and **Honk Kong**.

Lodging


 Lodging arrangements are included with all of our services. We know how difficult it can be to sort out all of your affairs before you can truly enjoy a vacation. You will not have to worry about lodging, we take care of it for you.

[Edit](#)

NOTE: The "Edit" link on the bottom of your pages (pictured above) will only show up on your computer when you are logged in to the backend - just like the admin bar. You can click on it to be taken to the page editor for that particular page.

22g) Adjusting Comment Settings

Comments are usually disabled by default but if they are not, you will notice something like this on the bottom part of your pages:

 Lodging arrangements are included with all of our services. We know how difficult it can be to sort out all of your affairs before you can truly enjoy a vacation. You will not have to worry about lodging, we take care of it for you.

[Edit](#)

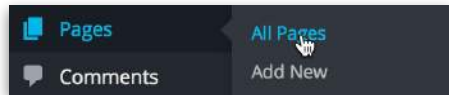
Leave a Reply

Logged in as **wpsculptor**. [Log out?](#)

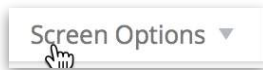
Comment

[POST COMMENT](#)

If you have comments enabled and want to disable them, you can open up each page that is already created and manually turn them off.

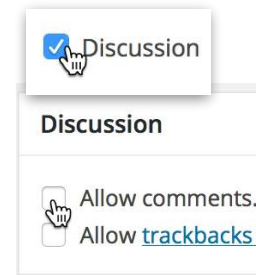


-Go to "Pages", "All Pages." Click on the page you want to edit.



-When you are on the page editor screen, click on "Screen Options" at the upper right corner of the page underneath the admin bar.

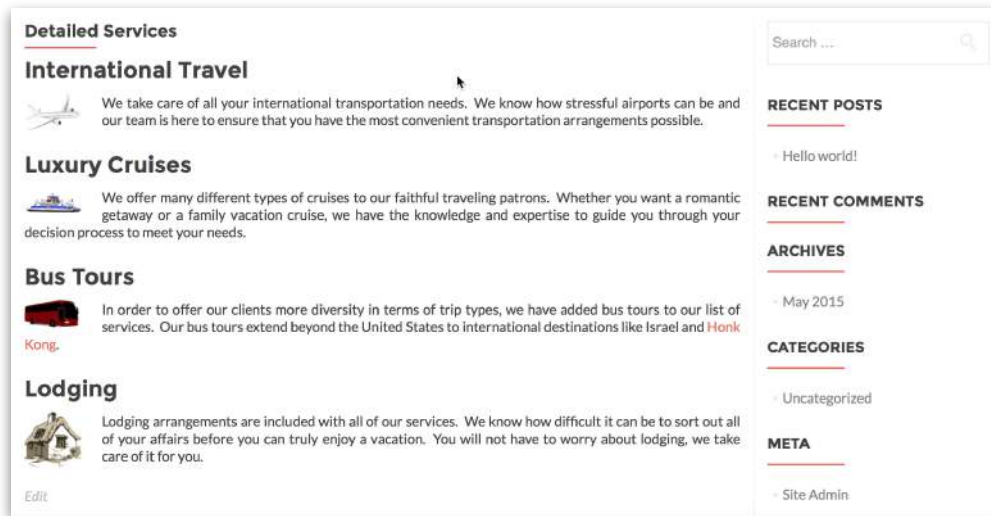
-Make sure "Discussion" is checked and then scroll down to the bottom of the page editor screen and make sure "Allow comments." is unchecked and scroll up and click on "Update" to the right of the visual editor to update the page changes.



23) Setting Up the Sidebar Widget Area

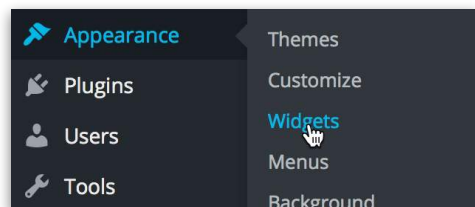
You may want to review section **12c)** for a refresher on widgets and widget areas. The widget areas discussed earlier in the tutorial revolve around different sections of the front page. There is also a sidebar widget area that will show up on every page except your front page. Notice that the sidebar widget area is automatically populated with 6 widgets by default (See picture below:)

- A Search widget
- A Recent Posts widget
- A Recent Comments widget
- An Archives Widget
- A Categories Widget
- A Meta Widget



Obviously you want to have complete control over what widgets show up in your sidebar. This tutorial won't go over all of the available widgets but you can always experiment with different widgets on your own. (Remember that different themes and plugins will often times come with widgets that you can try out.)

