

FPS - Fastest Possible SEO Theme - Licence Free - Docs

Note: Follow the install instructions in this documentation until the "Going Live" section. Otherwise it will not work as intended.

Update: 12.07.2023

Version: 1.0.19 - Licence Free

Dear Valued User,

Due to a number of reasons including strategic business redirection, we have reached a decision to discontinue active support and updates for this product.

In recognition of your continued support, we have prepared a license-free version of the theme for you to use. This version encompasses all the features and capabilities that the commercial version had until this point.

Please note that as of the release of this license-free version, we will no longer provide any further updates or maintenance. This means that while the theme will continue to function as it does now, it will not receive new features, improvements, or bug fixes from our development team.

As this license-free version is provided "as is", we would also like to clarify that we cannot take responsibility for any problems that might occur while using the theme in the future. This includes but is not limited to: security vulnerabilities, compatibility issues with future WordPress updates, or any other possible issues that could occur due to lack of updates and maintenance.

We encourage you to ensure that you have adequate backups of your website and consider obtaining technical assistance as necessary.

Thank you for your understanding and for the trust you placed in us.

Table of Contents

Backup	2
Quick Start Guide	2
FPS Theme Installation	2
Upload the theme	2
Install and enable required and recommended plugins	2
Setup required plugins	3
Yoast SEO	3
Import Yoast base settings	3
LazyLoad	4
Import Starter Content with the Customizer	4
Import Starter Content	5
Note @Starter Content	5
Setup recommended plugins	9
W3TotalCache	9
Imagify	15
Theme Customizer	17
Site Identity	17
Unique Selling Propositions	19
Trust Icon/Badge	20
Typography	21
Colors	21
Widgets	22
Single Post Settings	23
Google Tag Manager	24
Another note @Starter Content	24
Note @Slider content / Sticky Posts	25
Going live (Important Case Note)	28
Homepage and Posts page	32
Setup your Homepage	34
Tags & Categories	34
Pages	36
Exceptions	39
Post & Pages - Meta Descriptions	41
Custom Post Type: Legal Pages	44

Images	45
Featured Image Requirements	45
Managing Images in WordPress	47
Using Images in the Block Editor	48
Menus	51
Sidebars and Widgets	53
Disruptor widgets #1 / #2	53
Examples for Disruptor widgets	54
1. Custom HTML / Newsletter Signup	56
1.1 Example Mailchimp	57
2. Call to action	58
Before Footer	59
Example for Before Footer widget	60
Footer	60
Examples for Footer Widgets	60
1. Navigation Menu	60
2. Social Links (Text Widget)	60
3. Display Legal Pages (custom widget)	61
Handling the Cache	63
Purge all Caches	63
Purge current page	64
Purge the Raidboxes Cache	64
Appendix - Install Theme on existing WordPress instance	67
Appendix B - WooCommerce	69
Install WooCommerce	69
Setup WooCommerce	69
Set permalinks for WooCommerce	69
Continue Setup Wizard	70
SEO meta robots settings for WooCommerce	80
Set number of columns for the Shop page	81

Backup

If you **apply FPS to an existing wordpress installation**,

backup all your data.

FPS is an opinionated wordpress theme with additional plugins. So please back up everything first.

Quick Start Guide

These are the steps you have to follow, to get your fast and search engine optimized blog up and running. This minimal configuration involves:

- installing the theme
- installing and configuring required plugins (Yoast SEO, Lazy Load)
- installing demo content via the WordPress customizer

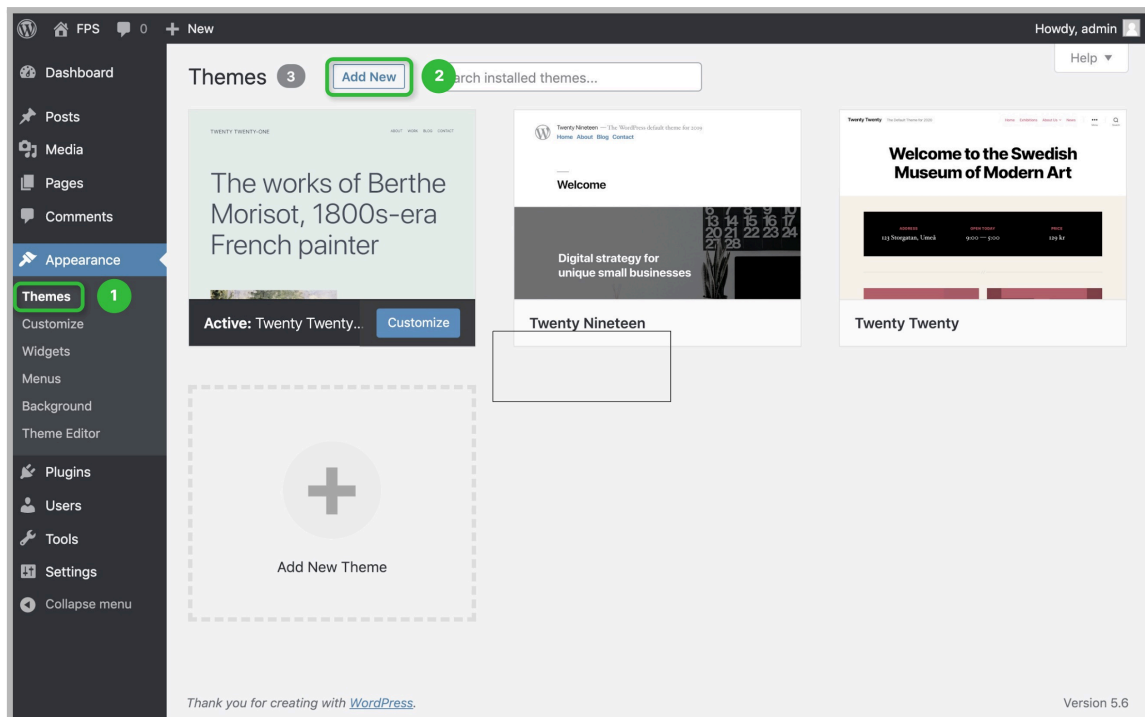
FPS Theme Installation

Upload the theme

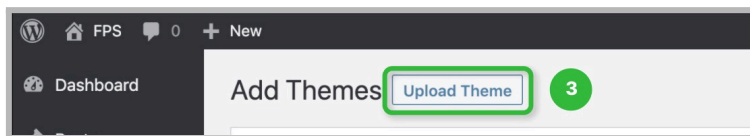
Login to your wordpress installation.

<https://www.yourdomain.com/wp-admin/>

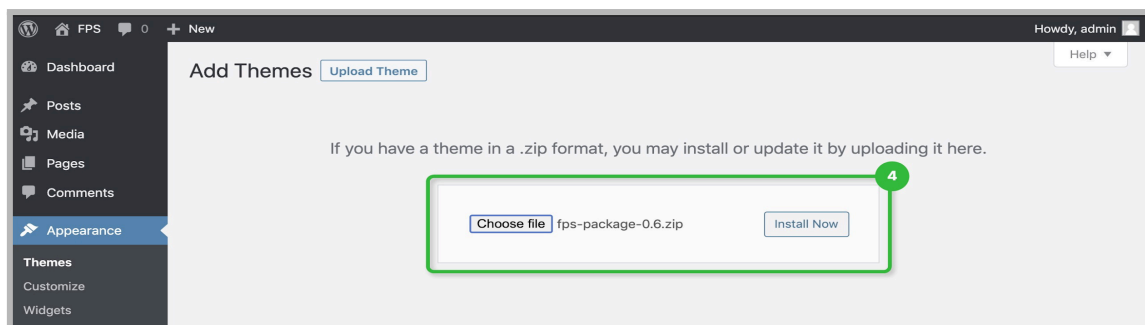
1. Navigate to "Appearance" > "Themes"
2. Click "Add New"



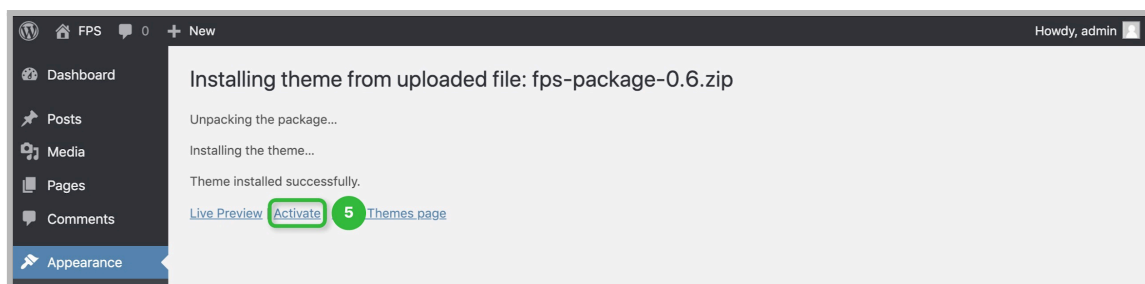
3. Click "Upload Theme"



4. Choose the provided .zip file (eg: fps-package.zip) and click Install Now



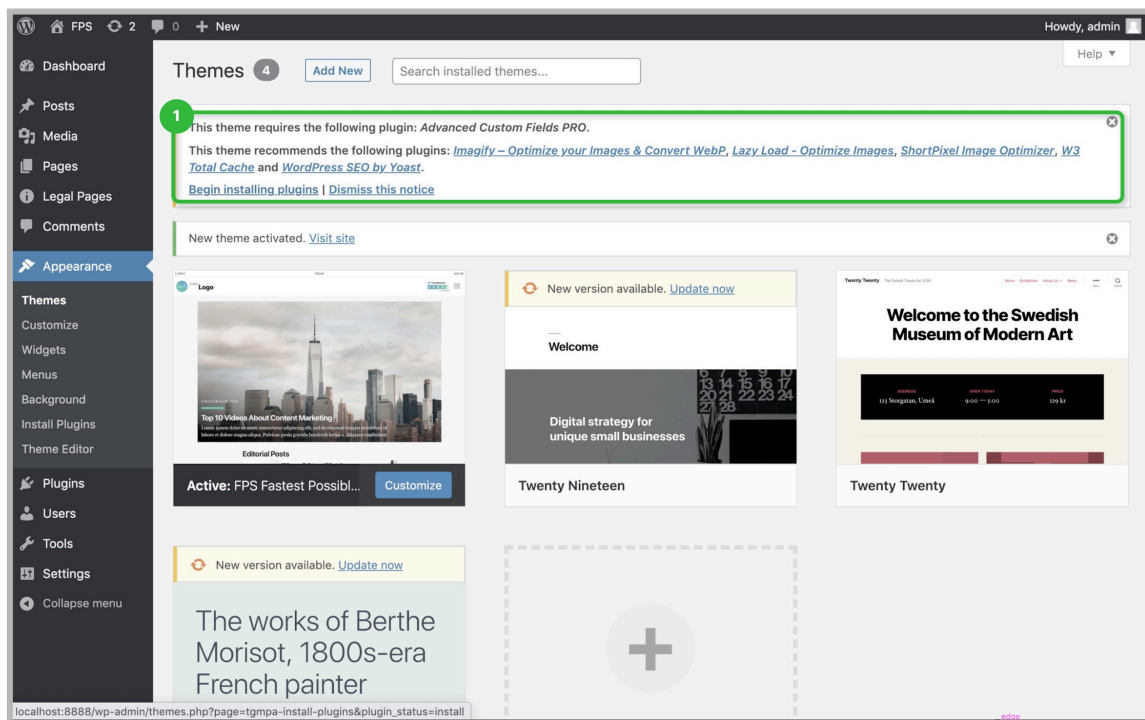
5. and click Activate



Install and enable required and recommended plugins

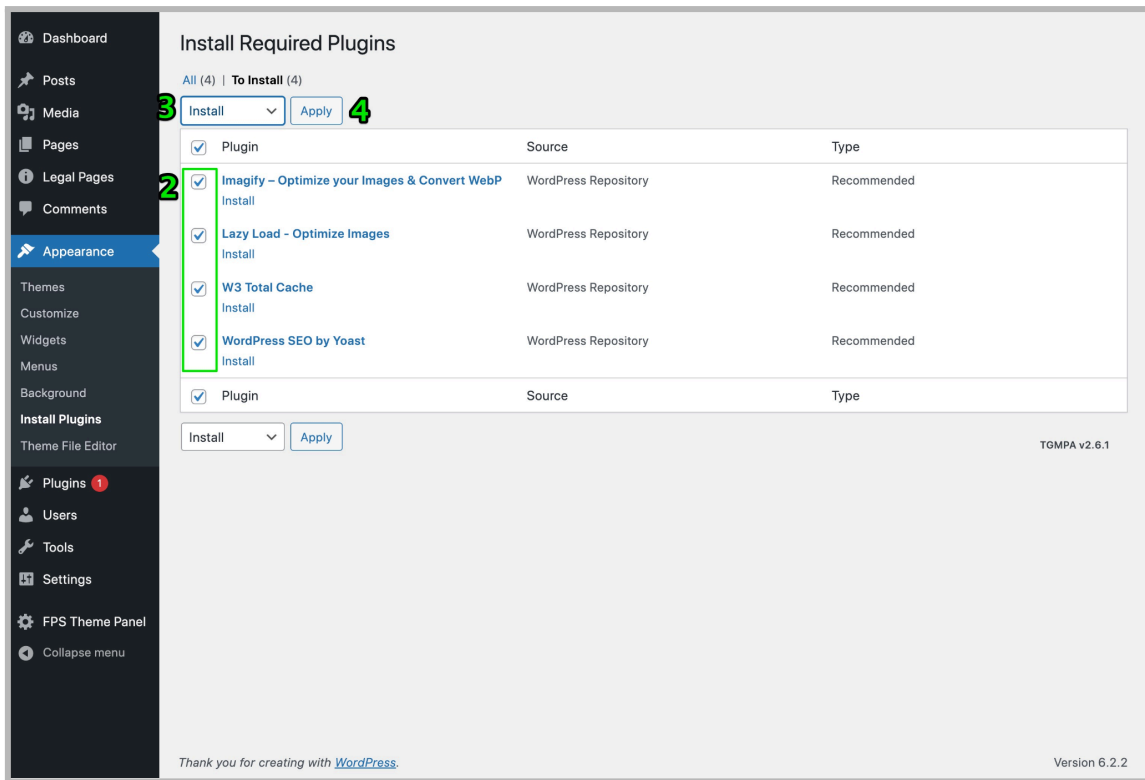
After theme installation and activation you will get redirected to the Theme overview page. On there you'll see a notification regarding required and recommended plugins.

- Click **"Begin installing plugins"**



On the next screen

2. Select the plugins you want to install
3. choose "Install" in the bulk actions dropdown
4. and click "Apply"



Dashboard

Posts

Media

Pages

Legal Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Background

Install Plugins

Theme File Editor

Plugins 1

Users

Tools

Settings

FPS Theme Panel

Collapse menu

Install Required Plugins

All (4) | To Install (4)

3 4

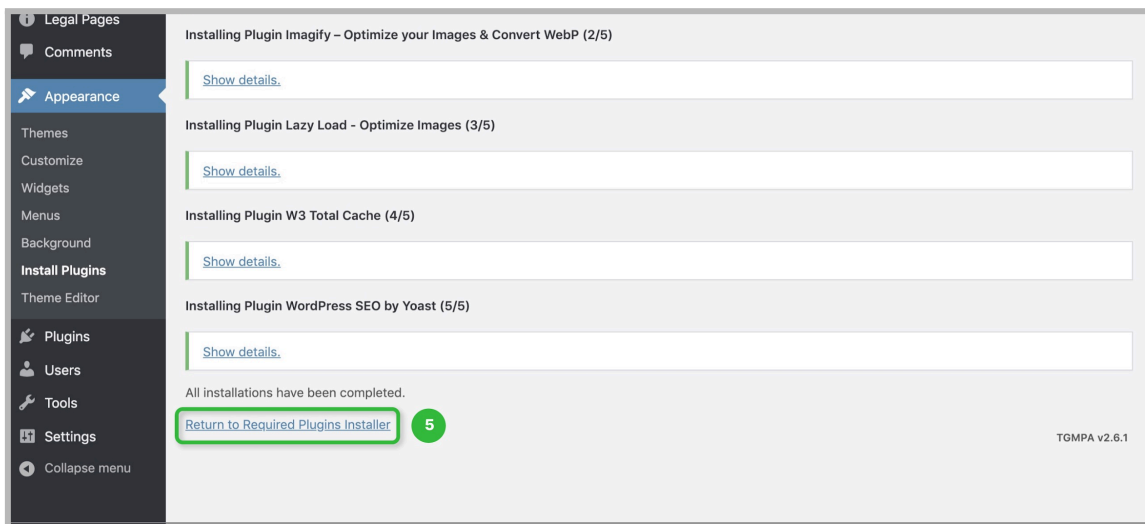
Plugin	Source	Type
☒ Imagify – Optimize your Images & Convert WebP Install	WordPress Repository	Recommended
☒ Lazy Load - Optimize Images Install	WordPress Repository	Recommended
☒ W3 Total Cache Install	WordPress Repository	Recommended
☒ WordPress SEO by Yoast Install	WordPress Repository	Recommended
☒ Plugin	Source	Type

TGMPA v2.6.1

Version 6.2.2

Thank you for creating with [WordPress](#).

5. after successfully installing click “Return to Required Plugins Installer”



Legal Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Background

Install Plugins

Theme Editor

Plugins

Users

Tools

Settings

Collapse menu

Installing Plugin Imagify – Optimize your Images & Convert WebP (2/5)

[Show details.](#)

Installing Plugin Lazy Load - Optimize Images (3/5)

[Show details.](#)

Installing Plugin W3 Total Cache (4/5)

[Show details.](#)

Installing Plugin WordPress SEO by Yoast (5/5)

[Show details.](#)

All installations have been completed.

