

SitePoint Ecommerce Theme Documentation

Thanks for choosing our SitePoint Ecommerce Theme for WordPress.

And well done for opening these instructions - you're one of the clever 36%! Studies reckon up to 64% of people don't ever read the manual!

We highly recommend you use the One Click Demo Import - it makes your life so much easier. But if you prefer, you can do it all yourself.

A Note About WooCommerce

Our Ecommerce theme uses WooCommerce to power the online store.

WooCommerce is a powerful platform for your online store and we chose it because it is very robust and very popular.

They have a great range of resources to assist you in selling online, including payment options and how to add products.

For more information on setting up WooCommerce, please refer to their [Getting Started documentation](#).

Premium Support

Have questions or need some help? Get in touch and we'll be happy to assist.

Our themes come with 12 months premium support from the date of purchase.

You can access support by visiting our Theme Support Forum:

<https://www.SitePoint.com/community/c/themes-support>

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Using WordPress

To install this theme you will need to have WordPress installed, preferably WordPress 4.5 or higher. We also recommend that you ensure your PHP is up to date. We recommend version 5.3.2 or higher.

You can find out more about installing the WordPress platform at the WordPress Codex: http://codex.WordPress.org/Installing_WordPress

Installing the Theme

There are two ways to install your theme.

The first way is to upload the theme zip file that you downloaded.

Alternatively, the theme can be installed by manually uploading the files to the themes folder using an FTP application.

Use the following instructions to install and activate SitePoint Ecommerce using your preferred method.

Install by Uploading the Theme Zip File

1. Click on the Appearance > Themes menu option in the WordPress Dashboard
2. Click the Add New button at the top of the page
3. Click the Upload Theme button at the top of the page
4. Browse to the file location where you saved the zip file (most likely in the Downloads folder) and select the file and click Open
5. Click the Install Now button
6. Once the theme has been installed, click the Activate link in the message at the top of the screen

Install via FTP

1. Unzip the files from the SitePoint Ecommerce zip file that you have downloaded
2. Upload the SitePoint Ecommerce folder to your /wp-content/themes/directory
3. Click on the Appearance > Themes menu option in the WordPress Dashboard
4. Click the Activate link below the SitePoint Ecommerce preview thumbnail

Installing Plugins

Note that plugins will also need to be installed and activated.

1. After installing the theme, go to the Dashboard
2. You will see an alert at the top of the screen asking you to install the plugins
3. Click on the Begin Installing Plugins link
4. Select all the plugins on the list and choose Install from the drop down menu and click on the Apply button
5. Click on the Plugins menu item in the WordPress menu
6. Select these recently installed plugins in the list and choose Activate from the drop down menu and click on Apply

Setting Up Your Site

One-Click Demo Import

The easiest way to make this theme look like our demo site is to use our One-Click Demo Import plugin. This will set up your new theme with all the settings and images from our demo theme site. It will allow you to quickly edit everything instead of creating content and settings from scratch.

After installing the theme, go to the Dashboard and you will see a notification panel which has three buttons:

1. Activate Plugins
2. Import Setup Data
3. View Your Site

Click on each button to progress through each step.

It's very important to ensure the plugins have been activated before using the One-Click Demo Import plugin.

Note that existing posts, pages, categories, images, custom post types or any other data will not be deleted or modified in any way. New items such as posts, pages, images, widgets, menus and other theme settings will be imported.

Setting Up WooCommerce

Once you have installed the theme package, you will be prompted to start the WooCommerce Setup Wizard. If you need help with this process, they have a great video on their website to assist:

<https://docs.woocommerce.com/document/woocommerce-onboarding-wizard>

For more information on setting up WooCommerce, please refer to their [Getting Started documentation](#).

Setting Up Your Site from Scratch

When setting up from scratch, we recommend running the WooCommerce Setup Wizard after installing the theme and activating the plugins.

Upon installation, WooCommerce creates the following new pages:

1. Shop – No content required.
2. Cart – Contains [woocommerce_cart] shortcode and shows the cart contents
3. Checkout – Contains [woocommerce_checkout] shortcode and shows information such as shipping and payment options
4. My Account – Contains [woocommerce_my_account] shortcode and shows each customer information related to their account, orders, etc.

Access more information and resources for using WooCommerce here:

<https://docs.woocommerce.com/documentation/plugins/woocommerce/getting-started/>

Import the Images

As well as the images you see in the demo sites, we have included additional imagery

that you are free to use. These are packaged in the theme zip file.

When you use the One Click Demo Import, all the required images for the demo site are imported.

