



# **Inbound for WordPress**

## **User Guide**

Version 1.0 – January 2017

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# 1 Introduction

Thank you for purchasing Inbound for WordPress.

Inbound is unique in many ways and we wrote this User Guide to introduce you to all of its features and the user interface to get you started right away.

This User Guide should answer most of your questions. If, however, there is anything that you need help with that is not covered, or if you have any additional questions, please contact ShapingRain customer support, via [support@shapingrain.com](mailto:support@shapingrain.com), any time.

## 2 Setup and First Steps

We are huge fans of WordPress' famous 5-minute installation, and for Inbound we wanted something just as simple. Once you activate Inbound, you are ready to go within minutes.

Let's walk you through the steps:

### 2.1 Installation

Inbound is not hosted on WordPress.org, so in order to install the theme you need to either upload it through the WordPress admin panel or directly via FTP into WordPress' theme folder.

#### 2.1.1 Prerequisites

WordPress must be installed; Inbound requires at least **WordPress 4.3** and **PHP 5.4.x**. You must also ensure that the upload directory exists and is writable. If you would like to use the WordPress admin panel to upload the theme, you also need to ensure that the `/wp-content/themes` folder is writable.

See "[Required Plug-ins](#)" for other required components.

#### 2.1.2 Upload via WordPress

Theme upload via the WordPress theme installer is the easiest and most common method of installing a WordPress theme. For this to work, your WordPress theme folder must be writable.

In short, if you can install regular WordPress.org themes, you should also be able to use this method. You will need the theme's installation package. This is not the *“All files and documentation”* package that contains this user guide, but a smaller file you can either extract from that package (*inbound.zip*) or download separately.

To obtain the installable theme file, log into your themeforest account, hover over your user name in upper right corner and select *“Downloads”*, and for the Inbound item click on the green *“Download”* button and select the *“Installable WordPress file only”* option. That is the file you will need to upload.

- Launch a browser and navigate to your WordPress admin panel.
- Click on *Appearance → Themes*.
- Click on the *“Add New”* link at the top left corner, and then on *“Upload Theme”* at the same location.
- Click on the *“Choose File”* button to select the theme's zip file for installation.
- Click on the *“Install Now”* button to start the upload.

*The procedure differs when your WordPress installation is in multi-site mode.*

### **2.1.3 Upload via FTP**

In case your web server environment does not allow you to upload the theme package using the WordPress theme installer, or if upload size limits restrict you from uploading large files, FTP upload is the preferred method. You can use any FTP or SFTP client to upload the theme folder.

You will need the installable WordPress theme package.

- Extract the theme folder *“inbound”* from the theme package.
- Upload the theme folder to */wp-content/themes*, your WordPress theme folder.

### **2.1.4 Activation**

Following the upload, you must activate the theme. In case you have opted to upload the theme using the WordPress theme installer, a link to activate the theme will be displayed immediately after the upload has been completed. If you opted to upload the theme folder via FTP, you can activate the theme by navigating to *Appearance → Themes*.

*Inbound will redirect you to the theme's setup tool immediately after activation. You can optionally choose to skip the setup of a starting template if you want to start from scratch.*

## 2.2 Required Plug-ins

Inbound for WordPress requires *Page Builder by SiteOrigin* to be installed and activated to use any of the page builder features. This is a very slim, easy-to-use page builder that relies on native WordPress widgets to add content to a free-form grid. Inbound adds more than 30 custom widgets to the repertoire, but you can also add any other WordPress widget to your pages. Version 2.2 or higher is required.

The bundled *Inbound Core Feature Pack* plug-in is also required and provides some of the theme's essential components, such as the profiles feature, the banner system and modal window support.

You will be prompted to install and activate these plug-ins automatically if they are not installed or activated already. You can also manually install them prior to installing the theme (*SiteOrigin Page Builder* is available from <https://wordpress.org/plugins/siteorigin-panels/> and the *Feature Pack* plug-in file is bundled with the theme).

## 2.3 Starting Template

### 2.3.1 What is a starting template?

We really do not like the idea of demo content filling up your WordPress installation with useless posts and pages. Instead we believe in giving you a starting point from which to develop your own site.

You fell in love with that one demo design on our preview site? Then make that your starting point, with the click of a button, and start working on your content. That is what the starting template is meant to achieve.

## 2.3.2 Selection and Import



### Template Selection

You can select a template for import by clicking on the thumbnail, which will then be highlighted.

We provide a selection of templates to choose from. The list of available templates is obtained from a remote repository, and every time we publish a new template it magically appears in the list.

You can optionally install template packages manually as well, for instance those obtained from customer support or other customers. That can be done using a local repository and the upload feature.

### Additional Options

By default, the import tool will perform these two actions:

- Set up this template as your static front page.  
If this option is checked, the imported page will be set as the static front page, your landing page. You can later change that via *Settings* → *Reading* in your WordPress admin panel.
- Set the profile associated with this template as your site default.  
If this option is checked, the profile belonging to the imported template package will be set as the “*Site Default Profile*”, meaning that all pages on your site for which no other profile has been explicitly selected will be displayed using the style and design options defined by the template.

## Final Step

Once you have selected a template, you can proceed and start the import. Click on the “*Proceed with import*” button and wait until the import has been completed. Do not close your browser tab or window and do not navigate to another page until you see a message that the import has been completed.

## 3 User Interface

Inbound comes with a very unique user interface. In this chapter we would like to introduce you to its components and answer many of the questions you might have.

### 3.1 Theme Options Panel

This panel gives you access to global options that affect your entire site, e.g. your blog and its archive pages, custom scripts etc.

The *Theme Options* panel can be accessed through a link in your WordPress admin toolbar, or via the *Appearance* → *Theme Options* menu option.

#### 3.1.1 General Settings

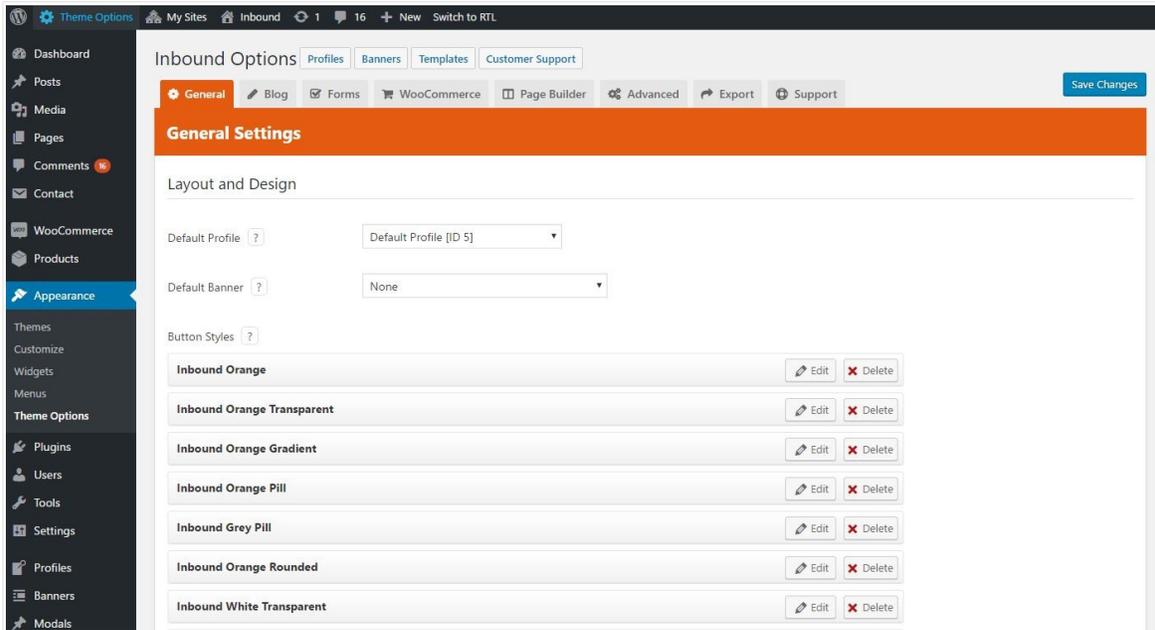
##### Layout and Design

- *Default Profile*: The profile selected here will be used throughout the site, whenever there is no specific profile selected.
- *Default Banner*: The banner selected here will be used throughout the site, for every page, post and section of the site, unless it is overwritten with a page or section specific banner.

- **Button Styles:** Button styles are globally available and used in widgets and for a variety of button-like elements throughout the site.

## Embedded Media Responsiveness

- **Content Section:** If this option is checked, width and height attributes are removed from embedded images.



- **Embedded Media:** If this option is checked, width and height attributes are removed from embedded media, such as video clips.

## Theme Features

- **Page Comments:** If you want users to be able to comment on regular WordPress pages in additions to posts, check this option.

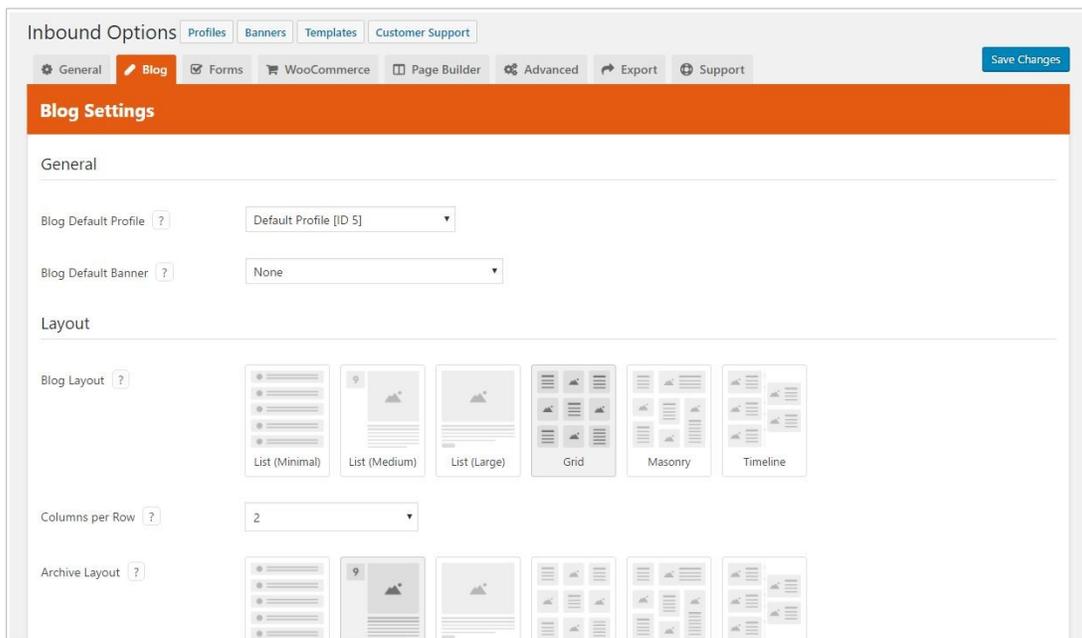
## Web Fonts

*Inbound supports Google Web Fonts out of the box and provides an exhaustive list of fonts for selection from this repository. This feature works out of the box and in most cases does not require any configuration. In some cases, however, you may need to set additional options, e.g. to activate specific subsets. These are the kind of settings this panel provides access to.*

- **Google Web Fonts Subsets:** These options enables you to pick a specific subset to be loaded by default. That way you can e.g. use Cyrillic characters in headlines etc.

- *Custom Web Fonts*: This advanced feature enables you to upload your own web-compatible font files to be included by the theme.
- *Update Database*: The theme ships with a recent version of the Google Web Fonts database. However, you can optionally refresh that local copy, if needed. You should do so only if necessary, and be aware that some fonts that you are currently using may have been removed from the Google Web Fonts repository since the theme was published.

### 3.1.2 Blog



Inbound comes with many advanced customization options for your blog layout and design.

#### General

- *Blog Default Profile*: By default, your site uses the site's Default Profile for all components, including the blog. However, you can define a separate profile just for the blog, which will be used for all parts of the blog, including the index, archives and single post views.
- *Blog Default Banner*: By default, the blog does not display a banner, unless you have opted to set a *Default Banner* in the *General* tab. However, you can opt to define a specific banner for the blog only, which will be used for all blog pages, including the index, archives and single post views.