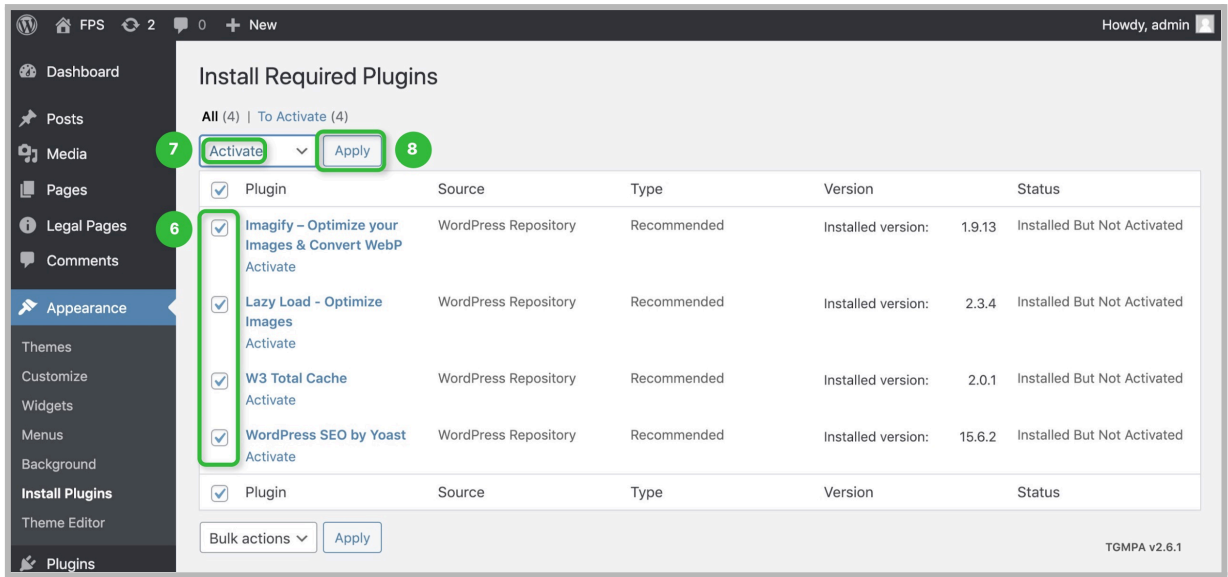
[Return to Required Plugins Installer](#) 5

TGMPA v2.6.1

6. select the plugins you want to activate

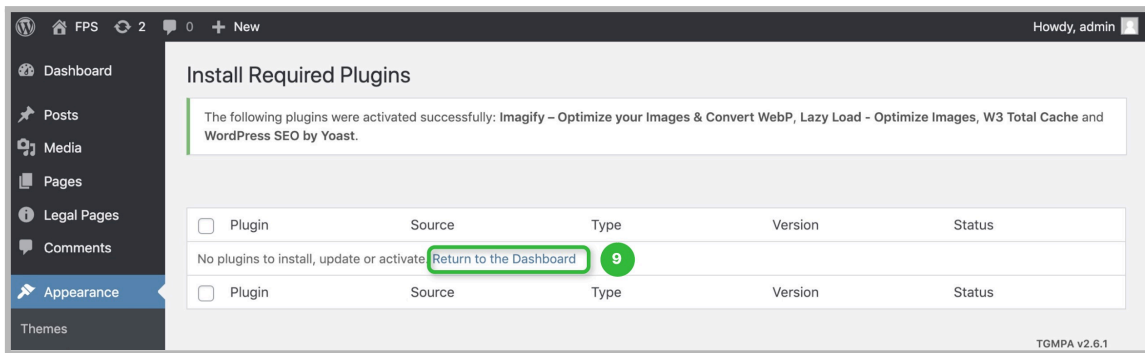
7. choose “Activate” in the bulk actions dropdown

8. and click “Apply”



The screenshot shows the 'Install Required Plugins' screen in the WordPress admin dashboard. The left sidebar shows the 'Appearance' menu is active. The main content area has a title 'Install Required Plugins' and a sub-header 'All (4) | To Activate (4)'. There are two buttons at the top: 'Activate' (circled in green with a green circle containing the number 7) and 'Apply' (circled in green with a green circle containing the number 8). Below these buttons is a table with columns: Plugin, Source, Type, Version, and Status. The table lists four plugins, each with a checked checkbox in the 'Plugin' column (circled in green with a green circle containing the number 6). The plugins are: Imagify - Optimize your Images & Convert WebP, Lazy Load - Optimize Images, W3 Total Cache, and WordPress SEO by Yoast. All are from the 'WordPress Repository' and are 'Recommended'. The status for all is 'Installed But Not Activated'. At the bottom of the table, there is a 'Bulk actions' dropdown and an 'Apply' button. The bottom right corner shows 'TGMPA v2.6.1'.

9. and click **“Return to the Dashboard”**



The screenshot shows the 'Install Required Plugins' screen after the plugins have been activated. The main content area has a message: 'The following plugins were activated successfully: Imagify - Optimize your Images & Convert WebP, Lazy Load - Optimize Images, W3 Total Cache and WordPress SEO by Yoast.' Below this message is a table with columns: Plugin, Source, Type, Version, and Status. The table is empty, with the text 'No plugins to install, update or activate' in the first row. A button 'Return to the Dashboard' (circled in green with a green circle containing the number 9) is located in the first row of the table. The bottom right corner shows 'TGMPA v2.6.1'.

Setup required plugins

Yoast SEO

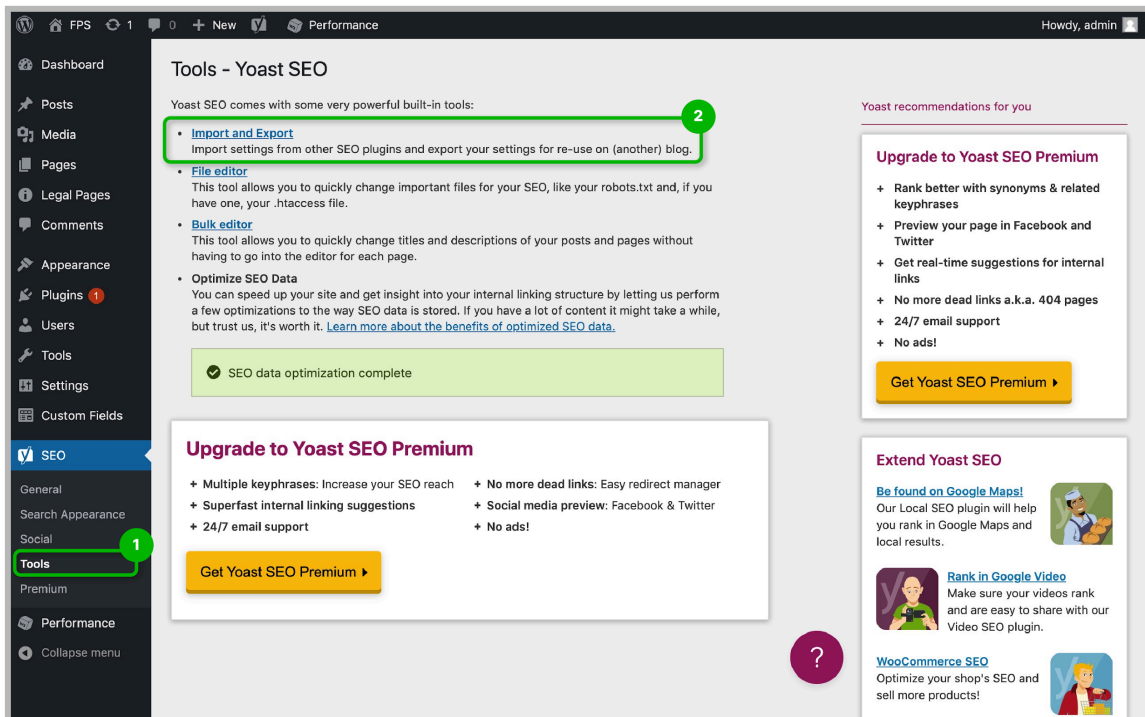
Import Yoast base settings

you can copy and paste the recommended settings on the



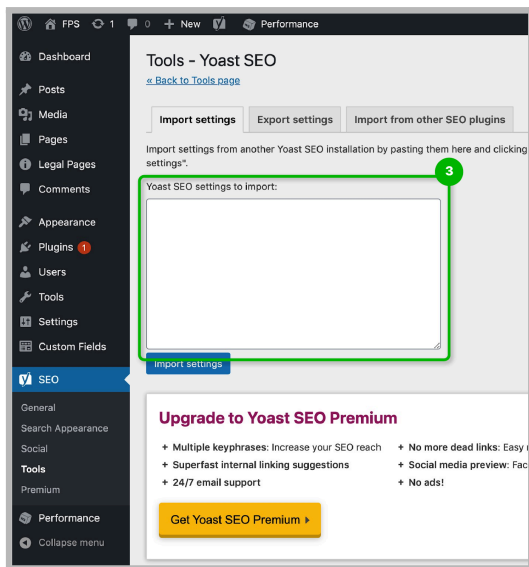
Yoast > Tools > Import and Export Page

1. Go to Tools > Import and Export
2. Import and Export



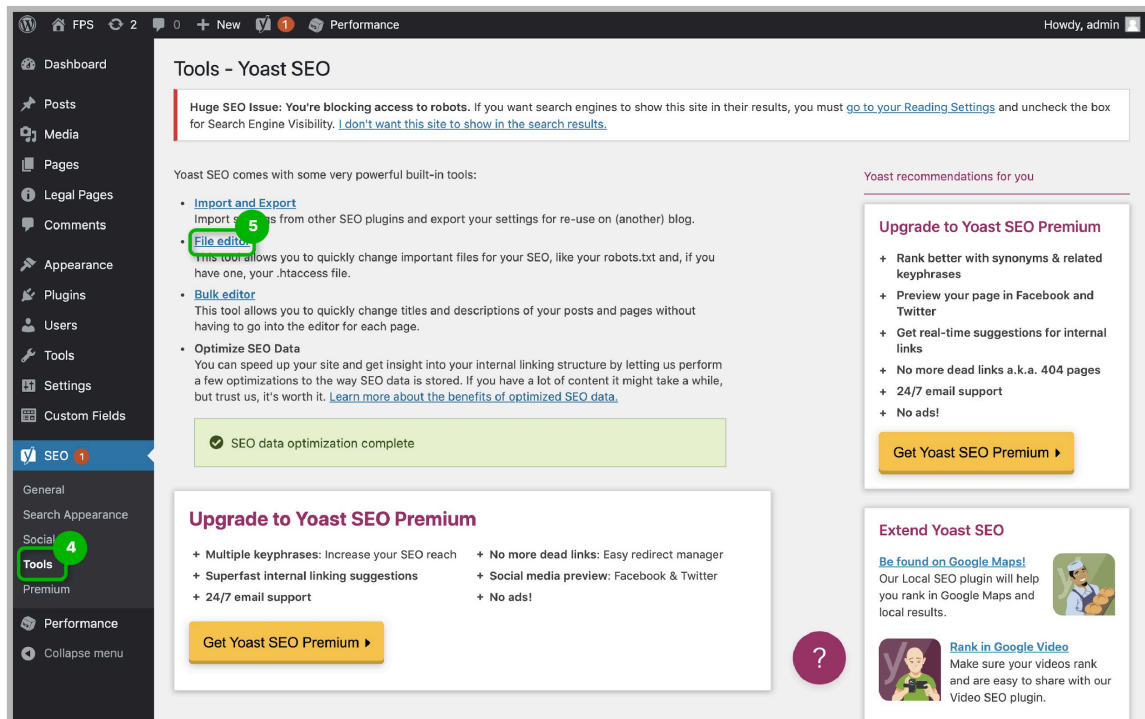
3. paste the below config in the input field and "Import settings"

<https://gist.github.com/hg-lr/4bb7bc96e6bbc6c0ed4f632f6701bb8f>



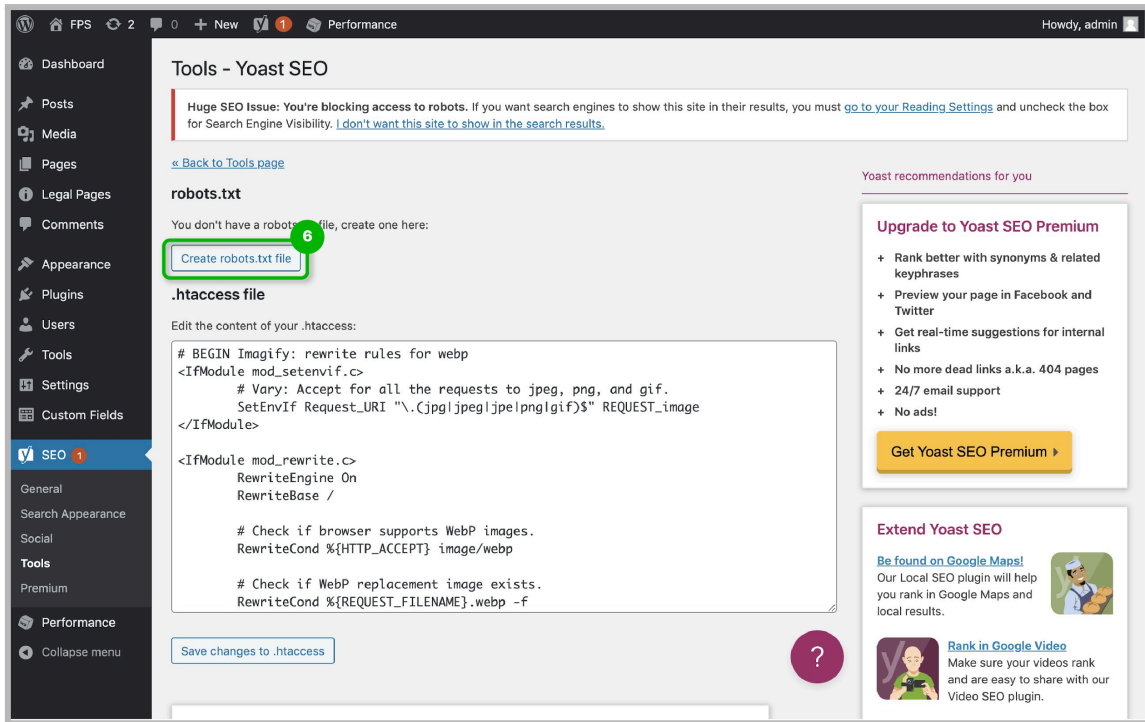
4. under the **"Tools"** Menu

5. go to the **"File editor"**



6. click **"Create robots.txt file"**

Note: you might see an unformatted HTML page, if this is the case just click the back button. This is a known bug in the Yoast SEO plugin.



Tools - Yoast SEO

Huge SEO Issue: You're blocking access to robots. If you want search engines to show this site in their results, you must [go to your Reading Settings](#) and uncheck the box for Search Engine Visibility. [I don't want this site to show in the search results.](#)

[Back to Tools page](#)

robots.txt

You don't have a robots.txt file, create one here:

[Create robots.txt file](#)

.htaccess file

Edit the content of your .htaccess:

```
# BEGIN Imagify: rewrite rules for webp
<IfModule mod_setenvif.c>
# Vary: Accept for all the requests to jpeg, png, and gif.
SetEnvIf Request_URI "\.(jpg|jpeg|jpe|png|gif)$" REQUEST_image
</IfModule>

<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /

# Check if browser supports WebP images.
RewriteCond %{HTTP_ACCEPT} image/webp

# Check if WebP replacement image exists.
RewriteCond %{REQUEST_FILENAME}.webp -f
```

[Save changes to .htaccess](#)

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

[Get Yoast SEO Premium](#)

Extend Yoast SEO

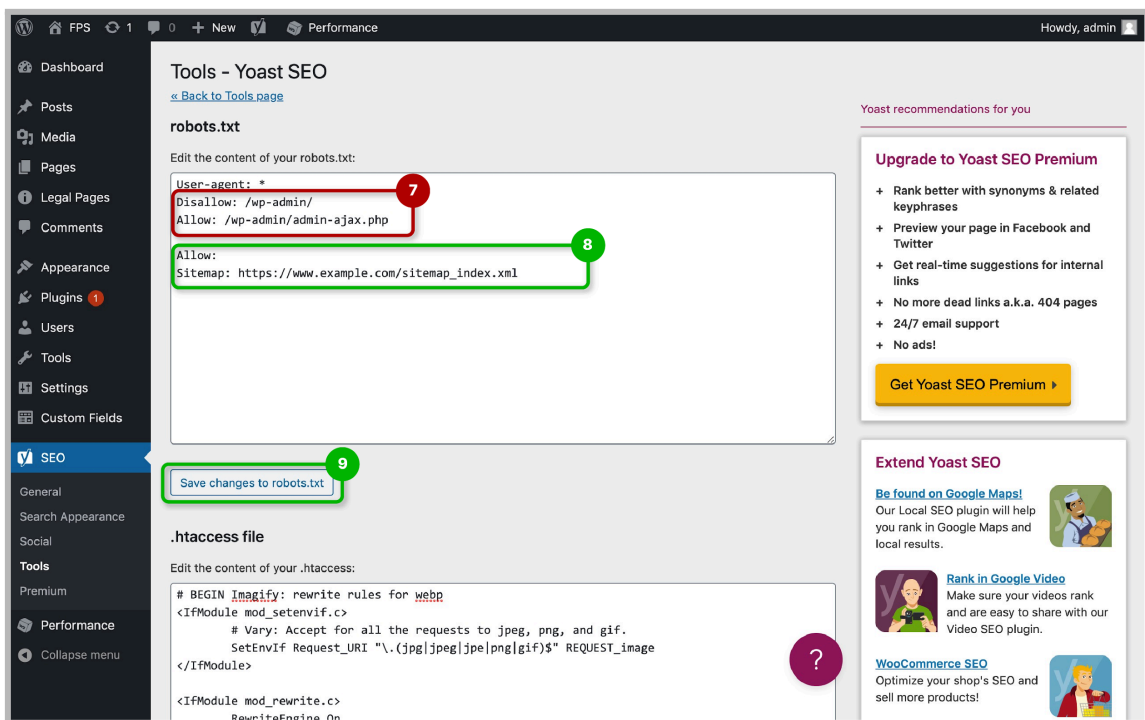
[Be found on Google Maps!](#)
Our Local SEO plugin will help you rank in Google Maps and local results.

