

# SIMPPLICATED

A WordPress Theme

*for Simplicated Release Version 1.0*

Release Date: June 19th, 2013

Demo: <http://www.lawsonry.com/themes/simplicated>

Web Support: [lawsonry.com/themes/](http://lawsonry.com/themes/)

Email Support: [jesse@lawsonry.com](mailto:jesse@lawsonry.com)

Author: Jesse Lawson ([www.lawsonry.com](http://www.lawsonry.com))

Dear fellow WordPress lover,

Thank you so much for purchasing my theme!

A long time ago I saw a problem with the current trend in WordPress themes -- that they were too distracting for professional content writers -- and wanted to fix it. By purchasing my themes you're helping to rid the web of FRAVOC.

FRAVOC, or *Feature-Rich and Void of Content*, is a term I use to describe WordPress themes (and any site design, really) that puts more emphasis on the bells and whistles than it does on the content of the site. The internet was designed to share information, and I want to bring writers who use WordPress back into the mentality of focusing on writing instead of wasting time worrying about theme design.

My themes are designed to be used out of the box -- that is, install, activate, and get to writing immediately! They do offer the necessary features one would expect from a blogging theme -- featured image placement, social media links, and a few color scheme options (we believe your site's color should match your site's energy) -- but we *strongly encourage* you to set them once and forget about them. Your site is not about customizations; it's about content!

This documentation is purposefully brief but to the point so you don't spend a lot of time reading and you spend more time writing. Again, my focus is on getting writers back into the New Posts tab and out of theme customizations tabs. So take a moment to answer any questions you may have, and if you get lost or still have some concerns, please don't hesitate at all to email me directly at [jesse@lawsonry.com](mailto:jesse@lawsonry.com). Remember to include your purchase code so I can verify your support license, and remember that all my theme purchases come with 100% Awesome Theme Support.

Thank you again, and I look forward to the great things you'll be saying about your new Lawsonry theme.

Respectfully,

*Jesse Lawson*

Jesse Lawson  
Managing Developer, Lawsonry & the General Theme Company  
[www.lawsonry.com](http://www.lawsonry.com)  
[jesse@lawsonry.com](mailto:jesse@lawsonry.com)

## Table of Contents

[Table of Contents](#)

[General Theme Installation Instructions](#)

[Customizations](#)

[Header Image](#)

[Widgets](#)

[Custom Menus](#)

[Theme Options](#)

[Author Byline](#)

[Featured Images](#)

[Tracking Code](#)

[Format for Featured Images on the Front Page](#)

[Social Media](#)

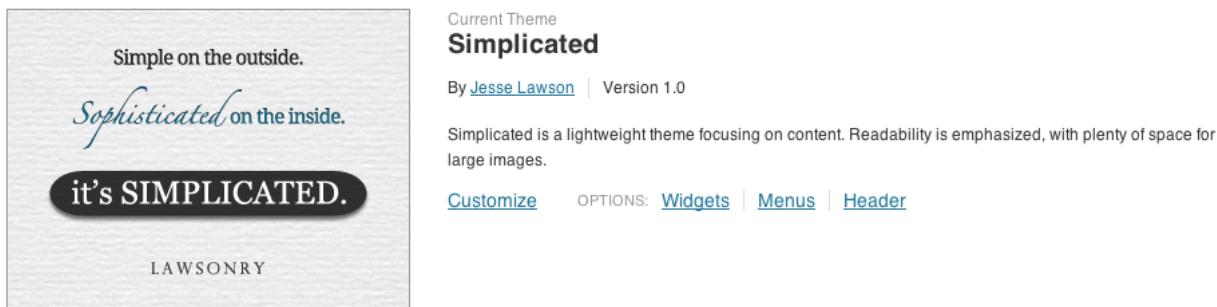
[Theme Support](#)

[License](#)

## General Theme Installation Instructions

Log in to your WordPress administration panel and navigate to Appearance->Themes.	
At the top, click the tab that says "Install Themes."	
Click on the "upload" link.	
Click on the "Choose File" button.	
Find the theme file and select it. Then, click the Install Now button.	
Click the "Activate" link.	Theme installed successfully. <a href="#">Live Preview</a>   <a href="#">Activate</a>   <a href="#">Return to Themes page</a>

Your theme is now installed! You will automatically be taken back to the Appearances->Themes tab, which will have a large header showing your specific theme file. Like this:



## Customizations

Simplicity is the key to productivity. If you worry too much about customizations you'll fall into the rut of doing everything *but* writing new articles. Although we discourage people from playing with theme settings when they should be writing, we do provide options to help layout your content the way you want.

