SiteOrigin WordPress Theme
Pitch

By Greg Priday - http://siteorigin.com

Thank you for downloading **Pitch**, my free WordPress theme. If you decided to purchase the premium version, then I'd like to extend additional thanks. I hope you enjoy all the extra features I lovingly added. Please vote on features you'd like to see in future versions of Pitch.

If you need any customizations or advanced WordPress services, contact support@siteorigin.com for a quote. We can do anything from installing your theme to setting up your entire site based on the content you send us.

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Getting Started

Learning WordPress

In this guide, I'll get you familiar with all the features of Pitch. To keep things short though, I assume you're already familiar with WordPress. If you're not familiar with it, you can use one of these guides.

- [WordPress Quick Start Guide](#)
    A free resource for getting started with WordPress.

- [OSTraining](#)
    If you hate reading, you can try OSTrainings WordPress training videos. There's a small fee, but you'll learn WordPress a lot faster, so it's worth it.

Finding a Good Web Host

To install Pitch, you need to have a copy of WordPress installed on a webserver. A web host will provide you with this webserver - you think of this as your website's home. It's vital that you find it a good a home as possible, with the budget you have.

For a new WordPress site, you have 2 real options- shared hosting and specialized WordPress hosting. My personal preference is a specialized WordPress hosting, but you need to use what ever suits your budget and requirements.

WP Engine

WP Engine is the best in breed when it comes to specialized WordPress hosting. They have servers with finely tuned hardware and software to make your site faster and more reliable.

Pros
- Significantly faster than shared hosting.
- Improved SEO.
- Secure with un-hack guarantees.
- Scalable - your site won't go down when you get featured on a popular news site.
- Support staff who know WordPress well.

Cons
- More expensive than shared hosting.
- You can't host non-WordPress sites.

Host Gator

HostGator is an excellent choice for shared hosting. Hosting starts at less than **$4** per month - perfect if you're on a budget. They have an easy one-click installation process for WordPress and let you host **unlimited** sites.

Pros
- Cost effective.
- Fast support.
- Host unlimited sites.
- Superb uptime - 99.9%

Cons
- Slower than specialized WordPress hosting.
- Support staff can't always help with WordPress issues.

Installing Pitch on Your Server

Pitch Documentation

Now that you have WordPress installed on your webserver, it's time to upload Pitch.

WordPress Upload

This is the easiest option. In your WordPress admin, navigate to `Appearance > Themes > Install Themes > Upload`. From there, upload the zip file you downloaded from SiteOrigin. If you purchased [Pitch Premium](), you'll need to upload both Pitch and the Pitch Premium child theme.

FTP Upload

If you have issues using the built in WordPress uploader, then you can upload your theme, using FTP. Unzip Pitch and Pitch premium, then upload the folders to `/wp-content/themes/`. You'll need an FTP client and FTP details from your web host.

After you've uploaded the theme files to your server, navigate to `Appearance > Themes`, then activate Pitch. Pitch Premium users must make sure to activate the premium version.

Setting Up Your Site

By default, your site will be in demo mode after you install Pitch. The first thing you'll want to do is navigate to `Appearance > Theme Settings` and disable demo mode by unchecking the box and clicking save. It's under the **General Settings** heading.
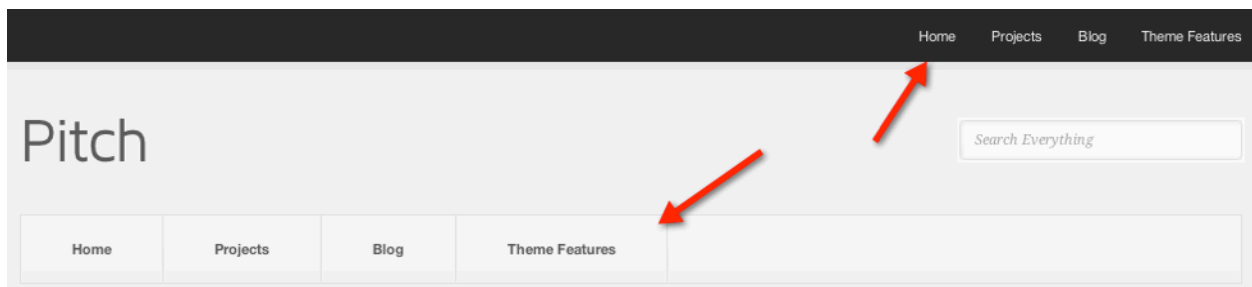
Uploading Your Logo

Pitch uses custom header images for your site's logo. Navigate to `Appearance > Header`, then upload your logo. This will replace Pitch's simple text logo with your image logo. Note that this feature requires **WordPress 3.4**.