[Rank in Google Video](#)
Make sure your videos rank and are easy to share with our Video SEO plugin.

- remove the prefilled **"Disallow"** and **"Allow"** statement
- and enter your sitemap URL

Sitemap: https://example.com/sitemap_index.xml

- click **"Save changes to robots.txt"**



Tools - Yoast SEO

[Back to Tools page](#)

robots.txt

Edit the content of your robots.txt:

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Allow:
Sitemap: https://www.example.com/sitemap_index.xml
```

[Save changes to robots.txt](#)

.htaccess file

Edit the content of your .htaccess:

```
# BEGIN Imagify: rewrite rules for webp
<IfModule mod_setenvif.c>
# Vary: Accept for all the requests to jpeg, png, and gif.
SetEnvIf Request_URI "\.(jpg|jpeg|jpe|png|gif)$" REQUEST_image
</IfModule>

<IfModule mod_rewrite.c>
RewriteEngine On
```

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

[Get Yoast SEO Premium](#)

Extend Yoast SEO

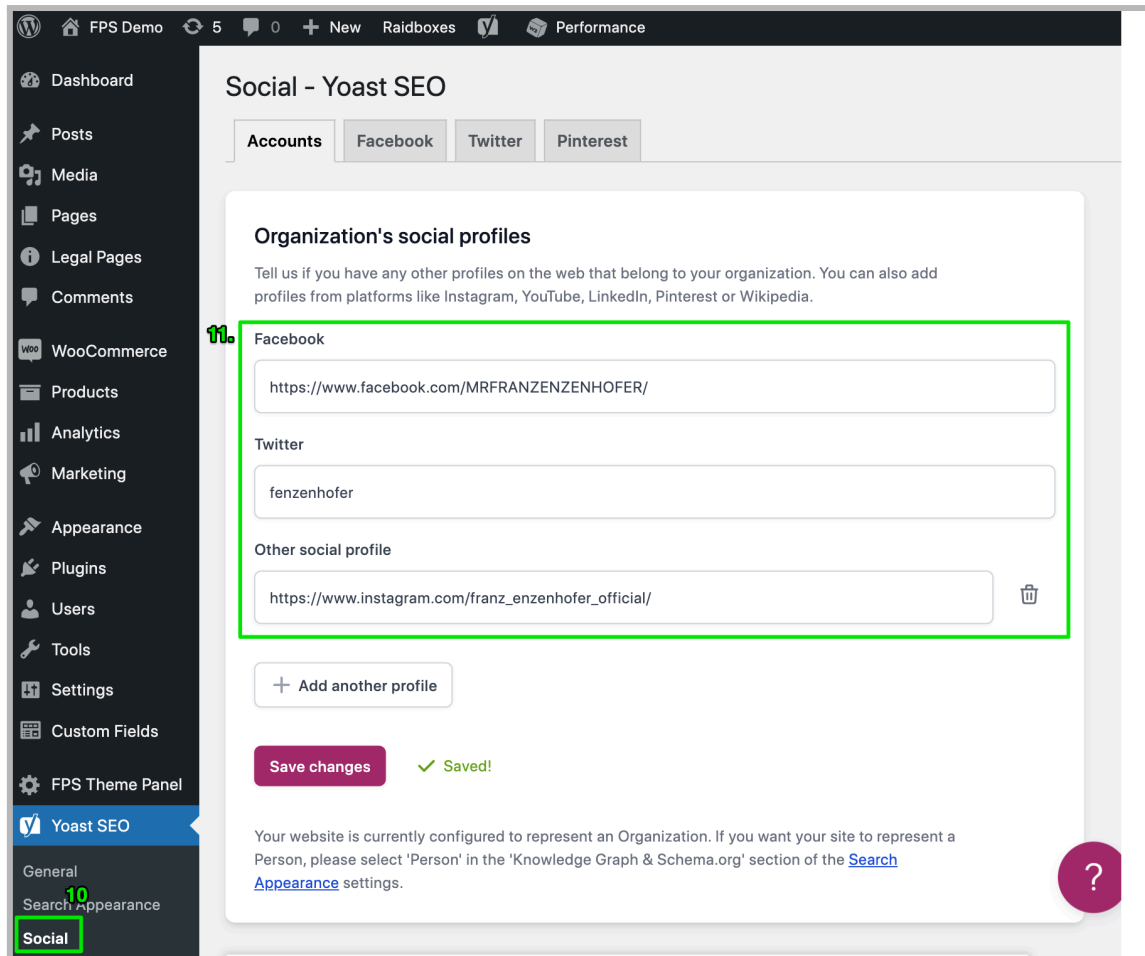
[Be found on Google Maps!](#)
Our Local SEO plugin will help you rank in Google Maps and local results.

[Rank in Google Video](#)
Make sure your videos rank and are easy to share with our Video SEO plugin.

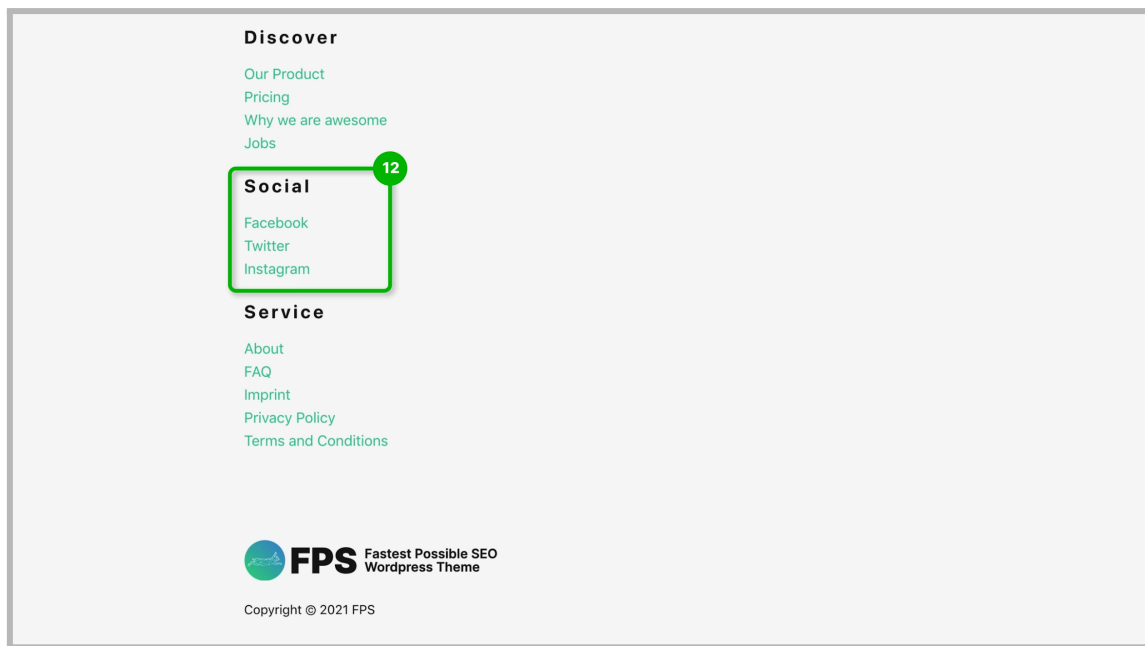
[WooCommerce SEO](#)
Optimize your shop's SEO and sell more products!

- in the **"Social"** Menu of Yoast

11. add your social profile data within the **"Accounts"** Tab and **"Save changes"**

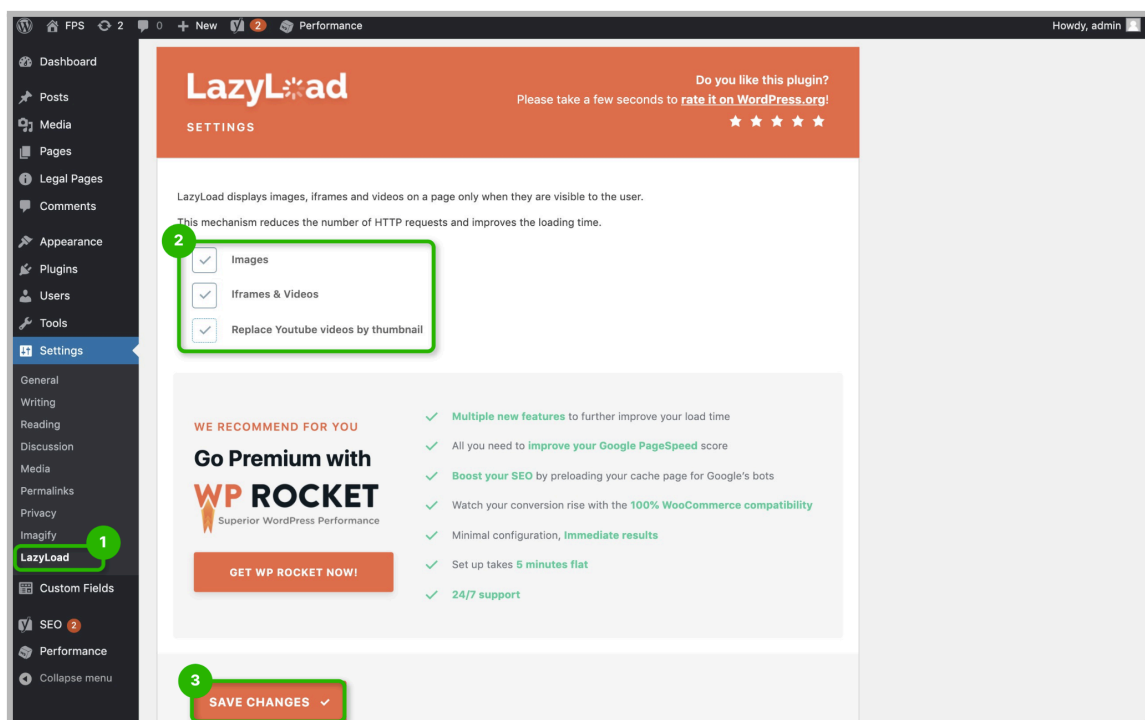


they will be displayed in the footer menu **"Social"**



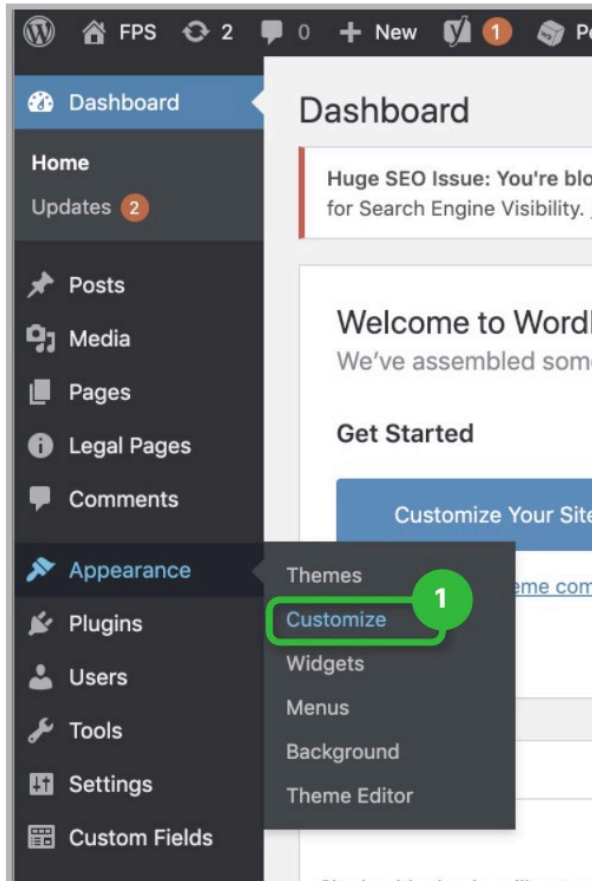
LazyLoad

1. Go to **"Settings"** → **"LazyLoad"**
2. and check all 3 options
3. **"Save changes"**



Import Starter Content with the Customizer

