

WP Themes

sound strategies for your next custom project

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greygoomedia.com

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Been working with
WordPress since
(about) 2005.

Published 1
Professional Theme
before realizing I
don't like designing
Professional Themes

Co-creator of
Pixelmine a premium
plugin for creating
collections of just
about anything

Me.



You're just about to start your next client project



...after a day of digging, you've found the perfect Theme

Recent Work

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis.

[See more work](#)



Aprica: Ready for Life

Manufacturer of strollers & carriers.



Sherwin-Williams: Ice Cream

Lucky color of the day.



Bathroom Shark

Want to shower with a shark?

From the Blog

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis.



and then...

the nightmare begins

GREYGOO

Use icons

Make background pink!

Can we put the nav on the side?

Use Photo for background



Photo by Baltimore City Paper

sales video???

Move above carousel.

Welcome to Studeo, a creative agency.
Take a look at our super-awesome stuff, our ramblings or get in touch.

Request a Proposal

Recent Work

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis.

See more work

Pic of CEO



Aprica: Ready for Life

Manufacturer of strollers & carriers.



Sherwin-Williams: Ice Cream

Lucky color of the day

Can we use a single photo here?



Bathroom Shark

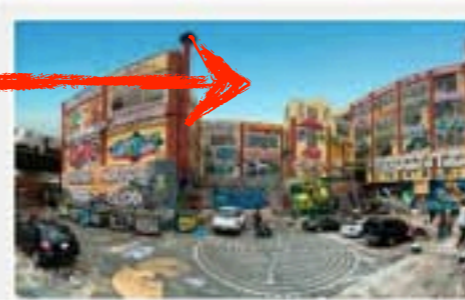
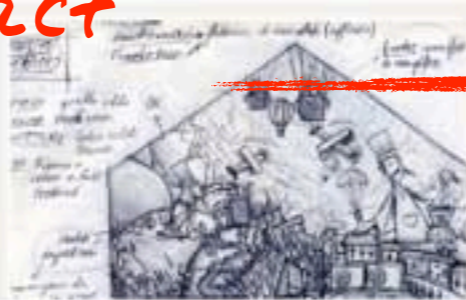
Washing the shower with a shark?

Add inline contact form


From the Blog

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis.

form



crap.



Choosing an effective Theme Strategy when building a custom designed website can mean the difference between smooth sailing or weeks of headaches and hacking.



Theme Building Options

- Buy/download a Theme and modify it
- Use a Theme Framework
- Use a Starter Theme

Using Pre-Built Themes

PRE-BUILT THEMES

Pros

Inexpensive or free

Perfect for minimal customization projects

Sometimes easier to customize for non-coders

Niche themes: themes for ecommerce, BuddyPress, industry verticals, etc.

Countless paid and free Themes to choose from

Cons

Can be difficult to modify via code

Beautiful but sometimes a mess under the hood

Clients change their minds

A little too much client control

Countless paid and free Themes to choose from

Considerations...

- ✦ Does it support Child Themes? Do you need it to?
- ✦ Is it dependent on PHP Classes?
- ✦ Is it easily customizable?
- ✦ Are customizations (best) done visually or via coding?
- ✦ How responsive and thorough is the author support?

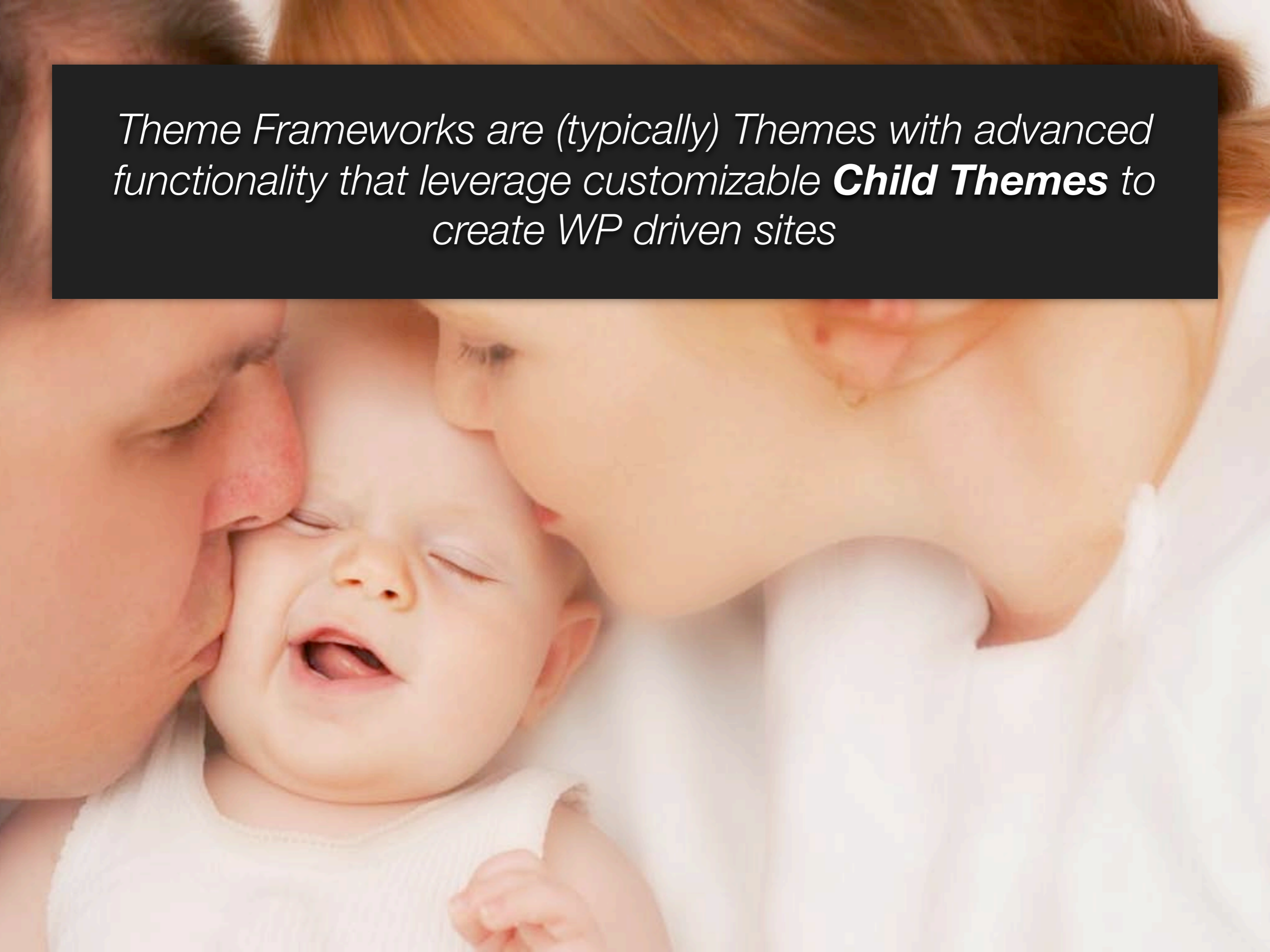
PRE-BUILT THEMES

If you do...

- **Be transparent:** your client should know you're using a pre-built theme. It's just a blueprint. The value you bring is bringing it to life.

Theme Frameworks

*Theme Frameworks are (typically) Themes with advanced functionality that leverage customizable **Child Themes** to create WP driven sites*





FROM THE CODEX

A WordPress child theme is a theme that inherits the functionality of another theme, called the parent theme, and allows you to modify, or add to, the functionality of that parent theme.

Blogetic

The Art of Kinetic Blogging

Search



[Home](#) [About](#) [Childhood](#) [Superstition](#)

Conflict between civilization and life

Posted on November 17, 2011

The raft drew beyond the middle of the river; the boys pointed her head right, and then lay on their oars.

