# Verve Mobile WORDPRESS PLUGIN DOCUMENTATION

**Description**

The Verve Mobile plugin automatically detects the user's device and loads a compatible WordPress mobile theme.

Key Features:

* Automatic detection of mobile devices
* Easy monetize your mobile site automatically as part of Verve's network
* Advanced mobile statistics including unique visitors, visits, and more!
* Automatically formats content and resizes images
* Includes two pre-installed mobile themes

**Installation**

*Note: Instructions below assume you are using WordPress 3.2.1*

Option A: Auto installation:

1. Login to your WordPress admin
2. Select “Plugins” on the left-menu
3. Click “Add New” on the top
4. Click “Upload”
5. Browse to the .zip file that Verve provided to you
6. Click “Activate”
7. Notice the “Verve Mobile” option on the left.

You have installed the plugin.

Option B: Manual installation:

1. Unzip the plugin file on your computer
2. Upload it to the “wp-content/plugins” folder.
3. Make sure that the folder “cache” has write permissions 777.
4. Login to the WordPress admin
5. Select “Plugins” on the left-menu
6. Find the plugin in the list
7. Click “Activate”
8. Notice the “Verve Mobile” option on the left.

You have installed the plugin.

**Options**

There are two menu options available under “Verve Mobile” on the left menu in the WordPress admin.

* Stats
* Mobile Themes

**Stats**

This will allow you to view detailed mobile visitor statistics from users who visit your site from a mobile device.

These stats are broken down by basic, advanced (smartphone), and mobile search bots and tracks each user’s IP and user-agent.

**Mobile Themes**

All the main settings and configuration is takes place here. There is a series of tabs which contain:

* Settings
* Menu
* Customize
* Analytics

**SETTINGS**

In order to get fully set up on the Verve Network, you must enter the following information.

* Verve Partner Key
* Verve Category ID

This will be supplied to you directly from your Account Manager.

Please contact [matt@vervewireless.com](mailto:matt@vervewireless.com) to obtain your information.

**ANALYTICS**

Please note, that **only when you are accepted into our network**, we are currently using and have contracted with Omniture and comScore to track and analyze non-personally identifiable usage and volume statistical information from our users to administer our website in order to constantly improve the website quality. All data collected by Omniture and comScore on behalf of Verve is owned and used only by Verve. Omniture and comScore are legally bound not disclose such information to any third party.

**PRIVACY POLICIES**

Verve’s privacy policy: [www.vervewireless.com/privacy.html](http://www.vervewireless.com/privacy.html)

Omniture's privacy policy: [www.omniture.com](http://www.omniture.com)

comScore’s privacy policy: [www.comscore.com/About\_comScore/Privacy\_Policy](http://www.comscore.com/About_comScore/Privacy_Policy)

**General Settings**

*Select a Mobile Theme*

The Verve Mobile plugin allows you to configure the look and feel of your mobile website.

Please select a theme from the pulldown menu.

The plugin comes bundled with 2 themes to choose from.

*Need a custom theme?*

If you are an advanced WordPress designer / developer, you may create your own or modify one of the provided themes. We suggest making a copy of one of the current themes, renaming it, and then modifying that theme. The new theme will automatically be present in the theme selection menu.

*Select the home page for mobile devices:*

Please select a page that will be the first page your mobile visitors come to when they are visit your site on a mobile device.

*Select the number of posts to show per page:*

Enter a number indicating how many posts should be displayed.

**Social Settings**

Entering your Twitter and Facebook information here will automatically add Twitter and Facebook icons to the bottom of your mobile site.

**MENU**

In this tab, you can decide if you want to show or hide the built-in WordPress search box from the mobile experience.

Secondly, you can choose to show or hide a listing of Pages in your menu.

**CUSTOMIZE**

In this tab, you can customize the look and feel of the site. These changes are independent of the Mobile Theme and can be changed easily through this interface without any coding.

Click on the color box to open the interactive color picker.

You can also upload a logo and choose one of the supplied background images.

Note: The in-line preview is not a 100% accurate representation of the mobile experience. For best results, please visit your site via a mobile device.

**ANALYTICS**

Here you can select if you want to insert your own tracking code. Simply copy-and-paste it into the box and the Verve Mobile plugin will automatically apply it to the bottom of each page.

**Compatibility**

If you are utilizing any of the following plugins, please contact us so we can walk you through a possible fix as we have had a few reported issues with older version of:

* W3 Total Cache
* WP Super Cache