### Header Image

You can change your header image by going to Appearance->Header. The minimum/maximum size for the image is 300x300, and will be trimmed on the edges to form a circle (don't worry -- nothing will happen to your original image, as this is all done in CSS). You can select any picture you want to upload and then use the intrinsic Crop & Publish tool in order to select what part of a larger picture you want to use.

Alternatively, you can leave this field blank, but I don't recommend it -- the theme looks better with a large circle at the top, so find a good picture of your face and upload it!

### Author Profile Image

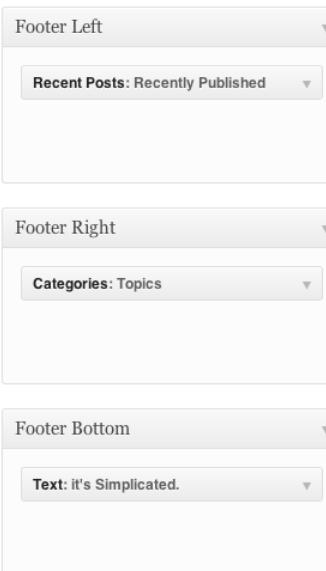
This theme makes use of the same features as my Easy Author Image Plugin. This creates a section on the Users->Your Profile page that allows you to upload an author image directly into your profile (so you don't have to use Gravatar or anything like that).

For a whole verbose tutorial on how to use this, visit:

<http://lawsonry.com/2013/06/easy-author-image-plugin.html>

## Widgets

Simplicated has three widget areas, and all are located at the bottom of every page. Here is an example of options and what the widget areas look like:



The screenshot shows the WordPress dashboard with three footer widget areas. The 'Footer Left' area contains a 'Recent Posts' widget titled 'Recently Published'. The 'Footer Right' area contains a 'Categories' widget titled 'Topics'. The 'Footer Bottom' area contains a 'Text' widget with the content 'Text: it's Simplicated.'

Recently Published	Topics
<ul style="list-style-type: none"><li>• Simple Yet Sophisticated</li><li>• Pro Blogging, Redefined</li><li>• This Is Not German</li></ul>	<ul style="list-style-type: none"><li>• Corduroy</li><li>• Marketing</li><li>• Not German</li></ul>

it's Simplicated.

Whether you're looking for a theme to inspire content generation, or you have a lot of stuff to talk about and need a theme to help support it, you need to think about semantics, about typography, about simplicity.

You need a theme that understands your content -- something that is simple in appearance and feel, but understandably complicated under the hood. Like the Ferrari® to the car market, *Simplicated* delivers a stunningly simplistic layout and customization options for the professional blogger who wants to focus on content rather than customization.

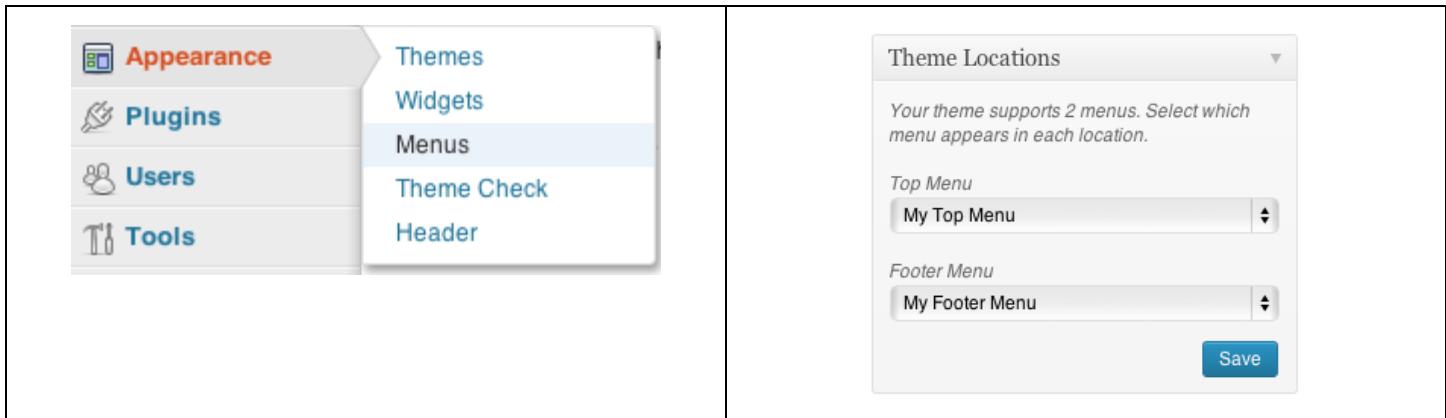
Breakthrough the boundaries of endlessly customizable options and start thinking about simplicity. A good WordPress theme is not complicated --

*... it's Simplicated.*

As you can see, Footer Left and Footer Right are displayed right next to each other, and are perfect for listing things like recently published articles and topics that you blog about. The Footer Bottom widget area is as wide as the rest of the site, giving you a huge area to add branding on each of your pages. This is a great spot to put a business card banner, a display, a video, or a sales pitch for your professional services.

