

Equestrian WordPress Theme

Theme Version: 3.0

Documentation Version: 2.5

Author: Curly Theme

Thank You For Purchasing Equestrian!

You can read below a comprehensive guide with detailed instructions about the Equestrian Theme functionalities. Each section is carefully explained, using helpful screenshots and videos when necessary. It contains everything you need to have your theme up and running in no time.

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1. Free Support

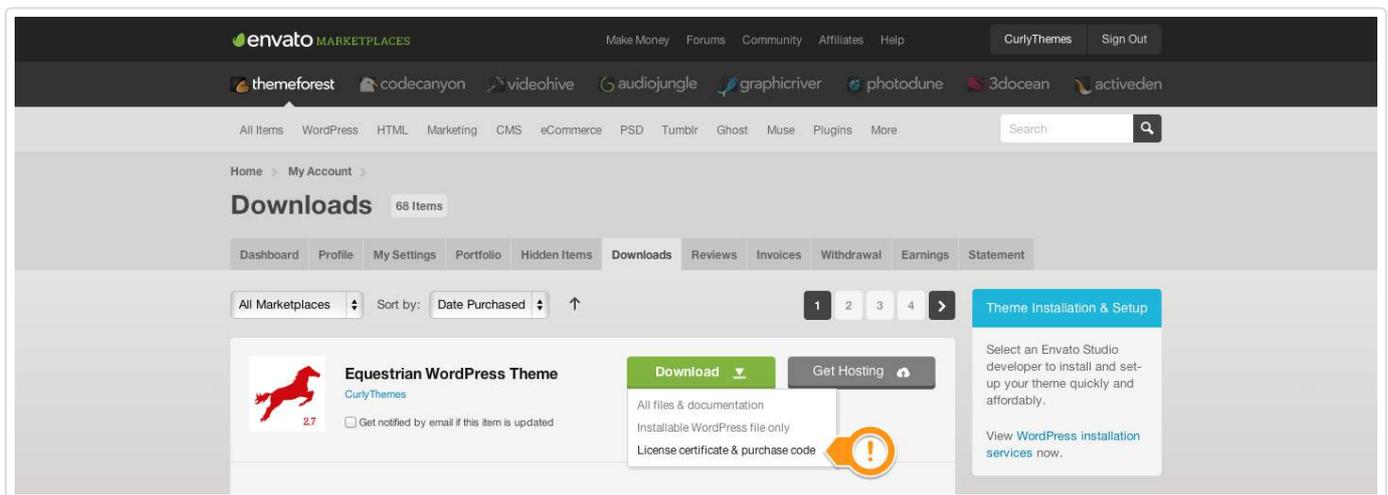
We provide **Free Customer Support for all Curly Themes** products through our quick and easy ticket application interface. Please limit your inquiries to problems related to the Equestrian theme, its setup and features. For any problems concerning third-party plugins you should address the application's developer.

Note: We can not offer support for custom CSS code customization. You should ask a professional developer for aid if you require help with advanced customization and programming.

Free Ticket Support

Curly Themes offers a **free ticket support application** for all clients, through a real-time purchase code automatic verification. The dedicated app is **fast and easy to use** and includes an email notification feature. We will let you know as soon as your inquiry has received an answer. Thanks to our modern design, you can also upload images as an attachment to your support ticket.

Before writing a ticket please get your License Certificate:



(<http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/downloads.png>)

Before **opening a new ticket**, please make sure you have read through **all our documentation** and watched the **video tutorials**. Also, our **Knowledge Base** (<http://support.curlythemes.com>) contains helpful answers to questions we often receive from our customers. Following these steps is in the users' interest, as they will save valuable time. Still, we are always happy to respond to any inquiries you may have related to the Equestrian theme.

Create Support Ticket (<https://curlythemes.zendesk.com/hc/en-us/requests/new>)

Knowledge Base (<http://support.curlythemes.com>)

2. Installing the Theme

Before installing this theme you need to have a **WordPress** platform already **installed on your server**. You can download it from Wordpress.org (<http://wordpress.org/>) if you don't have it already.

If you do not know how or you have problems with the installation, you can access helpful information at:

- Wordpress Codex (http://codex.wordpress.org/Installing_WordPress)
- WP101 Basix Training Video (<http://wp.tutsplus.com/sessions/wp101-basix-training/>)
- Wordpress FAQ (http://codex.wordpress.org/FAQ_New_To_WordPress)

Once you have a working WordPress on your server, you have two available ways to install this theme.

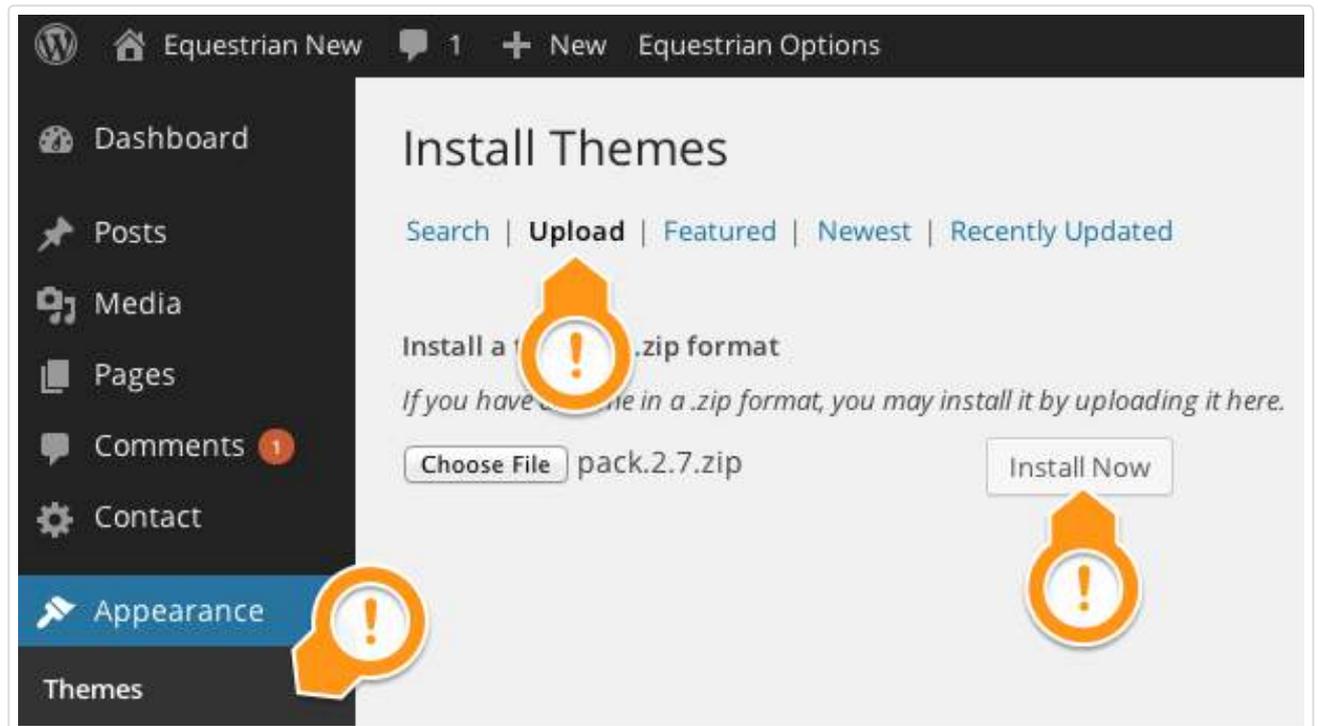
2.1. Equestrian Theme Requirements

Equestrian WordPress Theme needs to be hosted on a server that is running **WordPress 3.8** or higher, **PHP5** or higher, and **MySQL 5** or higher. Equestrian WordPress Theme has been successfully tested with Mac, Windows and Linux. Also, to ensure that your Equestrian experience is 100% safe, please follow the below checklist:

- Make sure that your server is allowing WordPress to operate normally; some servers restrict WordPress functions, causing potential problems.
- Please be sure to operate the latest version of WordPress available. To download the latest version of Wordpress, you need to go to the official Wordpress.org (<http://wordpress.org/>) website.
- Please make sure that you are using the latest version of Equestrian. To download the latest version of Equestrian WordPress Theme, you need to go to your Theme

Forest (<http://themeforest.net/>) account, under the **Downloads** tab.

2.2. WordPress Upload



Step 1 - Login to **WordPress Dashboard**

Step 2 - Go to **Appearance > Themes > Add New**

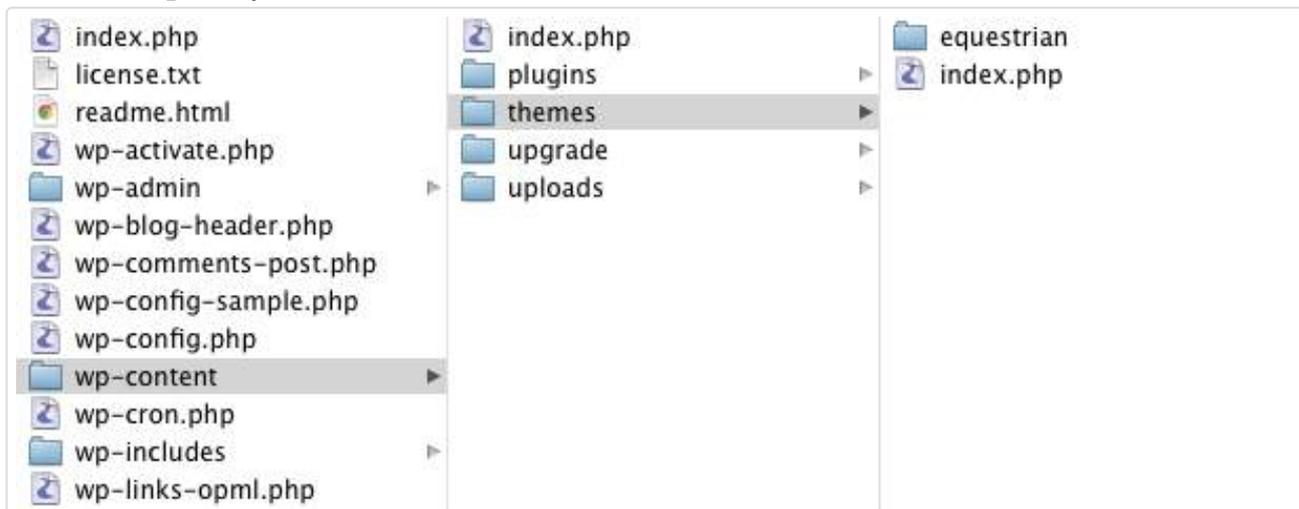
Step 3 - Click **Upload** and select the file **equestrian.zip** from your computer, after clicking the **Install Now** button.

Step 4 - Wait for the theme to be installed. Once installed you will be notified.