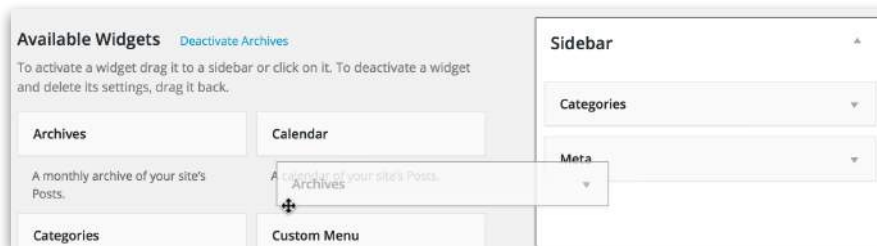
23b) Removing the Default Sidebar Widgets

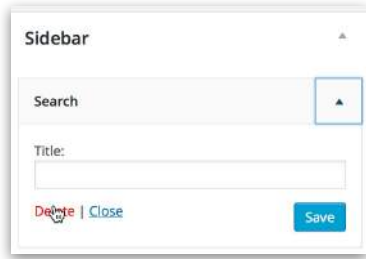


-Go to "Appearance", "Widgets" to view all of your available widgets and widget areas.

-On the right side of the screen, make sure you have the "Sidebar" widget area open by clicking on it. You should see the 6 default widgets listed.

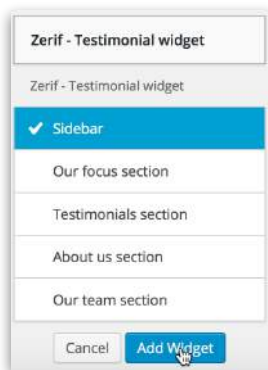
-To remove them, click hold and drag each one over to the available widgets section on the left and release:





TIP: Alternatively, you can delete each widget by clicking on the widget to open up the widget settings and then click on “Delete.”

23c) Adding a Testimonial Widget to the Sidebar Widget Area

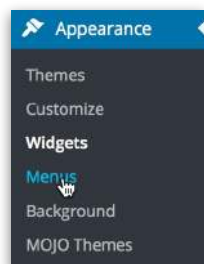


-From the widget screen, find the “Zerif - Testimonial widget”, click on it and click on “Sidebar” to assign it to the sidebar widget area and then click “Add Widget.”

-Fill in the widget settings with your own text and image by following the steps in section **15) Setting up the Testimonial Section.**

24) Setting Up a Custom Navigation Menu

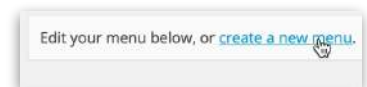
With the Zerif theme (and most other WordPress themes), all of your pages will automatically be added to your navigation menu until you setup a custom navigation menu. By setting up a custom navigation menu, you can have complete control over what appears in your menu and in what order. You can also setup drop down functionality and add links to other pages on the internet. With the Zerif theme, you can even add menu items that link to specific sections on your home page. This makes it possible to have a one page website if you wanted to go that direction which is an amazing feature of the Zerif theme.



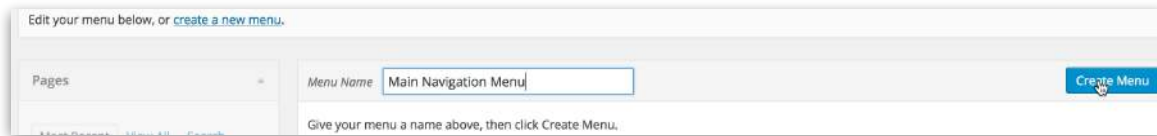
To Setup a Custom Navigation Menu:

-Go to “Appearance”, “Menus.”

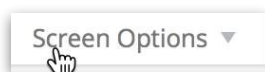
-Click on “create a new menu” towards the top.



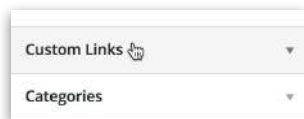
-Then give your menu a title and click on "Create Menu" on the right.