1. Beneath the "Appearance" section choose "Customize"



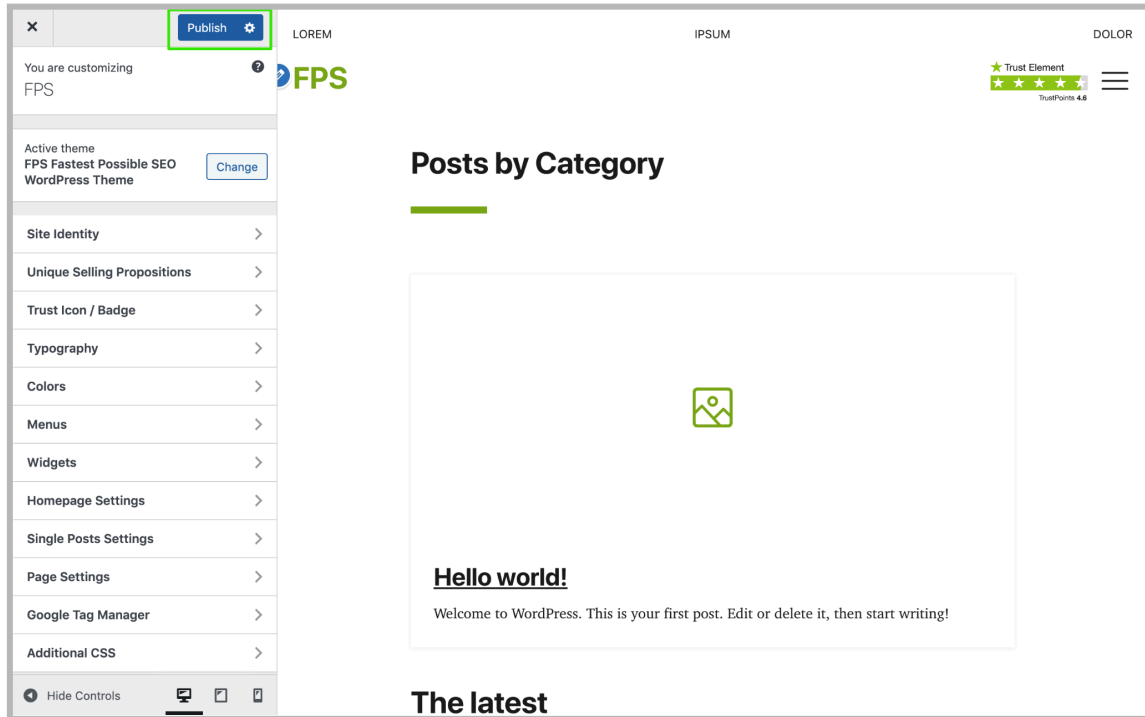
Import Starter Content

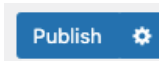
Note @Starter Content

Bound to the **Customizer** the theme triggers a few important actions. It **imports a few sample posts along with sample images**, sets the **permalinks, prefills** and **sets the homepage**.

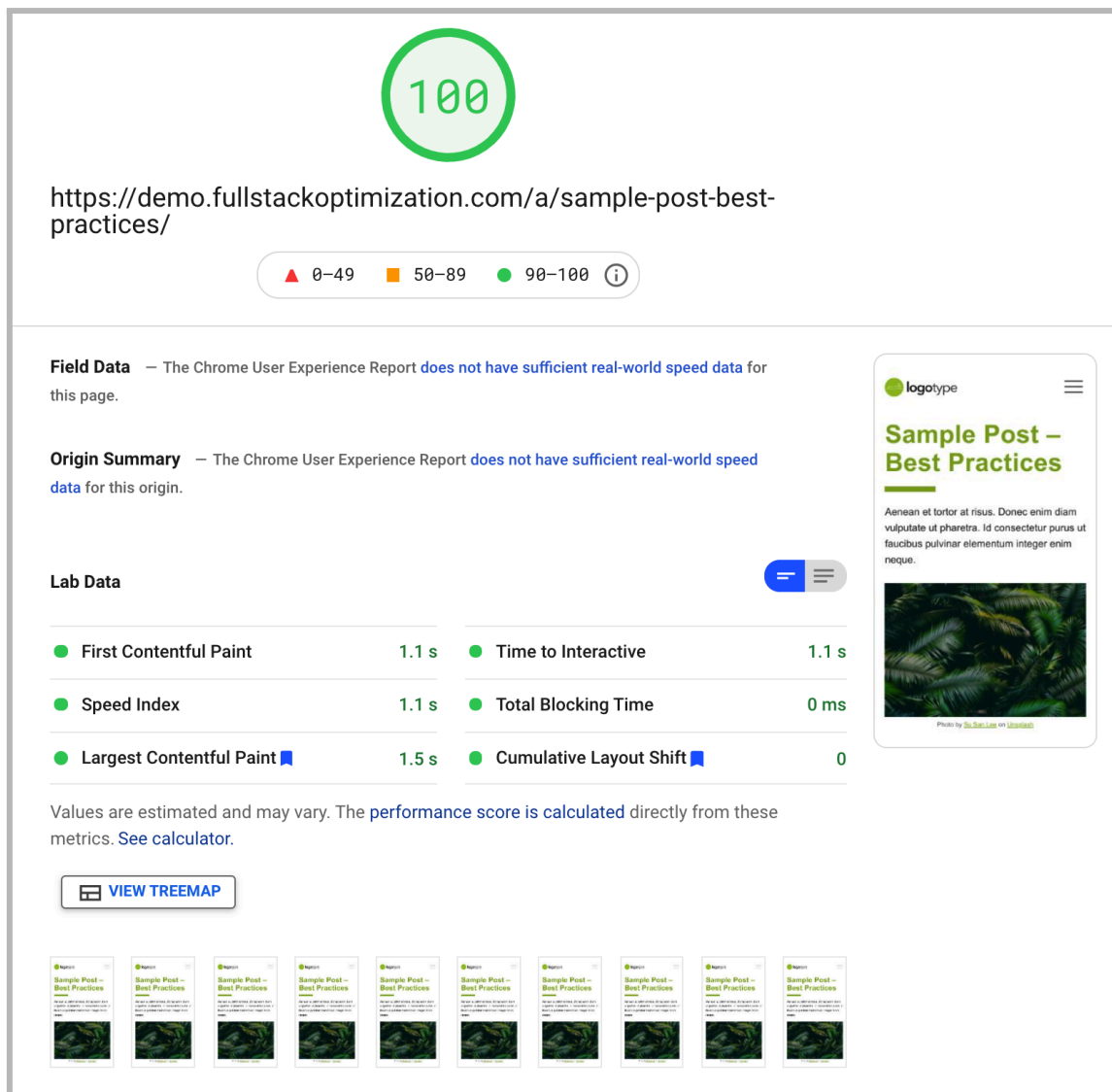
The **import of the images may**, according to your server, **take some time. Don't interrupt this step!** (ie: don't refresh or navigate away during the customizer page is loaded for the first time)

The **import** action is triggered only when you click  for the first time. - After that the demo content becomes visible on your site.



Clicked on ? - **Your FPS theme is now life!** But will need further optimization.

Head over to Google Page Speed Insights and test a page of your choice.



<https://developers.google.com/speed/pagespeed/insights/>

Setup recommended plugins

Now we go on setting up our recommended plugins:

- W3TotalCache: a caching and performance optimization plugin
- Imagify: an image optimization plugin

W3TotalCache

A crucial part of a fast website is server performance. We have to guarantee a

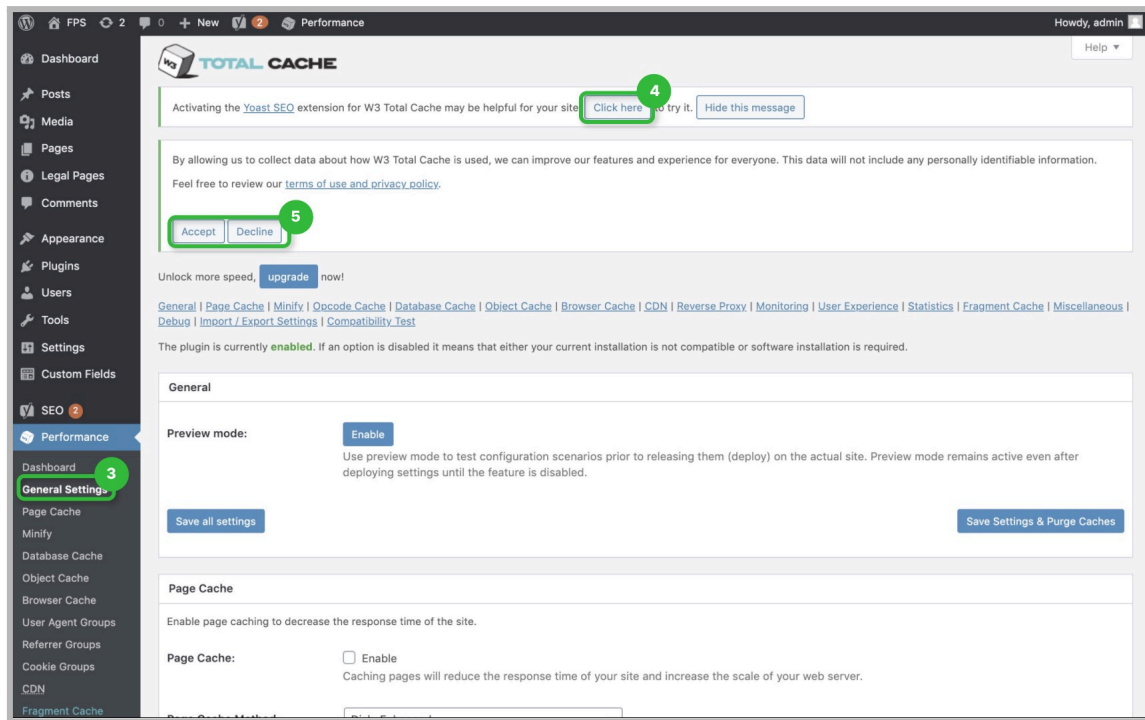
fast server response (or Time to First Byte) no matter on which server (shared hosting or powerful dedicated server) your site is running on. A static page cache periodically saves copies of the per se dynamically generated web pages in wordpress and serves only static HTML files - it can therefore provide very fast server response times even on shared hosting.

