

A BEGINNER'S GUIDE TO THE

# Genesis Framework

*by The StudioPress Team*

[www.studiopress.com](http://www.studiopress.com)

## Table of Contents

### A Quick Introduction to the Genesis Framework for WordPress

Introduction to the Genesis Framework .....	5
1.1 What's a Framework? .....	5
1.2 What's a Child Theme? .....	5
1.3 Theme Files.....	5

### How to Install the Genesis Framework (and a Child Theme)

Introduction to Installing the Genesis Framework and a Child Theme.....	6
2.1 Installing Genesis and a Child Theme from Inside WordPress .....	7
2.2 Installing Genesis and a Child Theme Using FTP .....	9
2.3 Activating a Theme .....	11

### An Overview of the Basic Settings of the Genesis Framework

Introduction to the Basic Settings of the Genesis Framework .....	13
3.1 Theme Settings in the WordPress Customizer.....	13
3.2 Theme Settings Screen.....	32
3.3 SEO Settings .....	39
3.4 Import/Export.....	40

### Configuring the Home Page of Your Genesis Site

Introduction to Configuring the Home Page of Your Genesis Site .....	40
4.1 Custom Home Page.....	41
4.2 Blog-Style Home Page .....	42
4.3 Static Home Page.....	43

### How to Set Up a Navigation Menu

Introduction to Setting Up a Navigation Menu .....	44
--	----

5.1 Create a Menu in the WordPress Customizer .....	44
5.2 Create a Menu in the WordPress Dashboard .....	49
5.3 Create a Non-Clickable Menu Item.....	53
5.4 Create a Drop Down Menu Item.....	54

## Common Widget Areas in Genesis Child Themes

Introduction to the Common Widget Areas in Genesis Child Themes.....	54
6.1 Header Right Widget Area .....	56
6.2 Primary Sidebar Widget Area .....	56
6.3 After Entry Widget Area .....	57
6.4 Footer Widget Areas .....	59

## What Widgets Are Included with the Genesis Framework?

Introduction to the Widgets Included in the Genesis Framework .....	61
7.1 Genesis - Featured Page Widget .....	61
7.2 Genesis - Featured Posts Widget .....	63
7.3 Genesis - User Profile Widget.....	66
7.4 Additional Widgets.....	68

## How to Use Your Own Logo or Header Image on Your Genesis Site

Introduction to Using Your Own Logo or Header Image .....	68
8.1 Header Image in the WordPress Customizer .....	69
8.2 Header in the Genesis Theme Settings .....	70

## How to Use Genesis Templates

Introduction to Using Genesis Templates.....	71
9.1 Archive Template .....	72
9.2 Blog Template .....	73

## The ABC's of Updating the Genesis Framework

Introduction to Updating the Genesis Framework .....	74
10.1 Updating Genesis Using the Automatic Update .....	74
10.2 Updating Genesis Manually .....	76

## A Few Useful Additional Resources

11.1 Plugins.....	77
11.2 Helpful Links.....	81

## Something Not Right? Here Are Some Basic Troubleshooting Tips

12.1 Common Installation Error Messages.....	82
--	----

## Conclusion

Questions? .....	83
------------------	----

# Introduction to the Genesis Framework

Whether you're just starting out building your Genesis site, or you need a brush up on where the things you need are located, it can help to review the basics of how our website framework works.

Let's jump in with a few basic questions before moving on to the nitty-gritty...

**PLEASE NOTE:** If your site is hosted on WordPress.com (example: mysite.wordpress.com), you cannot install the Genesis Framework or new themes. This is a restriction on WordPress.com-hosted sites.

## 1.1 What's a Framework?

A theme framework is a robust WordPress theme that acts as a platform on which your WordPress website can be created. The Genesis Framework integrates all of the SEO, security, and performance features needed to help you have the best site possible.

You can build your site on the Genesis Framework using the included Sample child theme (it's easy, flexible, and powerful enough for that), or you can purchase one of our many beautiful turnkey child theme designs to help you accomplish exactly what you want.

## 1.2 What's a Child Theme?

A child theme is a layer of code that sits on top of the Genesis Framework and is comprised mainly of the design elements of your site, but can also extend and modify the functionality of the Genesis Framework's default functions.

The Framework + Child Theme structure of site building is great because it separates the performance issues of your site from the design issues. So, if you use a child theme, you can design all day long without ever touching the critical, underlying code that makes Genesis sites so powerful.

## 1.3 Theme Files

A Genesis child theme will generally be comprised, in part, of the following elements:

- **Screenshot:** An image of the design that the theme will create around your content.
- **Style sheet (`style.css`) (required):** The CSS code that determines the look of the site based on the HTML generated by Genesis and WordPress.
- **Functions file (`functions.php`) (required):** Connects the child theme to the framework. Can also be used to add, remove, and modify elements from the framework defaults.
- **Front Page file (`front-page.php`) (optional):** Generally used to create a widgetized or custom home page.
- Other template files (*optional*).
- **Images (optional):** Used by the Style sheet as a part of the site design.

These elements are grouped together in what's known as a child theme directory (or folder) and can be activated like any other WordPress theme.

## Introduction to Installing the Genesis Framework and a Child Theme

Installing the Genesis Framework and a child theme follows the same process for installing any WordPress theme, except that you're essentially installing two themes. First, you install the Genesis Framework and then you install a child theme.

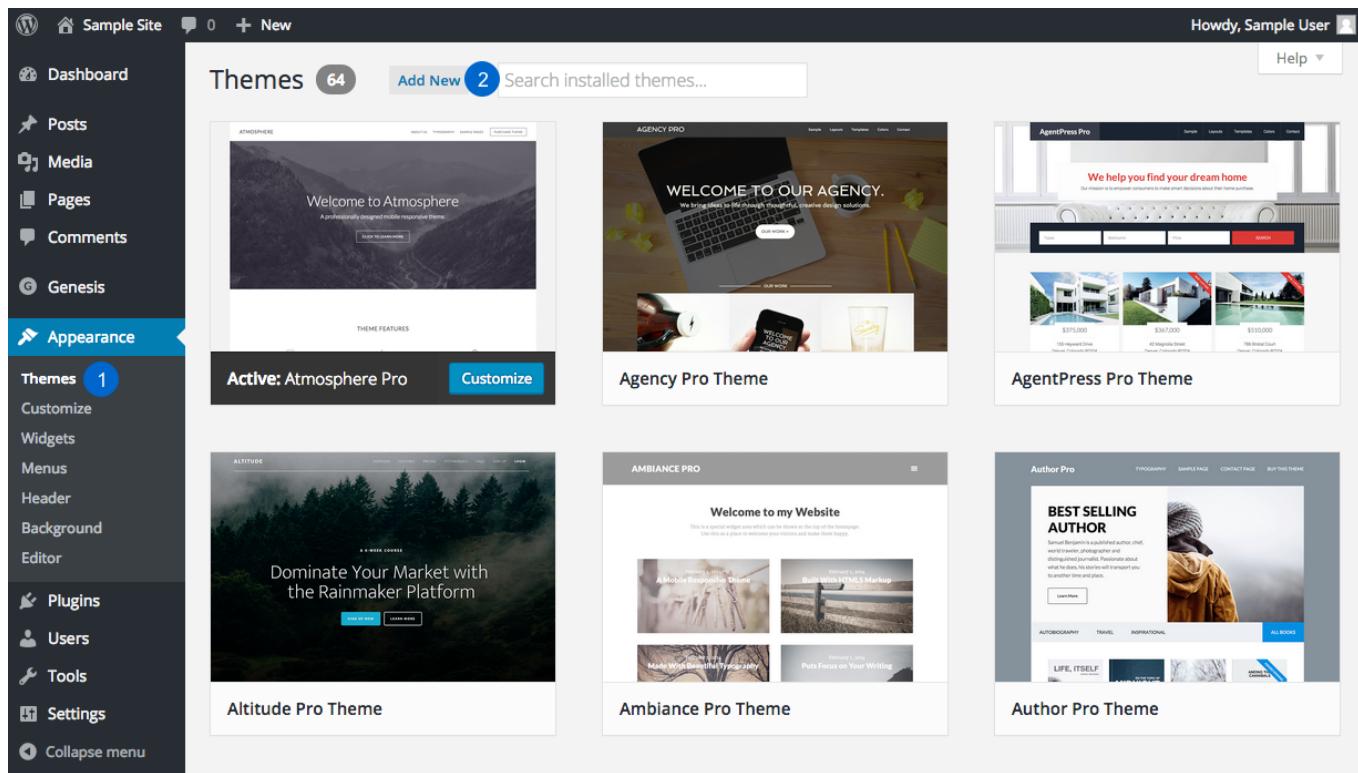
There are two ways to install the Genesis parent theme or a Genesis child theme:

- Manually with an FTP client (File Transfer Protocol transfers files from one location to another).
- Automatically through the upload feature in the WordPress dashboard.

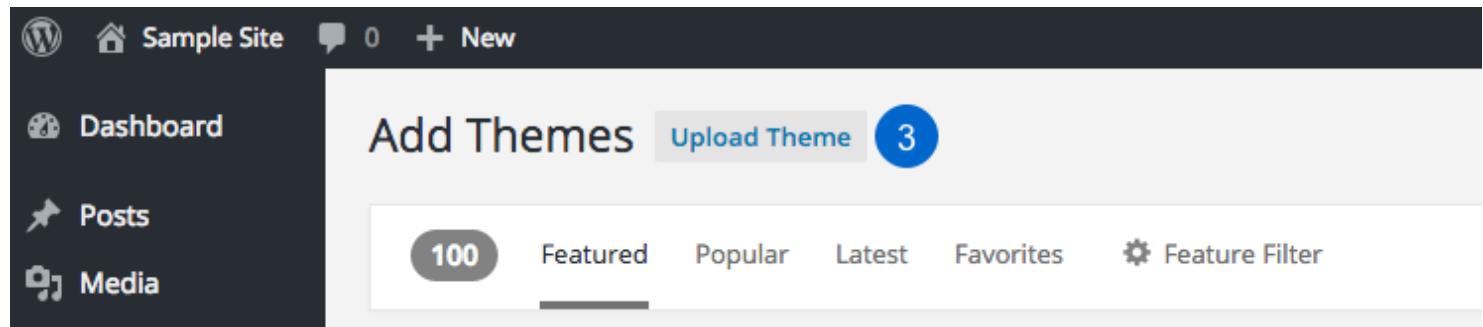
**PLEASE NOTE:** The Genesis Framework must be installed prior to activating a child theme and must remain in the `/wp-content/themes/` directory (or folder) on your server. Also, the directory (or folder) that contains the Genesis framework files must be named "genesis".

## 2.1 Installing Genesis and a Child Theme from Inside WordPress

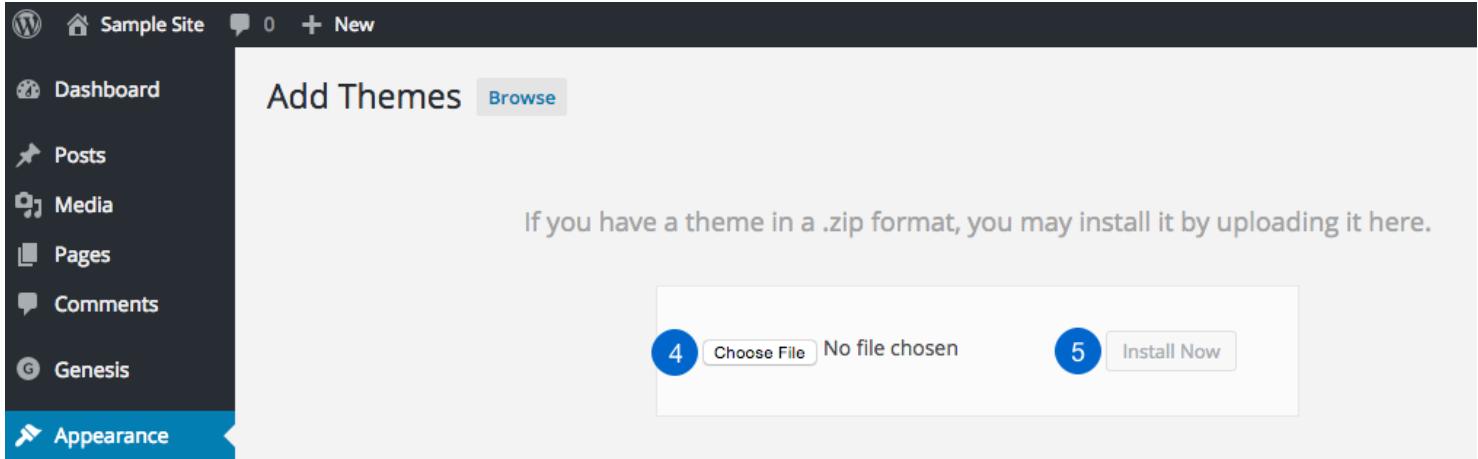
You can install the Genesis Framework through the upload feature in the WordPress dashboard in six easy steps as shown below. When you're finished, you can repeat these steps to install a child theme.



1. Log in to your WordPress dashboard and go to **Appearance > Themes**.
2. Click the **Add New** button at the top of the page.

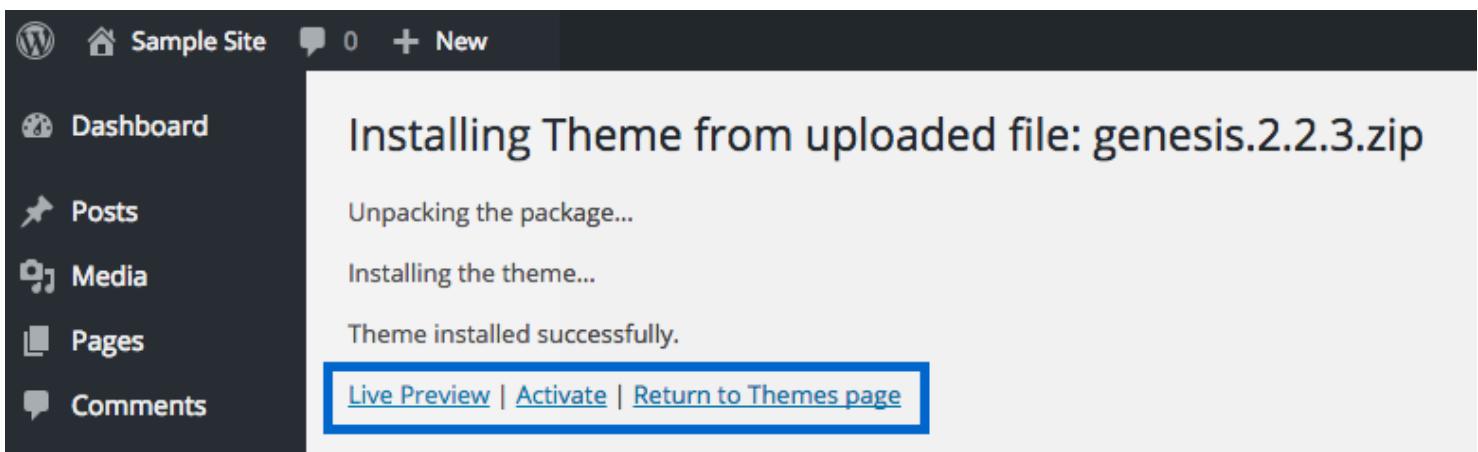


3. Click the **Upload Theme** button at the top of the new page.



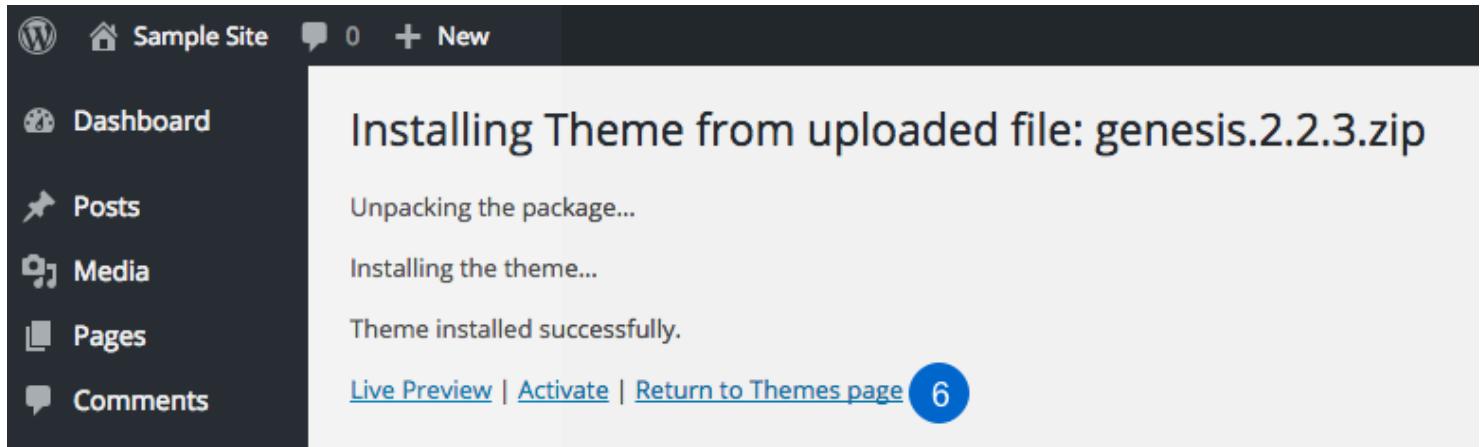
4. Click the **Choose File** button and find the file for your theme on your computer. The file will typically be named with the name of the theme and have an ending of **.zip** (example: genesis.zip or genesis-sample.zip).
5. Click the **Install Now** button once you have selected the theme file for upload.

On the next screen, you will see three links:



- **Live Preview:** This will display your site using the newly installed theme in a preview mode so you can see what it would look like.
- **Activate:** This will apply the newly installed theme to your live site. When installing the Genesis Framework, you don't need to activate it. Instead, you'll install and activate a child theme.

- **Return to Themes page:** This will take you to the Appearance > Themes page. Here you can see all the installed themes as well as install the Genesis Child Theme of your choice.



6. After installing the Genesis Framework, click the **Return to Themes page** link to install and activate a child Theme.

Now that you've installed the Genesis Framework, repeat steps 1 - 5 to install a child Theme.

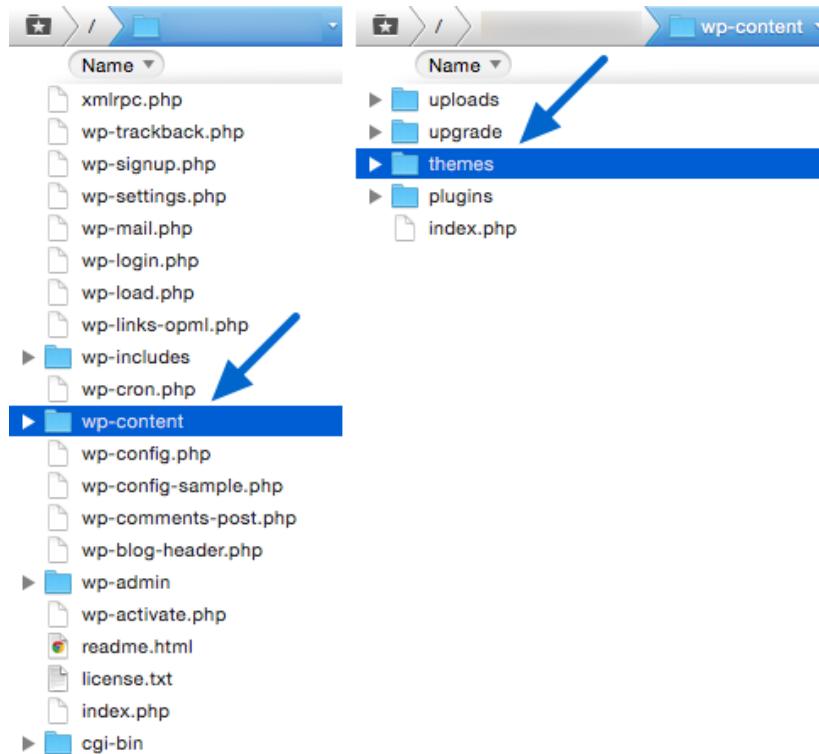
## 2.2 Installing Genesis and a Child Theme Using FTP

If you prefer, you can install the Genesis Framework and a child theme manually using FTP. Some popular FTP programs to use for this process include:

- [CuteFTP](#)
- [FileZilla](#)
- [Transmit](#)
- [Cyberduck](#)

Before you begin, unzip the theme packages (Genesis and a child theme) to your computer's desktop.

Now you're ready to connect to your site via FTP.



Once connected, navigate to the **wp-content > themes** directory (or folder). In other words, open the *wp-content* directory (or folder) and then open the *themes* directory (or folder).



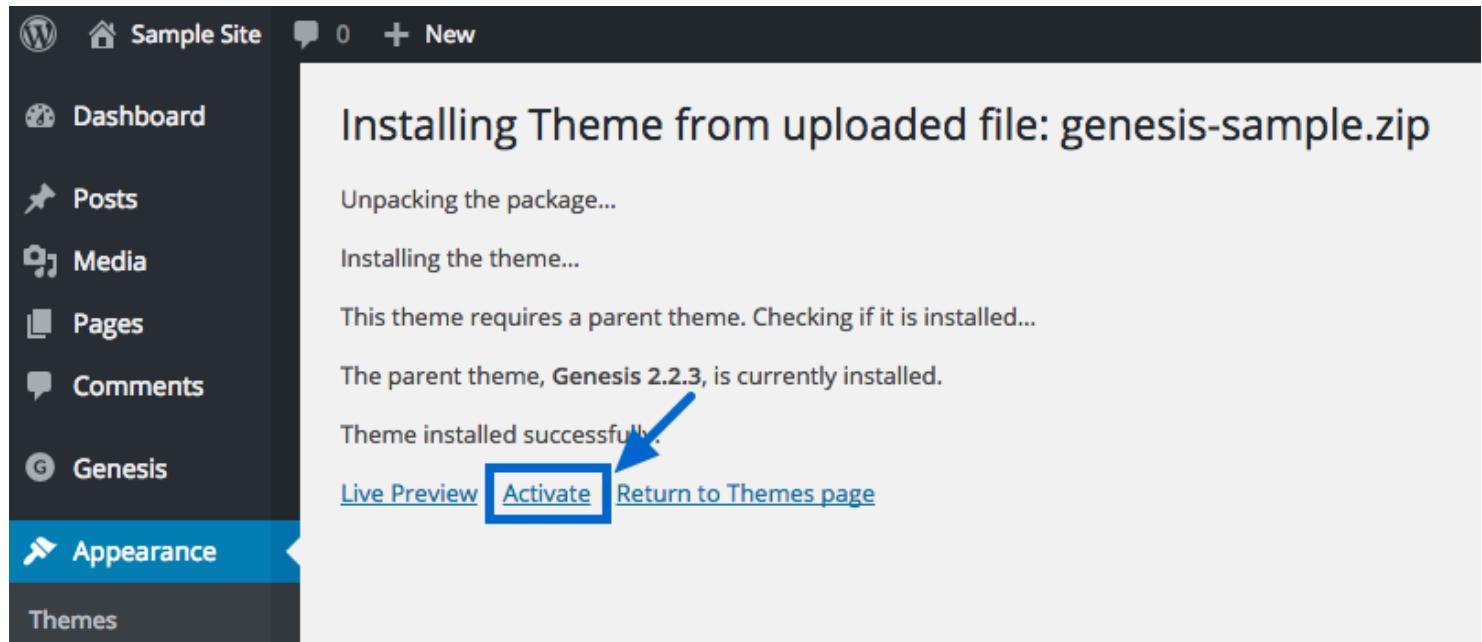
Once you're inside the themes directory (or folder), upload the entire unzipped "genesis" folder from your computer's desktop . This folder must be named "genesis" and NOT "Genesis 2.0" or some other variation. Also, the "genesis" folder cannot be nested inside another folder.

