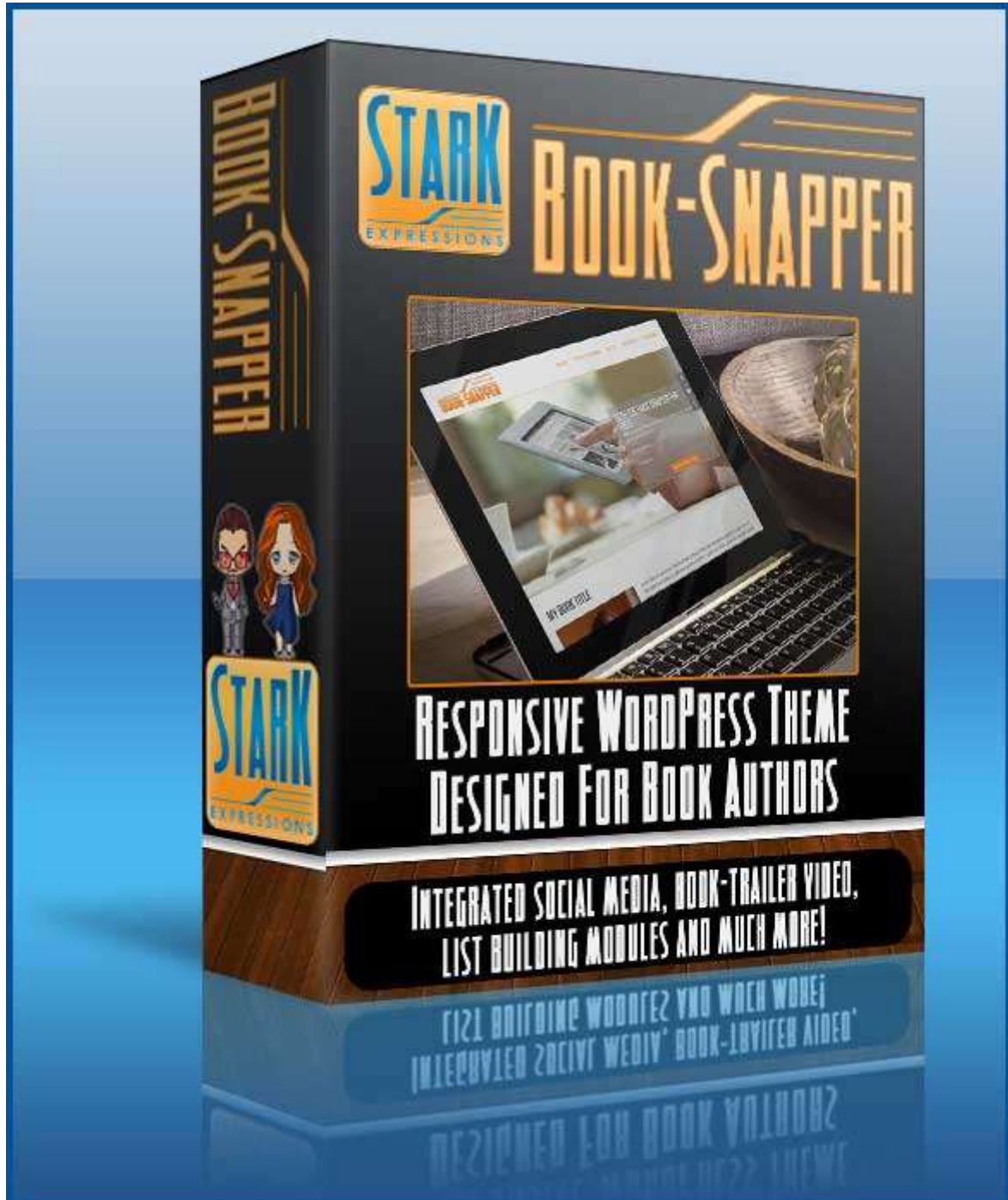


# BOOK-SNAPPER

## INSTALLATION GUIDE



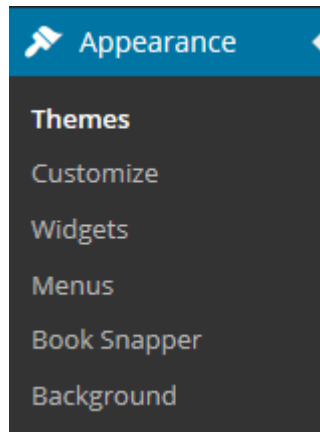
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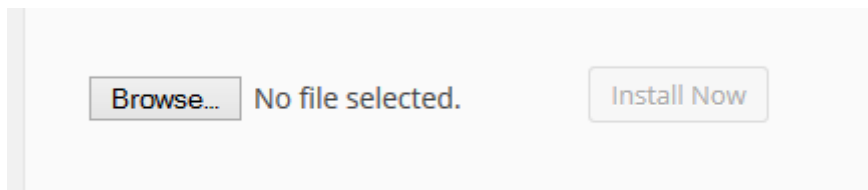
## 1) Installation

### a. Theme

In your WordPress dashboard go to **Appearance >> Themes >> Add New >> Upload Theme**



Browse for the zipped file called **Book Snapper** and then click on **Install Now**.



Once the theme has finished installed click on the option that says **Activate**. Now you are ready to start setting up your theme.

### b. Plugins

The following plugins need to be installed (if you wish to use the integrated **Contact Form** module):

- Contact Form 7

To install the plugins go to the menu and select **Plugins >> Add New >> Search**. Copy the name of the plugin listed above (*Contact Form 7*) and then click on **Search**.



Once you have found it click on **Install now**. The plugin will install and when complete, click on the option **Activate**.

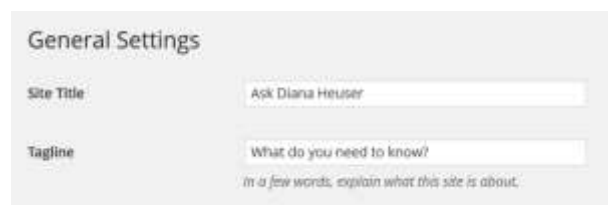