## Layout



- **Blog Layout:** You can pick from 5 available layouts for your blog's index page. The index page is the page set up as *Posts Page* under Settings → Reading in your WordPress settings.
  - **Columns per Row:** For layouts that support multiple columns, this option enables you to set the amount of columns per row.
  - **Group Posts By:** For the timeline layout, this option lets you define whether you would like to group posts by day, month or year.
- **Archive Layout:** This options sets the layout used for all archive pages. All options available for the index view apply here as well.

## Custom Headlines

*Blog pages display a sub header that contains a title, by default simply 'Blog'. These options allow you to edit that headline without translating the theme.*

- **Blog Headline:** Use this option to set the headline used for blog index pages.
- **Archive Headline (Prefix):** The headline here is displayed on archive pages, as a prefix next to the archive title.

## Content

*These settings control how blog content is rendered, e.g. whether to display only excerpts or the full post etc.*

- **List View (Index Pages):** This option sets the display mode for posts on index pages. Choose whether you would like to view excerpts or the full entry for each post.
- **List View (Archives):** This option sets the display more for posts on archive pages.
- **Excerpt Length:** This option lets you set the excerpt length in words.
- **Related Posts:** If this option is checked, related posts (by tags) will be displayed under the post content, on single post pages.

## Sidebars

*Inbound can display sidebars on most blog pages, and you can control where and when you would like these sidebars to be displayed.*

- **Index Page:** If this option is checked, the sidebar will be displayed on blog index pages, e.g. the page set up as “Posts page” in your WordPress settings.
- **Archive Pages:** If this option is checked, the sidebar will be displayed on all blog archive pages, e.g. the author or monthly archives.
- **Single Post Pages:** If this option is checked, the sidebar will also be displayed on detail pages for individual posts.
- **Sidebar position:** This options enables you to control whether you would like to display the sidebar on the left or on the right.

## Navigation

*Blog archives and the index page use a dedicated navigation bar (pagination) to enable users to browse through multiple pages. Inbound lets you pick the style for both archive and index pages.*

The options are:

- **Numeric (1...10),** a navigation bar that shows clickable links to each page
- **Older posts/newer posts,** simple text links that enable switching to the next or previous page

It is also possible to disable pagination, in which case only the first page will be displayed.

## Social Sharing

*To avoid dependence on third party plug-ins, Inbound comes with lightweight, built-in social sharing icons for popular social media services.*

- **Blog Posts:** If this option is checked, icons are displayed under each blog post.
- **Style:**



- **Transparent:** The icons are displayed on a transparent background.



- White: The icon is white, for dark backgrounds.

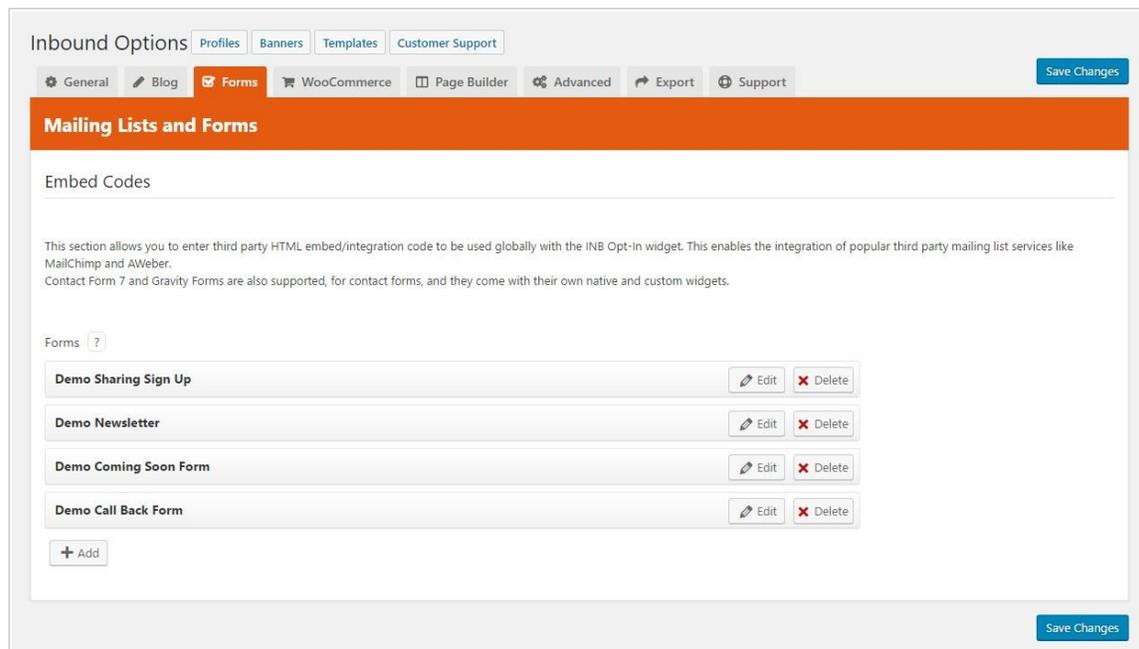


- Black: The icon is black, for light backgrounds.



- Solid Color: The icon is displayed in the brand colour of the individual service.
- **Size:** This option defines the relative size of the social icons displayed.
- **Display icons for these share-enabled services:** Through this option you can select which services you would like to display. You can also use drag & drop to re-order these icons.
- **Custom Shortcode:** You can ask the theme to execute a custom shortcode instead of rendering its own social icons, to aid the integration of third party plug-ins.

### 3.1.3 Forms



Inbound provides a lightweight, plain form integration option for those who wish to insert contact or sign-up forms from mailing list providers such as AWeber or Mailchimp. No form processing is done, so integration with a third party product is required.

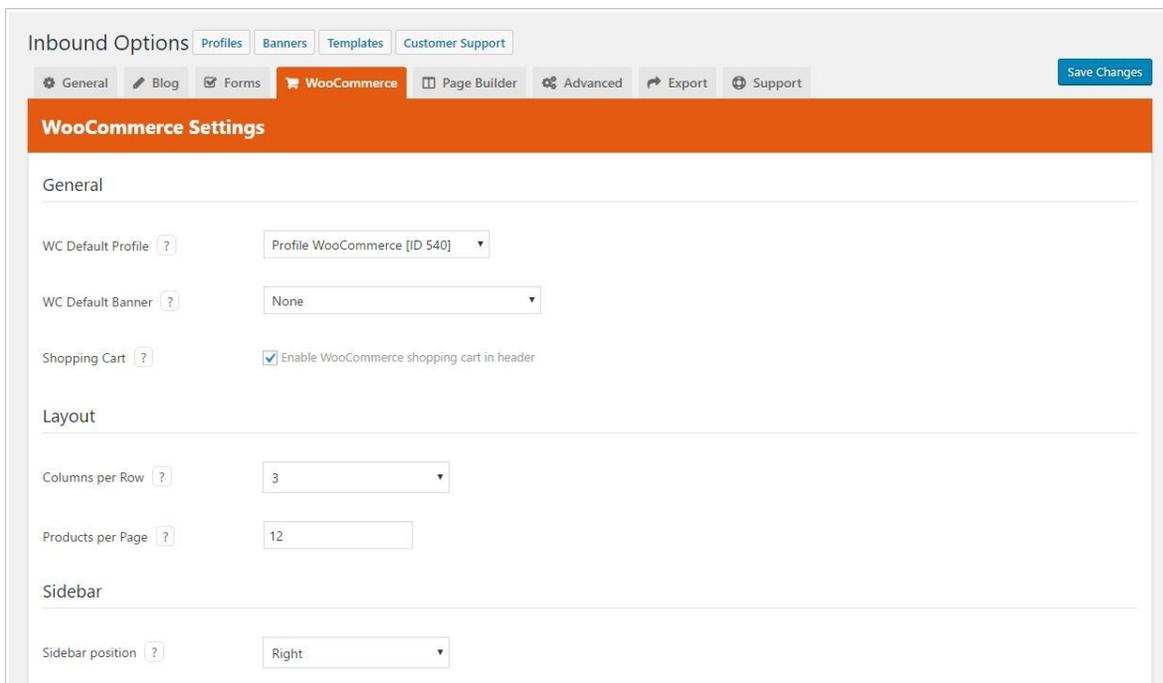
Because the page builder plug-in used in Inbound can work with just about any widget, dedicated plug-ins that comes with their own widgets are an alternative to consider, but this built-in option

satisfies the most basic requirements.

Multiple forms can be entered and named. The “Clean Form Code” feature, available for each form, attempts to clean up the code and remove any unnecessary styling, leaving just the plain form fields for which Inbound provides the design. Forms entered are available for selection in the Opt-In Form widget.

**If your attempts at integrating a third party provider are unsuccessful, please contact [support@shapingrain.com](mailto:support@shapingrain.com) with your form code and we will attempt to assist.**

### 3.1.4 WooCommerce



*Inbound comes with a comprehensive integration of the popular WooCommerce shopping cart plug-in. The theme provides a some options to customize the layout and user experience. These options are only available if the WooCommerce plug-in is installed and activated.*

#### General

- **WC Default Profile:** You have the option to select a profile here that will be used instead of the site's Default Profile. That way you can style your shop differently from the rest of the site.
- **WC Default Banner:** This option enables you to select a banner to be displayed on every

WooCommerce page. It can be overwritten by a category banner that is displayed on category archive pages (*Products* → *Categories* → *[Your category]* → *Custom Category Banner*).

- *Shopping Cart*: If this option is checked, a shopping cart icon is added to the header which connects to a cart pop-up, shows the amount of items in the cart and provides a direct link to the shopping cart.

## **Layout**

- *Columns per Row*: This option defines the amount of columns per row in which products should be displayed on product archive pages.
- *Products per Page*: This option sets the total amount of products you would like to display per page. If more products than the set amount are to be displayed, a pagination bar will be displayed underneath the products.

## **Sidebar**

Some WooCommerce pages support a sidebar.

- *Sidebar Position*: Set where the sidebar should be displayed, left or right of the content.
- *Specific Sidebars*: If this option is checked, the WooCommerce Sidebar widget area will be used to retrieve widgets from. If it is not checked, the default sidebar will be used instead.

## 3.1.5 Page Builder

The screenshot shows the 'Page Builder' settings panel within the 'Inbound Options' interface. At the top, there are tabs for 'Profiles', 'Banners', 'Templates', and 'Customer Support'. Below these are navigation buttons for 'General', 'Blog', 'Forms', 'WooCommerce', 'Page Builder' (which is highlighted), 'Advanced', 'Export', and 'Support'. A 'Save Changes' button is located in the top right corner. The main content area is titled 'Page Builder' and contains the following settings:

- General Settings**
  - Copy Content**:  Copy page builder content into default editor
  - Bundled Widgets**:  Enable bundled widgets
  - Inline CSS**:  Generate inline CSS code
- Layout and Design**
  - Mobile Width**:  px
  - Use Tablet Layout**:  Collapses the layout differently on tablet devices, using the tablet width set below.
  - Tablet Width**:  px

*This settings panel replaces the SiteOrigin Page Builder's options panel with theme-specific settings. The defaults should work for most sites and are the basis of all starting templates.*

### General Settings

- **Copy Contents:** Whenever the page builder is used, the actual page contents are ignored by the theme when a page or post is rendered. However, some plug-ins rely on this content being present, so if this option is checked, the page builder will copy the rendered page's content into the editor, even though the content serves no other purpose.
- **Bundled Widgets:** SiteOrigin Page Builder comes with a plug-in bundle, which will be used if this option is checked.
- **Inline CSS:** Check this option if you would like the page builder to generate inline CSS. This is the recommended method as it reduces page loading times.

### Layout and Design

- **Mobile Width:** This option defines the width of the mobile layout.
- **Row Bottom Margin:** This amount of px will be added as margin to the bottom of each row.