Repeat this process to upload an unzipped child theme folder. If the child theme's name contains more than one word, the name of the folder may be separated with hyphens instead of spaces. Also, just like with the "genesis" folder, the child theme folder cannot be nested inside another folder.

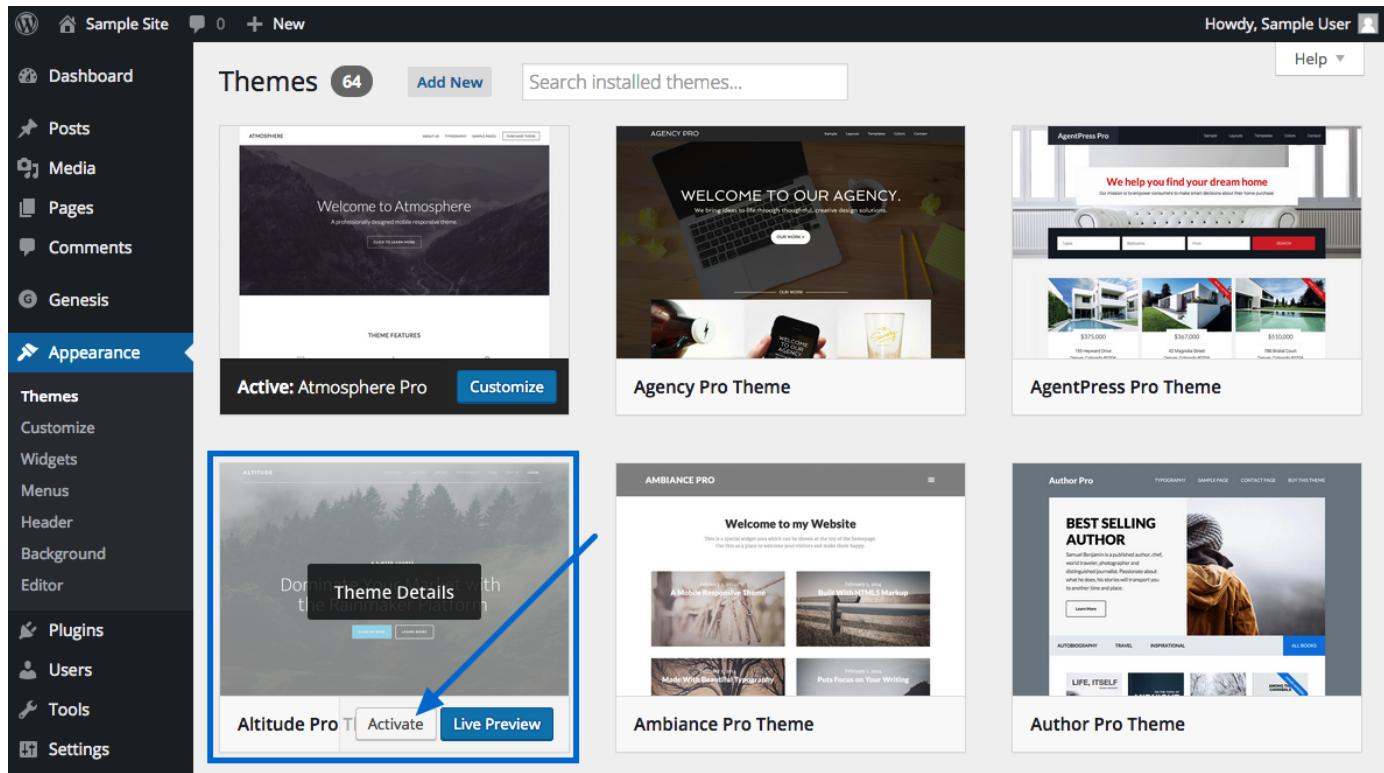
**PLEASE NOTE:** If your site is hosted on WordPress.com (example: mysite.wordpress.com), you cannot install the Genesis Framework or new themes. This is a restriction on WordPress.com-hosted sites.

## 2.3 Activating a Theme

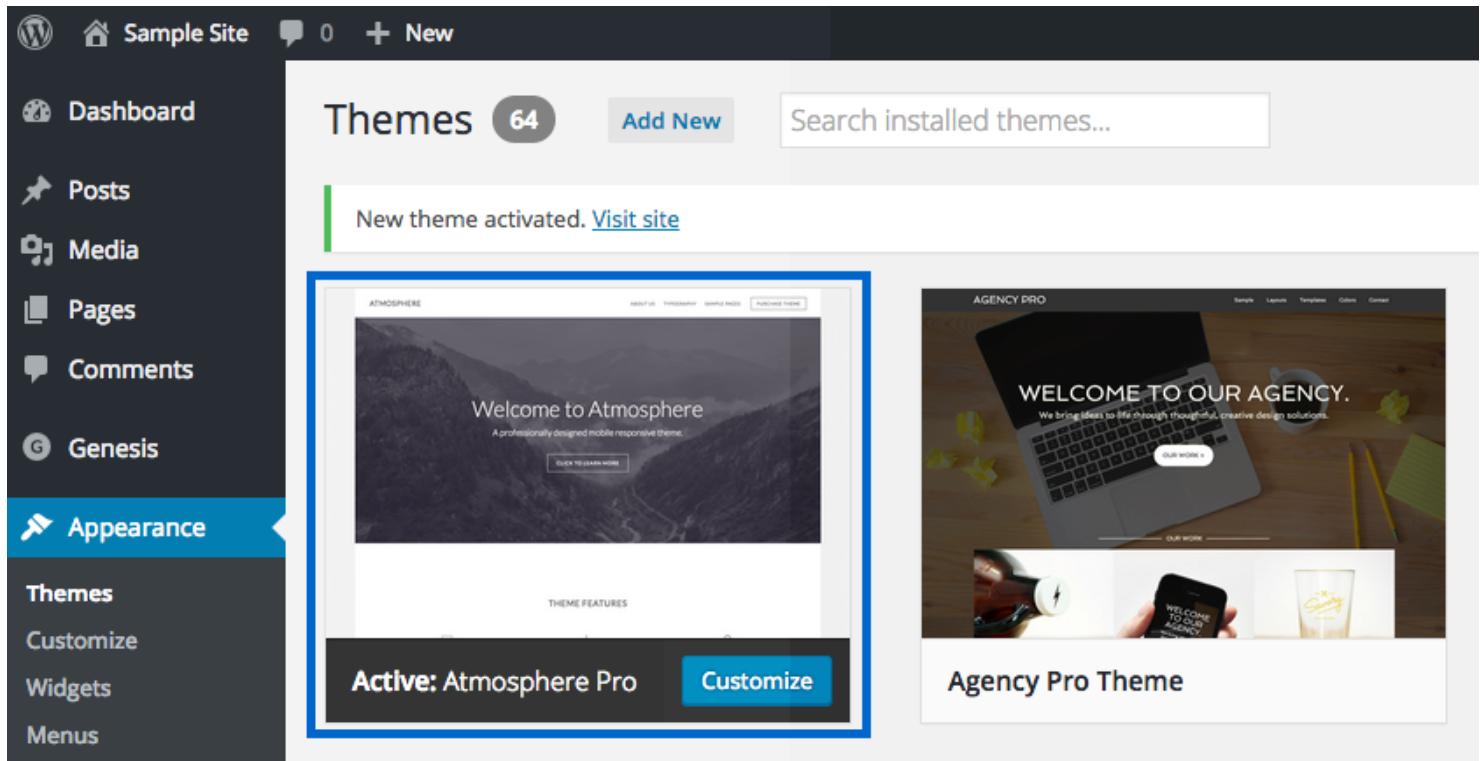
After you've installed both the Genesis Framework and a child theme, you're ready to activate the child theme. It is not necessary to activate the Genesis Framework theme as it will run quietly in the background. Be sure the Genesis Framework is installed before you activate a child theme.



If you installed the child theme from inside the WordPress Dashboard, click the **Activate** link that appears on the screen after the upload is complete.



If you installed the child theme via FTP, log into your WordPress Dashboard and go to **Appearance > Themes** to activate a theme directly on the themes page. Hover over any installed theme and click the **Activate** button.



After activating a child theme, it will appear first in the list of themes. When hovering over this newly activated theme, you will see a **Customize** button that you can click to open the WordPress Customizer and begin configuring your site settings.

## Introduction to the Basic Settings of the Genesis Framework

The Genesis Framework includes several basic settings and options that will help you customize how your site looks and functions.

Some of these options can be configured within the WordPress Customizer and some can be configured in the Genesis-specific settings pages.

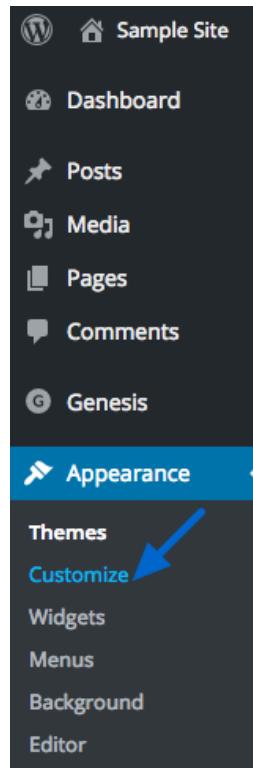
Let's take a look at the settings and options available in the customizer first.

### 3.1 Theme Settings in the WordPress Customizer

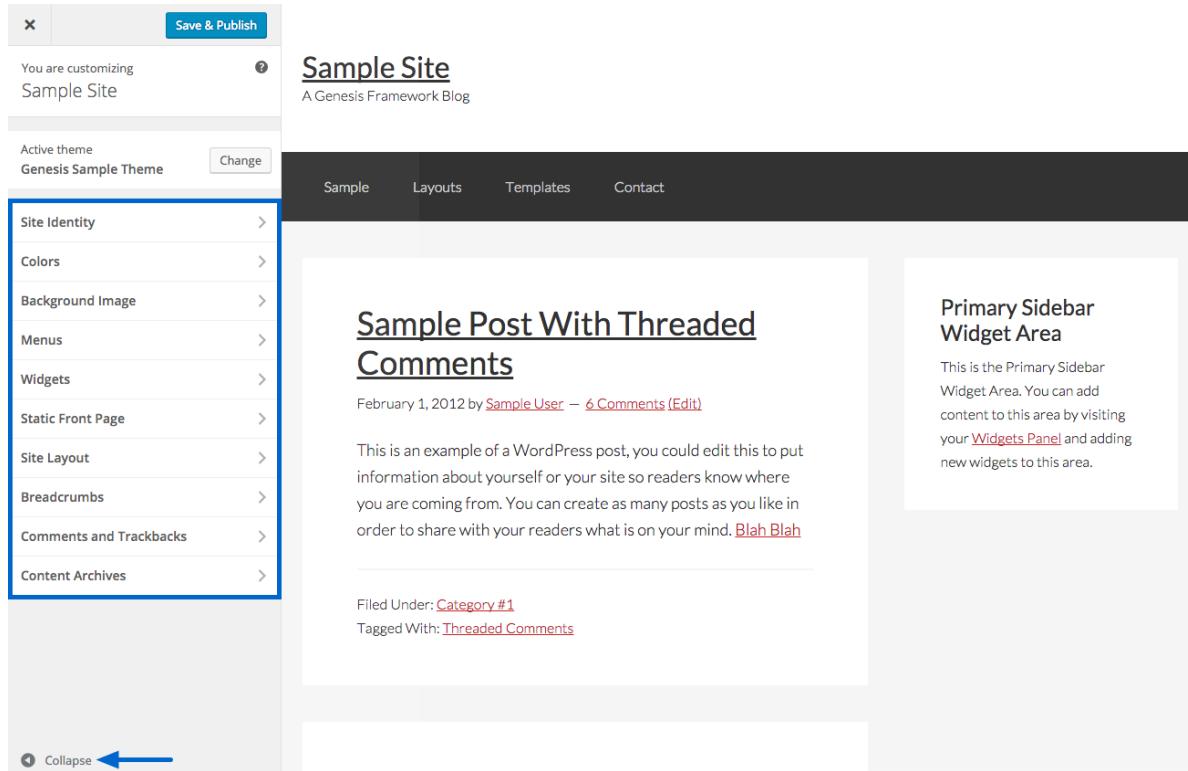
Using the WordPress Customizer, you can edit your child theme's options and preview the changes before publishing them to your live site.

Once you've activated a child theme, you'll see several default WordPress settings and some Genesis-specific settings in the customizer. The available settings will vary depending upon which child theme is activated.

To get started, go to **Appearance > Customize** to access the customizer:



Once the customizer is open, you'll see a menu on the left and a preview of your site on the right:



The customizer menu on the left side shows the various options that are available for editing in your theme. You can choose from options such as colors, background image, menus, and more. The exact options available depend upon which theme you've activated.

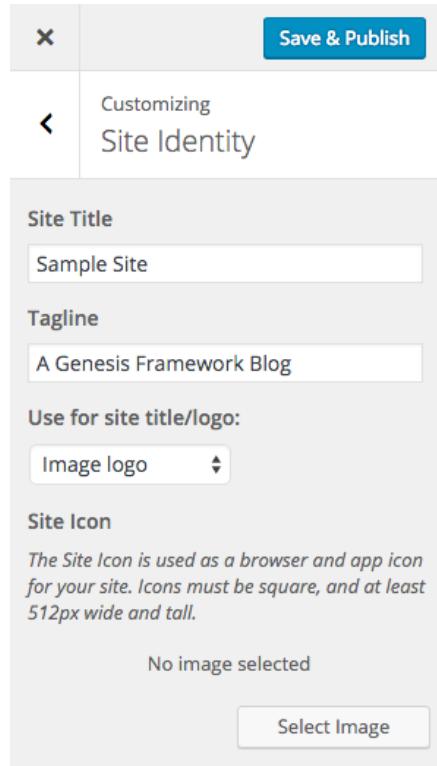
On the right side, you'll see a live, interactive preview so that you can test each option in your theme. All changes will appear as you select them.

To see the settings available within each option, click the title to open the expanded view. Remember, the available settings will be different for each theme.

- To see the interactive preview in full screen mode, click the **Collapse** triangle at the bottom of the menu on the left side.
- When you are finished making all your changes, click **Save & Publish**. If you decide you do not want to save the changes you've made, click the X to close the editor and dismiss your changes.

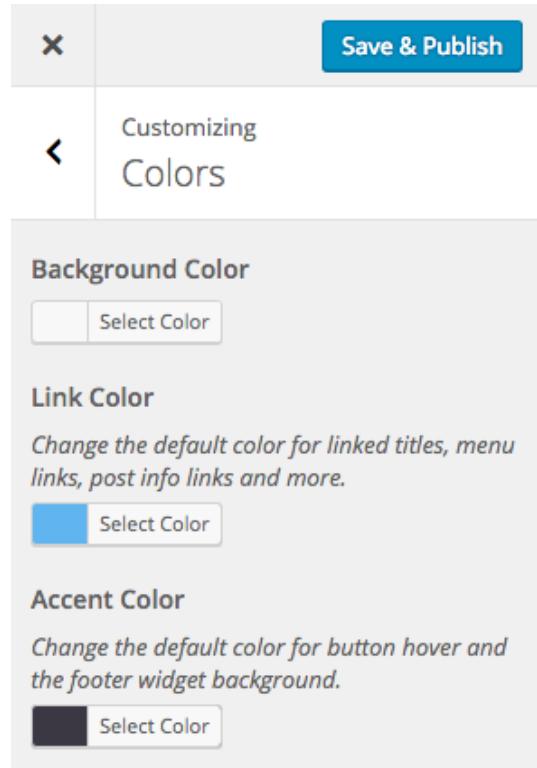
Let's go over some of the common options available in the customizer.

## Site Identity



You can set your site title, tagline, and upload your site icon (favicon) here. If you have activated a theme that doesn't include the Header Image setting (see below), you can also choose whether you'd like to display an Image logo or Dynamic text for your site title. Almost all our child themes, however, do include the Header Image setting.

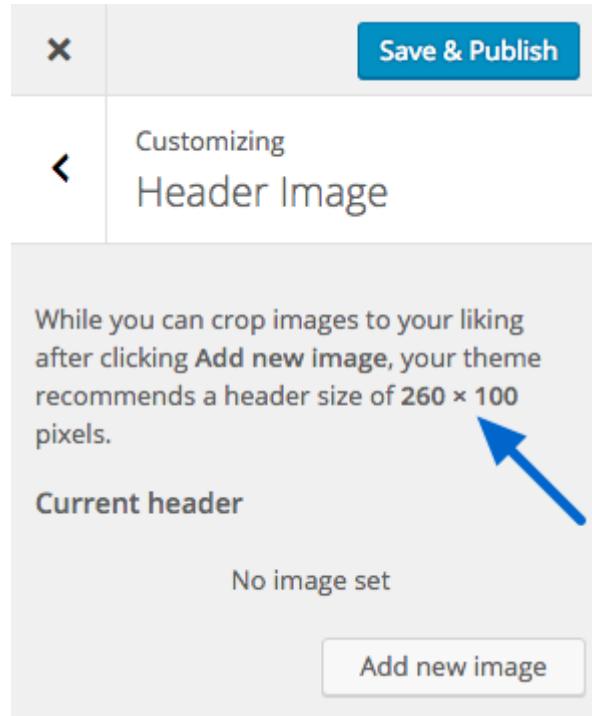
## Colors



Some themes allow the selection of a custom background color that will typically display behind the content area of your site. **Note:** In some cases, the Background Color can be set here but it won't show on the site if a Background Image is also being used since the background color is located "behind" the background image.

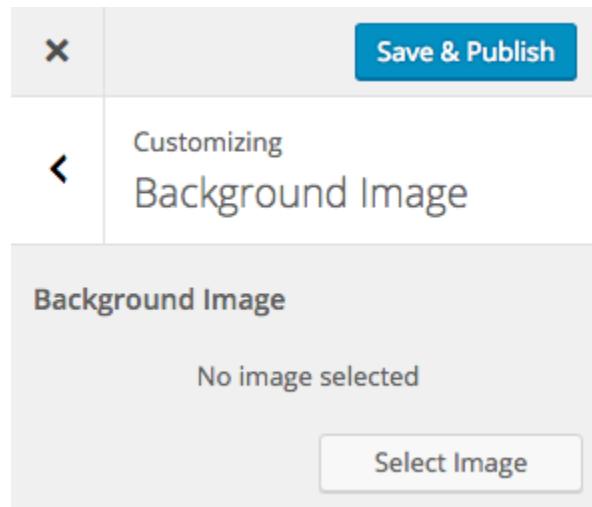
Some themes also allow the selection of a custom Link Color and/or Accent Color. These colors are typically applied to links, navigation menu link hovers, buttons, and footer widget backgrounds.

## Header Image



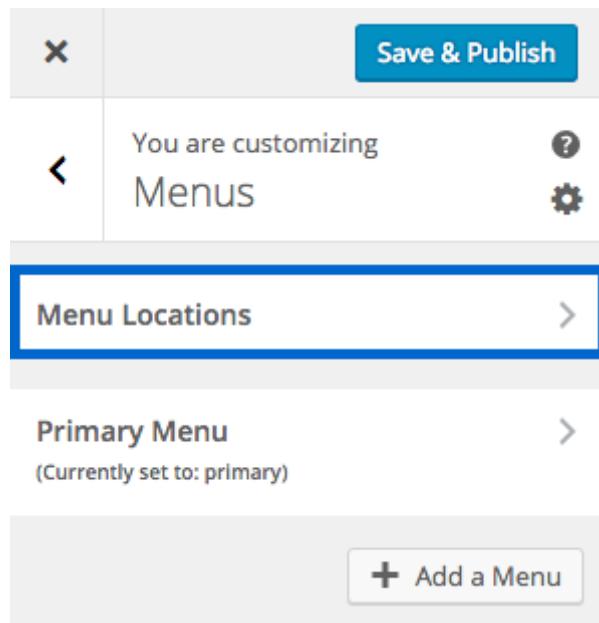
If the theme you've activated on your site includes the Header Image option, you can upload a new header image (or logo) or select an image from the Media Library. The best and recommended size for this image will be displayed in the customizer panel.

## Background Image



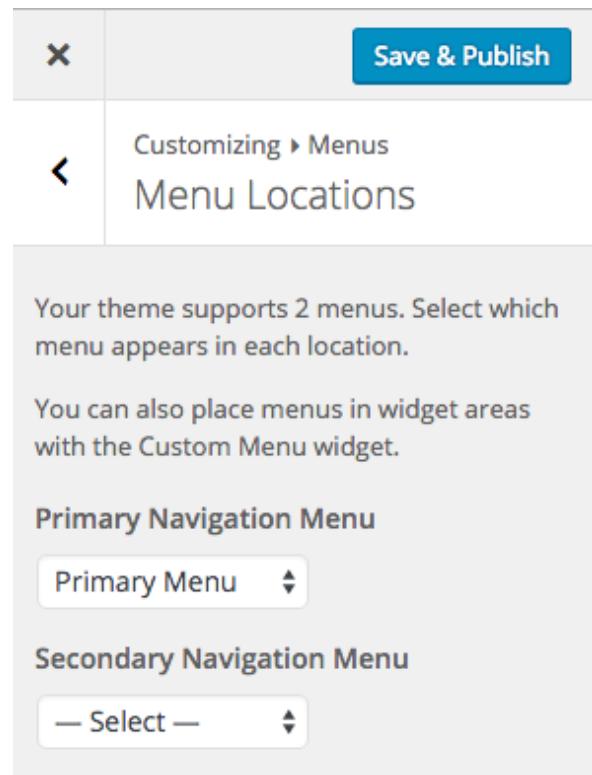
Some themes will allow the option to set a custom background image to be displayed behind the content area of your site.

## Menus

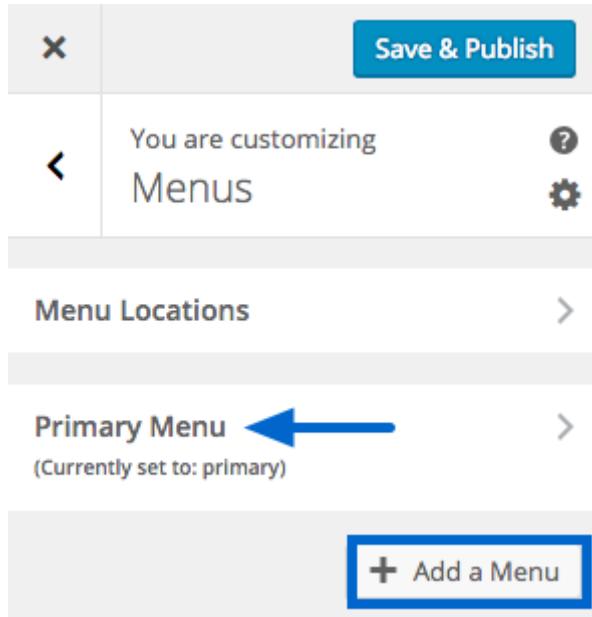


You can [create and edit menus](#), as well as manage their location, within the customizer. The available menu locations will depend upon which theme is activated on your site.