Do the same for all the plugins above.

Go back to your dashboard menu and select the option **Settings**.

## 2) Settings

### a. General

Type in the Site Title and Tagline you want for your site. Then click on **Save Changes**.



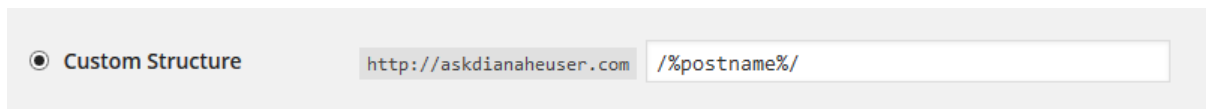
General Settings

Site Title: Ask Diana Heuser

Tagline: What do you need to know?  
in a few words, explain what this site is about.

### b. Permalinks

This is a really important setting. You must change it to the custom structure as shown in the diagram below. This helps with the SEO of your site. Remember to **Save the Changes**.

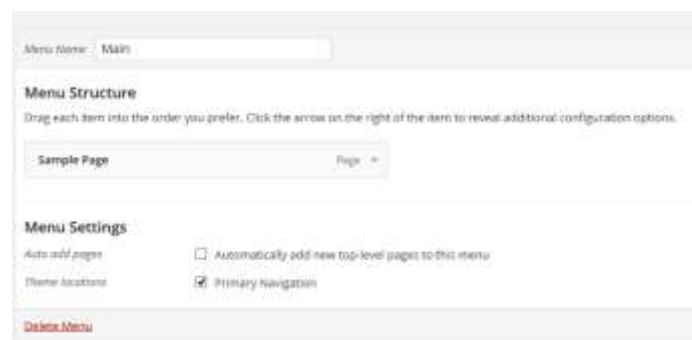


Custom Structure

http://askdianaheuser.com /%postname%

### c. Menu

This step must be done otherwise the theme will not show the sections correctly. Go to the menu option **Appearance >> Menus** and create a new menu. Type in whatever name you want to use and then **Save the Menu**. Add the sample page to the menu for now. We will come back and tidy up once you have created all your pages.