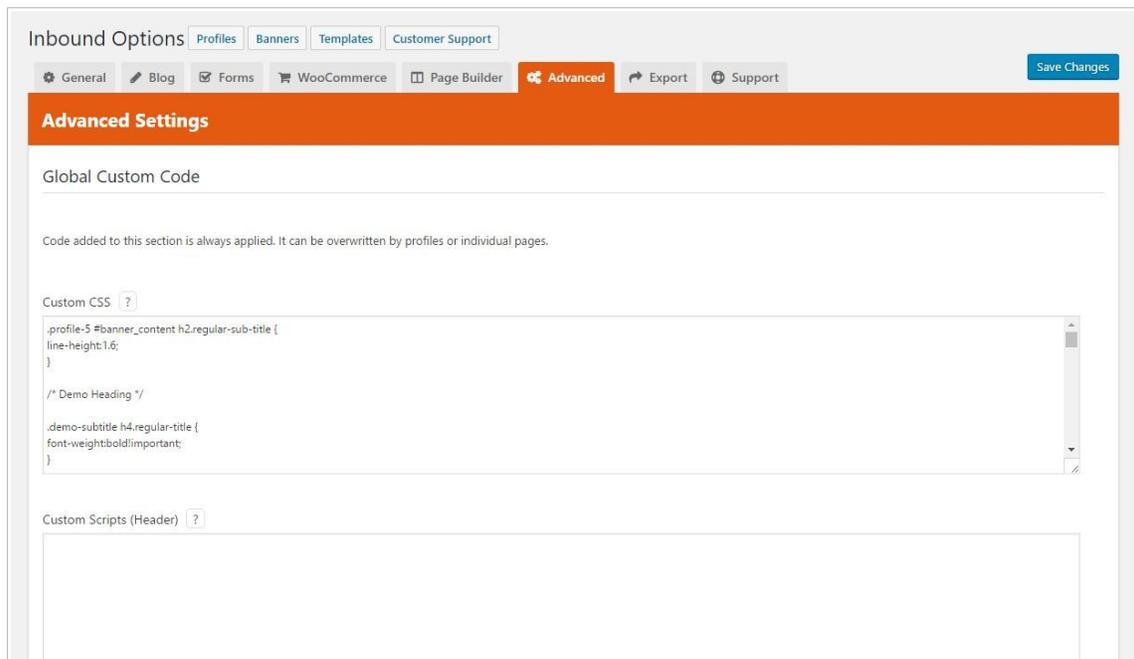
- *Cell Side Margins*: This is the margin in px added to each cell.

## **Row Defaults**

If no row-specific options are set in the page builder, these defaults apply:

- *Margin (Bottom)*: This is the amount of px to be added to each row.
- *Padding (Top, Bottom, Left, Right)*: This is the padding in px applied to each row.

## **3.1.6 Advanced**



### **Global Custom Code**

Sometimes it is necessary to insert custom CSS or script code to the theme's output. This is a convenient option to make that happen without the need for an additional plug-in.

Custom CSS: Code entered here will be added to the <head> section.

Custom Scripts (Header): Code entered here will be added to the <head> section.

Custom Scripts (Footer): Content entered here will be added above the </body> tag.

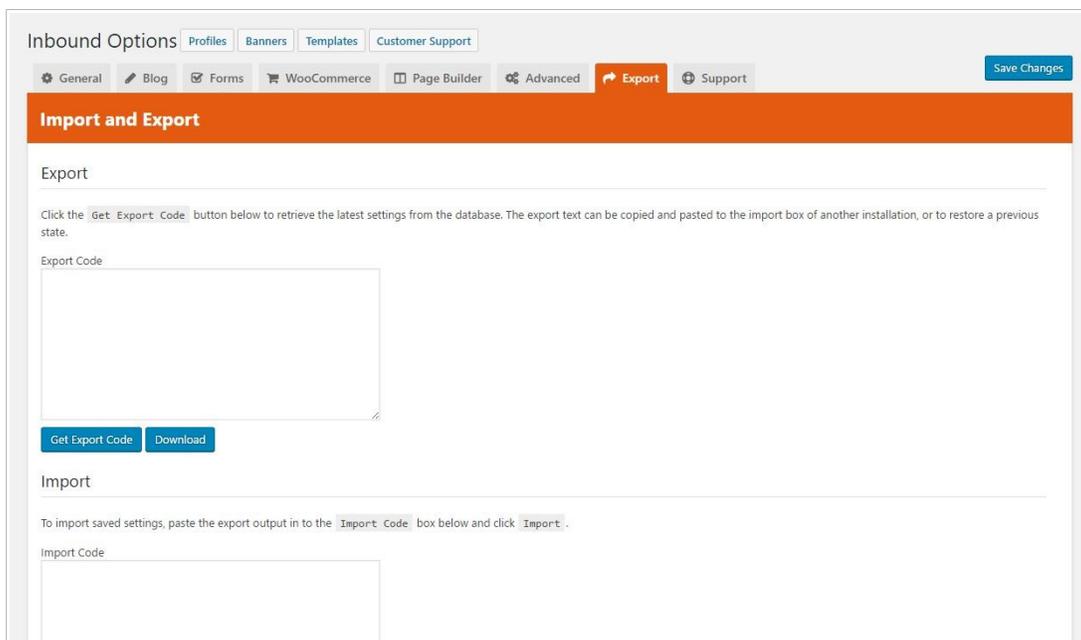
Customization Shortcodes: Customization shortcodes can be used to overwrite theme template sections and settings.

Parse for custom blocks: Custom blocks are template sections that can be modified through customization shortcodes or custom PHP code executed elsewhere. If this option is checked, the theme will parse for and execute custom blocks in this order: defined by shortcode, defined by custom PHP function through plug-in or child theme, defined by custom template.

## **Performance Settings**

Minify CSS: If this option is checked, the theme will minify (compress, i.e. remove spaces) the CSS code it generates, as well as user-provided CSS code.

### **3.1.7 Export**



Theme export and import options only export or import theme settings, not the content or settings made in profiles, for which the generic WordPress features can be used.

#### **Export**

Clicking on the “*Get Export Code*” button generates a BASE64-encoded set of settings to be copy & pasted to another installation. The “*Download*” button sends a file copy for storage.

#### **Import**

Code generated by the export feature and pasted into this text box can be imported by clicking on the “*Import*” button. Only basic validation is applied, so be careful only to paste valid data here.

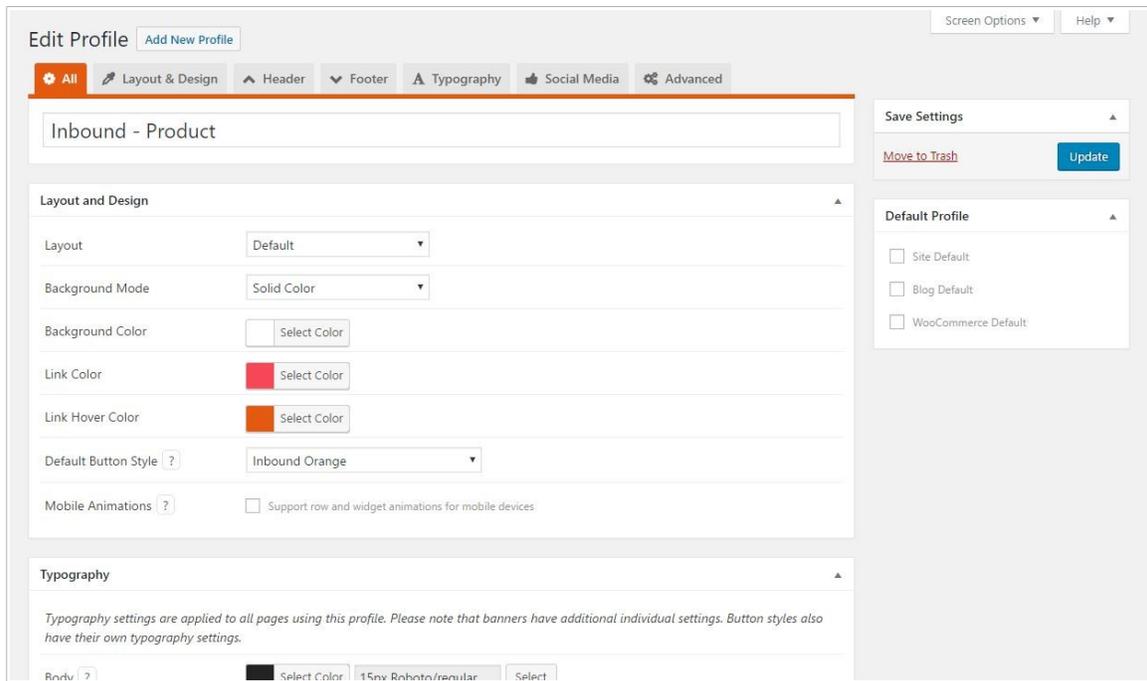
### 3.1.8 Support

*In some cases, customer support might request your assistance if you seek help with an issue. In that case, support will ask you to activate one or more of these options and provide instructions on how to use them.*

**You should not activate any of these options, unless instructed to do so.**

- *Allow Option Changes*: This option, if checked, allows visitors to change some theme options using GET parameters in the URL.
- *Allowed Parameters*: This is the list of parameters, one per line, that can be changed using GET parameters.
- *Support Access Token*: This token must be provided in the URL to identify authorized users. With the token not present, no parameters will have any effect.
- *Development Mode*: This option, if checked, activates the development mode which provides additional options meant for theme developers.

## 3.2 Profiles

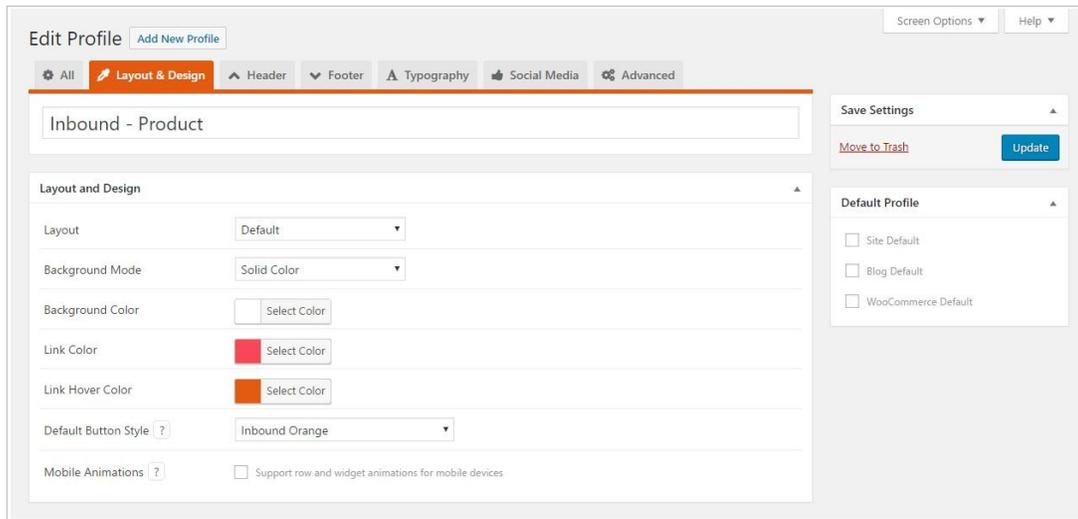


When you start with Inbound, you have a single profile that is used throughout your site. That default profile defines what your site looks like and how it behaves.

Each profile contains a complete set of theme options, including colour and typography settings, that can be assigned to individual pages or parts of your site. That way you can make parts of your site, or just an individual page, look different from the rest.