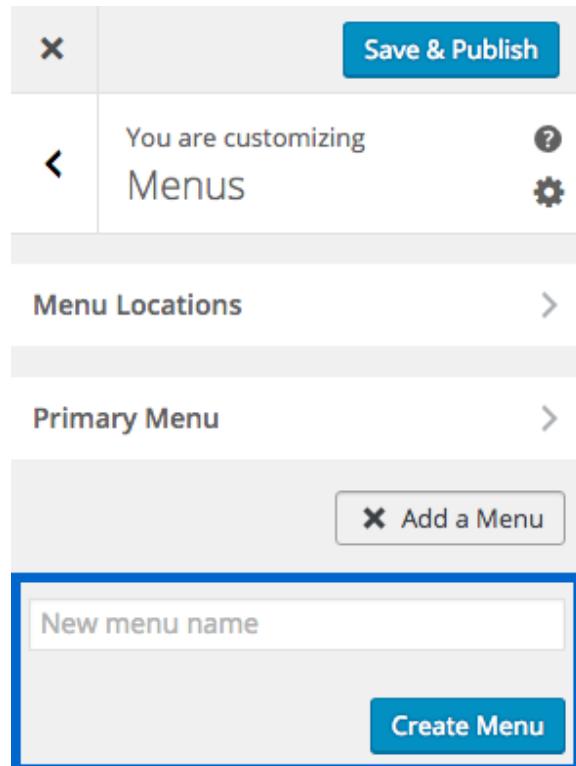
Click **Menu Locations** to see the available locations in your theme.



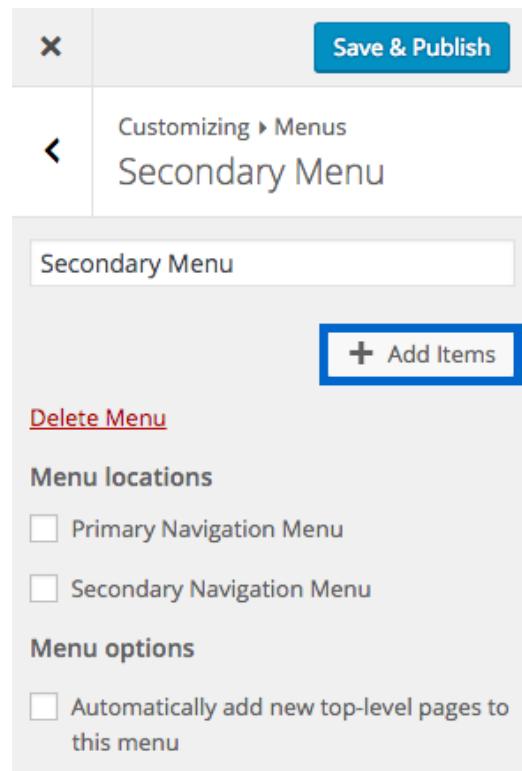
Use the drop downs to select a navigation menu to display in each available location. Or, if you prefer, you can set both locations to "Select" (in other words, turn them off) and use a Custom Menu widget in a widget area instead.



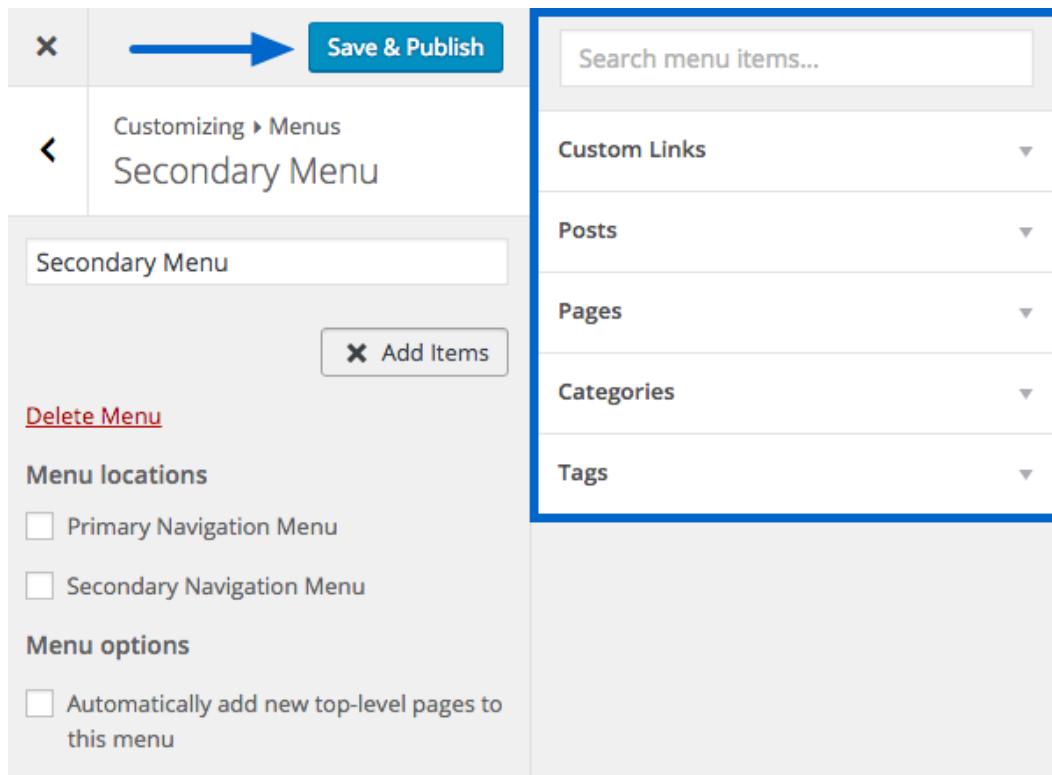
Click **Add a Menu** to create a new menu. Alternatively, you can click on the name of an existing menu to edit it.



Give the new menu a name and click **Create Menu**.

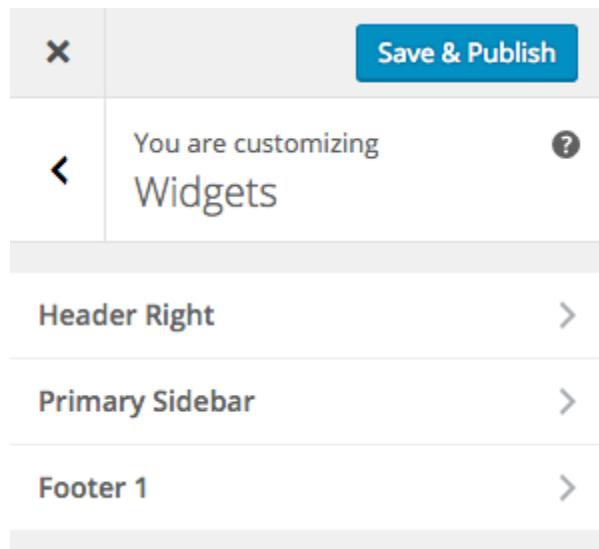


Click **Add Items** to begin adding links to the navigation menu.



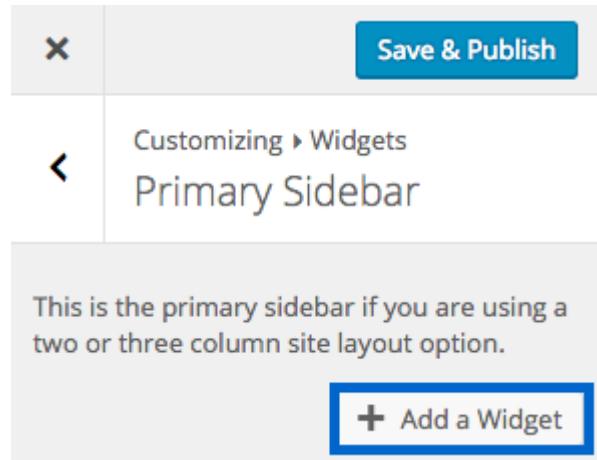
Click the titles to open the expanded view of the options or use the search field to locate items for the menu. When you're finished adding all the menu items, click **Save & Publish** to preserve your settings.

## Widgets

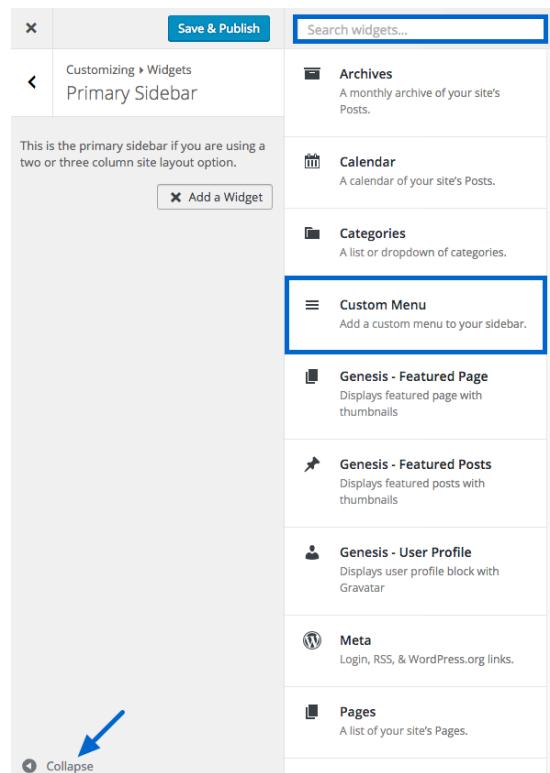


Some themes offer unique widget areas where you can add widgets to display important information. The exact widget areas available will depend upon which theme is currently active on your site.

Click on any available widget area to open a new panel where you can add and configure widgets.

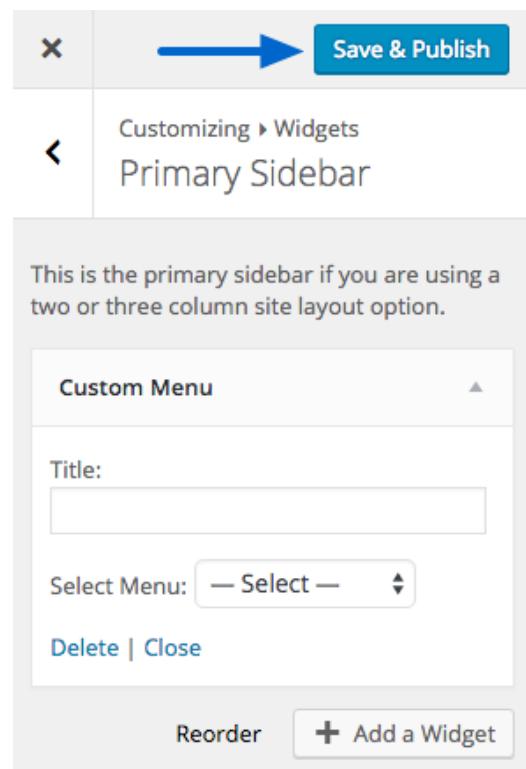


In the new, open panel, click **Add a Widget** to display the available widgets that you can add to this widget area.

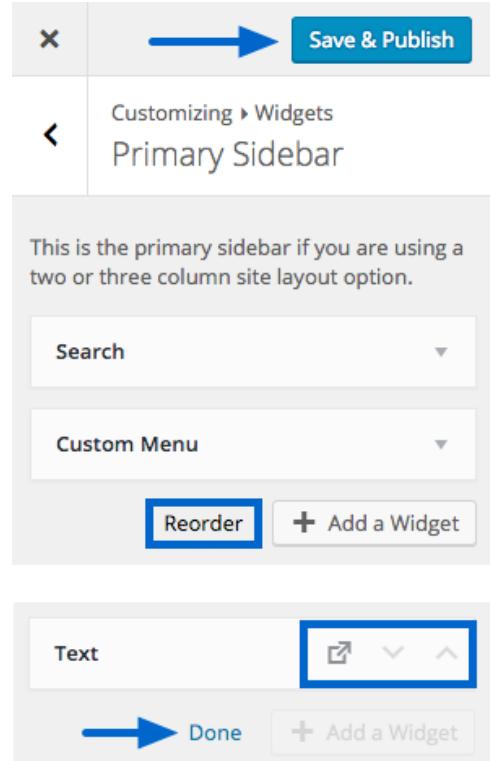


You'll see a list of all the available widgets you can add to the available widget areas. You can click directly on any widget you'd like to add. Scroll down the list or use the **Search widgets** box at the top to locate the one you'd like to use.

**Note:** You can click the **Collapse** link at the bottom corner of the screen to temporarily hide the Customizer and preview your changes in full screen mode.



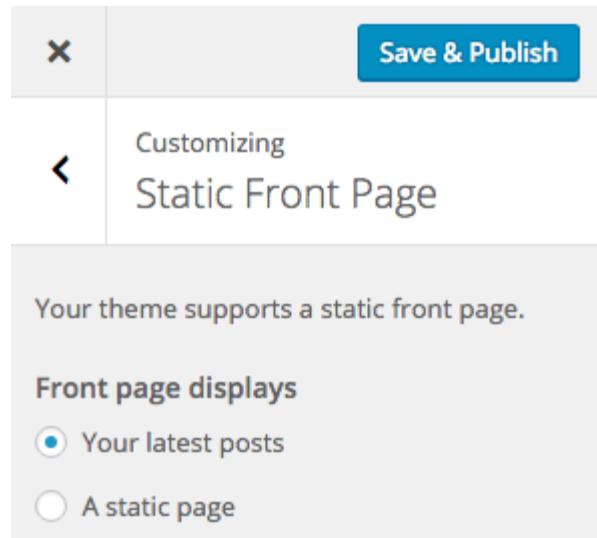
After selecting a widget, you can configure it however you'd like and then click **Save & Publish** to preserve your changes.



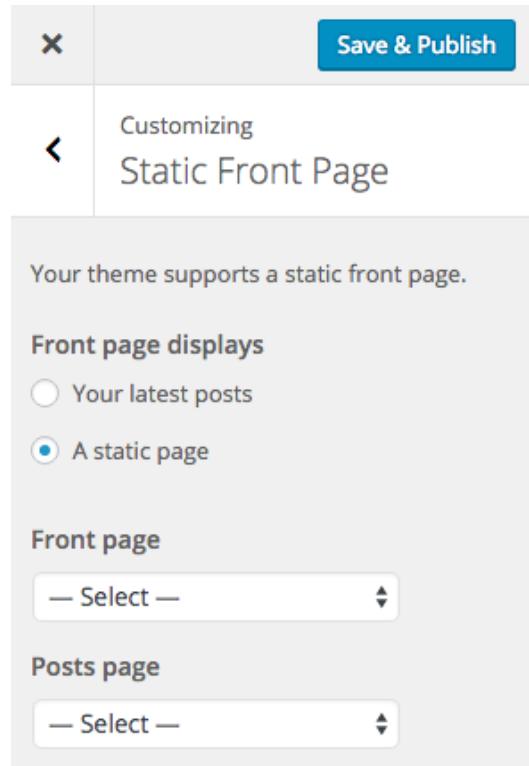
You can also click **Reorder** to rearrange the widgets into the order you prefer or to select a new widget area to move the widget into.

Click **Done** when finished and then click **Save & Publish** to preserve your changes.

## Static Front Page



The default setting for the front page is *Your latest posts*. This setting allows you to display a blog-style front page. You can, however, select any page in your site to be displayed as the front page instead of your latest posts.

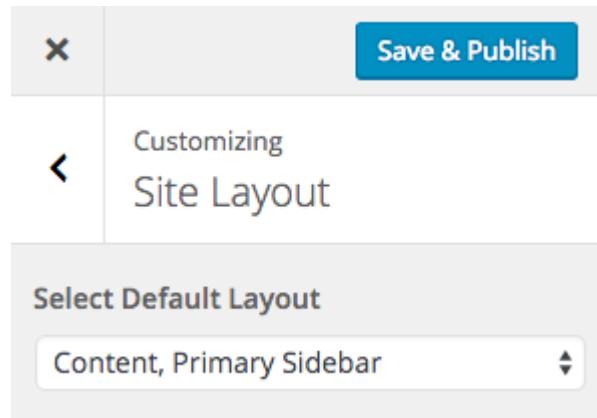


If you select *A static page*, you can select which existing page in your site will be displayed on your front page.

You can also select which page will display your blog posts. This page should be different from the one you've selected for the static front page and should not be set to use the Blog Page template.

**PLEASE NOTE:** If your theme uses the front page to display widgets, the widgets will be displayed regardless of which setting you choose here. If you prefer to display your latest posts or a static page on your front page, you'll need to remove all widgets from all front page-related widget areas.

## Site Layout



You can select the Default Layout for your entire site here.

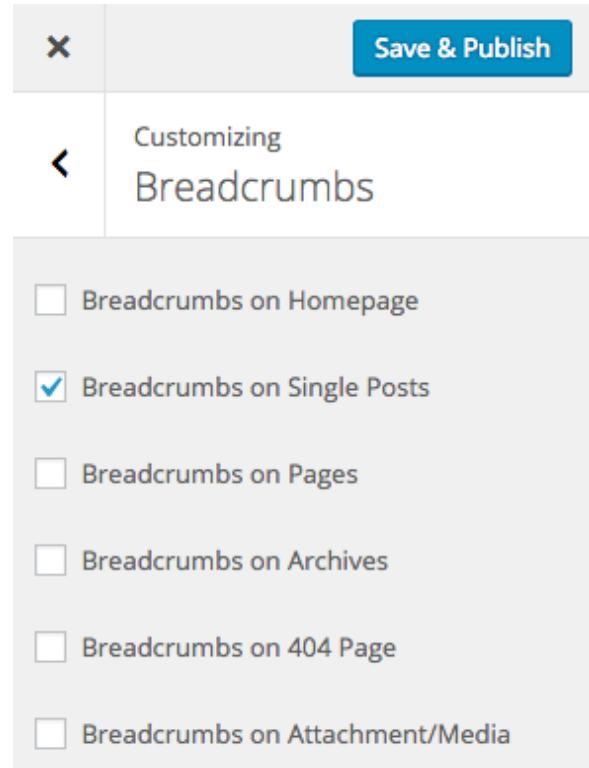
Child themes may include one or more of the following options:

- Content, Primary Sidebar
- Primary Sidebar, Content
- Content, Primary Sidebar, Secondary Sidebar
- Secondary Sidebar, Primary Sidebar, Content
- Secondary Sidebar, Content, Primary Sidebar
- Full Width Content

Site layout options can be added or removed with custom coding in the child theme.

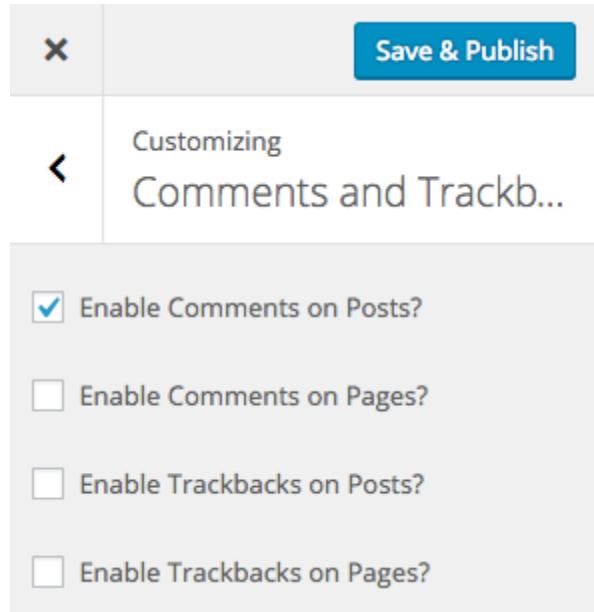
Child themes with a widgetized home page will often work independently of this layout setting.

## Breadcrumbs



Breadcrumbs are a navigation aid that allows users to keep track of their location on a website relative to the home page. This option lets you define the pages where the Breadcrumbs will be displayed.

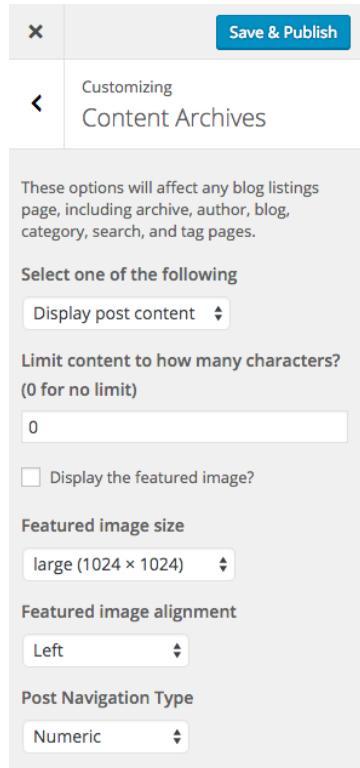
## Comments and Trackbacks



Genesis allows you to globally enable or disable Comments and Trackbacks on Posts and Pages. If Comments or Trackbacks are disabled here, they cannot be enabled on an individual post or page basis.

You'll find [more information about Trackbacks here](#).

## Content Archives



The Content Archives settings allow you to control the way content displays on category, tag, author, date, and taxonomy archive pages.

You can choose to display **post content** or to display **post excerpts** on archive pages.

- **Display post content:** This setting allows you to display full posts on archive pages.
  - If you'd like to limit the length of the content displayed while using the *post content* setting, enter the number of characters (letters, numbers, and spaces) in the **Limit content to how many characters** field. When you enter a number greater than 0 in this field, a *Read More* link will be automatically added to the end of the content displayed. This option will strip any HTML from the content that is displayed on the archive page, but it allows for more precise control over the length of the displayed content.
- **Display post excerpts:** This setting allows you to display post excerpts on archive pages.
  - Only the first 55 words of the post will be displayed and the HTML will be stripped from any content that's included in the excerpt. If a manual excerpt is set in a post, it will be displayed in place of the first 55 words of the post content. Also, a manual excerpt will display any HTML that's included in the excerpt.

The **Featured Image** setting allows you to show a thumbnail of the first attached image or the currently set featured image for the post.

Check the box to enable featured images. The **Featured image size** list is populated by the available image sizes defined in the theme. The **Featured image alignment** setting allows you to choose whether the featured images on the archive pages should be aligned to the left or right of the content.

