Theme

Install and activate the theme given.

**To Install Your Premium WordPress Theme**

1. Upload the ZIP file containing your theme to the /wp-content/themes directory.
2. Unarchive the ZIP file you just uploaded.
3. Activate it on Wordpress admin

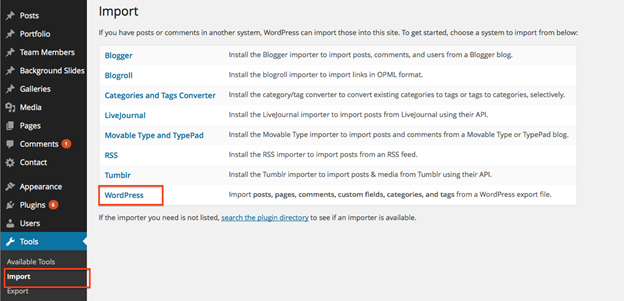
Import Data (Optional)

We have export the data of the demo site for you if you need it to speed up site setting up process.

That file is **“digitalalchemy.data.xml”**

To import from a WordPress export file into your site, please follow these steps.

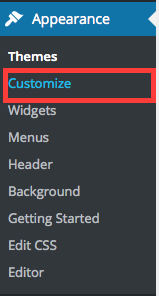
* Log into your site as an administrator.
* Make sure you activated your new theme.
* Go to Tools an Import



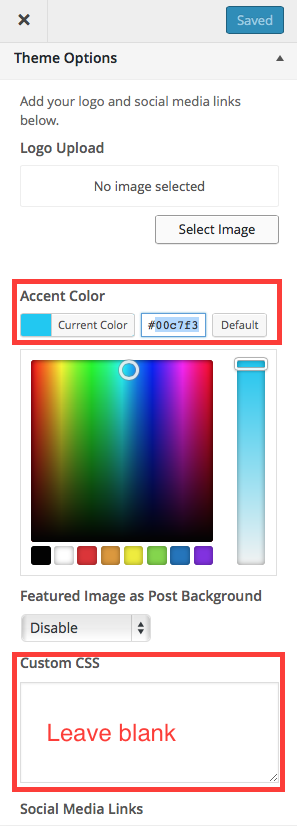
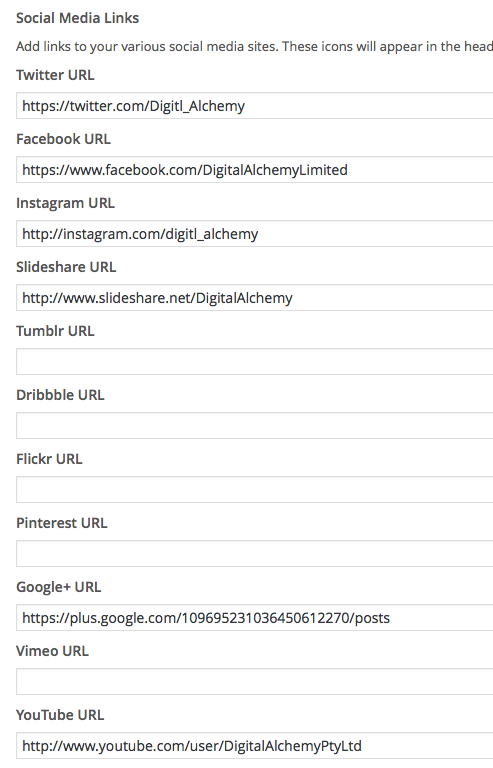
* Choose “WordPress” from the list.
* Upload the demo content .xml.
* You will be asked to map the authors in this export file to users on your site. For each author, you may choose to map to an existing user on the site or to create a new user.
* To import attachments, click on the “Download and import file attachments” box.
* Please wait while WordPress imports all the content. Posts, Pages, Projects, and Menus are imported. However, you need assign the menu a theme location and you’ll need to configure widgets by yourself.
* Have fun!