We have chosen the W3 Total Cache plugin, because of its cache prewarming qualities but also because of its additional performance enhancements like browser caching and HTML minification.

1. When you first open any plugin page you will be presented with a Setup Guide
2. we're going to skip this, because we provided a sample configuration file for you



3. Go to the "General Settings" page of the plugin
4. Confirm the automatic message regarding the activation of the Yoast SEO extension
5. and "Accept" or "Decline" whether you want to share usage data with the plugin providers

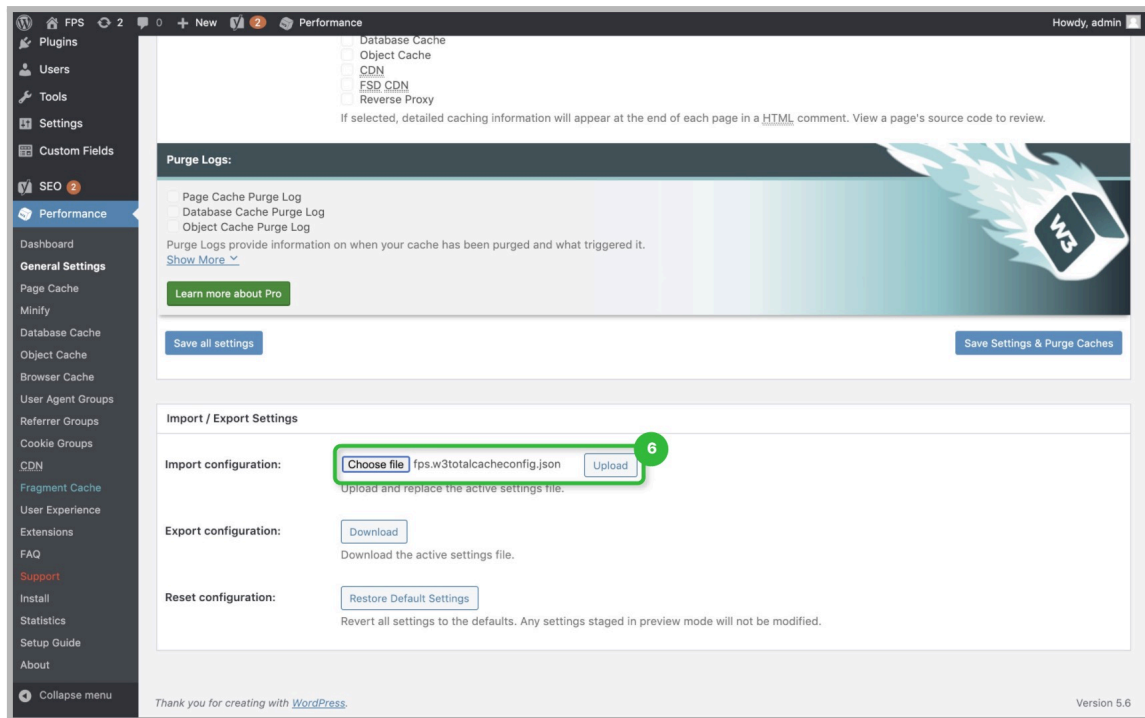


6. scroll down to the bottom of the page and select the provided

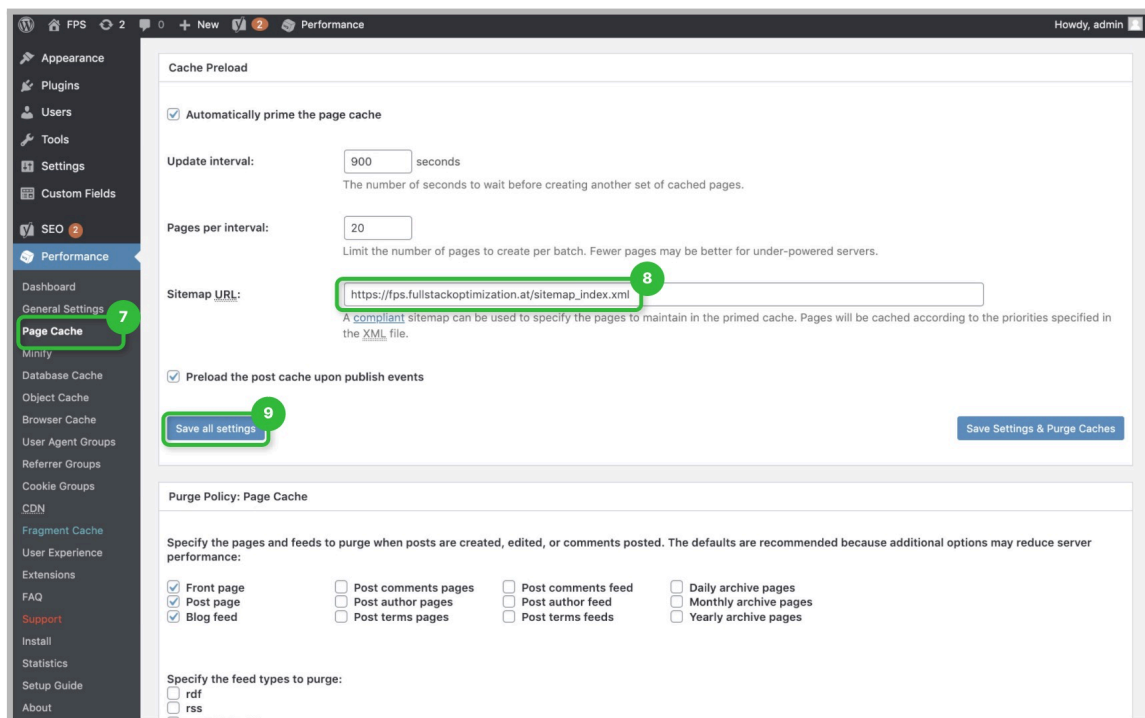
w3totalcacheconfig.json file for importing the configuration

- a. you will find the file within your .zip in the _configs folder
- b. or here

<https://gist.github.com/hg-lr/8df72702c8a8476ae53b0b3cae69eec>
e



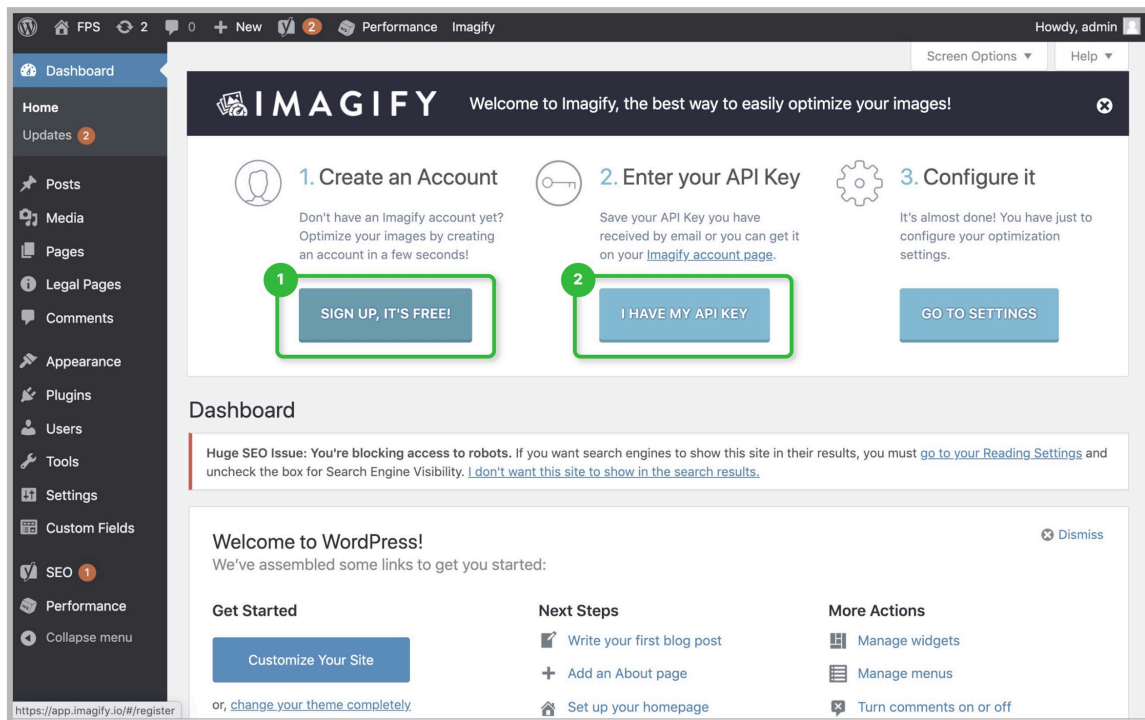
7. then go the "Page Cache" detail settings page
8. scroll down to the "Cache Preload" section and update the "Sitemap URL" to reflect your Site URL
9. "Save" your changes



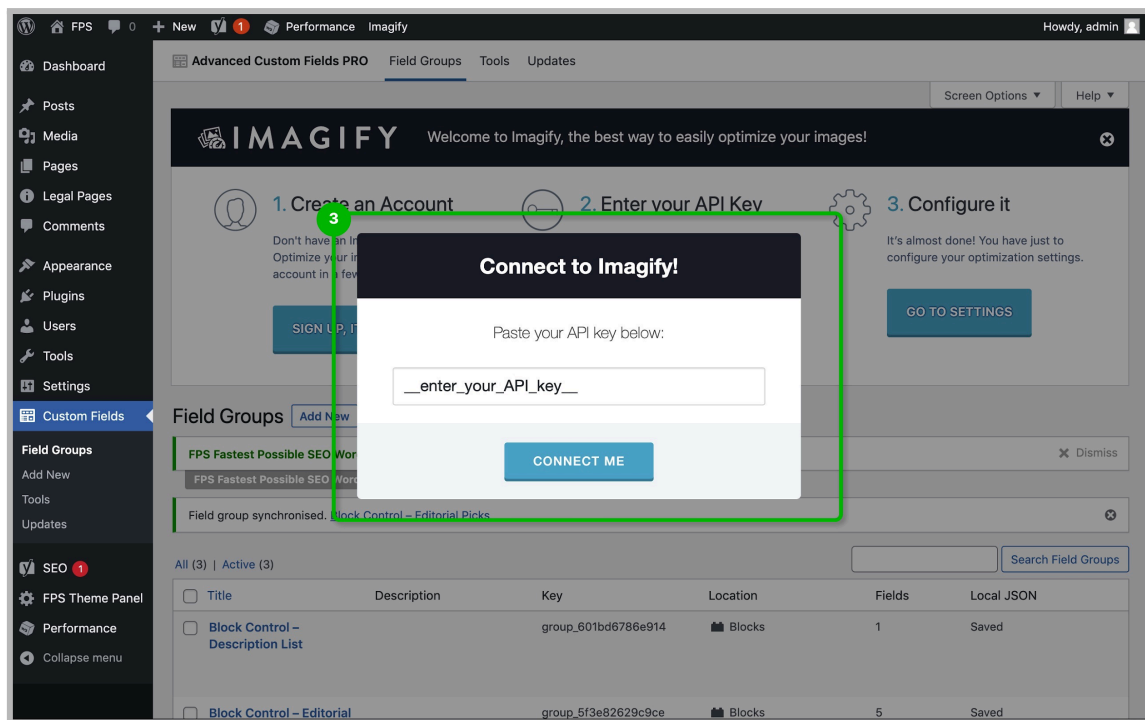
Imagify

After this step the Imagify Plugin displays a configuration dialog

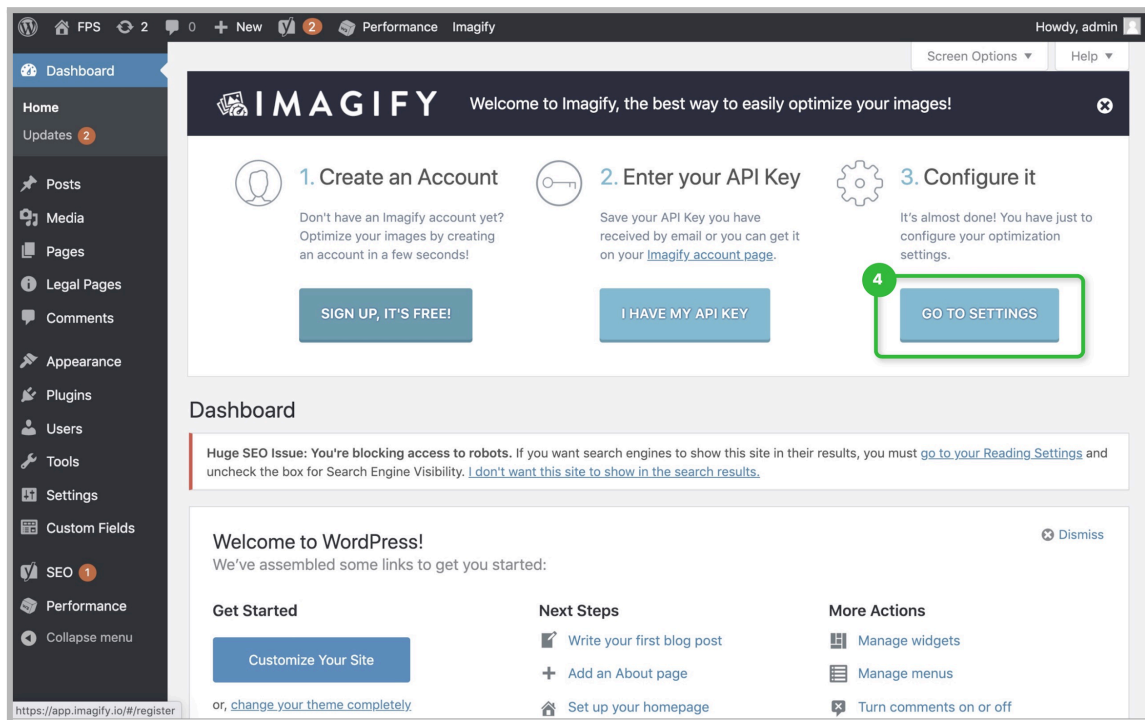
1. Sign Up for an API key
2. get/copy the key you received via email



3. paste the API key into the field and click "Connect Me"

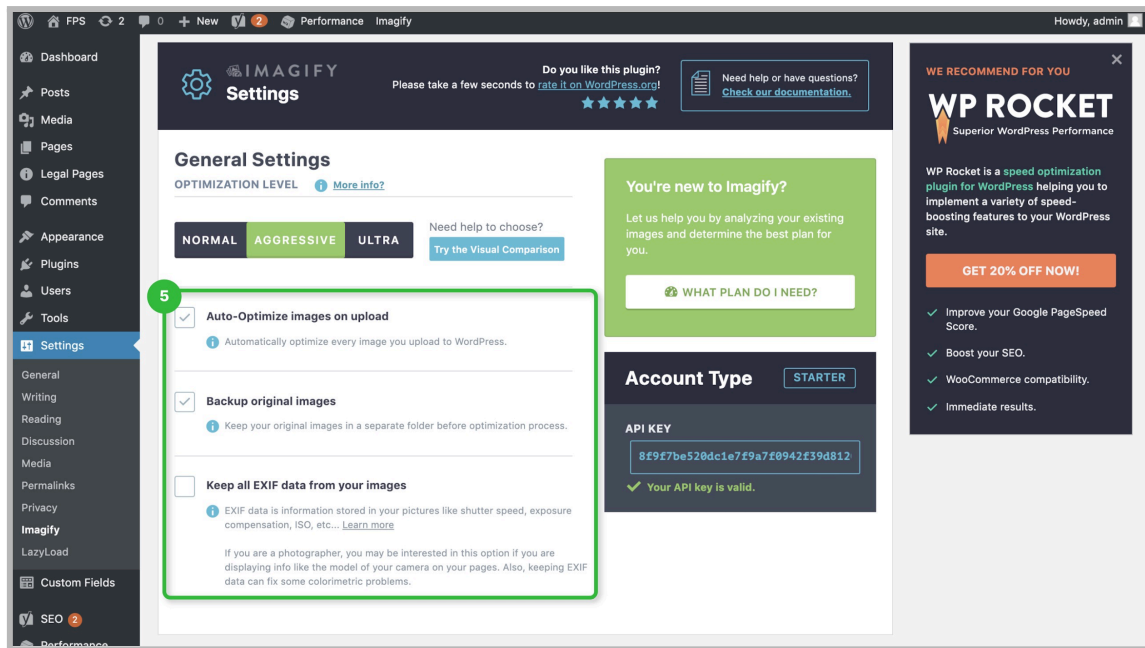


4. advance to "Go to settings" to configure the plugin



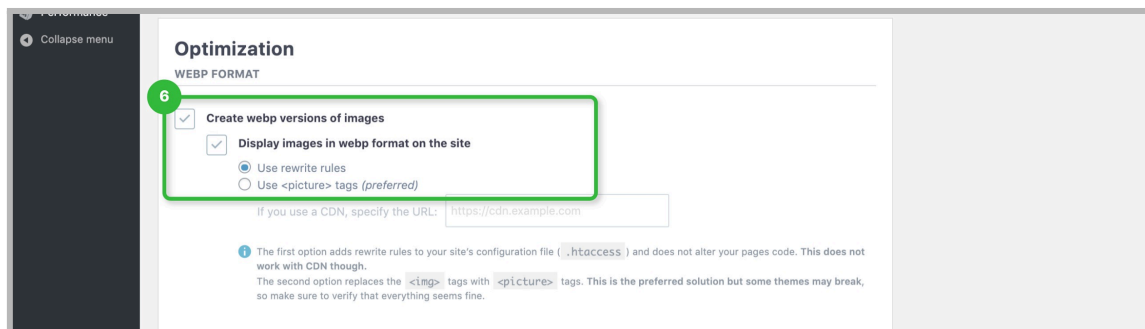
5. Choose the Aggressive compression level and select Auto-Optimize Images on upload

a. keeping a backup of the original images is your own choice

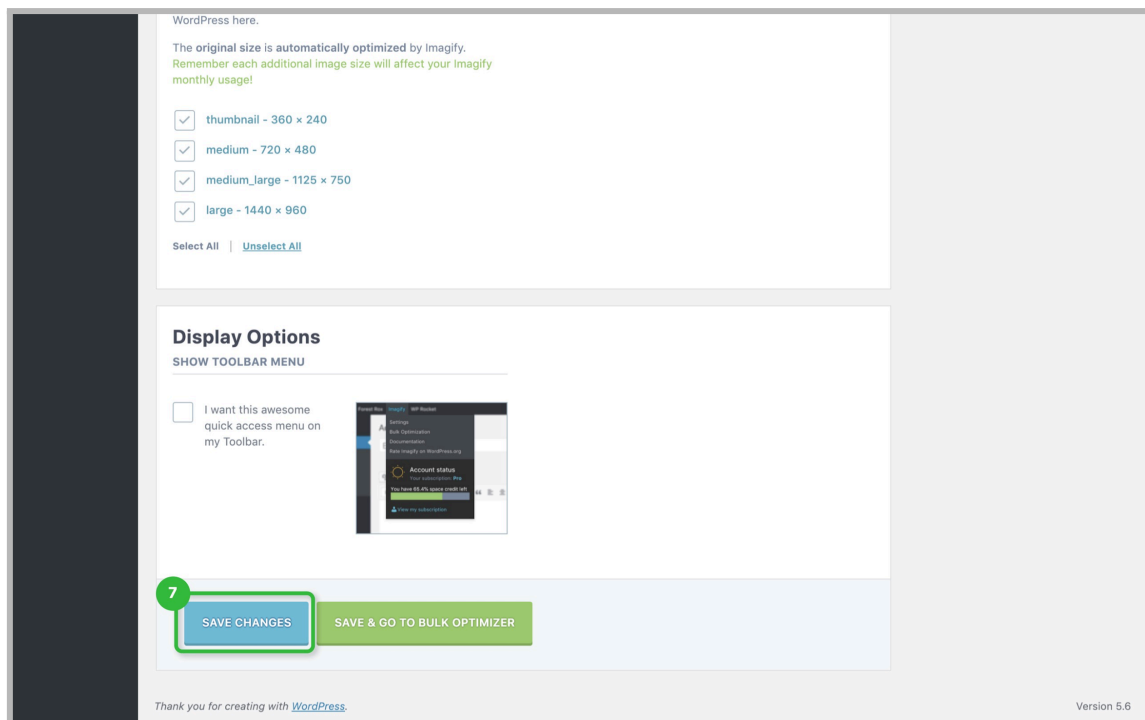