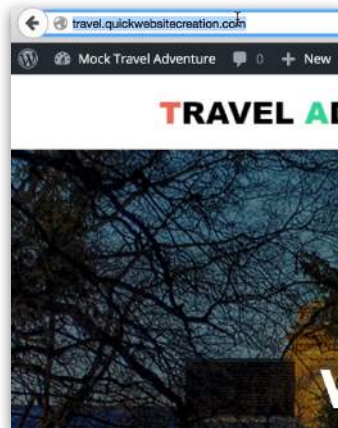
24b) Adding a Custom Navigation Menu Item That Links to Your Home Page



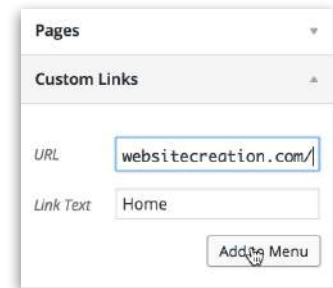
-Click on "Screen Options" on the upper right corner of the screen and make sure "Custom Links" is checked.



-Then click on "Custom Links" on the left and fill the link text which is what the menu item will say on your Navigation Menu. For example, this first link will be a link to the home page so you could call it "Home."



-Then for the URL, remove what is there (be sure to remove every character) and then open up the page on your site or anywhere on the internet you want to link to and copy the URL and paste it in next to "URL."

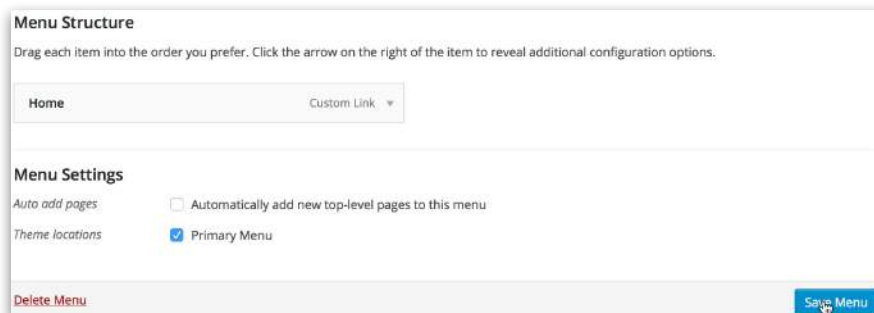


-Click on "Add to Menu."

-This will add your "Home" link menu item to the menu on the right.

-Then you need to assign your navigation menu to a theme location. Different themes

will have different menu locations. The Zerif theme only has a "Primary Menu" location so check that box and then click on "Save Menu."



24c) Linking to Different Sections on the Front Page

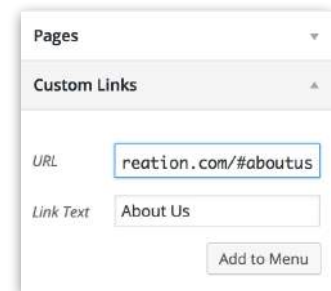
To add menu items that link to various sections of the front page, repeat the steps above in **24b) Adding a Custom Navigation Menu Item That Links to Your Home Page** -Of course for each link, you will want to change the “Link Text” to something that represents the part of the front page you want to link to.

-For the link URL, you will need to paste in the URL for your front page but you will also need to utilize the section IDs that are included with the Zerif theme. The sections IDs are as follows:

- #focus
- #aboutus
- #team
- #testimonials
- #latestnews
- #contact

The section ID that corresponds to the section you want to link to must be added at the end of the URL for your front page. For example, to link to the About section, I would paste in my front page URL (which is <http://travel.quickwebsitecreation.com/>) and then I would add #aboutus at the end of it so the entire URL would read:

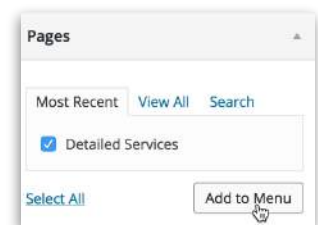
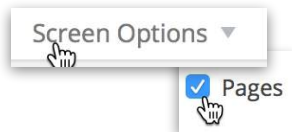
<http://travel.quickwebsitecreation.com/#aboutus>



24d) Adding Pages to Your Navigation Menu

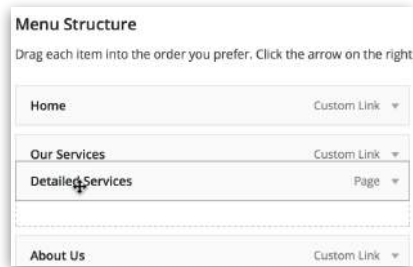
-To add your pages to your navigation menu, go to “Screen Options” at the upper right corner on the Menu page and make sure “Pages” is checked.

