WP Themes

sound strategies for your next custom project

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Been working with WordPress since (about) 2005.

Published 1 Professional Theme before realizing I don’t like designing Professional Themes

Co-creator of Pixelmine a premium plugin for creating collections of just about anything
You’re just about to start your next client project
...after a day of digging, you’ve found the perfect Theme
and then...
the nightmare begins
Add inline contact form

Use Photo for background

Make background pink!

Move above carousel.

Can we put the nav on the side?

Can we use a single photo here?

Can we use icons?

sales video???
crap.
Choosing an effective Theme Strategy when building a custom designed website can mean the difference between smooth sailing or weeks of headaches and hacking.
Theme Building Options

- Buy/download a Theme and modify it
- Use a Theme Framework
- Use a Starter Theme
Using Pre-Built Themes
PRE-BUILT THEMES

Pros

- Inexpensive or free
- Perfect for minimal customization projects
- Sometimes easier to customize for non-coders
- Niche themes: themes for ecommerce, BuddyPress, industry verticals, etc.
- Countless paid and free Themes to choose from

Cons

- Can be difficult to modify via code
- Beautiful but sometimes a mess under the hood
- Clients change their minds
- A little too much client control
- Countless paid and free Themes to choose from
PRE-BUILT THEMES

Considerations...

- Does it support Child Themes? Do you need it to?
- Is it dependent on PHP Classes?
- Is it easily customizable?
- Are customizations (best) done visually or via coding?
- How responsive and thorough is the author support?
PRE-BUILT THEMES

If you do...

• **Be transparent:** your client should know you’re using a pre-built theme. It’s just a blueprint. The value you bring is bringing it to life.
Theme Frameworks
Theme Frameworks are (typically) Themes with advanced functionality that leverage customizable Child Themes to create WP driven sites.
A WordPress child theme is a theme that inherits the functionality of another theme, called the parent theme, and allows you to modify, or add to, the functionality of that parent theme.
Conflict between civilization and natural life

The raft drew beyond the middle of the river; the boys pointed her head right, and then lay on their oars.

The river was not high, so there was not more than a two or three mile current. Hardly a word was said during the next three-quarters of an hour. Now the raft was passing before the distant town. Two or three glimmering lights showed where it lay, peacefully sleeping, beyond the vague vast sweep of star-gemmed water, unconscious of the tremendous event that was happening. Continue reading...
THEME FRAMEWORKS

Top (Paid)Frameworks

PageLines
Thesis
Genesis
WooThemes
Headway Themes
Catalyst Theme

Elegant Themes
Dev4Press xScape
iThemes Builder
MySiteMyWay
Ultimatum
YO0theme
THEME FRAMEWORKS

Pros

- Both free and paid Child Themes usually available
- Plenty of great frameworks to choose from
- Include a plethora of pre-built components
- Visual design and drag-n-drop
- Typically well documented and supported

Cons

- Typically fee based
- Can bring a learning curve
- Some frameworks are difficult to customize for non-coders
- Proprietary functionality not always following WP best practices
Drag & Drop Design for Beautiful Websites

Use PageLines Drag & Drop Framework and WordPress to build professional websites faster, easier and better than ever before.

✔ See Plans & Pricing  View Tour
Template Setup

Drag & Drop Template Setup
Use draggable sections to control the design of your site's templates.

1. Select Template Area

   - Header
   - Page Templates
   - Morefoot
   - Footer

2. Arrange Sections in Area With Drag & Drop

   - Active Sections
     - Hero
     - Full Width Sidebar
   - Available / Disabled Sections
     - ContentBox
     - Callout
     - Response Gallery
     - Carousel
     - TwinShot
     - Features
     - Profiles
     - Highlight
The Genesis Framework empowers you to quickly and easily build incredible websites with WordPress.

Whether you're a novice or advanced developer, Genesis provides the secure and search-engine-optimized foundation that takes WordPress to places you never thought it could go.
The WooFramework
The turbo charged engine behind all our WordPress themes.