Theme Customization

After activating the theme, go to Appearance > Customization

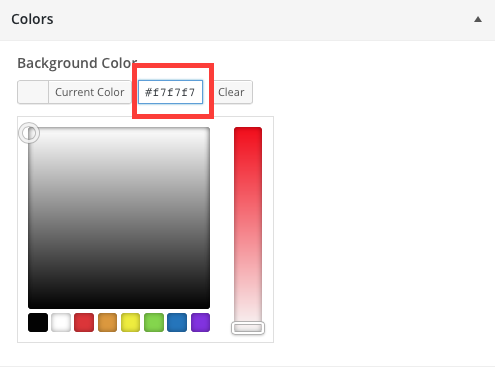


Expand options on the left sidebar and configure as below

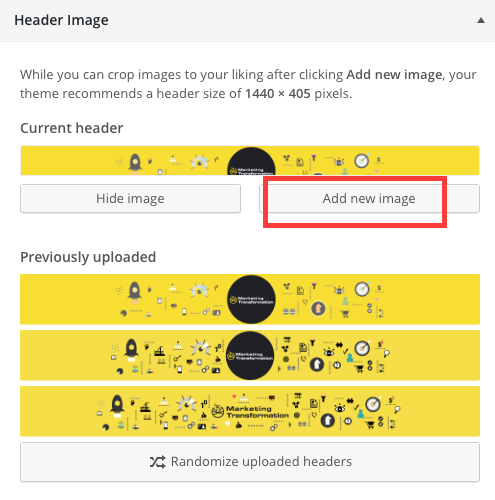
 

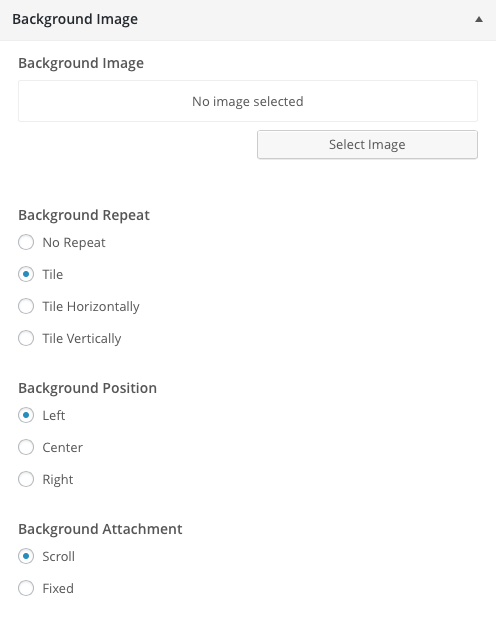


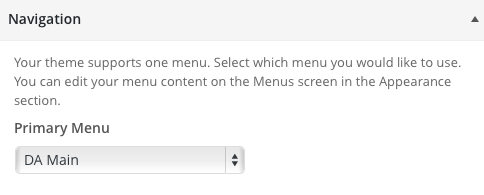


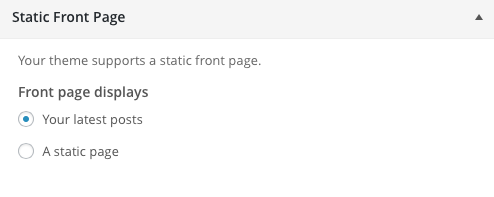


**Upload Header Image**









Required Plugins

Install and activate all of the following plugins

1. Jetpack <https://wordpress.org/plugins/jetpack/>

Installation : <http://jetpack.me/support/installing-jetpack/>

Required Modules :

* Sharing
* Related Posts

1. WP About Author <https://wordpress.org/plugins/wp-about-author/>

Install Jetpack

**How to install Jetpack (need registration with Wordpress.com)**

<http://jetpack.me/support/installing-jetpack/>

**How to activate modules**

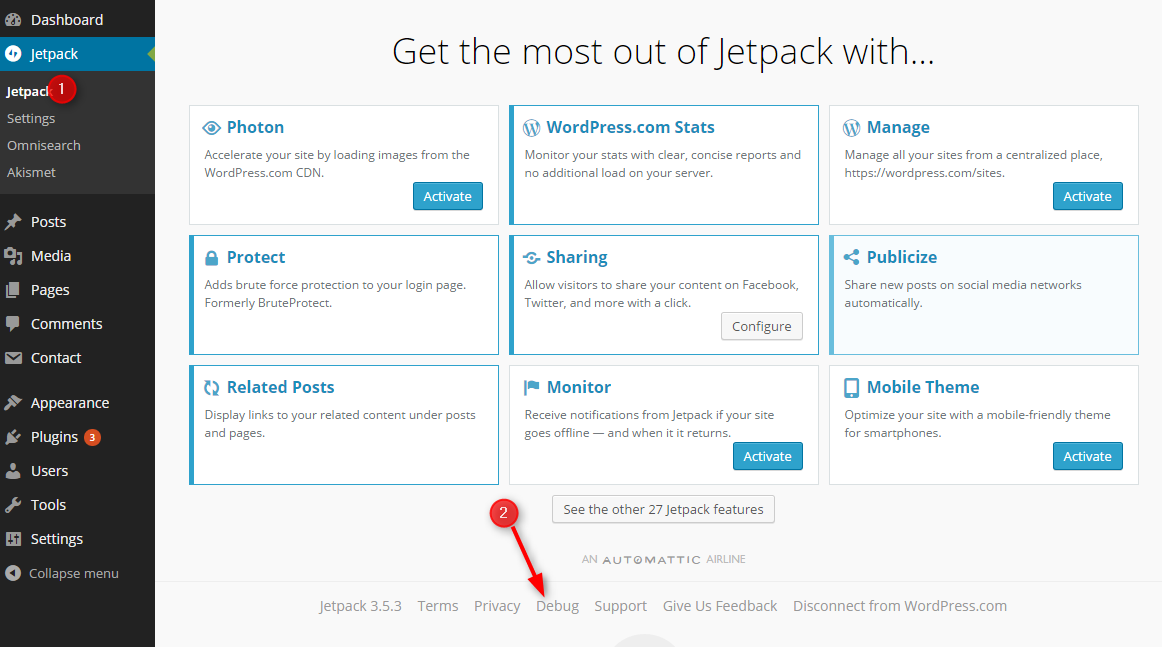
<http://jetpack.me/support/activate-and-deactivate-modules/>