The river was not high, so there was not more than a two or three mile current. Hardly a word was said **during the next three-quarters of** an hour before the distant town. Two or three glimmering lights showed where it lay, peacefully sleeping, beyond the vague vast sweep of star-gemmed water, unconscious of the tremendous event that was happening. [Continue reading](#) →

Blogetic

The Art of Kinetic Blogging

[Home](#)

[About](#)

[Childhood](#)

[Superstition](#)



Conflict between civilization and natural life

Posted on November 17, 2011



Topics

• Uncategorized

The raft drew beyond the middle of the river; the boys pointed her head right, and then lay on their oars.

The river was not high, so there was not more than a two or three mile current. Hardly a word was said **during the next three-quarters of** an hour. Now the raft was passing before the distant town. Two or three glimmering lights showed where it lay, peacefully sleeping, beyond the vague vast sweep of star-gemmed water, unconscious of the tremendous event that was happening. [Continue reading](#) →

Posted in [Uncategorized](#) | [Leave a reply](#)

[Edit](#)

THEME FRAMEWORKS

Top (Paid) Frameworks

PageLines

Thesis

Genesis

WooThemes

Headway Themes

Catalyst Theme

Elegant Themes

Dev4Press xScape

iThemes Builder

MySiteMyWay

Ultimatum

YOOtheme

THEME FRAMEWORKS

Pros

Both free and paid Child Themes usually available

Plenty of great frameworks to choose from

Include a plethora of pre-built components

Visual design and drag-n-drop

Typically well documented and supported

Cons

Typically fee based

Can bring a learning curve

Some frameworks are difficult to customize for non-coders

Proprietary functionality not always following WP best practices



Drag & Drop Design *for* Beautiful Websites

Use PageLines Drag & Drop Framework and WordPress to build professional websites faster, easier and better than ever before.

✓ See Plans & Pricing

🖼️ View Tour

PageLines Meta Settings



PageLines Meta Settings

Default Page

Save Meta Settings

- Page Setup**
- Hero Unit**
- ContentBox inactive
- Response inactive
- TwinShot inactive
- PostPins inactive
- Profiles inactive
- Reader inactive
- Pricing Columns inactive
- Boxes inactive
- Soapboxes inactive
- FitText inactive
- Letters inactive
- Featured Branding inactive
- Banners inactive
- Callout inactive
- Carousel inactive
- Features inactive

Page Setup

Individual Page Content Layout

Select the layout that will be used on this page

Select Page Layout

Individual Page Section Control

Control which sections appear on this specific page

Default Page - Basic Template

Header

- Hide Branding
- Hide NavBar
- Hide Secondary

Default Page - Content Area

Content

- Hide PostLoop
- Hide Comments

Wrap

Area is empty.

Featured Image

Set featured image

Template Setup

Drag & Drop Template Setup

Use draggable sections to control the design of your site's templates.

1. Select Template Area

Header

Page Templates

Morefoot

Footer

Content Area

Wrap

SB1

SB2

Editing → Morefoot Area

Global Scope

2. Arrange Sections In Area With Drag & Drop

Active Sections

Hero Options

Full Width Sidebar Options

Available / Disabled Sections

ContentBox

Callout

Response Gallery

Carousel

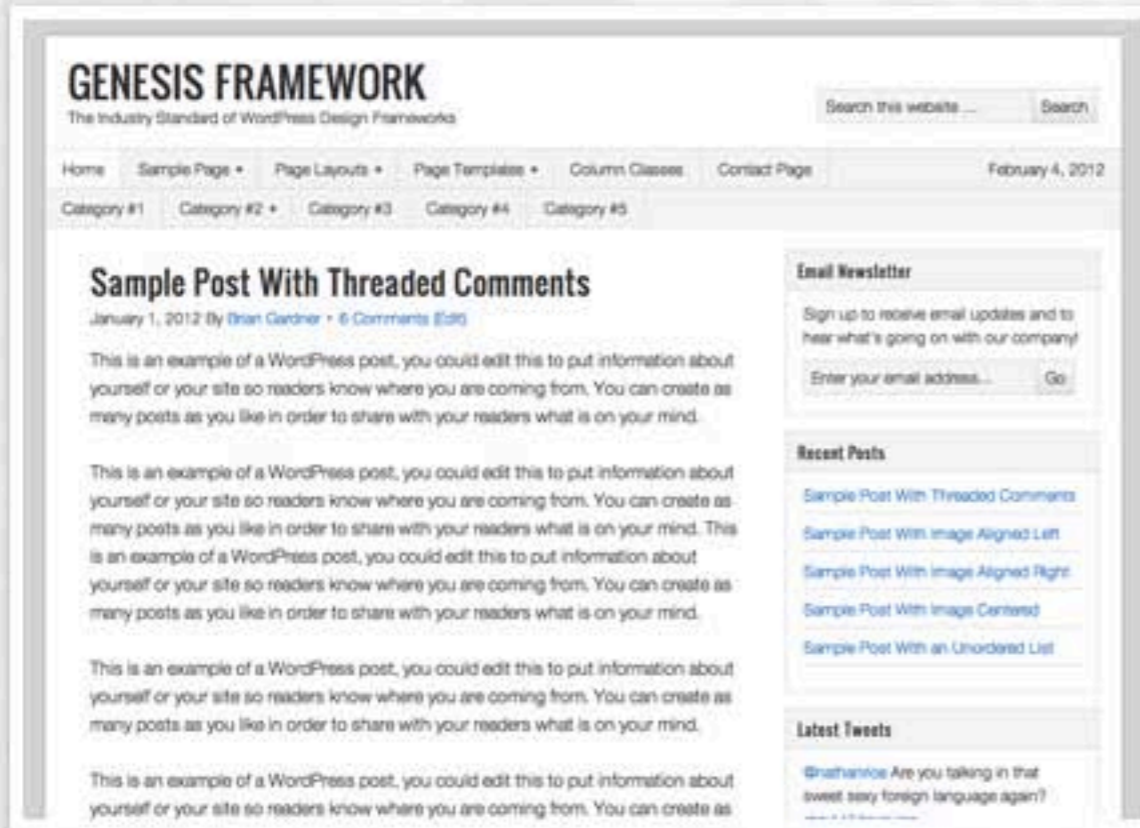
TwinShot

Features

Profiles

Highlight

GENESIS FRAMEWORK



GENESIS FRAMEWORK

\$59.95

BUY FRAMEWORK

- ✓ Includes the **Genesis Framework**
- ✓ **Get Instant Access**
- ✓ Unlimited Updates, Support & Sites
- ✓ Access to Detailed Tutorials
- ✓ One-time Purchase Fee