Some of the many benefits of the WooFramework

1. SETUP
   - 1.1 Defaults
   - 1.2 Hyperlinks
2. SITE STRUCTURE
   - 2.1 Containers
   - 2.2 Navigation
   - 2.2.1 Droop-down

Sidebar Manager
- Custom Navigation
- Update Framework
- Your version: 3.
- Current Version

Framework Settings
- Options plus
Considerations...

- How are your coding skills?
- Commit to a framework then learn it inside and out
- Great if your livelihood is building custom WP sites
Using a Starter Theme

(my personal fav)
A “Starter Theme” is a barebones Theme designed specifically as a starting point to build a custom-tailored WP Site.
why use a starter theme vs. pre-built themes and/or frameworks?
Power & Control!
Roots is a starting WordPress theme based on HTML5 Boilerplate & Bootstrap from Twitter.

- Write Less Code With the Theme Wrapper
  - Template markup is handled by `base.php` instead of being scattered across all template files like typical themes.
  - Learn more about the theme wrapper

- Cleaner WordPress Code Output
  - We clean up lots of code that you're used to seeing in WordPress themes (see for yourself).
  - Learn more about Roots clean up

- Theme Activation Amazingness
  - Stop wasting time messing around with WordPress settings and get straight to coding your theme.
  - Learn more about Roots activation

What Else?
- Multilingual ready and WPML compatible. Roots already includes translations for: English, Spanish, French, Italian, German, Portuguese, Dutch, Russian, and Swedish.

Recommended Plugins
- Gravity Forms
- WPML
built with Roots
Toss in some inspiration.

also built with Roots!

Creamy Herb Ranch  Savory Rich Blue Cheese  Roasted Garlic Italian  Parmesan Garlic Caesar

NEW VARIETIES COMING SOON!

Tarragon Shallot French  Country Dijon Honey Mustard  Smoked Paprika & Pickle Thousand Island

Inspired by the freshness of the farmer’s market and created in collaboration with our community of chefs, the Classic Gourmet® Inspirations line highlights the personality and authentic flavor of classic dressing varieties. Our freshness is hard to beat and taste is unmatched with a unique blend of vinegars, cultured dairies and accenting herbs in each recipe.
you guessed it...Roots.
Bones is a WordPress Theme for Developers

Built around the HTML5 Boilerplate, Bones is a rock solid foundation to start any WordPress project. Keep what you need, remove what you don’t. It’s totally up to you.

Bones is not a Framework

Frameworks are great, but sometimes they make things more complicated than they need to be. Bones is bare and as minimalistic as possible. It’s meant to be used as a per-project template, this means no Child Themes. Hooray!

Bones is Mobile-First & Responsive

Taking the Mobile-First approach is the way to go when building a responsive project. So Bones comes ready to roll with a unique LESS/Sass setup that serves minimal resources to smaller screens and scales up depending on your viewport. As anyone who’s ever browsed on a 3G connection will tell you, it’s a difference maker.

Bones comes loaded with LESS / Sass

Get started working with the future of CSS today. Using LESS or Sass can speed up your development time when used properly. Bones gets you started by giving you a great starting point.

Custom Post Types & Custom Dashboard Functions

Preloaded

Bones makes it easy to add Custom Post Types by giving you a well documented example. It also includes functions to customize the admin area for your clients. These are totally optional though, so if you don’t need them, delete them. No big deal.

Bones is totally Free

Yup. What’s more, if you want to use Bones to create your own themes and sell them, go ahead. Bones is under the WTFPL. So download it and create something beautiful…or ugly. It’s up to you really.
The Boiler is a free responsive WordPress Theme

The Boiler is free and includes an unlimited license: Download The Boiler 102 KB .zip archive – Optimized for WordPress 3.4 – Learn More
PUT YOUR ROOT DOWN

Bootstrap/HTML5 Boilerplate: f%*king awesome

- Modern browser compatibility with fallbacks for IE
- Responsive: based on a 12, 16 or 24 column grid
- Tons of built-in HTML and CSS goodies and components
- A rich JS/JQuery UI component library: modals, tooltips, transitions, tabs, etc.
Individual or compiled

Plugins can be included individually (though some have required dependencies), or all at once. Both `bootstrap.js` and `bootstrap.min.js` contain all plugins in a single file.

