

Eyesite theme guide

SET UP (following installation)

Customizing Eyesite: Using Customizer

Note that if you are switching from another theme it is likely that the first thing that you will need to do is use the Customizer to reactivate your widget areas, reassign your menus to their appropriate positions, and allocate your logo and header images to these sections if using.

[GO TO Dashboard](#) → [Appearance](#) → [Customize](#)

Site Title and Tagline

Site Title

Your site title – replaces ‘Eyesite’ heading. Ideally a maximum of 14-15 characters but can accommodate more (the website layout will not look as good with longer titles)

Tagline

Optional words under site title e.g. your business catchphrase. Keep the tagline a maximum of 7-9 words to keep the website layout looking its best.

Logo

Optional. Upload a logo. The logo will replace the site name and description. Logos that are wider (longer) than they are high will work best with the theme design. The maximum recommended image height is between 100px and 200px. Resize the logo before uploading and avoid including extra vertical white space when cropping the logo. Logos of height greater than 200px will enlarge the header and the website will not look its best. Many logos will work best with the white color scheme as this provides a white background for the logo.

Colors

Select from one of the color schemes.

Changing the header text color and the background color are optional.

Changing the header text color is probably best done in conjunction with the white color scheme.

The default background color is white. The default header text color is black for the white color scheme and white for all others. If when changing to the white color scheme the header text color remains white (it will look like the headings disappear) simply change the header text color by clicking on black, or any color of your choice.

Header image

The header image sits at the top of the posts page (blog, or 'news' page) and on the top of the home page (both when the home page is the posts page and a static page). A single image can be uploaded, or multiple images can be randomly displayed in turn. You can crop the uploaded image to the recommended size after you upload it or skip cropping to override the default size.

If you prefer no header image click 'hide image'.

If you would like the header image to appear on every page there are instructions to achieve this within the 'page.php' file.

If you prefer more control over which image appears on each page of your website then hide the header image and use sticky posts instead (see sticky posts for more on how to do this).

Background image

Layout

Here you can opt to have the sidebar widget area on the right or left (sidebar right and full screen are only available in premium). It defaults to the left of the content area. The third option, full screen, will remove the sidebar widget altogether and the content area will take up a greater portion of the screen.

Borders

Sidebar border options – choose the type of border, if any, that is displayed around the sidebar widgets (available in premium only).

Fonts

Main font

Default is Helvetica. This is the main font used throughout the site for paragraphs, links and the site tagline.

Heading font

Default is Righteous. This is the font used for the main heading, post and pages headings and widget headings.

There are more fonts available in the premium version.

Static front page

This section allows you to choose which page you would like as your home page (the landing page for your site). It can be a page of any name or your posts page (titled 'news' by default). The default front page is a static page called 'Home'. In our theme example we have used this page to provide a short description of and contact details for the business.

MENUS

There are three menus built into the Eyesite theme.

Menu one is the primary, or main, menu. This is located horizontally across the top of the screen and shrinks down to just a clickable menu icon at smaller screen sizes. Each item in the menu can have child and grandchild links (second and third level links) that display when the user hovers over the parent (first level) menu link. It is recommended that this menu contain no more than first level links (too many and the website will not look its best). If more links are required consider having these either as child (second level) links or put them into another menu.

You could also choose not to use menu one at all by clicking 'delete menu'.

Menu two is an optional menu that is displayed at the top of the main sidebar. It could be used as the main menu in place of menu one if desired. Menu items are displayed as a simple vertical list.

The social icon menu (premium version only) is designed to display social media icons (it could be used to display other menu items but it has not been designed for this purpose). Social media icons will only display when the menu is located in either the main sidebar ('sidebar-1') or the header sidebar ('sidebar-header'). If the social icon menu is put elsewhere only the link titles will display ie. Plain text only. The following social media icons are supported:

- Twitter
- Facebook
- Instagram
- LinkedIn
- Google Plus
- Flickr
- Tumblr
- Vimeo
- Dribbble
- Wordpress (.com and .org)

Add each link simply by entering the url for each of your social media links in the link option in the 'edit menu' screen. The icon will attach automatically.

Sidebars and widgets

'Sidebar' (main sidebar)

Can be positioned to the left or right, or removed, using the customizer (premium version).

Sits below menu two and/or the social icon menu if these are in use.

Can add any widgets of your choice to this sidebar e.g. text widgets containing opening hours or the practice address and phone number, recent posts from the news (blog) page, a search bar.

'Sidebar footer' is positioned in the footer area (bottom of the web page). This area fits up to four widgets across depending on the size of the screen being used to view the website. There will be as many rows as needed to accommodate the number of widgets in use.

If your widgets layout is not looking great (this may happen if the content of your widgets varies with some being very small or larger than average) try reordering the widgets to compensate. Very long areas of content within a widget, e.g. a long RSS feed, are unlikely to look good in this area and will be cut off.

'Sidebar header' is an optional widget area designed to accommodate the social media icons menu, or other small widget such as the search widget or a text widget displaying your practice address.

The social media icons menu can be used to display up to around 4 social media icons in this position (but depends on the size of your site title/logo and main menu).