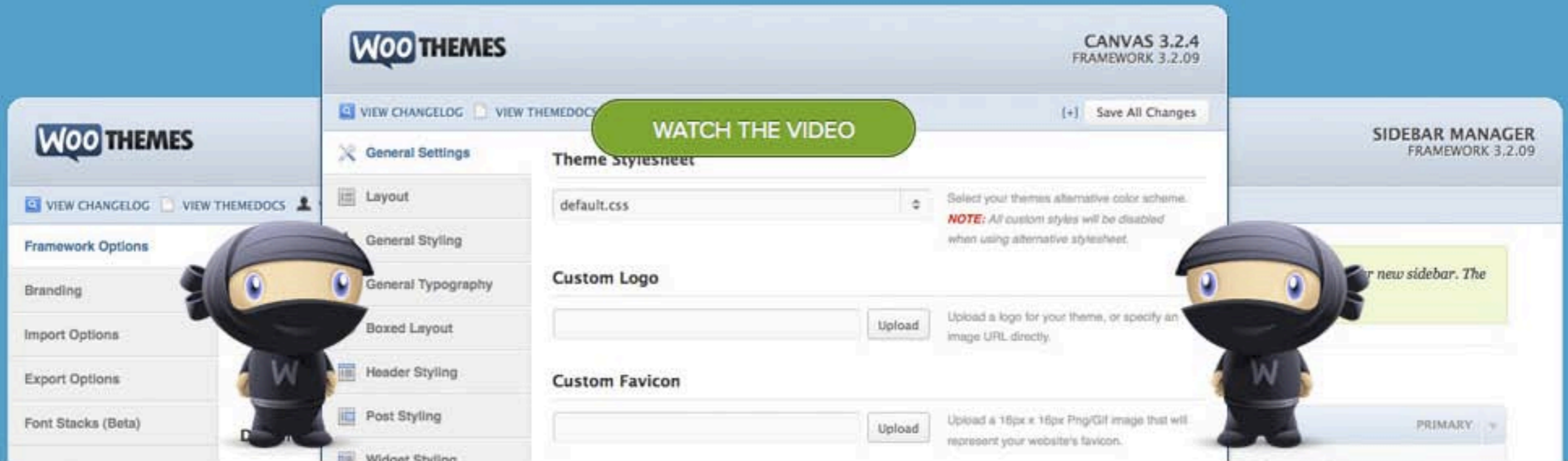
The Genesis Framework empowers you to quickly and easily build incredible websites with WordPress.

Whether you're a novice or advanced developer, Genesis provides the secure and search-engine-optimized foundation that takes WordPress to places you never thought it could go.

⚙️ one-column, two-columns, three-columns, left-sidebar, right-sidebar, fixed-width, custom background, custom header

The WooFramework

The turbo charged engine behind all our WordPress themes.



Some of the many benefits of the WooFramework

- searchn.php
- sidebar-alt.php
- sidebar.php
- single.php
- style.css
- styles

1. **SETUP**
 -1.1 Defaults
 -1.2 Hyperlinks

2. **SITE STRUCTURE**
 -2.1 Containers
 -2.2 Navigation
 -2.2.1 Drop-down

- Sidebar Manager
- Custom Navigation
- Update Framework**
- Buy Themes

→ Your version: 3.
 → Current Version

Update Framework

- Framework Settings
- Branding
- Import / Export


Options p

Considerations...

- ✦ How are your coding skills?
- ✦ Commit to a framework then learn it inside and out
- ✦ Great if your livelihood is building custom WP sites

Using a Starter Theme

(my personal fav)



A “Starter Theme” is a barebones Theme designed specifically as a starting point to build a custom-tailored WP Site.

why use a starter theme vs. pre-built themes
and/or frameworks?



Power & Control!

ROOTS THEME

[DEMO](#)[DOCS](#)[DOWNLOAD & CONTRIBUTE](#)

Roots is a starting WordPress theme based on HTML5 Boilerplate & Bootstrap from Twitter.

[Star](#) 2,538[Tweet](#) 1,172[Roots on GitHub](#)[Download Roots](#)[Follow Updates](#)

Write Less Code With the Theme Wrapper

Template markup is handled by `base.php` instead of being scattered across all template files like typical themes.

[Learn more about the theme wrapper](#)

Cleaner WordPress Code Output

We clean up lots of code that you're used to seeing in WordPress themes ([see for yourself](#)).

[Learn more about Roots clean up](#)

Theme Activation Amazingness

Stop wasting time messing around with WordPress settings and get straight to coding your theme.

[Learn more about Roots activation](#)

What Else?

- Multilingual ready and [WPML](#) compatible. Roots already includes translations for: English, Spanish, French, Italian.

Recommended Plugins

[Gravity Forms](#) **HOT**[WPML](#) **HOT**

About

News

2012 Event

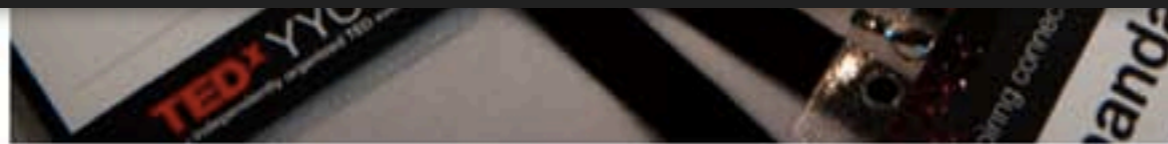
Sponsors

Speakers

Contact

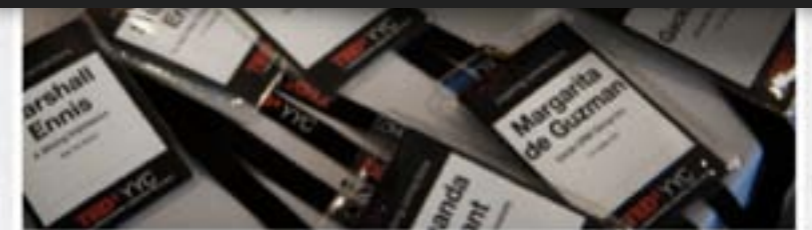


built with Roots



Featured 2012 Speakers

Our 2012 committee has been hard at work curating a list of speakers that we think will educate, inspire, and motivate. Take a peek at [our speaker archive](#).



Featured 2012 Speakers

Our 2012 committee has been hard at work curating a list of speakers that we think will educate, inspire, and motivate. Take a peek at our 2012 speaker lineup to date. [View our speaker archive](#).



Toss in some inspiration.



also built with Roots!

Creamy Herb Ranch

Savory Rich Blue Cheese

Roasted Garlic Italian

Parmesan Garlic Caesar

**NEW VARIETIES
COMING SOON!**



Tarragon Shallot French



Country Dijon Honey
Mustard



Smoked Paprika & Pickle
Thousand Island

Inspired by the freshness of the farmer's market and created in collaboration with our community of chefs, the Classic Gourmet® Inspirations line highlights the personality and authentic flavor of classic dressing varieties. Our freshness is hard to beat and taste is unmatched with a unique blend of vinegars, cultured dairies and accenting herbs in each recipe.

Membership

Events

Resources

Media

Contact

you guessed it...Roots.



quality professional learning that focuses on improving student engagement, learning and achievement in the province of British Columbia.

Next Event

14-2013 00:00:00

ata? - Now What?

LFBC Membership

Be part of B.C.'s Extensive Professional Learning Network

Learning Forward British Columbia members benefit from shared expertise, resources, and our commitment to building support for educators who take a leadership role in supporting professional learning

Educational Resources

Get the latest research from professional learning leaders

Access to professional learning resources, processes for facilitation and supporting change and professional literature along with information about the "Standards for Professional Learning" published by Learning Forward

Recent Media

Important Message about B Wellman Event on January 2013

Creating Cultures of Inquiry Bruce Wellman and Laura L

Newsletter Signup

name@email.com

Go

Bones is a WordPress Theme for Developers

Built around the [HTML5 Boilerplate](#), Bones is a rock solid foundation to start any WordPress project. Keep what you need, remove what you don't. It's totally up to you.

Bones is not a Framework

Frameworks are great, but sometimes they make things more complicated than they need to be. Bones is bare and as minimalistic as possible. It's meant to be used as a per-project template, this means no Child Themes. Hooray!

Bones is Mobile-First & Responsive

Taking the [Mobile-First](#) approach is the way to go when building a responsive project. So Bones comes ready to roll with a unique LESS/Sass setup that serves minimal resources to smaller screens and scales up depending on your viewport. As anyone who's ever browsed on a 3G connection will tell you, it's a difference maker.

Bones comes loaded with LESS / Sass

Get started working with the future of CSS today. Using LESS or Sass can speed up your development time when used properly. Bones gets you started by giving you a great starting point.

Custom Post Types & Custom Dashboard Functions

Preloaded


Bones makes it easy to add Custom Post Types by giving you a well documented example. It also includes functions to customize the admin area for your clients. These are totally optional though, so if you don't need them, delete them. No big deal.