Data attributes

You can use all Bootstrap plugins purely through the markup API without writing a single line of JavaScript. This is Bootstrap’s first class API and should be your first consideration when using a plugin.

That said, in some situations it may be desirable to turn this functionality off. Therefore, we also provide the ability to disable the data attribute API by unbinding all events on the body namespaced with ”data-api”. This looks like this:

```
1. $('body').off('.data-api')
```

Alternatively, to target a specific plugin, just include the plugin’s name as a namespace along with the data-api namespace like this:

```
1. $('body').off('.alert.data-api')
```

Programmatic API

We also believe you should be able to use all Bootstrap plugins purely through the JavaScript API. All public APIs are single, chainable methods, and return the collection acted upon.

```
1. $('.btn.danger').button('toggle').addClass('fat')
```

All methods should accept an optional options object, a string which targets a particular method, or nothing (which initiates a plugin with default behavior).
# Customize and download

Download Bootstrap or customize variables, components, JavaScript plugins, and more.

## 1. Choose components

1. Choose components
2. Select jQuery plugins
3. Customize variables
4. Download

### Scaffolding
- Normalize and reset
- Body type and links
- Grid system
- Layouts

### Base CSS
- Headings, body, etc
- Code and pre
- Labels and badges

### Components
- Button groups and dropdowns
- Navs, tabs, and pills
- Navbar
- Breadcrumbs
- Pagination
- Pager
- Thumbnails
- Alerts

### Miscellaneous
- Wells
- Close icon
- Utilities
- Component animations

### Responsive
- Visible/hidden classes
- Narrow tablets and below (<767px)
- Tablets to desktops
Twitter Bootstrap and HTML5 Boilerplate are fast becoming de facto standards for building (Responsive) websites and web apps. Both Roots (starter theme) and PageLines (theme framework) are built around (both) these frameworks.
seems like a lot of work...and my client wants control!
STARTER THEMES

Adding Theme Options (Appearance)

- Additional plugins and frameworks allow you to extend starter themes for visual customization by non-coders.
Simple, easy to use, very extendable Options framework for WP themes.
Options Framework Plugin

The Options Framework Plugin makes it easy to include a full featured options panel in any WordPress theme.

I built this plugin so theme developers can concentrate on making the actual theme rather than spending a ton of time on building an options panel from scratch. It’s free to use in both commercial and personal projects, just like WordPress itself.

There’s also a theme version if that better fits your project.

Video Demo
The Options Kit is a collection of example themes for developers using the Options Framework plugin. Each theme has example code for a different set of issues—such as using Google fonts, adding custom styling to the options panel, or hooking in javascript for color palettes.

Included Themes

Options Check – Example theme with all the option types
Options Palettes – Hook in custom javascript to create an color palette option
Options Styles – Hooking in custom css to create a custom style option
Options Typography – Hooking in custom css to create a custom typography option
Must Have Plugin for WordPress

Five thousand people can not be wrong...

See how easy it is

Visual Composer for WordPress will save you tons of time working on the site content. Now you'll be able to create complex layouts within minutes!

Buy Visual Composer
Custom Content? No problem.

Like almost anything WP, there’s a plugin for that...
Add a screenshot of what ACF looks like in a post.
### Menu

<table>
<thead>
<tr>
<th>Field Order</th>
<th>Field Label</th>
<th>Field Name</th>
<th>Field Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Menu</strong></td>
<td>menu</td>
<td>Wysiwyg Editor</td>
</tr>
</tbody>
</table>

**Location** - Add Fields to Edit Screens

**Rules**
Create a set of rules to determine which edit screens will use these advanced custom fields

- **Page**
- **is equal to**
- **Menu**

match **all** of the above

**Options** - Customise the edit page

**Order No.**
Field groups are created in order from lowest to highest

- **0**
The steaks are in your favor.