-Then, click on the “Pages” tab and select the page(s) you want to add to your menu by checking them and click on “Add to Menu.”



-Be sure to click on "Save Menu" after making changes.

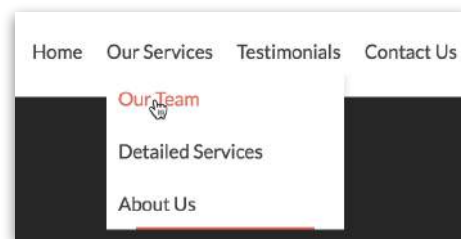
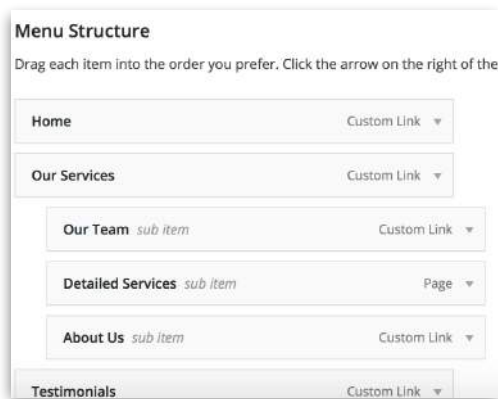
24e) Rearranging menu items and creating drop down functionality



-To rearrange your menu items, simply click hold and drag the menu items and release them where you want them to be.

-To make a drop down menu, click, hold, drag and indent the menu item under the "parent" menu item and release. In this example below, "Our Team",

"Detailed Services" and "About Us" would show up as a drop down menu when you hover over "Our Services" - which is acting as the "parent" menu item in this case:



25) Finishing Touches

25b) Changing the Big Title button links

Now that you have understanding of how to utilize the section IDs to link to various parts of the Front page (see section **24c**), you can go back and adjust the buttons in the the "Big Title" section.

-Go to "Appearance", "Customize."

-Click on "Big title section" to drop down the Big Title options. If you want to utilize the red and green buttons, you can add the URL for your front page followed by the section ID that corresponds to the section you want to link to. The section IDs are:

#focus
#aboutus
#team
#testimonials
#latestnews
#contact

-Be sure to "Save and Publish" at the top if you make any changes.

25c) Adding the links to the "Our Focus" widgets

In section **12c) Adding Widgets to the Our Focus Section**, we did not add a URL to the "Link" section because we had not yet created a page to link to. All of the graphics in the "Our Focus" widgets will link to whatever URL you put in the focus widgets settings so to link all of the graphics to the "Detailed Services" page:

-Go to "Appearance", "Widgets" and click on the "Our focus section" to display the widgets in that section.

-Click on each "Zerif - Our focus widget" and add the URL to the page you want to link to underneath "Link". In this example, the URL for the Detailed Services page is:

<http://travel.quickwebsitecreation.com/detailed-services/>

-Be sure to save each widget by clicking on "Save."

26) Demo Content

Big Title Section:

Background Image: <https://pixabay.com/en/castle-steinh%C3%B6fel-brandenburg-50521/>

Welcome to Mock Travel Adventure

Our Services

Contact Us

Our Focus Section:

Plane Graphic: <https://pixabay.com/en/aeroplane-airliner-airbus-airplane-147495/>

Boat Graphic: <https://pixabay.com/en/ferry-boat-sea-ship-blue-157517/>

Bus Graphic: <https://pixabay.com/en/bus-red-automobile-43576/>

Cottage Graphic: <https://pixabay.com/en/cottage-cabin-house-home-village-37296/>

International Travel

We take care of all your international transportation needs. We know how stressful airports can be and our team is here to ensure that you have the most convenient transportation arrangements possible.

Luxury Cruises

We offer many different types of cruises to our faithful traveling patrons. Whether you want a romantic getaway or a family vacation cruise, we have the knowledge and expertise to guide you through your decision process to meet your needs

Bus Tours

In order to offer our clients more diversity in terms of trip types, we have added bus tours to our list of services. Our bus tours extend beyond the United States to international destinations like Israel and Hong Kong.