Menu Name: Main

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Sample Page Page →

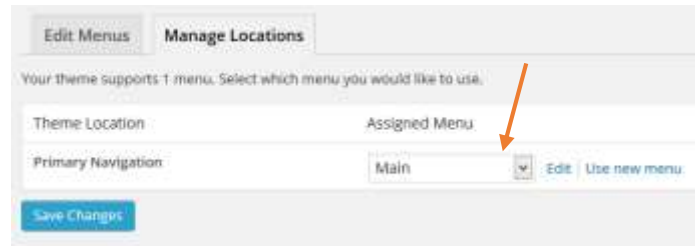
Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Theme locations  Primary Navigation

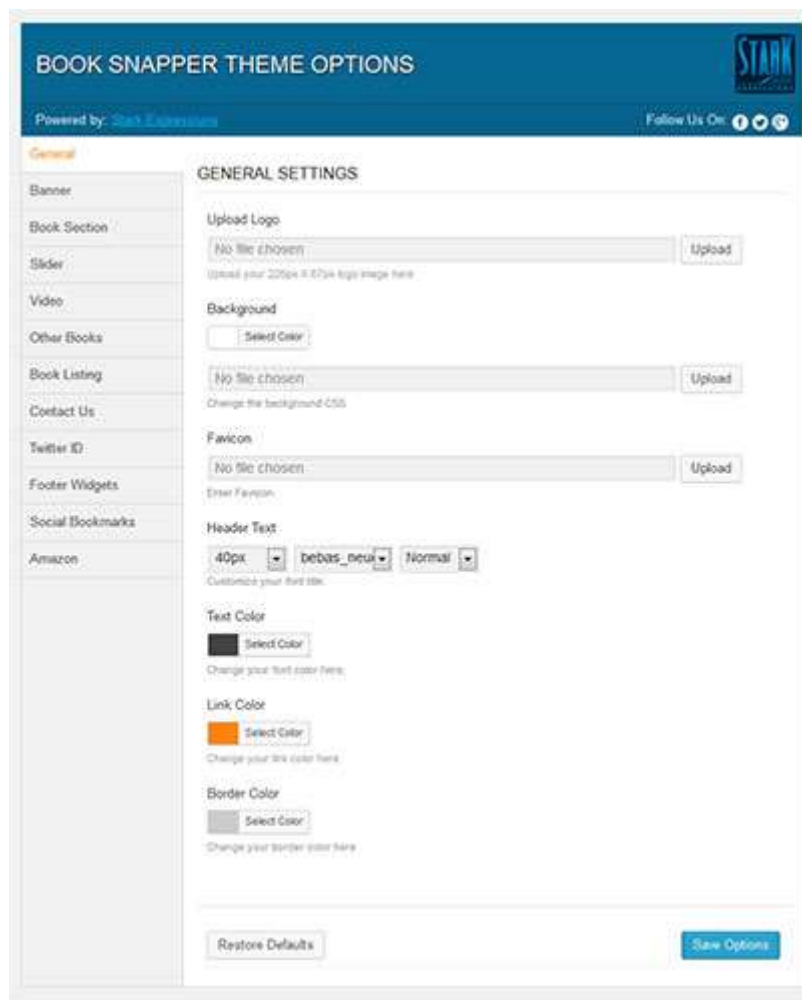
Delete Menu

Now go to **Manage Locations** and assign the menu you just created to the Primary Navigation. Remember to **Save Changes**.



### 3) Book Snapper Options

Go to **Appearance >> Book Snapper**. There you will see a screen that looks like this:



I will take you through each step.

#### a. Logo & Background

Using the image "Upload" button, it's easy to update your new theme with your own logo and/or a custom background image.

Simply upload the images of your choice or select them from the existing images in the WordPress media gallery

**GENERAL SETTINGS**

---

Upload Logo

No file chosen

Upload your 226px X 67px logo image here

Background

No file chosen

Upload a background image. -Optional-

Adding a custom favicon (tiny graphic seen in the address bar) is just as easy.

Favicon

No file chosen

Enter Favicon

Header Text

40px  bebas\_neu  Normal

Customize your font title.:

Text Color

Change your font color here.

Link Color

Change your link color here.

Border Color

Change your border color here.