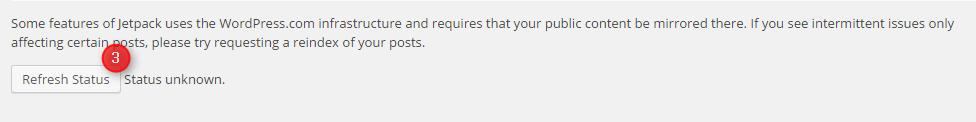
Note: we need 2 modules: Sharing module and Related Posts module

Related Posts

**General Information**

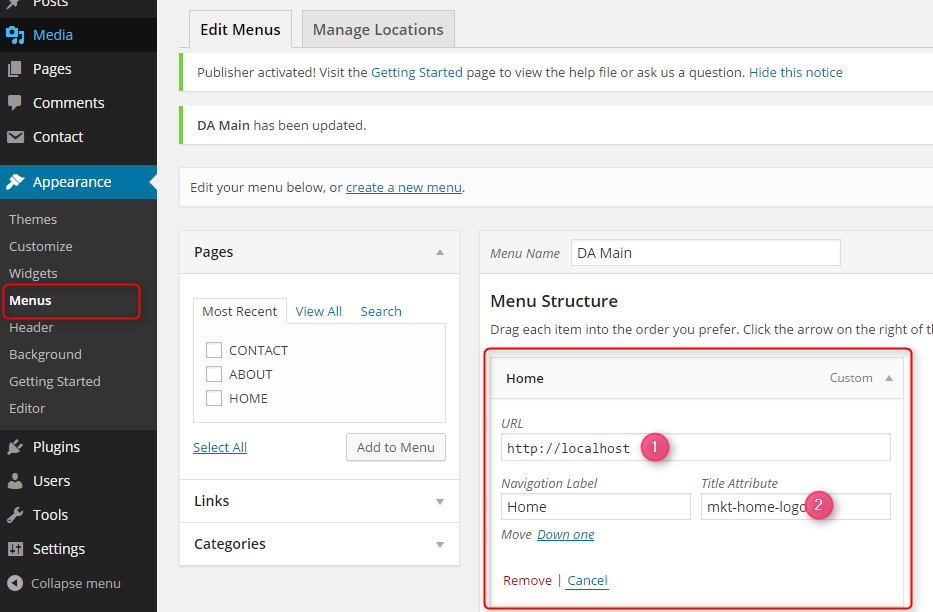
1. Related content will not appear unless we think we can show at least 3 good results (to avoid simply cross-linking posts with one another).
2. Related content is automatically generated based on the content of the post and any tags or categories if they exist.
3. This feature uses the WordPress.com infrastructure and mirrors your content there for indexing. If you see intermittent issues only affecting certain posts, you can request a reindex of your site under **Jetpack → Debug (link in the footer) → Reindex**.