Warning: Please make sure that you upload the **equestrian.zip** and NOT the **pack.zip** file!

2.3. FTP Upload

Step 1 - The **.zip** file you downloaded from Theme Forest contains a folder

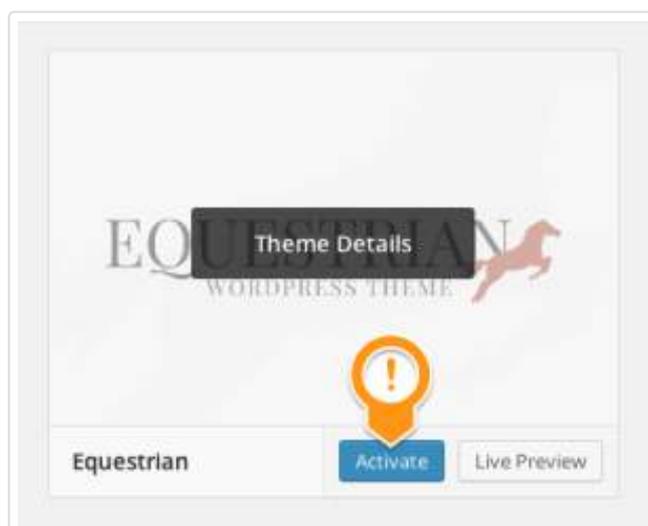


named **equestrian**.

Step 2 - Upload this folder on your server in your WordPress directory to **/wp-content/themes/**

Note: We recommend that you use Filezilla FTP client.

2.4. Activating the Equestrian WordPress Theme



(http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/Manage_Themes_<_Equestrian_New_-_WordPress.png)After you have completed the install process, in either of the two ways,

you need to activate it.

Step 1 - Log in to the **WordPress Dashboard**.

Step 2 - Go to **Appearance > Themes** and select **Equestrian**.

Step 3 - Click the **Activate** button and you can start using the theme.

Step 4 - It is recommended that you install the theme bundled plugins:

- **Curly Themes Extension** brings nice features such as Shortcodes, Widgets and other Plugins.
- **Layer Slider** is a premium slider provided along with the theme for gorgeous showcasing.

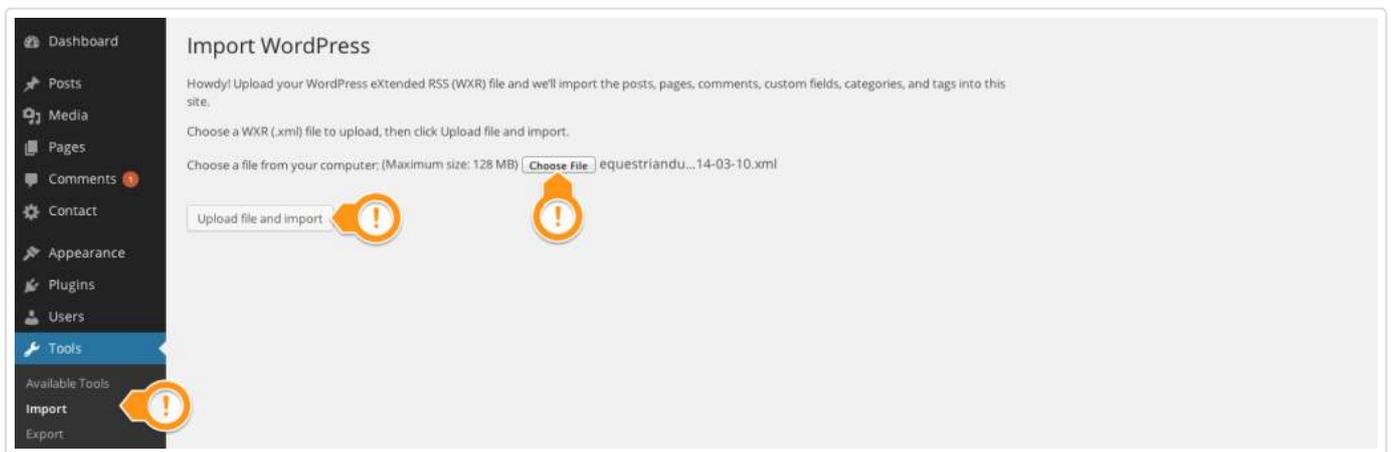
2.5. Migrating From Another Theme

If you want to migrate your website from another WordPress theme to the Equestrian theme, you need to resize the thumbnails using the Regenerate Thumbnails plugin. Go to Regenerate Thumbnails Plugin (<http://wordpress.org/plugins/regenerate-thumbnails/>) to download the plugin and follow all the required steps. Also, do not forget to adapt the shortcodes.

2.6. Importing the Demo Content

In the Equestrian download package you can find the **Demo XML** file (located in the xml folder) that you can use for a quick theme set up. **Images and sliders are not included in the XML file.**

To import the XML file, in the WordPress dashboard go to **Tools > Import** and select to install from the list **WordPress Importer**. After the installation is complete, select and upload the XML file. You can find it in the XML folder at root level in the Equestrian download package. The process can take up to a few minutes.

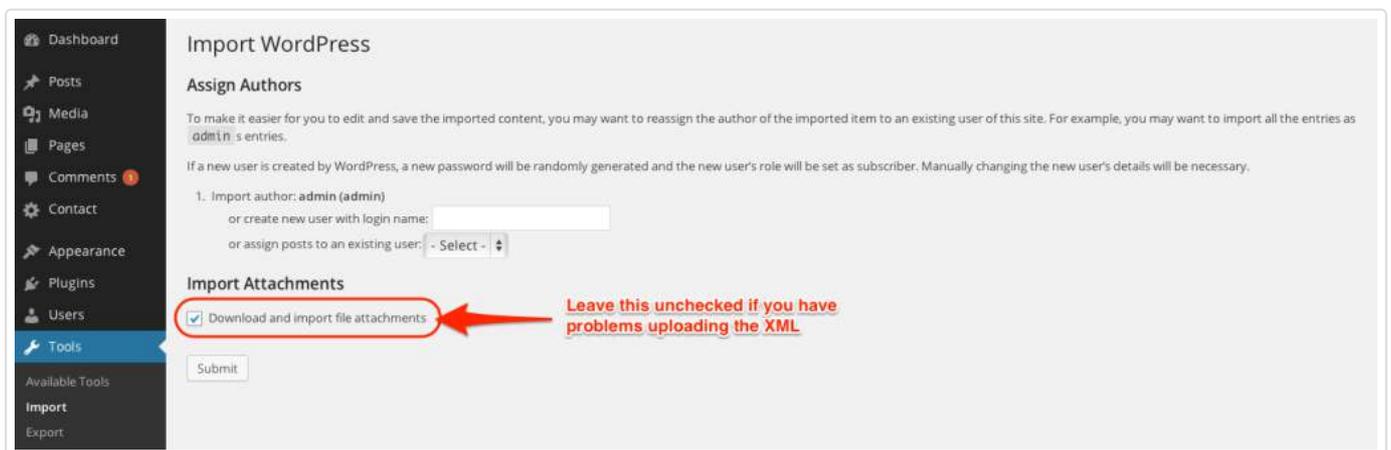


(<http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/import.png>)

After the import process, go to **Appearance > Menus** and from the **Manage Locations** tab, use the Main Menu select box to choose the Main Menu option. Click the **Save Changes** button to record the changes.

After this go to **Settings > Reading** and from the **A static page** radio button, use the **Front page** select box to choose your home and the **Posts page** select box to choose the page for your blog.

Problems Importing the XML File?



(<http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/import-files.png>)

Note: If you have problems loading the XML file it might be caused by host limitations. You need to uncheck the download images and attachments box to upload only your pages and posts.

2.7. How to Update the Theme

Important: Before updating it is important to know that theme settings and content are not lost during the update process. You will lose changes to the theme files, if you changed any files. In order to prevent losing the file changes, we strongly recommend that you use child themes. Also, we recommend that you look in the release notes before updating.

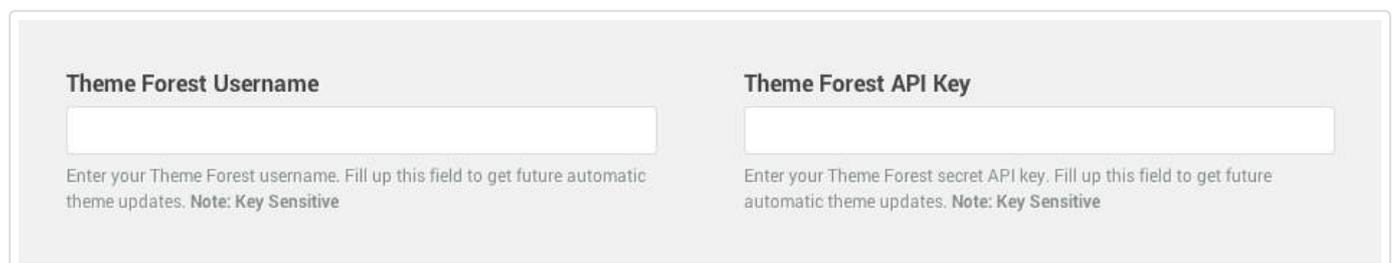
The theme update can be done via FTP or via WordPress. Theme update can be done automatically or manually, depending on the method you prefer. Both methods are presented below as follows:

2.7.1. Auto-Update

Auto-Update for Equestrian version 2.6 and above

Auto-Update can be done directly from the Themes panel in your WordPress Dashboard.

Step 1 - To do this, you first need to set-up your Theme Forest Username & API Key in the special boxes, located at **Appearance > Equestrian Options > General > Theme Forest Username & API Key**.



The image shows a screenshot of the WordPress dashboard settings for the Equestrian theme. It features two input fields side-by-side. The left field is labeled 'Theme Forest Username' and has a text input box below it with the instruction: 'Enter your Theme Forest username. Fill up this field to get future automatic theme updates. Note: Key Sensitive'. The right field is labeled 'Theme Forest API Key' and has a text input box below it with the instruction: 'Enter your Theme Forest secret API key. Fill up this field to get future automatic theme updates. Note: Key Sensitive'.

(http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/Equestrian_Options_<_Equestrian_New_-_WordPress.png)

Step 2 - To generate an API key, you need to login to your Theme Forest account and go to **Settings > API Keys**. Enter a label (ex: theme update) and hit the **Generate API Key** button.

Auto-Update for Equestrian version 2.5 and below

Auto Update can only be done by using the **Envato Toolkit Plugin**, provided with the theme. You need to install the plugin and input your Theme Forest username and your API Key. To generate an API key, you need to login to your Theme Forest account and go to **Settings > API Keys**. Enter a label (ex: theme update) and hit the **Generate API Key** button.