---

And the last few settings on the “general” settings tab make it easy for you to edit the font size, type and colours of the text, hyperlinks and frame borders on your website.

***Don't forget to Save your changes using the “Save Options” button found at the bottom of every page in the Options Panel***

### b. Banner

The banner image is the large image that sits behind the optin box at the top of the page. You can change this to anything you want. The recommended dimensions are as follows: 960px by 400px.

Simply use the upload button once again to select an existing image from the media gallery or to upload a new image from your computer.



The screenshot shows a settings interface for a banner. On the left, a sidebar menu has four items: 'General', 'Banner' (highlighted in orange), 'Book Section', and 'Slider'. The main content area is titled 'BANNER SETTINGS'. Under the heading 'Banner Image', there is a file selection box that currently displays 'No file chosen' and an 'Upload' button to its right. Below the file box, there is a text prompt: 'Enter your 960px X 400px banner image here.'

Next, you have the option to turn on the Subscription Form at the top of the page. My suggestion is that you do this as it helps you to build up a readers list.

You can get an autoresponder or email list functionality from any of the following places:

- [Aweber](#)
- [Get Response](#)
- [MailChimp](#) (Free)

We will discuss how you put the code into the theme in the next section.

Remember to **Save Changes**.

### c. Subscribe

Change the subscription box title/heading and add a short text message to encourage your site visitors to join your mailing list.

Subscription Form Title

Enter your subscription title here

Subscription Description

Enter a brief message to encourage subscription here.

Visual Text

**B I ABC** [List Icon] [List Icon] [Quote Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon]

Paragraph [Underline Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon]

Formats Font Family Font Sizes InstaBuilder

Simply enter your details into the form below to download the first chapter right away:

p

Then, simply copy-and-paste the raw HTML subscription form code from your chosen autoresponder service into the Subscription Form text box.

Subscription Form

Copy-and-paste the Subscription Form code from your chosen autoresponder service here.

**1** IMPORTANT: Be sure to select the "Text" tab before pasting the Raw HTML autoresponder code into the text area.

Visual **Text**

```
<!-- subscription_form_crmjfs -->
<div id="subscription_form_crmjfs"><form action="http://www.herobot.com/arpr/a.php/sub/3/crmjfs" method="post">
<div><label>Email address</label>
<input id="email_address" name="email_address" type="text" value="" /></div>
<div><label>First name</label>
<input id="first_name" name="first_name" type="text" value="" /></div>
<div><input type="submit" value="Submit" /></div>
```