Bones is totally Free

Yup. What's more, if you want to use Bones to create your own themes and sell them, go ahead. Bones is under the [WTFPL](#). So download it and create something beautiful...or ugly. It's up to you really.

Download Bones

 Looking to contribute? [Fork Bones on Github](#) and submit Pull Requests.

 I can't really offer Support for Bones, but bugs & issues can be reported in the [repo on Github](#).

 Check out this great tutorial on working with Bones on [Tuts Plus](#).

*Bones for Wordpress is meticulously documented.
Can't get over how good it is. Go get it!*



Dan Eden
Animate.css

As Featured On:



Boiler

Just a nice, responsive boilerplate.

[Home](#) [Tour](#) [Download](#) [Galleries](#) [Docs](#) [Contact](#) [Made by Vorkshop](#)

**Responsive
HTML5 / CSS3**

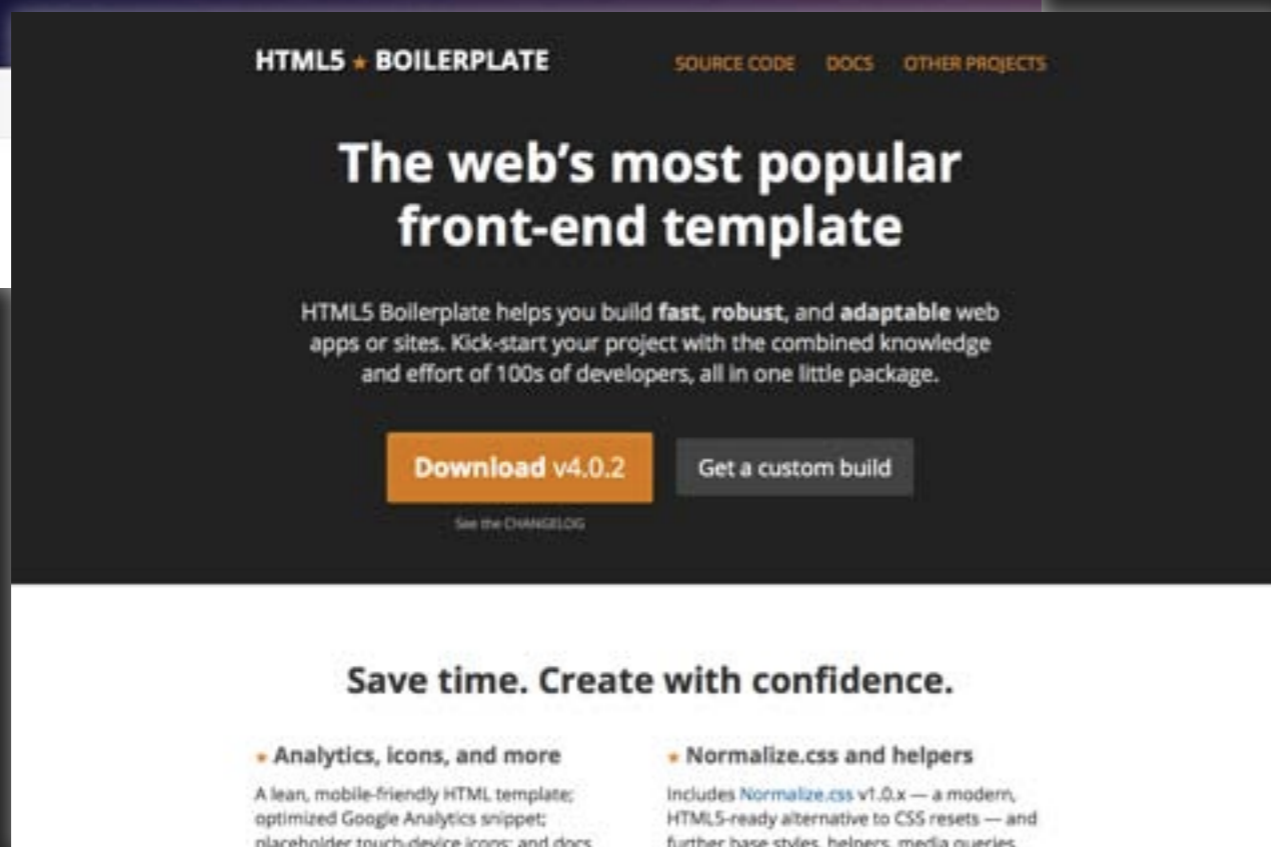


The Boiler is a free responsive WordPress Theme

The Boiler is free and includes an unlimited license: [Download The Boiler](#) 102 KB .zip archive – Optimized for WordPress 3.4 – [Learn More](#)

PUT YOUR ROOT DOWN

Bootstrap/HTML5 Boilerplate: f%*king **awesome**



- ✦ Modern browser compatibility with fallbacks for IE
- ✦ Responsive: based on a 12, 16 or 24 column grid
- ✦ Tons of built-in HTML and CSS goodies and components
- ✦ A rich JS/jQuery UI component library: modals, tooltips, transitions, tabs, etc.

Overview >

Transitions >

Modal >

Dropdown >

Scrollspy >

Tab >

Tooltip >

Popover >

Alert >

Button >

Collapse >

Carousel >

Typeahead >

Affix >

JavaScript in Bootstrap

Individual or compiled

Plugins can be included individually (though some have required dependencies), or all at once. Both `bootstrap.js` and `bootstrap.min.js` contain all plugins in a single file.

Data attributes

You can use all Bootstrap plugins purely through the markup API without writing a single line of JavaScript. This is Bootstrap's first class API and should be your first consideration when using a plugin.

That said, in some situations it may be desirable to turn this functionality off. Therefore, we also provide the ability to disable the data attribute API by unbinding all events on the body namespaced with `'data-api'`. This looks like this:

```
1. $('body').off('.data-api')
```

Alternatively, to target a specific plugin, just include the plugin's name as a namespace along with the `data-api` namespace like this:

```
1. $('body').off('.alert.data-api')
```

Programmatic API

We also believe you should be able to use all Bootstrap plugins purely through the JavaScript API. All public APIs are single, chainable methods, and return the collection acted upon.

```
1. $(".btn.danger").button("toggle").addClass("fat")
```

All methods should accept an optional options object, a string which targets a particular method, or nothing (which initiates a plugin with default behavior):

Customize and download

Download Bootstrap or customize variables, components, JavaScript plugins, and more.

1. Choose components >

2. Select jQuery plugins >

3. Customize variables >

4. Download >

1. Choose components

Toggle all

Scaffolding

Normalize and reset

Body type and links

Grid system

Layouts

Base CSS

Headings, body, etc

Code and pre

Labels and badges

Components

Button groups and dropdowns

Navs, tabs, and pills

Navbar

Breadcrumbs

Pagination

Pager

Thumbnails

Alerts

Miscellaneous

Wells

Close icon

Utilities

Component animations

Responsive

Visible/hidden classes

Narrow tablets and below
(<767px)

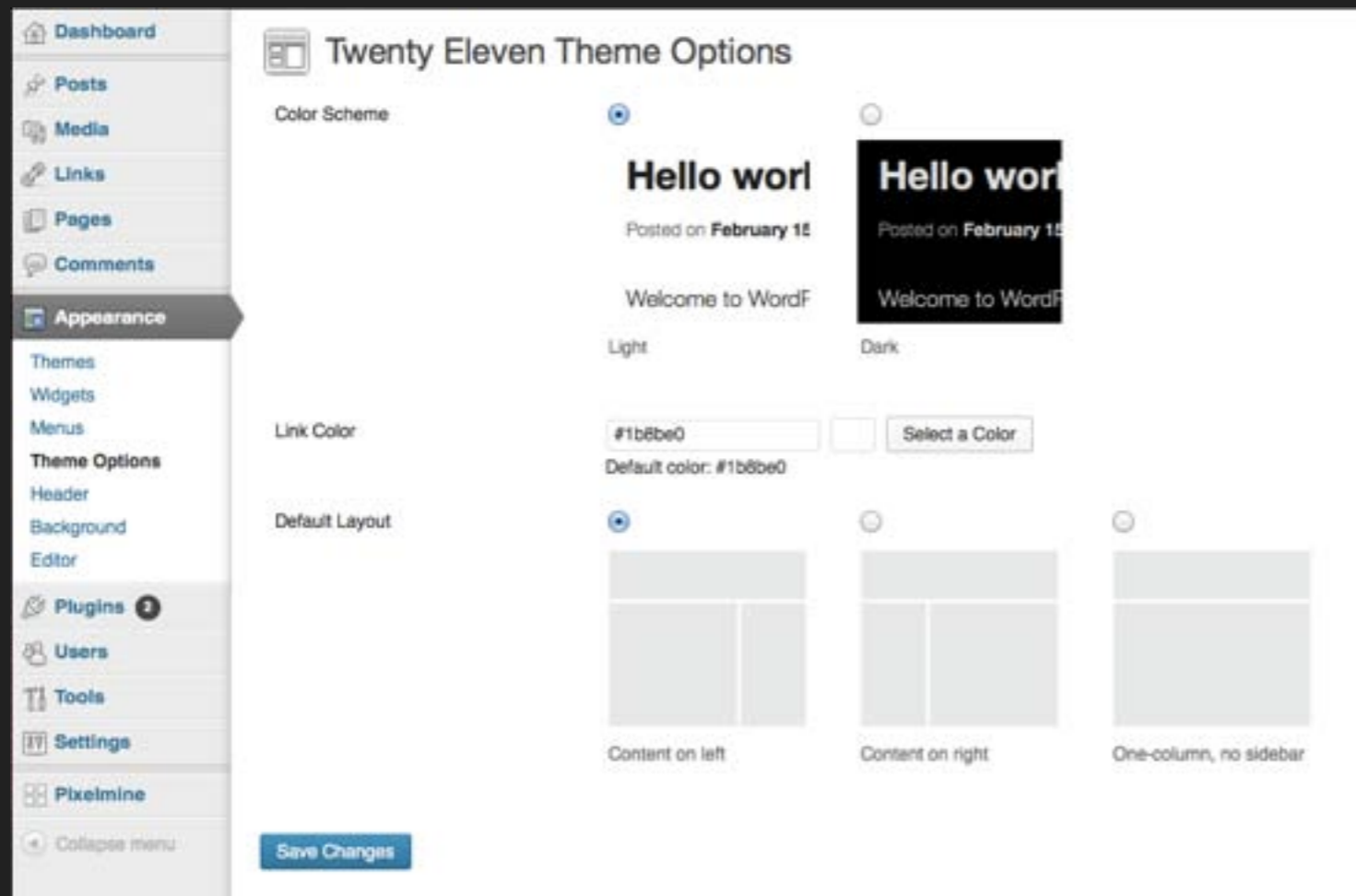
Tablets to desktops

Twitter Bootstrap and **HTML5 Boilerplate** are fast becoming de facto standards for building (Responsive) websites and web apps. Both **Roots** (starter theme) and **PageLines** (theme framework) are built around (both) these frameworks.

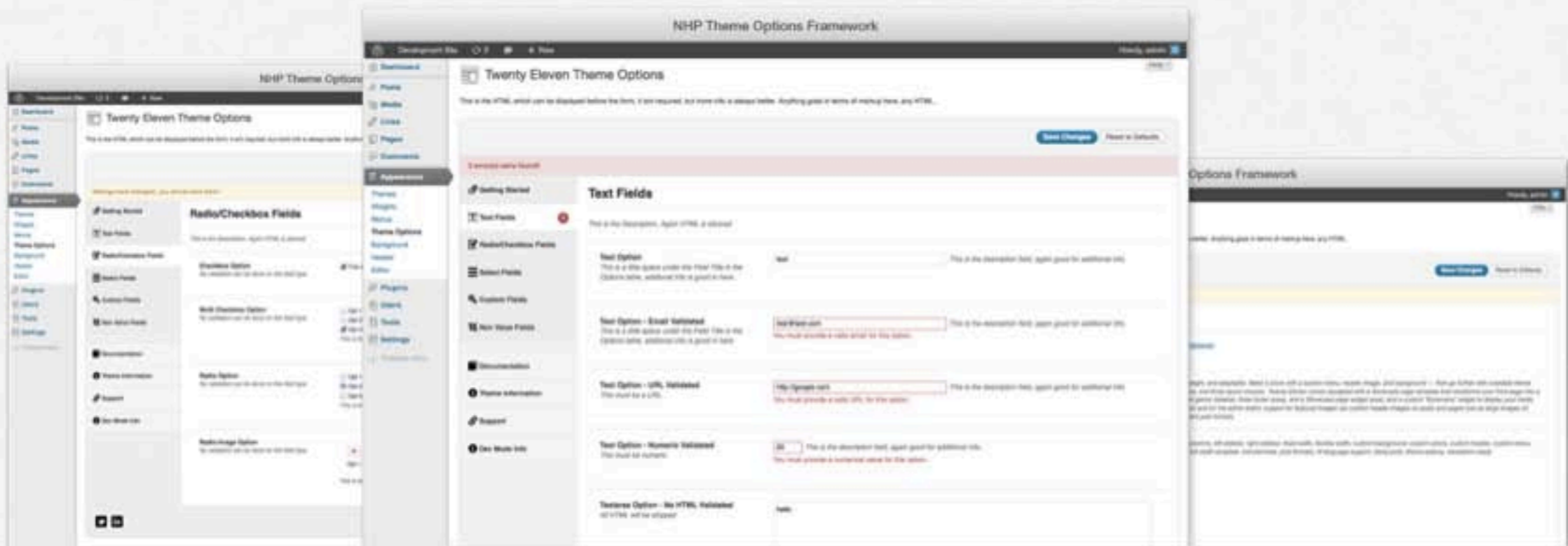
seems like a lot of work...and my client wants control!

STARTER THEMES


Adding Theme Options (Appearance)



- ✦ Additional plugins and frameworks allow you to extend starter themes for visual customization by non-coders



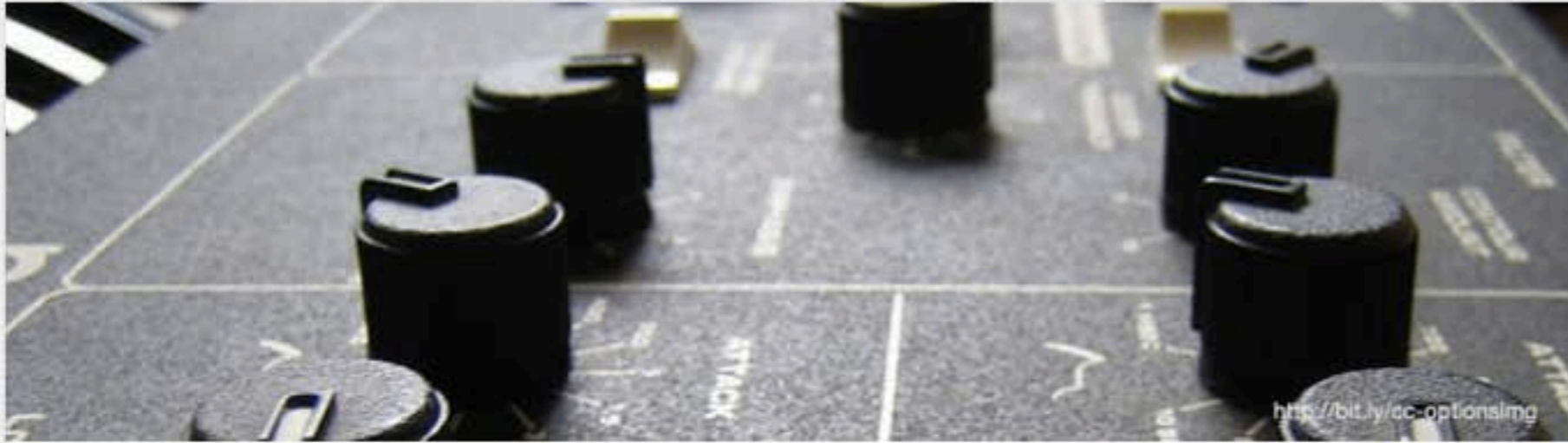
 Tweet < 250

 Follow @lee_mason

Simple, easy to use, very extendable Options framework for WP themes.