## Custom Menus

Simplicated has two menu locations: the primary menu, in the header, and the footer menu. To change these, go to Appearance->Menus, and select your custom menus.



Here's what the Top Menu looks like:

[Home](#) [About Me](#) [Typography](#) [Contact Us](#) [More Themes](#)



Here's what the Footer Menu looks like:



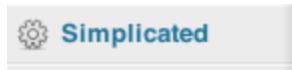
[-About Me-](#) [-Privacy Policy-](#) [-Sitemap-](#) [-Contact Me-](#) [-Queenhound-](#)

Proudly using the [Simplicated Theme](#) by [Queenhound](#).

## Theme Options

Simplicated comes with a very cut-and-dry options page that's plain and to the point so that you're not distracted and go back to writing awesome web content instead of spending hours upon hours trying to figure out what you want your site to look like.

Access the theme options page by clicking on the Simplicated link that has appeared in your Admin menu:



### Author Byline

The author byline is a blurb that appears either before or after the content of a single page. You have three options for this:



#### Simplicated's Royal Options

*I am ALWAYS available for theme support. If you have a question, comment, complaint, or concern, please get a hold of me through one of the following ways: [Email](#), [web contact form](#), or [Google+](#).*

##### Author Byline

The Author Byline is a short bio or description of the author of an individual post. This will pull the author's description (from his/her profile field) and display it where you specify.

How would you like to handle the Author Byline?

- Enable the Author Byline, and place it **before** the post content.
- Enable the Author Byline, and place it **after** the post content.
- Disable the Author Byline.

If you opt to place the byline **before** the post content, it will look like this:

## Simple Yet Sophisticated

Posted on JUNE 18, 2013 by JESSE LAWSON



JESSE LAWSON

Jesse is the Managing Developer at Queenhound, and responsible for the Simplicated theme and all of its fancifications. Once, while in Bermuda, he spent four hours creating henna art -- on a shark's dorsal fin.

Simplicated is the combination of simplistic design and sophisticated features. How about a full list of



If you opt to place the byline **after** the post content, it will look like this:

Simple on the outside. Sophisticated in the inside. It's *Simplicated*.



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This entry was posted in CORDUROY and tagged QUEENHOUND, SIMPLICATED, WORDPRESS THEME. Bookmark the [PERMALINK](#). [EDIT](#)

[← Pro Blogging, Redefined](#)

And of course if you disable it, you won't get one.

## Featured Images

The featured images are customized in two ways, this first way being how they display on single post pages.

### Featured Images

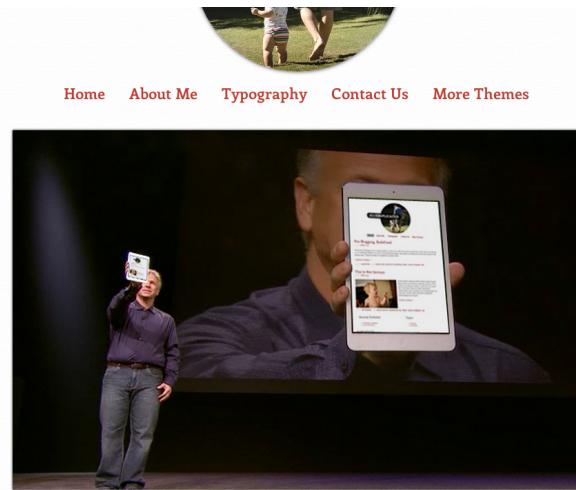
There are five different ways to display featured images. Choose the one that's best for your content.

How would you like to display featured images?

- Before the title, meta, and content.
- After the title, but before the meta and content.
- After the title and meta, but before the content.
- After the title and meta, floating left with content.
- After the title and meta, floating right with content.

Here's a preview of how each options looks:

Before the title, meta, and content.