**2** Paste your autoresponder form code here.

Select On to Display

**3** If the toggle switch is set to "off" then the subscription form will NOT be displayed over the banner image.

Restore Defaults Save Options

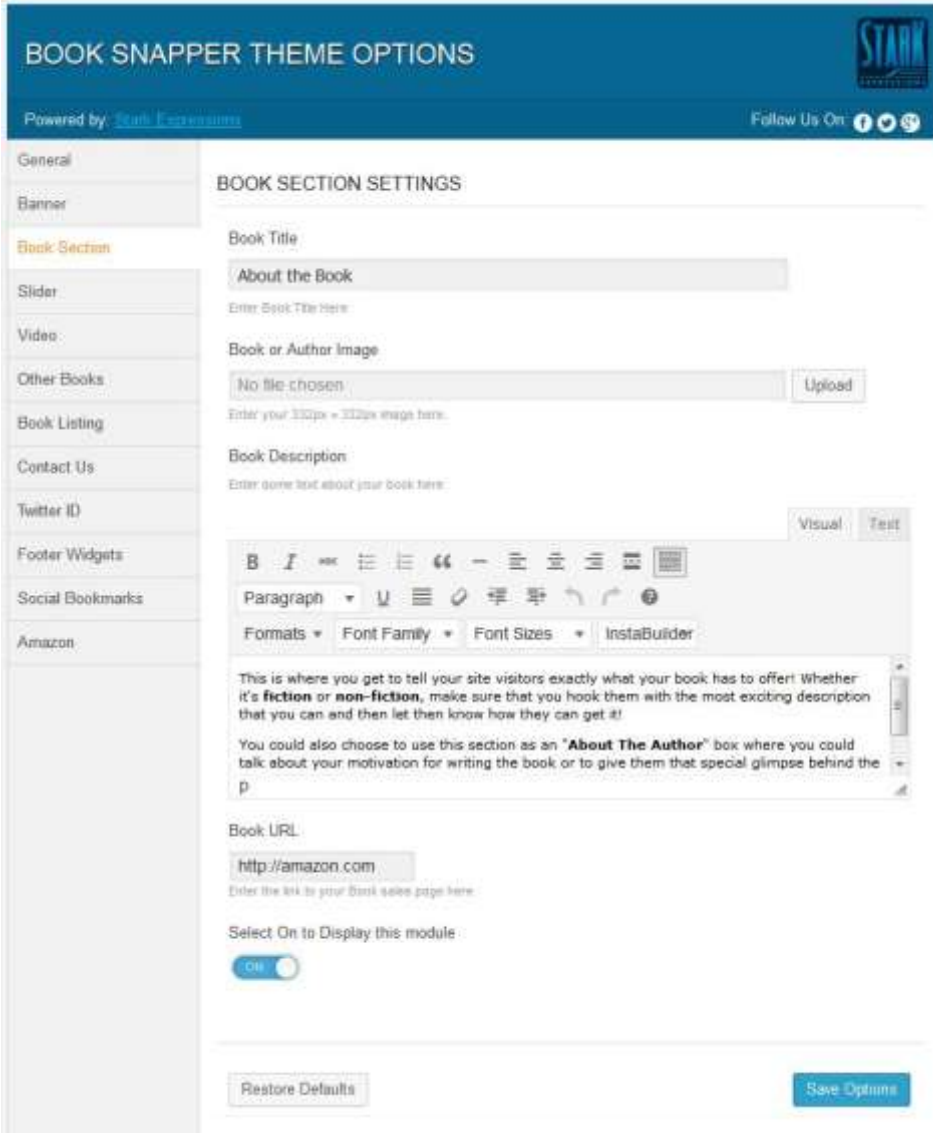
Remember to **Save Changes**.



### d. Book Section

This is the section where you can feature your new book.

Simply add a section heading, upload your book cover image using the upload button and provide a description of your book in the fields provided.



The screenshot shows the 'BOOK SNAPPER THEME OPTIONS' interface. On the left is a sidebar menu with categories: General, Banner, Book Section (highlighted), Slider, Video, Other Books, Book Listing, Contact Us, Twitter ID, Footer Widgets, Social Bookmarks, and Amazon. The main content area is titled 'BOOK SECTION SETTINGS' and contains the following fields:

- Book Title:** A text input field containing 'About the Book'.
- Book or Author Image:** A file upload field with 'No file chosen' and an 'Upload' button.
- Book Description:** A rich text editor with a toolbar (Bold, Italic, Underline, Bulleted List, Numbered List, Quote, Link, Unlink, Paragraph, Undo, Redo) and a 'Visual' / 'Text' toggle. The text area contains placeholder text: 'This is where you get to tell your site visitors exactly what your book has to offer! Whether it's **fiction** or **non-fiction**, make sure that you hook them with the most exciting description that you can and then let them know how they can get it! You could also choose to use this section as an **"About The Author"** box where you could talk about your motivation for writing the book or to give them that special glimpse behind the p'.
- Book URL:** A text input field containing 'http://amazon.com'.
- Select On to Display this module:** A toggle switch currently set to 'On'.

At the bottom of the settings area are two buttons: 'Restore Defaults' and 'Save Options'.

The toggle switch at the bottom of the page allows you to turn the visibility of this section on or off.

Remember to **Save Changes**.