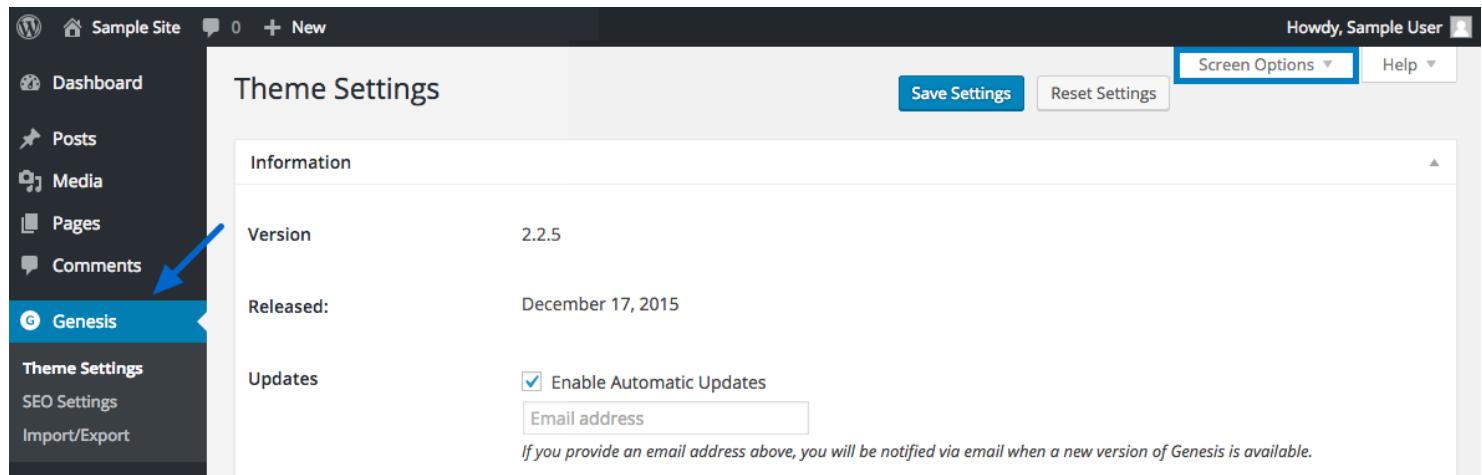
**PLEASE NOTE:** To avoid displaying duplicate images, featured images should not be used when displaying full post content.

Also, if the featured images are not displaying at the correct size, you may need to use a [Regenerate Thumbnails](#) plugin to change the automatically generated thumbnail size.

The **Post Navigation Type** setting allows you to select one of two navigation display methods: *Previous/Next* or *Numeric*. These navigation links will be visible on category, tag, author date, and taxonomy archive pages, pages using the blog page template, and on blog style home pages.

## 3.2 Theme Settings Screen

Once you've activated a child theme, you'll see a new **Genesis** menu item in the WordPress Dashboard.



The screenshot shows the WordPress dashboard with a dark theme. On the left, there's a sidebar with links: 'Dashboard', 'Posts', 'Media', 'Pages', 'Comments', and 'Genesis'. A blue arrow points from the text 'Once you've activated a child theme, you'll see a new **Genesis** menu item in the WordPress Dashboard.' to the 'Genesis' link in the sidebar. The main content area is titled 'Theme Settings' and has a sub-section 'Information'. It shows 'Version' as 2.2.5 and 'Released:' as December 17, 2015. There's also a section for 'Updates' with a checked checkbox for 'Enable Automatic Updates' and a text input field for 'Email address'. At the top right of the content area, there are 'Save Settings' and 'Reset Settings' buttons, and a 'Screen Options' dropdown.

This menu item includes three sub-menu options: *Theme Settings*, *SEO Settings*, and *Import/Export*. Sometimes child themes and Genesis-specific plugins will add additional sub-menu items in this section. They may also add additional content on the default Genesis settings pages.

The **Theme Settings** page contains general options to control the way your theme will behave. Some of these settings are also available in the WordPress Customizer.

Each of the boxes on the page can be collapsed or expanded by clicking the box header and can be dragged into any order you wish. They can also be hidden by clicking on the *Screen Options* tab in the top right corner of the screen and unchecking the boxes you don't want to see.

Let's look at each of the Theme Settings.

## Information

The screenshot shows the 'Information' settings panel. It includes fields for Version (2.2.5), Released (December 17, 2015), and Updates. Under Updates, there is a checked checkbox for 'Enable Automatic Updates' and an input field for 'Email address'. A note below states: 'If you provide an email address above, you will be notified via email when a new version of Genesis is available.'

Checking the *Enable Automatic Updates* option will allow your server to check for available updates to the Genesis Framework. No updates will be made without your interaction. It's a good idea to leave this option enabled.

If automatic updates are enabled, you can enter your email address to receive an email alert about the update when it's available.

## Custom Feeds

Custom Feeds

Enter your custom feed URL:   Redirect Custom Feed?

Enter your custom comments feed URL:   Redirect Custom Comments Feed?

*If your custom feed(s) are not handled by Feedblitz or Feedburner, do not use the redirect options.*

If you use services like Feedblitz or Feedburner to handle your RSS feed(s), you can use this function to redirect your site's native feed to your custom feed.

Checking the *Redirect Custom Feed* and/or the *Redirect Custom Comments Feed* option(s) will redirect all traffic to the custom URLs that you enter instead of the default WordPress-generated feeds.

If you wish to use the default feeds that WordPress generates, leave these boxes empty.

## Default Layout

Default Layout

Select Default Layout



You can select the Default Layout for your entire site in the WordPress Customizer or here on the *Genesis Theme Settings* screen. Child themes may include one or more of the following options:

- Content, Primary Sidebar
- Primary Sidebar, Content
- Content, Primary Sidebar, Secondary Sidebar
- Secondary Sidebar, Primary Sidebar, Content
- Secondary Sidebar, Content, Primary Sidebar
- Full Width Content

Site layout options can be added or removed with custom coding in the child theme.

Child themes with a widgetized home page will often work independently of this layout setting.

## Breadcrumbs

The screenshot shows the 'Breadcrumbs' settings in the Genesis Theme Settings. It includes a title 'Breadcrumbs' and a section titled 'Enable Breadcrumbs on:' with several checkbox options: Homepage (unchecked), Single Posts (checked), Pages (unchecked), Archives (unchecked), 404 Page (unchecked), and Attachment/Media (unchecked).

Breadcrumbs are a navigation aid that allows users to keep track of their location on a website relative to the home page. This option lets you define the pages where the Breadcrumbs will be displayed. Breadcrumbs can be defined within the WordPress Customizer or here on the *Genesis Theme Settings* screen.

## Comments and Trackbacks

The screenshot shows the 'Comments and Trackbacks' settings in the Genesis Theme Settings. It includes sections for 'Enable Comments' (checkboxes for 'on posts?' checked and 'on pages?' unchecked) and 'Enable Trackbacks' (checkboxes for 'on posts?' unchecked and 'on pages?' unchecked).

Genesis allows you to globally enable or disable Comments and Trackbacks on Posts and Pages. If Comments or Trackbacks are disabled here, they cannot be enabled on an individual post or page basis. You can enable or disable them in the WordPress Customizer or here on the *Genesis Theme Settings* screen.

You'll find [more information about Trackbacks here.](#)

## Content Archives

The screenshot shows the 'Content Archives' settings section. It includes fields for 'Display' (set to 'Entry content'), 'Limit content to' (0 characters), 'Featured Image' (checkbox checked, 'Include the Featured Image?'), 'Image Size' (large (1024 × 1024)), and 'Image Alignment' (Left). There is also an 'Entry Pagination' dropdown set to 'Numeric'. A note at the bottom states: 'These options will affect any blog listings page, including archive, author, blog, category, search, and tag pages.'

The Content Archives settings allow you to control the way content displays on category, tag, author, date, and taxonomy archive pages. These settings can be defined in the WordPress Customizer or here on the *Genesis Theme Settings* screen.

You can choose to display **entry content** or to display **entry excerpts** on archive pages.

- **Entry content:** This setting allows you to display full posts on archive pages.
  - If you'd like to limit the length of the content displayed while using the *entry content* setting, enter the number of characters (letters, numbers, and spaces) in the **Limit content to** field. When you enter a number greater than 0 in this field, a *Read More* link will be automatically added to the end of the content displayed. This option will strip any HTML from the content that is displayed on the archive page, but it allows for more precise control over the length of the displayed content.
- **Entry excerpts:** This setting allows you to display post excerpts on archive pages.
  - Only the first 55 words of the post will be displayed and the HTML will be stripped from any content that's included in the excerpt. If a manual excerpt is set in a post, it will be displayed in place of the first 55 words of the post content. Also, a manual excerpt will display any HTML that's included in the excerpt.

The **Featured Image** setting allows you to show a thumbnail of the first attached image or the currently set featured image for the post.

After checking the box to enable featured images, two new options will appear. The **Image Size** list is populated by the available image sizes defined in the theme. The **Image Alignment** setting allows you to choose whether the featured images on the archive pages should be aligned to the left or right of the content.

**PLEASE NOTE:** To avoid displaying duplicate images, featured images should not be used when displaying full post content.

Also, if the featured images are not displaying at the correct size, you may need to use a [Regenerate Thumbnails](#) plugin to change the automatically generated thumbnail size.

The **Entry Pagination** setting allows you to select one of two navigation display methods: *Previous/Next* or *Numeric*. These navigation links will be visible on category, tag, author date, and taxonomy archive pages, pages using the blog page template, and on blog style home pages.

## Blog Page Template

The screenshot shows the 'Blog Page Template' settings interface. At the top, it says 'Blog Page Template'. Below that, a note states: 'These settings apply to any page given the "Blog" page template, not the homepage or post archive pages.' There are three main settings: 'Display Category' with a dropdown menu set to 'All Categories', 'Exclude Categories' with a text input field containing 'Category IDs, comma separated - 1,2,3 for example', and 'Posts per Page' with a dropdown menu set to '5'.

The Blog Page Template settings govern pages that use the Blog Template. A page that is set to use this template will display a list of recent posts similar to the home page view of a blog style home page.

You can use the drop down menu to select a specific category to display. You can also exclude categories by ID, as well as select how many posts you'd like to display on this page.

**PLEASE NOTE:** A page using the blog page template should not be used as a static home page.

## Header and Footer Scripts

The screenshot shows a settings panel titled "Header and Footer Scripts". It contains two main sections: "Header Scripts" and "Footer Scripts", each represented by a large, empty text area. Below each text area is a descriptive note in a smaller font.

**Header Scripts**

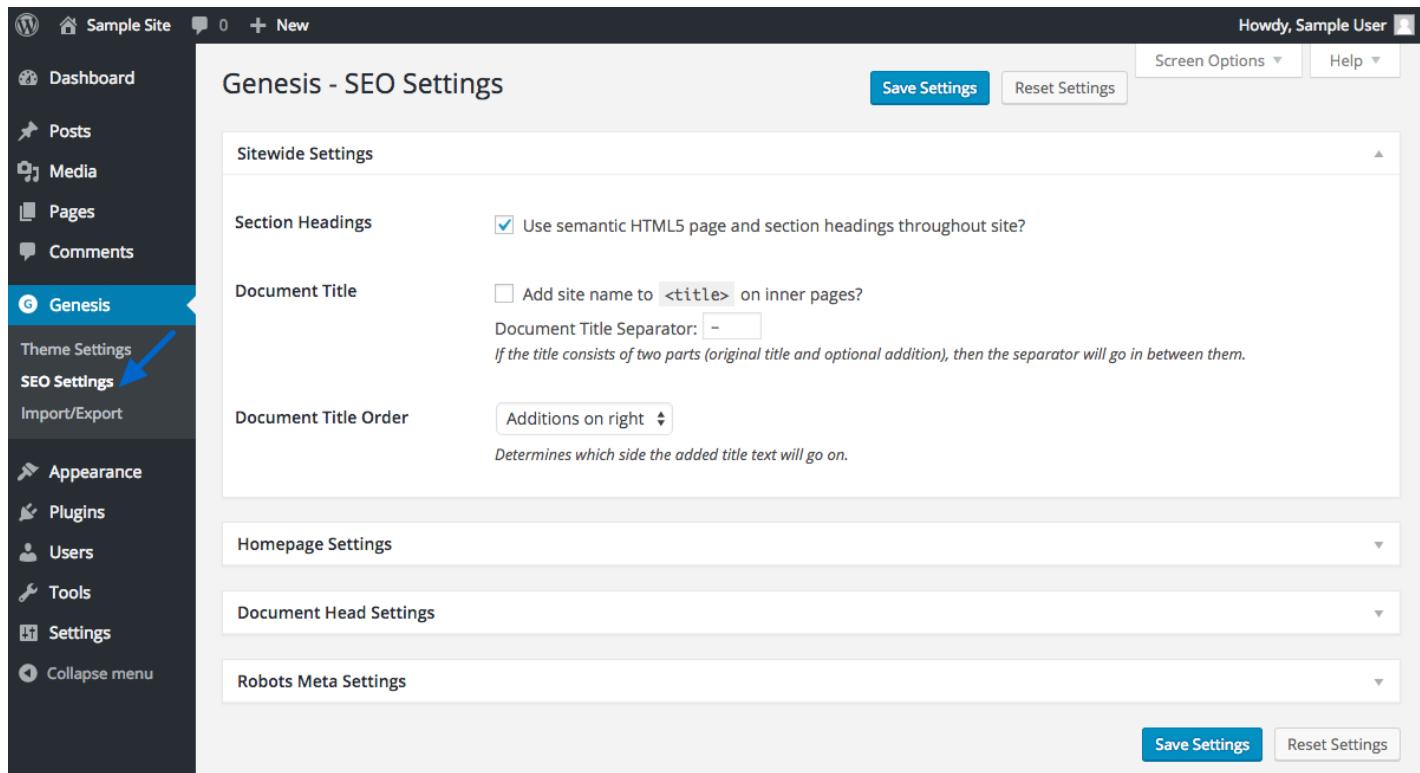
*This code will output immediately before the closing `</head>` tag in the document source.*

**Footer Scripts**

*This code will output immediately before the closing `</body>` tag in the document source.*

The Header and Footer Script text areas will allow you to add code for tools such as statistics tracking and other 3rd party services that require code to be added to the header or footer area of your site. One notable example would be the code for Google Analytics tracking which can be added to the header scripts box.

## 3.3 SEO Settings



The screenshot shows the WordPress admin interface with the Genesis framework installed. The left sidebar has a dark theme with various menu items: Dashboard, Posts, Media, Pages, Comments, Genesis (which is highlighted in blue), Theme Settings, SEO Settings (with a blue arrow pointing to it), Import/Export, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled "Genesis - SEO Settings". It contains several sections: "Sitewide Settings", "Section Headings" (with a checked checkbox for "Use semantic HTML5 page and section headings throughout site?"), "Document Title" (with an unchecked checkbox for "Add site name to <title> on inner pages?", a "Document Title Separator" input field containing a hyphen, and a note about title parts), "Document Title Order" (set to "Additions on right" with a dropdown menu), and three collapsed sections for "Homepage Settings", "Document Head Settings", and "Robots Meta Settings". At the bottom are "Save Settings" and "Reset Settings" buttons.

When Genesis SEO (search engine optimization) is active, you will see the **SEO Settings** menu option in the WordPress Dashboard.

If any of several advanced SEO plugins are active, the Genesis SEO settings will be automatically disabled to avoid duplicate SEO related fields from being displayed for your site.

The default settings are recommended for most users. For more specific information about the Genesis SEO settings [please check out this tutorial](#).

## 3.4 Import/Export

The screenshot shows the 'Genesis - Import/Export' page. On the left, there's a sidebar with navigation links: Dashboard, Posts, Media, Pages, Comments, Genesis (which is active), Theme Settings, SEO Settings, Import/Export (highlighted with a blue arrow), Appearance, and Plugins. The main content area has two sections: 'Import Genesis Settings File' and 'Export Genesis Settings File'. The 'Import' section includes a file upload input, a 'Choose File' button, and a 'Upload File and Import' button. The 'Export' section includes a 'Download Export File' button and checkboxes for 'Theme Settings' and 'SEO Settings'.

The **Import/Export** option allows you to import or export Genesis Settings for use as a backup or on a different site.

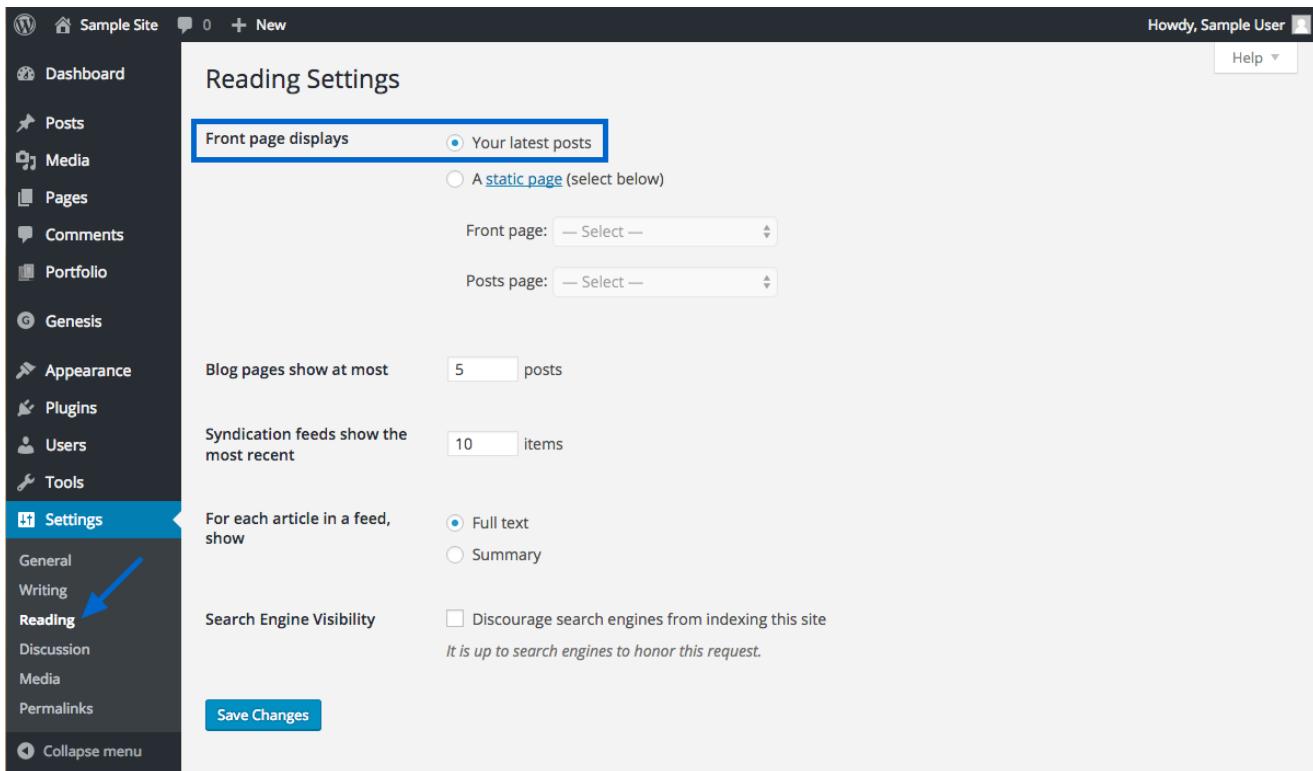
This is specific to Genesis settings and does not include a backup of your posts, pages, or images, which is what the built-in WordPress import/export feature does.

The Genesis export feature also does not include settings for plugins, widgets, or specific settings related to posts, pages, terms, or users.

## Introduction to Configuring the Home Page of Your Genesis Site

Depending upon which child theme you've chosen for your site, there are a couple options for the display of content on your home page. Some child themes include custom widget areas that allow you use various types of widgets to add content to your home page. Other themes include a blog-style home page which displays your latest blog posts in a list format. If you prefer, you can set your site to display a specific page as the home page instead.

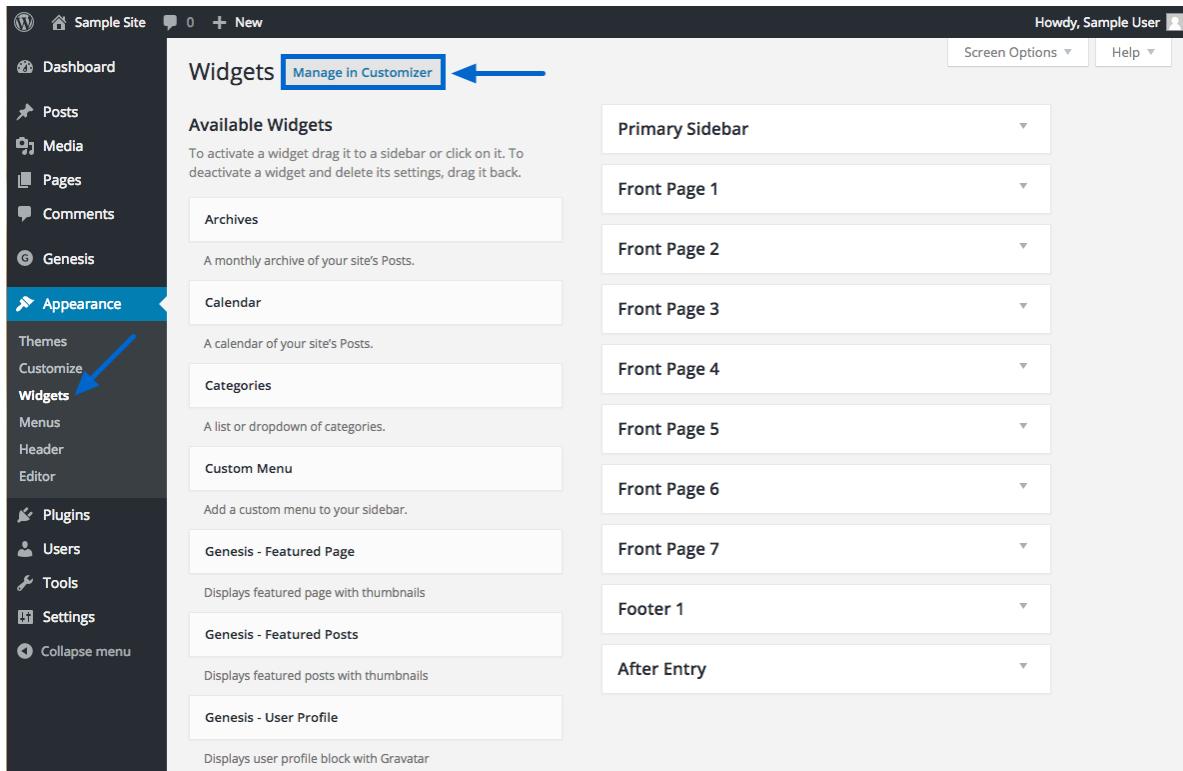
## 4.1 Custom Home Page



Many Genesis child themes available from StudioPress include a custom home page which includes widgets to add content to the home page.

To use this type of home page, go to **Settings > Reading** and set the front page to display Your latest posts.

**PLEASE NOTE:** Since the latest posts won't be displayed when you add content to the home page widget areas, you can create a page and assign the Blog page template to show a blog-style list of your latest posts on another page of your site.



The home page will often include Front Page widget areas that are registered by the child theme. These areas can be configured via the WordPress Customizer or on the Widgets screen via **Appearance > Widgets**.

All child themes include Theme Setup Guides that can be accessed in the Member's Area at <http://my.studiopress.com/downloads/>. These guides will show you how to set up your front page widgets to resemble the theme's demo.

## 4.2 Blog-Style Home Page

Another common home page is the *blog-style* home page. This type of home page displays the latest blog posts in list form and requires no additional configuration.

If the child theme you've chosen uses a custom home page, but you would prefer to use the blog-style layout, do not add any widgets to the home page-specific widget areas.

**PLEASE NOTE:** In some of our older themes, you may need to rename the home.php file to home-old.php via FTP or the web based file manager provided by your host to remove the requirement to use widgets on the home page.