6. if your server allows you to, enable "Create webp versions of images" and "Display images in webp format on the site"
 - a. only use the "Use rewrite rules" option
 - b. and avoid the <picture> syntax

if the rewrite option doesn't work we recommend to disable the webp option altogether (for theme integrity)



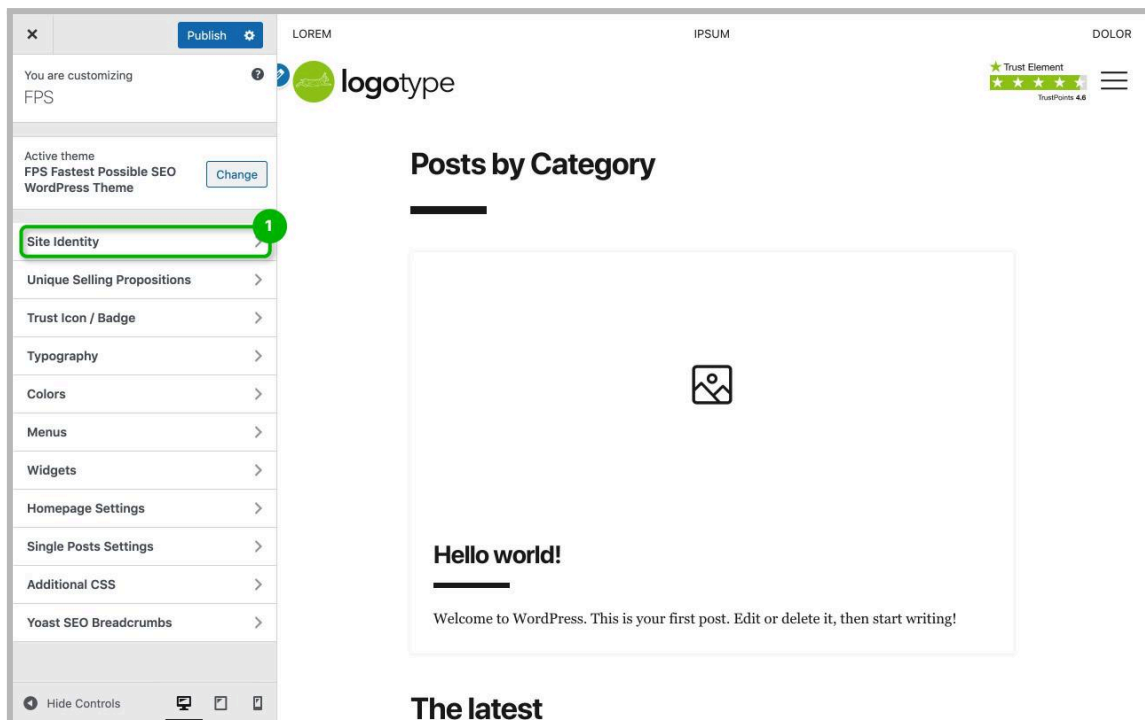
7. save your changes at the bottom of the page



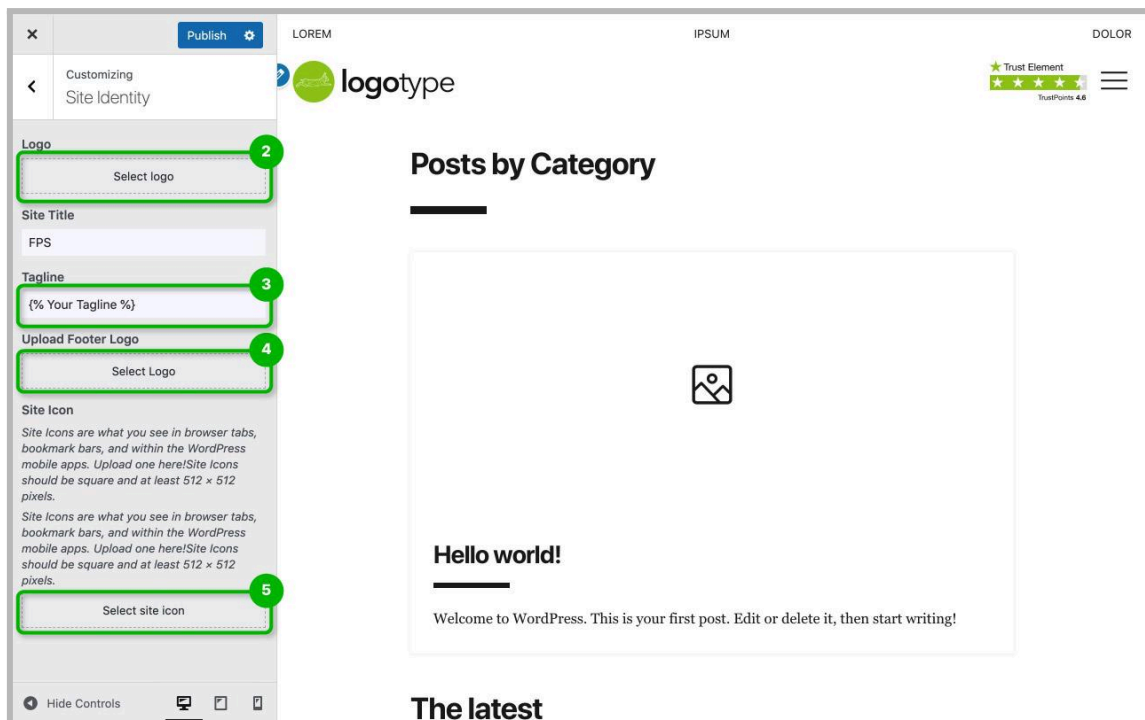
Theme Customizer

Site Identity

1. go to "Site Identity"



2. select your header logo
 - a. the logo is rendered with a height of 50px
 - b. to account for hiDPI screens the height of the image you upload should be 150px (the width should scale naturally with your logo dimensions)
3. update/customize your Tagline
4. chose a footer logo
5. and upload your site icon
 - a. aka your favicon
 - b. requirements 512 x 512px

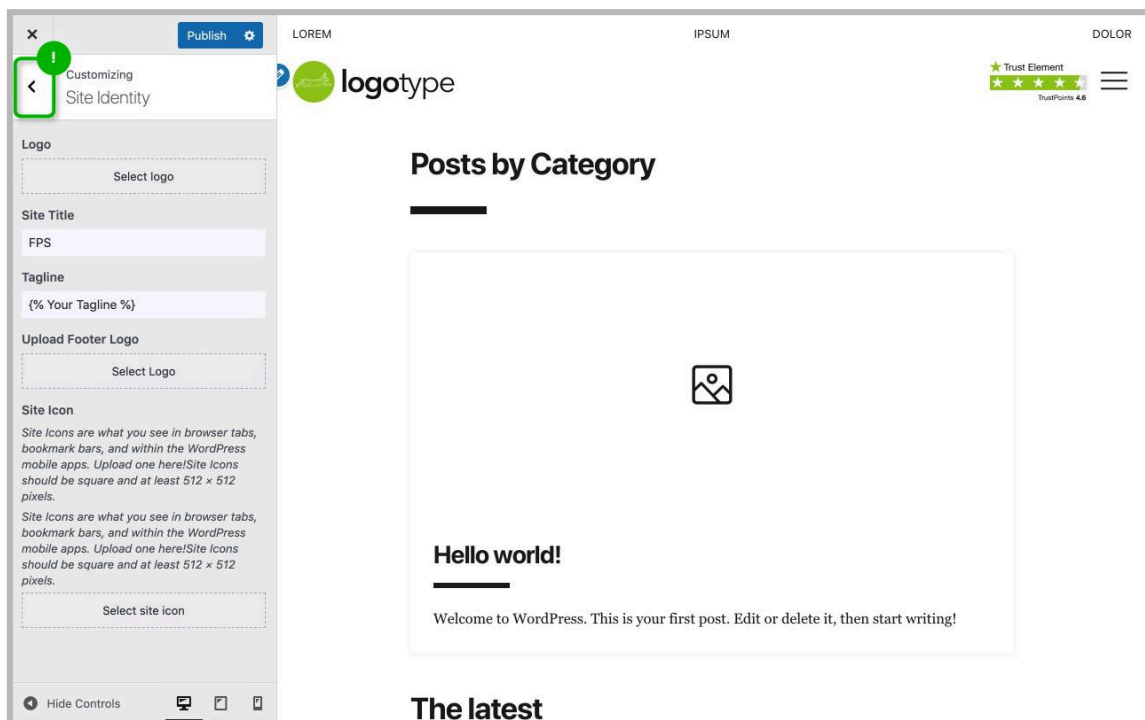


Note @image format

We recommend choosing a logo in .svg format. Either ask your designer to create an svg version of your logo. Or try out an online tool like <https://vectormagic.com/>.

The important thing to note here is that the integrated cropping functionality of the WordPress Customizer does not work on .svg files. – If you use an .svg graphic click “Skip cropping” on the intermediate dialog.

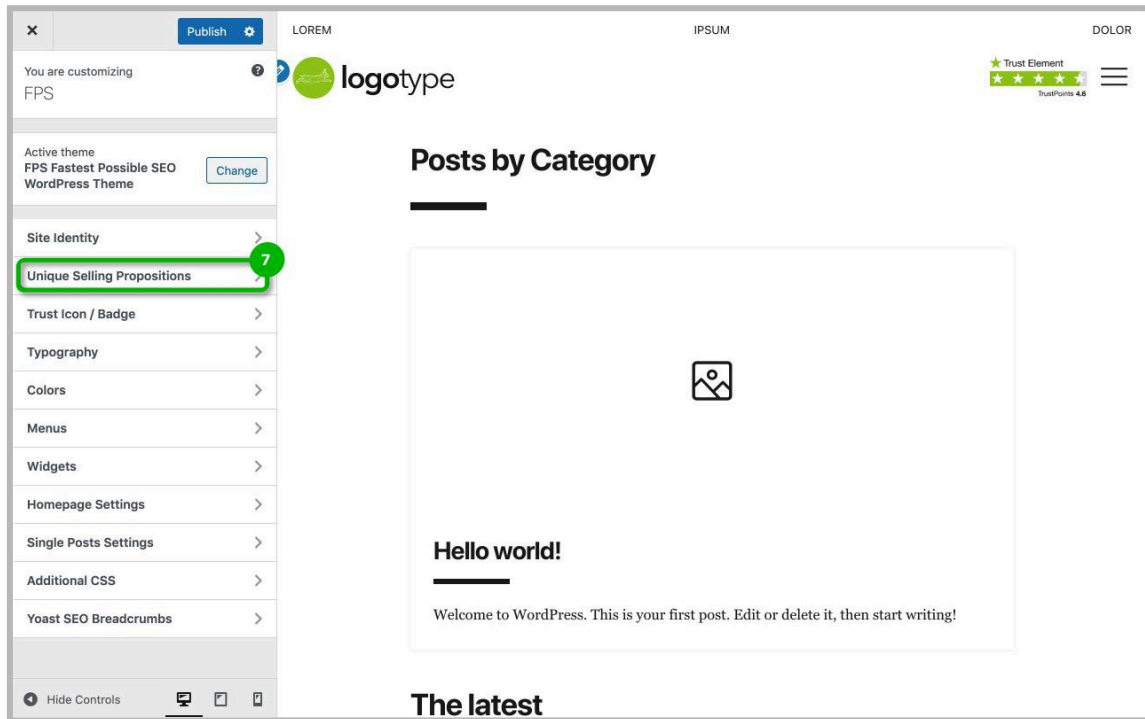
6. if you use an .svg graphic click **“Skip cropping”** on the intermediate dialog



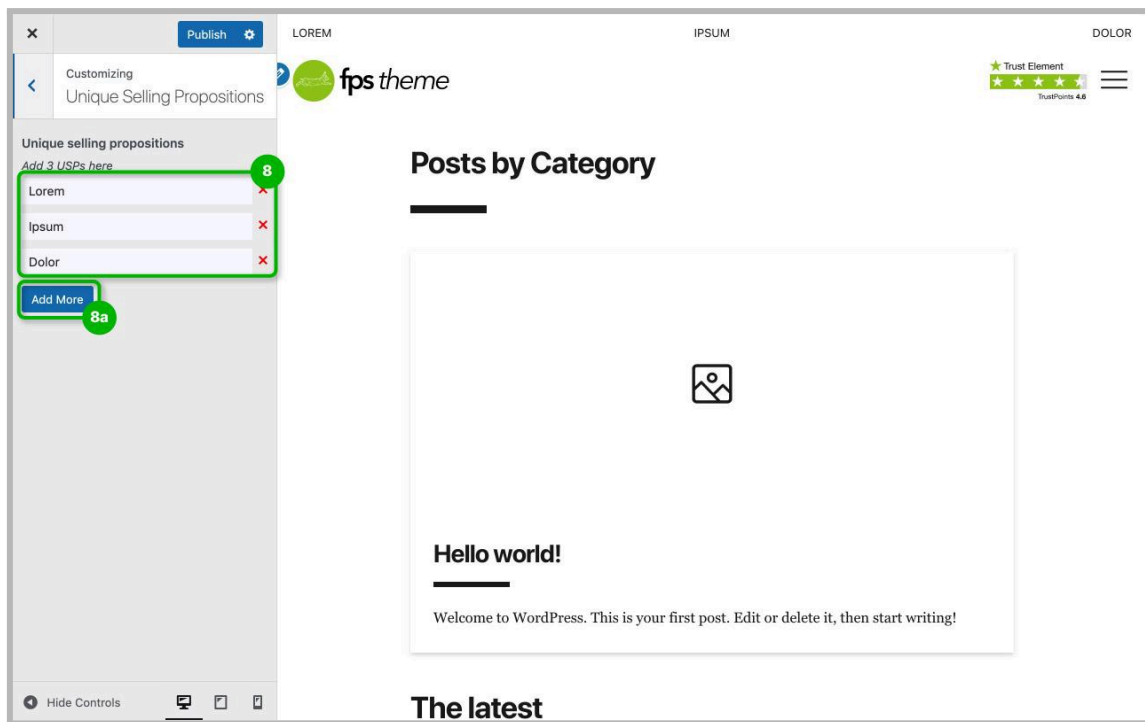
Use the **upper left arrow** next to the Customizer section title to navigate back into the overview

Unique Selling Propositions

7. advance to “Unique Selling Propositions”

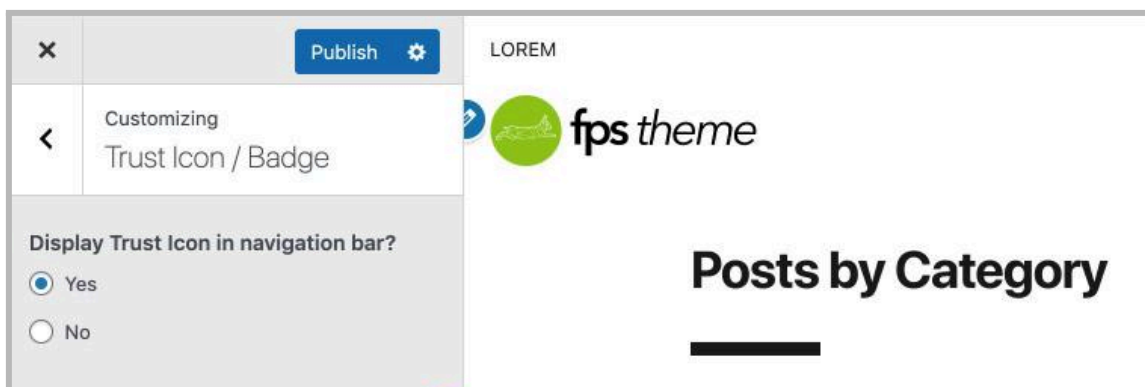


8. and update them according to your needs