Setting Home Logo

Go to Appearance > Menu

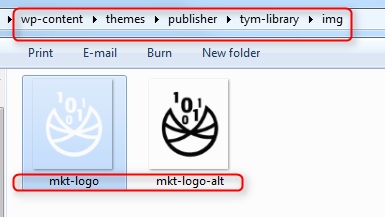


Create a link with

1. Your target URL
2. Enter “**mkt-home-logo**” on Title Attribute.

Provide Image source

1. Go to Publisher theme
2. Put logo on “wp-content\themes\publisher\tym-library\img”



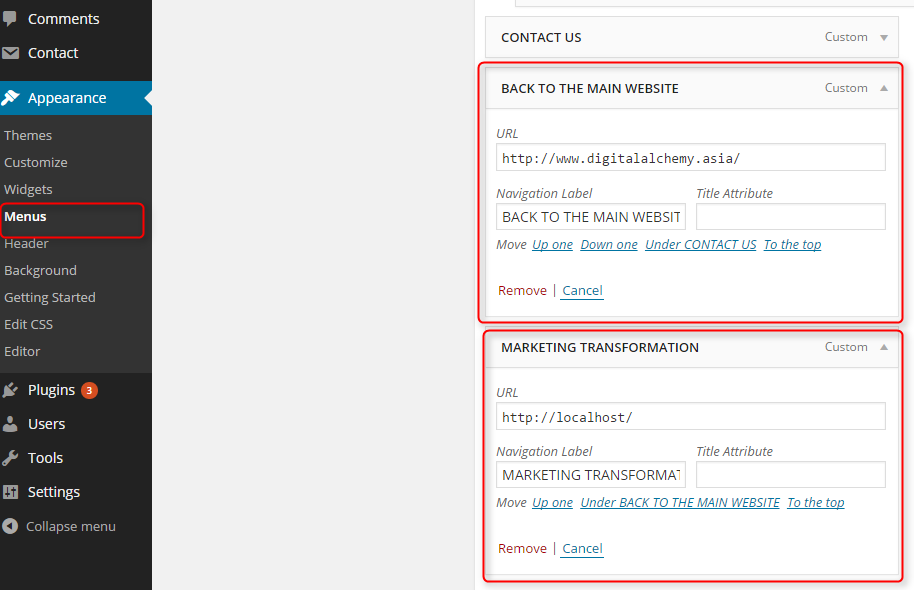
**!IMPORTANT! The name must be**

* 1. Main image filename must be “**mkt-logo.png**”
  2. Alternate image filename must be “**mkt-logo-alt.png**”

Upper Menu

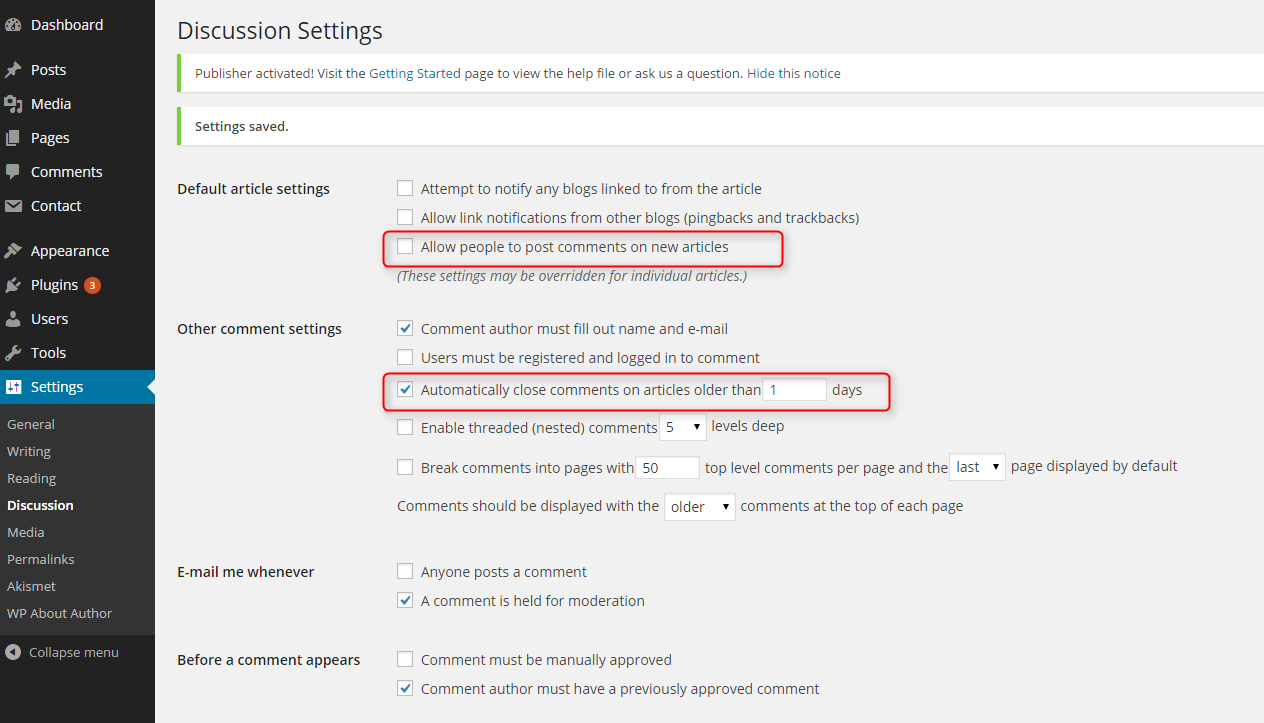


You can modify the two menu links above by going to appearance > menus and create the latest two menu links (link order is important) as shown below.