## 4.3 Static Home Page

The screenshot shows the WordPress admin dashboard with the 'Sample Site' selected. The left sidebar has a 'Settings' menu open, with 'Reading' highlighted. The main content area is titled 'Reading Settings'. Under 'Front page displays', the 'A static page (select below)' option is selected. Below it, there are two dropdown menus labeled 'Front page:' and 'Posts page:', each with a 'Select' option. There are also settings for 'Blog pages show at most' (5 posts) and 'Syndication feeds show the most recent' (10 items). For feeds, 'Full text' is selected. Under 'Search Engine Visibility', there is a checkbox for 'Discourage search engines from indexing this site' which is unchecked. At the bottom is a 'Save Changes' button.

If you prefer, you can display a single, static page on the home page instead of widgets or a blog-style list of latest posts.

This can be accomplished by creating and publishing a Page in the WordPress admin panel and then going to **Settings > Reading** and setting **Front page displays** to *A static page*.

Now you're ready to choose which page should be used for the home page (or front page) and for the posts pages.

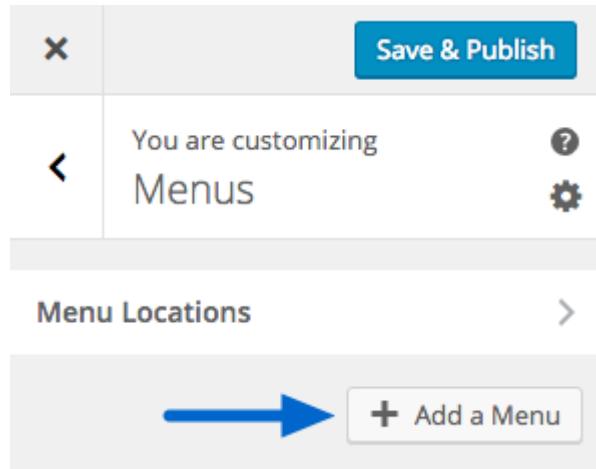
1. Use the drop down to select which page will be displayed on the **Front page**.

2. Use the drop down to select which page will be the **Posts page**, the page on your site that lists your latest blog posts.

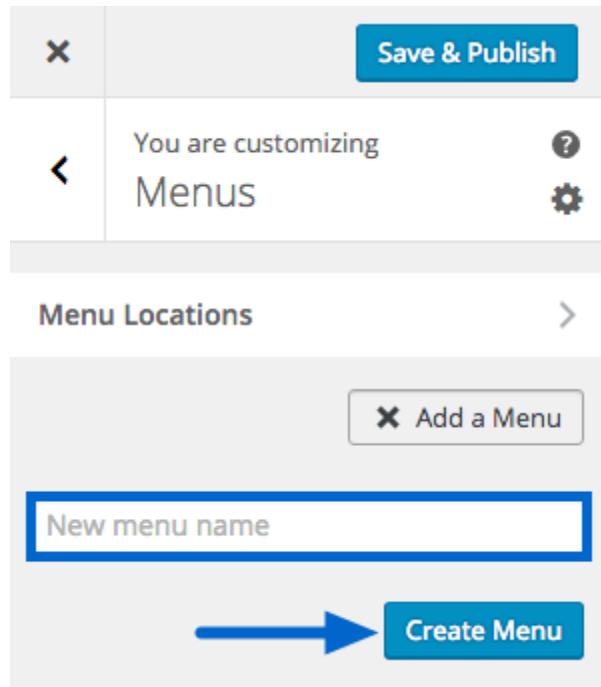
## Introduction to Setting Up a Navigation Menu

Genesis uses the built-in WordPress menu feature to create and display navigation menus. You can create and manage menus either in the WordPress Dashboard or inside the WordPress Customizer.

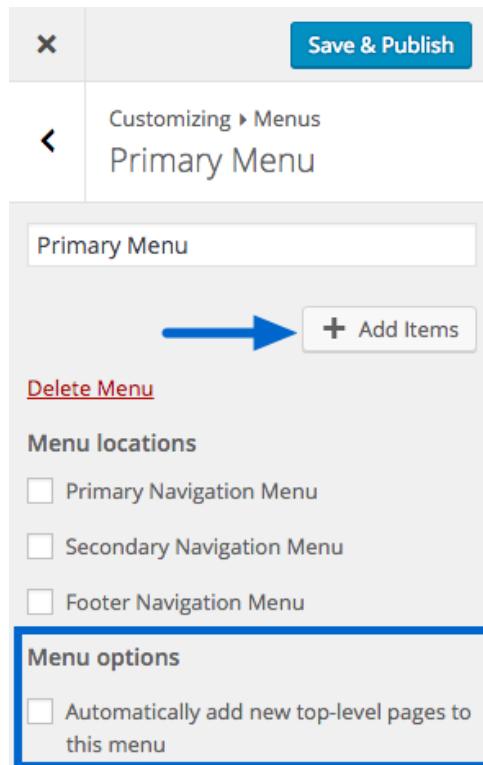
### 5.1 Create a Menu in the WordPress Customizer



After you have created some pages and/or blog posts, you can create a new menu in the WordPress Customizer by going to **Appearance > Customize > Menus**. Click **Add a Menu** to get started.

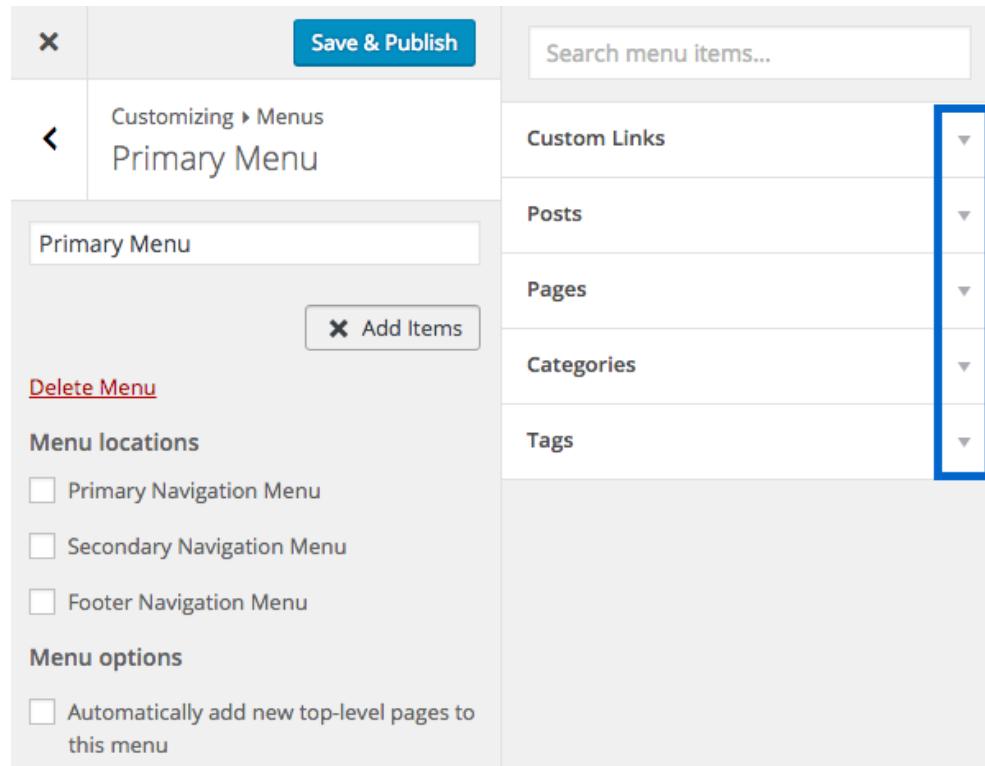


Give your new menu a name. This name is for your reference only. Click **Create Menu** to apply the new name and begin building your menu.

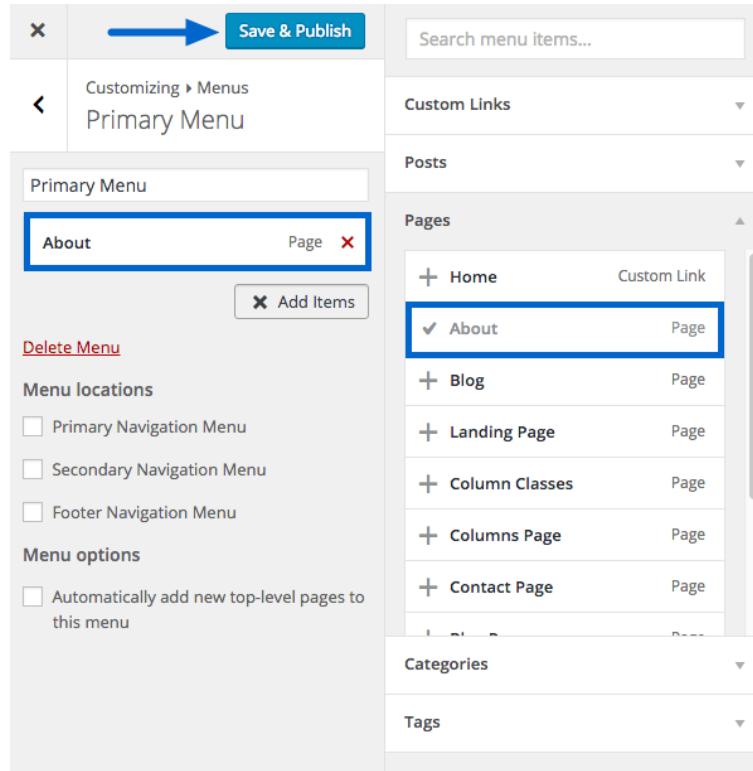


Click **Add Items** to select items to add to the menu.

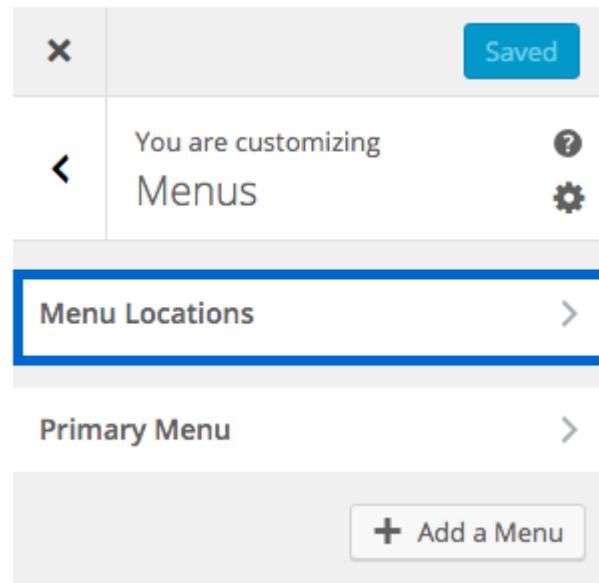
You can also check the box in the *Menu Options* section to automatically add any top-level pages to this menu. This means that when you create a new page on your site and it's not a sub-page, a link to the page will automatically be added to this menu.



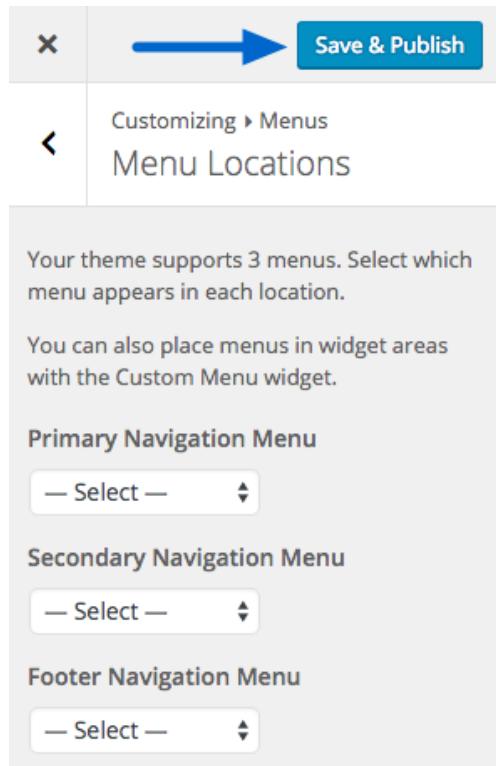
On the right side of the customizer panel, you can select Custom Links, Posts, Pages, Categories, or Tags to add to your new menu. Click the arrows to open each option.



Click on each item you'd like to add. When you're finished and all the items you've selected appear on the left side of the customizer panel, click **Save & Publish** to preserve your settings.



If desired, click **Menu Locations** to assign this menu to an available location within the activated child theme.



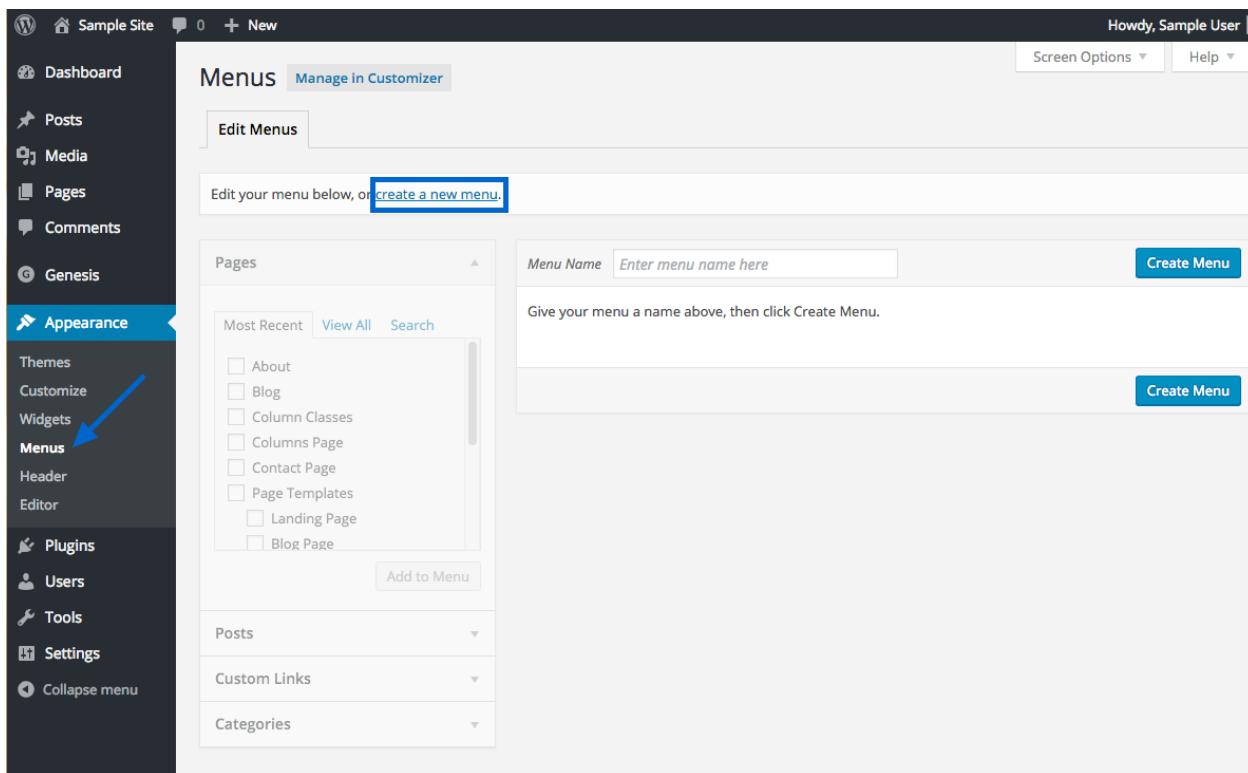
Use the drop downs to select a menu for each location.

Click **Save & Publish** to preserve your settings.

**PLEASE NOTE:** The available menu locations depend upon which child theme is activated on your site. Also, you don't need to select locations for your menus if you are going to use a Custom Menu widget inside an available widget area instead.

Refer to the setup guide for your child theme to see how the menus are used within the theme's demo. All child themes include Theme Setup Guides that can be accessed in the Member's Area at <http://my.studiopress.com/downloads/>.

## 5.2 Create a Menu in the WordPress Dashboard



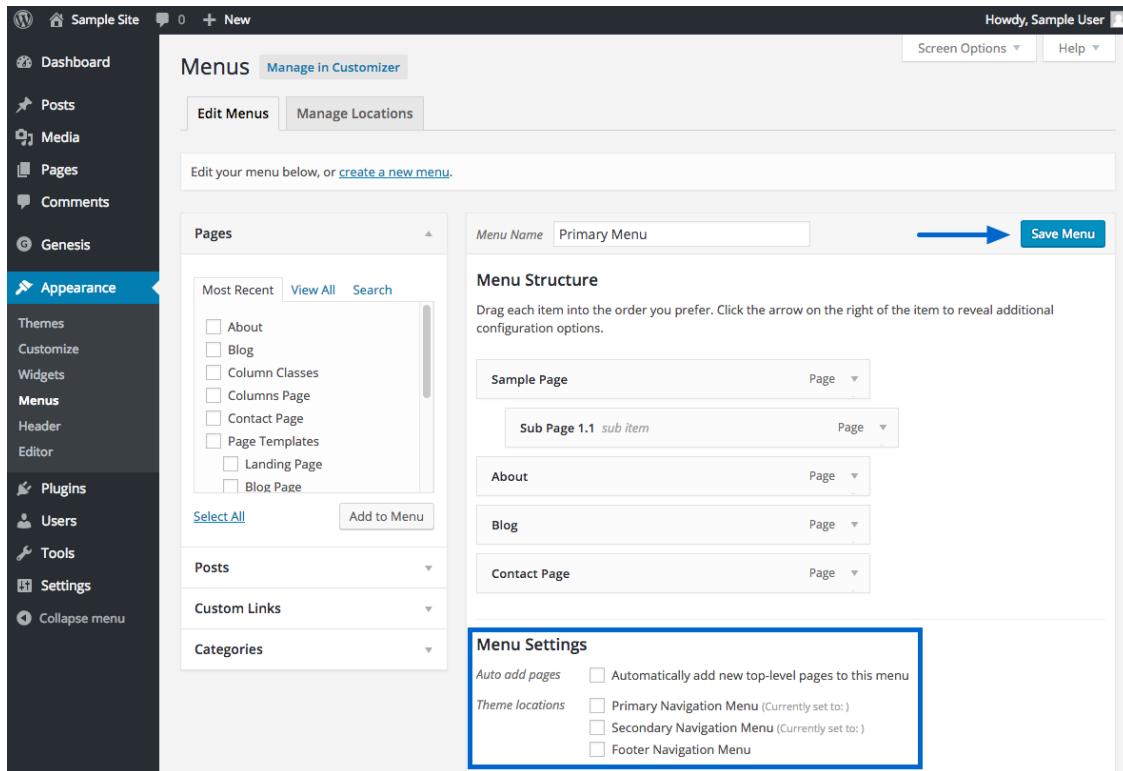
After you have created some pages and/or blog posts, you can create a new menu in the WordPress Dashboard by going to **Appearance > Menus** and clicking the **create a new menu** link.

The screenshot shows the 'Menus' screen in the WordPress admin. At the top, there are tabs for 'Edit Menus' and 'Manage Locations'. Below that, a message says 'Select a menu to edit: — Select —' with a dropdown arrow, and 'Select' or 'create a new menu.' A 'Create Menu' button is highlighted with a blue border. On the left, a sidebar lists 'Pages', 'Posts', 'Custom Links', and 'Categories'. Under 'Pages', there are checkboxes for 'About', 'Blog', 'Column Classes', 'Columns Page', 'Contact Page', 'Page Templates', 'Landing Page', and 'Blog Page'. An 'Add to Menu' button is located below this list. The main area has a 'Menu Name' input field with 'Enter menu name here' placeholder text and another 'Create Menu' button.

Give your new menu a name. This name is for your reference only. Click **Create Menu** to apply the new name and begin building your menu.

From the left side of the screen, you can select Pages, Posts, Custom Links, or Categories to add to your new menu. Click the arrows to open each section and then check the boxes of the items you'd like to add. Click **Add to Menu** after making your selections within each panel.

If any options are missing from the menu editor, click the **Screen Options** tab in the upper right corner and check the boxes to enable the options you need. Click the tab again to minimize the Screen Options panel.



When you're finished building your menu, click **Save Menu** to preserve your settings.

If desired, you can assign this menu to any available location in your activated theme by checking the appropriate box that appears below the menu.

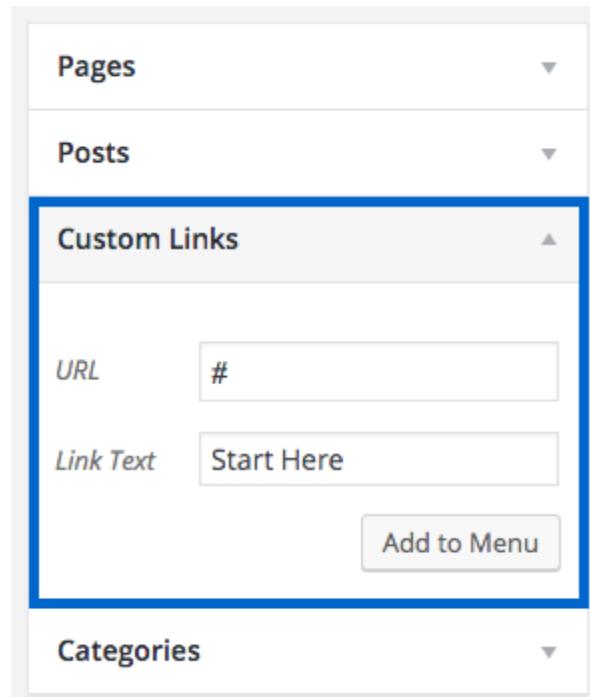
**PLEASE NOTE:** The available menu locations depend upon which child theme is activated on your site. Also, you don't need to select locations for your menus if you are going to use a Custom Menu widget inside an available widget area instead.

Refer to the setup guide for your child theme to see how the menus are used within the theme's demo. All child themes include Theme Setup Guides that can be accessed in the Member's Area at <http://my.studiopress.com/downloads/>.

The screenshot shows the WordPress 'Menus' screen. On the left, there's a sidebar with links like Dashboard, Posts, Media, Pages, Comments, Genesis, Appearance (which is active), Themes, Customize, and Widgets. The main area is titled 'Menus' with a 'Manage in Customizer' button. Below it are two tabs: 'Edit Menus' and 'Manage Locations', with 'Manage Locations' being the active one and highlighted with a blue border. A note says, 'Your theme supports 3 menus. Select which menu appears in each location.' It lists three menu locations: Primary Navigation Menu, Secondary Navigation Menu, and Footer Navigation Menu, each with dropdowns to select a menu and buttons for 'Edit' or 'Use new menu'. At the bottom is a 'Save Changes' button with a blue arrow pointing to it.

Alternatively, you can click the **Manage Locations** tab and manage the location of all your menus at one time. Be sure to click **Save Changes** to preserve your settings.

