



# ZEAL | Smartcat

Theme Documentation

*A Fully-Loaded, Professional Theme for WordPress*



SELECT A FEATURED POST TO HAVE IT  
DISPLAYED HERE

You may use the built in WordPress Customizer to modify which post

## WELCOME TO ZEAL

Zeal is a magazine-inspired, visually enticing WordPress theme, designed by Smartcat. This documentation walks you through the theme's key features and settings.

## TABLE OF CONTENTS

### GETTING STARTED

- |                                     |   |
|-------------------------------------|---|
| 1. Installation                     | 4 |
| 2. Licence Activation               | 4 |
| 3. Import Settings from Free to Pro | 5 |
| 4. Moving Your Zeal Licence         | 5 |

### SETTING UP YOUR ZEAL FRONT PAGE

- |                                   |   |
|-----------------------------------|---|
| 5. Frontpage Banner Image & Links | 6 |
| 6. Three Front Page Images & Text | 7 |
| 7. Other Frontpage Features       | 8 |
| 8. Setting Frontpage Content      | 9 |

### INSIDE YOUR ZEAL SITE

- |                                                                        |    |
|------------------------------------------------------------------------|----|
| 9. Blogroll Settings                                                   | 10 |
| 10. Zeal Pages                                                         | 10 |
| 11. Zeal Custom Post Types: Events, FAQs, Gallery, News & Testimonials | 11 |
| Step 1. Creating Custom Posts Types                                    |    |
| Step 2. Displaying Custom Posts                                        |    |
| 12. Zeal Custom Widgets                                                | 13 |
-

**OTHER SETUP DETAILS**

13. Site Appearance	13
14. Footer	14
15. Smartcat Theme Branding	14
16. Menus	14

<b>STILL HAVE QUESTIONS?</b>	<b>15</b>
------------------------------	-----------



## GETTING STARTED

# 1. Installation

When you purchase Zeal Pro from Smartcat, you'll receive an email containing your licence number, a link to generate your invoice, and a link to download your compressed theme files.

Once you've downloaded the theme files, there are two ways to install them on your WordPress site:

### 1. Upload Zeal **directly to WordPress**

1. Navigate to **Appearance > Themes** in your WordPress dashboard.
2. Click **Add New**
3. Click **Upload Theme**
4. Click **Choose File** and select the compressed (.zip) Zeal file you just downloaded from your computer.
5. Click **Install Now**.
6. To make Zeal the active theme on your site, click **Activate**.
7. Activate your Zeal licence (see below.)

### 2. Install Zeal through **the Root Folder**

1. Decompress the Zeal (.zip) file that has just downloaded to your machine by double-clicking.
2. In your the root folder of your WordPress install, navigate to *wp-content > Themes*.
3. Copy and paste the Zeal file into *Themes*.
4. Reload your WordPress dashboard, and click **Themes**. You should now see Zeal included.
5. To make Zeal the active theme on your site, click **Activate**.
7. Activate your Zeal licence (see below.)

# 2. Licence Activation

The Zeal licence can be activated on any one site at a time. Your licence key is included in the purchase confirmation email you

---

received from Smartcat. After activating Zeal as the theme on your site, click on **Appearance > Zeal Licence** in your WordPress dashboard.

Copy and paste your licence key into the blank field, click **Save** then **Activate Licence**.

## 3. Import Settings from Free To Pro

If you started with the free version of Zeal and are now upgrading to Pro, you may want to import the settings from Zeal. You can do so from the same **Zeal Licence Page**.

Your settings will be replicated in Zeal Pro. Please note that the import will override any changes you may have made in Pro version thus far.

## 4. Moving Your Zeal Licence

Trying to activate the Zeal licence on a second WordPress install without first deactivating it from the first site will not work. To deactivate your licence, delete it from the field on the Zeal Licence page and click save.

**Deleting your WordPress install without first deactivating your Zeal licence theme will not result in licence deactivation.** Rather it may make it impossible for you deactivate the licence, or reactivate it on a new site, thus rendering your licence useless.