2.7.2. Manual Update

Manual Update can be done via FTP or via WordPress. No matter what method you choose, you first need to download the new theme files from Theme Forest. To download the new files, you need to follow this steps:

1. Login to your Theme Forest account, go to Downloads and search for **Equestrian** in your downloads list.
2. Click on the download button and choose the files you wish to download. You can either download the **Installable WordPress Theme** (this consists only in the theme files needed for update) or the **Main Files** package.
3. Now, based on your preferences of install, follow the method you prefer most:

Manual Theme Update via FTP

1. Login to your FTP account and go to **wp-content > themes**. Delete the old folder called **equestrian**.
2. Unzip the new update previously downloaded. If you downloaded the Installable WordPress Theme, you will need only to unzip this file. If you downloaded the Main Files, you first need to unzip the Main Files, then you need to unzip **equestrian.zip**
3. Upload the equestrian unzipped folder to your **wp-content > themes** folder.

Manual Theme Update via WordPress

1. Login to your WordPress dashboard and head over to **Appearance > Themes** and **deactivate Equestrian**.
 2. Delete the old Equestrian theme.
 3. Upload the new theme file. You can either upload the **Installable WordPress Theme** or unzip the **Main Files** package and upload the equestrian.zip file.
 4. After uploading, activate Equestrian and you are done!
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3. Equestrian Options

Before you start to configure the theme's options, you should go to **Appearance > Equestrian Options** in the WordPress Dashboard. Switch to default values by clicking either the **Quick Save** button at the top right, or the **Save Options** button at the bottom of the page.

3.1. General Options

In the General section you can configure general options that apply to all pages such as:

- **Site Name:** If you don't have a logo, you can type in the name, instead of uploading an image.
- **Site Logo:** Here you can upload an image from your computer and use it as a logo. The maximum width accepted is **520px**.
- **Favicon:** Upload an image from your computer to use it as a **16px * 16px** favicon.
- **Enable Wide Layout:** Use this slider to choose between a wide layout style and a boxed one.
If you turn the slider on, the website will be wide.
- **Left-Aligned Layout:** This option is available only for the wide website layout style. Use this slider to align your website either to the center or to the left side of the screen. If you turn the slider on, the website will be aligned to the left side of the screen.
- **Enable Responsive Layout:** Use this slider to toggle between normal layout and responsive layout.
By default the slider is on and the layout is responsive.
- **Disable CSS3 Animations:** Use this slider to toggle between an animated layout or not.
Animations are active by default.
- **Hide Comments on Pages:** The comments are by default active for pages. Use this

slider to toggle the comments for pages. If you turn the slider on, the comments will be hidden for pages.

- **Hide Sharing Box on Pages:** The sharing box is default for blog articles. Use this slider to toggle the sharing box for normal pages. If you turn the slider on, the sharing box will be hidden for normal pages.
- **Contact Form Email Address:** Here you can type in the email address where all contact inquiries will be sent. If you leave this field empty, the **Contact Form** of the Template Page Contact **will be disabled**.
- **Sharing Box Title:** Here you can type in the text that will appear in the box next to the sharing buttons.
- **Theme Forest Username:** Here you can type in your Theme Forest Username in order to get automatic theme updates.
- **Theme Forest API Key:** Here you can type in your Theme Forest API Key in order to get automatic theme updates. To generate an API key you need to login to your Theme Forest account, and go to **Settings > API Keys**. Enter a label (ex: theme update) and hit the **Generate API Key** button.
- **404 Page Content:** If you wish to change the default content for the 404 Error Page, you can type in here a custom one. The text can include Shortcodes.

Note: Both Theme Forest Username & API Key need to be filled in to get auto-updates for the theme.

3.2. Header

In this section you can customize the website header using the following options:

- **Header Style:** Here you can choose the style of your header. There are three available styles.
- **Logo Alignment:** Here you can choose the logo position. The logo position applies only to the default header style. Default position is Center.
- **Margin Top:** Use the slide bar to drag to the value for the top margin of the header. Default is 55px.
- **Margin Bottom:** Use the slide bar to drag to the value for the bottom margin of the header. Default is 75px.

- **Header Texts / Left & Right Text Line:** You can type here your custom texts for the two text lines in the header.
- **Disable Sticky Menu:** When you scroll down on a page, a menu will remain sticky at the top of the page.
Turn this slider off, if you want to disable it.
- **Disable Menu Enhanced Hover Effect:** Turn this slider off, if you want to disable the CSS3 Animations. Default is off.
- **Text Color:** Here you can choose the text color for your header.
- **Background Color:** Here you can choose the color shading for your header.
- **Header Opacity:** Use the slide bar to drag to the value for the opacity color shading header. Default is 55.
- **Header Background Pattern:** Here you can choose the pattern of the shading. You can also choose not to have one.

3.2.1. Global Header Images

Please navigate to **Appearance > Header** and upload the header images. **This is a global setting.** You need to configure this in order to have a nice header for pages that cannot be configured individually, such as 404 Page, Archives Page, etc.

- You can add unlimited header options.
- You can choose to display a static header image or choose a random display method.
- Recommended image size is 1600 x 500 px.

3.2.2. Individual Page Header Image

With Equestrian, each page or post can have a custom header image. To set up a custom header image for a page or post, you need to see chapter 5 Individual Page Settings

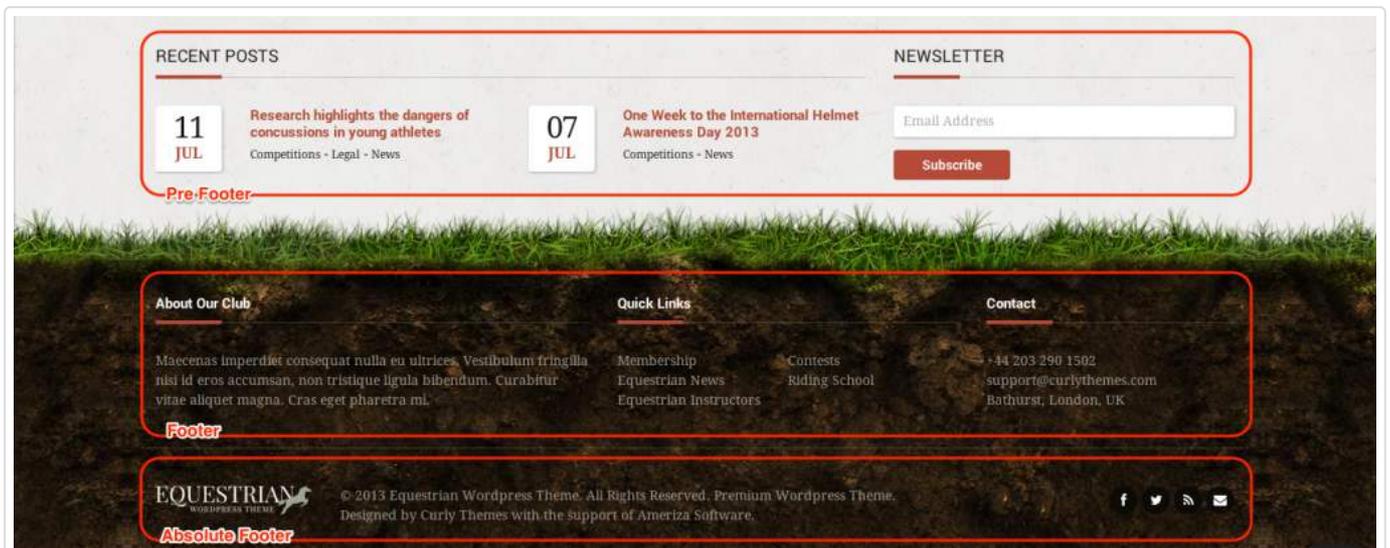
3.3. Footer

In this section you can customize the website footer using the following options:

- **Footer Top Margin:** Here you can enter the value for the top margin of the footer. Default is 40px.
- **Footer Bottom Margin:** Here you can enter the value for the bottom margin of the footer. Default is 60px.
- **Footer Logo:** Here you can upload an image from your computer and use it as a footer logo. The maximum width accepted is 200px.
- **Background Color:** Choose a footer background color
- **Background Image:** Choose a footer background image
- **Background Image Repeat & Position:** Control the footer background image position and tile method.

Note: Choosing a footer background color & image will hide the default "dirt and grass".

3.3.1. Setting up the footer



(http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/Fullscreen_08_04_14_13_18.png) The footer is set divided in 3 rows (Pre Footer, Footer and Absolute Footer) and is widgetable.

To set-up the footer go to **Appearance > Widgets**

- Pre Footer Left uses widget "Curly Themes: Recent Posts": limit - 2, thumbnail - square.
- Pre Footer Right uses widget "MailChimp Widget"
- Left and Right Footer use widget "Text"

- Center Footer uses widget "Custom Menu" - menu - Quick Links
 - Absolute Footer uses widget "Text"
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3.4. Background

In this section you can customize the website background using the following options:

- **Website Background Color:** Select the color for the website background.
 - **Background Pattern:** If you do not want to use a color for the website background, you can choose here a pattern from the several models available.
 - **Background Image:** If you want to use an image as a background for the website, you can upload it here. Choosing an image as a background overrides any other website background settings.
 - **Background Image Repeat:** If you choose to use an image as a background for the website, you can select here how the image will be repeated to create the background.
 - **Background Image Position:** If you choose to use an image as a background for the website, you can select here the alignment of the image in the background.
 - **Background Image is Fixed:** If you choose to use an image as a background for the website, you can check this box to make the image fixed.
-

3.5. Typography

In this section you can customize the typography settings using the following options:

- **General Typography:** Select the general font family, font style, font variant and font size for the website.
- **Include Special Characters:** If you wish to use a subset for special characters you can select one here. Make sure the fonts you use on the website support these special characters.
- **H1 Typography:** Select the font family, font style, font variant and font size for the H1 heading.

- **H2 Typography:** Select the font family, font style, font variant and font size for the H2 heading.
 - **H3 Typography:** Select the font family, font style, font variant and font size for the H3 heading.
 - **H4 Typography:** Select the font family, font style, font variant and font size for the H4 heading.
 - **H5 Typography:** Select the font family, font style, font variant and font size for the H5 heading.
 - **H6 Typography:** Select the font family, font style, font variant and font size for the H6 heading.
 - **Blockquote Typography:** Select the font family, font style, font variant and font size for the blockquotes.
 - **Menu Typography:** Select the font family, font style, font variant and font size for the menu.
 - **Custom Fonts:** If you wish to use a special font you can upload it here. For each extension available (.woff, .ttf, .svg, .eot) use the custom upload box.
-

3.6. Colors

In this section you can choose the general colors for your website and its elements like Text, Hyperlinks, Headings, Menu, Header, Social Icons, Absolute Menu, Footer or Absolute Footer.

You can use the **Predefined Color Schemes** select box to choose one of the several color schemes available for your website. This will affect the colors for all website elements and you will be able to see the changes below. If you are not happy with a predefined color scheme, you can choose the color for each website element in the boxes below.