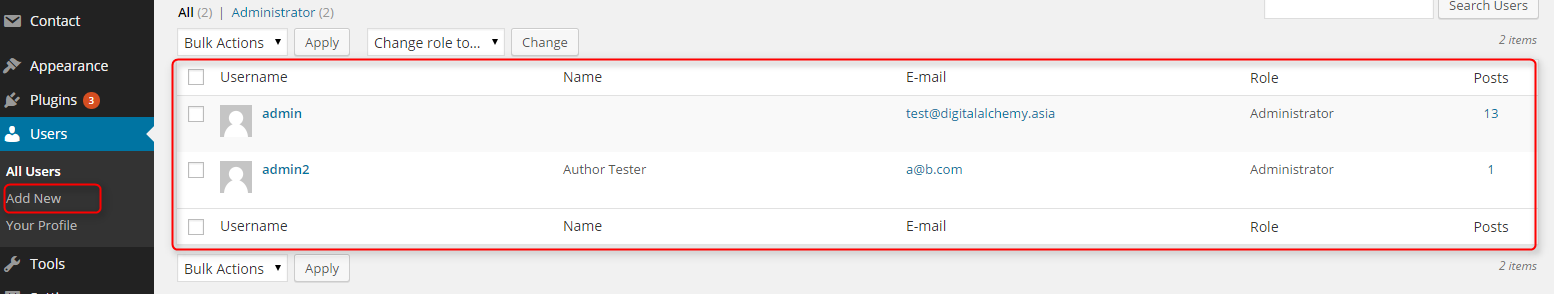
Disable Comment

Set the options as below



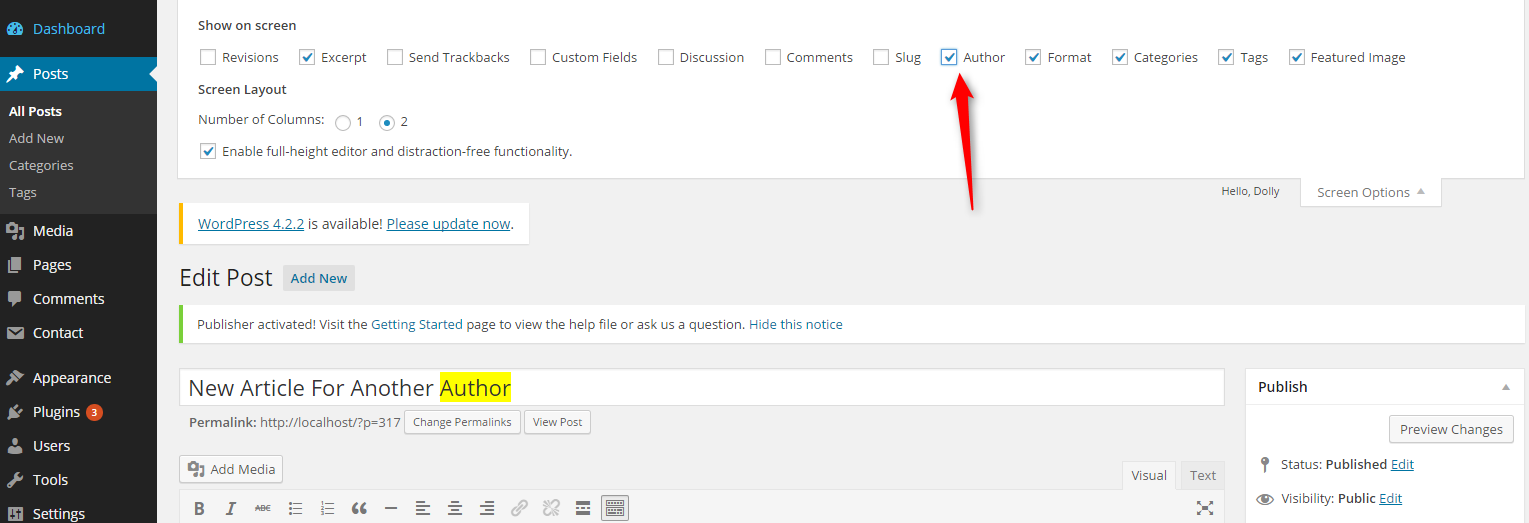
Author Management

Create authors

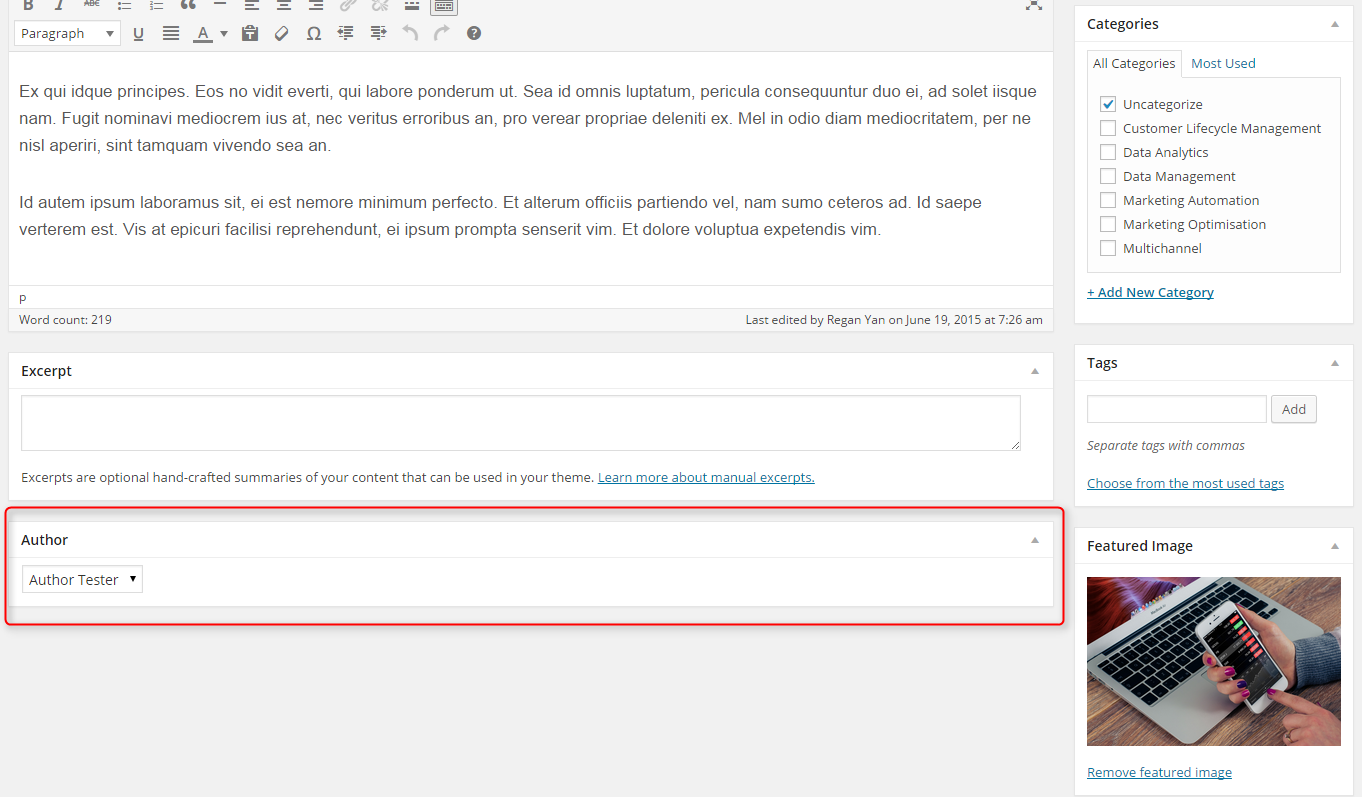


Assigning a post to an author

* Go to edit a post
* Expand “Screen Options” and check “Author”



* Author option will show up for you to select one



How to Assign Posts to a User

1. Click the "Posts" menu on the left side of the main menu of your WordPress website. This displays a list of the website's most recent published posts.
