# Strider Starter Theme for New Distributor Websites

Sample Site: <https://www.striderbikes.com/ssdist1/>

The Strider Starter Theme is based on the WordPress CMS platform and contains several major elements. Those elements include the Strider Theme, several WordPress plugins, and a collection of written content and images. Each of these elements is described in more detail in this guide.

This guide is a work in progress, your feedback will ensure future versions of this guide are easier to use. In addition, your feedback on the theme and plugins will help Strider Sports Intl., Inc. to prioritize new features to be made available in future versions.

If you are already familiar with WordPress or a similar content management system, you may be able to complete the setup of the base sample website in as little as 1-2 hours. If you have limited experience with setting up website hosting or content management systems, completion of this guide may take a half to a full day.

##### Major Steps To Complete:

1. Setup WordPress-compatible Website Hosting
2. Supply hosting details to Strider Sports Intl., Inc., for subdomain (xx.striderbikes.com) setup
3. Install WordPress
4. Install provided theme, plugins, and content.
5. Customize and translate website

## Strider Starter Theme

The Strider Starter Theme is a standards-compliant WordPress theme and will run on a current version of the WordPress platform, version 4.7.x at the time of this writing. The technical or hosting requirements for the theme and related plugins are the same as for WordPress. Any third party (not WordPress.com) WordPress-compatible web host should run the Strider Starter Theme without issue.

If you need assistance setting up WordPress on your hosting provider see the documentation provided by your provider. You may also reference the main WordPress installation document at <https://codex.wordpress.org/Installing_WordPress>

### Theme Installation

The Strider Starter Theme is installed in the same manner as any other WordPress theme. After navigating to the **Appearance** pane in the Admin Dashboard, select the **Themes** option. From the Themes page you can select **Add New Theme**. On the Add Themes page you will elect to **Upload Theme**, and upload the Strider Starter Theme .zip file supplied with this document.

Ensure you **Activate** the Strider Starter Theme after upload. You may delete any unused themes.

## Strider Starter Theme Plugin Basics

The provided plugins provide basic functionality to the Starter Theme that allow the theme to function as a complete and robust website. Installation of all the supplied plugins is mandatory for the proper operation of the theme.

### WordPress Plugin Installation

To install the supplied plugins navigate to the **Plugins** section of the WordPress dashboard and select **Add New**. Choose the **Upload Plugin** option. You will need to browse for the .zip file containing the plugin, then click the **Install Now** button. This step will need to be repeated for all supplied plugins. After installation, navigate to the **Installed Plugins** portion of the dashboard and **Activate** the plugins.

#### Strider Locator Plugin

The Strider Locator plugin will make it easy to add dealers or other physical locations to your website where Strider Balance Bikes are sold. This will make it easy for your customers to find the location nearest or most convenient to them to make a Strider purchase.

This plugin will add a **Locations** option to the main navigation in the WordPress dashboard. You can create **New Locations** and edit existing locations by filling in the available fields, such as Name, Phone Number, Email Address, Website, and Address. These locations will be neatly formatted and displayed on the front-end of the website on the locations page.

#### Strider Media Plugin

The Strider Media Plugin will assist with the creation of sliders or animated image galleries similar to the ones in use on the main striderbikes.com website. This plugin also provides a series of WordPress short codes to aid in the creation of relative links in the WordPress editor.

More details on how these short codes function will be presented in a future version of this guide.

#### Gravity Forms

The Gravity Forms plugin is a 3rd-party plugin provided to you by SSI. This class-leading plugin allows for the easy creation and management of web forms. To get started, see: <https://www.gravityhelp.com/documentation/article/creating-a-form/>

You will need to enter the Gravity Forms license key. Gravity Forms is licensed for your use only, through Strider Sports Intl, Inc., as the developer of your website theme. This license key must not be shared or used on any other websites.

License Key: b3d19fa2176e9a58fb24e26d6f9e46ce

### Adding a Contact Form

When you navigate to the Forms area the first time, you will be asked to enter the Gravity Forms license key, provided above. After entering the license key, you should choose to **Keep background updates enabled**, the rest of the settings should not need to be edited.

You will now want to choose **Create A Form** or navigate to **New Form** under the **Forms** section of the Dashboard.

## Strider Starter Theme Content and Media Basics

The content supplied with the theme includes basic information on Balance Bikes, the 3 major models of 12” bike, Strider Cup events, Learning to Ride, and a Strider brand story. The content, once translated, should be sufficient to get a website for your Strider Distributorship running.

The initial English language content will be supplied in an XML file along with the theme.

Prior to importing the content, navigate to **Media** under the **Settings** menu, ensure the box next to **Organize my uploads into month- and year-based folders** IS NOT checked. You may re-enable this option after importing the content if you choose. If this box is checked, uncheck it and click the **Save Changes** button.