 - a. you're also free to **“Add more”** items or remove items with the red **x** icon (note: we recommend not more than 4 items)

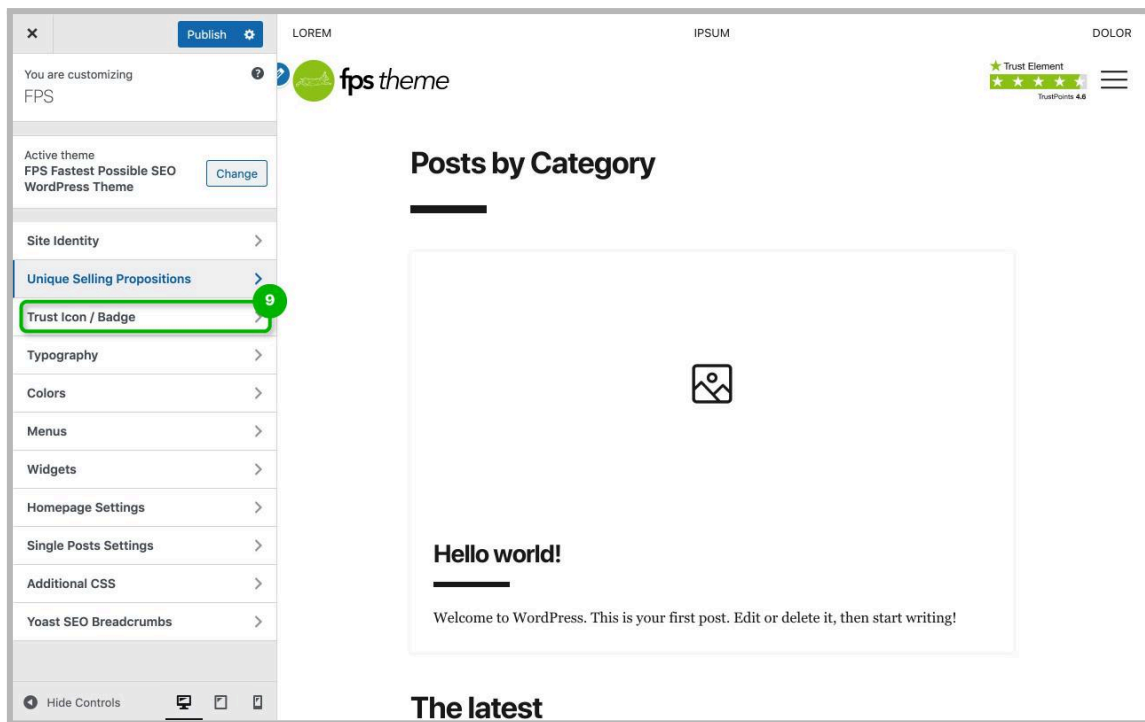


Trust Icon/Badge

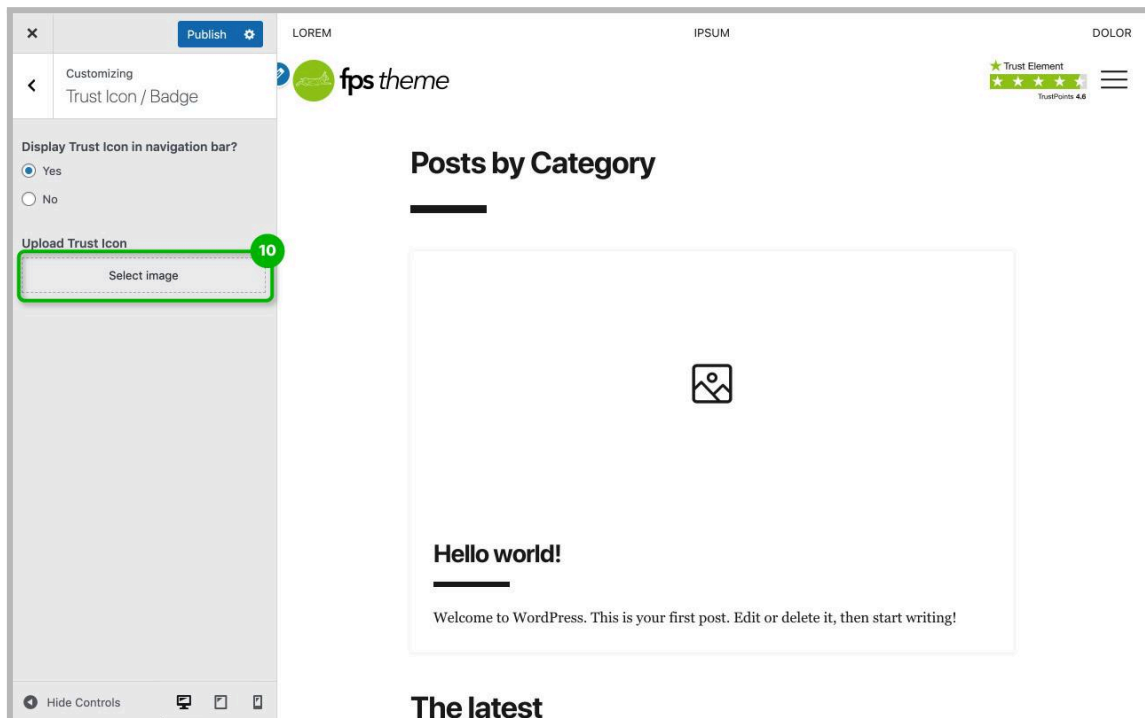
Note: To showcase the trust element and to encourage you to use the feature we're displaying a dummy element on theme install. If you prefer to not display an element you can also disable it in the customizer settings.



9. go to **"Trust Icon / Badge"**

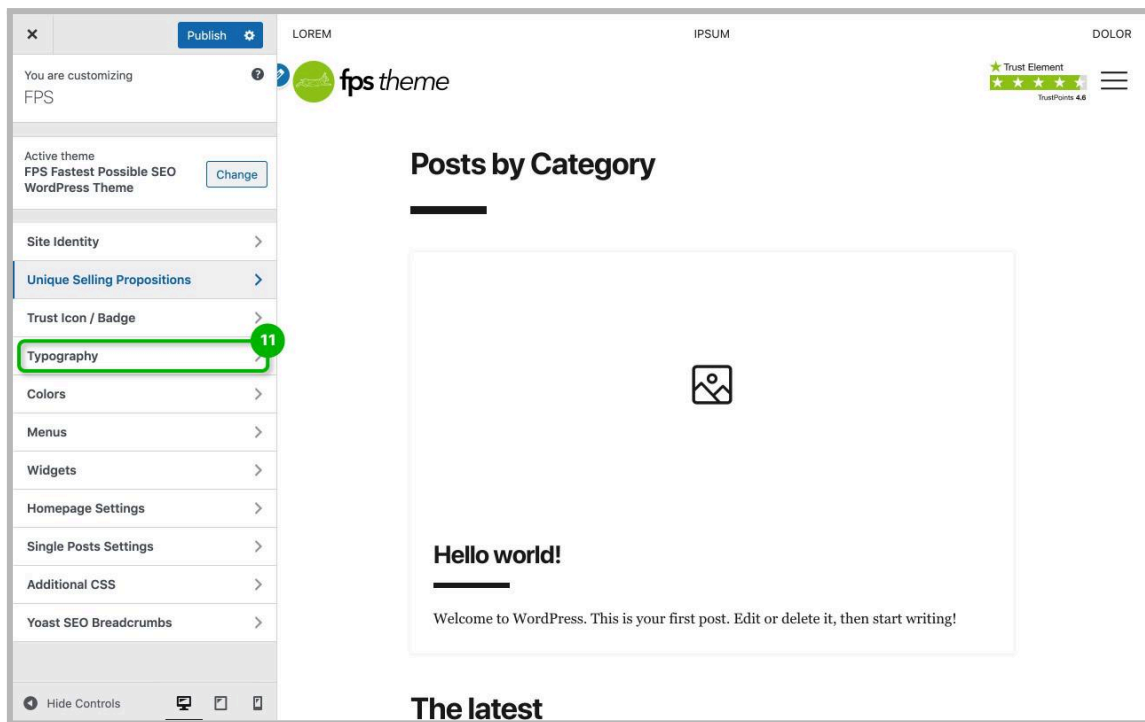


10. select an image

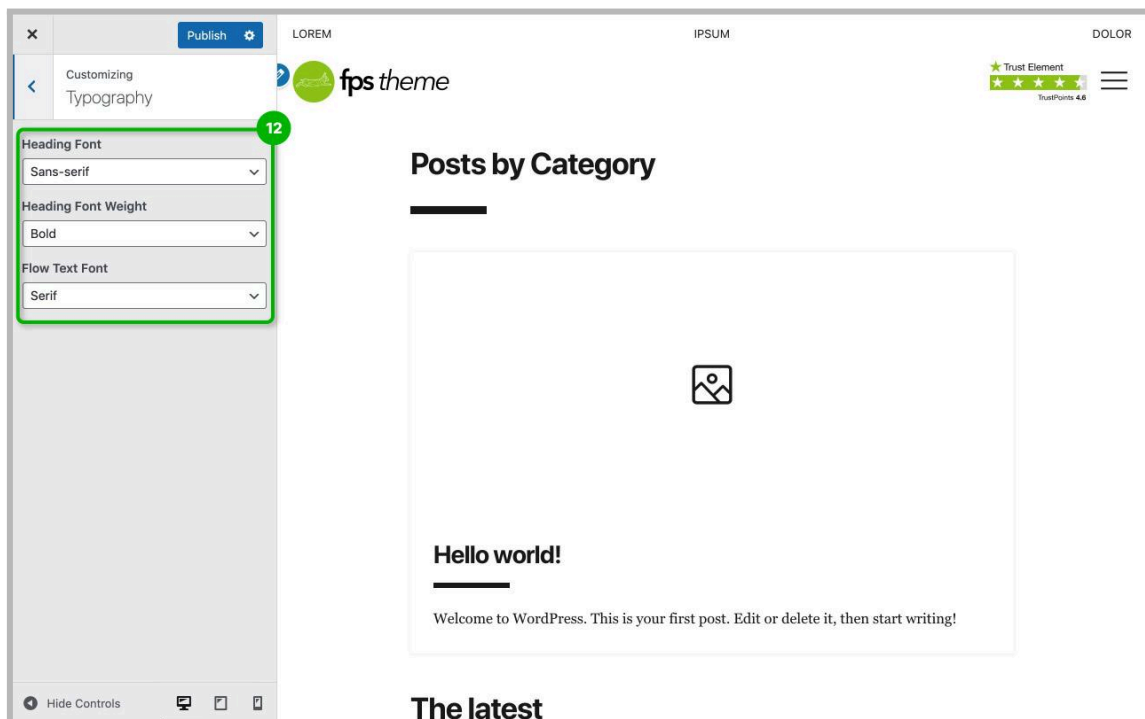


Typography

11. next step "Typography"

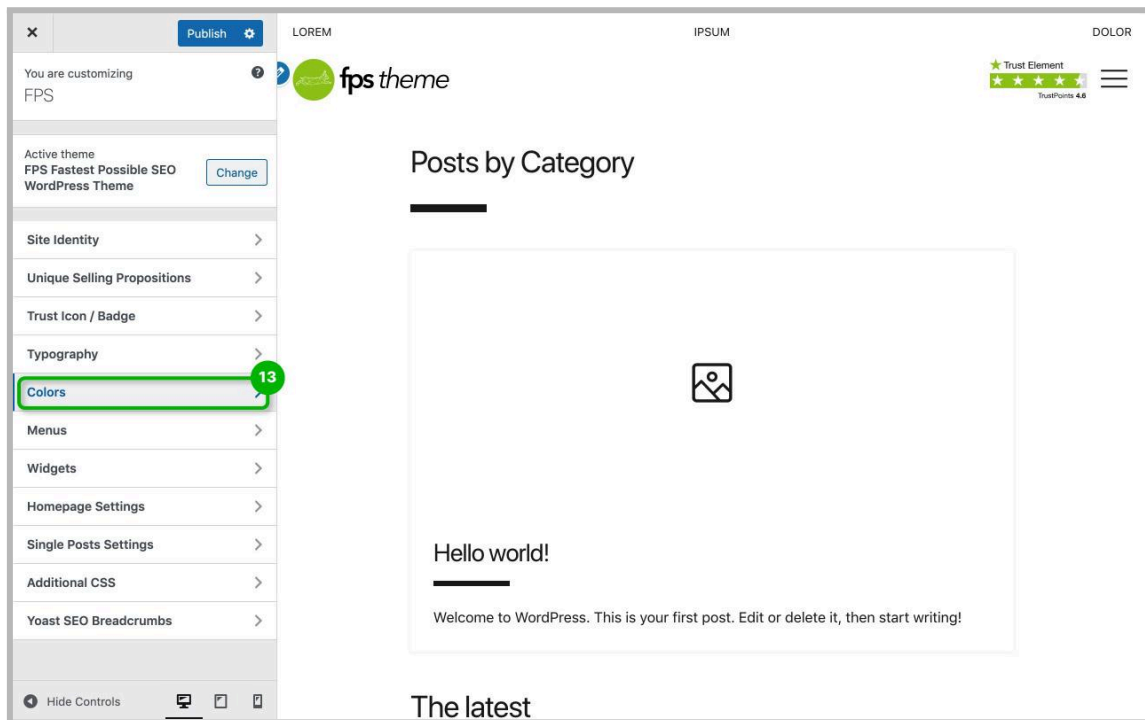


12. where you can change between Serif / Sans-serif font stacks and set the weight for headings

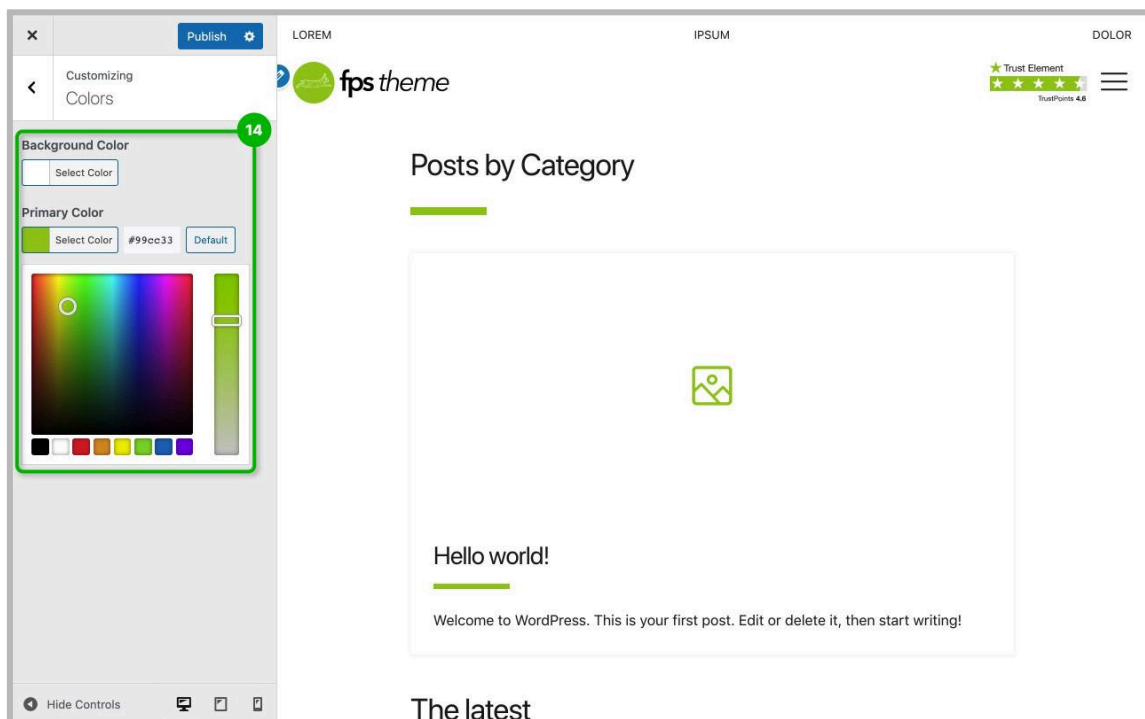


Colors

13. next step "Colors"

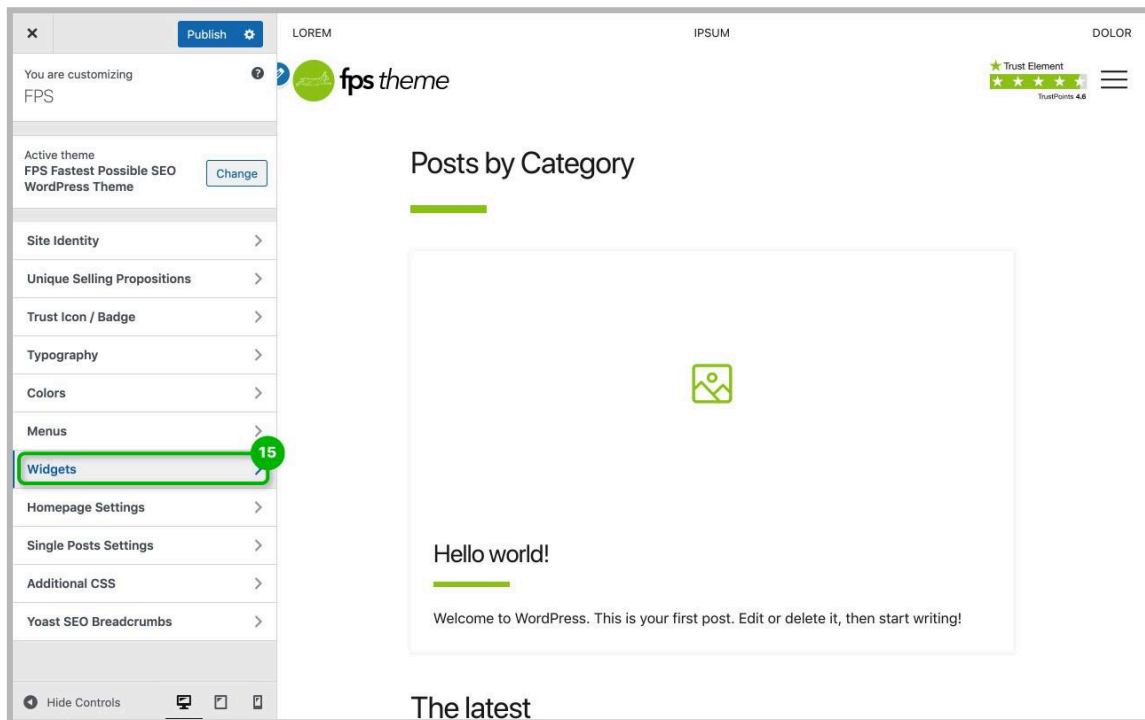


14. chose a "Background Color" and "Primary color" (your brand color)

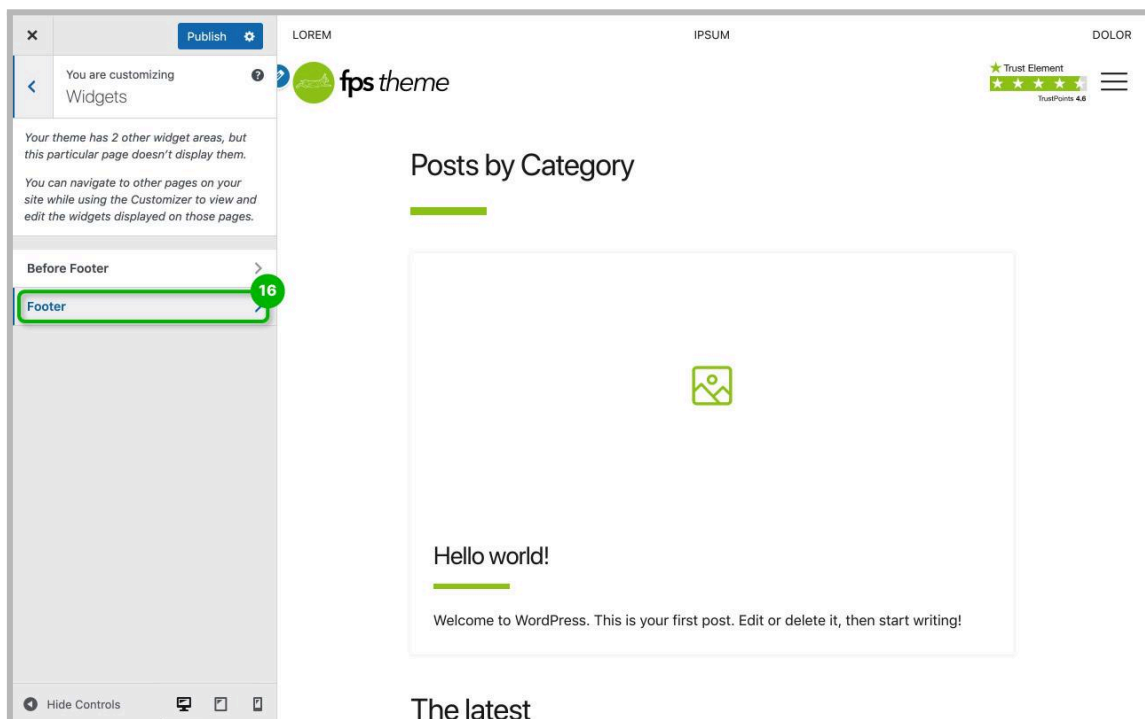


Widgets

15. under **"Widgets"**



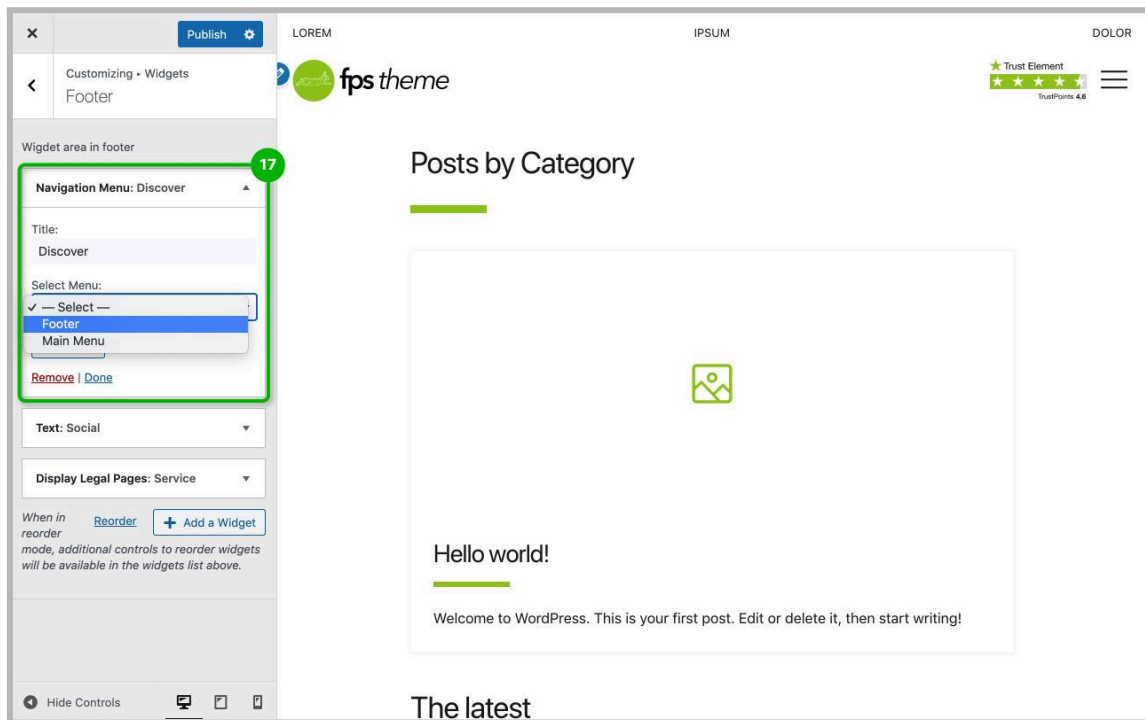
16. advance to **"Footer"**



17. within the **"Navigation Menu: {%Title%}"**

- select the **"Footer"** Menu to display

b. and change the **"Title"** for the widget



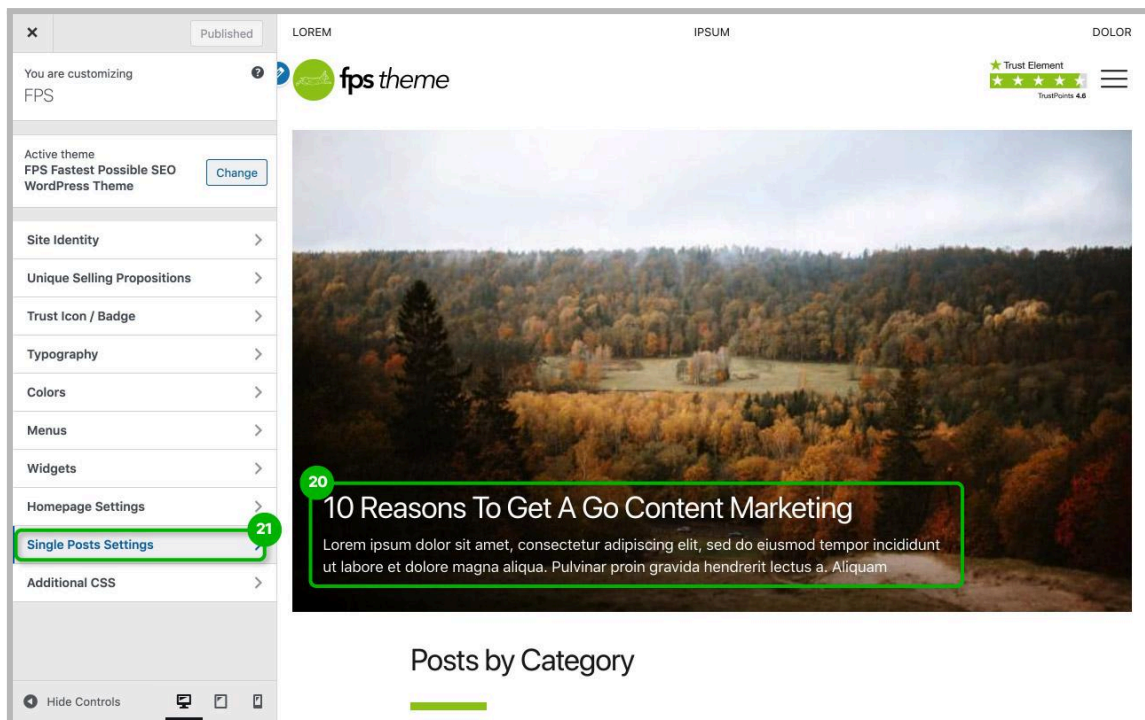
18. and click **"Done"**

19. the **menu widget** in the footer **should be filled and displayed now**

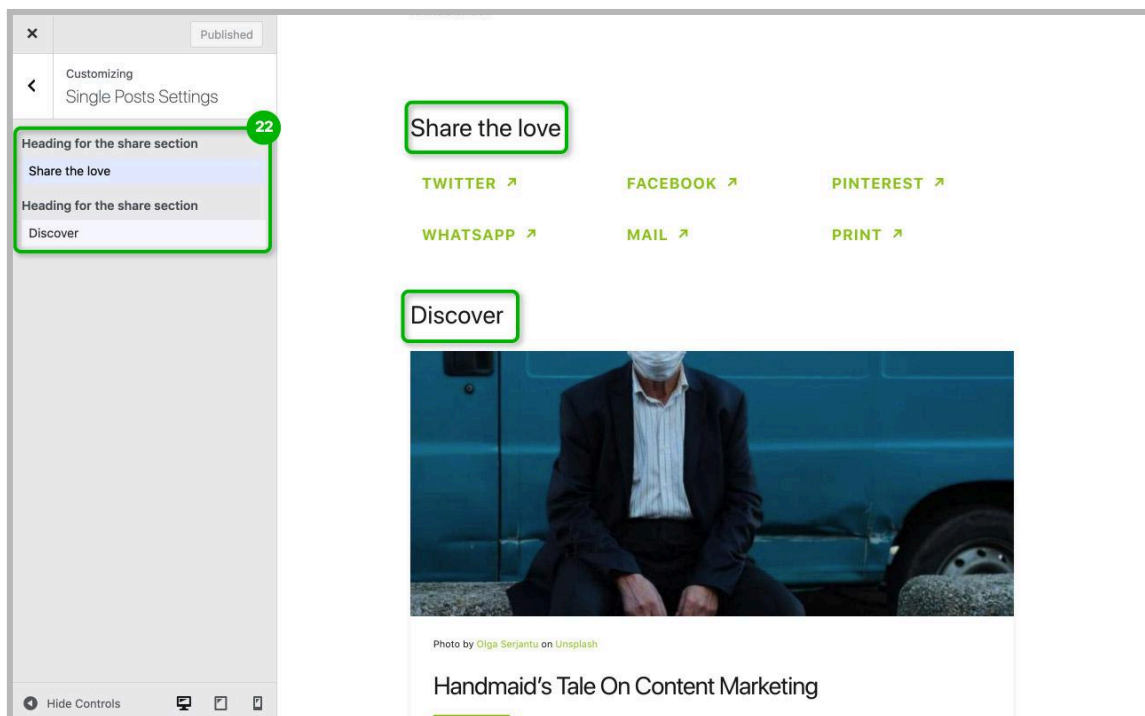
Single Post Settings

20. Click on any single post while staying in the customizer to change into a single post template

21. go to **"Single Post Settings"**

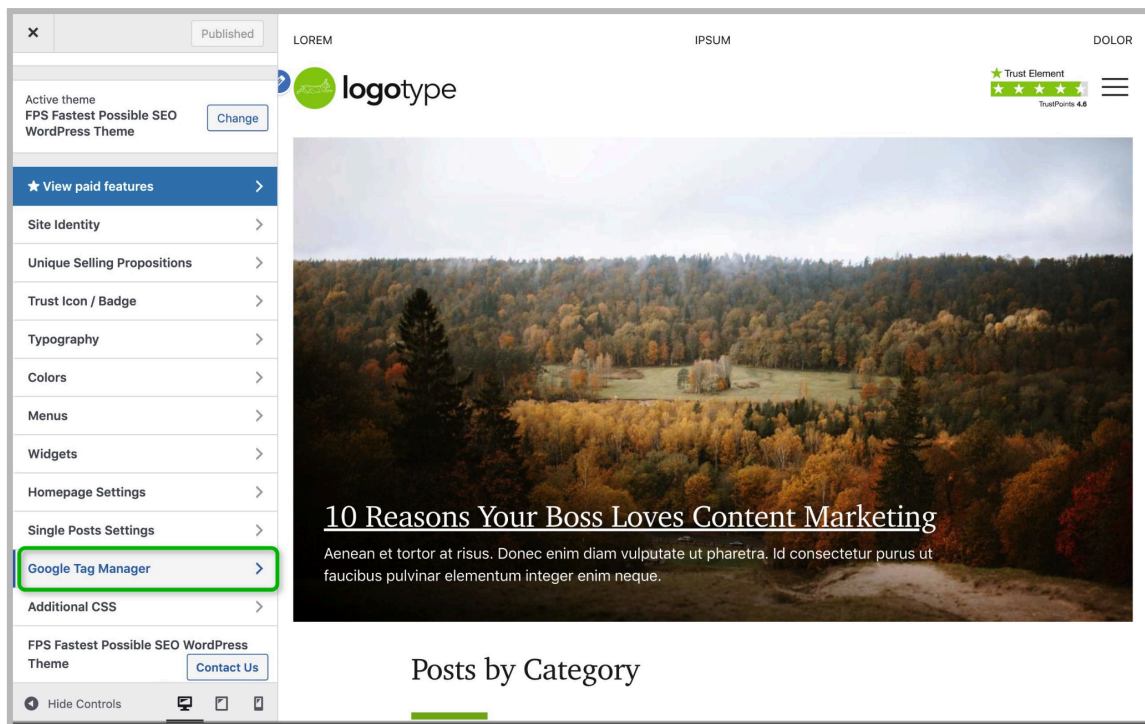


22. here you can change the headlines of the share and the interlinking sections