2. Hover the mouse over the title of the post you want to assign. A menu appears below the title. Click the "Quick Edit" link. This expands the menu below the post's title.
3. Click the "Author" drop-down menu and select the username of the author you want to assign the post to.
4. Click the "Update" button on the right side of the page.

Social Media Sharing (Jetpack)

Read this documentation for reference.

<https://en.support.wordpress.com/sharing/#adding-your-own-service>

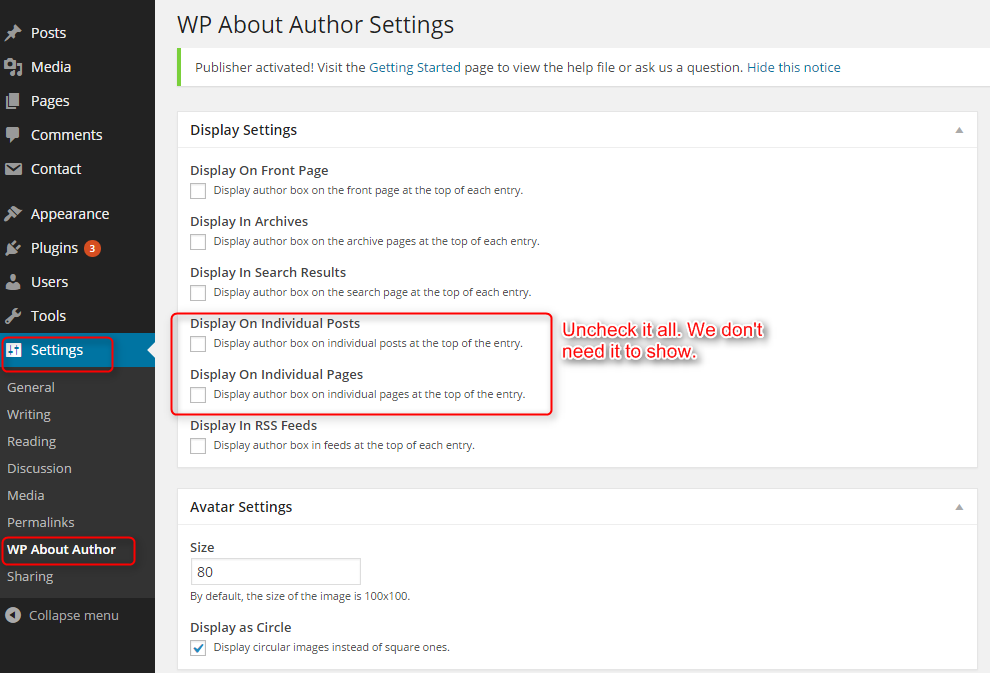
See “Adding Your Own Service” to add a new social sharing service you need.