The **Primary Color** option will affect major graphical website elements.

3.7. Page Heading

In this section you can customize the heading for your pages using the following options:

- **Enable Page Heading:** Unchecking this options will disable the page heading (title & breadcrumbs).
- **Enable Breadcrumbs:** Unchecking this options will disable the breadcrumbs.
- **Text Before Breadcrumbs:** Type in the text that will be displayed before the breadcrumbs.
- **Breadcrumbs Separator:** Type in the symbol or text that will be used to separate the breadcrumbs.
- **Home Link Text:** Type in the text for the home page breadcrumb.
- **Category / Search Results / Tags / Author Text:** Type in the text that will be displayed as the breadcrumb for the Category / Search Results / Tags / Author pages. Use “%s” to display the particular category, searched text, tag or author name.
- **404 Page Text:** Type in the text for the 404 error page breadcrumb.

3.8. Blog

In this section you can customize your website blog using the following options:

- **Description Excerpt Size:** Type in the number of words to be used in the description excerpt for each article in the blog listing.
- **Date Format:** Type in the date format that will be used to display the date of your blog articles.
Visit [WordPress Date & Time Formatting](http://codex.wordpress.org/Formatting_Date_and_Time) (http://codex.wordpress.org/Formatting_Date_and_Time) if you are not familiar with the date format for WordPress.
- **Show Featured Image:** Check this box to show the featured image for blog articles.
- **Hide Sharing Box:** Check this box to hide the sharing box for the blog articles.
- **Hide Author Box:** Check this box to hide the author box for the blog articles.

- **Use Facebook Comments:** Check this box if you want to display Facebook comments instead of WordPress comments.
 - **Facebook Profile ID:** If you wish to use Facebook comments instead of WordPress comments, you need to enter your Facebook Profile ID. If you do not know it, use Find Facebook ID (<http://findmyfacebookid.com/>) and enter your Facebook URL to learn your Profile ID.
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3.9. SEO

In this section you can customize your SEO settings using the following options:

- **Disable the Built-in Equestrian SEO Pro Panel:** It is highly not recommended to disable the built-in SEO Pro Panel of the Equestrian theme. However, if you would like to do that, you can disable it by checking this box.
 - **Rewrite Titles:** It is highly not recommended to disable the built-in titles format of the Equestrian theme. However, if you would like to do that, you can disable it by checking this box.
 - **Post / Page / Category / Archive / Tag / Search Title Format:** Use the select box to choose one of the several title formats available for posts, pages, categories, archive, tags or text search.
 - **404 Page Title Format:** Type in the text to be displayed as the title for the 404 error page.
 - **Google Plus Publisher ID:** Type in your publisher ID for Google Plus.
 - **Google Analytics ID:** Type in your Google Analytics ID.
 - **Google Webmaster Tools Site Verification:** Type in the verification code for the Google Webmaster Tools
-

3.10. Retina & Icons

In this section you can configure the following additional options:

- **Retina Logo:** If you want to use a retina logo, you can upload one here. Make sure

it respects all the retina standards. The retina logo should be twice the size of the website logo.

- **iPhone Icon Upload:** Upload an image from your computer to use it as a **57px * 57px** icon for iPhones.
 - **iPad Icon Upload:** Upload an image from your computer to use it as a **72px * 72px** icon for iPads.
 - **iPhone Retina Icon Upload:** If you want to use an iPhone retina icon, you can upload one here.
The icon needs to be **114px * 114px**.
 - **iPad Retina Icon Upload:** If you want to use an iPad retina icon, you can upload one here.
The icon needs to be **144px * 144px**.
-

3.11. Advanced Options

In this section you can configure several advanced options:

- **Theme Options Name:** If you want to change the theme's default name for the options backend, you can type a new one here. The default name is Equestrian Options.
- **Admin Logo:** If you want to use a custom logo for the WordPress admin panel, you can use this option to upload an image from your computer.
- **Admin Background Image:** If you want to use a custom background for the WordPress admin panel, you can use this option to upload an image from your computer.
- **Admin Shading Pattern:** If you choose to use a background image for the WordPress admin panel, you can add a shading effect for the image by selecting one of the available patterns.
- **Admin Background Color:** If you choose to use a shading effect for the background image in the WordPress admin panel, you can use this option to select a color for the shading effect.
- **Admin Shading Opacity:** If you choose to use a shading effect for the background image in the WordPress admin panel, you can use this field to type in the opacity percentage. You can select a value between 0 and 100%. Default is 55%.
- **Login Box Position:** Use this option to select the position of the login box in the

WordPress admin panel. You can choose a position between left, right and center.

- **Custom CSS:** If you want to use additional code, you can insert here your custom CSS code.
 - **Code before closing head / body:** If you want to use additional code, you can insert here your custom code, either before closing the head or the body.
-

3.12. Back-up & Reset

In this section you can **Backup & Reset** your theme settings.

Backup & Restore - To backup your settings just click **Backup Now**. After a backup is create you can restore it by clicking **Restore** or delete it by clicking **Delete**.

Reset Options - You can reset your theme options by clicking **Reset Options**

3.13. Live Documentation

In this section you can read the latest web version of the Equestrian Theme documentation. The .zip file you downloaded from Theme Forest contains a version of the documentation equivalent to the Equestrian Theme version you purchased. It is recommended to constantly upgrade to our latest version.

3.14. Resources

We are frequently updating this section with our latest web resources recommendations. From premium web elements or plugins to high quality photos, we try to list as many useful web resources as we can.

4. Setting up the Pages

To create pages for your website you should login to your WordPress Dashboard and go to **Pages > Add New**. It is strongly recommended to use a Page Template for your pages, as you will take advantage of the integrated features. For example, a Contact Page Template will offer customized features for Contact pages.

4.1. Page Templates

When creating a page, you can choose the desired template from the Page Attributes menu, on the right.

Click on the select box Template to see all the page templates available:

- Default Template
- Coming Soon Page
- Contact Page
- Contact Page #2
- Contact Page #3
- Page With Left Sidebar
- Page With Left Right

Select the Default Template option if you do not want to use a page template.

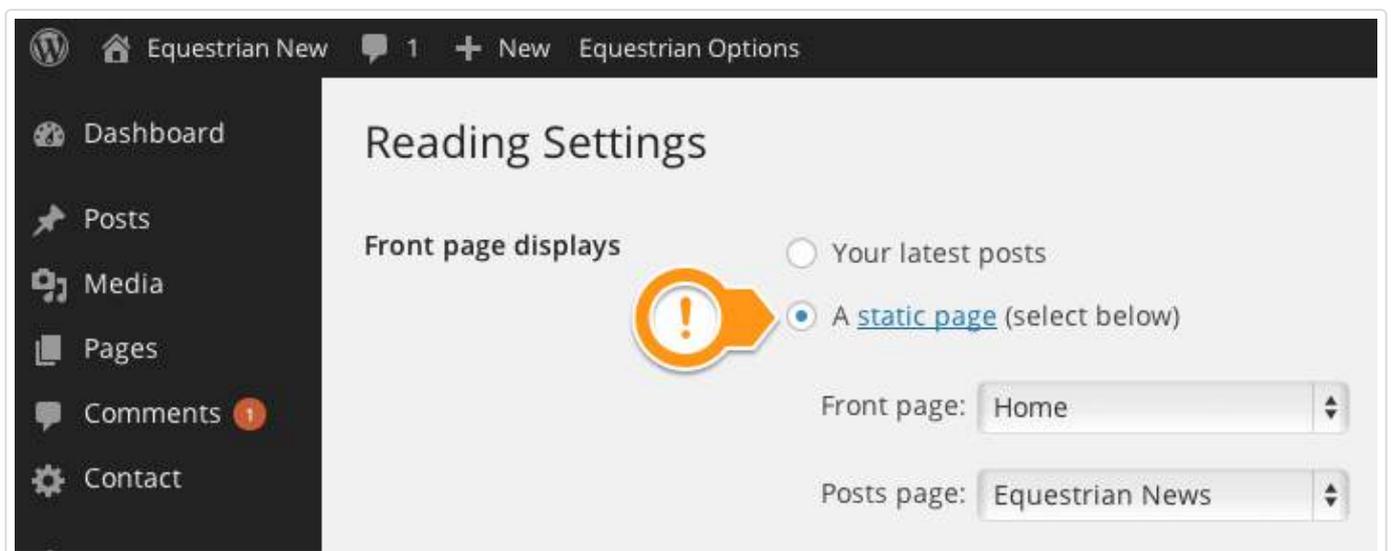
4.2. Setting up the Homepage

Go to **Page Attributes > Template > Default Template** to select the template for your homepage. The Equestrian WordPress Theme comes with a pre-designed layout that can be used through shortcodes in a flexible manner, giving you a lot of freedom in building your homepage.

If you choose to use the pre-designed layout, you need to copy and paste the home page demo code into the **HTML (Text) Tab** editor of your page. You can see the home page demo code of our pre-designed layout below. You can also use the shortcode icons in the **Visual Editor**, see chapter Shortcodes for more details.

It is strongly recommended to take a look at the Individual Page Settings located under the page content area.

4.2.1. Choosing the Home Page



(http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/Reading_Settings_<_Equestrian_New_-_WordPress.png)

After you create the page, you should configure it as your home page.

Go to **Settings > Reading** and click on the **A Static Page** radio button. Click the **Front Page** select box and choose your home page.

The Posts Page select box is where you can choose the page for your blog.

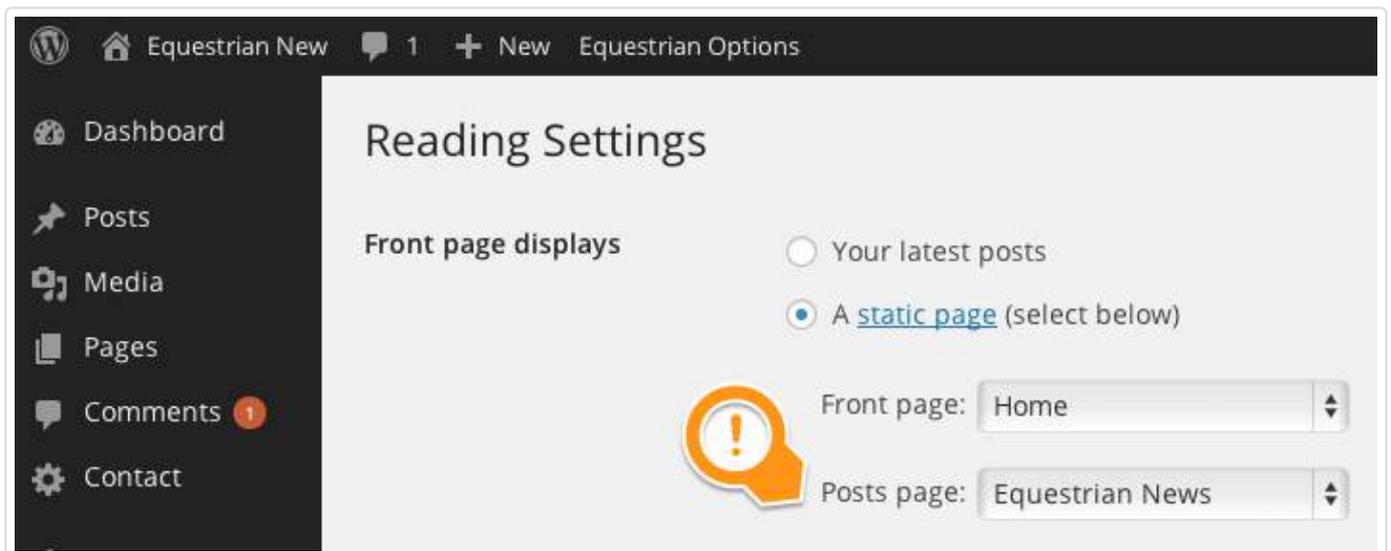
[View Homepage Demo](#)

Note: Do not forget to paste the code in the **Text (HTML) Tab** not in Visual Editor Tab.

4.3. Setting up the Blog

Create a new page with a name of your choice and select the Default Template from the Page Attributes menu, on the right.

4.3.1. Create the Blog Page



(<http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/blog.png>)

Set the page as your blog by going to **Settings > Reading** and select it from the Posts Page select box.

After this, you are ready to start populating with blog posts.

To create a new post, go to **Posts > Add New**, type in a title and insert the content in the designated field.

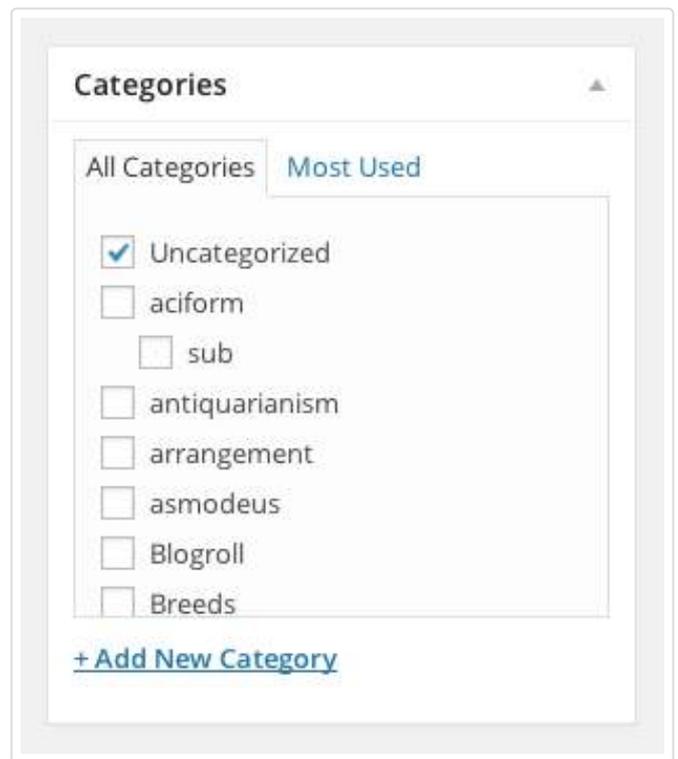
4.3.2. Choosing the Category & Tags

Assign a category to your post using the Categories box on the right.

Click on **+ Add New Category** to create a new one.

You can assign one or more categories to a post by checking the box next to the Category name.

You can also assign tags by using the Tags box below. Insert the tags, separated with commas, in the dedicated field and click on Add.



4.3.3. Setting up a Featured Image

To set a **Featured Image** for your blog post click on Set featured image in the Featured Image box, below Tags. Choose an image from the Media Library or upload a file from your computer and click on Set featured image.

It is strongly recommended to take a look at the Individual Page Settings (<http://docs.curlythemes.com/equestrian-doc/v2/#13>) located under the page content area.

After you are happy with the title, post content, categories, tags, featured image and everything else, click **Publish** and your post will appear on your blog page.

4.4. Setting up the About Us Page

Create a new page with a name of your choice and select the **Full Width Page Template**, from the **Page Attributes** menu on the right. It is strongly recommended to use the Full Width Page Template to rally with our demo pages.

If you choose to use the pre-designed layout, you need to copy and paste the about us page demo code into the **HTML (Text) Tab** Editor of your page. You can see the about us demo code of our pre-designed layout below. You can also use the shortcode icons in

the Visual Editor, see chapter Shortcodes for more details.

It is strongly recommended to take a look at the Individual Page Settings (<http://docs.curlythemes.com/equestrian-doc/v2/#13>) located under the page content area.

[View About us Page Demo](#)

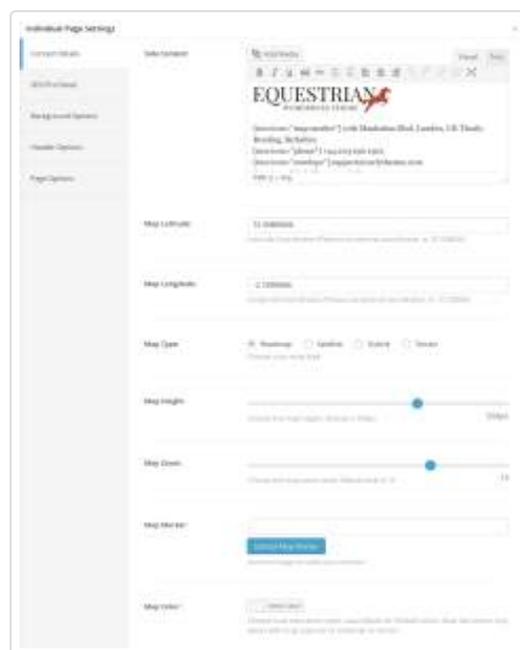
4.5. Setting up the Contact Page

Create a new page with a name of your choice and select the Contact Page Template, from the **Page Attributes** menu on the right. You can choose the desired template from **Contact Page Template**.

4.5.1. Contact Details

(<http://docs.curlythemes.com/equestrian-doc/v2/wp-content/uploads/2014/04/side-content.png>) Under the contact page content area you can configure the **Contact Details** using the following options within the **Individual Page Settings** **Settings Box**:

- **Side Content:** The Side Content is the secondary column of the contact page. You can insert content just like for the main page.
- **Map Coordinates Latitude / Longitude:** Enter the latitude and longitude coordinates so the map will show your desired location.
- **Map Type:** Choose one of the four map types available. Default is set to roadmap.
- **Map Height:** Enter the height of the map in pixels. Default is set to 500.
- **Map Level Zoom:** Enter the zoom level of the map. Default is set to 15
- **Map Marker:** Here you can upload a custom “We are here” image that will show your desired location. You can find a free “We are here” image in the download



package in the PSD folder.

- **Map Color:** If you wish to use a color for map saturation you can choose one here. Map coloring is only available when map type is set to roadmap.

It is strongly recommended to take a look at the Individual Page Settings (<http://docs.curlythemes.com/equestrian-doc/v2/#13>) located under the page content area.

4.5.2. Contact Form Email Address

To configure your contact form you should go to **Appearance > Equestrian Options > General**. Here you can type in the **email address** for the contact form. You can find more details in chapter General Options

4.6. Setting up the 404 Page

If you wish to change the default content for the **404 Error Page**, you need to go to **Appearance > Equestrian Options > General** and scroll at the bottom of the page. The last option on the page is **404 Page Content** where you can type in a custom content. This is a normal WordPress Editor.

5. Individual Page Settings

The Individual Page Settings box is a collecting of features that take customization to a new level. Our Individual Page Settings box consists in: Contact Details, SEO Pro Panel, Slider Builder, Background Options, Heading Options and Page Options.

5.1. Contact Details

Important: In order to have the map showing up on your contact page you need to have the **Curly Themes Extension** plugin installed and activated. The Curly Themes Extension plugin comes bundled with the theme and if you have not activated it yet, you can install and activate it by going to **Appearance > Plugins**

Under the contact page content area you can configure the **Contact Details** using the following options within the **Individual Page Settings Box**:

- **Side Content:** The Side Content is the secondary column of the contact page. You can insert content just like for the main page.
- **Map Latitude & Longitude:** Enter the latitude and longitude coordinates so the map will show your desired location.
- **Map Type:** Choose one of the four map types available. Default is set to roadmap.
- **Map Height:** Enter the height of the map in pixels. Default is set to 500.
- **Map Level Zoom:** Enter the zoom level of the map. Default is set to 15
- **Map Marker:** Here you can upload a custom “We are here” image that will show your desired location. You can find a free “We are here” image in the download package in the PSD folder.
- **Map Color:** If you wish to use a color for map saturation you can choose one here. Map coloring is only available when map type is set to roadmap.

5.2. SEO Pro Panel

Under any page or post content area you can configure the **SEO Pro Panel** using the following options within the **Individual Page Settings Box**:

- **SEO Meta Title:** Type in your page title for SEO. The maximum length is 70 characters. Equestrian counts the characters as you type.
- **SEO Meta Description:** Type in your page description for SEO. The maximum length is 160 characters. Equestrian counts the characters as you type.

- **SEO Keyword Density:** Using a specific algorithm, Equestrian calculates the keywords density for each page. This field displays the top 5 keywords for your page and their density in the page. The ideal density is 2.5% and keywords meeting this recommendation will be displayed in green. A density higher than 2.5% can be considered spam and such keywords will be displayed in red.
- **SEO Tips:** Equestrian checks your page against the standard industry SEO rules and formulates a few tips, if necessary.

5.3. Slider Builder

Important: In order to have this widgets you need to have the **Curly Themes Extension** plugin installed and activated. The Curly Themes Extension plugin comes bundled with the theme and if you have not activated it yet, you can install and activate it by going to **Appearance > Plugins**.

Under any page or post content area you can configure the **Slider Builder** using the following options within the **Individual Page Settings Box**. The slider set-up within the Slider Builder will only be available in the header of the page.