More than one widget is unlikely to display well within sidebar header, particularly at smaller screen sizes. Exceptions: if you are using two very small widgets e.g. just a few social media icons together with just a phone no. or a short address in the phone widget and your site title/logo is not very wide then the layout may work with both.

If you have a primary menu with a very large number of first level links e.g. more than 13, and your site title/logo does not take up much height then there may not be space to use sidebar header at all.

Posts /blog feed

This is displayed by default on the news page as accessed from the main navigation menu. 'News' can be renamed to any name of your choice.

Use the customizer 'static front page' options to change the page on which the post feed displays, or to make the post feed appear on your home (main) page.

Posts

Before adding posts to your news/blog feed it is a good idea to create some 'categories' to classify the posts. This will help visitors to find the information they are looking for, and is good for search engine optimization (SEO). Examples of categories could be, 'frames', 'offers', 'holiday trading hours', 'sale', or 'practice news'. Assign each post you create to a category, or create a new one at the time if needed.

Sticky Posts

To make a post always stay at the top of your news/blog page:

In the edit post screen under 'publish' (box on the top right of the screen), click on 'visibility (edit)' then tick the 'stick this post to the front page' box.

Images within posts

A good way to add a large image to your post is to use the 'set featured image' function (bottom right box in post editing screen). The featured image will appear as a full content width image in the post, and a small thumbnail image in search results and archives.

Images of various sizes can also be added within the post editing screen.

To change the number of posts that appear on your news/blog page go to settings -> reading in the dashboard. Here you can also change whether posts appear in full or as a summary on this page.

A particular category of posts can effectively be given their own 'page' by adding the required category to the main menu. These posts will then appear on both the news/blog feed page and the category 'page'. To prevent them from appearing on the news/blog feed page...

Pages

- To change the name of a page go to 'pages' in the dashboard menu then click on edit below the page title. Change the title and save.
- To add a page go to 'pages' then 'add new'.
- To update the content on a page go to 'pages' and click on edit.

Supported plugins

The following plugins have been successfully used with Eyesite (both individually and all at the same time). Note that compatibility will also depend on other plugins used in the site.

Eyesite includes specific style code to support the integration of 'Contact form 7', 'WooCommerce' and 'MailChimp for WordPress' plugins.

SEO (Search Engine Optimisation) – All in One SEO Pack

Caching (improves site loading times) – WP Super Cache

CDN (improves site loading times) – Cloudflare (use with your Cloudflare CDN account)

Regenerate thumbnails

Site backups - Updraft plus – Backup/restore

Image compression to minimise site loading time - WP Smush.it

Contact forms: 'Contact form 7'

Install the plugin and go to 'contact', 'add new' in the dashboard menu. Copy and paste the shortcode provided into either a text widget within 'sidebar' or 'sidebar two', or within the edit screen of the page of your choice. Don't forget to update all the plugin settings to ensure you receive the messages, and always do a test run by filling out and sending the form yourself.

Images in widget areas

'Simple image widget' by Blazer Six is recommended for adding images within sidebar widgets.

WooCommerce

After installing the WooCommerce plugin create the pages you want to use to display the products, shopping cart and checkout. E.g. create a page called 'shop', followed by a page called 'cart'. Make 'shop' the parent of 'cart' while you are in the page edit screen for 'cart'. Also add the following short code in the 'cart' content area: [woocommerce_cart]. Then create a page called 'checkout', also with 'shop' as its parent but with the shortcode: [woocommerce_checkout].

You must then go into 'menu' via dashboard 'appearance' and move shop, cart and checkout to their desired positions within the main menu.

Finally, go into the WooCommerce dashboard settings. In the products settings select the page 'shop' to be used as the shop page. In the checkout settings do the same for the cart and checkout pages.

Recommended colors to use within WooCommerce for each Eyesitecolor scheme are as follows (you may need to install the 'WooCommercecolors' plugin to alter these):

Color scheme	Primary color	Secondary color	highlight	Content	subtext
Blue	#283469	#dee031	#283469	#8d979f	#73809a
Black	#4f4c54	#e1e1e1	#1a1a1a	#8d979f	#73809a
White	#666666	#ffffff	#1a1a1a	#666666	#73809a
olive	#45453b	#ffffff	#1a1a1a	#666666	#7c845c

WP Google Maps

Use this plugin to add a Google Map to your website displaying your practice location.

BirchPress Scheduler

This plugin can be used to take appointment bookings on your website – see the example at <http://trekthemes.com/optometrist/>

MailChimp for WordPressLite

Use the MailChimp for WPLite plugin to create newsletter sign up forms. These can be displayed within the main sidebar or sidebar-two footer widget areas, or within any page. The basic form styles work fine with all Eyesitecolor scheme options. 'WooCommerceMailchimp' can be used to apply MailChimp forms to WooCommerce pages.

Advanced guide (for those willing to go into the code)

Content vs Excerpts

The search page uses excerpts (content-search.php). Category, tag, and archive 'pages' use excerpts using the conditional code within content.php. The main posts page (blog page) displays full content as coded in content.php. See instructions for altering any of these within the php files mentioned.

Only the search page is displaying thumbnail size featured images as the others pick up the 'default' size from content.php.

NOTE that the dashboard settings option for the blog feed to display either excerpts or full posts relates to the RSS feed NOT the website posts view.