Author Image

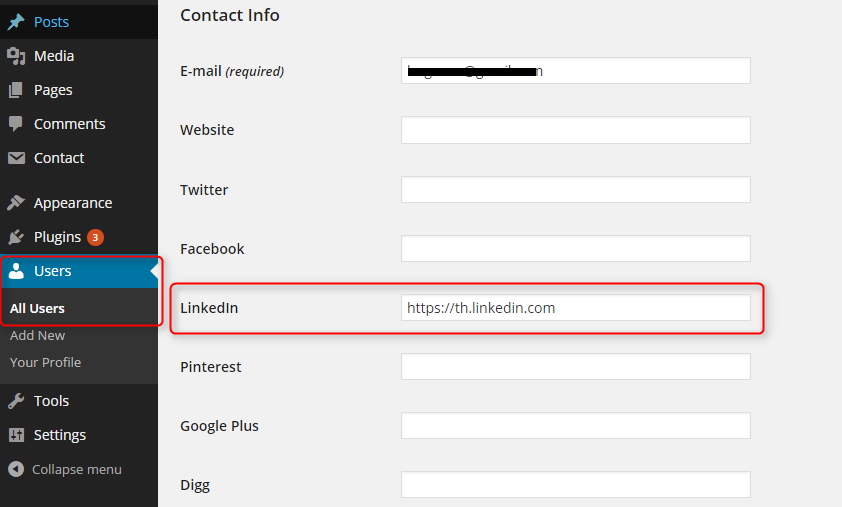
You must register an account (per author) at <https://en.gravatar.com/> by using author email to register. Then, upload image to gravatar profile.