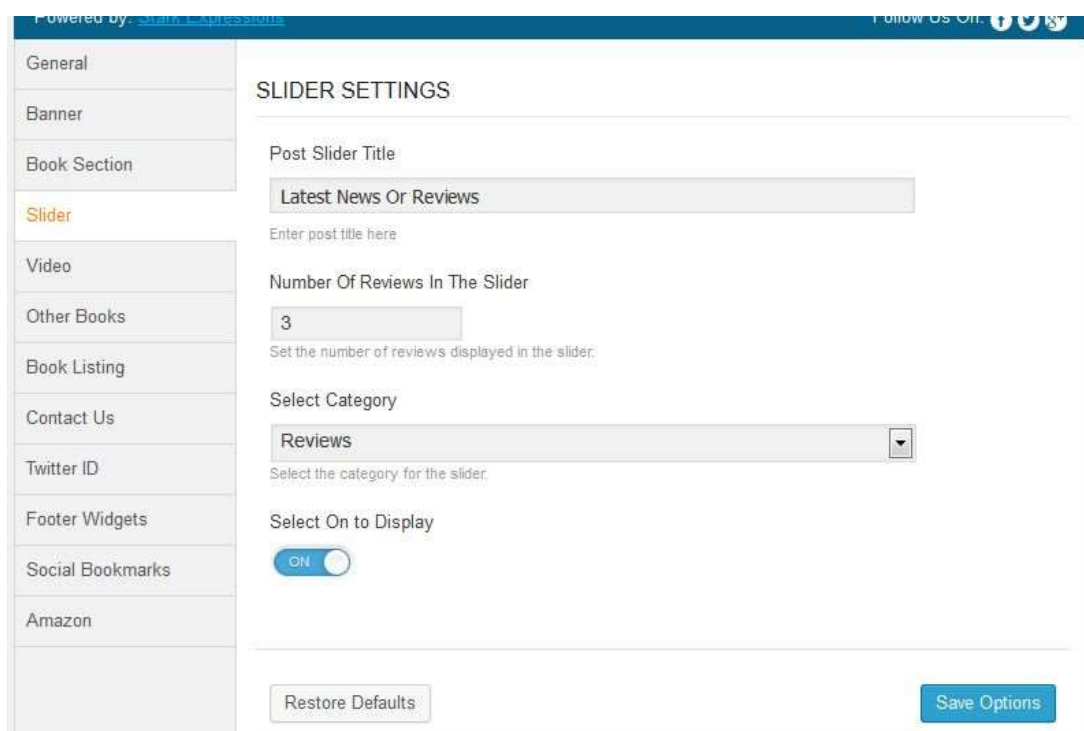
### e. Slider

This section allows you to highlight any category of posts in the form of a slider on the home page. This is a very simple way of allowing you to add Reviews of your book, or important book news and updates.

Just add the Title/Heading you wish to use for this section (Example: Reviews)

Enter the number of posts (or reviews) you want to load in the slider

And finally, select which category that contains the posts you would like featured in this section.



The image shows a screenshot of a WordPress dashboard widget configuration page. On the left is a sidebar menu with options: General, Banner, Book Section, Slider (highlighted in orange), Video, Other Books, Book Listing, Contact Us, Twitter ID, Footer Widgets, Social Bookmarks, and Amazon. The main content area is titled 'SLIDER SETTINGS'. It contains the following fields: 'Post Slider Title' with a text input containing 'Latest News Or Reviews'; 'Number Of Reviews In The Slider' with a text input containing '3'; 'Select Category' with a dropdown menu showing 'Reviews'; and 'Select On to Display' with a toggle switch set to 'ON'. At the bottom of the form are two buttons: 'Restore Defaults' and 'Save Options'.

**\*\* You will have to create the category first.** (See the image that follows for how to do this)

1 You can easily create new categories by simply visiting the "Categories" menu item found under "Posts" in the main WordPress navigation menu.

2 Enter your new category name here

3 These fields can be left blank.

4 Click here to add your new category

Name	Description	Slug	Posts
Reviews		reviews	3
test		test	0
Uncategorized		uncategorized	0

### f. Video

#### VIDEO SETTINGS

Video Title

Your Book-Trailer Video Title

Enter video title:

Video Embed URL

<http://www.youtube.com>

Enter the YouTube video embed URL. Example: <http://www.youtube.com/embed/PfLaC325S6M>

Video Description

Enter video description here.

Visual Text

b i link b-quote del ins img ul ol li code more close tags

Use this space to tell people a bit more about your book-trailer.

Select On to Display



Enter the Title and Text for your video. Then go to YouTube and get the code of your video. It will look like this:

<http://youtu.be/5eycEAPBmro>

Copy the section in Red and then paste it into the link below so that your URL link looks like this:

<https://www.youtube.com/embed/5eycEAPBmro>

Now copy and paste that link into the YouTube Video Embed URL field.