## Pro Blogging, Redefined

Posted on JUNE 17, 2013 by JESSE LAWSON

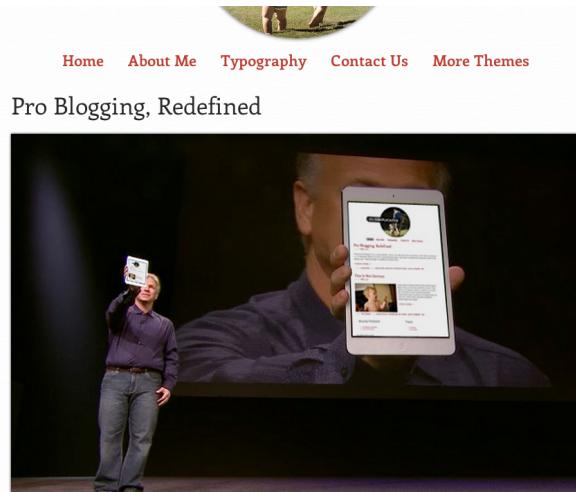
Professional bloggers have a huge problem: how do you present your content attractively without dealing with a bloated theme? (Hint: You're looking at the answer.)

If you think having *just any* theme will do for your professional blog, **think again**.

The AFAJP recently declared WordPress themes to be the **#1 maker or breaker** of your site's bounce rate. If you're not familiar with it, *bounce rate* is the rate at which people arrive onto your site and, within 30 seconds, bounce out.

You don't want a high bounce rate, friends, and when it comes to professionals in the content delivery business we must ensure not only that our content creation practices are outstanding, but also that the way we

After the title, but before the meta and content.



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Think "Simplicated"

What do you want out of a professional blogging theme?

Do you need 100+ different styles, or settings, or buttons, or codes, or sliders to create fresh, original content?

After the title and meta,  
floating right with content.



[Home](#) [About Me](#) [Typography](#) [Contact Us](#) [More Themes](#)

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## Tracking Code

In this section you can copy and paste any tracking code you might be using. Google Analytics is the most popular, but nowadays JetPack's Site Stats feature is also pretty well regarded. If you want to use JetPack, don't put anything here (or leave the Seinfeld reference for good measure). Otherwise, copy and paste your tracking code into the box:

### Tracking Code

If you're not using tracking software, then how will ~~private companies surreptitiously track everything you do?~~ you keep track of your growth and content?

Here you can copy and paste your tracking code. You can leave this blank if you use JetPack's Site Stats or something similar.

## Format for Featured Images on the Front Page

This section is exactly the same as the featured image section for single posts, except that this customizes how the featured images will be displayed on the front page.

Here's a preview of how each option looks:

## Social Media

You can display social media icons in the header and the footer, and this next section will allow you to turn on or off social media icons in each. Here are the controls:

### Social Media

Would you like to show the social media links in the **header**?

Yes! Display social media icons below the header menu.

Do not display social media icons in the header.

Would you like to show the social media links in the **footer**?

Yes! Display social media icons in the footer just above the footer menu.

Do not display social media icons in the footer.

If you display social media icons in the header, they'll look something like this:



If you display social media icons in the footer, they'll look something like this:



Don't forget to enter in your social media URLs into the boxes. This theme has support for all of the social media services you see listed, and will automagically add the icon when a URL is placed in its corresponding textbox. Don't have one of the social media profiles? Just leave the text box empty.

Google Plus URL

<https://plus.google.com/11216>

Facebook URL

<http://www.facebook.com/laws>

Twitter URL

<http://twitter.com/queenhound>

Tumblr URL

<http://www.queenhound.com/>

Flickr URL

<http://www.queenhound.com/>

LinkedIn

<http://www.queenhound.com/>

YouTube

<http://www.queenhound.com/>

RSS URL (you can leave this blank  
to use the standard WordPress RSS  
url)

## Theme Support

Lawsonry is 100% committed to product support.

*From a development perspective...* I learned everything from free, open-source code myself, and have an obligation to anyone who is having trouble with code to help them.

*From a business perspective...* I want you to have nothing but good things to say about Lawsonry and my products and services, and whether you're taking apart our code and need some help interpreting the way I designed something or you're an end-user who is having trouble working with a theme, I will do everything in our power to help you out.

If you have any problems, questions, complaints, or concerns, please contact me via whichever of the following is easiest for you:

Email: [jesse@lawsonry.com](mailto:jesse@lawsonry.com)

Web: <http://lawsonry.com/themes/support>

Google+: <https://plus.google.com/112167173782936953439/>

## License

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<http://www.gnu.org/licenses/gpl-2.0.txt>