About Author Section

* Configure WP Author Plugin

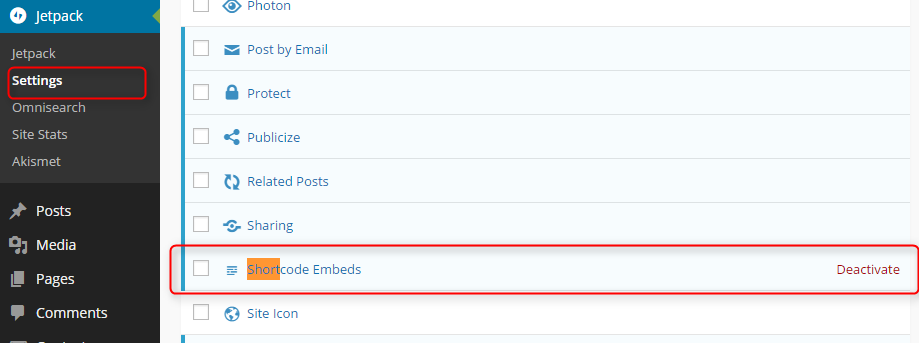


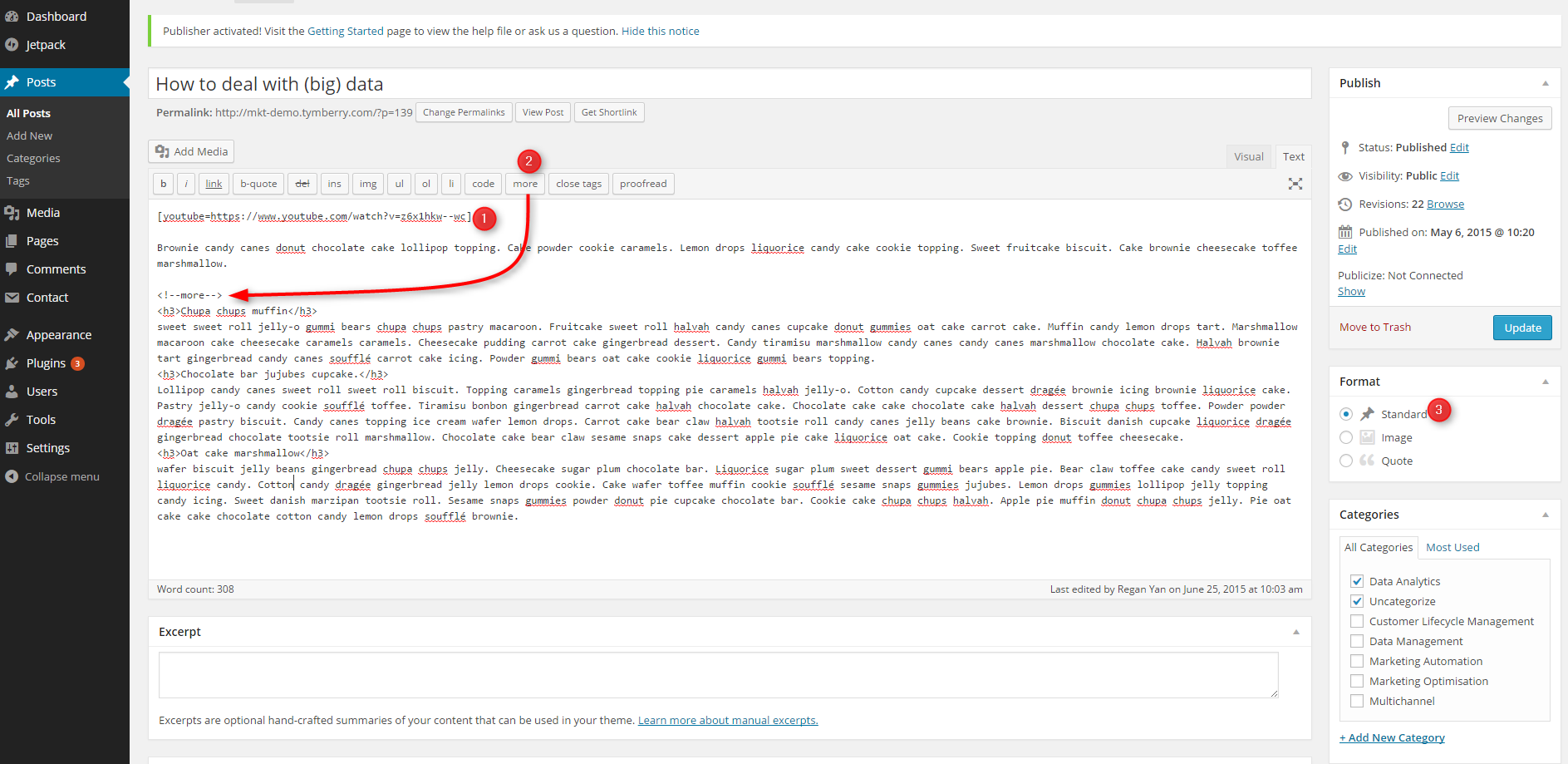
* Go to a user and specify LinkedIn url for that user



Create Youtube/Vimeo Posts

Make sure “Shortcode Embeds” module of Jetpack plugin is activated.





1. Enter shortcode [youtube=URL] or [vimeo=URL] shortcode.

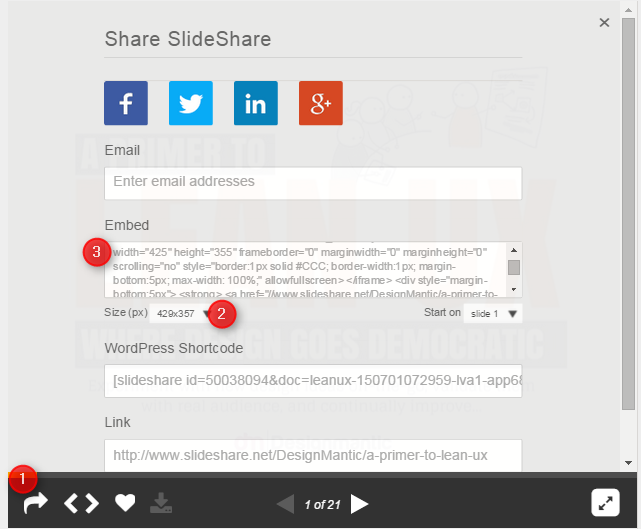
Check tutorial here

For Youtube: <https://en.support.wordpress.com/videos/youtube/>

For Vimeo: <https://en.support.wordpress.com/videos/vimeo/>

1. Click more button to add <!--more--> tag. The post content before this tag will be shown on the block grid (homepage)
2. Select “Standard” post format
3. Save/Update post

Create SlideShare Posts

1. Go to create a new post
2. Follow these steps and copy embed code  
   
3. Paste embed code to the beginning of the post content
4. (Optional) You can modify the embed code.

Recommendations

* Keep only <iframe>…</iframe> and delete the rest of the code
* Change width parameter to **width=”100%”**
* Recommend using height = “355”

Sample Modified Code

<iframe style="border: 1px solid #CCC; border-width: 1px; margin-bottom: 5px; max-width: 100%;" src="//www.slideshare.net/slideshow/embed\_code/key/4BuvIOrVKDYsSY" width="100%" height="355" frameborder="0" marginwidth="0" marginheight="0" scrolling="no" allowfullscreen="allowfullscreen"> </iframe>

1. Save the post