In a city that offers countless ways to indulge, Smith & Wollensky provides an oasis of exceptional food and refined service all within walking distance of major attractions. Our freestanding New York-style steakhouse located right on the Strip, and our sidewalk Wollensky’s Grill, are the perfect places to people-watch and soak up the city vibe. The three-story 635-plus seat restaurant offers a distinguished place to celebrate that big win, the impromptu wedding and a multitude of corporate events.

Las Vegas Hours

**Steakhouse**
Sunday through Thursday: 5:30pm – 10:00pm
**Friday and Saturday:** 5:30pm – 10:30pm

**Wollensky’s Grill**
Sunday through Thursday:
Custom Post Type UI

The Custom Post Type UI plugin adds easy to use control over post types and custom taxonomies in WordPress.

- New WordPress 3.1 features
- Create and edit custom post types
- Create and edit custom taxonomies
- Attach Built-in and custom taxonomies to post types
- Advanced labeling for post types

Below is a slightly outdated example video showing Custom Post Type UI in action!
Custom is where it’s at...

- Custom Post Types and WP Page Templates via ACF, & Custom Post Type UI plugins facilitate creating any content you can imagine

- Options Framework & WPBakery’s Visual Composer bring visual design control to clients (and non-coders)
So what’s the best choice?
<table>
<thead>
<tr>
<th>designers (minimal coding skills)</th>
<th>developers (PHP, HTML/CSS, JS)</th>
<th>non-coders</th>
<th>“developers”/teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-built themes (minimal customization)</td>
<td>Starter Themes (Roots, Bones, Boiler, etc.)</td>
<td>Pre-built Themes (with visual customization options)</td>
<td>Starter Themes (Roots, Bones, Boiler, etc.)</td>
</tr>
<tr>
<td>Pagelines</td>
<td>Pagelines (maybe...)</td>
<td>Pagelines</td>
<td>Genesis</td>
</tr>
<tr>
<td>WooThemes</td>
<td>Genesis</td>
<td>WooThemes</td>
<td>Genesis</td>
</tr>
<tr>
<td></td>
<td>WooThemes</td>
<td>Pre-built Themes (niche themes for specific purposes)</td>
<td>WooThemes</td>
</tr>
<tr>
<td></td>
<td>Pre-built Themes (niche themes for specific purposes)</td>
<td></td>
<td>Pre-built Themes (niche themes for specific purposes)</td>
</tr>
</tbody>
</table>
Thank You! Questions?

greygoomedia.com  |  twitter @davidpaulalbert  |  email dave@greygoomedia.com
STARTER THEME REFERENCES

Roots Theme: http://www.rootstheme.com/
Bones Theme: http://themble.com/bones/
Boiler Theme: http://themes.vorkshop.com/boiler/info/
Twitter Bootstrap: http://twitter.github.com/bootstrap/
HTML5 Boilerplate: http://html5boilerplate.com/
Advanced Custom Fields plugin: http://www.advancedcustomfields.com/
Custom Post Types UI plugin: http://webdevstudios.com/plugin/custom-post-type-ui/
WP Bakery Visual Composer: http://demo.wpbakery.com/?theme=visual-composer
NHP Theme Options: http://leemason.github.com/NHP-Theme-Options-Framework/
Options Framework Plugin: http://wptheming.com/
Options Kit: http://wptheming.com/options-kit/
THEME FRAMEWORK REFERENCES

PageLines
http://www.pagelines.com/

Thesis
http://diythemes.com/

Genesis
http://my.studiopress.com/themes/genesis/

WooThemes
http://www.woothemes.com/wooframework/

Headway Themes
http://headwaythemes.com/

Catalyst Theme
http://catalysttheme.com/

Elegant Themes
http://www.elegantthemes.com/

Dev4Press xScape
http://www.dev4press.com/xscape/

iThemes Builder
http://ithemes.com/purchase/builder-theme/

MySiteMyWay
http://mysitemyway.com/

Ultimatum
http://ultimatumtheme.com/

YOOtheme
http://www.yootheme.com/