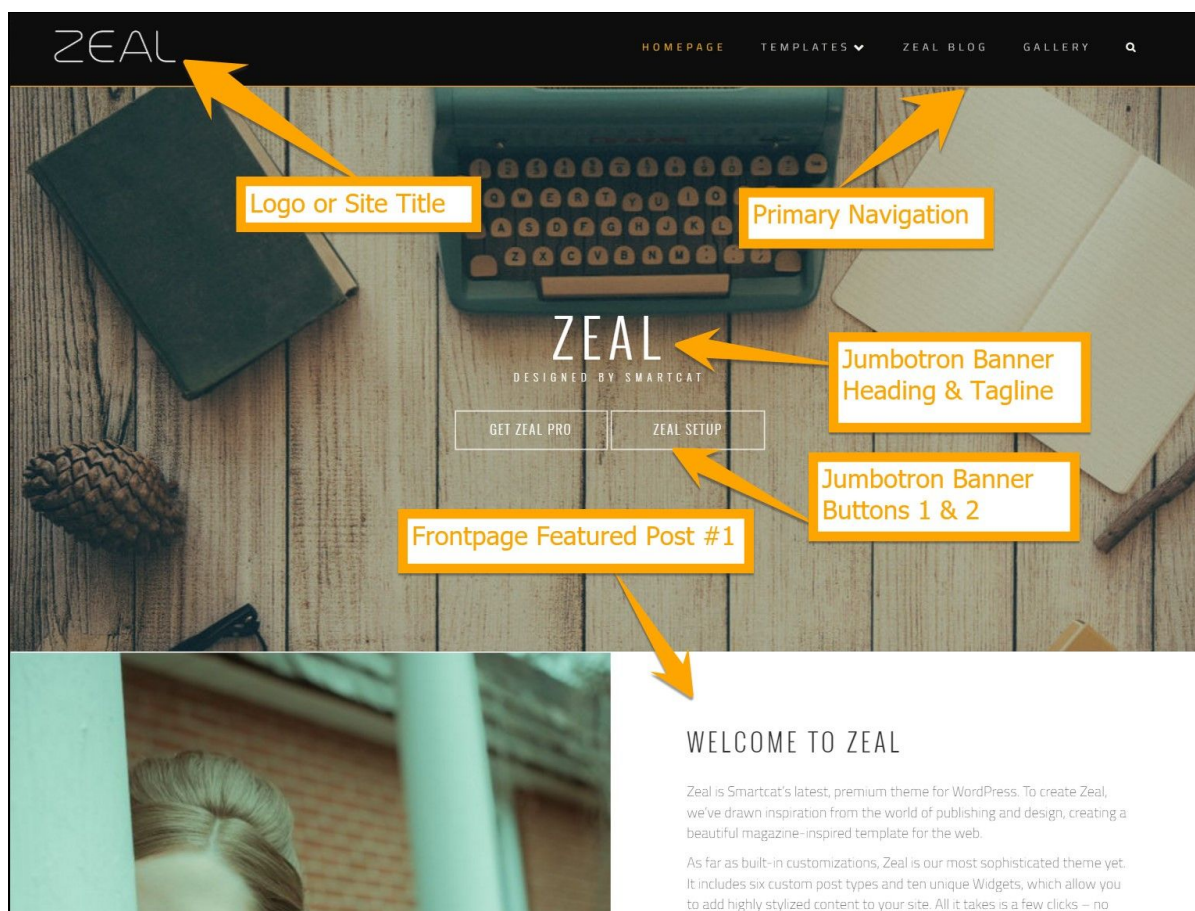
**It is the user's responsibility to deactivate their Zeal Licence when moving the theme between sites.** Smartcat cannot recover a licence that has been lost in this way.

---

## SETTING UP YOUR ZEAL FRONT PAGE

# 5. Front Page Banner Image & Links

The large banner at the top of your Zeal frontpage is called the Jumbotron. This is the first place you'll want to customize when you start working with Zeal.



In your WordPress dashboard, go to **Customize > Jumbotron**

Jumbotron Options:

1. Slider - up to 5 images
  - Select **Jumbotron Settings**. For Jumbotron Style select "Slider"
  - Then go to **Customize > Jumbotron > Slider Images**. Upload up to five images.
2. One Parallax Image

- Select **Jumbotron Settings**. For Jumbotron Style select “Static Image”
- Then go to **Customize > Jumbotron > Static Image > Use Static Image**. Upload an image from your computer.

3. Solid background color (no image):

- Select **Jumbotron Settings**. For Jumbotron Style select “Static Image”
- Select **Customize > Jumbotron > Static Image > Use Background Color**. Select the color from the color picker.

To set the text and button links over the Jumbotron, go to Jumbotron Settings, and scroll down to “Banner Heading”.

From here you can also modify:

- the color filter
- slide delay timing
- slide transition effects (8 options)
- slide loader style
- previous and next buttons
- The text on the Jumbotron (“Banner Heading,” content and font size)
- The Banner subtitle
- Button text and links
- Disable the Jumbotron

## 6. Three Frontpage Images & Text

The three images and boxes that appear directly below the Jumbotron are **Featured Posts** from your blog reel.

Once you’ve published posts on the site, you can enable these areas.

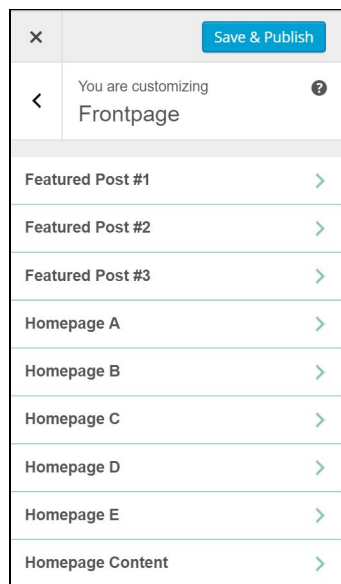
To set a featured post, go to **Customize > Featured Post #1**.

Select the post from the dropdown list of published posts. Click **Save & Publish**.

If you don’t want want to a Featured Post area, click in to the Featured Post you

The screenshot shows the WordPress Customizer interface for the 'Featured Post #1' widget. At the top right, there is a 'Save & Publish' button. Below it, the breadcrumb path is 'Customizing > Frontpage > Featured Post #1'. The main content area contains the following text: 'Customize the featured post that appears beneath the banner on your homepage'. Below this text, there is a section titled 'Show Featured Post #1 ?' with two radio button options: 'Visible' (which is unselected) and 'Hidden' (which is selected). At the bottom of the form, there is a section titled 'Select the Featured Post' with a dropdown menu that is currently empty.

want to hide from the customizer, and select “Hidden”.



## 7. Other Frontpage Features

Below Featured Posts, you’ll find the full-width widget Homepage Widget Areas A-E.

Under **Customize > Frontpage**, you can choose to use or hide each Widget area (select “Visible” to use, or “Hidden” to disable). You can also set the background color or background images for the widgets.

Set the Widgets content from a different part of the Customizer. (“**Widgets**”, see below)

### Widget Area Background Colors & Images

Set a background image for Widgets A-D by clicking into **Homepage A - D**. If you don’t want to use an image, leave the image uploader blank. Each widget area has a default color which cannot be changed without customization of the theme files.

- **Widget Area A** will be the same color as the the skin color you set under **Customize > Appearance > Skin Color**.
- Widget Areas B-E will be alternating shades of white, grey and black.

### Widget Content

Set which widgets appear in each widget areas from:

1. **Customize > Widgets > Homepage (A-E) > Add or Remove Widget**
2. In the WordPress dashboard, **Appearance > Widgets** (default WordPress configuration)



## 8. Setting Frontpage Content

Below the widgets on your homepage, you'll find an area called "The Frontpage." This is a default WordPress theme feature, where you can feature either:

1. Your recent Posts (a blog roll); or
2. A standard WordPress page

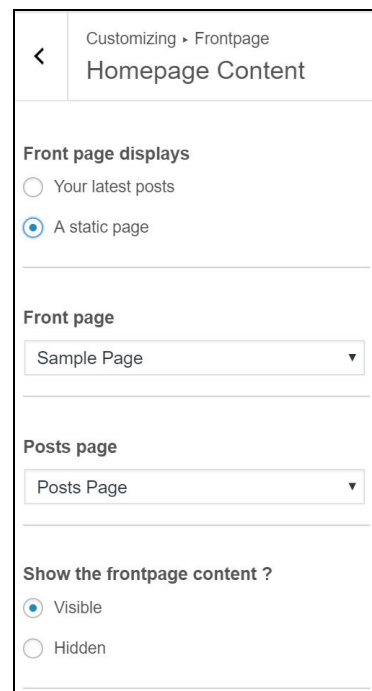
Set this content from **Customize > Frontpage > Homepage Content**.

If you want to have your recent posts appear in this area, set your Front page display to **Recent Posts**. They'll appear in a stacked layout of boxes, as defined in the Blogroll settings. (See below)

If you want to have another static page that doesn't change, set your Front page display to **A static page**.

You'll need to choose a page from your list of published pages to occupy the the **Front Page** space on your homepage. You'll also need to create a page where your blog roll will appear, which you'll set as your **Posts Page**.

If you don't want to use a Front page, under **Customize > Frontpage > Homepage Content**, go to **Show frontpage content** and select **"Hidden."**



## INSIDE YOUR ZEAL SITE

# 9. Blogroll Settings

The blog roll has a stacked layout of squares.

From **Customize > Blog > Layout**, you can choose:

- A two column layout
- A three column layout
- The title for the Blog area
- The font size for the Blog Post Title
- The font size and text for the “Read More” button

To manage the appearance of individual posts, select **Customize > Single Post > Layout**. You can set:

- The image size to blog post ratio
- Whether to show or hide the post Author, Date, Categories or Tags

Disable comments or social sharing for individual posts from **Customize > Single Post**.

# 10. Zeal Pages

All Zeal Pages have the same simple layout, full-width layout. There are no sidebar Widgets in Zeal, with the two footer widget areas as the sole options for Pages.

However, you can use the **Page Templates** feature to add pre-styled, exclusive Zeal content types to your pages. Read more about these templates in *Zeal Custom Post Types*.

---

# 11. Zeal Custom Post Types: Events, FAQs, Gallery, News & Testimonials

Zeal features five custom post types:

**Events** - Create a list of events with a location, start time, end time, featured image and description.

**FAQs** - Frequently Asked Questions. These appear as a stylized question & answer list.

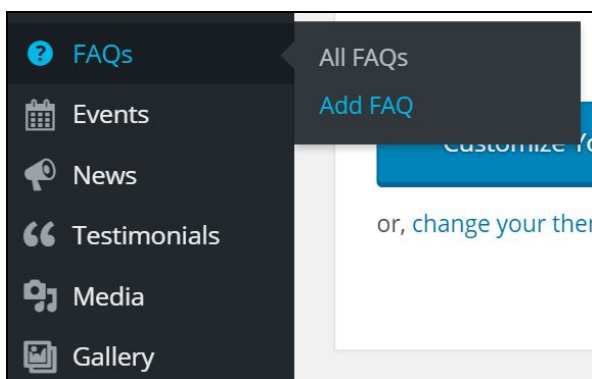
**Gallery** - Images displayed in a beautiful tiled layout, that expand over a black background when clicked.

**News** - These shorter content pieces feature a title, an image and text. They allow you to publish a separate news feed from your Posts Page.

**Testimonials** - These appear as a slider within stylized quotations, with the Title (person the quote is attributed to) appearing below.

These can be featured:

1. **In a Widget**, using the Zeal Testimonials Widget.
2. **On a Custom Page**, by setting the Page Template.



## STEP 1: CREATING CUSTOM POST TYPES

To display custom post types on your site (in either a page or a widget) start by creating the post content to feature.

In the WordPress dashboard, hover over the Custom Post Type you want, and clicking **Add [Custom Post Type]**.