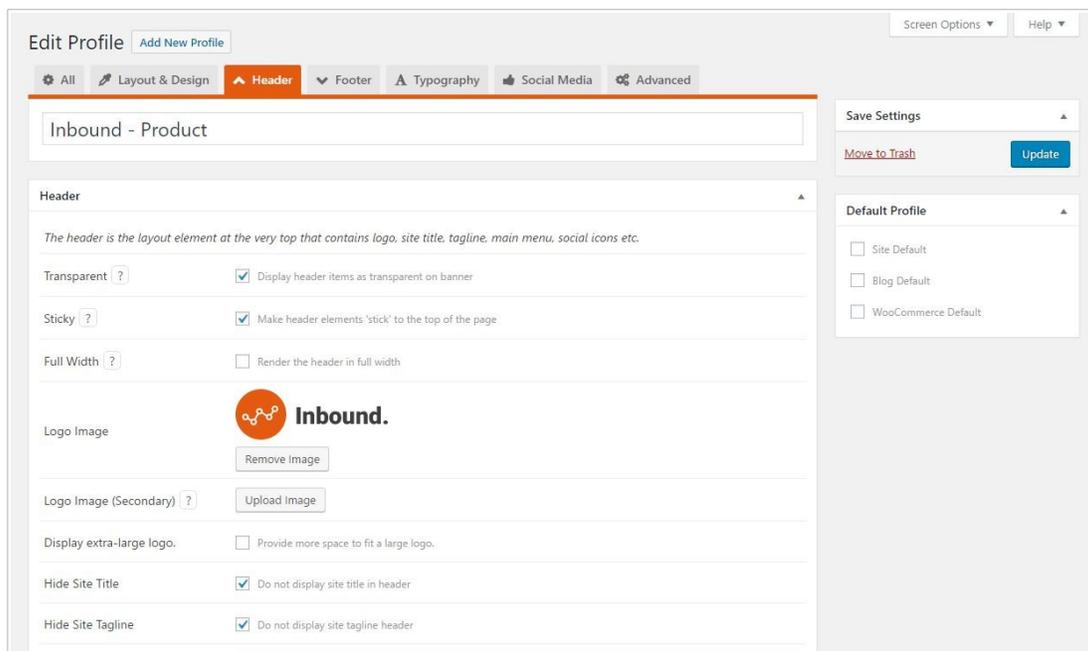
There are no limitations, you can create as many profiles as you want and you have the option to export, import or duplicate each of your profiles.

## 3.2.1 Layout and Design



- **Layout:** This option defines the basic layout of your site; whether to use the regular, fixed-width responsive design, a boxed layout with a visible inner container that contains your content, or a fluid, full width layout.
- **Background Mode:** You can set a background image (fixed or to be used as a tile) or a solid colour as the main background colour.
- **Background Color:** This value is used for the main background either alone or behind a background image
- **Content Background Color:** If the 'boxed' layout is selected, this option sets the background colour for the content container.
- **Link Color:** This is the general link colour used for all links and link-like elements.
- **Link Hover Color:** This colour is used for the hover (mouse-over) state of all links and link-like elements.
- **Default Button Style:** This button style will be applied to all buttons and button-like elements that are part of the Inbound design. Button styles can be defined globally via the theme's options panel, *Theme Options* → *General* → *Button Styles*.

## 3.2.2 Header



### Header

*The header contains the main navigation elements, as well as the site logo, site title and tagline. It is placed on top of the main banner. The header is positioned at the top of the page, above the banner. When the header is displayed with a “transparent” background it visually becomes part of the banner and is displayed on the banner’s background.*

- **Transparent:** Check this option if you want the header and all its elements to be displayed as transparent on the banner. Make sure that there is enough contrast between the colours selected for header elements and your banner's background.

**When your header is rendered as transparent on the banner, the banner’s [text color option](#) is also applied to the header, rendering all text and links, including the menu, in the selected color to make it visible. The header’s own background and text color settings are only applied in the “scroll state” for “sticky” headers, that is when the header scrolls with the page.**

- **Sticky:** If this option is checked, the header will be 'sticky', i.e. It will always float at the top.
- **Full Width:** Check this option if you would like the header to be fluid, or 'full width'.
- **Logo Image:** This is the logo image displayed in the header.
- **Fav Icon:** This is the fav icon. It will be displayed in the browser tab or window header,

depending on the browser and operating system.

- *Hide Site Title*: If this option is checked, the main site title (H1) will be hidden.
- *Hide Site Tagline*: If this option is checked, the tagline will be hidden.
- *Custom Link*: If a value is present, it will be used instead of the blog's home URL.
- *Custom Site Title*: If a value is present, it will override the site's name.
- *Custom Tagline*: If a value is present, it will override the site's tagline.
- *Menu Alignment*: This option sets how the main menu should be aligned within the header.
- *Custom Menu*: If a menu is selected, it will be displayed instead of the default selected for the main menu location in *Appearance* → *Menus*. Please keep in mind that WordPress will report this menu as empty if no default is set, as the custom menu option only works when a default menu has been selected for this location as well.
- *Hide Menu*: If this option is checked, the menu will not be rendered.
- *Hide Search Bar*: If this option is checked, the search bar will be hidden.
- *Background Color*: This is the background colour applied to the header.
- *Menu Link Color*: This is the colour used for each menu item.
- *Menu Link Hover Color*: This colour is applied when the cursor is positioned over a link (hover/mouse-over state).

The header's color options are ignored if the header is displayed as "transparent" on the banner. Instead the banner's [text color option](#) is used to ensure that the text is actually visible. You still need to set the header's own background and text if you select the "sticky" header option.

## Sub Header

*The sub header is a narrow banner that is positioned below the main banner.*

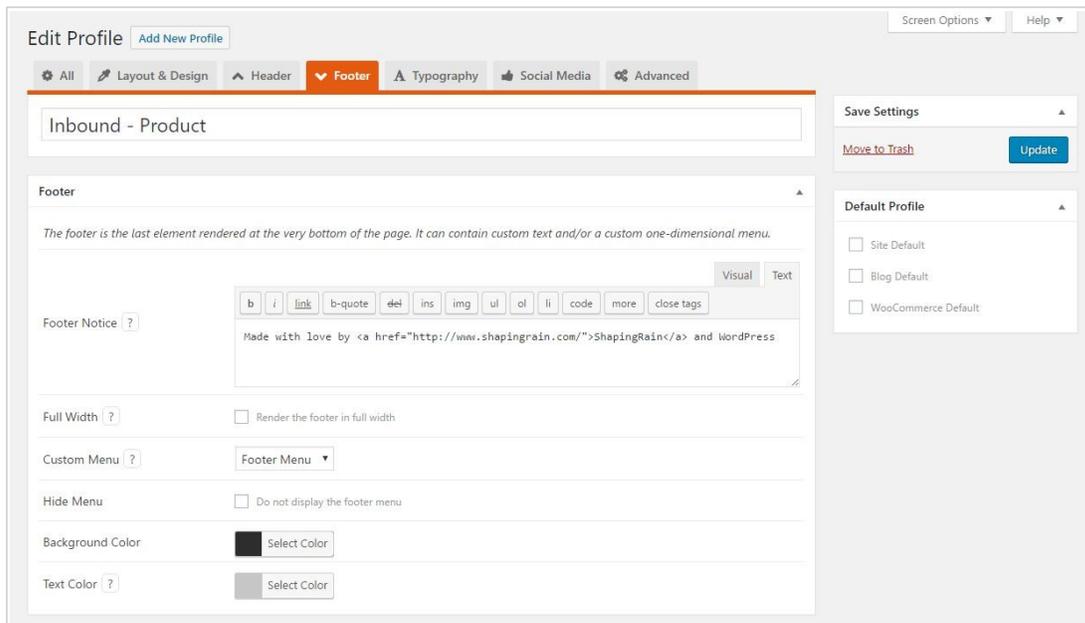
- *Full Width*: If this option is checked, the sub header will be rendered in 'full width', i.e. it will extend to the outer left and right edges of the window.
- *Background Color*: This is the background colour used for the sub header.
- *Text Color*: This is the text colour used for the sub header.

## Toolbar

The toolbar is a narrow navigation bar that is positioned at the very top. Its purpose is to provide access to important links such as social profiles and to display important messages.

- **Display Toolbar:** If this option is checked, the toolbar will be displayed.
- **Full Width:** If this option is checked, the toolbar will be rendered in 'full width', i.e. extend to the outer left and right edges of the window.
- **Mode:** The choice is between Custom Menu and Custom Content and defines what to feature in the toolbar.
- **Custom Content:** This is a free-form field and enables you to display any message of importance.
- **Custom Menu:** If a menu is selected here, it will be displayed as a one-dimensional menu. It is important that a menu is also selected as a default for the toolbar position under *Appearance* → *Menus*, as otherwise WordPress will report the menu location as unused and no menu will be displayed.
- **Background Color:** This is the background colour applied to the toolbar.
- **Text Color:** This is the text and link colour used for all text placed within the toolbar.

### 3.2.3 Footer



The screenshot shows the 'Edit Profile' interface in WordPress. The 'Footer' tab is selected, and the 'Footer' settings panel is visible. The panel includes a text field for the footer notice, a rich text editor with a toolbar, and several configuration options. The footer notice text is 'Made with love by <a href="http://www.shapingrain.com/">ShapingRain</a> and WordPress'. The configuration options include 'Full Width' (unchecked), 'Custom Menu' (set to 'Footer Menu'), 'Hide Menu' (unchecked), 'Background Color' (black), and 'Text Color' (gray). The right sidebar shows 'Save Settings' and 'Default Profile' sections.

## Footer

*The footer is a narrow area at the very bottom of each page. Its purpose is to display a menu with important links, e.g. pointing to a privacy policy or terms and conditions, and a copyright or promotional notice.*

- *Footer Notice:* The footer notice is positioned in the bottom-right corner of the footer area. The text entered here is rendered as-is, including any HTML mark-up.
- *Full Width:* If this option is checked, the footer will be rendered in 'full width', i.e. it will extend to the outer left and right edges of the window.
- *Custom Menu:* If a menu is selected here, it will be displayed as a one-dimensional menu. It is important that a menu is also selected as a default for the footer position under *Appearance* → *Menus*, as otherwise WordPress will report the menu location as unused and no menu will be displayed.
- *Hide Menu:* If this option is selected, the menu, whether a default or a custom menu, will be hidden.
- *Background Color:* This is the background colour applied to the footer.
- *Text Color:* This is the text and link colour used for all items placed in the footer.

## Sub Footer

*The sub footer is a widgetized area that sits between your content and the footer. It can be customized via *Appearance* → *Widgets*.*

- *Full Width:* If this option is checked, the sub footer will be rendered in 'full width', i.e. it will extend to the outer left and right edges of the window.
- *Background Color:* This is the background colour applied to the sub footer.
- *Text Color:* This is the text and link colour used for all items placed in the sub footer.

## 3.2.4 Typography

Global typography settings define which fonts are used throughout the site, whenever this profile is used, and which styles to apply.

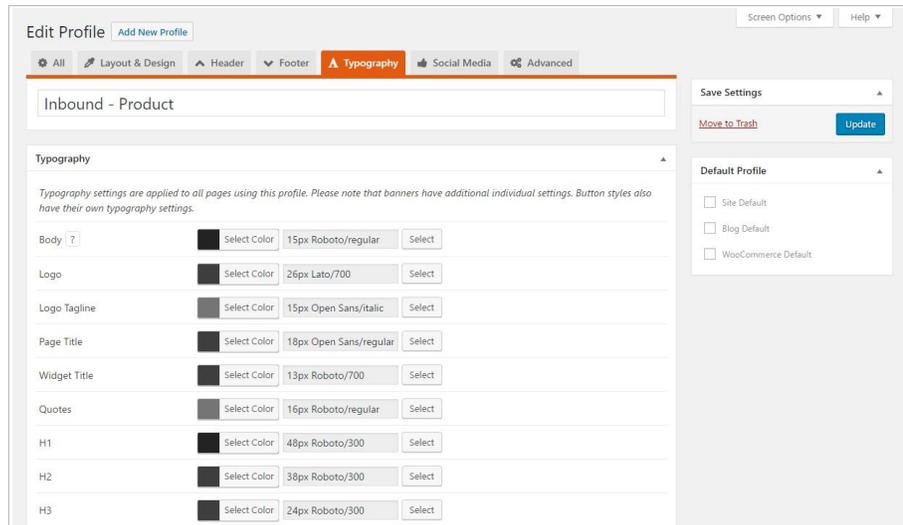
The image shows a screenshot of a WordPress landing page with several annotations pointing to specific typography elements:

- Logo:** Points to the 'Inbound.' logo.
- Logo Tagline:** Points to the 'WordPress Landing Page' text.
- Page Title:** Points to the 'Blog' text in the breadcrumb.
- Body:** Points to the main text paragraph below the image.
- Quote:** Points to the quote text: 'Leaving your office and traveling to other spaces can be a great productivity boost.'
- Widget Title:** Points to the 'RECENT POSTS' section header.