- **Choose Slider** - Choose the slider. Available options are: No Slider, Layer Slider, iOS Slider & Round About Slider
- **Layer Slider** - Choose the Layer Slider previously created. This option is available only when Layer Slider is selected.
- **Slider Text Color** - Choose the text color. This option is available only when iOS Slider is selected
- **Slider Background Color** - Choose the background color for the text. This option is available only when iOS Slider is selected
- **Mobile Slider** - Check this option if you want the header slider to be visible 100% on all devices. This will push the slider below the header area on mobile devices with small screens
- **Slide Title** - Enter the slide title. This option is available only when iOS Slider or Round About Slider is selected
- **Slide Subtitle** - Enter the slide subtitle. This option is available only when iOS Slider is selected

- **Slide Link** - Enter the slide link. This option is available only when iOS Slider or Round About Slider is selected
- **Slide Image** - Choose the slide image. This option is available only when iOS Slider or Round About Slider is selected

5.4. Background Options

Under any page or post content area you can configure the **Background Options** using the following options within the **Individual Page Settings Box**:

- **Background Color** - The background color for your page / post
- **Background Image** - The background image for your page / post
- **Background Position** - The background image position; accepted values are standard CSS3 values;
See details about CSS3 Background Position
(http://www.w3schools.com/cssref/pr_background-position.asp)
- **Background Repeat** - The background image repeat method; accepted values are standard CSS3 values;
See details about CSS3 Background Repeat
(http://www.w3schools.com/cssref/pr_background-repeat.asp)
- **Background Size** - The background image size; accepted values are standard CSS3 values;
See details about CSS3 Background Size
(http://www.w3schools.com/cssref/css3_pr_background-size.asp)
- **Background Attachment** - The background attachment attribute; accepted values are standard CSS3 values;
See details about CSS3 Background Attachment
(http://www.w3schools.com/cssref/pr_background-attachment.asp)

Note: Customization made in this section will only be applicable to this specific page or post. This options will override the general website background options

5.5. Header Options

Under any page or post content area you can configure the **Heading Options** using the following options within the **Individual Page Settings Box**:

- **Margin Top & Bottom** - Enter the top & bottom margin for your header
- **Text Color** - Choose the header text color
- **Background Color** - Choose the header background color
- **Background Opacity** - Choose the header background color opacity
- **Header Image** - Choose the header image
- **Use Large Header** - Choose if you want the header image to have the original image height. Choosing this option, will hide the page heading

Note: Customization made in this section will only be applicable to this specific page or post. This options will override the general website header options

5.6. Page Options

Under any page or post content area you can configure the **Page Options** using the following options within the **Individual Page Settings Box**:

- **Page Heading Color** - Choose the page heading color
- **Hide Breadcrumbs** - Check this to hide the breadcrumbs
- **Hide Page Heading** - Check this hide the page heading

Note: Customization made in this section will only be applicable to this specific page or post. This options will override the general website page options

6. Sliders

The Equestrian sliders selection includes both popular simple sliders and modern special sliders with tons of configurations options. Most of our sliders are responsive and they will look great on your website.

6.1. Layer Slider

The Layer Slider created by Kreatura is the Equestrian top recommended slider as your best choice for a great looking, easy to use slider with lots of configuration options.

6.1.1. Setting up a new slider



To create a Layer Slider go to **WP Admin > LayerSlider WP > Add New** and you will be presented with the **Global Settings** tab.

You can see lots of customization options divided into several sections:

- **Basic:** Allows you to choose general settings for the slider like width, height, if the slider should be responsive or full width.
- **Slideshow:** Allows you to customize several slide transition and slideshow options.
- **Appearance:** Lets you choose a custom skin, a slider style and a background color or image.
- **Navigation:** Offers lots of customization options for the navigation area of the slider.
- **Misc:** Lets you enable image preload and use relative URLs for images.
- **Troubleshooting:** Offers an option for dealing with javascript problems.

- **Your Logo:** Lets you customize the display of your logo in the slide.

The screenshot shows a web interface for creating a slider. At the top, there is a dark navigation bar with a '+ New' button on the left and a user profile 'Howdy, admin' on the right. Below this is a main header area with 'Add new LayerS' and an 'Add Slides' button. A secondary navigation bar contains 'Global Settings', 'Slides', 'Event Callbacks', and 'Documentation'. The main content area has a text input field for 'Slider Name' and a 'Global Settings' section with a 'Basic' sub-section. In the 'Basic' section, there is a 'Width' field set to '600' and a note: '(px) The slider width in pixels. For compatibility reasons, we still support percentage values, but for responsive layout, you should use pixels.'

Once you are done, click the Save changes button at the bottom to create the slider. You can now start creating slides for your slider. The **Slide #1** is already created and you can add others by clicking the **Add New** slide button. Use the Image field from Slide options to upload a background image for your slide. Other fields let you customize further other slide settings.

For each slide you can add layers for additional elements and customize each layer's settings. When you have finished editing the slide click on the **Enter Preview** button to see how it will be displayed on your website. If you are happy with the results, click the Save changes button at the bottom of the page.



Add new LayerSlider

[Back to the list](#)

[Help](#)

[Global Settings](#)

Slides

[Event Callbacks](#)

[Documentation](#)

Slide #1

[Add new slide](#)

Slide Area

Slide Options

[Duplicate this slide](#)

Slide options	Image: <input type="text"/>	Thumbnail: <input type="text"/>	Slide delay: <input type="text" value="4000"/> (ms)
Slide transition	Use 3D/2D <input checked="" type="checkbox"/> Old transision	Transitions: <input type="button" value="Select transitions"/>	Time shift: <input type="text" value="0"/> (ms)
Link this slide	Link URL: <input type="text"/>	Link target: <input type="text" value="_self"/>	
Misc	#ID: <input type="text"/>	Deeplink: <input type="text"/>	Hidden: <input type="checkbox"/>

Preview



Layers

1 Layer #1

Basic Options Link Style Attributes

Image Div / Video Paragraph Span H1 H2 H3 H4 H5 H6

Click into this text field to open WordPress Media Library where you can upload new images or select previously used ones.

[Add new layer](#)

Layers Area

Publish

Your new slider will appear now on the **WP Admin > LayerSlider WP** page. You can click the Import sample sliders button at the top of this page if you want to see some demo sliders created by Kreatura.

You can also check out the Kreatura original documentation for further instructions. You can find it in the Equestrian download package at **documentation > extras**.

6.2. iOS Slider

The iOS Slider is a cool new slider with an effect for slides transition imitating a touch screen. You can configure it directly in the **Individual Page Settings Meta Box** using the following options:

- **Text Color:** Choose the color for the text in the slider
- **Background Color:** Choose the slide color, displayed behind the text
- **Slide Title** - Choose the slide title
- **Slide Subtitle** - Choose the slide subtitle
- **Slide Link:** For each slide, type in the link for this particular slide
- **Slide Image:** For each slide, upload an image from your computer. The recommended size is 1600px x 640px for wide layout and 1120px x 450px for boxed layout

You can **Add a New Slide** or **Remove a Slide** using the buttons below.

6.3. Round About Slider

The Round About Slider is a responsive slider with a carousel design, with an effect for slides transition imitating a touch screen. You can configure it directly in the **Individual Page Settings Meta Box** using the following options:

- **Slide Title:** Type in the text that will be displayed in the slide as a title.
- **Slide Link:** For each slide, type in the link for this particular slide.
- **Slide Image:** For each slide, upload an image from your computer. The image should be 640px x 480px.

You can **Add a New Slide** or **Remove a Slide** using the buttons below.

7. Widgets

The Equestrian WordPress Theme comes with 2 custom widgets you can access by going to **Appearance > Widgets**. Each widget comes with its own specific options.

Important: In order to have this widgets you need to have the **Curly Themes Extension** plugin installed and activated. The Curly Themes Extension plugin comes bundled with the theme and if you have not activated it yet, you can install and activate it by going to **Appearance > Plugins**.

7.1. Equestrian Recent Posts Widget

- **Widget Title:** Type in your desired title for the widget.
- **Limit Posts:** Type in how many blog posts the widget will display.
- **Thumbnail:** Choose if you want to display a full width or a square thumbnail, or no thumbnail at all.
- **Show Random Posts:** Check this box if you want to display random posts instead of recent posts.
- **Show Description:** Check this box if you want to display an excerpt for each blog post in the widget.
- **Show Meta:** Check this box if you want to display the Meta for each post.
- **Exclude Posts:** Use this field if you do not want to display in the widget certain posts.
Type in the posts IDs separated by commas.
- **Choose Categories:** Use this field to select the categories that will display posts in

the widget.

Type in the categories IDs separated by commas.

7.2. Equestrian Search Widget

- **Widget Title:** Type in your desired title for the custom search box.
-

8. Setting up the Sidebars

The Equestrian theme offers you the possibility to create as many custom sidebars as you want, on any page, as long as the page template allows sidebars.

The following templates support a sidebar: Default Template, Contact Page Template 1-3, and Page With Left & Right Sidebar. To apply a sidebar to a page, go to the **Sidebar Box**, below all the other meta boxes, and use the select box to choose the desired sidebar.

You can create a sidebar by going to **Appearance > Sidebars** and clicking on the **+ Add New Sidebar** button. Type in the sidebar name and click OK to save it. Next, you need to add widgets in the sidebar by going to **Appearance > Widgets**. The sidebar will appear on the right and you can drag and drop widgets from the left into the sidebar.

If you want to learn more about widgets, read section Widgets. Once you are done editing the widgets, you can add the sidebar to the desired page.

9. Setting up the Menus

The Equestrian theme allows you to create custom menus, with up to three levels sub-menu depth. The menus can be used in three website areas: absolute header menu, main menu and footer menu. If you have imported the demo data, see chapter Import XML Demo Data for more details.

It is recommended to create the pages, even if they are blank pages, before creating a new menu. Next, go to **Appearance > Menus**, click the **+ Tab**, type in a name for your menu and click on the **Create Menu** button. You can add pages to the menu by selecting them from the Pages box on the left. You can also use the Custom Links box to add pages by typing in the page URL and in the Label field, the page's name in the menu.

You can manage the menu structure by dragging and dropping pages in the menu box. To send a menu item a level deeper, drag the item below and slightly to the right of another menu item, that will become its parent section. After you are happy with your menu, from the **Theme Locations Box**, use the Main Menu select box to choose the new menu. Click the **Save** button to record the changes.

10. Shortcodes

The Equestrian WordPress Theme comes with dozens of shortcodes, designed to offer great flexibility in building your pages quick and easy. You can access the shortcodes on any page in the **Visual Editor** field. Use them by clicking on the shortcode icon and then insert the desired content inside of the shortcode. You can read below a short description for each Equestrian shortcode available.

Important: In order to have shortcodes you need to have the Curly Themes Extension plugin installed and activated. The Curly Themes Extension plugin comes bundled with the theme and if you have not activated it yet, you can install and activate it by going to **Appearance > Plugins**.

10.1. Content Columns

```
[column size="" margin="" last=""][/column]
```

Use this shortcode to insert columns in the page.

- **Size** - Dynamic width of the available space; accepted values are: 1/2, 1/3, 1/4, 2/3, 2/4, 3/4
- **Margin** - Space in pixels to put below the column; default is 30px
- **Last** - Use yes / no; your last column should have yes value; case sensitive

10.2. Clear Floats

```
[clear]
```

Use this shortcode to clear items floats.

10.3. Horizontal Divider

```
[divider style="" before="" after=""]
```

Use this shortcode to break the page content with a horizontal divider.