> Having a good logo makes a big difference to the professionalism of your site. If you need a logo, one option is to use 99designs, which will give you hundreds of logo options for a very low cost. You can also use oDesk to find a logo designer who has the right combination of skills and cost.

Customizing Your Menus

Pitch has 2 custom menu areas. You can put what ever you want in here using WordPress menu system. These are the top bar and the main menu.

Navigate to Appearance > Menus. You need to start by creating a new menu. Enter the name of your menu, then click the create menu button.

Next, you need to assign your new menu to a theme location. Use the box on the top left of your screen.

Now all you need to do is start adding items to your menu. You use the boxes on the left to do this. Select the items you want to add, then click `add to menu`.

Widgets

Pitch has a widgetized footer and sidebar. Both let you add as many widgets as you like. They scale to accommodate them. Navigate to `Appearance > Widgets`. From there, drag any widgets you want into the 2 widget areas.

Social Widget

The social widget is exclusive to [Pitch Premium](). It allows you to link to your social network profiles such as Twitter, Facebook, LinkedIn and Dribbble.

Find the **Pitch Social Widget** and drag it into any widget area. Then enter the full URLs of any social networks you want to use.

Video Widget

The video widget is exclusive to [Pitch Premium](). Just enter the URL of a video and it'll automatically fetch the embed code and display the video for you.

Theme Settings

With Pitch, we tried to keep the number of options you have to fiddle with to a minimum. Wherever possible we made the best choice for you in terms of site speed, SEO and best practices. Navigate to `Appearance > Theme Settings`.

General Settings

These settings define the general running of your site. Each setting has a description to let you know what it does.

If you're a [premium user,](#) you can also disable the text that says "Powered By WordPress, Theme By SiteOrigin" in the footer.

Front Page

These settings change how your front page looks. This allows you to enable or disable the portfolio home page and specify the call to action information. If you want to remove the call to action from your homepage, just edit the call to action text to a blank string.

Project Page

This lets you enable or disable features for the project post type.

Post Types

If you aren't going to be using any of the custom post types that Pitch comes with, you can disable them here. This will remove their entries from your admin sidebar giving you a more streamlined admin.
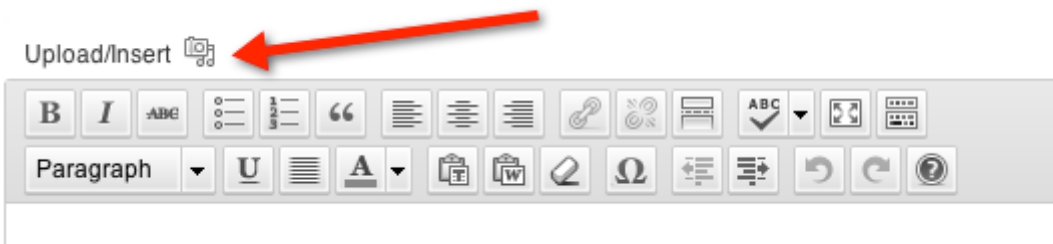
Adding Content

Pitch uses custom post types to make it easy to add your own content. You can add posts, pages, projects, clients and slides - all from your WordPress admin.
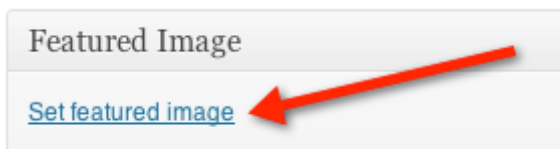
Projects

Pitch was built to show off your projects. To add a new project, navigate to `Projects > Add New`. Enter a title, excerpt and content like you would with a standard WordPress post. Pitch automatically pulls any images you add to the post and displays them as a slideshow. Click on the Upload/Insert button to start adding images.

This takes you to the media loader where you can add as many images as you like.

Featured Image

To select a featured image for a project click the `set featured image` link in the right sidebar.

From there, select an image from your project's gallery by clicking on the `gallery` tab. Press show next to the image you want to use, and finally, click `use as featured image`.

Skills

You can add one or more skills to each of your projects. This is a great way to keep your projects organised. Skills might be something like "illustration", "web design" or "photography". You can add as many skills as you like to each project.
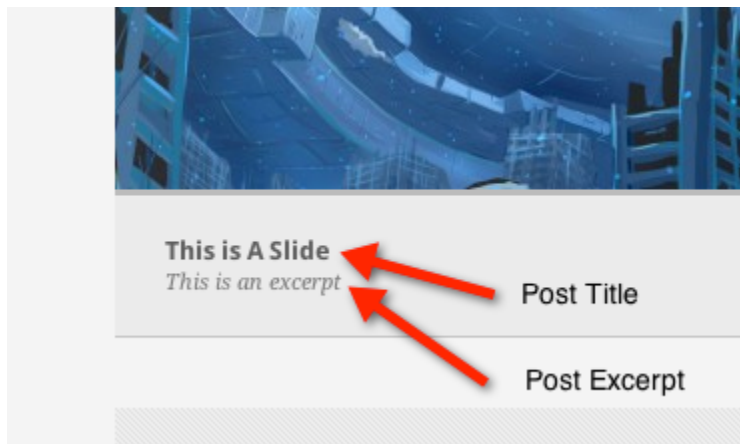
Project Video

Project videos are exclusive to [Pitch Premium](). On your project page, find the metabox titled Project Video. You can copy and paste the URL of any popular video-sharing site in here. For example, [http://vimeo.com/43332921]() - Pitch supports Vimeo, YouTube, DailyMotion and countless more.

Note that setting a project's video will cause Pitch to display a video instead of the gallery of images you've added.

Slides

If you're using Pitch's standard portfolio home page, then any slides you add will show up on your homepage. To add a new slide, navigate to `Slides > Add New`. Pitch uses the featured image of the slide as the slides main image, so you'll want to start by setting a featured image.

Pitch displays the title and excerpt of your slide on the home page.

Ordering Slides

In the right sidebar, there's a metabox titled Attributes. Pitch displays slides based on the **Order** value. With lower valued slides coming first.

Linking Slides to Posts and Projects

The ability to link slides to your content is a feature exclusive to [Pitch Premium](). There's a box in the right menu titled **Destination**. You can start typing in the name of the post, page or project you want to link to, and select it from the autocomplete box. This will automatically enter the post ID.

Features

Pitch displays features as a grid on your homepage, right beneath your slider.

It's easy to add your own features. Navigate to Features > Add New. There you'll be able to set the title and excerpt of the feature.

In the right sidebar, there's a metabox titled Feature Icon. You can choose the icon that's displayed with the feature here. Just like with slides, you can use the Order field to set the order that the features are displayed.

Clients

If you've worked with some high profile clients, you'll probably want to display them on your homepage. To add a client navigate to Clients > Add New. You'll be able to enter the client's title. Pitch uses the featured image as the client's logo.

Contact Form

[Pitch Premium](#) has full support for [Contact Form 7](#). So we recommend you install if you need a contact form on your site.

It's important that you create a new contact form after you install Pitch Premium. This will allow it to create the contact form with properly formatted HTML. Click on Contact in your sidebar after installing Contact Form 7. Next click add new to create a new contact form. You probably won't need to change anything on this page, so just give your contact form a title, and then click save.

You'll be given a shortcode which you need to copy and paste into the content of your contact page. If you don't already have a contact page, navigate to `Pages > Add New` and create it.

Search Engine Optimization

Pitch covers all the basics as far as SEO are concerned. You can start adding content and search engines will instantly gobble up your content. These two plugins will help you do far more advanced SEO.

- [WordPress SEO by Yoast](#)

  This plugin is a great place to start. It gives you countless SEO tools. Best of all, it's free, so there's no good reason not to install it.

- [Scribe SEO](#)

  This is another popular SEO plugin. It focuses on helping you to write in a way that search engines love. It analyzes your content after you've written it and gives you suggestions on what to change. It also helps you interlink your own content and find sites to link to you.

  There is a monthly subscription, but it's worth it if you're serious about getting all the search engine traffic you can. You can also try it risk free.

Pitch Premium

Pitch Premium has some extra features that'll give your site a professional edge. To make the deal even sweeter, it only costs **$7.50** – and I'll help you out with premium support. That's amazing value for money! You'll receive a download link instantly after payment.

If you're not delighted with Pitch Premium, I'll give you a **full refund**

These are some of the features you get with Pitch Premium:

- Premium support from SiteOrigin's WordPress experts.
- Add videos to your projects.
- Sprite mapped images for improved site speed and reduced server load.
- Contact Form 7 integration.
- Social widget with loads of social networks and a video widget.
- Full width page template.
- Link your homepage slides to posts, pages and projects.
- Easily remove footer credit link.
- Free updates for life.

Coming Soon
- Responsive Layout
- Additional Widgets

You can also vote on new features you'd like to see in the next version of Pitch. Pitch Premium is just going to get better and better.