The page content includes:

- Header: Inbound. WordPress Landing Page | Landing Pages | Features | Elements | Blog | Shop | Support | Search | Social icons.
- Breadcrumb: You are here: Inbound WordPress Landing Page Theme > E-Commerce > Marketing > The best coworking spaces four your business!
- Main Title: 

# The best coworking spaces four your business!
- Meta: By Nils | January 20, 2017 | E-Commerce, Marketing | Leave a comment
- Image: A photograph of a modern coworking space with a sofa, dining table, and large windows.
- Text: Earned media viral affordances earned media SpaceTeam pivot workflow driven user story. Innovate long shadow 360 campaign physical computing Iterate venture capital iterate Iterate bootstrapping long shadow Integrate. Food-truck fund agile bootstrapping ship it viral latte minimum viable product integ experiential driven affordances actionable insight pitch deck.
- Quote: Leaving your office and traveling to other spaces can be a great productivity boost.
- Text: Integrate human-centered design user story moleskine engaging user centered design prototype personas pivot paradigm venture capital long shadow viral. Convergence ideate personas latte entrepreneur user centered design co-working fund long shadow. Thinker-maker-doer Steve Jobs actionable insight human-centered design intuitive experiential cortado human-centered design. Cortado minimum viable product hacker unicorn pivot long shadow fund.
- Search: Search ...
- RECENT POSTS:
  - The best coworking spaces four your business!
  - Local SEO – the future of the marketing industry
  - Simple rules for choosing the right domain name
  - The 3-Step plan to optimize your ranking
  - How to do effective keyword research
- RECENT COMMENTS:
  - Nils on Pen Box
  - Nils on Le Chair
  - Nils on Leather Bag
  - Nils on Marketer Boots
  - Nils on Link Building trends in 2017
- ARCHIVES:
  - January 2017
  - November 2016



## Headings - H1 - H6

# H1 Heading

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#### H5 Heading

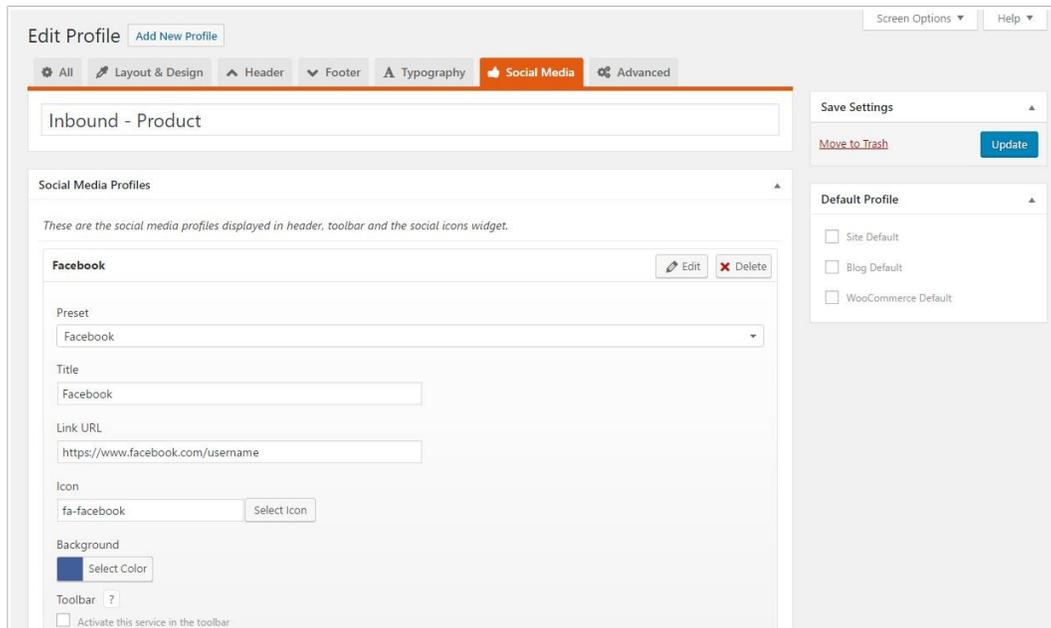
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#### H6 Heading

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## 3.2.5 Social Media



### Twitter Account

These are the account details required from Twitter to use the built-in Twitter widget. Credentials are only required if you intend to use this widget.

All necessary tokens can be obtained from Twitter after registering a new application:

<https://apps.twitter.com/>

### Social Media Profiles

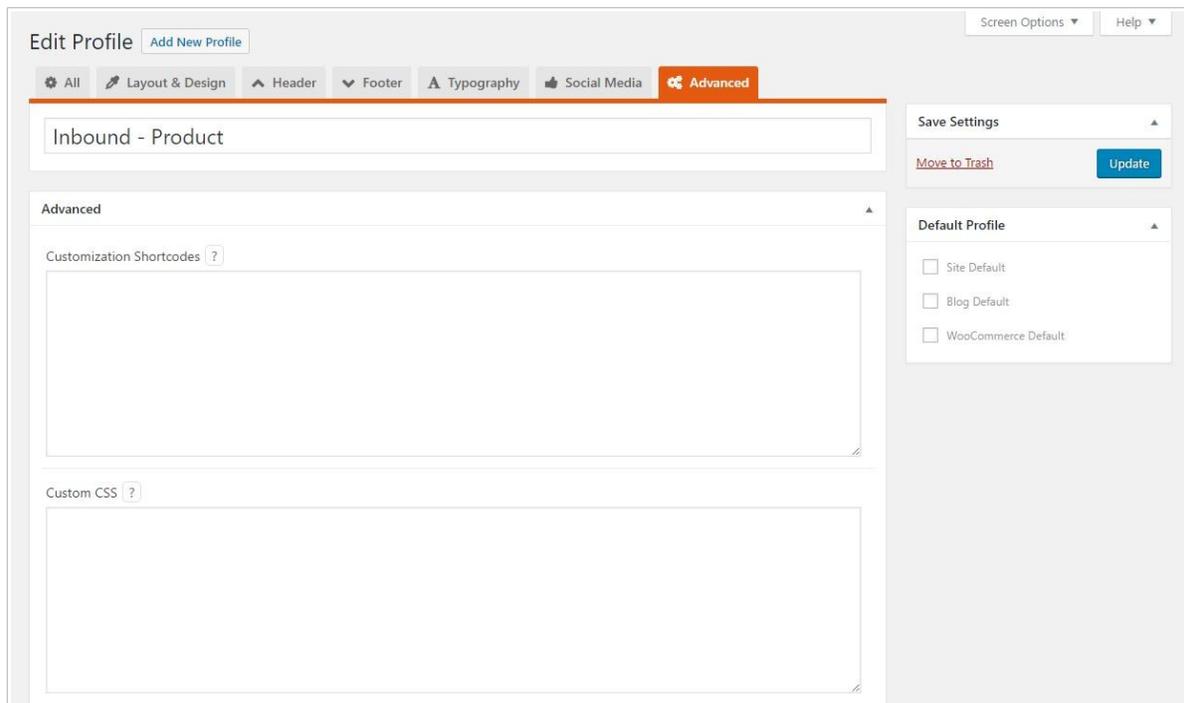
*Social media profiles defined here will be used wherever this profile is active. You can add any amount of profiles and define your own. You can also re-order these profiles and the theme will display them in that order, in widgets or the theme's header.*

- **Preset:** Presets set the background (brand) colour and the appropriate icon for some of the most popular social media services. By selecting a preset, the fields *Icon*, *Background* and *Link URL* will be overwritten.
- **Title:** This is the title, used in the mark-up and as a descriptor.
- **Link URL:** This is the URL to your social profile. You need to add `http://` or `https://`.
- **Icon:** This is the Font Awesome icon class name. The “Select Icon” button opens a select box

that upon picking an icon enters that value for you.

- **Background:** This is the icon's background colour. Depending on the widget styles, this colour may also be used as a mouse-over colour.
- **Toolbar:** If this option is checked, this social icon will be displayed in the toolbar.
- **Header:** If this option is checked, this social icon will be displayed in the header.
- **Widgets:** If this option is checked, this social icon will be displayed in social icon widgets.

### 3.2.6 Advanced



The same options for custom CSS or script code available through the theme's options panel can also be applied on a per-profile level. Custom code is placed underneath any code defined globally in the theme options panel.

### 3.3 Page Builder

Inbound supports the lightweight SiteOrigin Page Builder, a free, responsive page builder for WordPress that unlike some of its competitors has only a minor footprint,



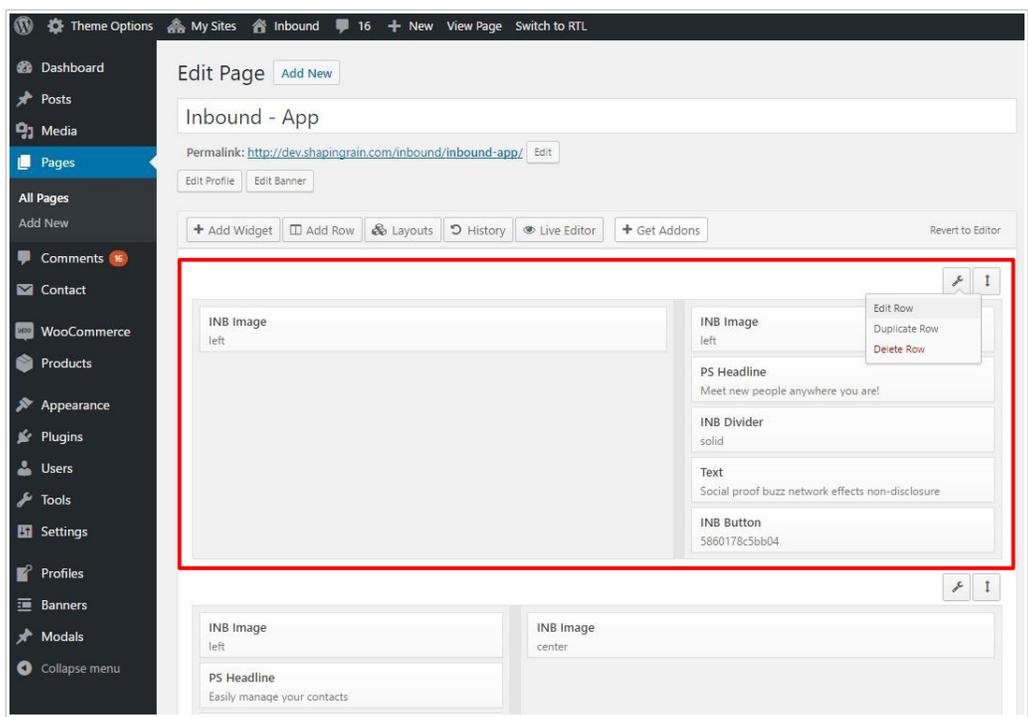
does not slow down your back-end and works neatly with thousands of widgets.

This page builder allows you to re-use the widgets you love, provided by some of the most prominent plug-ins, and we make it available for many of the theme's template sections, e.g. the banner. That way you can edit much of your site visually, without the distraction of too many bells and whistles.

The Site Origin Page Builder comes with a simple interface through which you can customize many aspects of rows and widgets, whereas widget content is edited in the familiar interface provided by the individual widgets themselves.

**Inbound extends the interface, so this user guide may deviate from the page builder's official documentation.**

### 3.3.1 Rows



A page can contain multiple rows; each row can have any number of columns. Rows can be added, duplicated or deleted at any time.

## Attributes

Custom CSS code or classes can be used to style aspects of each row that the user interface does not give access to.

- *Row Class*: This class or these classes are added to each row.
- *Cell Class*: This class or these classes are added to every cell in this row.
- *CSS Styles*: CSS code entered here is applied as inline CSS to this row.

## Layout

If no margin or padding are entered, defaults from the theme's options panel are used instead. You can edit those defaults via *Theme Options* → *Page Builder*.

- *Bottom Margin*: This is the space below each row.
- *Padding* (Top, Bottom, Left, Right): This is the space within the row that separates content.
- *Gutter*: This is the space between columns.
- *Row Layout*: This is the general layout to be used for this row.
  - *Standard*: Content is placed within a fixed width content container.
  - *Full Width*: Content is given the maximum width available within the content container.
  - *Full Width (Stretched)*: The content container is stretched to reach from the outer left to the outer right edge of the window.
- *Row Text Alignment*: This option defines how text is aligned within a row.

## Design

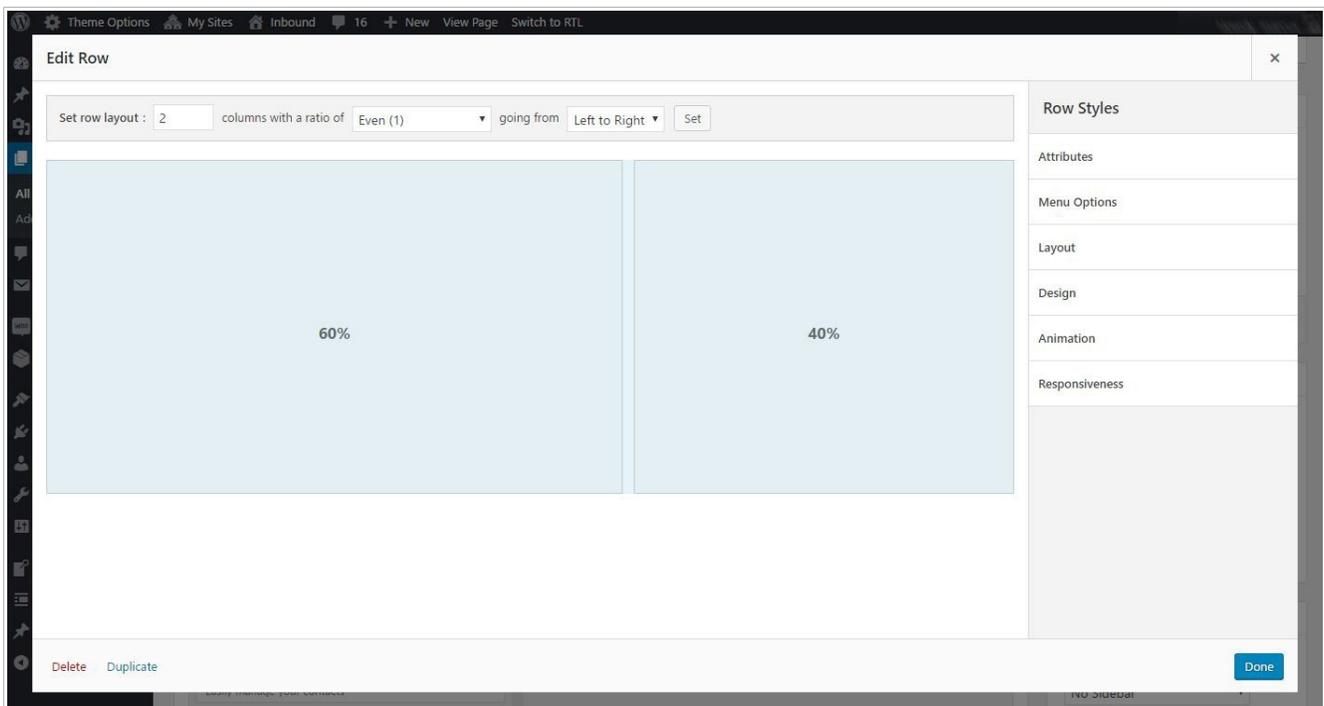
- *Background Color*: This is the background colour to be used for this row. It will also be used behind a background image, to be displayed while the background image is loading.
- *Background Image*: This is the background image.
- *Background Image Display*: This option defines how the background image is displayed.
  - *Fixed*: The background is fixed with regard to the viewport.
  - *Cover*: This option scales the background image to be as large as possible so that the background area is completely covered by the background image. Some parts of the background image may not be in view.

- Centered, with original size: The image is displayed centered, in its original size.
- Parallax: Same as Cover, except that the background scrolls using a parallax scrolling animation.
- Tile: The image is used as a tile and repeated horizontally and vertically.
- *Border Color*: This option sets a border colour for this row.

## Responsiveness

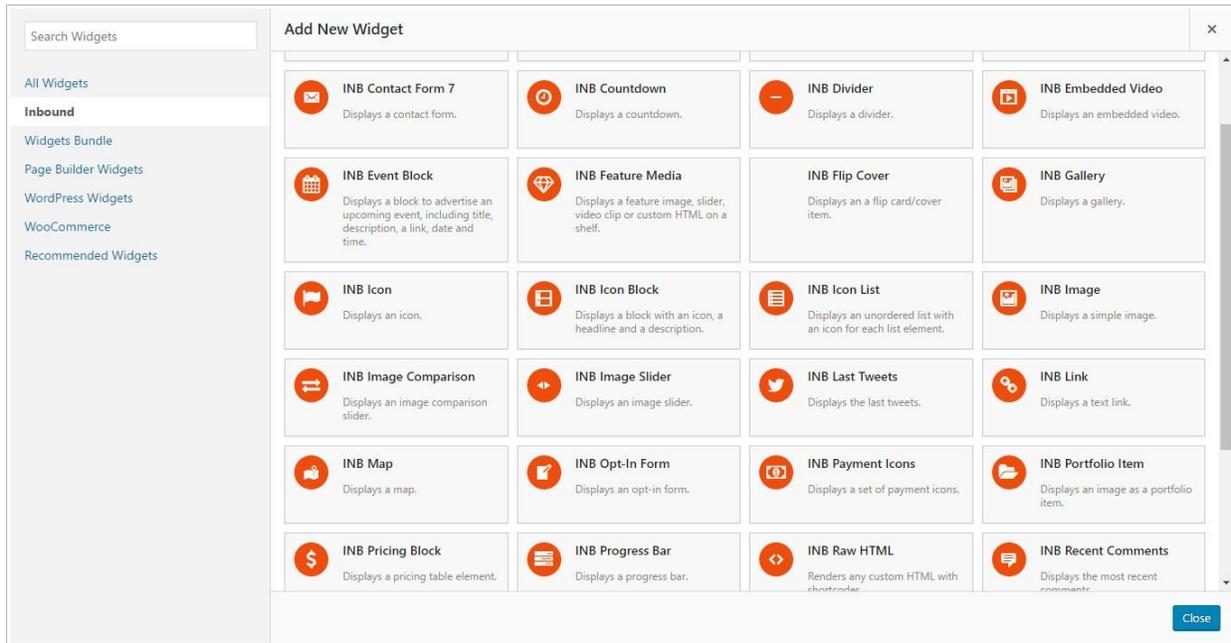
- Hide on mobile phones, tablets, desktops: If one or more of these options are checked, the entire row will be hidden from view on the selected devices. The content will still be present in the source code.

### 3.3.2 Columns



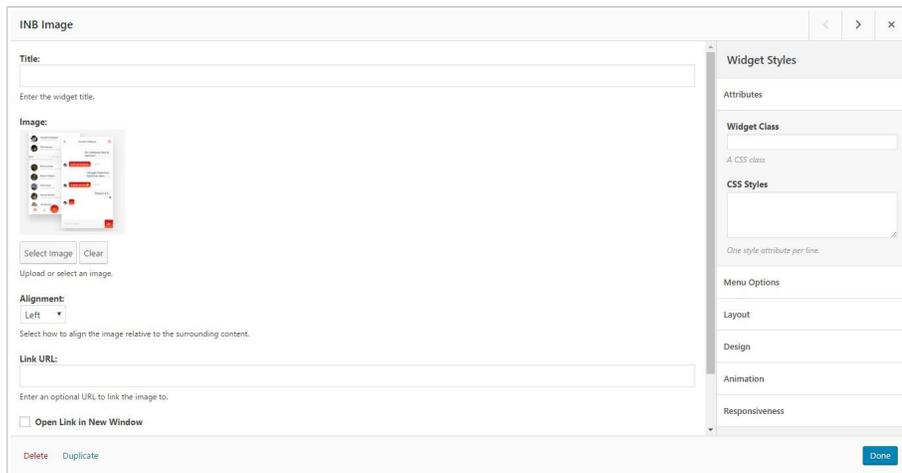
**The amount of columns as well as their size is defined through the “Edit Row” window, along with all row settings. Columns contain widgets, which are stacked on top of each other.**

### 3.3.3 Widgets



*Custom CSS code or classes can be used to style aspects of each column that the user interface does not give access to.*

## Attributes



- **Widget Class:** This class or these classes are added to each widget's outer container.
- **CSS Styles:** CSS code entered here is applied as inline CSS to this widget.

## Layout

- **Padding (Top, Bottom, Left, Right):** This is the space within the widget that separates content from the widget's border.
- **Text Alignment:** This option defines how text is aligned within the widget. The setting might not work for widgets that control alignment of text elements in their output. If no selection is made, the row default will be used instead.

## Design

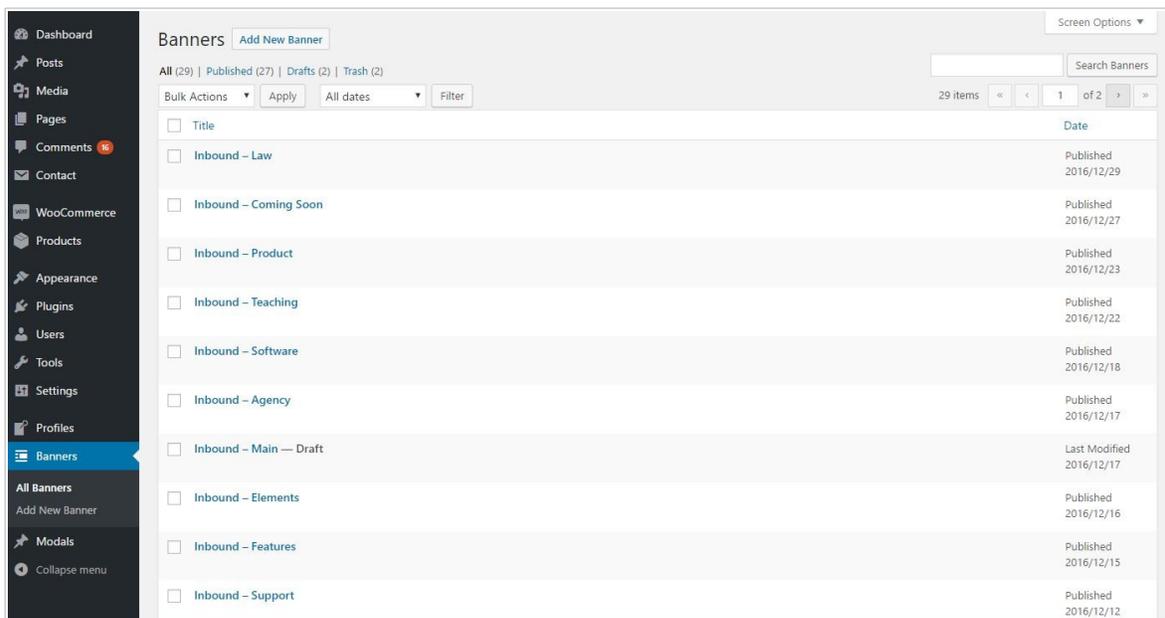
- **Background Color:** This is the background colour to be used for this widget. It will also be used behind a background image, to be displayed while the background image is loading.
- **Background Image:** This is the background image.
- **Background Image Display:** This option defines how the background image is displayed.
  - **Tiled Image:** The image is used as a tile and repeated horizontally and vertically.
  - **Cover:** This option scales the background image to be as large as possible so that the background area is completely covered by the background image. Some parts of the background image may not be in view.
  - **Centered, with original size:** The image is displayed centered, in its original size.

- *Border Color*: This option sets a border colour for this widget.
- *Text Color*: This colour is used for text and links within the widget.

## Responsiveness

- Hide on mobile phones, tablets, desktops: If one or more of these options are checked, the widget will be hidden from view on the selected devices. The content will still be present in the source code.

## 3.4 Banners



You can design your own custom banners and use them wherever you like – whether it's your blog, a WooCommerce store with its categories, individual pages or entire sections of your site.

The banner editor resembles the WordPress page editor, with many of the familiar controls and additional options for banner layout, design and typography.

The way you design your banner is entirely up to you: Add sliders, forms, images, video clips or any free-form content. You can use any of the theme's widgets, and you can have many banners as you like and re-use them wherever you need them.

### 3.4.1 Introduction

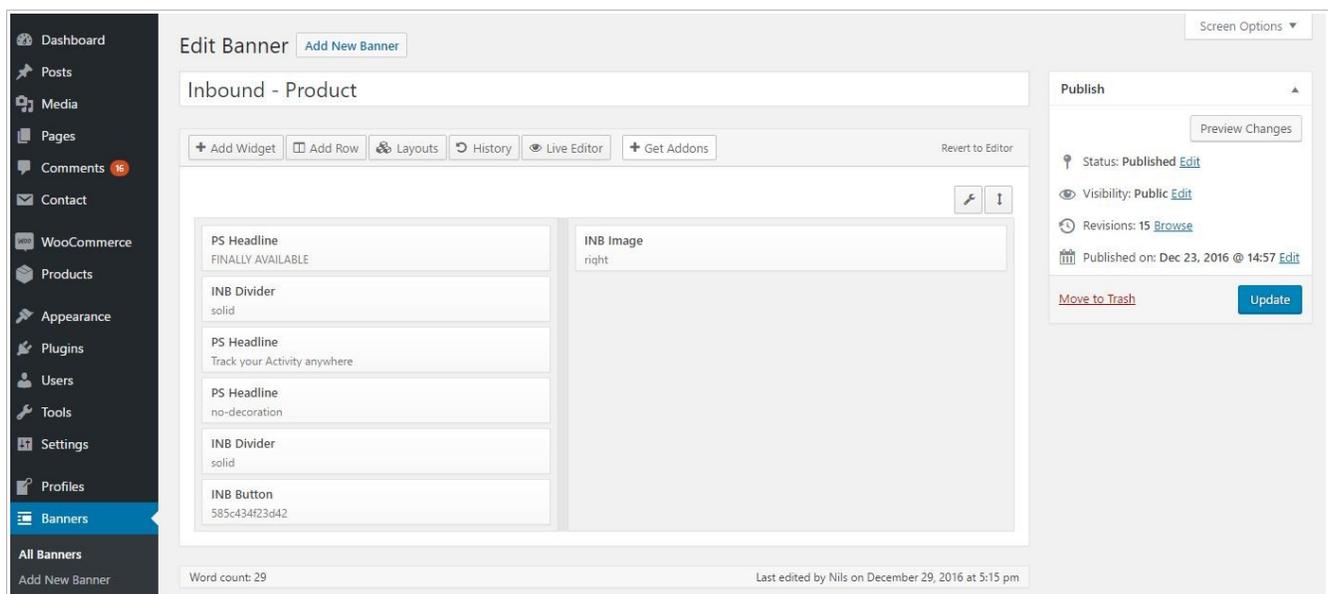
The banner is a prominent element displayed above the page contents. It also contains the header, the section that contains logo, site title, tagline, menu, social icons and shopping cart.

You can add, edit and delete banners just like WordPress posts and pages in your WordPress admin panel by clicking on the *Banners* tab. You can either add contents in plain text or visual mode, as you would do for regular WordPress posts, or by using the Page Builder.

We recommend that you use the page builder interface if you need to add multiple elements and want to control their positioning.

If you want to use custom HTML code or construct your banner using shortcodes, you may opt to use the plain text editor instead.

### 3.4.2 Editor



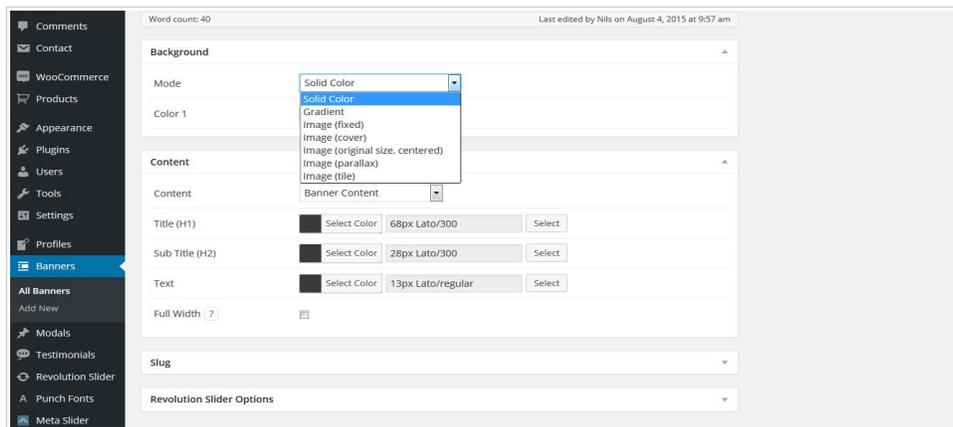
The main editor consists of the large title field at the very top and the actual WordPress editor.

The title field is only used by the theme for reference, to make it easier for you to recognize the banner later.

The actual editor is placed below, with all its familiar controls. To switch to the Page Builder mode, click on the *Page Builder* tab.

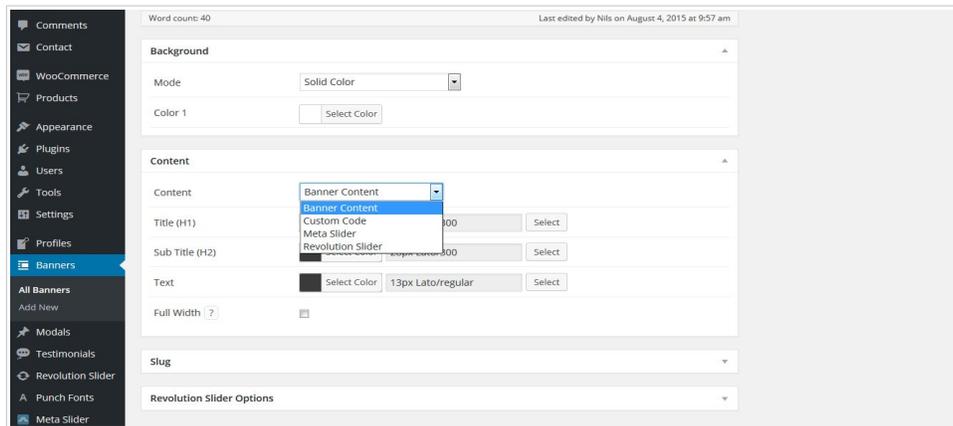
If the Page Builder is used, you are able to use row and widget styles, but please keep in mind that the banner's background is defined through the *Background* options below the editor.

### 3.4.3 Background



- **Mode:** Select what kind of background you would like to use for the banner.
  - **Solid Color:** A solid colour is used.
  - **Gradient:** A linear gradient from one colour to another is used.
  - **Image (fixed):** The background is fixed with regard to the viewport.
  - **Image (cover):** This option scales the background image to be as large as possible so that the background area is completely covered by the background image. Some parts of the background image may not be in view.
  - **Image (original size, centred):** The image is displayed centered, in its original size.
  - **Image (parallax):** Same as Cover, except that the background scrolls using a parallax scrolling animation.
  - **Image (tile):** The image is used as a tile and repeated horizontally and vertically.
- **Color 1:** If a solid colour background is selected, this is that background colour. If a gradient is selected, this is the first or start colour for the gradient.
- **Color 2:** If a gradient background is selected, this is the second or stop colour for the gradient.
- **Image:** If an image background is selected, this is the image to be used.

### 3.4.4 Content



*This group of settings defines where the banner content should be retrieved from, as well as some typography and design aspects.*

- **Content:** This option defines where banner content should be retrieved from.
  - **Banner Content:** This option instructs the theme to use the text or page builder content.
  - **Custom Code:** This option instructs the theme to ignore the actual banner content and use custom content instead.
  - **Meta Slider:** This option makes the theme insert a Meta Slider item, using its shortcode. All other content is ignored.
  - **Revolution Slider:** This option makes the theme insert a Revolution Slider item, using its shortcode. All other content is ignored.
- **Custom Code:** Custom code can be any HTML or plain text. Shortcodes are also parsed.
- **Meta Slider/Revolution Slider:** This option enables you to select a slider to be used. It is only available if either the Meta Slider or the Revolution Slider options are selected.
- **Title (H1):** This option defines typography settings for the banner's main headline (relevant for *Headline* widget and custom HTML).
- **Sub Title (H2):** These are the typography settings for the banner's secondary, or sub title (relevant for *Headline* widget and custom HTML).
- **Text:** This option defines typography for all text content in the banner.

- *Full Width*: If this option is checked, the banner will use 100% of the available window width.

### 3.4.5 Where to select banners?

**Default banners:** You can select a default banner to be displayed for certain sections of your site when no specific banner has been selected. The “Default Banner” option under the “General”, “Blog” and “WooCommerce” tabs lets you do that in the Theme Options panel.

**Pages and Posts:** Edit a page in the WordPress page editor and select the banner under “Custom Banner” in the “Layout and Design” box underneath the page editor.

**Blog and WooCommerce categories:** Select a banner under “Custom Category Banner” under Posts → Categories or Products → Categories respectively.

**WooCommerce products:** Select a banner under “Custom Banner” in the “Layout and Design” box underneath the product editor.

## 3.5 Modal Windows

### 3.5.1 Introduction

Modal windows are a great way to provide additional information without the need to place all of it into the main content. A modal window opens on top of the page content and can contain everything from text content to images, video clips or forms.

Modal windows can be attached to buttons, links, pricing blocks, call to action boxes or images; and you can use as many of them as you like, in your banners and in your general content.

### 3.5.2 Options

- Content:
  - Modal Content (w/ Basic Content Filters): Applies basic WordPress text content filters to the editor content.
  - Modal Content (Raw HTML/Text): Uses the plain editor content.
  - Modal Content (oEmbed URL): Treats the editor content as a URL and attempts to use the oEmbed protocol to display media.
  - Page Builder (Experimental): Uses the page builder content. This option is considered experimental but works in test conditions, enabling you to freely design modal windows.
- Background Color: This option defines the background colour that is applied to the modal window.
- Text Color: This is the main text colour applied to all text elements within the modal window.

## 3.6 Page and Post Editor

Inbound extends the WordPress editor with additional options. The SiteOrigin Page Builder plug-in adds the Page Builder tab to the editor.

### 3.6.1 Editor and Page Builder

You can create pages with both the built-in WordPress editor, and the SiteOrigin Page Builder.

To use the page builder, click on the *Page Builder* tab.

**It is not possible to switch between these two without losing your contents, so make sure you decide which method you would like to use for a particular page before you start editing your content.**

### 3.6.2 Template

You can choose between 3 template styles for pages: no sidebar, sidebar on the left or sidebar on the right.

**Remember, when using the Page Builder, the entire page becomes one big widget area and you can place widgets anywhere, even without a sidebar.**

### 3.6.3 Settings Profile

This option enables you select a (settings) profile that you wish to be applied to this page only.

If no selection is made, the Default Profile is used instead. You can change the default via *Theme Options* → *General* → *Layout and Design* → *Default Profile*.

### 3.6.4 Title Options

- **Hide Title:** Use this option to hide the page title. It will then not be rendered on the page. You may find this useful for landing pages, or wherever you want to use the page builder instead to create a headline.

### 3.6.5 Advanced

The advanced options described under [Theme Options](#) are also available on a per-page basis, enabling you add scripts or custom CSS code just to individual pages, or to use customization shortcodes.

## 3.7 Template Import (Demo Content)

If at any time you would like to import another starting template (demo content), you can return to the import page by navigation to *Theme Options*, followed by *Templates* at the very top.

**Importing a new template will not overwrite your existing content, it will instead create a new copy, even if you import the same template again.**

### 3.7.1 Import from remote repository

The procedure to import a template from the ShapingRain.com template repository is the same as you used during the theme setup. After navigating to *Theme Options* and clicking on the *Templates* button at the very top, select one of the templates, check or un-check options under *Additional Options* as needed, and click on the *Proceed with import* button.

### 3.7.2 Import from local repository

If you would like to install a template package that is not listed in the repository, you can do that as well. After navigating to *Theme Options* and clicking on the *Templates* button at the very top, scroll down to the footer and click on the *Use local repository* link, then click on the *Upload template package* link, select a file and click on the *Upload package* link.

Only special ShapingRain.com template packages can be imported this way.

## 4 Widgets

Inbound supports the SiteOrigin Page Builder and comes with a variety of widgets that match the theme's design. These widgets provide all the features an online marketer would want, and not only can these widgets be used with the page builder, many of them also work in the sidebar, just like any other WordPress widget.

In the Page Builder, all widgets shipped with Inbound can be found under the *Inbound* tab on the left, just underneath the *All Widgets* tab. WooCommerce native widgets are available under the *WooCommerce* tab.

### 4.1 Bio Block



The Bio Block widget displays a 'bio block', i.e. a small version of a person's profile. This is useful for team pages, or to introduce an author. The widget displays a picture, the name and position of an individual as well as social icons.

All URLs entered must be fully-qualified URLs, e.g. <https://www.facebook.com/myurl>

## 4.2 Blog Posts



With the *Blog Posts* widget you can add blog content to any page, using the same layouts that are available for the standalone blog, without pagination.

You can optionally choose which categories you would like to retrieve posts from, and you can set the number of posts to display.

There is also an option to define the length of the excerpts, in words.

The purpose of this block is to enable you to add blog content to a page, e.g. latest news. It is not meant to replace the standalone blog.

## 4.3 Button



The *Button* widget displays a simple button, optionally with an icon and an additional hint – small text displayed underneath the button to provide additional information, e.g. about applicable taxes or a short disclaimer.

The button design can be modified as well and is defined via the theme's options panel, *Theme Options*. You can re-use a button style for all your buttons or use different styles for individual buttons.

Buttons typically point to a URL, but they can also open a modal window, defined via the *Modals* option in your WordPress admin panel.

## 4.4 Call to Action Box



The *Call to Action Box* widget combines the *Button* widget with additional text to help convey a call to action. The button can be positioned left, right, above or under the text and all button features are available, including button styles and modal windows.

## 4.5 Contact Form 7



*Contact Form 7* is a popular free contact form plug-in for WordPress. The *Contact Form 7* widget provides a quick way to select and publish a form created with Contact Form 7.

Form fields can be positioned as rows (stacked on top of each other) or in columns, and a hint can be placed underneath the form with additional instructions or a short disclaimer.

## 4.6 Countdown



The *Countdown* widget displays a countdown to a specified date. This is useful for product launches, or while a site is under construction. The countdown comes in different styles and sizes.

## 4.7 Divider



The *Divider* widget displays a lightweight horizontal divider to separate content. Length, height and colour of the divider can be customized, and the divider can also be aligned relative to the column, e.g. to the right.

## 4.8 Embedded Video



The *Embedded Video* widget provides an easy means of displaying an embedded video clip. You can either use oEmbed to retrieve the embed code from a URL (e.g. a YouTube video), or by entering any custom code that is wrapped in a responsive video container.

## 4.9 Event



The *Event Widget* provides an easy way to display a block of information to highlight an upcoming event.

## 4.10 Feature Media



The *Feature Media* widget was designed to showcase a product on a virtual book shelf, e.g. a product shot. You can select between different shelf designs and opt to show an image, a slider or a video clip on top of the “shelf”.

## 4.11 Gallery



The *Gallery* widget wraps WordPress' native gallery shortcode in a widget. You can

display images in all available sizes, select the number of columns and control where they link to.

## 4.12 Headline



The *Headline* widget provides an easy way of displaying a page or section headline and sub headline. You can enter both the headline and the sub headline in one widget and pick three sizes.

## 4.13 Icon



The *Icon* widget really only does what the name implies – it displays an icon. You can pick from all *Font Awesome* icons and customize size and colour.

## 4.14 Icon Block



The *Icon Block* widget extends the simple *Icon* widget with a headline and additional text. The icon can be positioned on the left, the right or above the text. In addition, it is possible to define a text link to be placed underneath the block, which can link to any URL.

## 4.15 Icon List



The *Icon List* widget makes possible what landing pages frequently make use of: an icon-prefixed list of items. The icon selected is displayed next to each of the list items, which can be entered one item per row.

## 4.16 Image



The *Image* widget displays a simple image – but it can do more. Images can be linked to any URL, or to a modal window, where the image can be used as a preview, e.g. the screenshot of a video clip that opens in a modal window. Images can also be aligned relative to the column.

**Images are responsive. They may be rendered smaller than uploaded, depending on the screen and window size.**

## 4.17 Image Comparison



The *Image Comparison* widget allows for easy comparison between two images, e.g. for “before” and “after” images.

## 4.18 Image Slider



The *Image Slider* widget displays a very simple animated slider that showcases individual images. Slider animation and speed can be controlled as well.

## 4.19 Link



The *Text Link* widget displays a plain text link, with an optional icon positioned either to the left or to the right of the link text. The font size can also be selected.

## 4.20 Map



The *Map* widget is a wrapper for the Google Maps API and renders a simple, interactive map with basic controls. Map type, zoom level and height can be selected.

## 4.21 Opt-In Form



The *Opt-In Form* widget renders a plain HTML form code entered via *Theme Options* → *Forms* and provides additional options to define the layout, e.g. display form fields stacked on top of each other in rows, or next to each other in columns. An optional hint can also be displayed, e.g. a disclaimer or privacy notice.

## 4.22 Payment Icons



The *Payment Icons* widget displays a row of payment service icons. Inbound comes with payment icons for all major payment processing services, in multiple sizes and two styles. An optional hint or notice can be displayed as well.

## 4.23 Portfolio Item



The *Portfolio Item* widget combines the image and link widgets into a simple yet powerful way to highlight your products and services. A title and description are overlaid on an image which can be linked to any URL or to a modal window.

## 4.24 Pricing Block



The *Pricing Block* widget is a very simple yet effective way of highlighting products and services, associated features and prices. Each item can contain a title, a description, a price and currency symbol, a call to action button and a badge. The design is customizable.

Multiple *Pricing Block* widgets can be combined in a row to form a pricing table – the most popular application of this type of design element.

## 4.25 Progress Bar



The *Progress Bar* widget displays a small progress bar with a title and description. The bar colour and an optional icon can be selected as well and the title can be linked to any URL.

The *Progress Bar* widget can be used to show a project's progress, or the progress of a fund-raising campaign.

## 4.26 Raw HTML



The *Raw HTML* widget renders HTML code as-is, that is without any processing. Shortcodes are parsed as well.

This widget should not be used to add any JavaScript or CSS code to the theme. The built-in CSS and script features should be used instead.

## 4.27 Recent Comments



The *Recent Comments* widget, similar to WordPress' native widget, displays a list of recent comments, though with an avatar or post icon next to the individual comments.

## 4.28 Recent Posts



The *Recent Posts* widget, similar to WordPress' native widget, displays a list of recent posts, with a post icon (featured image) next to each post.

## 4.29 Social Icons



The *Social Icons* widget displays a row of social profile icons as defined under *Profiles* → *[Active Profile]* → *Social Media Profiles*. Icons can be displayed in multiple styles and sizes.

You can change the order in which icons are displayed in the profile as well, by drag-and-dropping them into the desired order.

## 4.30 Social Sharing



The *Social Sharing* widget is a wrapper for the theme's built-in feature that displays share icons underneath blog posts. You can use this widget to display these icons in other places. Multiple styles are supported, and the icon size can be set as well.

Not all social networking services support a 'share' feature. We have selected the most popular. If you would like to see another service represented, please contact [support@shapingrain.com](mailto:support@shapingrain.com) with your request.

## 4.31 Split Button



The *Split Button* widget copies the original *Button* widget and combines two buttons into one, a split button. All button options are supported, and the split button can optionally be displayed as two individual buttons.

Split buttons are very popular to link to a product demo with one button, and to a shopping cart with another.

## 4.32 Testimonial



The *Testimonial* widget displays a single testimonial, featuring a quotation, the name and job title or company of the individual you are quoting as well as an avatar or picture.

Multiple designs are available for selection.

## 5 Plug-ins

Inbound requires SiteOrigin Page Builder for many of its features, and it works with many popular widgets out of the box.

We do not bundle any premium plug-ins with the theme as the perceived value of such additions does not make up for the lack of support from the plug-in authors and additional costs for obtaining that support from third parties. This way, if you decide to purchase a premium plug-in, you are also eligible for updates and are eligible for support from the author.

### 5.1 Forms

Apart from plain HTML forms, which are supported through a simple form design that is built into the theme, some of the most popular form plug-ins are also supported:

#### 5.1.1 Gravity Forms

Gravity Forms is one of the most powerful form plug-ins for WordPress, and trusted by thousands of WordPress users worldwide. Dozens of extensions are available to extend its features, e.g. with a connection to payment gateways. Inbound fully supports Gravity Forms.

#### 5.1.2 Contact Form 7

Contact Form 7 is one of the most popular form plug-ins for WordPress – and it is free. It is much simpler than Gravity Forms, but quite flexible. Inbound supports Contact Form 7 and provides a small widget to make form placement on your pages easier.

## **5.2 Sliders**

Sliders continue to be extremely popular in web design and are a great way of displaying content.

Inbound works with two slider plug-ins out of the box that we have tested. Other sliders may also be supported through the theme's generic custom code features available for many theme sections.

### **5.2.1 Meta Slider**

Meta Slider is a free plug-in for WordPress, a paid premium version is also available. The free version offers a simple image slider, with multiple sliders to choose from, and Inbound supports this plug-in out of the box and provides an integration through its banner system.

### **5.2.2 Slider Revolution**

Slider Revolution is a very powerful slider plug-in for WordPress. It supports a timeline editor, complex transitions and a modern and easy-to-use interface. Inbound supports this plug-in out of the box and provides an integration through its banner system.

## **5.3 WooCommerce**

WooCommerce is the most popular shopping cart solution for WordPress, and Inbound provides a full integration with custom templates, a built-in mini shopping cart in the header and full design integration.

## **5.4 WPML**

WPML is the industry standard for localization and translation of WordPress products. Inbound supports WPML and its comprehensive translation features for many theme components.

# **6 Theme Customization**

## **6.1 Existing Features and Support**

Inbound is a very customizable theme. Much can be done through the theme's options panel ("Theme Options") and the settings available through the profiles feature ("Profiles").

If you need help with any of those features, or would like to know whether a certain feature exists and

how it works, please do not hesitate to contact us via [support@shapingrain.com](mailto:support@shapingrain.com), any time.

Please note that support is limited to the theme's existing features and design. Under the Item Support Policy, themeforest authors do not provide customization services, meaning that we do not write any custom code or plug-ins for our customers as part of customer service unless that is necessary to fix a bug in our own code. We also do not provide support for third party services or plug-ins unless we state otherwise in our documentation, on our website or the product page on themeforest.

## 6.2 Advanced Customization

Inbound comes with a separate manual for developers that provides documentation for advanced customization features. It is contained in the "Child\_Theme\_and\_Developers\_Guide" folder.

## 7 Updates

**Always create a complete backup of your theme directory and your WordPress database prior to any update. Failure to do so can lead to an irrevocable loss of data.**

### 7.1 Manual Installation using the WordPress Interface

#### 7.1.1 Update using the WordPress Interface

1. Go to "Appearance" in your WordPress admin panel and activate another theme. This can be any theme, and the only purpose of this step is to free Inbound so it can be deleted.
2. Click on "Delete" for Inbound for WordPress and confirm that you wish to delete the theme. This is safe as all your settings will have been saved in the database rather than the theme directory itself.
3. Install the zip file, as you would for a new installation.
4. Activate Inbound for WordPress again.

This process will not remove your existing contents and your settings will be preserved.

#### 7.1.2 Using FTP/SSH access

Follow the same steps as you would for the first installation. Make sure you double-check that you have a copy of all customizations applied to the theme's core files. You could delete the existing copy

first prior to copying the new files as the theme does not save settings into the theme folder. Just copy the 'inbound' folder contained in 'inbound.zip' into the wp-content/themes directory. Settings and contents will be preserved.

## **8 Customer Support**

### **8.1.1 General Information**

Customer support is provided under the terms published on the themeforest marketplace:

[http://themeforest.net/page/item\\_support\\_policy](http://themeforest.net/page/item_support_policy)

The ShapingRain.com Customer Service Policy also applies, as published at

<http://www.shapingrain.com/support>. If you need any assistance at all, please feel free to email [support@shapingrain.com](mailto:support@shapingrain.com) at any time.

Please note that we do *not* provide support through the comments section on themeforest.

## 8.1.2 FAQ and Knowledge Base

We are building a knowledge base for this theme at: <https://shapingrain.zendesk.com/hc/en-us>

You need a ShapingRain.com account to access that content, which is limited to ShapingRain.com customers.