- **Style** – Choose a style for the content divider, type in a number from 1 to 5
- **Before** – The space before the content divider in pixels; default is 0px
- **After** – The space after the content divider in pixels; default is 60px

10.4. Buttons

```
[button link="" color="" size="" title="" target="" rel=""]
```

Use this shortcode to insert a button in the page.

- **Link** – The URL of the button; internal / external
- **Color** – The button color; accepted values are: default, red, green, blue, violet, navy, gray
- **Size** – The button size; accepted values are: mini, small, normal, large
- **Title** – The button title
- **Target** – The button target; accepted values are: `_self` / `_blank`
- **Rel** – The button rel attribute; accepted values are: empty / `nofollow`

10.5. Alert Boxes

```
[alert color=""][/alert]
```

Use this shortcode to insert an alert box.

- **Color** – The alert box color; accepted values are: yellow, red, blue, green
-

10.6. Blockquotes

```
[blockquote cite="" image=""][/blockquote]
```

Use this shortcode to insert a blockquote in the page.

- **Cite** – The name of the person citing
 - **Image** – The URL for the photo of the person / company citing
-

10.7. Lists

```
[list type=""][/list]
```

Use this shortcode to insert a list in the page.

- **Type** – The list style; accepted values are: default, bullets, square, circle, checklist, crosslist

10.8. Abbreviations

```
[abbr title=""][/abbr]
```

Use this shortcode to insert an abbreviation in the text.

- **Title** – The descriptive full title of the abbreviation

10.9. Dropcaps

```
[dropcap][/dropcap]
```

Use this shortcode to give a special capitalizing design for the selected letter.

10.10. Highlighted Paragraphs

```
[highlight align="" style=""]
```

Use this shortcode to highlight a paragraph in the text.

- **Align** – The alignment of the text; accepted values are: left, right, center
- **Style** – The accepted values are: default, different

10.11. Call 2 Action Boxes

```
[call2action title="" link="" button="" style="default, 1, 2, 3, 4, 5"][/call2action]
```

Use this shortcode to insert a call to action box in the page.

- **Title** – The title of the box.
- **Link** – The URL of the button.
- **Button** – The button text.
- **Style** – The style of the box; accepted values are: 1, 2, 3, 4, 5

10.12. Accordion

```
[accordion]
  [toggle title="" opened=""][/toggle]
  [toggle title="" opened=""][/toggle]
[/accordion]
```

Use this shortcode to insert in the page an accordion containing toggles.

- **Title** – The name of the toggle
- **Opened** – Choose what panel is opened by default; accepted values are: yes / no

10.13. Tabs

```
[tabs tab1="" tab2=""]
  [tab id="1"][/tab]
  [tab id="2"][/tab]
[/tabs]
```

Use this shortcode to insert horizontal tabs in the page.

- **Tab** – The name of the tab; attributes should be like this: tab1, tab2, tab3... up to the desired number of tabs
- **Id** - The number of the corresponding tab

10.14. Full Width Box

```
[full-width-box size="" image="" background="" background_position="" background_repeat="" background_size="" background_attachment="" border="" border_color="" padding_top="" padding_bottom=""][/full-width-box]
```

Use this shortcode to insert a full width box in the page.

- **Size** - The size of the content; default is 100; default values are numbers between 10 - 100 while the number represent the width percentage
- **Image** - The background image file path for the full width box
- **Background** - The background color for the full width box
- **Background Position** - The background image position; accepted values are standard CSS3 values;
See details about CSS3 Background Position
(http://www.w3schools.com/cssref/pr_background-position.asp)
- **Background Repeat** - The background image repeat method; accepted values are standard CSS3 values;
See details about CSS3 Background Repeat
(http://www.w3schools.com/cssref/pr_background-repeat.asp)
- **Background Size** - The background image size; accepted values are standard CSS3 values;

See details about CSS3 Background Size

(http://www.w3schools.com/cssref/css3_pr_background-size.asp)

- **Background Attachment** - The background attachment attribute; accepted values are standard CSS3 values;

See details about CSS3 Background Attachment

(http://www.w3schools.com/cssref/pr_background-attachment.asp)

- **Border** - The full width box border size in pixels
- **Border Color** - The full width box border color; hex, rgb, rgba or color
- **Top & Bottom Padding** - The full width box top & bottom padding

10.15. Team / Person

```
[person name="" position="" picture="" style="" facebook="" twitter="" linkedin="" email=""][/person]
```

Use this shortcode to insert a person profile in the page.

- **Name** - The name of the person
- **Position** - The person's position
- **Style** - The accepted values are: default, mini
- **Picture** - The URL for the person's photo
- **Facebook, Twitter, LinkedIn, Email** - The personal and contact details for the person

10.16. Testimonials

```
[testimonials speed="" height=""]
  [testimonial name="" image=""][/testimonial]
  [testimonial name="" image=""][/testimonial]
[/testimonials]
```

Use this shortcode to insert testimonials in the page.

- **Name** – The name of the person giving the testimonial
- **Image** – The image of the person giving the testimonial
- **Speed** – The speed in milliseconds of the slider; default is 5000
- **Height** – The height of each testimonial; accepted values are auto / equal

10.17. YouTube / Vimeo Video

```
[youtube id="" width="" height="" responsive=""]
[vimeo id="" width="" height="" responsive=""]
```

Use this shortcode to insert in the page a video from YouTube or Vimeo.

- **ID** – The ID of the YouTube or Vimeo Video
- **Width & Height** – The exact dimensions of the video
- **Responsive** – Use yes / no; yes makes video responsive

10.18. Toggle Boxes

```
[toggle-box title=""][/toggle-box]
```

Use this shortcode to insert a toggle box in the page.

- **Title** - The name of the toggle box

10.19. Content Slider

```
[slider speed="" height=""  
  [slide][slide]  
  [slide][slide]  
[/slider]
```

Use this shortcode to insert a slider in the page. Insert the content for each slide between the [slide] and [/slide] up to the desired number of slides.

- **Speed** - The speed in milliseconds of the slider; default is 5000
- **Height** - The height of each testimonial; accepted values are auto / equal

10.20. Text Marker

```
[marker color=""][/marker]
```

Use this shortcode to mark the desired text with a specific color.

- **Color** - The accepted values are: default, red, blue, orange, green, black

10.21. Special Boxes

```
[box style="" icon="" title="" background=""][/box]
```

Use this shortcode to insert a special box in the page.

- **Style** - The style of the special box; accepted values are: default, 1, 2, 3, 4, 5
- **Icon** - Insert the icon name (without the "fa-"; example: "fa-home" is actually "home").
Full list available at FontAwesome.com (<http://fontawesome.github.io/Font-Awesome/icons/>)
- **Title** - The title of the box
- **Background** - The background color of the box; accepted values are hex codes, rgb, rgba and color names

10.22. Progress Bar

```
[progress color="" percent=""][/progress]
```

Use this shortcode to insert a progress bar in the page.

- **Color** - The color of the progress bar; accepted values are: red, blue, green, orange
- **Percent** - Type in the percentage of the progress bar to be filled

10.23. Pricing Table

```
[pricing-table]
[pricing-column size="" last="" highlight=""]
  [pricing-header currency="" price="" frequency=""][/pricing-header]
  [pricing-row][/]pricing-row]
  [pricing-row][/]pricing-row]
  [pricing-footer]
    [button link="" color="" size="" title=""][/button]
  [/]pricing-footer]
[/pricing-column]
[/pricing-table]
```

Use this shortcode to insert a pricing table in your page.

- **Size** – Choose a size for the pricing table column; accepted values are: 1/2, 1/3, 1/4
- **Last** – Use yes / no; your last column should have yes value
- **Highlight** – Use yes / no to choose if you want to highlight or not a specific column
- **Currency** – Type in the currency symbol
- **Price** – Type in the price
- **Frequency** – Type in the frequency of the payment
- **Link** – The URL of the button
- **Color** – The button color; accepted values are: default, red, green, blue, violet, navy, gray
- **Size** – The button size; accepted values are: small, medium, large, extra-large
- **Title** – The title for the button

10.24. FontAwesome Icons

```
[icon icon="" position="" boxed="" size="" color="" bg="" border=""]
```

Use this shortcode to insert an icon in the page.

- **Icon** – Insert the icon name (without the "fa-"; example: "fa-home" is actually "home").

Full list available at FontAwesome.com (<http://fontawesome.github.io/Font-Awesome/icons/>)

- **Position** – The position of the icon; accepted values are: left, center, right
- **Boxed** – Use yes / no to choose if you want to place the icon in a box
- **Size** – Choose the size of the icon; accepted values are: 2x, 3x, 4x, 5x
- **Color** – The color of the icon; accepted values are hex codes or color names
- **Bg** – The background color of the icon; accepted values are hex codes or color names
- **Border** – The border color of the icon; accepted values are hex codes or color names

10.25. Clients Slider

```
[clients]
  [client name="" link="" image=""]
  [client name="" link="" image=""]
[/clients]
```

Use this shortcode to insert a slider with client's profiles.

- **Name** – Type in the client name
- **Link** – Insert the URL for the client
- **Image** – Insert the URL for the client image

10.26. Lightbox Image

```
[pretty-photo gallery="" title="" image="" visible=""][/pretty-photo]
```

Use this shortcode to insert a lightbox image in the page.

- **Title** – Type in the title for the image
- **Image** – Insert the image URL
- **Gallery** – Group two or more images in galleries
- **Visible** – Choose if the gallery link is visible or not; accepted values are yes / no

10.27. Picture Zoom

```
[picture-zoom image=""]
```

Use this shortcode to insert an image with a zoom effect in the page.

- **Image** – Insert the image URL

10.28. Agenda

```
[agenda]
  [event-day date=""][/event-day]
  [event time="" room=""][/event]
[/agenda]
```

Use this shortcode to insert an agenda in your page.

- **Date** – Type in the date of the event
- **Time** – Type in the time of the event
- **Room** – Type in the location of the even

10.29. Countdown

```
[countdown year="" month="" day="" hour="" minutes="" lang="" align=""]
```

Use this shortcode to insert a countdown in your page.

- **Year** – Type in the year for the countdown clock
- **Month** – Type in the month for the countdown clock; accepted values are 1 to 12
- **Day** – Type in the day for the countdown clock; accepted values are 1 to 31
- **Hour** – Type in the hour for the countdown clock; accepted values are 0 to 24
- **Minutes** – Type in the minutes for the countdown clock; accepted values are 0 to 60
- **Lang** – Type in the country code for the desired language to display the countdown clock. Leave it blank for English. Type in sv for Swedish, es for Spanish, ru for Russian, pt for Portuguese, ko for Korean, ja for Japanese, it for Italian, de for German, fr for French, nl for Dutch, zh-CN / zh-TW for Chinese simplified / traditional, ar for Arabic etc
- **Align** – Type left, center or right

10.30. Google Map

```
[map-maker latitude="" longitude="" type="" zoom="" height=""]  
  [location address="" latitude="" longitude="" title="" marker=""]  
[/map-maker]
```

Use this shortcode to insert a map in your page.