To import the content, from the WordPress Dashboard select **Import** under the **Tools** menu. There will be several options here, you will want to select the **WordPress** option. In most cases, you must choose **Install Now** to install the **WordPress Importer**. If the **WordPress Importer** is already installed, you will be able to select the **Run Importer** option. After selecting the **Run Importer** option, you will need to click **Choose File** and browse for the content file to import. After browsing for and selecting the supplied content file, click the **Upload** file and import button.

During the import process, WordPress will ask you to **Assign Authors** and whether to **Import Attachments**. You may either create a new user for the posts, or assign them to an existing user. If in doubt, assign posts to an existing user by selecting your username from the drop-down menu. You will want to **check the box** next to the **Download and import file attachments option**. This will ensure all images referenced in the theme pages are downloaded to your local WordPress installation. Please be patient, this process may take some time to complete. Click **Submit**.

### Editing Content

To edit the content, you will navigate to the **Pages** area of the WordPress Dashboard. In the **All Pages** area, you will see a list of all the pages of content contained in the website, as well as their basic hierarchy. To edit any of these pages simply click on the page title.

WordPress provides two editing modes, a **Visual** (or WYSIWYG – What You See Is What You Get) mode and a **Text** mode. The **Visual** mode will allow for editing most page text, as well as replacing most page images. The **Text** mode will allow layout and other more advanced changes, by editing the raw HTML code of the page. The **Text** mode requires more advanced website development knowledge, and if in doubt you should avoid making edits to the site in this mode. For most changes the **Visual** editing mode should be sufficient.

### Revisions

WordPress provides a revision system that will allow you to go back to prior version of a page. There are many reasons one might wish to use this system, and it provides a sort of “safety net”. To revert to a prior version of a page, when on the **Edit Page** screen see the **Revisions** option under the **Publish** settings. Next to the **Revisions** option click **Browse**. You can use the slider at the top of the screen to scroll back through prior versions of the page, and the page contents (HTML contents) can be compared side-by-side. When you find the version you wish to revert to, click the **Restore This Version** button.

## Social Media Theme Options

The theme contains built-in functionality to link to a variety of social media profiles, including a combination of some or all of the following: Facebook, Instagram, Twitter, Pinterest, Tumblr, Flickr, and YouTube.

To enable this functionality, choose **Customize** under the **Appearance** section of the dashboard navigation. On the customization page there will be an option labeled **Social Networks**. After selecting **Social Networks** you will be able to add the full URL (for example: <https://www.facebook.com/striderbikes>) to your social media profiles. Leave the URL area blank for any social media networks on which you do not maintain a presence. After adding the appropriate URL’s, change the **Enable Social Links?** option to **Enabled**. Once finished, click the **Save & Publish** button, links to your social media profiles should now be displayed in the footer of the website.

## Advanced Content Editing

There are two pieces of content that are shared on numerous pages throughout the website. These are “The Strider Difference” content just above the site footer, as well as the visual comparison chart that compares the Classic, Sport, and Pro models. In order to translate this content, you must navigate to the **Widgets** option under **Appearance** in the dashboard menu. Adding a **Text** widget to either of these **Widget Areas** will replace the existing content. The original content for these widget areas is supplied in the theme zip file, in the strider-distributor/partials/strider-difference.php and strider-distributor/partials/comparison-chart.php files. You can use the contents of these files as your starting point, taking care not to modify any of the HTML tags, contained in angle brackets **<>**, when updating this text. This update is slightly more complicated, and you may benefit from the assistance of an experienced web developer.

## Navigation and Adding Pages

To add a page to the website navigate to the **Pages** section of the dashboard and select **Add New**. Full details on WordPress pages can be found here: <https://codex.wordpress.org/Pages>

To add or remove pages from the site navigation, or change the labels presented in the navigation, choose the **Menus** option under **Appearance** in the dashboard. The menu named Main Menu is the default navigation that appears below the site header and above the page content on each page. Menu items can be added, removed, or edited here. After making your desired changes remember to click the **Save Menu** button.

## Posts (Blog)

This version of the theme does not support Blog content (Posts created user the Posts area of the dashboard). Future versions of the theme will support this type of content. Until this functionality is supported, you can work with an experienced web developer or agency to implement it, or you can request that this functionality be prioritized by SSI.

## E-Commerce

WordPress E-commerce options, beyond those supported by the Gravity Forms plugin, are generally not supported by this version of the theme. Future versions of the theme may support e-commerce out of the box. Until this functionality is supported, you can work with an experienced web developer or agency to implement it, or you can request that this functionality be prioritized by SSI.