

Spectra WordPress Template

SETUP GUIDE

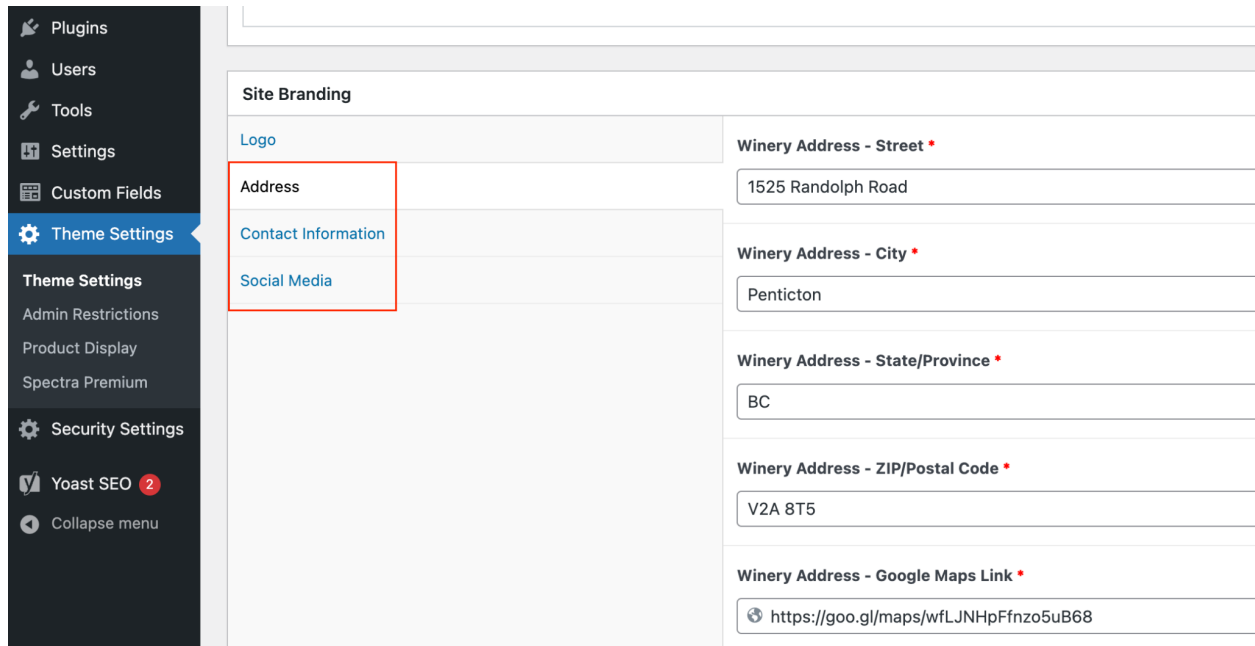


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1. FOOTER

We've already entered your footer information as part of your template setup but review it to make sure everything is accurate. If you want to make any changes, you can do so under **Theme Settings** in the **Site Branding** section where you will find some vertical tabs you can click through to edit your address, contact information and social media icons:



The screenshot displays the WordPress Theme Settings interface. On the left is a dark sidebar menu with the following items: Plugins, Users, Tools, Settings, Custom Fields, Theme Settings (highlighted in blue), Theme Settings (sub-section), Admin Restrictions, Product Display, Spectra Premium, Security Settings, Yoast SEO (with a red notification badge '2'), and Collapse menu. The main content area is titled 'Site Branding' and contains four vertical tabs: Logo, Address (highlighted with a red border), Contact Information, and Social Media. To the right of these tabs are several form fields for address information, each with a red asterisk indicating a required field:

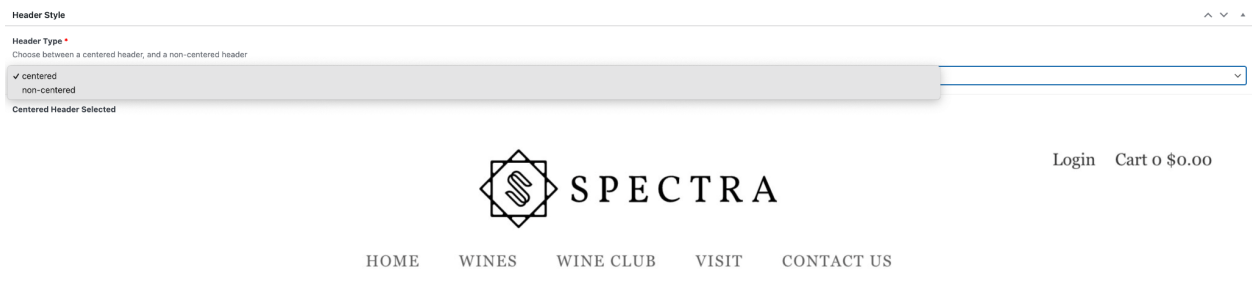
- Winery Address - Street ***: 1525 Randolph Road
- Winery Address - City ***: Penticton
- Winery Address - State/Province ***: BC
- Winery Address - ZIP/Postal Code ***: V2A 8T5
- Winery Address - Google Maps Link ***: <https://goo.gl/maps/wfLJNHpFfnzo5uB68>

2. THEME SETTINGS

Since you'll already be in the **Theme Settings** area, take a moment to review the following style options to personalize your new website:

Header Style

In the **Header Style** section, you can select between a centered or non-centered header style (the current style is non-centered)



You flip the *Customize Header Background* toggle to further customize the style

Customize Header Background?



You can select a background color or use an image:

Header Background Style *

- ✓ color
- transparent
- image

Adjust the background color for the regular header.
Please make sure to choose a **LIGHT** color for the background, as the text will be a dark color.

Scrolled Header Background Color *

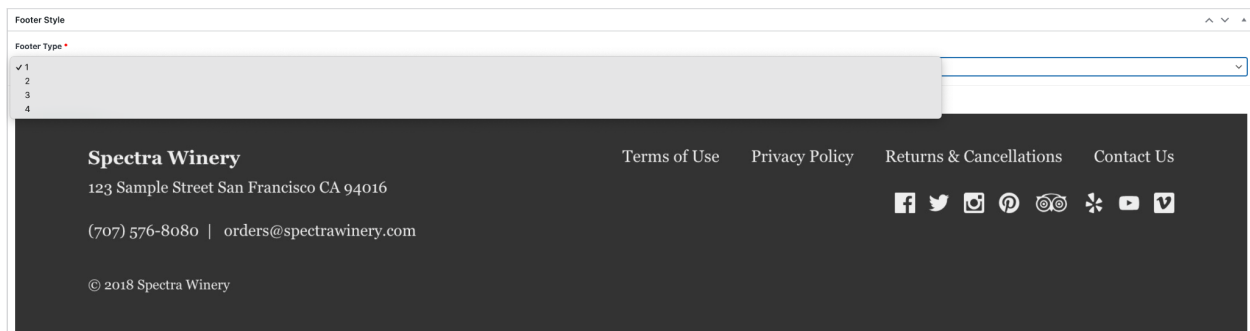
Adjust the background color for the scrolled header.
Please make sure to choose a **DARK** color for the background, as the text will be a light color.
Please also note that the color that you choose will be adjusted to 75% opacity automatically.

Mobile Header Background Color *

Adjust the background color for the mobile header and menu.
Please make sure to choose a **DARK** color for the background, as the text will be a light color.

Footer Style

In the **Footer Style** section, you can choose between 4 different footer layouts



You can also flip this toggle to customize the colors:

Customize Footer Background?

 No

Footer Background Style *

Footer Background Color *

Adjust the background color for the footer.

404 Page

The **404 Page** area lets you create a custom error page:



Promo Bars

In the **Promo Bar** section, you can create a colorful band for promotional messages and announcements. If you are using the footer cookie notification, we suggest you use the *Header Promo Bar*.