The toggle switch at the bottom at the page allows you to turn the visibility of this section on or off.

**Save Changes**

g. Other Books

Make sure that you have all your links to your books on Amazon or where ever you are selling your books from ready.

When you prepare the images for this section I would recommend that you use a transparent png file. That way it does not matter what background colour you have selected the image's background will be transparent.

Book-Snapper allows you to add up to FOUR additional books in this section. If you do not want to use Book 2, 3 or 4 just leave the titles blank and they will not show up on the site.

OTHER BOOKS SETTINGS

Main Section Title

Other Books

Enter main section heading

Book-1 Title

Book One

Enter Book-1 title

Book-1 URL

http://google.com

Enter the book-1 URL here.

Book-1 Description

Enter your book description.

Visual Text

**b i link b-quote del ins img ul ol li code more close tags**

Do you have multiple books under your belt? Advertise your other books in this section.

Lorem ipsum dolor sit amet, mea et wisi inermis minimum, ad detracto recusabo deterruisset eos, cu qui aliquid apeirian. Mel ad primis suavitate. Te nusquam noluisse nam, sit mutat civibus ancillae ea, tale

Book-1 Image

http://starkexpressions.com/booksnapper/wp-content/uploads/sites/2/201

Remove



### h. Book Listing

This is where you can list all the distribution channels where your book can be found for sale e.g. Amazon, Barnes and Noble, iTunes etc. Use the graphics provided in the zip file. You can find them in the folder marked “Book Listing Images”.

**BOOK LISTING SETTINGS**

---

Book Listing Title

Enter book listing heading here.

Book Listing Description

Enter your book listing description/sub-heading.


Visual Text

**b** *i* [link](#) **b-quote** ~~del~~ **ins** **img** **ul** **ol** **li** **code** **more** **close tags**

Where are your books sold? Let the world know here.

---

Book Listing Image 1



Enter your image. Recommended size: 266px x 150px

Book Listing URL

Enter Book Listing URL here

You can add up to three Book Listings in this section.

Remember to **Save Changes**.

### i. Contact Us

Complete all the details as per the screen below...

## CONTACT US SETTINGS

### Contact Us Title

Contact Us

Enter contact us title here

### Contact Us 2nd Title

Contact the Author

Enter contact us 2nd title here

### Phone Number

Enter number here

### Email

Enter email here

### Contact Us URL

Enter support desk/contact us url here

### Contact Us Text

Enter contact us text here

Visual Text

**B I** [List Icons] [Link Icon] [Image Icon] [Table Icon]

Paragraph [Underline] [Text Color] [Background Color] [Indent] [Outdent] [Undo] [Redo] [Help]

Formats Font Family Font Sizes InstaBuilder

We're always eager to hear from our site visitors, so please feel free to contact us with your questions, comments, testimonials and suggestions.

p

### Contact Form Banner

No file chosen

Upload

Enter your image. Recommended size: 266px x 151px

### Contact Form Editor

Copy and paste the Contact Form 7 shortcode here

Visual Text

**B I** [List Icons] [Link Icon] [Image Icon] [Table Icon]

Paragraph [Underline] [Text Color] [Background Color] [Indent] [Outdent] [Undo] [Redo] [Help]

Formats Font Family Font Sizes InstaBuilder

[contact-form-7 id="31" title="Contact form 1"]

1

Once you've installed the "Contact Form 7" plugin, you simply need to copy the shortcode and paste it into the text area provided, as seen here.

p

Select On to Display

ON

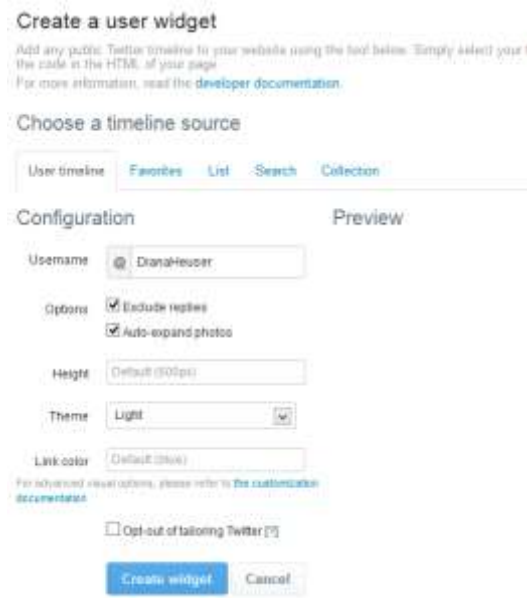
Restore Defaults

Save Options

## j. Twitter ID

You will need to get your Twitter Fetch ID from Twitter itself.