[View project on GitHub](#)

[Download Framework \(v1.0.5\)](#)



Options Framework Plugin

The Options Framework Plugin makes it easy to include a full featured options panel in any WordPress theme.

I built this plugin so theme developers can concentrate on making the actual theme rather than spending a ton of time on building an options panel from scratch. It's free to use in both commercial and personal projects, just like WordPress itself.

There's also a [theme version](#) if that better fits your project.

Video Demo



WordPress Theming

[All Posts](#)

[Tutorials](#)

[Options Framework Plugin](#)

[Options Framework Theme](#)

[Portfolio Press](#)

[Portfolio+](#)

[Portfolio Post Type Plugin](#)

[Contact](#)

Links

[@devinsays](#)

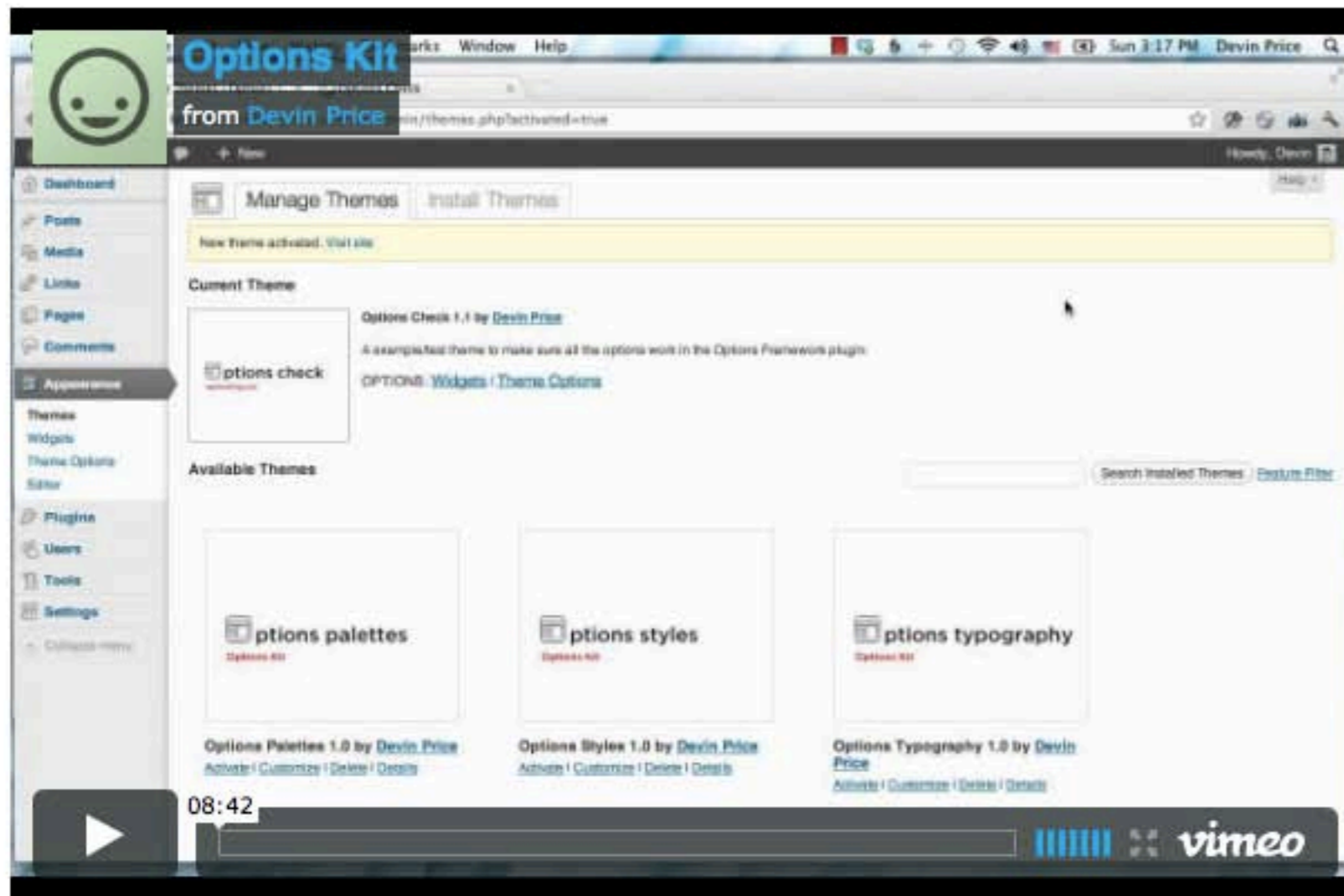
[GitHub](#)

[Managed WordPress Hosting](#)

[Cheap WordPress Hosting](#)

Options Kit

The Options Kit is a collection of example themes for developers using the Options Framework plugin. Each theme has example code for a different set of issues- such as using Google fonts, adding custom styling to the options panel, or hooking in javascript for color palettes.



Included Themes

Options Check – Example theme with all the option types

Options Palettes – Hook in custom javascript to create an color palette option

WordPress Theming

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[Tutorials](#)

[Options Framework Plugin](#)

[Options Framework Theme](#)

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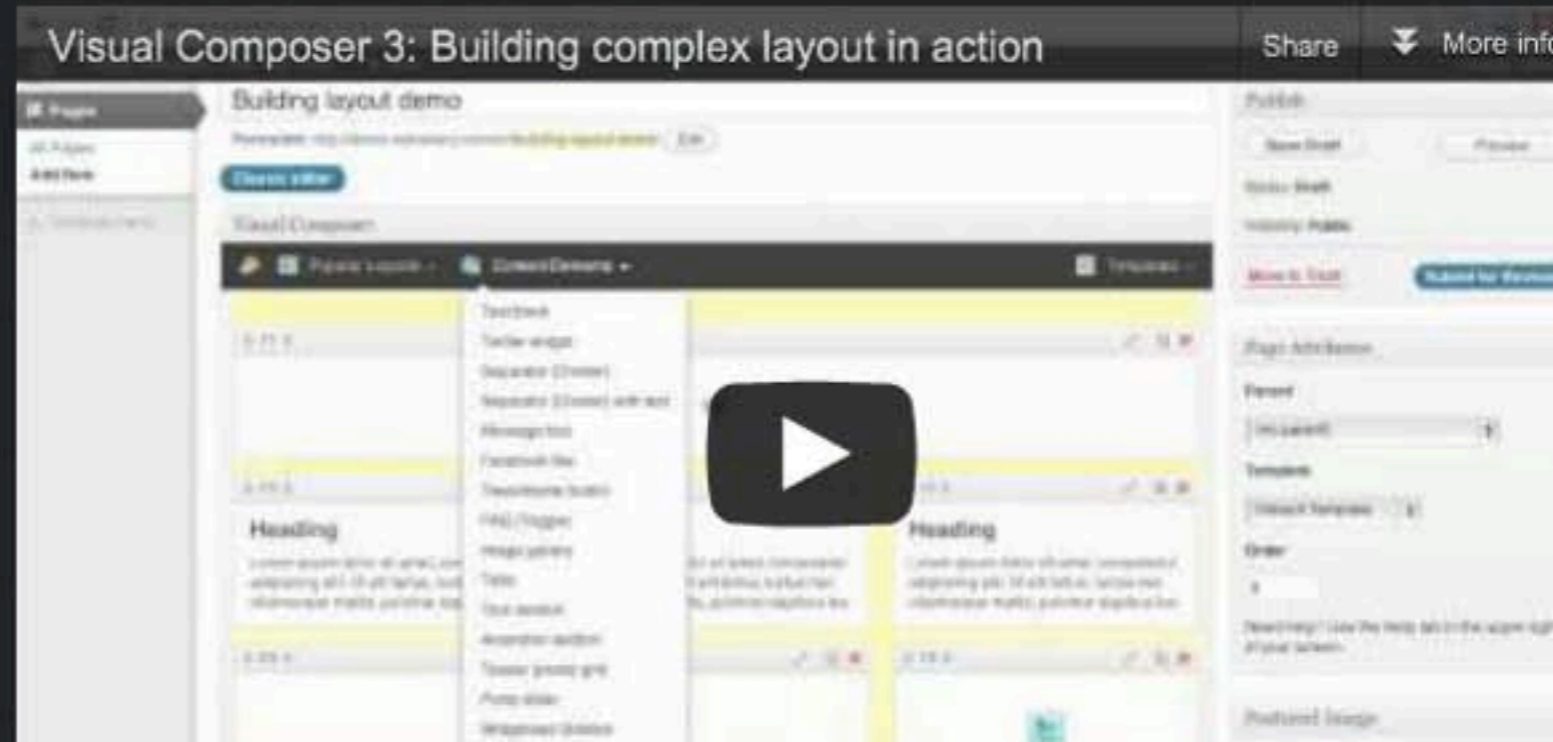
Must Have Plugin for WordPress

Five thousand people can not be wrong...

See how easy it is

Visual Composer for WordPress will save you tons of time working on the site content. Now you'll be able to create complex layouts within minutes!

Buy Visual Composer



Visual Composer Features

Finally it's
Starting fr

* now ever



The screenshot displays the Visual Composer 3 interface within a WordPress admin dashboard. The main content area is titled "Add New Page" and features a text input field with the placeholder "Enter title here". Below this, the "Visual Composer" editor is active, showing a central text box with the text "Visual Composer for WordPress create complex layouts within minutes". The interface includes a top navigation bar with "Visual" and "HTML" tabs, a left sidebar with "Dashboard", "Media", "Pages", and "Columns menu", and a right sidebar with "Publish", "Page Attributes", and "Featured Image" sections. The "Publish" section contains buttons for "Save Draft", "Preview", "Move to Trash", and "Submit for Review". The "Page Attributes" section includes dropdown menus for "Parent" (set to "(no parent)") and "Template" (set to "Default Template"), and a text input for "Order" (set to "0"). The "Featured Image" section has a "Set featured image" link. The bottom of the screenshot shows a video player control bar with a play button, a volume icon, a progress bar at "0:01 / 4:38", and the YouTube logo.

See Visual Composer in action

Custom Content? No problem.

Like almost anything WP, there's a plugin for that...

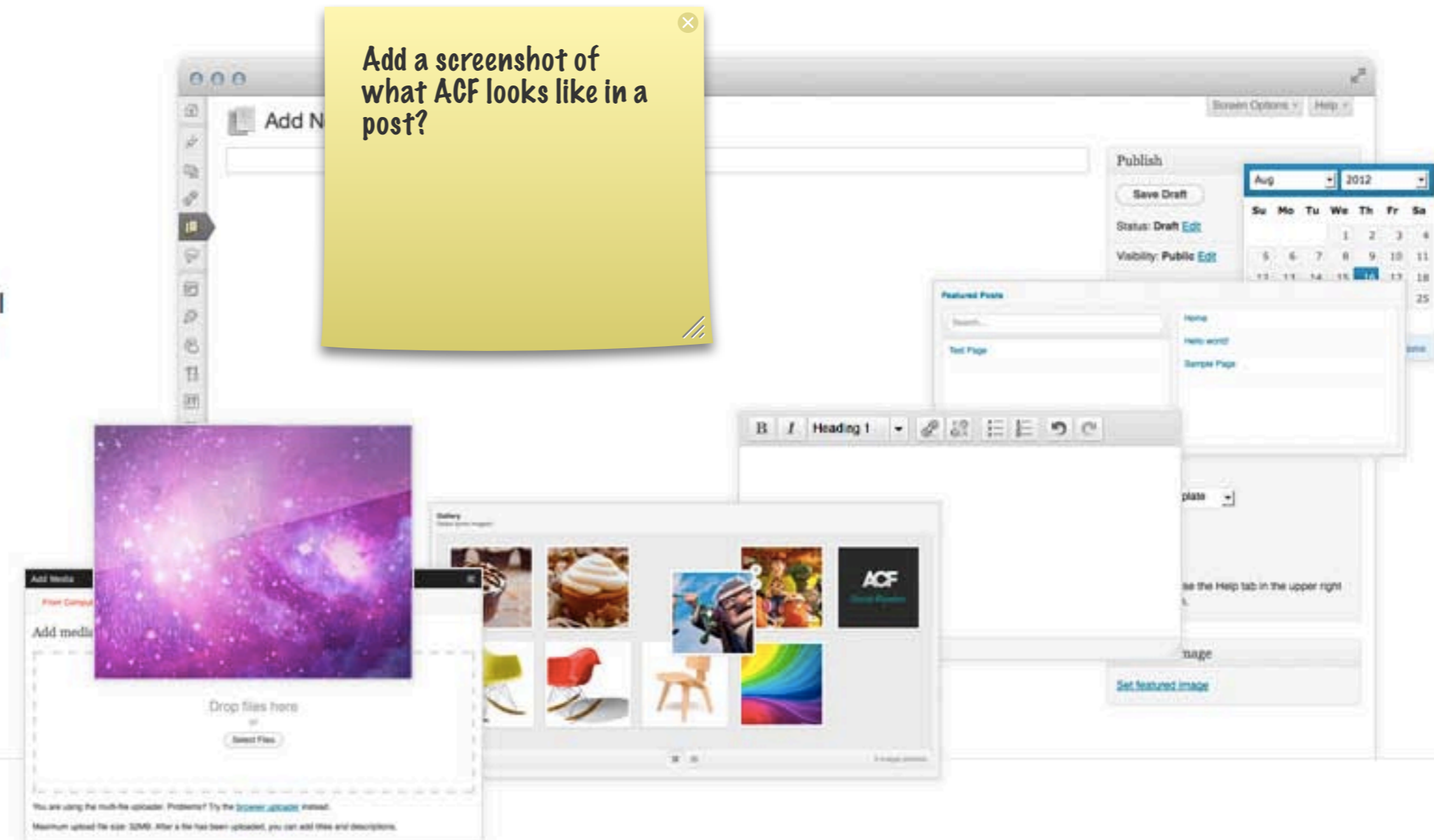
Powerful fields for WordPress developers.

Custom fields. Made easy.

Use the Advanced Custom Fields plugin to take full control of your edit screens & custom field data



Download from
wordpress.org





Edit Field Group

[Add New](#)[Screen Options](#)

Menu

Field Order	Field Label	Field Name	Field Type
1	Menu	menu	Wysiwyg Editor

Drag and drop to reorder

[+ Add Field](#)

Publish

[Move to Trash](#)[Update](#)

Location - Add Fields to Edit Screens

Rules

Create a set of rules to determine which edit screens will use these advanced custom fields

Page is equal to Menu
match all of the above

Options - Customise the edit page

Order No.

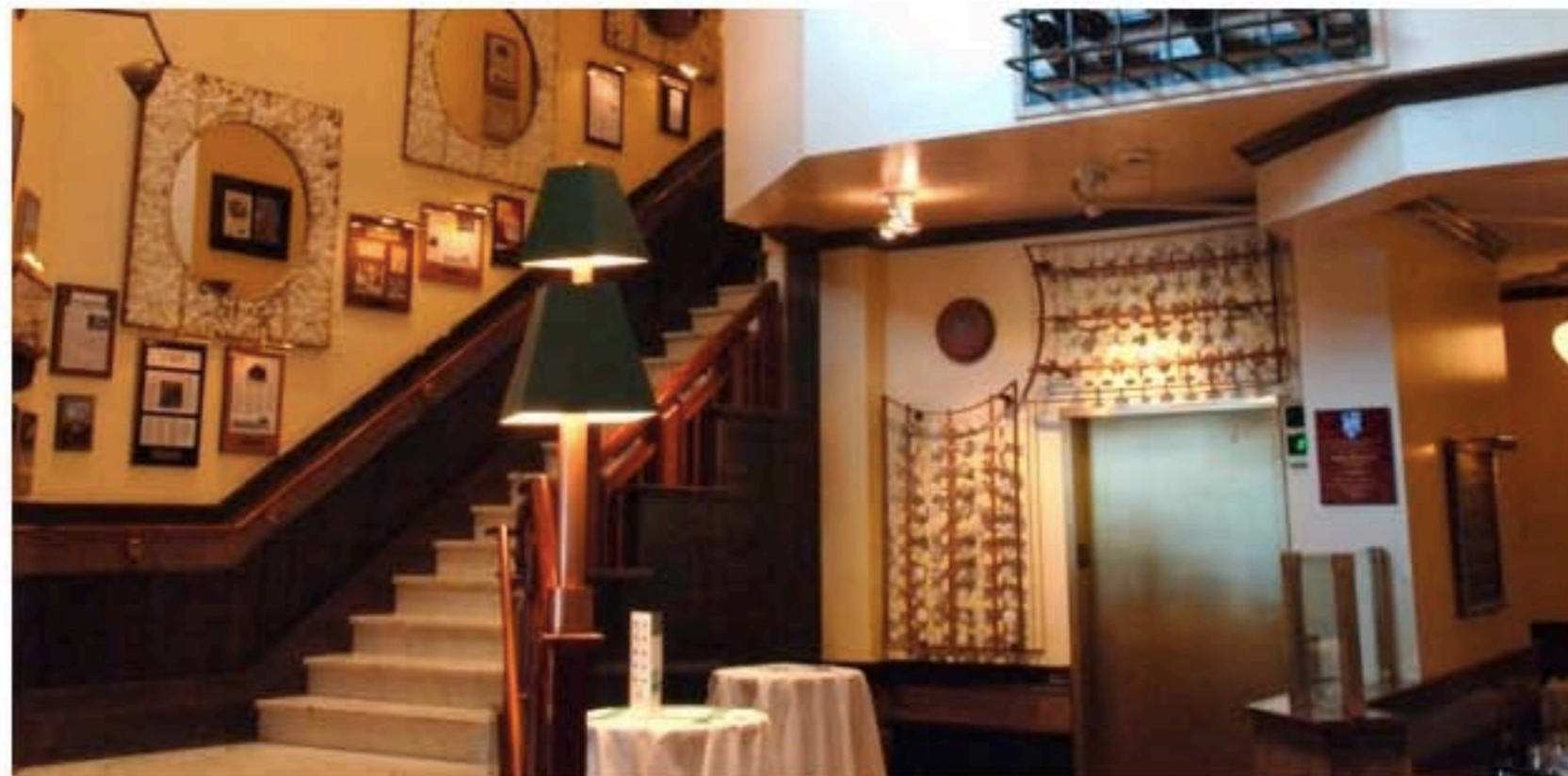
Field groups are created in order from lowest to highest

Position

 Normal

Las Vegas

ABOUT • PRIVATE EVENTS • RESTAURANT MENU • NEWS



The steaks are in your favor.

In a city that offers countless ways to indulge, Smith & Wollensky provides an oasis of exceptional food and refined service all within walking distance of major attractions. Our freestanding New York-style steakhouse located right on the Strip, and our sidewalk Wollensky's Grill, are the perfect places to people-watch and soak up the city vibe. The three-story 635-plus seat restaurant offers a distinguished place to celebrate that big win, the impromptu wedding and a multitude of corporate events.

Las Vegas Hours

Steakhouse

Sunday through Thursday:

5:30pm -10:00pm

Friday and Saturday: 5:30pm-

10:30pm

Wollensky's Grill

Sunday through Thursday:

Address

3767 South Las Vegas

Boulevard

On the Strip Opposite City
Center

Las Vegas, NV 89109

(702) 862-4100

Complimentary Parking

Custom Post Type UI

The Custom Post Type UI plugin adds easy to use control over post types and custom taxonomies in WordPress.

- New WordPress 3.1 features
- Create and edit custom post types
- Create and edit custom taxonomies
- Attach Built-in and custom taxonomies to post types
- Advanced labeling for post types

Below is a slightly outdated example video showing Custom Post Type UI in action!



Custom Post Type UI Screencast

from [Brad Williams](#)



webdev

LATEST NEWS

WebDevStudios is Attending NMX 2013 Las Vegas – A BlogWorld New Media Event

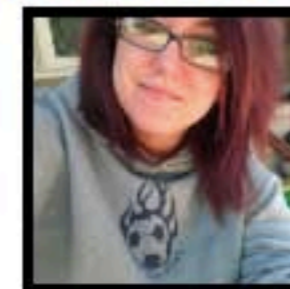
Brian Messenlehner (and his hat) from WDS will be ...

[\[Read More...\]](#)

Merry Christmas from WebDevStudios!

... [\[Read More...\]](#)

WDS EMPLOYEE SPOTLIGHT



Melissa Hoppe
Customer Service
[@MelHop91](#)

LATEST TWEET

- [@danhgilmore](#) [@chrislema](#) you two love your fake WDS announcements lol :P [about 2 hours ago](#)

CATEGORIES

- [API](#)
- [bbPress](#)
- [Beta Release](#)
- [BuddyPress](#)
- [Client Websites](#)

STARTER THEMES

Custom is where it's at...



- Custom Post Types and WP Page Templates via ACF, & Custom Post Type UI plugins facilitate creating any content you can imagine
- Options Framework & WPBakery's Visual Composer bring visual design control to clients (and non-coders)

So what's the best choice?

designers (minimal coding skills)	developers (PHP, HTML/CSS, JS)	non-coders	“deselopers”/teams
<p>Pre-built themes (minimal customization)</p> <p>Pagelines</p> <p>WooThemes</p>	<p>Starter Themes (Roots, Bones, Boiler, etc.)</p> <p>Pagelines (maybe...)</p> <p>Genesis</p> <p>WooThemes</p> <p>Pre-built Themes (niche themes for specific purposes)</p>	<p>Pre-built Themes (with visual customization options)</p> <p>Pagelines</p>	<p>Starter Themes (Roots, Bones, Boiler, etc.)</p> <p>Genesis</p> <p>WooThemes</p> <p>Pre-built Themes (niche themes for specific purposes)</p>

Thank You! Questions?

greygoomedia.com | twitter @davidpaulalbert | email dave@greygoomedia.com

STARTER THEME REFERENCES

Roots Theme: <http://www.rootstheme.com/>

Bones Theme: <http://themble.com/bones/>

Boiler Theme: <http://themes.vorkshop.com/boiler/info/>

Twitter Bootstrap: <http://twitter.github.com/bootstrap/>

HTML5 Boilerplate: <http://html5boilerplate.com/>

Advanced Custom Fields plugin: <http://www.advancedcustomfields.com/>

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