Lodging

Lodging arrangements are included with all of our services. We know how difficult it can be to sort out all of your affairs before you can truly enjoy a vacation. You will not have to worry about lodging, we take care of it for you.

About Us Section:

About

We love helping our clients select vacation destinations that are perfect for each and every situation.

Let us help you plan your next vacation getaway.

At Mock Travel Agency, we possess a combination of enthusiasm and experience for designing vacations that meet each and every client's diverse interests. We take pride in the fact that we can offer a broad range of trip types and we can't wait to work with you directly so you can see what we can offer you.

Your needs are at the very center of our focus so rest assured, we are looking out for your interests above all else. Our success is largely based on repeat and referral business, neither of which we could obtain without happy clients with wonderful experiences.

Customer Service

We are so confident in our customer service that if you aren't satisfied, we credit your account.

Best Prices Guaranteed

Rest assured, we get the best rates given our large purchases from major transportation organizations.

Quality Lodging Guaranteed

We know how disruptive subpar lodging arrangements can be. We ensure your lodging satisfaction.

Team Member Section:

Female Team Member Image: <https://pixabay.com/en/beautiful-face-female-girl-happy-18279/>

Male Team Member Image: <https://pixabay.com/en/man-boy-person-portrait-face-324103/>

Meet Your Personal Travel Agents

We only work with the best people and our travel agents are no exception. We only hire passionate people who love setting the bar high.

Jane Doe

Senior Travel Agent

Jane has been with Mock Travel Agency since 2010. She specializes in adventure travel so if you enjoy spending your vacation being active, she is the perfect travel agent for you. Jane has 10 years of travel agent experience and would love to share her knowledge and experience with you.

John Doe

Senior Travel Agent

John has been with Mock Travel Agency since 2012. He loves planning leisurely vacation trips that allow couples, singles and families to experience the relaxation they desire. John is a great resource for you as you plan your next vacation.

Testimonial Section:

Testimonial Image 1: <https://pixabay.com/en/vintage-woman-pretty-glamorous-635244/>

Testimonial Image 2: <https://pixabay.com/en/handsome-cute-man-sc-young-male-635832/>

Testimonial Image 3: <https://pixabay.com/en/man-sunglasses-selfie-self-portrait-352477/>

Testimonials

See what are customers are saying.

My family desperately needed a peaceful vacation that would allow us to escape the noise of everyday life. We are so thankful we chose to partner with Mock Travel Adventure! We let them know all about our specific needs and preferences and they

really came through with an amazing vacation package that fit my family perfectly. I highly recommend them.

Dana Joe

I really wanted to to explore and satisfy my adventurous side during my vacation. I made all my preferences clear during my consultation with Mock Travel Adventure and they really came through. I had an amazing trip and made new memories and friends that will last a lifetime. Thank you Mock Travel Adventure!

James Doe

I love traveling but one thing I don't like doing is planning the transportation details of my trip. Mock Travel Adventure was wonderful about picking up where I left off during my vacation planning. I expressed my overall trip goals and I was able to accomplish every one of them. Thank you so much Mock Travel Adventure, I'll be using you again and recommending you to all of my friends!

Jason Doe

Contact Section:

Get in touch

Tell us about your travel plans.

Detailed Services Page:

Plane Graphic: <https://pixabay.com/en/aeroplane-airliner-airbus-airplane-147495/>

Boat Graphic: <https://pixabay.com/en/ferry-boat-sea-ship-blue-157517/>

Bus Graphic: <https://pixabay.com/en/bus-red-automobile-43576/>

Cottage Graphic: <https://pixabay.com/en/cottage-cabin-house-home-village-37296/>

Detailed Services

International Travel

We take care of all your international transportation needs. We know how stressful airports can be and our team is here to ensure that you have the most convenient transportation arrangements possible.

Luxury Cruises

We offer many different types of cruises to our faithful traveling patrons. Whether you want a romantic getaway or a family vacation cruise, we have the knowledge and expertise to guide you through your decision process to meet your needs

Bus Tours

In order to offer our clients more diversity in terms of trip types, we have added bus tours to our list of services. Our bus tours extend beyond the United States to international destinations like Israel and Hong Kong.

Lodging

Lodging arrangements are included with all of our services. We know how difficult it can be to sort out all of your affairs before you can truly enjoy a vacation. You will not have to worry about lodging, we take care of it for you.

Notes