First log into your Twitter account then go to **Settings >> Widgets>> Create New**

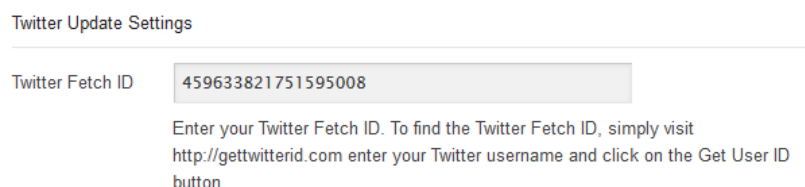


The screenshot shows the 'Create a user widget' interface. At the top, it says 'Create a user widget' and provides instructions: 'Add any public Twitter timeline to your website using the tool below. Simply select your Twitter account and the code in the HTML of your page. For more information, read the developer documentation.' Below this is a section 'Choose a timeline source' with tabs for 'User timeline', 'Favorites', 'List', 'Search', and 'Collection'. The 'User timeline' tab is selected. Under 'Configuration', there are several settings: 'Username' is set to 'DianaHeuser', 'Options' includes 'Exclude replies' and 'Auto-expand photos' (both checked), 'Height' is 'Default (300px)', 'Theme' is 'Light', and 'Link color' is 'Default (blue)'. There is also an 'Opt-out of tailoring Twitter' checkbox which is unchecked. At the bottom, there are 'Create widget' and 'Cancel' buttons.

Then just click on Create Widget. A box will appear with html code in. Copy and paste the code into a text document and then look for a really long number that looks like this:

```
data-widget-id="459633821751595008">
```

Copy JUST the long number into the field.



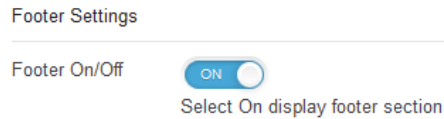
The screenshot shows the 'Twitter Update Settings' form. The 'Twitter Fetch ID' field is filled with the number '459633821751595008'. Below the field, there is a note: 'Enter your Twitter Fetch ID. To find the Twitter Fetch ID, simply visit <http://gettwitterid.com> enter your Twitter username and click on the Get User ID button.'

Remember to **Save Changes**.

## k. Footer Widgets

You can choose to have the footer section showing or not. The footer section itself will be setup in the Widget section.





### I. Social Network

Fill in the boxes with the URLs to your various social media accounts. Simply leave the fields blank for any accounts that you don't wish to show or use.

You only need to enter the values AFTER the root domain for each account.

Examples:

**FULL LINK:**

<https://facebook.com/pages/StarkExpressions/1386481358291547>

**JUST USE:**

[pages/StarkExpressions/1386481358291547](#)

**FULL LINK:**

<http://twitter.com/starkeexpression>

**JUST USE:**

[starkeexpression](#)

**FULL LINK:**

<https://plus.google.com/u/0/b/100862818675375063556/100862818675375063556/about/p/pub?hl=en>

**JUST USE:**

[u/0/b/100862818675375063556/100862818675375063556/about/p/pub?hl=en](#)

...Etc

## SOCIAL BOOKMARKS SETTINGS

---

### Facebook

Enter your Facebook Page URL

### Twitter

Enter your Twitter ID

### Google Plus

Enter your Google Plus ID

### LinkedIn

Enter your LinkedIn ID

### Amazon

Enter your Amazon ID

### Pinterest

Enter your Pinterest ID

### Youtube

Enter your Youtube ID

### Good Reads

Enter your Good Reads ID

---

## Notes: