

LENS

User Guide

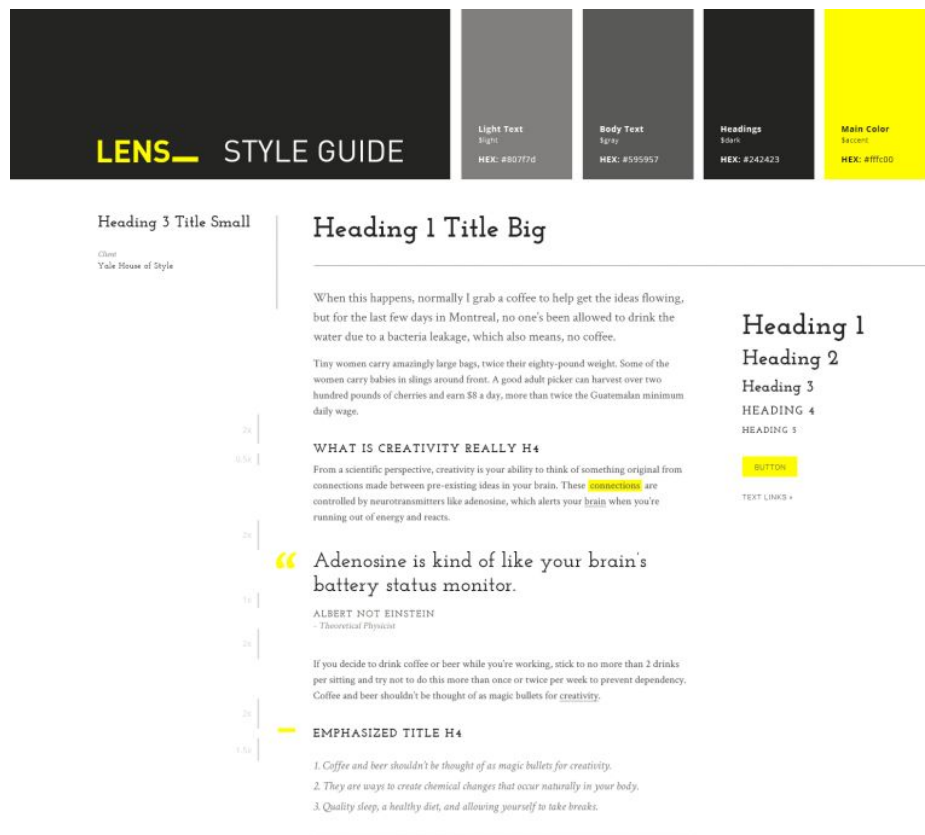
Helpful Links

Check the Full Knowledge Base: <https://pixelgrade.com/docs/lens>

The Story

LENS is aimed at photographers or photography agencies mainly, but not restricted to this. It is a very visual theme so it is aimed at any creative that wants to showcase his/her visual creations. With this in mind, let me walk you through the main ideas that were behind designing LENS.

First of we wanted a style that was both minimal and flat but at the same time focused on typography (white space, proportions, grids, and all these). In the image bellow you can see the style guide that highlights how these concepts were materialized into LENS:



On top of this typography concept, we've overlaid our vision for portraying a visual story in a web context. This led us to the vertical menu/sidebar on the left and the full-width right section that plays with grids, columns, text and much more.

Starting from these general concepts, let's go a little deeper into each custom template we've designed and brought to the screen.

Your Work

This is where most of our efforts were concentrated because we really like photography and the stories behind it. We have opted to provide 2 different ways to showcase your work: Galleries and Projects. While they share similarities in terms of the grid that is used to display their archive pages (these are both WordPress Custom Post Types), this is where the paths diverge.

The Galleries are aimed at an all visual experience: you simply create a new Gallery and add photos (plus some optional small captions), order them and you are good to go. You can display each individual gallery in 3 ways: in the shape of a grid gallery, a full-width slider (the left sidebar remains visible) or, for an even more immersive experience, a full-screen slider (with only the logo and menu being visible – transparent).


The Projects, on the other hand, are focused on providing you with the tools to tell a more detailed story of your shots. This is achieved through multiple single project templates that combine text with image galleries (sliders or simple image grids). The archive page for projects is pretty much similar to the one of the Galleries, with some extra info on hover (title, category, and likes). When it comes to individual projects, you get to choose from 3 templates:

- Full-Width Project – with a full-width image slider at the top showcasing the project's gallery, and the main content section below consisting of: content, meta info, categories, like and share buttons;

- Project With Right Sidebar – use this to display your projects in a more relaxed fashion, with the image gallery in the center, and the content, meta info, like and share buttons on the right side. This will give you a more balanced visual effect;
- Classic Project – this project template tries to deliver a more old school atmosphere to your site by using a single column with the title and content at the top, followed by the image gallery and the like and share buttons.

On any of these templates, you can opt to show related projects at the bottom using the famous and widely used [YARPP WordPress Plugin](#). A nicely integrated image grid with related projects will appear under the main content areas.

Your Thoughts

For you thoughts and point-of-views (or anything in between for what matters), we have envisioned the design of the Journal – a more fancy way of naming the blog  with light and balanced archive and single posts pages, consistent with the rest of the site.

The archives (main archive, search, category, tags, dates, etc) feature a carefully balanced masonry posts grid with all the elements needed to get your visitors engaged. It is all about blending beautiful typography with nice visuals.

The single post pages are quite conservative in layout (main content and right sidebar in addition to the all present left sidebar) allowing you to focus on composing your well-thought posts with images, quotes, and others. We've tried to strip away all that would focus attention elsewhere than on your content, without losing functionality of course.

If you are in for Post Formats, we've got that covered with Video, Audio, Gallery and Quote post formats custom designed.

The Homepage?!?

What?! No homepage template?! Yep. We felt that it would be a shame to deliver you a fixed homepage view when you have so many to choose from.

Why not make the Galleries or the Projects archive pages your home page and surprise your viewers with your work. Or would you rather let words speak first? We believe the blog main archive would be a suitable candidate with its masonry magic. Still searching? Why not make a custom page using some carefully written text, some interesting visuals, and some shortcode magic (see our PixCodes plugin).

Some Fairy Dust

Because fairies do exist (no, really) we've come to sprinkle fast and smooth page transitions here and there, taking advantage of our awesome knowledge of CSS3 and other recent tricks (fairly modestly speaking). Now joke aside, no photographer sees it works static (with very rare exceptions). In his mind, they are all moving. This is why we've decided to add an element of surprise and dynamism to the whole site browsing by using dynamic (AJAX) loading and animated in and outs for pages. Each page template has its own logic of coming and exiting the spotlight, as it should be since each aims at a different facet of the artist.

This pretty much wraps it in terms of why we did what we did. We hope you can relate to our decisions and make LENS work for and with you.

Getting Started

Installing the Theme

We want to help you start with the right foot in order to fully enjoy our WordPress theme. This why, you need to make sure you have a solid foundation for what's next by installing WordPress, the theme you've chosen from our portfolio, and the right plugins. In this article we will walk you through a friendly process of setting up the theme in a way that's correct and trustworthy.

Step 1 – Installing WordPress

The process of installing WordPress is quite easy and friendly, no need to worry about that. Most of the web hosts providers give you a helping hand and automatically achieve this first step so you can immediately start playing with the content. However, if it's your first time dealing with it and you need an in-depth guideline, we highly recommend to check out this [one](#).

Step 2 – Installing the Theme

Being at this stage is already a win, so the next steps will only shed some light about how to continue without hesitations.

1. Go to the WordPress Dashboard and navigate to Appearance → Themes. Click Add New button at the top of the page and afterward go to the Upload one.
2. To upload the file just choose the ZIP archive downloaded earlier and click Install Now.
3. Once the file has is uploaded, click the *Activate* link.

Step 3 – Installing Suggested Plugins

After theme activation, all you have to do is to install and activate the plugins that provide the needed functionality for your site. Just follow the top banner instructions and you should be ready to go.

Step 4 – Making use of Jetpack

The [Jetpack plugin](#) is a wonderful piece of kit from the creators of WordPress, [Automattic](#). You get new gallery types, social sharing, stats, backup, even a free CDN powered by the massive infrastructure at WordPress.com (called Photon). Through Jetpack you get a whole lot of functionality for free and this is why we have based our themes on it. We believe everyone should take advantage of the work that is put into it on a daily basis.

In order to use its features, you just need to click the “Connect to WordPress.com” button, login with your WordPress.com account ([or create one](#)) and click “Authorize Jetpack”.

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Now you can jump to the next step of [Activating the Theme](#), and move forward in order to keep making things happen.

FAQs

Unable to create directory? Theme install failed.

There are a bunch of reasons why you can't install the theme directly through the WordPress Dashboard, such as limited writing permissions. To overwrite this behavior, you need to copy the theme files directly through FTP, as explained below.

1. First thing first, you need to get an FTP client like FileZilla or CyberDuck — both are free and cross-platform compatible software.
2. The second phase is to access the web host server and locate the WordPress installation. Then upload the unzipped theme in `../wp-content/themes/` folder.
3. Right after navigate to the Appearance → Themes section and click on the Activate button.

Still struggling? Don't hesitate to reach us out. We have dedicated [services](#) to help you out in no time.

Activating the Theme

A proper setup is crucial for a right-foot start into the WordPress world. This article will walk you through the process of accurately activating your theme. Please keep in mind that this stage comes after the [installation](#), not the other way around.

- Go to Dashboard and click on Appearance -> Themes
- Go to theme you just installed (at mouse-over you will see the Activate button – click on it)
- Now you can start working on your upcoming website

Click on the Customize button and start playing around. You're now ready to add content of any kind and customize the theme to your preferences.

FAQs

Do I need to start with specific plugins?

Yes. We highly encourage you to activate the recommended plugins. In order to do so, please:

- Log in into Dashboard, click on the Begin Installing Plugins (on top of the Dashboard there's a box with a note from our side)
- Select all the plugins
- Click on Bulk Actions drop-down and select Install.

How can I add the demo data?

We wrote a specific [article](#) about how to easily import demo data.

Adding the Demo Content

The demo content covers two main aspects that you should consider: it presents the strengths of our theme, and it showcases the smart features we provide. We highly recommend referring to it as a great inspiring starting point in order to see how much you can achieve with your upcoming website.

Before you start

In order to get the right results, please validate once again these details:

- make sure you installed and activated the required plugins
- if your site is already filled with content, please don't import demo data because your current content will be mixed with the new one and things will get messy
- double check that you have no errors in Theme Dashboard → Status so that the process will run as smooth as possible

Loading Demo Content

It's time to start importing the demo data by following these steps: *Appearance* → *Customize* → *Theme Options* → *Demo Data*. Click on the **Import Demo Data** button and wait until the process is finished. Normally, you shouldn't wait more than one to three minutes, but it depends on your Internet connection and speed.

FAQs

What happens if the import process stops at some point?

If the import process seems to stop, then you should know that it might be just a common WordPress issue related to the [maximum execution time](#) exceeded. There is a [plugin](#) that you can use in order to fix this easily. If you still struggle with it, read our friendly [article](#) about what you need to do to finish the demo data import.

Is the demo content free to use?

Due to the fact that all the demo content is under copyright, you're not allowed to use it in any personal or commercial way. Instead, what you can do is to analyze it and get inspiration in order to make your website as least as striking as our demo shows.

Why do you insert demo content?

We never liked the websites with Lorem ipsum and dumb images. We prefer real and authentic content (photos, text, multimedia) that matches the style and attitude of the theme we provide. Also, the demo content is available to expose our aesthetic approach and general look-and-feel that you can achieve it too.

Creating the Home Page

Lens knows you like to play with your front page (the main page of your site). That is why you have the flexibility of bringing your projects, galleries or parts of them, center stage.

The customization settings can be found in *WordPress Dashboard*, under *Appearance* → *Customize*, but first, let's go through the following steps:

Step 1 — Create a “Home” page

From your site *WordPress Dashboard*, click on **Add a new page** and name it “*Home*” or alike in order to easily remember it.

Step 2 — Set the “Custom Home Page” template

Set the **Custom Home Page** template by reaching the Page Attributes section. This will allow you to display your homepage like a Gallery, a Project, Portfolio Archive, Portfolio Category, Galleries Archive or Galleries Category.

Step 3 — Set the Content Source

Once you are done with the second step, you enable a new section named **Choose your home page** which allows selecting the home page content sources:

- The **Portfolio Archive** will put on your homepage the latest projects in your portfolio with pagination, AJAX loading on scroll (infinite scrolling) and/or filtering by category depending on what options have you chosen.
- The **Portfolio Category** option is similar to the Portfolio Archive, but will only display the latest projects from a certain portfolio category, chosen from the dropdown. This will also be affected by whether or not you have infinite scrolling activated (filtering will not be displayed since we have nothing to filter).
- The **Project** option means you will only show a specific single project (previously created). Once you choose this option you will see a dropdown with all of your current projects to choose from.
- The **Galleries Archive** option is just like the Portfolio Archive only that it will display your galleries.
- The **Galleries Category** option is similar to Portfolio Category.
- Choose the **Gallery** option if you wish to use a single gallery as your homepage.

A useful feature is the ability to **Exclude certain projects or galleries from the archives**. This was intended to complement the use of a single project or gallery as your homepage. This also comes in handy when you want to showcase a certain project or gallery separately in your menu.

Step 4 — Set a Static Front Page

To finish this up, let's put the above-created page on front page. By default, WordPress displays the latest posts there — to change that and show your new “Home” page, follow the [standard](#) method:

1. Launch the site *Customizer* and click on the **Static Front Page** tab on the left.

2. Select the **Static Page** option, then choose your new page from the *Front Page* drop-down.
3. Click on the **Save & Publish** button to save your static page settings.

Updating the Theme

Maintaining the theme relevant and updated is quite mandatory since your goal is to be relevant for the long game. Our goal is to help you achieve great results that are sustainable and one of the way we do that is by investing resources in product updates.

In this article, we walk you through the steps you need to take to update your theme with ease.

There are three main areas where you can see the notification for a new update:

1. Log into your *WordPress Dashboard*, click on *Updates* and update all of your outdated themes;
2. Go to *Appearance* → *Themes*, and you will notice a badge with the *New version available* over the outdated theme. Just click on that message and hit the **Update now** button;
3. Go to *Appearance* → *Theme Dashboard*, and you will see a banner with the *New Theme Update is Available!*

What should I do to be able to update the theme?

You might get this kind of message: *An error occurred while updating Listable: Update package not available* when trying to update the theme through the *Dashboard* → *Updates* area.

On the other hand, you can get this one *Automatic update is unavailable for this theme* when looking for the *Update now* button on *Appearance* → *Themes* area.

To have access to the automated updating system, you need to update the theme license first. To do that, just follow these simple steps:

1. Make sure that you installed and activated the **Pixelgrade Care** plugin;
 - If it's not available in your Dashboard (the blue button named *Theme Help*), just go to *Appearance* → *Install Plugins* and take it from there;
2. Go to *Appearance* → *Theme Dashboard* area;
3. Click the **Connect to pixelgrade.com** button;
4. Login with your account:
 - If you purchased the theme via ThemeForest, just click the **Login with Envato** button and add the credentials for the account used to purchase the theme;
 - If you bought the theme from our shop, just log in to your account;
5. Once the process is completed, your theme will be activated and ready to be used.

I connected my account, but I still cannot update the theme

Most of the times, this problem appears because you don't have an active support period for your license. In this particular case, the automated updating system is not available. Verify if you have an active support period by going to the [My Account](#) page and double check the message.

If you see a message like *Active. You have about 6 months of support remaining.* — then you know that you can surely activate the theme without any struggles.

I have an active support period, but I still cannot activate the theme license

If you still cannot activate the license even if you have an active support period, please go to [My Account](#) page and Logout. Now go to *Appearance* → *Theme Dashboard* and hit the **Disconnect** button from the right side. Once you did this, just follow again the following instructions about activating the theme, and everything should be back to normal in just a few minutes.

Can I manually install the theme without using the automatic updating system?

Yes, you can do that with no problem. You just need to follow these steps:

1. Go to your *ThemeForest* account;
2. Open the *Downloads* page;
3. Download the theme;
4. Go to your website dashboard area;
5. Activate another theme (like *Twenty Seventeen*);
6. Delete the existing version of the theme you want to update;
7. Install the version of the theme that you just downloaded from ThemeForest;
8. Activate back the theme.

Is there any backup system available for the updates?

There's no backup option for updating the themes. That's why, before making any change on this, we recommend you make a backup of your whole website. This way, if anything goes wrong (chances are that this won't ever happen) you can quickly go back to a working version of your website.

Will I lose the changes I made in the *Appearance* → *Customize* area when updating the theme?

No worries, you will not lose changes from the *Customize* while updating the theme. No matter if you played around with the font or the color options or you simply added a custom CSS to the *Additional CSS* area everything will remain the same.

Will I lose the changes I made inside the theme files?

We know that there are times when you want to make some small tweaks to improve the overall look-and-feel. Therefore, you need to know that all the changes should be done using a [child theme](#). This way, you make sure that everything you mix-and-match will be safe when the next update of the theme is available and ready to go.

What happens when we change the theme or directory name?

There are two cases here:

1. Changed the theme name: if you update the theme, the name of the theme will go back to the original one (e.g. Rosa, Julia);
2. Changed the folder name: in this case, the updating system won't be able to track your theme and you won't get any notification about new updates available for your theme.

That's why it's better to keep the name untouched. This way, you'll get automatic access to the latest updates and nothing will break or be damaged.

Adding your Logo

The logo is a crucial part of the branding process. Is what makes you-you, and a significant element to be recognized for by the right people. Because of its huge relevance, we offer you two options to play with: you can add a graphic symbol (such as

an image) or a text version (logotype). You choose a font, and we help you fine-tune the logo after its personality.

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Before you start

In order to properly make things happen with the font, we highly suggest you take into consideration these factors:

- File Formats
- You should be aware that a logo looks best in a .png or .svg format with a transparent background. If your logo file doesn't have a transparent background, it's likely that your logo will partly cover the background image.
- Logo Size
- We encourage you to have a larger image for your logo. Try to use a high dimension of the logo, and we'll do the rest by scaling it. This way the logo will adapt to any screen size (both desktop and mobile).

Adding a Logo Image

Now that you know what's better to do when setting up your logo, here's what you have to do in order to upload it on your WordPress site:

1. Open the Customizer under Appearance and click on Site Title, Tagline, and Logo.
2. In the new panel that opens out click the Add Logo button to open the Media Manager.
3. Select an image that's already on your Media Library or upload a new one.
4. When you finish just click on Set as Logo and you'll see the logo in the preview window.
5. To activate the logo on your site, click Save & Publish button.

It couldn't be easier than that, and you've already make an important step in order to personalize your upcoming website.

Adding an Inverted Logo

There are contexts where the header might be transparent so the logo automatically becomes unreadable. In this specific case it's good to know that an inverted logo might be helpful. All you have to do is to upload a darker-color version for the logo as well, and we'll display it if the header background is lighter.

Using a Text Version

If you don't have any graphic symbol that stand for your business, we recommend you to choose the text option instead. It's a good switch if you're careful with details like the font and its size. In this case, simply use the Site Title field under Site Title & Logo and style its font using the options from Customizer > Header.

Managing Galleries

As galleries are at the core functionality of our Lens theme, we've prepared a straightforward management system, which will empower you to manage and enhance your work through galleries, in no time. You can add new galleries from *Galleries* → *Add New* page.

Adding Images to a Gallery

All you have to do in order to enrich your gallery with images is to click on Add Image and a modal window will show up (the [Media Uploader](#)). Here you can Drag & Drop images from your computer or add already uploaded images to the gallery.

**Note:* In the same modal window, after adding images you can drag & drop them to change their order.

Gallery Specific Options

The galleries have a set of specific options that will allow you to *control the layout & style*. The Template Style option will allow you to specify whether your gallery will be a Grid Thumbnails, Masonry Thumbnails, Full Width Slider or a Full Screen Slider.

- Grid Thumbnails — will display a grid with the images of your gallery.
 - Grid Thumbnails Orientation — *Landscape* or *Portrait* options to choose from, in order to display your images different orientation;
 - Gallery title box — You can choose to display the title on the gallery or not;
 - Exclude From Archives — Exclude the gallery from the galleries archives (main, categories, etc).
- Masonry Thumbnails — will display a gallery with masonry layout.
 - Gallery title box — You can choose to display the title on the gallery or not;

- Exclude From Archives — Exclude the gallery from the galleries archives (main, categories, etc).
- Full Width Slider or Full Screen Slider — will display your images in a slideshow with or without the sidebar on the left side, depending whether if you select *Full Width* or *Full Screen* type of gallery. Videos will be also shown directly in the slider.
 - Image Scaling — Allows you to control how we will layout the images in the given screen space of the slider. The Fill option will stretch and crop your images to completely fill the space. The Fit option will shrink your images to completely fit in space without any cropping, but with empty spaces. The Fit if Smaller option is made to keep your small images their original size, if the screen that is used to see the gallery is bigger than the size of the image.
 - Show Nearby Images — Allows you to show *the previous* and *the next image* left and right of the main center image;
 - Slider Transition — Allows you choose whether the slides will move or fade when going to the next or previous slide;
 - Slider Autoplay — Allows you to set the slider to automatically start when loading the page. Once activated you have the option of setting the Autoplay Delay Between Slides (in milliseconds);
 - **Exclude From Archives.**

Adding Videos to a Gallery

Every image from a gallery can behave as a holder of a YouTube or Vimeo video.

From the [edit gallery modal window](#), when selecting an image, an optional Video URL input field will appear in the right sidebar. There you can paste a YouTube/Vimeo URL along with choosing if you want to Enable Video Autoplay option.

Note that image will open the video in a modal if is in a Gallery Grid or Masonry Template. If it's in a slider, the video will be shown as a slide.

Adding External Links to a Gallery

While you are still in the edit gallery modal, you should know that an image can also act as an external link. Which means that when you'll click on the image it will open a new tab with the attached URL.

Well, this was a long one, right? Nonetheless, this is the backbone of Lens so we have put most of our effort into it. We hope you enjoy the tools we have devised to help you beautifully showcase your awesome creations.

Managing Projects

If you need to showcase another kind of works that needs some **text** to go along with your images and videos, **projects** may be the perfect choice for you. In this article, we will explain the main workflow of adding and customizing a [project](#). You can add new projects from *Projects* → *Add New* page.

Adding images

All you have to do in order to *enrich your project with images* is to click on **Add Image** and a modal window will show up (the [Media Uploader](#)). Here you can **Drag & Drop images from your computer** or add already uploaded images to the project

Note:* In the same modal window, after adding images you can **drag & drop them to **change their order**.

Projects Specific Options

When creating/editing a project, under the editor panel and the Project Details you have a series of settings that allow you to control the **slideshow** (each project displays it's gallery in the form of a slider) and some information like client name or client link.

- **Client Name** — Allows you to enter the *client name* which will be displayed in the *FrontEnd*;
- **Client Link** — Allows you to enter the *client link* which will be displayed as a hyperlink over the *Client Name*;
- **Template Style** — Allows you to choose between [Full Width Slider](#), [Sidebar Right](#) and [Classic](#);
- **Image Scaling** — Allows you to control how we will layout the images in the given screen space of the slider. The **Fill setting** *scales image to completely fill slider container* (recommended for **landscape images**). The **Fit option** *scales image to fit the container* (recommended for **portrait images**). The **Fit if Smaller setting** *scales image to fit only if size of slider container is less than size of image* and the **Auto Height** *scales the container to fit the full-size image*;
- **Show Nearby Images** — If *enabled*, you'll avoid having empty space on the sides of the image when using mostly portrait images;
- **Slider Autoplay** — Allows you to set the slider to **automatically** start when loading the page. Once activated you have the option of setting the **Autoplay Delay Between Slides** (in milliseconds);
- **Exclude From Archives**.

Adding Videos to a Project

Every image from the project slider can **behave as a holder** of a **YouTube or Vimeo video**.

From the [edit gallery modal window](#), when selecting an image, an optional **Video URL** input field will appear in the right sidebar. There you can paste a **YouTube/Vimeo link** along with choosing if you want to **Enable Video Autoplay** option.

This is all about creating projects. We hope you enjoy the tools we have devised to help you beautifully showcase your awesome creations.

Proofing Photos with your Clients

To ease the way photographers interact with their clients, we've created a **protected straightforward environment** to discuss and proof photos from photo shootings, all in an interactive interface.

You can see it live in action, [here](#) (password: nice).

Step 1 — Installing PixProof

[PixProof](#) is a custom plugin that is meant to ease the way photographers interact with their clients and can be installed from the WordPress Dashboard via the **recommended plugins notification**.

Step 2 — Creating a Proof Gallery

In no time, you can create a proof gallery from *Proof Galleries*→ **Add New**. In order to add images, you should follow the **Adding Images to a Gallery** flow from the [Managing Galleries](#) article.

Step 3 — Configuring the Proof Gallery

Firstly, you'll see the default **text editor** which will allow you to enter a "story" that will be displayed on the gallery page.

Secondly, there is the **PixProof Gallery** section, which provides the necessary **specific settings**, as following:

- **Gallery** — Allows you to enrich your gallery with images by clicking on the three pictures icons;
- **Client Name** — Allows you to enter the client name which will be displayed in the FrontEnd;
- **Date** — Allows you to enter the date of the gallery;
- **Photos Display Name** — Allows the identifications of each photo by **Unique IDs, Consecutive IDs, File Name, Unique IDs and Photo Title, Consecutive IDs and Photo Title**;
- **Client .zip archive** — Allows you to **upload a .zip archive** so the client can download it via the Download link. Leave it empty to hide the link.

Step 4 — Password Protected Gallery

Now that you have setup the Proof Gallery, all you have to do is to [set a password](#) by going up to the **Publish Panel**→ **Visibility** → **Edit**→ **Password Protected**.

You are good to go! Email the client with the **URL** and **the password**. They will be greeted to enter the password in order to access the gallery.

Understanding the Client Workflow

The workflow that we have envisioned is a pretty straightforward one, as following:

1. You (the photographer) **upload the photos**;
2. The client comes in and **selects the ones he likes** (eventually offering comments through the form on the bottom of the gallery page – this is why we have left the image id so you can reference the images in your discussions);
3. You make the adjustments, **remove/re-upload/edit** the gallery and **the process continues**.

Note:* You can **mention the photos in comments via the **photo ID** which means that we will **automatically link any #XXXX** with a link to that specific image so you'll find it easier.

That is pretty much of it. You can now go back and forth with your client to settle on the best photos that will make for that awesome album.

Managing your Navigation

We all need landmarks in the digital world, right? However, talking about the ecosystem of a website, you should refer to the the navigation menu as a camarade. In the end, is just a map that guides you to dig deeper and fully enjoy the site experience.

It may sound naive, but it is what makes users leave a website without hesitations. A bad navigation comes along with frustrations and an illogical flow. The good news is that WordPress includes a solid menu manager tool to keep people on track and convince them to come back. Who doesn't aim for such a behavior, right?

Quick Tips:

- The Magical Number Seven (plus or minus two)
- This is because short-term memory holds only seven items. It's a fact, not a wishful thinking thing. With fewer menu items, your visitors' eyes are less likely to scan past important items. Every time you remove a menu item, the remaining items become more prominent. Challenge yourself to limit your navigation to five items.
- Avoid Drop-Down Menus
- By not using drop-down style menus, we reduce the possibilities of the website visitors to miss the relevant content. Keep it simple.

1. Create a Custom Menu

You can easily create navigation menus in WordPress. Log in into your Dashboard, go to Appearance → Customize → Menus and click Add a menu button.

Once you have a convenient name for it, just press the Create Menu. Now you're able to set the location of your menu by checking the field you find it suitable: Header Left or Header Right.

2. Add items to your menu

Now that you have a menu and a location for it, all you need to do is to add menu items by:

- Clicking on the Add Items button and choosing the menu item type from the list that appears on the right.
- After selecting the desired item from the list, please click Add to Menu button.

You can add several types of menu items to your custom menu such as:

- Page: Adds a link to another page on your site.
- Link: Adds a custom URL linking to another site.
- Category: Shows a feed of blog posts from a given category.
- Tag: Shows a feed of blog posts from a given tag.
- Post: Links directly to a blog post on your site.

3. Organize your menu

With all the menu items in place, you can change the order and the placement of the menu items by simply using the drag-and-drop gesture. Using the same system you can even create sub-menus or drop-down style menus. Just drag the individual items to the right and set them under a parent tab. In case you want to revert your changes please drag the menu items to the left to make them parent again. Feel free to play around, and find the right scheme for your particular needs.

4. Assign it to a Menu Location

Everything is pretty much set once you reached this step. The next phase is to let WordPress know where you need the navigation menu to be showcased. To do that, browse to the Menu Locations area and depending on what theme you're using, you'll be able to choose from the available Menu Locations. Simply assign the previously created menu to the desired Location, and you are off to the races.

FAQs

How do I create an un-clickable parent tab for my sub-menu?

To create a menu item that is not clickable but will still contain sub-menus items, just add a Custom Links menu item and add a # symbol in the "Link Address (URL)" field.

Displaying Social Icons

We live in a world where sharing has become a natural way of acting and reacting. We're eager to let people know about amazing places, tasty food, or bold experiences. That's why social icons are much more than a witty approach of spreading messages. In fact, they are a solid gateway to encourage your audience follow and connect with you by having a cordial and welcoming attitude. Moreover, it is a powerful strategy to create and consolidate a community which is relevant for your website.

The following steps give you a helping hand to get the social media icons. Just stick to the plan and you are going to succeed.

Step 1 — Create the Menu

The very first move is to go to Appearance → Customize → Menus and click on Add Menu button to [create a new menu](#), then give it a name like "Social Menu", for instance.

Step 2 — Add custom links to your Social Profiles

All you have to do now is to add menu items that link to your social profiles by using the [Custom Links](#) option. You find it in the left side of the panel. If it is easier, just check [this screenshot](#).

Step 3 — Place the Menu inside the Header

You are almost there! Now go to Appearance → Customize → Menus → Manage Locations → Social Links and set the menu that you just created.

On the other hand, if you plan to add the social menu on the footer, for instance, here's the flow you need to pursue: Appearance → Widgets → Footer Area, add a Custom Menu block and set the Social Menu on it.

Which social icons are supported?

We support a bunch of social services, but we encourage you to be aware that not all of them brings real value. Also, don't abuse of these channels because nothing good will happen. Depending on your website and your goals search for the right social services. Start by finding out where your audience likes to spend time, and try to create witty liaisons.

However, here's the complete list: Email, RSS Feeds (links with "feed" or "RSS"), Behance, Delicious, DeviantArt, Digg, Dribbble, Facebook, Flickr, FourSquare, GitHub, Google+, Instagram, LinkedIn, Pinterest, Reddit, Skype, SoundCloud, Spotify, StumbleUpon, Tumblr, Twitter, Vimeo, Vine, Vkontakte, Sina Weibo, Xing, Yahoo, Angellist, Yelp, LastFM, SlideShare, and Twitch.

Troubleshooting License Activation issues

This article is aimed at helping you troubleshoot some of the most common issues encountered when trying to activate your pixelgrade license, from within your Theme Dashboard page.

Invalid Token

This error means that your oAuth token has been invalidated, usually due to a previously failed login attempt.

The Fix

The easiest way to fix would be to re-generate your oAuth token by following these two simple steps:

1. From your *WordPress Dashboard* go to *Appearance* → *Theme Dashboard* → *System Status*.
2. Scroll way down to the bottom of the page and hit the Reset button.

Note: This will only reset your Pixelgrade Care configuration — it will affect absolutely nothing else on your website (like posts, pages, customization changes, etc).

401 — Unauthorized error

This error mostly occurs when logging in through Envato. The most common cause for this is that the token that has been generated by Envato after clicking the Login With Envato button has either expired or has been invalidated.

The Fix

Luckily there's an easy fix for this as well. All you need to do is to follow these [steps in order](#) to regenerate your token:

1. Logout from your pixelgrade.com account.
2. Hit the Disconnect button from your *WordPress Dashboard* → *Appearance* → *Theme Dashboard*.
3. Hit the Connect to pixelgrade.com button from your *WordPress Dashboard* → *Appearance* → *Theme Dashboard*.

Recurrent 401 (Unauthorized) errors

This basically means that the instructions above did not fix the before mentioned error.

Generally, this happens because of some sort of [HTTP request caching mechanism](#) that has been enabled on your server, which means that your server will still be trying to connect with the broken token.

The Fix

One thing you can try here would be to clear your server's cache. This can be done by you directly (e.g. [GoDaddy](#) has quite a descriptive guide on how to clear the server's cache) or, if you're uncomfortable doing this, by contacting your hosting provider for additional instructions / help.

Learning WordPress

The WordPress CMS is a complex beast that is made even more complex thanks to the countless plugins available out there (free or premium). All this complexity allows for a lot of capabilities and power, and like a famous saying tells us, with great power comes great responsibility. So we advise you not to treat things lightly and try and learn at least the basics so the whole system will work for you, not against you.

We strive to make our themes as solid as possible (i.e. to break as hard as possible) but

there is a fine line between allowing for flexibility and making things solid. This is a never ending game, but this is what makes the web exciting.

The WordPress Codex

This is the Wholly Grail of starting to get to terms with WordPress. It has both beginner and advanced information. We recommend you to start with these sections (they are intended for regular users, not developers):

- [Introduction to Blogging](#)
- [First Steps With WordPress](#)
- [WordPress Semantics — Learning the Jargon](#)
- [New To WordPress — Where to Start](#)
- [Finding WordPress Help](#)

Going through these will mostly get you on your way on becoming a proper WordPress user.

Further learning resources

Since WordPress is such a huge phenomenon nowadays, the learning resources are far from scarce. From the Google start page to the personal blog of a WP enthusiast, everywhere you look there is something to learn.

From some of the most widely appraised sites that help you with WordPress, we would like to point you to these useful resources:

- [Why should I use WordPress?](#)
- [WP Tuts+](#)
- [WP Beginner](#)
- [FirstSiteGuide](#)

Check the full Knowledge Base: <https://pixelgrade.com/docs/lens>