- **Location Latitude** – Enter the decimal latitude value
- **Location Longitude** – Enter the decimal longitude value

- **Height** – Enter the height of the map in pixels. Default is 500. Width is automatic set to 100%.
- **Type** – Enter the map type. Available types: roadmap, satellite, terrain, hybrid. Default is set to roadmap
- **Zoom** – Enter the zoom level of the map. Default is set to 15
- **Marker** – File path to the marker; this option can be empty
- **Map Latitude & Longitude** – Center of the map

10.31. Photo Frame

```
[photo-frame][/  
photo-frame]
```

Use this shortcode to insert a nice frame around your images. Do not include texts or anything else.

10.32. Weather

```
[simple-weather location="London, Uk" latitude="" longitude="" days="2" night="no" units="metric" date="l"]
```

Use this shortcode to insert the weather for a specific location.

- **Location** – Choose the location for the weather display
- **Latitude & Longitude** – Coordinates of a location that cannot be found by name
Use decimal coordinates (ex: 43.343 & 12.4543)
- **Days** – Choose the number of days to forecast. Max 14 days
- **Night** – yes / no. Choose to display the night temperature or not

- **Units** - imperial / metric. Default is internal (according to the country). Imperial = F, Metric = C
 - **Date** - Date format according to: <http://php.net/manual/ro/function.date.php> (<http://php.net/manual/ro/function.date.php>)
-

10.33. Text Rotator

```
[simple-text-rotator animation="" separator="" speed=""][/simple-text-rotator]
```

Use this shortcode if you want to animate texts.

- **Animation** - Choose one of the seven animations available: dissolve, fade, flip, flipUp, flipCube, flipCubeUp, spin
 - **Separator** - Choose a character as separator. Any character is allowed. Example: “|” , “,” , “/“ , “;” . Default is: “|”
 - **Speed** - Choose the animation speed in milliseconds. Default is: 2000
-

10.34. QR Code

```
[simple-qr size="" align="" type="" margin="" pointer_text="" pointer_color="" pointer_position=""]
```

Use this shortcode to insert a QR code in your page.

- **Size** – Type in the size in pixels for the QR code
- **Align** – The alignment of the code in the page; accepted values are: left, right, center
- **Type** – The QR code type; the accepted values are: bookmark, url, contact, email,

phone, geo, sms, wifi, text. Depending on the QR code type you will need to insert values for specific attributes

- **Margin** – Type in the bottom margin in pixels
- **Pointer Text** – Call to action text to place below the QR Code. If left empty, no text will be displayed
- **Pointer Color** – HEX color of the Call to Action text (ex: #CC0000)
- **Pointer Position** – Position of the Call to Action text. left, right, center

10.34.1. Bookmark QR Code

```
[simple-qr size="" type="bookmark" title="" url="" margin=""]
```

- **Title** – Type in the bookmark title
- **Url** – Type in the bookmark URL

10.34.2. Contact QR Code

```
[simple-qr size="" type="contact" name="" address="" phone="" email="" margin=""]
```

- **Name** – Type in the contact name
- **Address** – Type in the contact address
- **Phone** – Type in the phone number for the contact
- **Email** – Type in the email address for the contact

10.34.3. Email QR Code

```
[simple-qr size="" type="email" email="" subject="" message="" margin=""]
```

- **Email** – Type in the email address where the email will be sent

- **Subject** – Type in the subject for the email
- **Message** – Type in the message of the email

10.34.4. Phone QR Code

```
[simple-qr size="" type="phone" phone="" margin=""]
```

- **Phone** – Type in the phone number

10.34.5. Geo QR Code

```
[simple-qr size="" type="geo" lat="" lon="" height="" margin=""]
```

- **Lat** – Type in the coordinates for the latitude
- **Lon** – Type in the coordinates for the longitude
- **Height** – Type in the coordinates for the altitude

10.34.6. SMS QR Code

```
[simple-qr size="" type="sms" phone="" message="" margin=""]
```

- **wifi_type** – Type in the WIFI type; accepted values are: Open, WAP, WEB
- **ssid** – Type in the name of the WIFI
- **password** – Type in the WIFI password

10.34.7. Text QR Code

```
[simple-qr size="" type="text" text="" margin=""]
```

- **Text** – Type in a text to be encoded as a QR code
-

11. Plugin Integration

The Equestrian theme is a modern state of the art theme, ready for the most popular 3rd party plugins. Design elements have already been set up. You only need to install the plugin and it will be integrated in the website by default. The Equestrian WordPress Theme is perfectly adapted for popular plugins like:

11.1. WooCommerce

The most popular, easy to use plugin for e-commerce. All e-shop pages are adapted to the Equestrian theme. To learn how to install the Woocommerce plugin go to WooCommerce (<http://docs.woothemes.com/document/woocommerce/>) and follow the detailed instructions.

11.2. Contact Form 7

The simple but flexible plugin for contact forms. All contact forms are perfectly integrated in the Equestrian theme, the graphics will look great and natural. Go to Contact Form 7 (<http://wordpress.org/plugins/contact-form-7/installation/>) to learn how to install the Contact Form 7 plugin and other detailed information.

11.3. All in One SEO & Yoast SEO

Equestrian theme is fully adapted to integrate popular SEO plugins like All in One SEO and Yoast SEO to help you boost your website rankings. Learn how to install the plugins at All in One SEO Pack (<http://wordpress.org/plugins/all-in-one-seo-pack/installation/>) and Yoast SEO (<http://wordpress.org/plugins/wordpress-seo/installation/>)

11.4. Translation with WPML

The WordPress Multilingual Plugin is the most popular language localisation plugin. Equestrian theme has custom design elements integrated for the WPML plugin. Learn more about the WPML plugin by visiting the official website at WPML (<http://wpml.org/>)

11.5. WP-PageNavi

You can use the WP-PageNavi plugin for a more advanced paging navigation interface. After installing it, the Equestrian theme will automatically replace the default options with the WP-PageNavi options, no programming needed. Go to WP-PageNavi (<http://wordpress.org/plugins/wp-pagenavi/installation/>) to learn how to install the WP-PageNavi plugin and other detailed information.

11.6. Breadcrumb NavXT

Use the Breadcrumb NavXT plugin to change the breadcrumbs design of the theme. After installing it, the Equestrian theme will automatically replace the default options with the Breadcrumb NavXT options, no programming needed. Go to Breadcrumb NavXT (<http://wordpress.org/plugins/breadcrumb-navxt/installation/>) to learn how to install the Breadcrumb NavXT plugin and other detailed information.

11.7. MailChimp

Use the Mail Chimp plugin to activate the newsletter on the bottom right of the screen. After installing it, the Equestrian theme will automatically apply the styles. Go to Mail Chimp (<http://wordpress.org/plugins/mailchimp/>) to learn how to install the Mailchimp plugin and other detailed information.

11.8. BBPress

Test

12. CSS & JS Files

CSS Files: You can find below a list with all the CSS files located at **Equestrian > CSS**. If you want to insert your own custom CSS code, you can use the Custom CSS field, located at **Appearance > Equestrian Options > Advanced Options**. Do not make

changes to the CSS files below. A theme update will overwrite all changes made. Insert all your custom CSS only in the Custom CSS field. It will override the all.css file and the changes will not be affected by an update.

Javascript Files: You can find below a list with all the Javascript files located at **Equestrian > JS**. It is strongly recommended to avoid making any changes. If you consider you have the necessary knowledge and wish to edit them, we strongly recommend making a copy before.

13. Equestrian Child Theme

A great solution to keep all your customized options safe when updating is to create a child theme. In short, this is a WordPress theme, running alongside the original theme, with some customization overriding some original functions, without altering the original theme itself in any way.

You can create a child theme by uploading the **equestrian-child** folder (unzip from download package) next to the equestrian folder in the **wp-themes** folder.

Customizations made in the child theme folder **will override** the original theme. Files with the same names from the child folder will override the same files from the original theme. (ie. header.php in equestrian-child will completely override header.php from equestrian)

If you want to learn more about the child theme customization, please follow **this link** (<http://wp.tutsplus.com/tutorials/wp101-training/how-to-customize-your-wordpress-theme-with-a-child-theme/>) to read a comprehensible article.

14. Translating the Theme

If you choose to translate your theme without any translation plugin, the first thing you should do is to download and install Poedit (<http://www.poedit.net/>). Alternatively you can translate your theme without any external software, just by installing the Codestyling Localization (<http://wordpress.org/extend/plugins/codestyling-localization>) Plugin.

14.1. CodeStyling Translation

The easiest way to translate your theme is by installing the Codestyling Localization (<http://wordpress.org/extend/plugins/codestyling-localization>) plugin. Install and activate the plugin and go to **Tools > Localization** (shown in your language), then follow the instructions (<http://www.code-styling.de/english/development/wordpress-plugin-codestyling-localization-en>) on how to translate the theme.

14.2. Poedit Translation

To translate the theme using Poedit you need to follow the next steps:

- Open the en_EN.po in Poedit
- Save as your new language. The filename of your .po is crucial. Gettext uses the ISO 639 standard for language abbreviations and ISO 3166 for locales. If your translation is written in American English for example, your file name will look like en-US.po. Capitalization is also important here. For a full list of language and country codes, check out these two links: [Gettext language codes](http://www.gnu.org/software/gettext/manual/gettext.html#Language-Codes) (<http://www.gnu.org/software/gettext/manual/gettext.html#Language-Codes>) and [Gettext country codes](http://www.gnu.org/software/gettext/manual/gettext.html#Country-Codes) (<http://www.gnu.org/software/gettext/manual/gettext.html#Country-Codes>)
- Once you save, POEdit by default automatically creates a .mo file alongside your .po file. It is recommended to keep both files together.
- Place the .mo and .po files in the languages folder located in the equestrian folder

14.2.1. Setting up the translation in WordPress

The final step is to tell WordPress which translation file to use for your website. To do so you need to edit `wp-config.php` located in the root folder of your WordPress installation. When you open the **wp-config.php** file it should look like this:

```
/**
 * WordPress Localized Language, defaults to English.
 *
 * Change this to localize WordPress. A corresponding MO file for the chosen
 * language must be installed to wp-content/languages. For example, install
 * de_DE.mo to wp-content/languages and set WPLANG to 'de_DE' to enable German
 * language support.
 */
define('WPLANG', '');
```

Your file should already contain `define('WPLANG', '');` but if it does not, you can add it in. You simply need to add your language and locale code into the define. If you were to translate your theme into German, you would have this:

```
define('WPLANG', 'de_DE');
```

For more details about WordPress localization please visit the WordPress Codex: [WordPress in Your Language](http://codex.wordpress.org/WordPress_in_Your_Language) (http://codex.wordpress.org/WordPress_in_Your_Language)

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