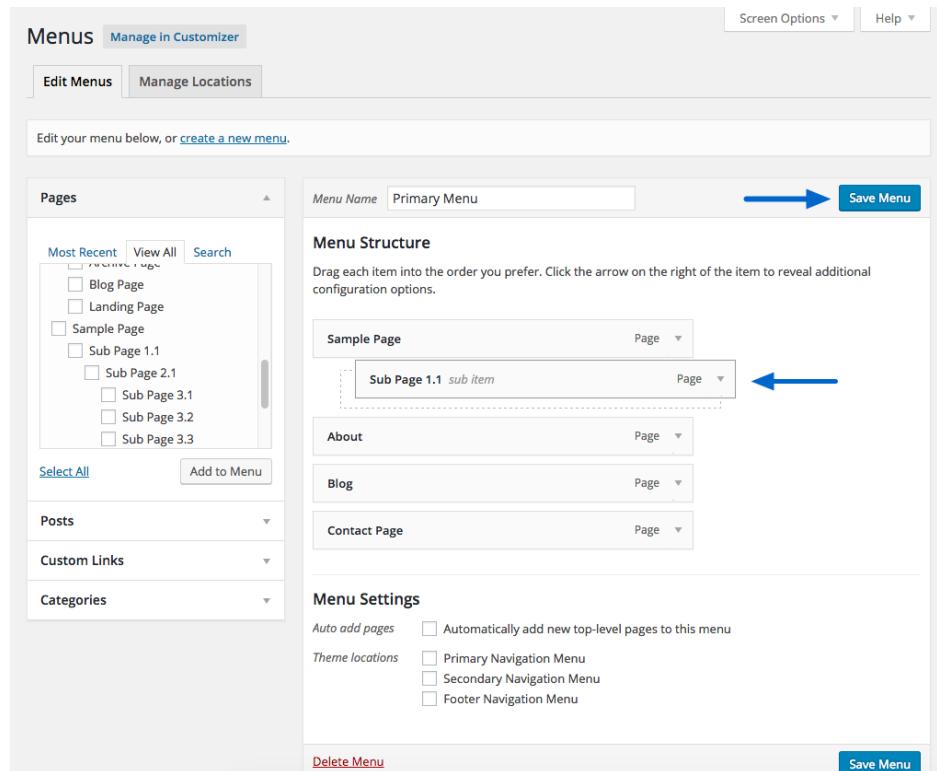
## 5.3 Create a Non-Clickable Menu Item



When you want to include a top-level menu item that is not clickable, add a **Custom Link** to your menu.

Add the **# symbol** in the *URL* field to make this link inactive. In other words, if someone tries to click on the *Link Text*, they will not be forwarded to a new page.

## 5.4 Create a Drop Down Menu Item



When adding new items to your menu, you can create a drop down menu experience by clicking and dragging the menu item until it becomes indented in the list. You'll see a dashed border appear indicating the new location of the menu item when you let go of the item.

Click **Save Menu** to preserve your settings.

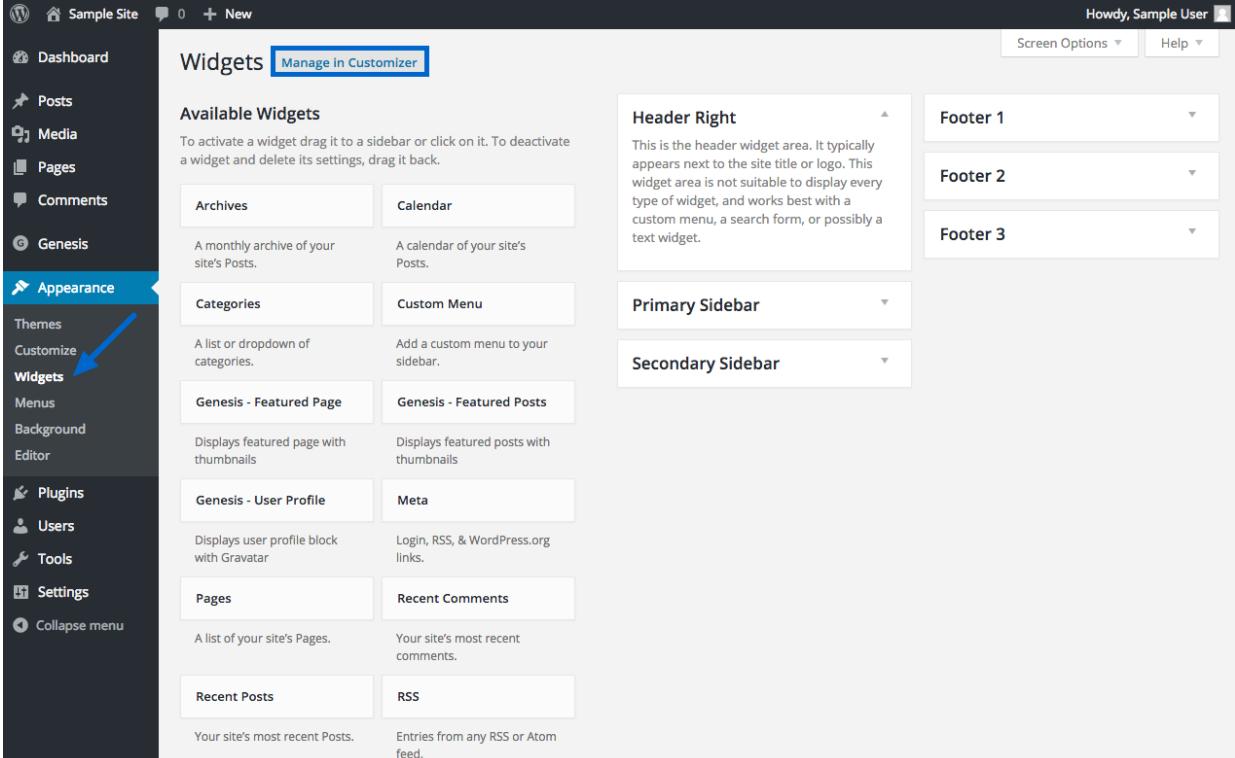
## Introduction to the Common Widget Areas in Genesis Child Themes

Many Genesis child themes include common widget areas to which you can add any type of content you'd like:

- Header Right Widget Area
- Primary Sidebar Widget Area

- After Entry Widget Area
- Footer Widget Areas

Some child themes include extra widget areas which are used to populate the home page or other specialized area of the site.



The screenshot shows the WordPress dashboard with the 'Appearance > Widgets' page selected. The left sidebar has a dark theme with various links: Dashboard, Posts, Media, Pages, Comments, Genesis, Appearance (with Themes, Customize, and Widgets selected), Plugins, Users, Tools, Settings, and a Collapse menu. A blue arrow points to the 'Widgets' link. The main content area is titled 'Widgets' with a 'Manage in Customizer' button. It shows 'Available Widgets' in a grid format:

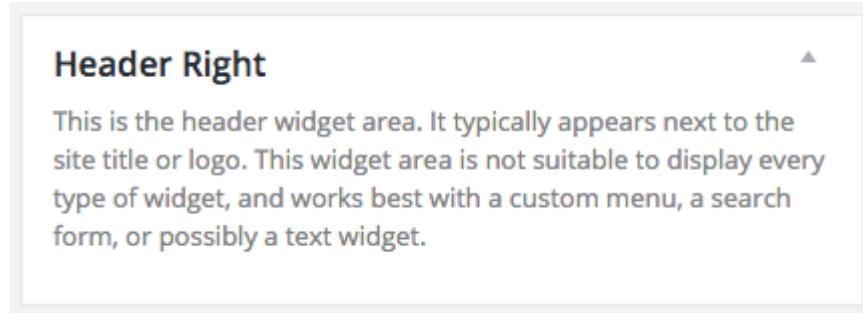
Widget Type	Description
Archives	A monthly archive of your site's Posts.
Calendar	A calendar of your site's Posts.
Categories	A list or dropdown of categories.
Custom Menu	Add a custom menu to your sidebar.
Genesis - Featured Page	Displays featured page with thumbnails.
Genesis - Featured Posts	Displays featured posts with thumbnails.
Genesis - User Profile	Displays user profile block with Gravatar.
Meta	Login, RSS, & WordPress.org links.
Pages	A list of your site's Pages.
Recent Comments	Your site's most recent comments.
Recent Posts	Your site's most recent Posts.
RSS	Entries from any RSS or Atom feed.

On the right side, there are four widget areas listed: Header Right, Primary Sidebar, Secondary Sidebar, Footer 1, Footer 2, and Footer 3. Each area has a description and a dropdown arrow indicating it can be collapsed.

Widgets can be configured in the WordPress Customizer or on the **Appearance > Widgets** screen of the WordPress Dashboard.

[Learn more about managing widget areas here.](#)

## 6.1 Header Right Widget Area



The screenshot shows a light gray header with a white rectangular box containing the text "Header Right". Above the box is a small upward-pointing triangle. Below the box is another small upward-pointing triangle. The text inside the box reads: "This is the header widget area. It typically appears next to the site title or logo. This widget area is not suitable to display every type of widget, and works best with a custom menu, a search form, or possibly a text widget."

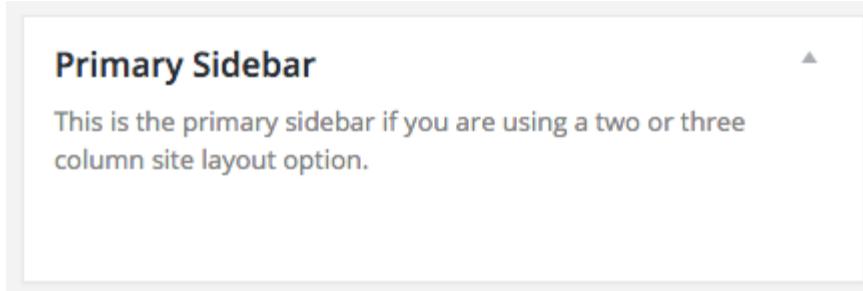
Some child themes include a Header Right widget area which, when used, displays next to the site title or logo. Since this widget area is often located in limited space, this widget area is best suited for small amounts of content like a custom menu, a search form, or a text widget.



The screenshot shows a dark footer bar with the text "PARALLAX PRO" on the left. To the right are four white rectangular buttons with black text: "SAMPLE", "TYPOGRAPHY", "COLORS", and "CONTACT". The "COLORS" button has a blue border, indicating it is the active or selected link.

For example, many users place a Custom Menu widget in this area to display their site's navigation menu.

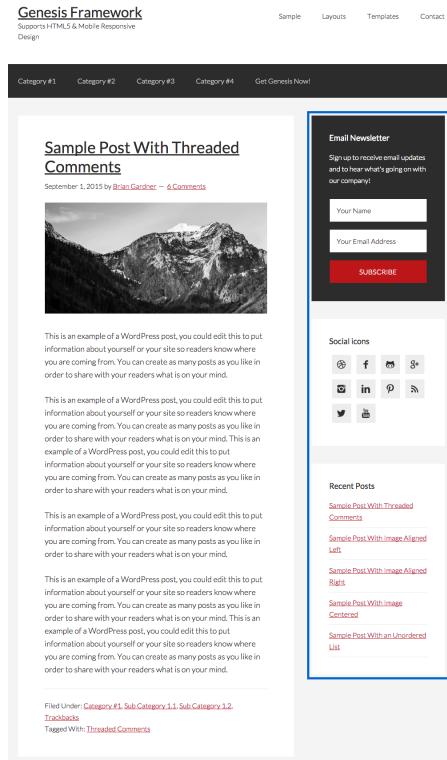
## 6.2 Primary Sidebar Widget Area



The screenshot shows a light gray sidebar with a white rectangular box containing the text "Primary Sidebar". Above the box is a small upward-pointing triangle. Below the box is another small upward-pointing triangle. The text inside the box reads: "This is the primary sidebar if you are using a two or three column site layout option."

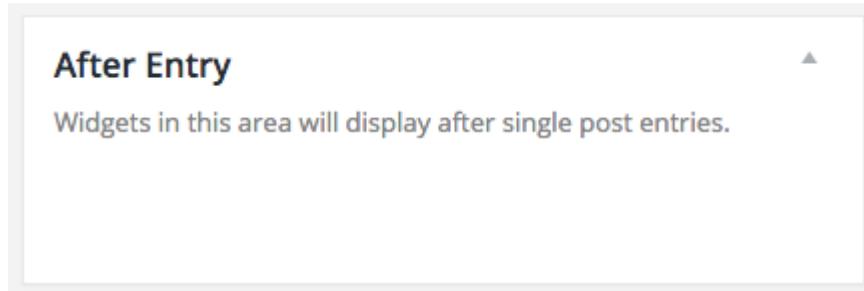
If the child theme that's activated on your site includes a layout that includes a sidebar (ex. *Content, Sidebar* or *Sidebar, Content*) in the Genesis Theme Settings, the Primary Sidebar widget area will be available.

You may use any widgets you like in this area.



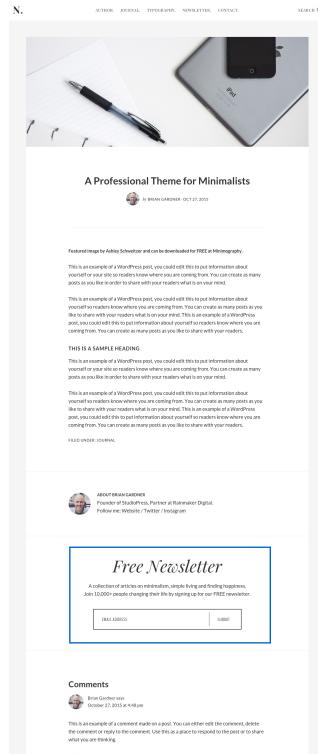
For example, the Genesis Sample Child Theme uses the Primary Sidebar widget area to display an Email Newsletter sign up form, social icons, and a list of recent posts.

## 6.3 After Entry Widget Area



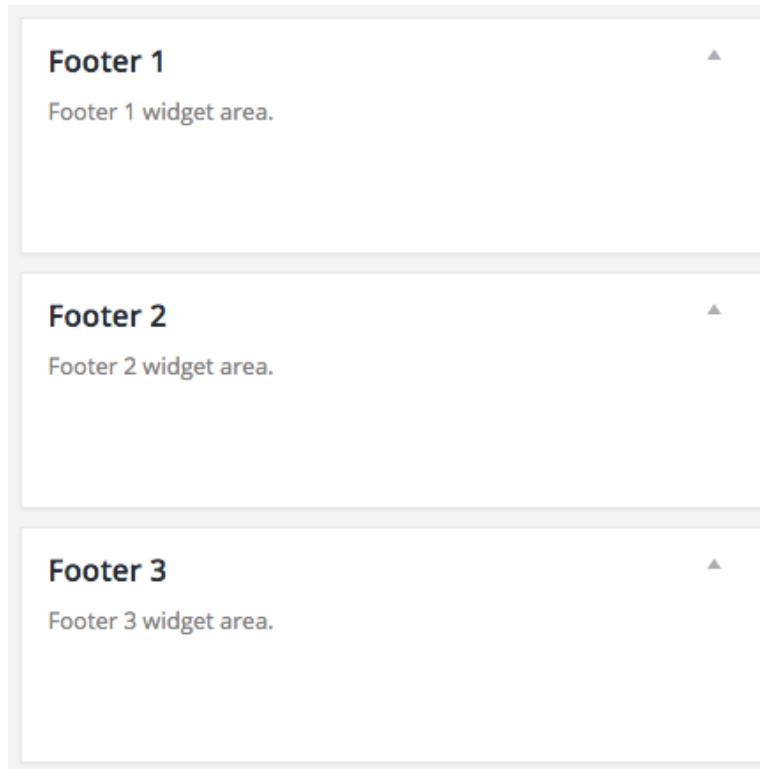
The After Entry widget area is displayed at the end of all single post entries (blog posts) on your site.

You may use any widgets you like in this area.



For example, some users use this widget area to display a newsletter sign up form.

## 6.4 Footer Widget Areas



Some child themes include Footer widget areas which display below the site content and above the site footer.

You may use any widgets you like in these areas. **Note:** If you don't place a widget in the first Footer widget area, the other Footer widget areas will not activate.

DON'T BE SHY

## Say hello.

WORKSTATION PRO is a WordPress theme made on the Genesis Framework.

-

[Learn More](#)

[Purchase Theme](#)

In the heart of downtown, our little office sits on the second floor of a quaint historic building.

-

165 1202 Main Street  
Anytown, USA

Feel free to contact us the old fashioned way. Sometimes it's nice to talk to a real person.

-

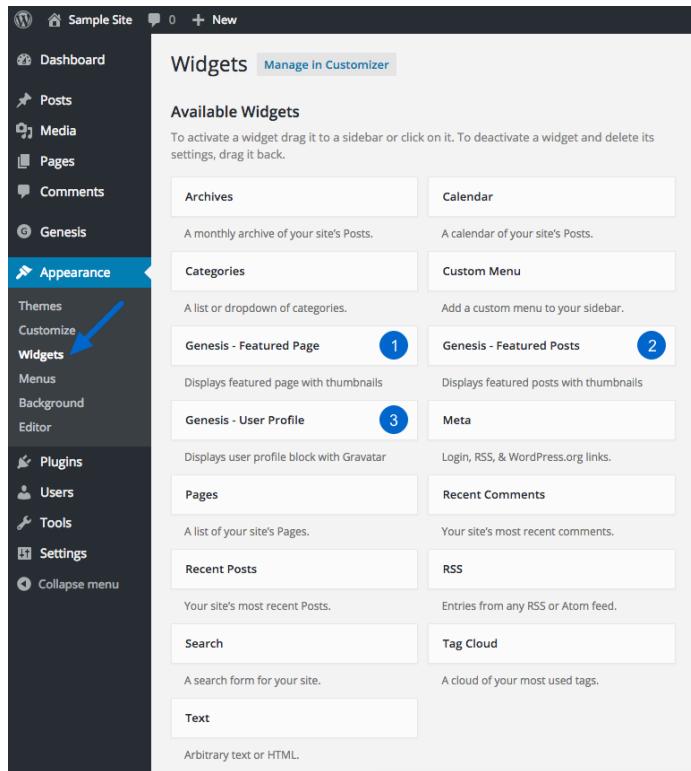
t: +1 (555) 555-1234

f: +1 (555) 555-5678

Copyright © 2015 · [Workstation Pro Theme](#) on [Genesis Framework](#) · [WordPress](#) · [Log in](#)

For example, some users use these widget areas to display contact information and links to more information.

# Introduction to the Widgets Included in the Genesis Framework



When you install the Genesis Framework and activate a child theme, three Genesis-specific widgets are added to the *Available Widgets* that are listed on the screen located in **Appearance > Widgets**.

1. Genesis - Featured Page widget
2. Genesis - Featured Post widget
3. Genesis - User Profile widget

Let's take a look at the Genesis Featured Page widget.

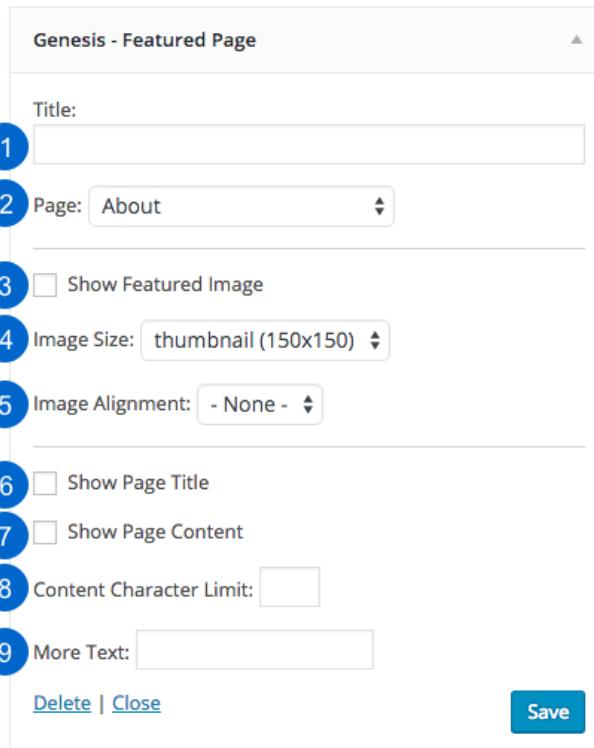
## 7.1 Genesis - Featured Page Widget

The Genesis Featured Page widget is often used to display a featured image and an excerpt of the content from a single page. It can be used in any widget area, such as a front page-specific widget area, a sidebar, or a footer.

You can use this widget as many times as you like, with different configurations in each instance of the widget.

To add the widget to a widget area, go to **Appearance > Customize > Widgets**. Alternatively, you can go to **Appearance > Widgets**.

The widget can be configured using the settings described below:



1. **Title:** Enter a title for this widget (optional). This title will be displayed at the top of the widget content.
2. **Page:** Use the drop down to select which page you'll be featuring.
3. **Show Featured Image:** Check the box to display the featured image that's been assigned to the page.
4. **Image Size:** Use the drop down to select what size at which the featured image will be displayed.
5. **Image Alignment:** Use the drop down to select whether the featured image should be aligned to the left, right, or centered over the text content.
6. **Show Page Title:** Check this box if you'd like to display the title of the page being featured.
7. **Show Page Content:** Check this box if you'd like to display the page content. If you want to display the title and featured image only, leave this option unchecked.

8. **Content Character Limit:** If you are showing the page content (above), enter a number here to limit how many characters of that content should be displayed in the widget. This will remove HTML formatting from the portion of content being displayed.
9. **More Text:** If you entered a content character limit (above), a *more* link will be automatically included at the end of the abbreviated content. Enter the text you'd like to use, such as *Continue Reading*. This text will automatically be linked to the featured page.

Once you have completed the widget configuration, be sure to click **Save** at the bottom of the widget to preserve your settings.

## 7.2 Genesis - Featured Posts Widget

The Genesis Featured Posts widget is often used to display a featured image and an excerpt of the content from one or more blog posts. It can be used in any widget area, such as a front page-specific widget area, a sidebar, or a footer.

You can use this widget as many times as you like, with different configurations in each instance of the widget.

To add the widget to a widget area, go to **Appearance > Customize > Widgets**. Alternatively, you can go to **Appearance > Widgets**.

The widget can be configured using the settings described below:



- Title:** Enter a title for this widget (optional). This title will be displayed at the top of the widget content.
- Category:** Use the drop down to select which category you'd like to feature. You can feature all categories or a single category.
- Number of Posts to Show:** Enter the number of posts you'd like to display in this widget.
- Number of Posts to Offset:** Enter the number of posts to offset (or skip). Offset is used when you have Featured Posts appearing elsewhere and you don't want to repeat posts in those areas. Offsetting by 1 will show the next most recent post.
- Order by:** Use the drop down to select the order in which the posts should be displayed.
- Sort Order:** Use the drop down to select whether the order should be descending or ascending.
- Exclude Previously Displayed Posts?:** Check the box to exclude posts that have already been displayed on the page. This is useful when a post has been assigned to more than one category and there are more than one Genesis Featured Posts widget on the page.
- Exclude Sticky Posts:** Check the box to prevent sticky posts from being displayed.
- Show Author Gravatar:** Check to display the post author's gravatar with each post. For this to display, the author must have a gravatar from <http://gravatar.com> associated with the email address in his or her profile.

10. **Gravatar Size:** If you have enabled the author gravatar, use the drop down to select the size of the gravatar.
11. **Gravatar Alignment:** Use the drop down to select whether the gravatar image should be aligned to the left or right of the text.
12. **Show Featured Image:** Check the box to display the featured image that's been assigned to each post. Genesis will automatically assigned the first image that's been uploaded directly to the post as the featured image. Alternatively, the featured image can be set in the post editor page.
13. **Image Size:** Use the drop down to select what size at which the featured image will be displayed.
14. **Image Alignment:** Use the drop down to select whether the featured image should be aligned to the left, right, or centered over the text content.
15. **Show Post Title:** Check the box if you'd like to display the title of each post being featured.
16. **Show Post Info:** Check the box to display the post info including the post date, author and comment link. You can then customize as desired.
17. **Content Type:** Choose whether to display the *Excerpt*, *Content*, a *Content Limit*, or *No Content*. See below for more information.
18. **Limit Content:** Use this option with the *Show Content Limit* setting above. It functions just like the excerpt, but gives you more control over the number of characters shown.
19. **More Text:** If you choose to display a Content Limit, enter the desired more text, such as [Read More...]. This text will automatically be linked to the post.
20. **Unordered List of More Posts:** This option displays just the titles of additional posts from the category or categories chosen, and will automatically exclude the posts already shown above the list.
21. **Title:** If you would like to display the unordered list of more posts from the selected category, add a title for the list (ex. *More Posts from this Category*).
22. **Number of Posts to Show:** If you would like to display the unordered list of more posts from the selected category, enter the number of posts to show.
23. **Show Category Archive Link:** If you have selected a single category to display in this widget, check the box to display a link to the rest of the posts in this category. Note: If you have the widget set to show All Categories, this link will not be displayed.
24. **Link Text:** Enter the text you'd like to display in the link (ex. *More Posts from this Category*).

Once you have completed the widget configuration, be sure to click **Save** at the bottom of the widget to preserve your settings.

## Content Types Explained

**Excerpt:** Only a portion of the content of the post will be displayed. The excerpt is a teaser that shows the first 55 words of the post's content. All HTML tags and graphics are stripped from the excerpt's content.

**Content:** The complete content of the post, including images, will be displayed. We don't recommend this setting if you have large images in the post content. Use this setting along with the *more tag* inside the post if you want to show an excerpt of the post that contains images and HTML. Using the *more tag* within the post allows you to designate the stopping point of the excerpt (ex: everything above the *more tag* will display in the widget).

**Content Limit:** Only a portion of the content of the post will be displayed. This setting is similar to showing an excerpt, but you can define the exact number of characters displayed.

**No Content:** No content from the post will be displayed. This setting is useful if you only want to display the title or the title and featured image.

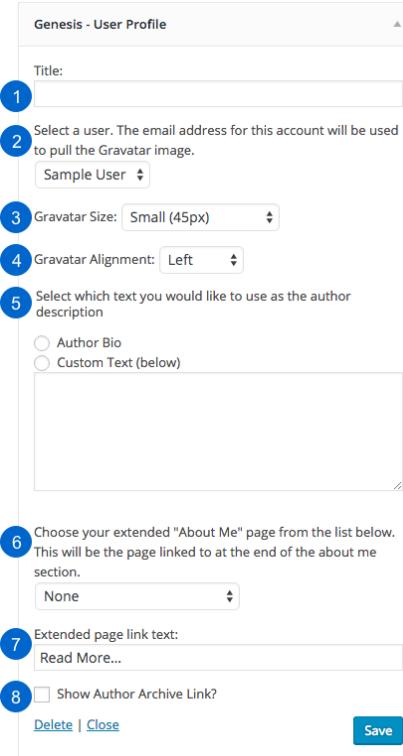
## 7.3 Genesis - User Profile Widget

The Genesis User Profile widget is used to display a user's gravatar and bio or custom text. It can be used in any widget area, such as a front page-specific widget area, a sidebar, the after entry area, or a footer.

You can use this widget as many times as you like, with different configurations in each instance of the widget.

To add the widget to a widget area, go to **Appearance > Customize > Widgets**. Alternatively, you can go to **Appearance > Widgets**.

The widget can be configured using the settings described below:



1. **Title:** Enter a title for this widget (optional). This title will be displayed at the top of the widget content.
2. **Select a User:** Use the drop down to select which registered user will be featured in this widget.
3. **Gravatar Size:** Use the drop down to select the size at which the gravatar image should be displayed. To display this image, the user must have a gravatar from <http://gravatar.com> associated with the email address in his or her profile.
4. **Gravatar Alignment:** Use the drop down to select whether the gravatar image should be aligned to the left or right of the text.
5. **Author Description Text:** You can choose to pull the *Author's Bio* from the user's Biographical Info (located in the "About Yourself" section on the user's profile page in the dashboard) or you can enter *Custom Text* to display as the Author Description.
6. **Extended "About Me" Page:** Use the drop down to choose a page that will be linked to at the end of the Author Description to provide more information about the Author.
7. **Extended Page Link Text:** Enter the text you'd like to use to link to the Extended About Me page.
8. **Show Author Archive Link?:** Check this box to add a link to the bottom of the widget content that leads to the author's archive page (a page which includes all the posts they've authored on the site).

Once you have completed the widget configuration, be sure to click **Save** at the bottom of the widget to preserve your settings.

## 7.4 Additional Widgets

Some child theme demos may include the use of additional widgets (some can be non-Genesis-specific) or require the use of plugins that enable additional widgets.

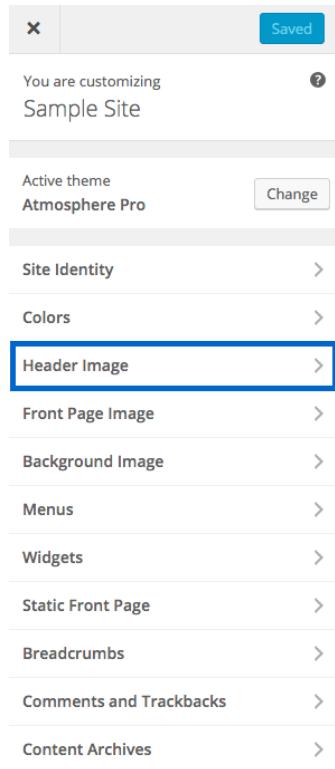
If the child theme you've chosen includes additional widgets in the demo, you can find all the information you need about how to configure these widgets in the theme setup guide. All child themes include Theme Setup Guides that can be accessed in the Member's Area at <http://my.studiopress.com/downloads/>.

## Introduction to Using Your Own Logo or Header Image

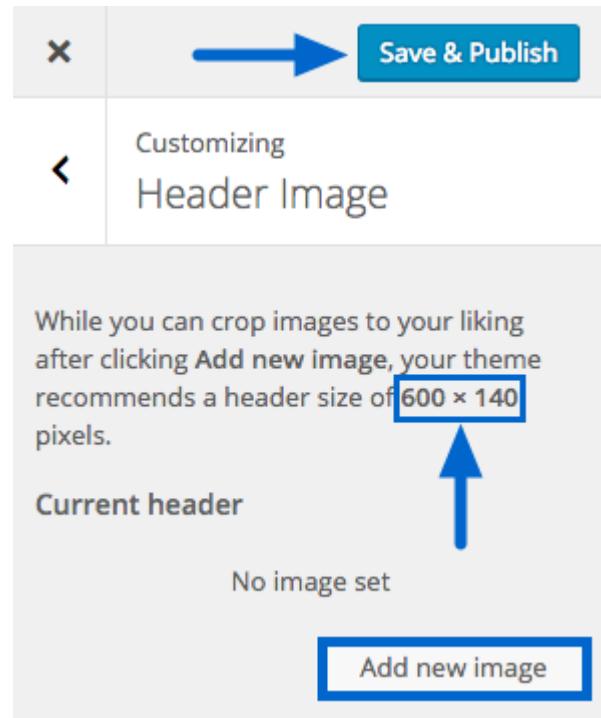
Depending upon the options available in the child theme activated on your site, there are two basic ways of including your own logo or header image on your Genesis site.

If your child theme does not include an option to upload a logo or header image from within the WordPress Customizer, you will find the Header settings in the **Genesis > Theme Settings** screen. If the theme does include the upload option, you'll find a setting in **Appearance > Customize > Header Image**.

## 8.1 Header Image in the WordPress Customizer



If the child theme activated on your site includes the option to upload a logo or header image via the WordPress Customizer, you can go to **Appearance > Customize > Header Image** to add your image.



Click **Add new image** to either upload a new image or to select an existing image in the Media Library. The recommended header size will be displayed on the screen. If you select an image of any other size, you will be prompted to crop it before it is applied to your site.

Click **Save & Publish** to preserve your settings.

## 8.2 Header in the Genesis Theme Settings

The screenshot shows the WordPress dashboard with a dark sidebar. The sidebar includes links for Dashboard, Posts, Media, Pages, Comments, Genesis (which is highlighted with a blue arrow), Theme Settings (also highlighted with a blue arrow), SEO Settings, Import/Export, and Appearance. The main content area is titled 'Theme Settings' and contains sections for Information, Custom Feeds, Default Layout, and Header. Under the Header section, there is a checkbox labeled 'Use for site title/logo:' with options 'Dynamic text' and 'Image logo' next to it. The 'Save Settings' and 'Reset Settings' buttons are at the top right of the settings area.

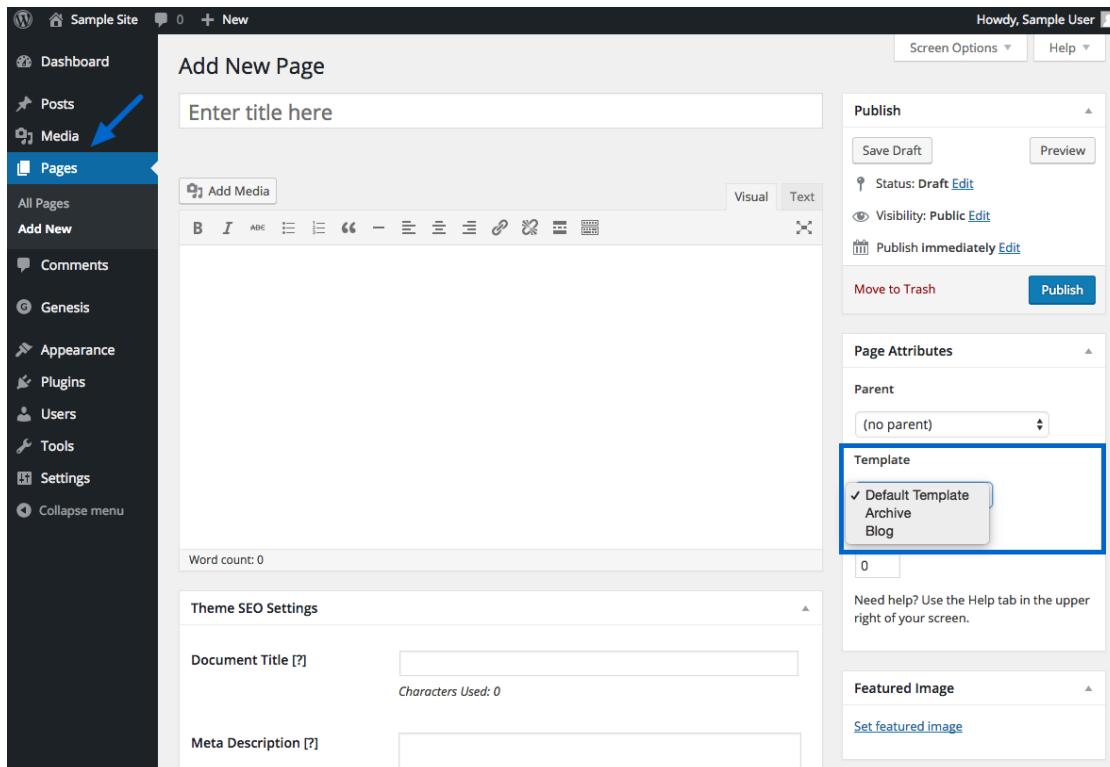
If the child theme activated on your site doesn't include an option to upload a logo or header image from within the WordPress Customizer, go to **Genesis > Theme Settings** and find the **Header** section where you can select to show *Dynamic Text* for your site title or an *Image logo*.

The Dynamic text setting will display the site title and tagline that have been set in **Appearance > Customize > Site Identity** or in **Settings > General** in your WordPress dashboard.

If you select the Image logo setting, the dynamic text will be replaced with the logo.png file from your theme images directory. (Note that in a few themes this may change the header.png file instead). The text will be hidden using an SEO-friendly text replacement technique.

To change your image logo, you'll need to access your site via FTP and navigate to the child theme's images directory (example: /wp-content/themes/childtheme/images). Once there, replace the default logo.png file with your own logo image that you have named logo.png.

## Introduction to Using Genesis Templates



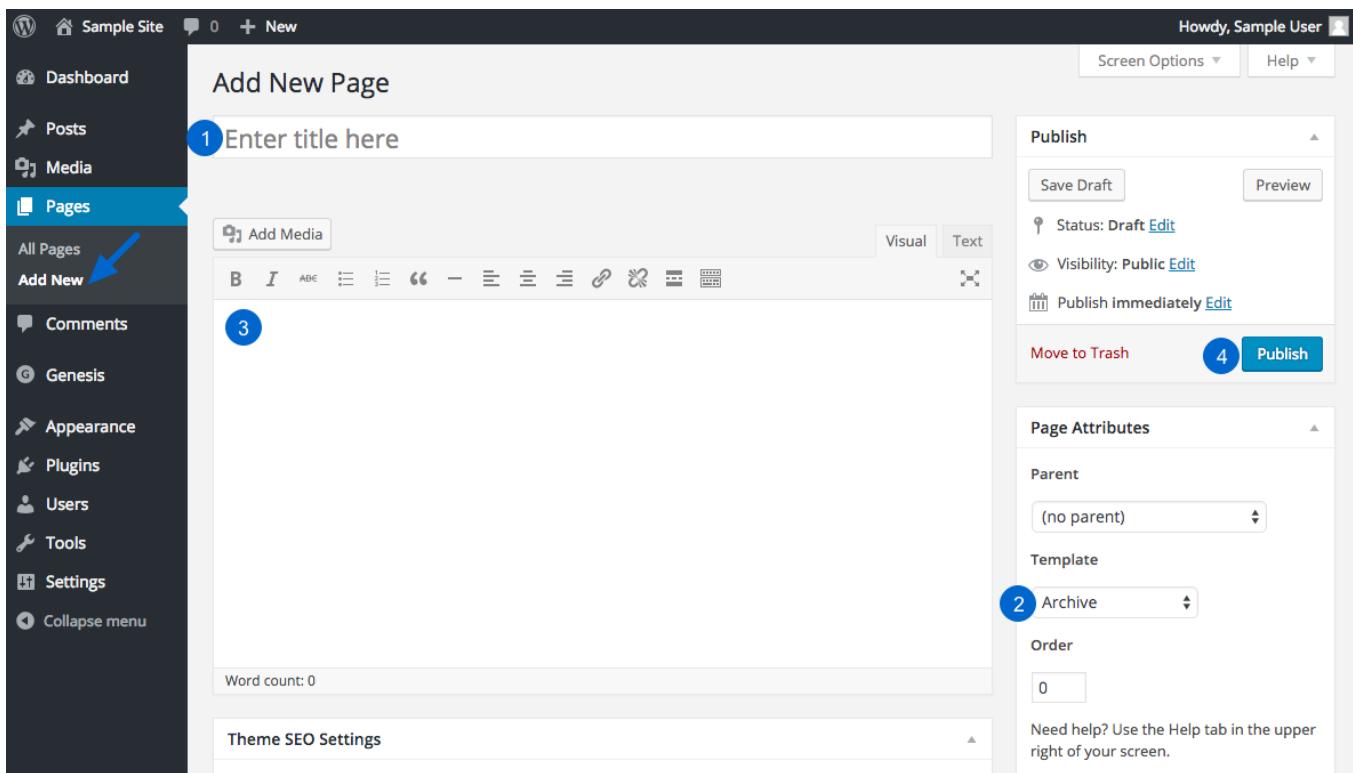
The screenshot shows the WordPress admin interface for adding a new page. The left sidebar has a dark theme with white text. A blue arrow points to the 'Pages' menu item, which is highlighted in blue. The main content area is titled 'Add New Page' and contains a text input field labeled 'Enter title here'. Below it is a rich text editor toolbar. On the right, there are several panels: 'Publish' (with 'Save Draft', 'Preview', and 'Publish' buttons), 'Page Attributes' (with 'Parent' dropdown set to '(no parent)'), and a 'Template' panel. The 'Template' panel is expanded and shows three options: 'Default Template', 'Archive', and 'Blog', with 'Default Template' being the selected option (indicated by a checked checkbox). At the bottom of the page editor, there is a note: 'Need help? Use the Help tab in the upper right of your screen.'

A WordPress *page* (not a *post*) can be configured to use a template by selecting an available template option **Page Attributes** section in the right sidebar of the page editor screen.

Some themes may include additional templates. Refer to the child theme setup guide for details on using additional templates. All child themes include Theme Setup Guides that can be accessed in the Member's Area at <http://my.studiopress.com/downloads/>.

## 9.1 Archive Template

The Archive template creates a sitemap of your site. Go to **Pages > Add New** to create a page that will use the Archive template.

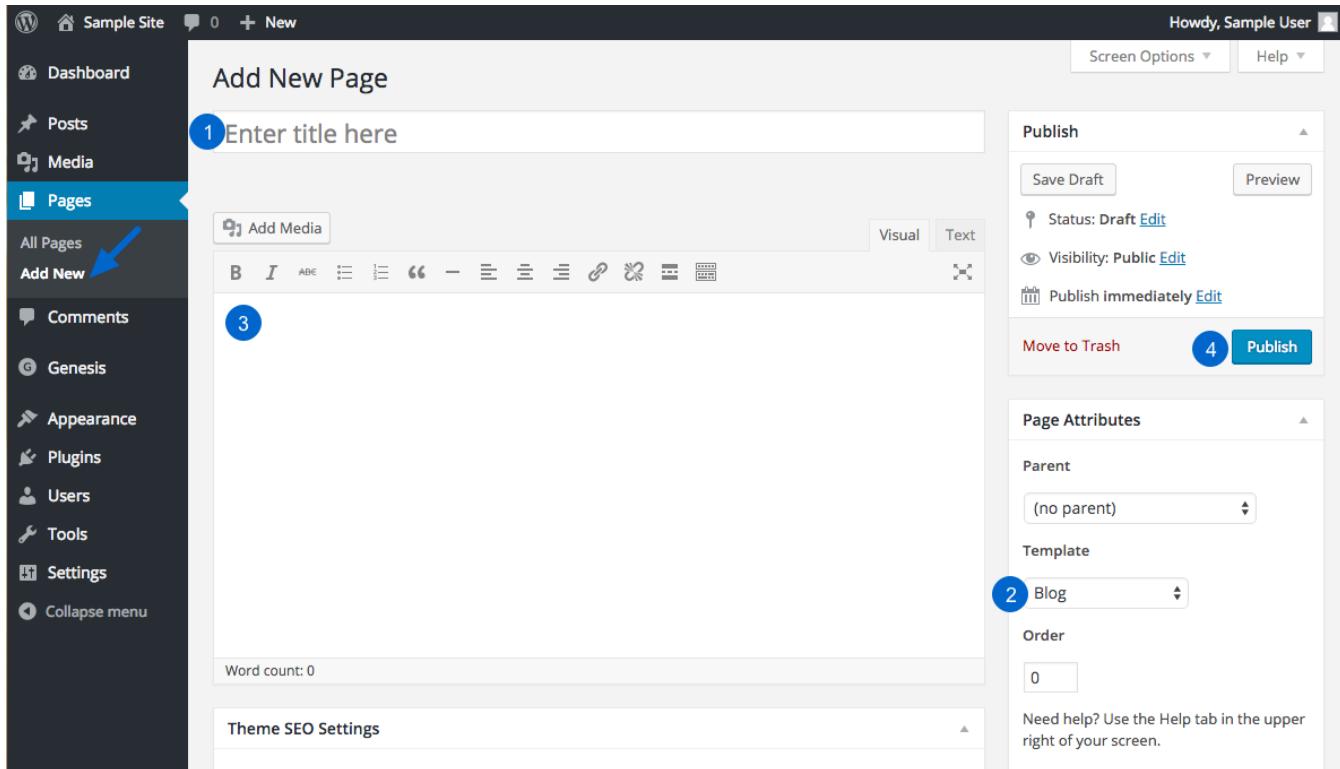


1. Start by giving the page a **title** (example: Archive).
2. In the **Page Attributes** box on the right side of the screen, use the drop down to select the **Archive** template.
3. You will leave the content area blank. The archive template will auto-populate the page with a sitemap (list of links to posts and pages on your site).
4. Click **Publish** to preserve your settings.

You can add this page to a navigation menu to display a link to your new archive page.

## 9.2 Blog Template

The Blog page template displays the latest posts in a blog list format. Go to **Pages > Add New** to create a page that will use the Blog template.



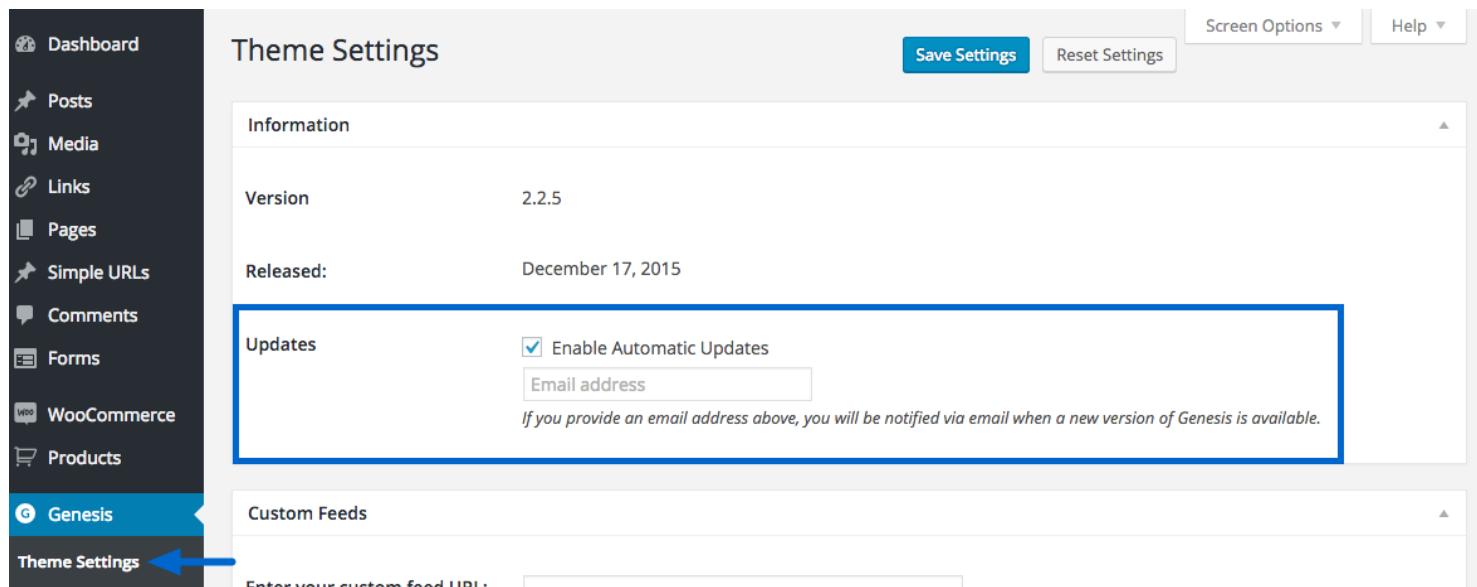
1. Start by giving the page a **title** (example: Blog).
2. In the **Page Attributes** box on the right side of the screen, use the drop down to select the **Blog** template.
3. You will leave the content area blank. The blog template will auto-populate the page with your blog post list.
4. Click **Publish** to preserve your settings.

You can add this page to a navigation menu to display a link to your new blog page.

# Introduction to Updating the Genesis Framework

The Genesis Framework can be updated in one of two ways. If automatic updates are enabled, you can update Genesis with just a couple clicks in the WordPress Dashboard. Or if you prefer, you can update Genesis manually via FTP.

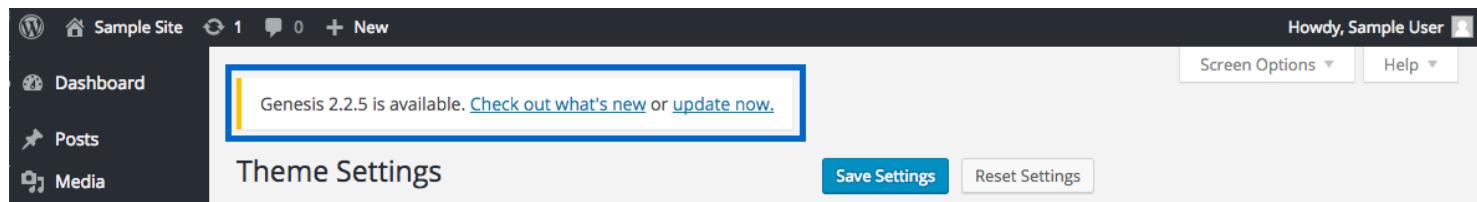
## 10.1 Updating Genesis Using the Automatic Update



The screenshot shows the WordPress dashboard with the 'Genesis' theme selected in the sidebar. The main area is titled 'Theme Settings' under the 'Information' tab. In the 'Updates' section, there is a checked checkbox labeled 'Enable Automatic Updates' and a text input field for an 'Email address'. A note below states: 'If you provide an email address above, you will be notified via email when a new version of Genesis is available.' The 'Save Settings' and 'Reset Settings' buttons are at the top right of the form.

Automatic updates for the Genesis Framework can be enabled on the **Genesis > Theme Settings** screen. Enabling automatic updates allows an update link to appear in your dashboard when a new version of Genesis is available. The actual update will only happen if you click the link - it is not automatically started for you.

You can also enter your email address if you'd like to be notified via email when a new version of Genesis is available.



The screenshot shows the WordPress dashboard with a prominent yellow notification bar at the top stating: 'Genesis 2.2.5 is available. [Check out what's new](#) or [update now](#)'. The rest of the interface is identical to the previous screenshot, showing the 'Theme Settings' screen for the Genesis theme.

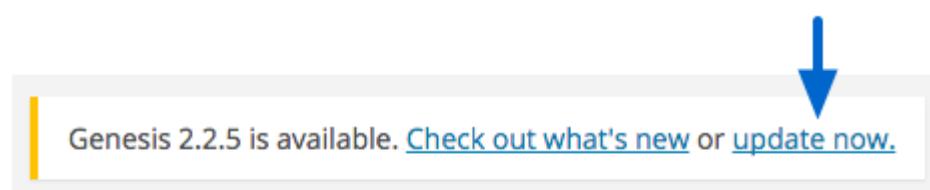
When a new version of Genesis is available, you'll see a notice at the top of the screen in your WordPress Dashboard.

The screenshot shows the WordPress dashboard with a blue arrow pointing from the left sidebar to the 'Updates' link in the top navigation bar. A red circle with the number '1' is placed over the 'Updates' link. Below the navigation, a message box says 'Available. Check out what's new or update now.' The main content area is titled 'Theme Settings' with tabs for 'Information' (Version: 2.2.5 · Released: September 9, 2015) and 'Automatic Updates'. Under 'Automatic Updates', there is a checked checkbox for 'Enable Automatic Updates' and an unchecked checkbox for 'Notify [input field] when updates are available'. A note below states: 'If you provide an email address above, you will be notified via email when a new version of Genesis is available.'

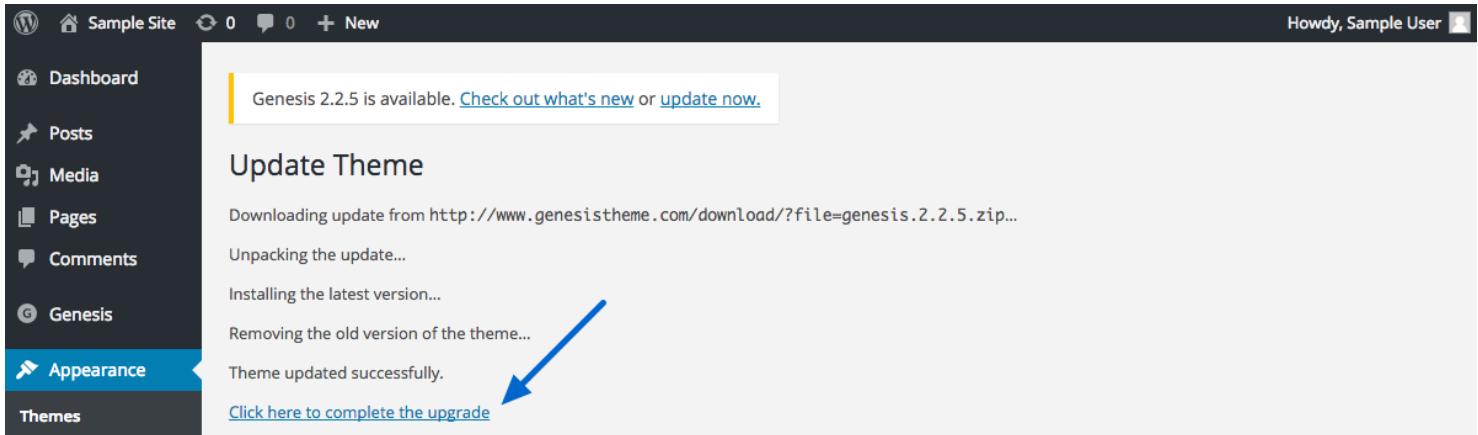
If you don't see this notice and you know there's an update available, hover over Dashboard in the left side menu and click Updates.

The screenshot shows the 'Updates' page under the 'Dashboard' menu. It displays a message: 'Last checked on January 1, 2016 at 7:31 am.' with a 'Check Again' button highlighted by a blue box. Below it, it says 'You have the latest version of WordPress.' and provides links for 'Re-install Now' and 'Download 4.4'.

If you still don't see the available update, click Check Again to trigger the update notice.



To begin the update process, click the **update now** link in the update notification at the top of your dashboard page.



On the next screen, click the **Click here to complete the upgrade** link. It's very important to click this link before moving on to other areas of your dashboard.

After the new version is installed, you will be redirected to the **Genesis > Theme Settings** screen. All done!

**IMPORTANT NOTE:** As a precaution, make sure you have backup copies of your child theme and your current version of Genesis before updating Genesis.

Also, if you have made any changes directly to files in the /genesis/ directory (or folder), updating will overwrite these changes. We strongly recommend that you **never** make changes this way.

Additionally, when updating Genesis on a multi-site installation of WordPress, visit the Genesis > Theme Settings screen of each site to ensure that any necessary database updates are completed.

## 10.2 Updating Genesis Manually

Follow these steps to update Genesis manually:

1. Log into your My StudioPress account and download the latest version of Genesis from <http://my.studiopress.com/downloads/>
2. Extract the zip file to your computer and note it's location.

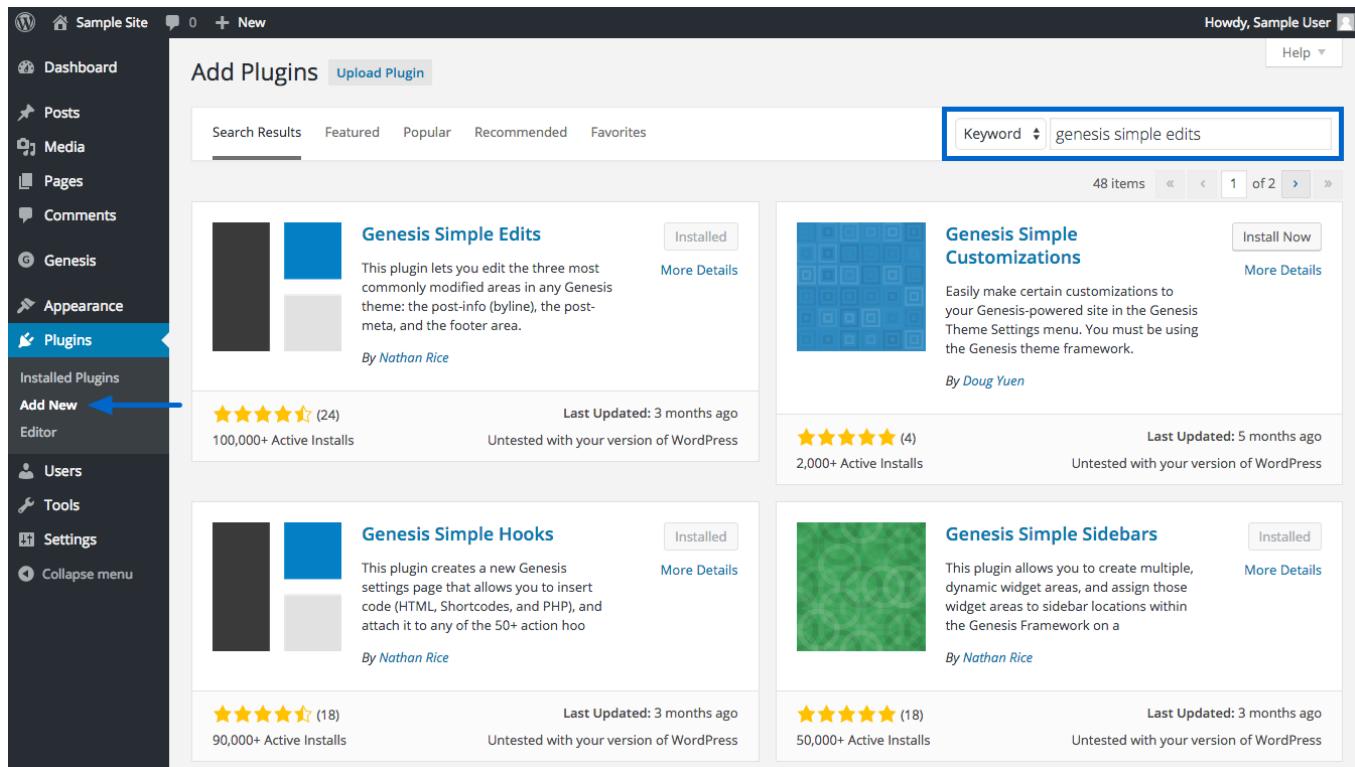
3. Upload the new, unzipped genesis folder to your /wp-content/themes directory (or folder) from your computer to your web server via FTP. Overwrite the old version with the new one.

**IMPORTANT NOTE:** As a precaution, make sure you have backup copies of your child theme and your current version of Genesis before updating Genesis.

Also, if you have made any changes directly to files in the /genesis/ directory (or folder), updating will overwrite these changes. We strongly recommend that you **never** make changes this way.

## 11.1 Plugins

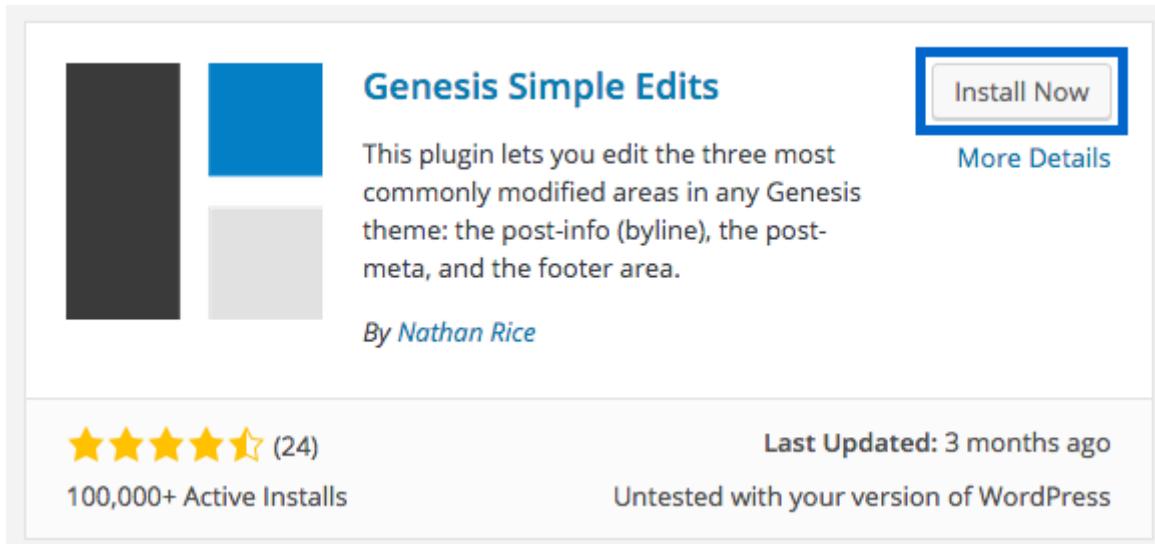
One great thing about Genesis is that it's been designed to be extended to almost any need you might have through the use of plugins.



The screenshot shows the WordPress Admin interface under the 'Plugins' section. A blue arrow points to the 'Add New' button in the left sidebar. The main area displays a search bar with the query 'genesis simple edits'. Below the search bar, there are four plugin cards:

- Genesis Simple Edits** by Nathan Rice (Installed): This plugin lets you edit the three most commonly modified areas in any Genesis theme: the post-info (byline), the post-meta, and the footer area. It has 24 reviews and 100,000+ active installs.
- Genesis Simple Customizations** by Doug Yuen (Install Now): Easily make certain customizations to your Genesis-powered site in the Genesis Theme Settings menu. You must be using the Genesis theme framework.
- Genesis Simple Hooks** by Nathan Rice (Installed): This plugin creates a new Genesis settings page that allows you to insert code (HTML, Shortcodes, and PHP), and attach it to any of the 50+ action hooks.
- Genesis Simple Sidebars** by Nathan Rice (Installed): This plugin allows you to create multiple, dynamic widget areas, and assign those widget areas to sidebar locations within the Genesis Framework on a

Go to **Plugins > Add New** to search for and install plugins through your WordPress Dashboard. Use the *Search* feature to search for a plugin by title.



When you locate a plugin you'd like to use, click the **Install Now** button and follow the on-screen instructions to install the plugin.

## StudioPress Genesis Plugins

Here's [a set of very user-friendly plugins](#) we've developed to help you customize your site. Below is brief description of what each one can do for your site.

### [AgentPress Listings](#)

The AgentPress Listings plugin uses custom post types, custom taxonomies, and widgets to create a listings management system for AgentPress. You can use the taxonomy creation tool to create your own way of categorizing listings, and use those taxonomies to allow users to search for listings.

### [Genesis Author Pro](#)

The Genesis Author Pro plugin uses custom post types and widget to add a book library to any Genesis child theme to attractively display book details in single and archive views.

### [Genesis Beta Tester](#)

This plugin hooks into the data sent to the Genesis API servers and lets us know that you'd like to update to the latest version of Genesis, even if it's still in beta.

## [Genesis Responsive Slider](#)

This plugin allows you to create a simple responsive slider that displays the featured image, along with the title and excerpt from each post.

## [Genesis Simple Edits](#)

This plugin creates a new Genesis settings page that allows you to modify the post-info (byline), post-meta, and footer area on any Genesis theme. Using text, shortcodes, and HTML in the textboxes provided in the admin screen, these three commonly modified areas are easily editable, without having to learn PHP or write functions, filters, or hooks.

## [Genesis Simple Hooks](#)

This plugin creates a new Genesis settings page that allows you to insert code and attach it to any of the action hooks throughout the Genesis Framework. Instead of the sometimes tedious and unfamiliar process of creating functions in your theme files, this plugin gives you an attractive, easy-to-use interface for modifying your Genesis theme via the hook system.

## [Genesis Simple Menus](#)

The Simple Menus plugin allows you to assign WordPress navigation menus to the secondary navigation menu within the Genesis Framework on a per post, per page, or per tag/category archive basis.

## [Genesis Simple Share](#)

The Genesis Simple Share plugin allows you to easily add beautiful share buttons to your site using a Genesis child theme.

## [Genesis Simple Sidebars](#)

This plugin allows you to create multiple, dynamic widget areas, and assign those widget areas to sidebar locations within the Genesis Framework on a per post, per page, or per tag/category archive basis. Creating widget areas programmatically, then using conditional logic to properly assign them to sidebar locations can be a complex task for a beginner.

## [Genesis Slider](#)

This plugin includes options for auto-progress and the dimensions of your slideshow. It also allows you to choose to display posts or pages, what category to pull from, and even the specific post IDs of the posts you want to display. Finally, you can place the slider into a widget area.

## **Genesis Tabs**

This plugin allows you to create a tabbed section, via a widget, that can display the featured image, along with the title and excerpt from each post. Choose which categories you want to feature in the tabbed section, which post elements you want to show, and save the widget. Place the widget in the feature section of a Genesis child theme.

## **SEO Data Transporter**

This plugin allows you to transfer the SEO data (such as title tags and meta descriptions) you've entered in one WordPress theme/plugin to another. We all know how difficult it can be to switch themes or dump plugins, and the fact that themes and plugins store their inputted SEO data differently makes it even harder. This plugin remedies that.

## **Simple Social Icons**

This plugin is an easy to use, customizable way to display icons that link visitors to your various social profiles. With it, you can easily choose which profiles to link to, customize the color and size of your icons, as well as align them to the left or right, all from the widget form (no settings page necessary!).

## **Simple URLs**

This plugin is a URL management system that allows you create, manage, and track outbound links from your site by using custom post types and 301 redirects.

## **Social Circles**

A simple widget that allows you to place links to your social media accounts. Instead of icons, each link is a circle using text (in various fonts) to indicate the site being linked to.

## **Social Profiles Widget**

This plugin allows you to insert icon links to your social profiles in any widget area. By simply dragging this widget into your sidebar or any widgetized area, you can easily place icon links to your various social profiles such as Feedburner, Twitter, Facebook, Linkedin, YouTube, Flickr, Delicious, StumbleUpon, Digg and Myspace.

## **Third Party Genesis Plugins**

In addition to the plugins we've developed here at StudioPress, there are many Genesis-specific plugins available that have been developed by others in the Genesis community.

\*Please note that these third party plugins are not supported or maintained by StudioPress.

### **Genesis eNews Extended**

This plugin creates a new widget that allows you to easily add mailing list integration to a Genesis website. It works with FeedBurner, MailChimp, AWeber, FeedBlitz and more.

### **Genesis Design Palette Pro**

This plugin allows you to quickly and easily modify the look of each area of your site without touching any code.

### **Genesis Connect for WooCommerce**

This plugin allows you to seamlessly integrate WooCommerce with the Genesis Framework and Genesis child themes.

### **And so many more...**

There are so many more Genesis plugins for you to try out. Just do a search for "Genesis" in the WordPress plugins repository and you will get 200+ results (as of this publication).

## **11.2 Helpful Links**

Whether you are just getting started or want to learn more, you will find these resources helpful.

### **WordPress Resources**

- [About WordPress](#)
- [WordPress Docs \(The Codex\)](#)
- [Getting Started with WordPress](#)
- [New To WordPress - Where to Start](#)
- [WordPress Lessons](#)
- [Learn WordPress](#)
- [WordPress.tv](#)
- [WordPress FAQ](#)
- [Finding WordPress Help](#)
- [WordPress 101](#)

### **Genesis Resources**

- [StudioPress Tutorials](#) - StudioPress site with tutorials for using and customizing Genesis.
- [Genesis Tutorials](#) - This is a third party resource that is not affiliated with StudioPress. There are a number of useful tutorials on the site.
- [Genesis Explained](#) - If you are looking for more instruction on the nuts and bolts of Genesis, then this developer's guide tutorial series is a great place to start.
- [Genesis Plugins](#) - The official Genesis plugins page
- [Community Forums](#) - The community forums is the place for discussing projects with other users, finding a developer to assist you, and brainstorming code with the community. Anyone can register here.

## Additional Resources for Installation & Getting Started

- [Building Child Themes](#) - StudioPress site with tutorials for customizing the Genesis Sample Child Theme.
- [Importing Demo Content](#) - StudioPress tutorial that shows you how to import the theme demo content.

## 12.1 Common Installation Error Messages

### Genesis Not Found

**The Problem:** This message is triggered by activating the child theme without Genesis being installed, or accidentally deleting Genesis (sometimes for a manual upgrade) with the child theme already active. Either of these actions will result in an error like this:

```
Warning: require_once(%path-to-wordpress%/wpcontent/themes/genesis/lib/init.php)
[function.require-once]: failed to open stream: No such file or directory in %path-to-
wordpress%/wp-content/themes/%childtheme%/functions.php on line 3
```

**The Solution:** You will need to access your site via FTP. Once there, navigate to your site's theme directory (or folder). This will vary by host and site setup, but it is usually **/public\_html/wp-content/themes/**. The error code will actually tell you exactly where this is. Typically you will not have access to the first part of the path, but you will have access starting around the public\_html (or similar) directory (or folder).

If you already have Genesis backed up on your computer, find that directory (or folder). Otherwise, you will need to download the latest version of Genesis from [my.studiopress.com](#) and unzip it to a location on your computer. Make a note of where the file is and navigate to it in your FTP client.

Make sure the folder you are about to upload is "genesis" (spelled exactly like that) and that directly inside that folder is "style.css" (along with several other files and folders).

Use Filezilla or your preferred FTP program to upload the "genesis" folder.

## WordPress Needs Upgrade

**The Problem:** When a function doesn't exist, it is often caused by WordPress being out of date. Always upgrade to the latest version of WordPress. Of course, the simple upgrade isn't available if this error happens. The error might look something like this:

Fatal error: Call to undefined function add\_theme\_support() in /%path-to-wordpress %/wp-content/themes/genesis/lib/init.php on line 17

Another error you may see when WordPress isn't updated to the latest version may look like:

Warning: Invalid argument supplied for foreach() in /home/user/wp-content/themes/genesis/lib/admin/term-meta.php on line 256

**The Solution:** You will need to upgrade WordPress. Of course this can't be done since you can't get to your dashboard. To get to your dashboard you will need to access your site via FTP and navigate to the theme directory (or folder). This is usually /wp-content/themes/. Then you need to either remove the active theme, or just move it out of the theme directory (or folder). This disables the theme and enables the default theme.

Once the default theme is enabled you can login, update WordPress, and put your theme back or reinstall it (depending on if you moved or deleted the theme), then reactivate the theme.

If you are using the latest version of WordPress, we recommend making sure your database was also upgraded. Visit <http://yourdomain.com/wp-admin/upgrade.php>, replaying "yourdomain.com" with your site's domain name. If a database update is required, you may do so from this page.

**PLEASE NOTE:** We recommend keeping WordPress and Genesis updated on your site. If both need to be updated at the same time, update WordPress first and Genesis second.

## Questions?

We hope this guide has been helpful as you get started using the Genesis Framework for WordPress!

If you have any questions, you can log into the Member's Area at <http://my.studiopress.com/> and file a ticket with our support team.

We're always here to help!