1. Visit your SitePoint Dashboard: <https://www.sitepoint.com/premium/dashboard>
2. Scroll down to the Themes section and click on the Ecommerce theme
3. Click on the Assets button and the images zip will begin downloading
4. To import all the files into WordPress, go to Media > Add New menu item in the WordPress dashboard
5. Add or drag the Ecommerce Image Files folder into the Media Library page
6. Alternatively you can add specific files in the same way

Customizing Your Front Page

You can edit the homepage by either going to the Dashboard, and selecting the Edit Your Front Page, or you can go to Pages > All Pages and then choose your homepage.

Front Page Banner

This banner will be displayed across the top of the front page. There will be a caption over it, so we recommend using an image that suits your brand's aesthetic and is subtle in color.

1. To add a front page banner, select Add Image, then crop the part of the image you would like displayed as a banner.
2. Below is a text editor where you can add a short caption for the banner - this could be the title of your store, or even a new collection you've just released.

Instagram Option

Ticking this option will display your Instagram account. If you don't have an Instagram account, you don't have to tick it and it will not appear on your front page.

Go to the [Instagram section of this guide](#) for more details on setting it up with this theme.

For more information about Instagram, or to sign up for an account, visit:

<https://www.instagram.com>

Title/Heading Fields

This is where you can edit the heading text for various sections on your homepage.

- *Category Section Header*: This is displayed on the left-hand side menu, next to the selection of products you have on offer.
- *Featured Title*: This is a title for the different categories you'll have on the site, located just on top of the category images.
- *Product Section Title*: This is the title for the selection of products that appear on the front page. The products are selected from the 'Featured' products in WooCommerce.
- *Best Seller Section Title*: The title for your best selling products that appear below the Instagram section on the front page.

Footer Area Payment Option

At the bottom of the front page, there is a small display of what payment types you accept.

- *Extra Text*: You can add something like 'We take the following payments:' to make it clear to the customer.
- *Cards*: Tick the boxes that best suit your payment options.
- *Footer Right Side Heading/Title*: Add the title of the footer section, eg. Questions? Below this heading, you can add information pages, like 'Shipping Information', using the Customizer > Menus > Footer Menu.

MailChimp Section Option

MailChimp is a plugin which allows you to collect emails from visitors so you can send newsletters to your subscribers. This option gives customers the opportunity to sign up to your newsletter with an email address.

Go to the [MailChimp section of this guide](#) for more details on setting it up with this theme.

For more information about MailChimp, or to sign up for an account, visit:

<https://mailchimp.com>

Adding Categories

The category images will be displayed on the Homepage. They will also organise your products into groups.

To add categories:

1. In the Dashboard, click on Products on the left-hand side menu and select Categories.
2. Add a name for the category.
3. Add a slug for the category - we recommend the slug name being the same as the category name.
4. The Parent section should only be selected if it is a sub-category to be listed under another category. If so, select which parent category it should go under.
5. You can add a short description for your reference, however it is not used in this theme.
6. Select which Display Type you'd like the category to be shown under.
7. Upload an accompanying image - we recommend you use the same source image to create the Thumbnail, Category Image and Category Banner. You will be prompted to crop the image after uploading it for each spot.
8. Save all of the details by selecting Add New Product Category

Adding Products

This section is where you add all the goodies you'll be selling to your customers.

To make the process easier, we advise that you create the main categories beforehand.

Follow the steps below to add products to your site:

1. In the Dashboard, click on Products on the left-hand side menu and select Add Product.
2. Enter the name of your product in the title box.
3. Enter a short description in the description box below the title. We recommend keeping it short and simple, so about 2-4 sentences maximum.

4. Select which category the product relates to in the Product Categories box on the right-hand side.
5. Add in Product Tags for better visibility for the product. This will help customers especially if they use the Product Search feature on your homepage.
6. Add a Product Image from the right-hand side. This image will be displayed as the main image on the front page and the product page.
7. If you want more than one image displayed when a customer is viewing a specific product, you can create a gallery. To do this, simply select multiple images in the Product Gallery box on the right-hand side.

Product Data

This area is where you add in prices, discounts, shipping and other important details.

This theme makes use of the Simple Product type.

To learn more about other product types and managing products, please visit:

<https://docs.woocommerce.com/document/managing-products/>

Adding Images

Images are essential for online shopping, as they are what converts visitors into customers. We recommend vibrant, eye-catching imagery.

To add images to use on your site:

1. In the Dashboard, click on Media on the left-hand side menu
2. Select Add New
3. You can add images via two options:
 - Drag and Drop
 - Manually choose Select Files and pick the file you want
4. You will see the image file uploading at the bottom

To view the images you have uploaded for your site:

1. In the Dashboard, click on Media on the left-hand side menu
2. Select Library - this will display all of your images

Additional Pages with Banner Template

We recommend that you create pages with essential information such as About Us or Shipping Information.

To create additional pages:

1. In your Dashboard, select Pages then Add New.
2. Give your page a title.
3. Add a short description about the page.
4. To add a page that continues the look and feel of the rest of the site (because who doesn't love pop of color!), select the 'Template with Banner' option in the Template dropdown in the Page Attributes section.
5. Then click on the Add Image button select the Banner section that appears.
6. You will be prompted to crop the image.
7. Click Publish to save changes.

Instagram Feed Plugin

If you have an Instagram account to accompany your online store, you can add the account which will then be displayed at the bottom of the homepage.

To add your Instagram account:

1. In the Dashboard, select Instagram Feed which is located at the bottom of the menu.
2. Configure your account by selecting the big blue Instagram button to login and get your Access Token and User ID.
3. Copy and paste these details into the sections of the same title (ie: Access Token and User ID).
4. Click Save Changes at the bottom.

Alternatively, if you would like a visual step-by-step guide on using the Instagram plugin, select the Support Tab on the top which has a video to guide you through the process.

For more information about Instagram, or to sign up for an account, visit:

<https://www.instagram.com>

MailChimp for WP Plugin

You can use MailChimp to send updates to your customers who have subscribed to your newsletter. This is a great way to inform them about any sales, last items, or even important company updates.

To set up MailChimp:

1. Obtain your API Key by selecting the link just below the API Key box.
2. MailChimp will generate a key that is then input into the box.
3. Save Changes.

For more information about MailChimp, or to sign up for an account, visit:

<https://mailchimp.com>

Setting up Menus

The available menu locations in this theme are:

- Site Menu - this menu appears at the top of each page on the left of the Shopping Cart
- Shop Menu - this menu appears across the top of the page under the banner image and displays the categories
- Footer Menu - this shows pages in the footer to provide information to your customers

There are two ways to modify the menus in this theme - via the Menu item and via the Theme Customizer.

To modify your menu via the Menu item:

1. In the main WordPress menu, click on Appearance > Menus
2. First choose the menu you would like to edit from the dropdown list next to the Select A Menu to Edit field under the Edit Menus tab. If you set up your theme using the One Click Demo, the above three menus will be visible.
3. Click on Screen Options in the very top right corner of the page, and check all the boxes in the top row. You will now see new options appear in the Menu Structure list below the Edit Menus tab.

4. To add a menu item, simply click on the box next to the page or post, and click on the Add to Menu button
5. Once the item has been added to the menu, you can drag and drop the items into the desired order. You can change the menu item name by expanding the menu item and editing the name in the Navigation Label field.
6. Click on the blue Save Menu button to save

Setting up the Footer

The Footer is located at the bottom of the website. You can add in pages you've previously created in the Footer section.

We recommend you add in important options including Shipping Information, Blog and Contact Us.

To set up the footer:

1. In your Dashboard, select Appearance and Menus under it.
2. Select the Footer Menu to edit.
3. To add options to your menu, tick the Pages you would like to display on there from the left hand side. Select Add to Menu.
4. You can change the order of the menu options by dragging them around.
5. Make sure the Theme Location has the Footer Menu ticked.
6. Save the changes by clicking Save Menu.

Blog

A blog is a great way to keep your customers engaged and offer useful content and advice.

If you used the One Click Demo Import feature, the blog will be configured already.

Alternatively, here are the instructions for setting up the blog:

Create the Blog Page

1. Go to the Dashboard and select Page > Add New from the left-hand menu

2. Add a new page by giving your blog a title, e.g. 'Blog'
3. Click the blue Publish button to save your changes

Activating the Blog

1. Click on Settings > Reading in the Dashboard
2. Choose the A Static Page option
3. In the the Front Page drop down list, choose the blog page you have just created
4. Click Save Changes

Creating a Blog Post

Then all you need to is start posting!

1. Go to the Dashboard and select Posts > Add New from the left-hand menu
2. Add a new post by giving your blog post a title
3. You can add a category to the post by selecting from, or creating, a category in the Categories box on the right hand side
4. You can add a tag to the post by typing in a tag in the Tags box on the right hand side
5. You can add a featured image to the post by clicking on Set Featured Image and selecting from the media library or uploading a new image
6. Click the blue Publish button to save your changes

Theme Customizer

SitePoint Ecommerce uses a built-in WordPress Customizer. You can access it by navigating to Appearance > Customize. The theme options are conveniently spread over a number of tabs and each tab contains the options that relate to a particular area of the theme.

This is where you can change things like the logo and site name, the color scheme, social media links and the footer.

The Theme Customizer has the benefit of allowing you to view changes to the site before saving the changes.

Site Identity

You can choose a custom logo to display at the top left of your site, or write a Site Title option under the Site Identity. Either option will appear in the header and the footer on the left hand side of the site.

In the Site Icon section is where you can upload your own favicon (the little icon you seen in the tab of a web browser next to the website name).

Background Section Settings

SitePoint Ecommerce allows you to customize the background color of the Instagram and MailChimp sections of the front page. To do this, go to Appearance > Customize then and under Background Section Settings, select the color that you want.

Note that to change the background of the Instagram section, you will also need to modify the background in the Instagram Feed plugin settings:

1. In the Dashboard, select Instagram Feed which is located at the bottom of the menu.
2. Select the 2. Customize tab
3. In the Background Color field, select the exact same color for the background so that it appears seamlessly
4. Click Save Changes at the bottom

Footer Elements

This section is where you can add social icons, as well as contact details that appear in the footer on all pages and copyright text.

Write a copyright note, eg. Made With Love. All Rights Reserved. Copyright 2017

You can insert your usernames from different social networking sites. Only fields with usernames entered will display the relevant social media icon in the footer.

You can fill in your contact details, and the email and phone number will display as

active links.

Menus

Select and modify the menus you would like to use on the site.

Widgets

Here you can add and edit different widgets. See more about widgets below.

Static Front Page

This is a quick and easy way to set the front page of your store, and the front page of your blog.

Export/Import

You can import and export customization settings for this theme.

Cool Features

If you do decide to use a child theme with SitePoint Ecommerce, there's no need to use CSS @import or even enqueue the parent stylesheet. SitePoint Ecommerce will automatically enqueue the parent stylesheet for you. Cool eh!

This theme uses a fluid, responsive grid based on percentages. It uses [Normalize: <https://github.com/necolas/normalize.css>) to make sure that browsers render all elements more consistently and [Modernizr: <http://modernizr.com>) for detecting HTML5 and CSS3 browser capabilities along with some default stylings from HTML5 Boilerplate.

One Click Demo Import

With this nifty plugin from [Proteus Themes: <https://github.com/proteusthemes/one-click-demo-import>), you can make your site look like our site in a matter of minutes.

Built with SitePoint Base Theme

SitePoint Base Theme puts a huge priority on page speed, mobile friendliness and high

quality code. SitePoint Ecommerce Theme gets all that ‘goodness’ from the start.

Post Formats

All the standard WordPress Post Formats are supported. These include; Aside, Gallery, Link, Image, Quote, Status, Video, Audio, Chat and of course, your standard post.

Widgets

Widgets are a great way of adding extra content to your site. SitePoint Ecommerce currently does not include widgets in the design, but these can be added manually.

Multilingual Ready (WPML)

Using the WordPress Multilingual Plugin (WPML) it's now easy to build multilingual sites. With WPML you can translate pages, posts, custom types, taxonomy, menus and even the theme's texts.

Simple, User Friendly Licensing

1. In short, you're free to use our themes, images and photos in your own private or commercial projects.
2. You can even use the same theme on several projects. All we ask is that you don't sell or distribute our themes on any other sites.
3. Please also respect the licenses of any third party components you plan to use with our themes.

Credits

SitePoint Ecommerce Theme is packed full of the following wholesome goodness:

- Advanced Custom Fields: <https://www.advancedcustomfields.com>, which is licensed under GPL
- Contact Form 7: <https://WordPress.org/plugins/contact-form-7>, which is licensed under GPL
- Instagram Feed: <https://wordpress.org/plugins/instagram-feed>, which is licensed under GPL
- MailChimp for WP: <https://wordpress.org/plugins/mailchimp-for-wp>, which is

licensed under GPL

- Modernizr: <http://modernizr.com>, which is licensed under the MIT license
- Normalize.css: <https://github.com/necolas/normalize.css>, which is licensed under the MIT license
- One Click Demo Import: <https://github.com/proteusthemes/one-click-demo-import>, which is licensed under GPL
- Owl Carousel: <https://owlcarousel2.github.io/OwlCarousel2>, which is licensed under the MIT license
- TGM Plugin Activation: <http://tgmpluginactivation.com>, which is licensed under GPL
- Unsemantic: <http://unsemantic.com>, which is licensed under GPL and MIT license
- WooCommerce: <https://wordpress.org/plugins/woocommerce>, which is licensed under GPL

SitePoint Ecommerce Theme includes the following awesomeness:

- Merriweather font: <https://fonts.google.com/specimen/Merriweather>, which is licensed under Apache License Version 2.0
- Raleway font: <https://fonts.google.com/specimen/Raleway>, which is licensed under Apache License Version 2.0

We ask that you please respect the relevant licensing guidelines for all contributors.

Changelog

= 1.0 =

- Initial version

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