Promo Bars	
Header	Header Bar Toggle Turn the header promo bar on or off
Footer	On <input type="checkbox"/>

You can then add a custom message and link it to a specific page if you wish, then select the color of the promo bar:

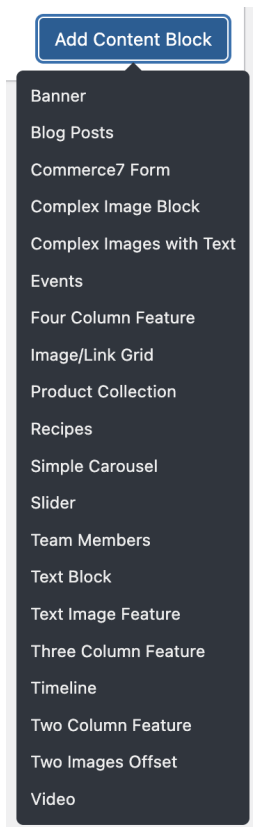
You can use the same font for Headings (titles) and Body (paragraphs) or select 2 different fonts that work together like Raleway and Roboto or Montserrat and Cabin:

Heading Font
Select your desired font for the headings.

Body Font
Select your desired font for the body.

4. PAGES

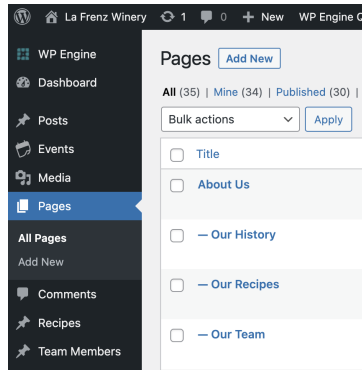
In Spectra, pages are built using Content Blocks. You can find the **Add Content Block** button at the bottom of any page, existing or new. Here are the available blocks you can use:



Editing Existing Pages

To access an existing page and make changes, go to the **Pages** area. You can go through the list to find the right page to edit

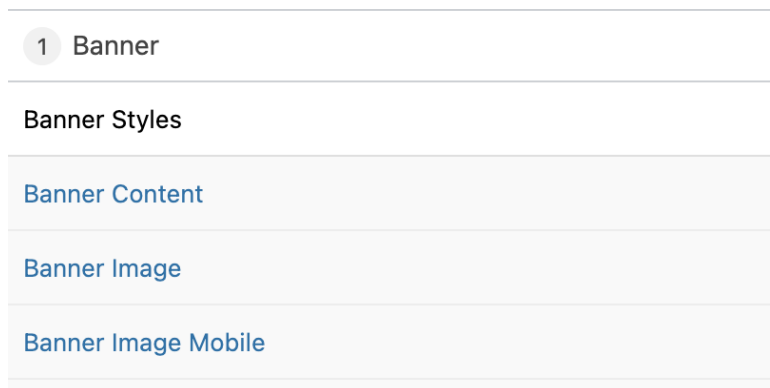
https://lafrenzwinery.wpengine.com/wp-admin/edit.php?post_type=page



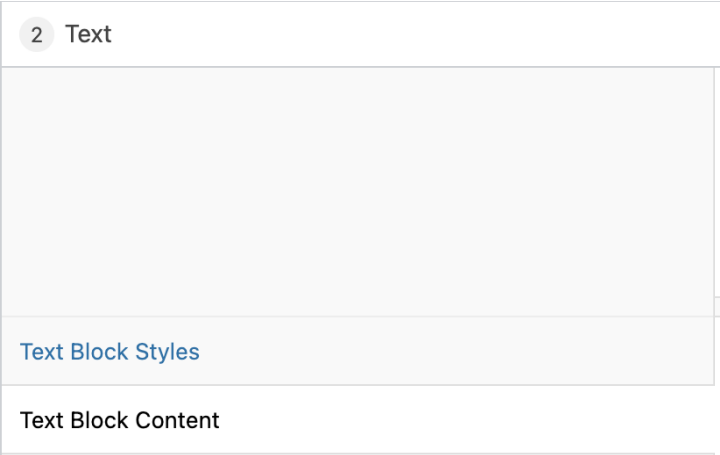
Alternatively you can use the search bar in the top right to help you find the right page quickly:



You will notice that most blocks have a few different areas. For example, the **Banner** block has a *Style* section where you can control the banner height and width. A *Content* section where you can add text and buttons if you want to and a regular and mobile *Image* section:

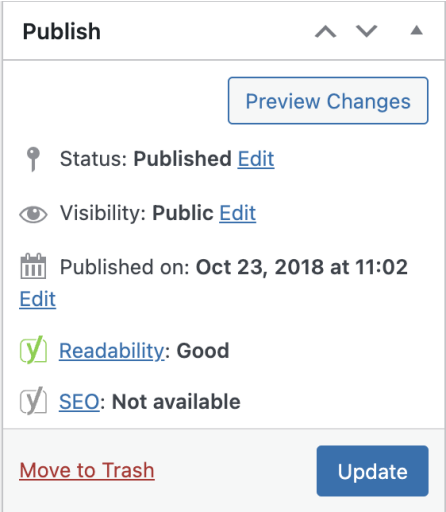


Similarly, the **Text** block has a *Styles* area where you can set the number of columns for the block as well as the width, background color and more. The *Content* area is where you add text and/or images.



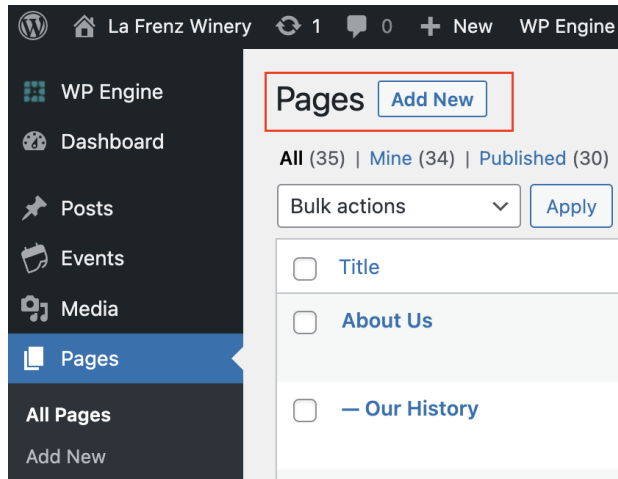
The best way to understand how blocks work is to take a look at how they are set up on some of the pre-designed pages that came with your template. If you have any questions about how to achieve specific designs, please reach out to us.

To publish your changes, click on **Update** in the middle right:



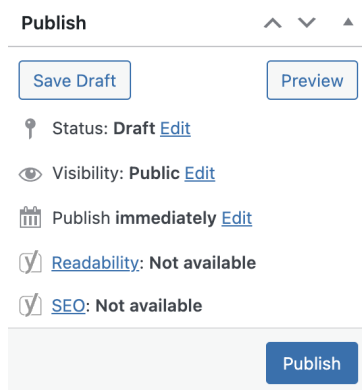
Creating New Pages

To create new pages from scratch, go to the **Pages** area and click on the **Add New** button

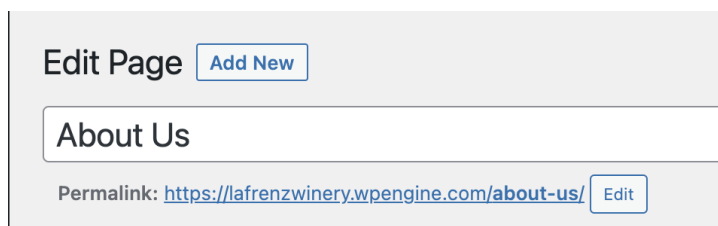


You will then use the available content blocks to build your page.

You don't have to wait until you're finished adding content to a page to publish it, you can publish it as soon as you've added a page title by clicking on the **Publish** button on the right:



You can then click on the Permalink under the page title to see what the page looks like:



5. COMMERCE7 BLOCKS + WIDGETS

Here is how you add various Commerce7 elements to your site:

Product Collections

To add a product collection to a page, use the **Product Collection** block. Select the collection you want to display from the dropdown, which is directly connected to the Collections that are in your Commerce7 account (if you need to add more collections, go to Store > Collections in your C7 admin dashboard).

You can then select how many products display per row (1 to 4) and whether you want to display a teaser on your collection page (a short sentence about the wine to entice people to click through to the product detail page, where they can read more about it):

The screenshot shows the configuration interface for the 'Product Collection' block. It includes the following sections:

- Admin Title:** A text input field with the value 'Product Collection'. A note below it states: '(Optional) Add an admin title for this content block. When you enter a title here and save this page, this admin title will replace this block's name (useful for organizing blocks at a glance).'
- Items Displayed per Row:** A dropdown menu set to '2'. A note below it says: 'Please choose how many products you would like to see displayed per row.'
- Collection:** A dropdown menu with a list of options: 'Homepage Wines', 'Recommended For You', 'Red Wines', 'Reserve Wines', 'White Wines', and 'Wines'. The 'Homepage Wines' option is selected and highlighted with a red border.
- Featured Product Display:** A toggle switch set to 'NO'. A note below it says: 'If set to "YES", the first product will display as a featured product.'
- Display Product Teaser:** A toggle switch set to 'NO'. A note below it says: 'If set to "YES", all products will display their teaser text.'

Forms

Use the **Commerce7 Form** block and add your form code from Commerce7 in the *Standard Form Code* field

Commerce7 Form

Admin Title
 (Optional) Add an admin title for this content block.
 When you enter a title here and save this page, this admin title will replace this block's name (useful for organizing blocks at a glance).

Commerce7 Form

Subscribe Form?
 If this is set to "YES", the form displayed will be a Commerce7 subscribe form.
 If set to "NO", this will be a standard Commerce7 form.

NO

Standard Form Code *
 Take this value from your Commerce7 Admin area. To find this, go to Marketing -> Forms -> Select your form, and then look for the "Code" field.

my-code

Custom CSS Class
 (optional) Add a custom CSS class to this form

To find your form code, go to Marketing > Form in you Commerce7 admin dashboard and copy the code for the form you wish to add:

FORM	CODE
Contact Us	contact-us
Everything Form	everything-form
Receipt Page	receipt-page

Club Buttons

You can find information about adding Club Join Buttons here:
<https://github.com/wineworks/spectra/wiki/2.-Club-Sign-Up-Buttons>

Reservation Widgets

Instructions on adding Reservation Widgets are here:
<https://github.com/wineworks/spectra/wiki/1.-Reservations>

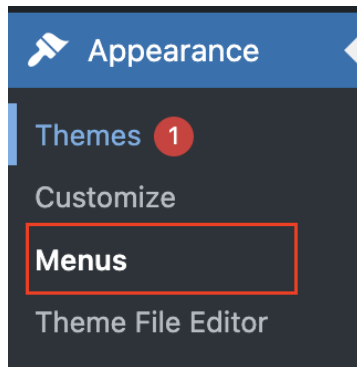
Personalization Blocks

Read more about Personalization Blocks here:
<https://www.commerce7.co.za/blog/the-ultimate-guide-to-personalizations-on-commerce7>

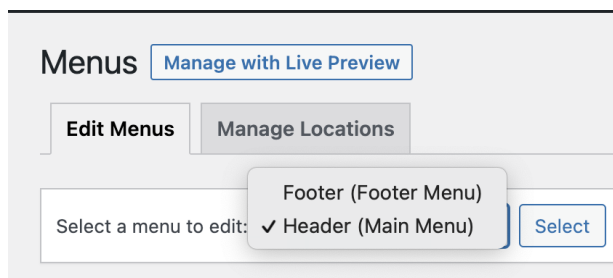
Here is our step-by-step guide to add them to your website:
<https://github.com/wineworks/spectra/wiki/3.-Adding--Personalization>

6. NAVIGATION MENU

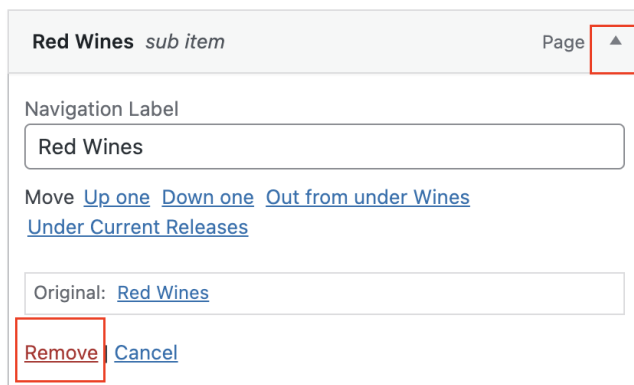
You can update your navigation menus under **Appearance > Menus**



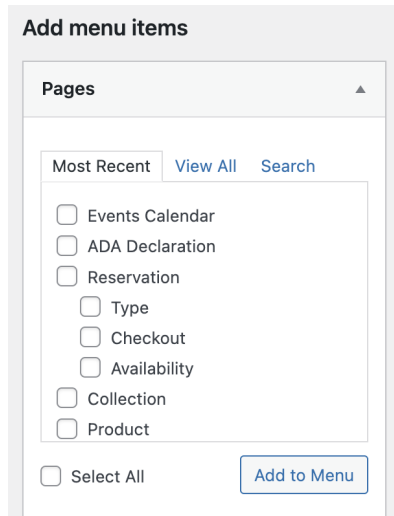
At the top of the page, choose from your **Header** or **Footer** menu:



To remove a menu item, expand the box by clicking on the small arrow in the top corner and click **Remove** at the bottom.

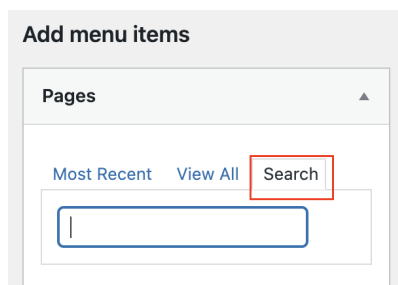


To add an item to the menu, go to the **Pages** section and check the box next to the page you want to add then click **Add to Menu**



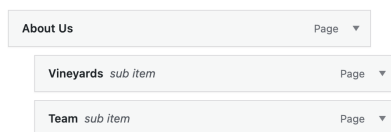
The screenshot shows a window titled "Add menu items" with a "Pages" section. At the top of the "Pages" section are three tabs: "Most Recent", "View All", and "Search". Below the tabs is a list of pages, each with an unchecked checkbox to its left. The pages listed are: Events Calendar, ADA Declaration, Reservation, Type, Checkout, Availability, Collection, and Product. At the bottom left of the list is a "Select All" checkbox, and at the bottom right is a blue "Add to Menu" button.

If you're having trouble finding the page, you can click on the **Search** tab instead and enter the page name:



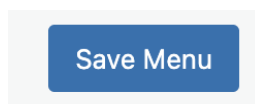
This screenshot shows the same "Add menu items" window, but the "Search" tab is highlighted with a red box. Below the tabs is a search input field with a vertical cursor inside it.

The new page will automatically be added at the bottom of the list. You can drag it to the position you want. If you want it to be a sub-menu item, indent it under its parent page:



The screenshot shows a vertical list of menu items. The first item is "About Us" with a "Page" dropdown arrow to its right. The second item is "Vineyards" with "sub item" text below it and a "Page" dropdown arrow to its right. The third item is "Team" with "sub item" text below it and a "Page" dropdown arrow to its right.

After you've made your changes, don't forget to click on **Save Menu** in the bottom right corner:



The screenshot shows a blue button with the text "Save Menu" in white.