Fill out the required fields, then click **Publish**. The information you can include for each post type is:

- **FAQs:** Title (the Question) and page body (the answer)
- **EVENTS:** Title, Event Date, Start Time, End Time, Location, Learn More URL, and page body (description)
- **GALLERY ITEM:** Title, Featured Image
- **NEWS ITEM:** Title, Featured Image, and page body (description)
- **TESTIMONIALS:** Title (the person the quote is attributed to) and the page body (The testimonial copy)

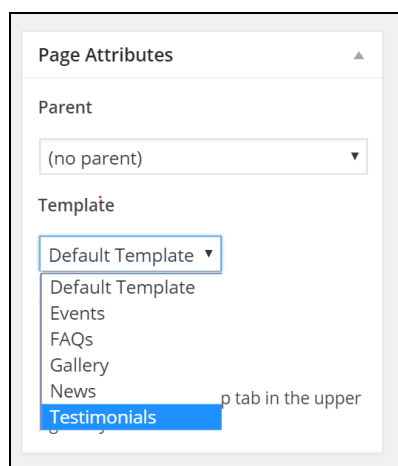
## STEP 2: DISPLAYING CUSTOM POST TYPES

To display your Custom Post type in a **Widget**, (eg. on your Frontpage) simply go to **Customize > Widgets**, and then add the corresponding Zeal Widget to the Widget Area.

The Widget will automatically output the content created in Step 1.

If you want to display the Custom Post types on their own page, go to **Pages > Add New**.

Title and publish your page, then set the Page Template you want to display from **Page Attributes**, below the Publishing Options in the right sidebar. Update to save.



**You do not need to insert anything into the page copy itself.** Your custom post types will now automatically appear on this page when you visit it, in the same way Posts appear on your Posts Page.

You can also set the Page Template from **Pages > Quick Edit > Templates**.

## 12. Zeal Custom Widgets

Zeal features four custom widgets, to make displaying stylized content quick and easy.

- Zeal Contact Form
- Zeal Contact Info
- Zeal Pricing Info
- Zeal Services

View examples on our demo site.

Configure these by going to **Widgets > Add Widget**. Fill out the the required fields and click **Save**.

Only the widget areas that you have set to “Visible” will appear here. (See Section 7 - Frontpage Features) If you’re missing a Widget Area, navigate to it from the Customizer under **Frontpage** or **Footer**, and make sure it is set to “Visible”.

### OTHER SETUP DETAILS

## 13. Site Appearance

From **Customize > Appearance**, you can modify other important design features for your site:

- Full-width or Boxed page layout
  - The Skin Color - 12 color options
  - Background - If you’re using the Boxed layout, this is the image or color that frames the site.
  - Fonts - Set the primary (titles, buttons) and secondary fonts (body copy) for your theme, as well as the size in px.
-

## 14. Footer

The footer contains two additional full-width horizontal widget areas. Set these to be Visible or Hidden from **Customize > Footer**.

Edit the content of the Footer widgets under **Customize > Widgets**. Click to add or remove new widgets from the available widgets list, then click **Save & Publish**.

## 15. Smartcat Theme Branding

By default, Zeal includes Smartcat logo and branding in the footer. Remove the Smartcat branding or add your own copyright text from the Customizer.

Go to **Customize > Theme Branding**. Adjust the settings to your liking and click **Save & Publish**

## 16. Menus

Zeal has one menu area - the Primary Menu at the top of the page, above the Jumbotron.

To control the menu contents, go to **Customize > Menus > Add A Menu**.

Select the pages, custom post types, categories, tags or custom link from your list of published items that you want to be navigable from the menu.

To make this menu your primary menu, go to **Customize > Menus > Menu Locations**. Click the "Primary Menu" dropdown, and select this new menu from the list of options. Click **Save & Publish**.

---

# STILL HAVE QUESTIONS?

We're here to help!

We always want feedback on your experience using our products. Whether you have changes or new features to suggest, or require quick help with configuration and debugging, we want to hear from you.

Visit: <http://smartcatdesign.net/get-support>

Thanks for choosing Smartcat!