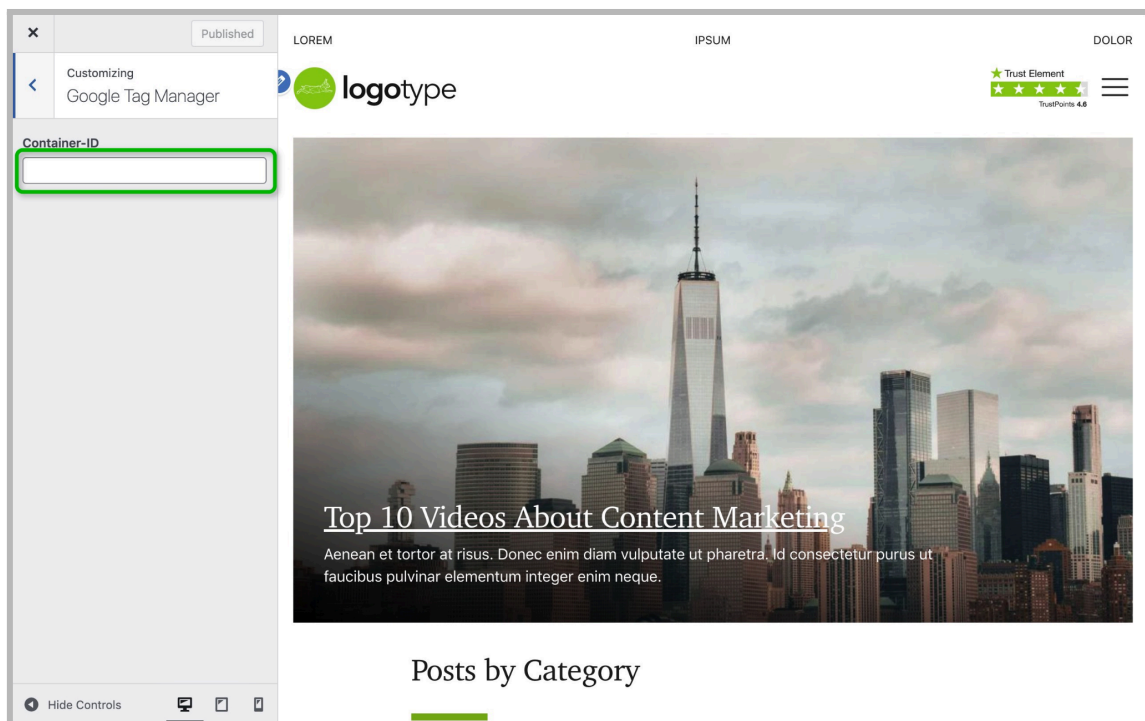


Google Tag Manager

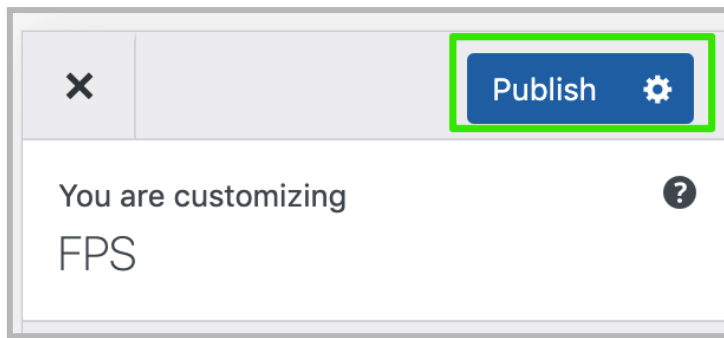
- go to "Google Tag Manager"



- and enter your **Container-ID**
- only then the gtm script gets loaded



finally hit **"Publish"** again

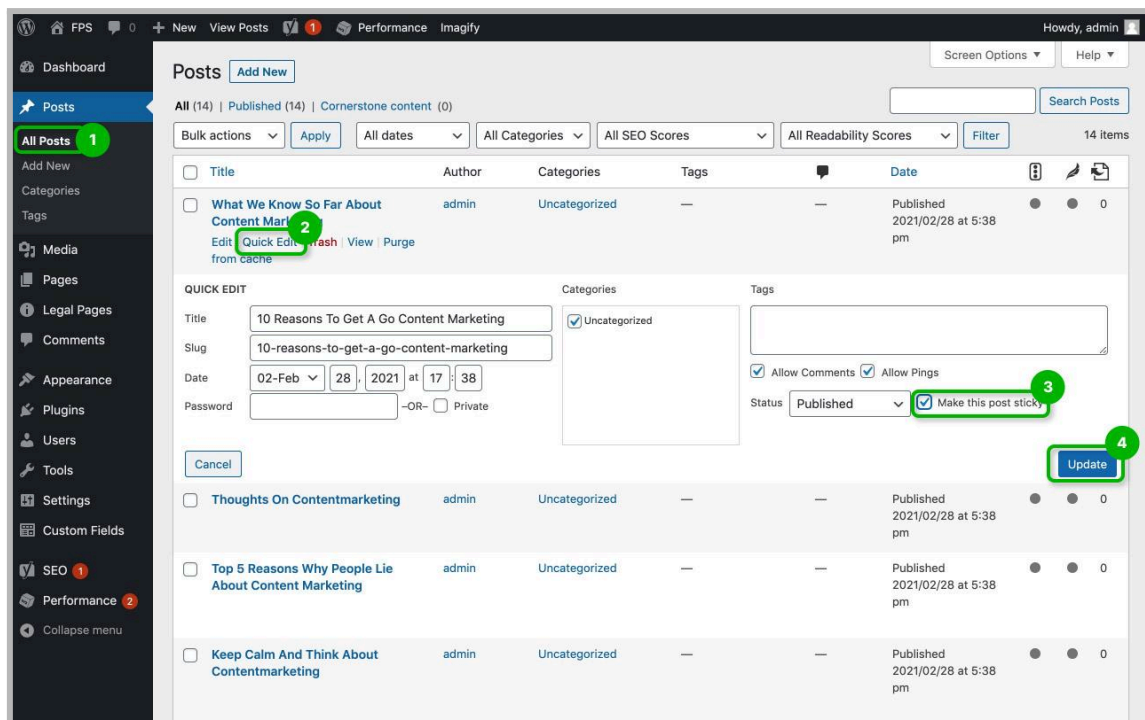


Another note @Starter Content

You should now **see all demo content imported** and a **slider** should be **displayed on your homepage**.

If no slider should appear, please manually set 1-2 posts to sticky, the fastest way to do this is:

1. Go to **"All Posts"**
2. hover over a posts title to display the navigation and choose **"Quick Edit"**
3. check **"Make this post sticky"** and **"Update"**

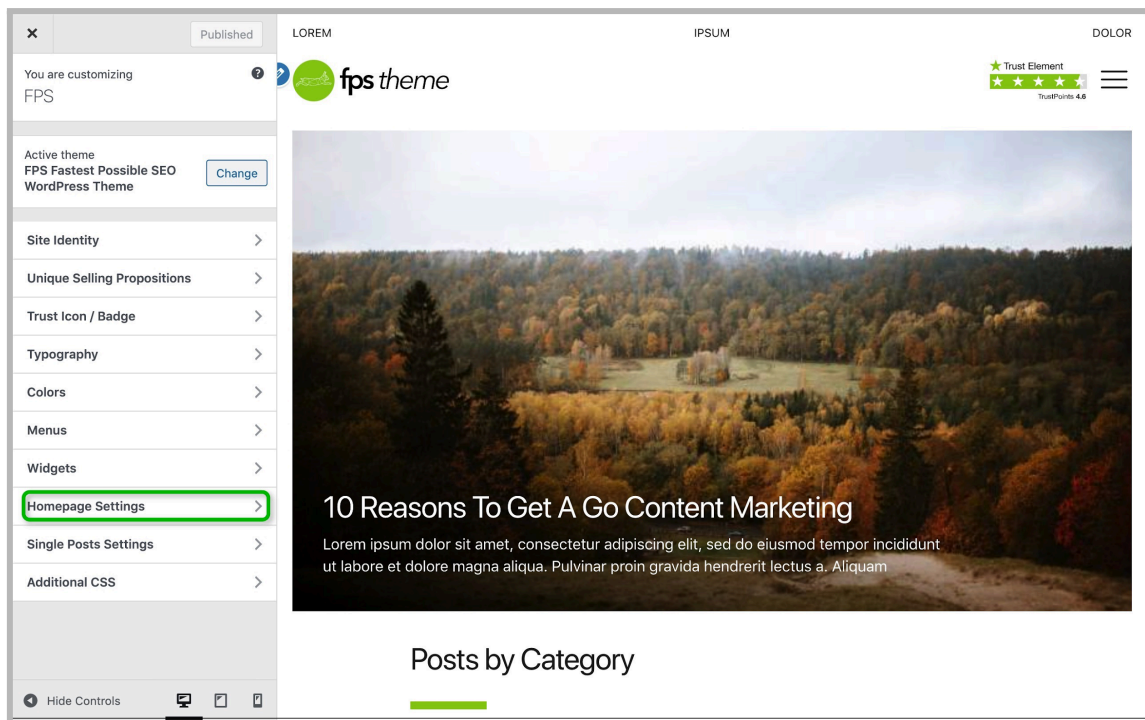


Note @Slider content / Sticky Posts

The slider internally makes use of Wordpress Sticky Posts (see <https://wordpress.org/support/article/sticky-posts/>) - it queries all posts that are marked sticky and displays them in descending order of their publication date (ie: the latest is first).

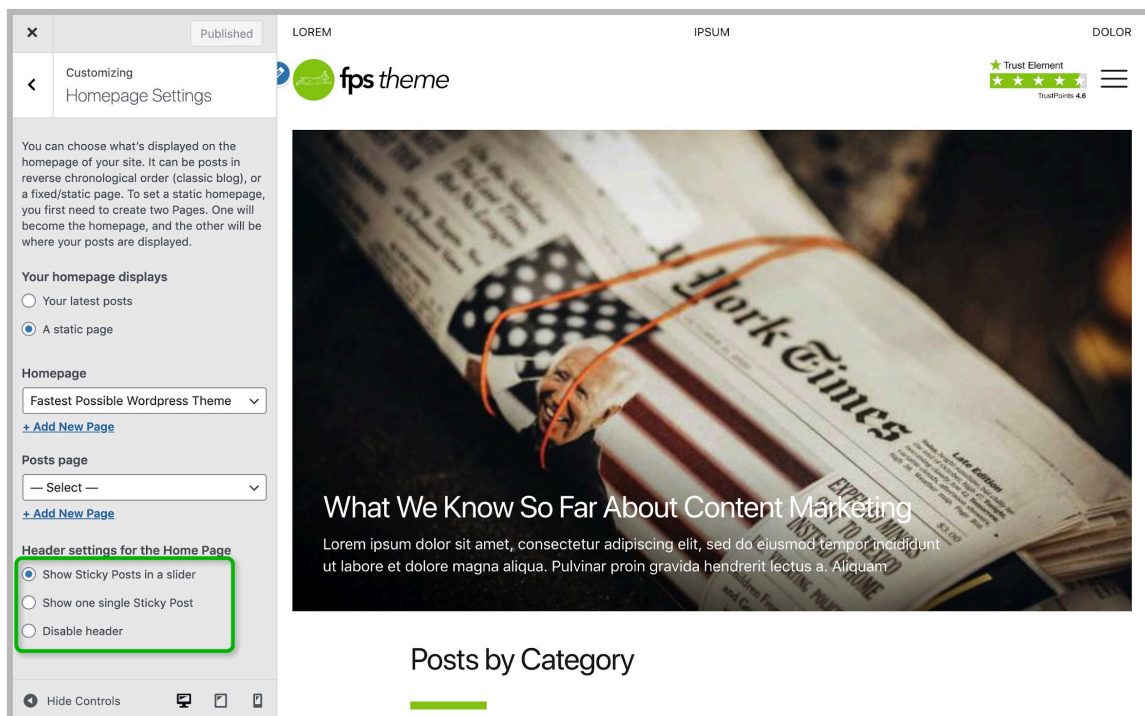
In the customizer Home Page Settings you have the possibility to **(a) disable the slider functionality** and just **show one single featured post** or **(b) to disable the section altogether**.

23. Choose **"Homepage Settings"**

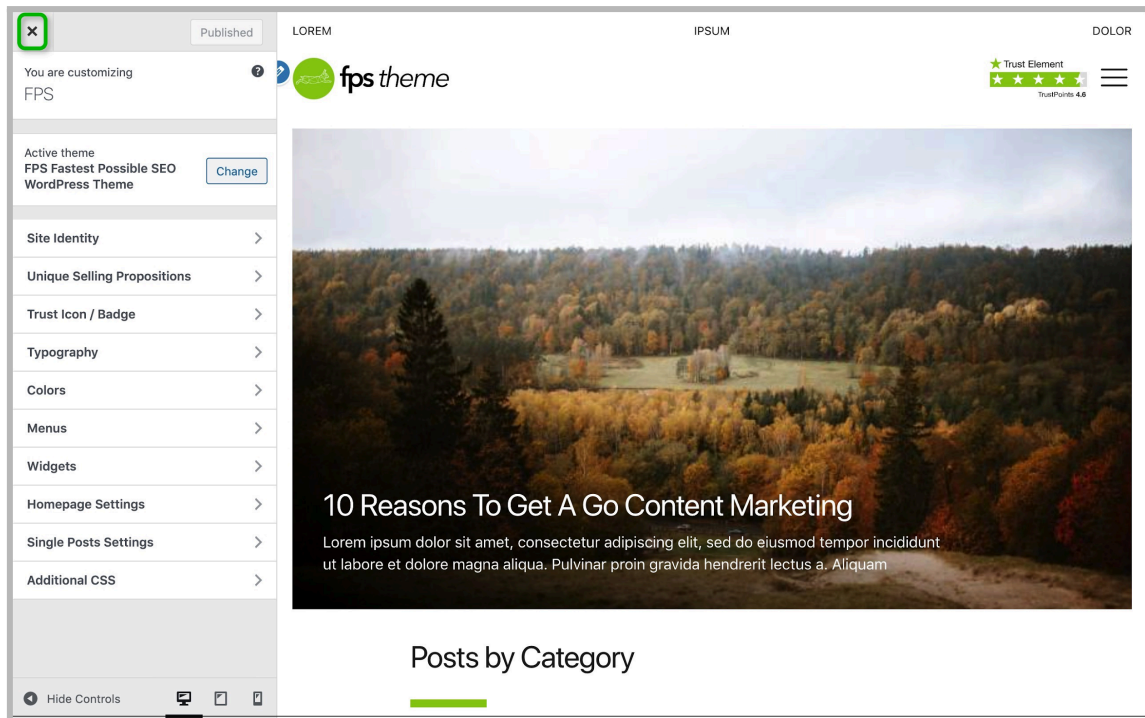


24. make your preferred selection

25. eventually **"Publish"** your changes again



26. you can now **exit** the Customizer



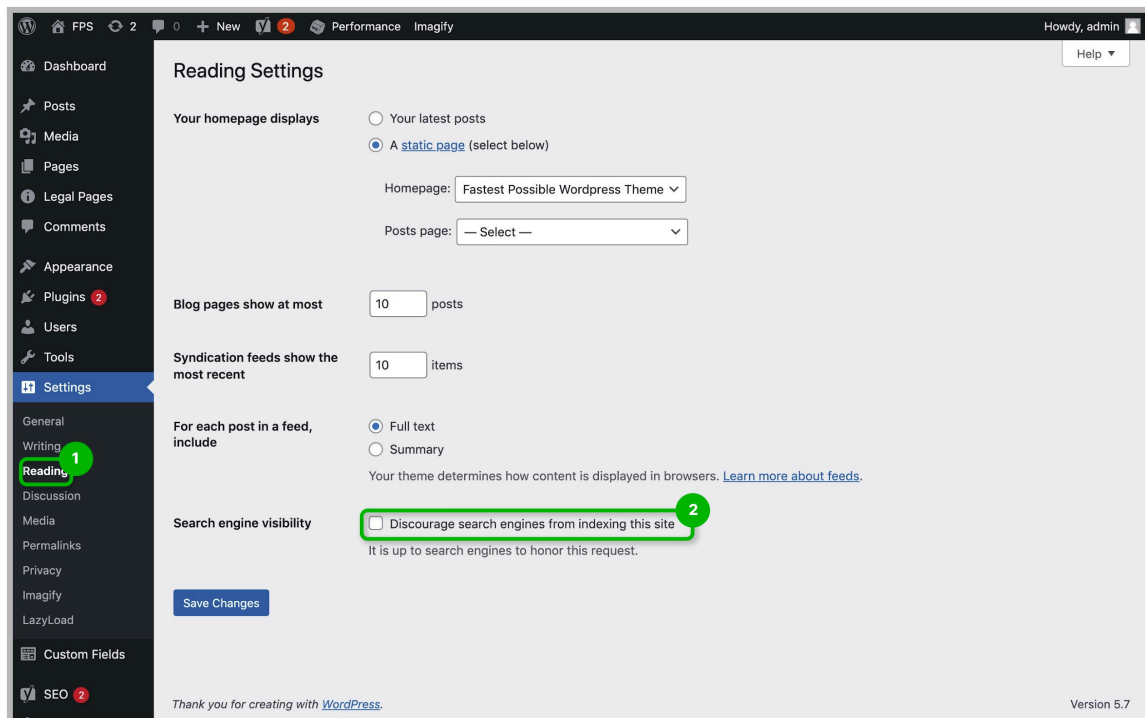
Going live (Important Case Note)

this section is an important reminder for the following case

- your site was set to noindex within the WordPress settings
- and/or using a staging domain

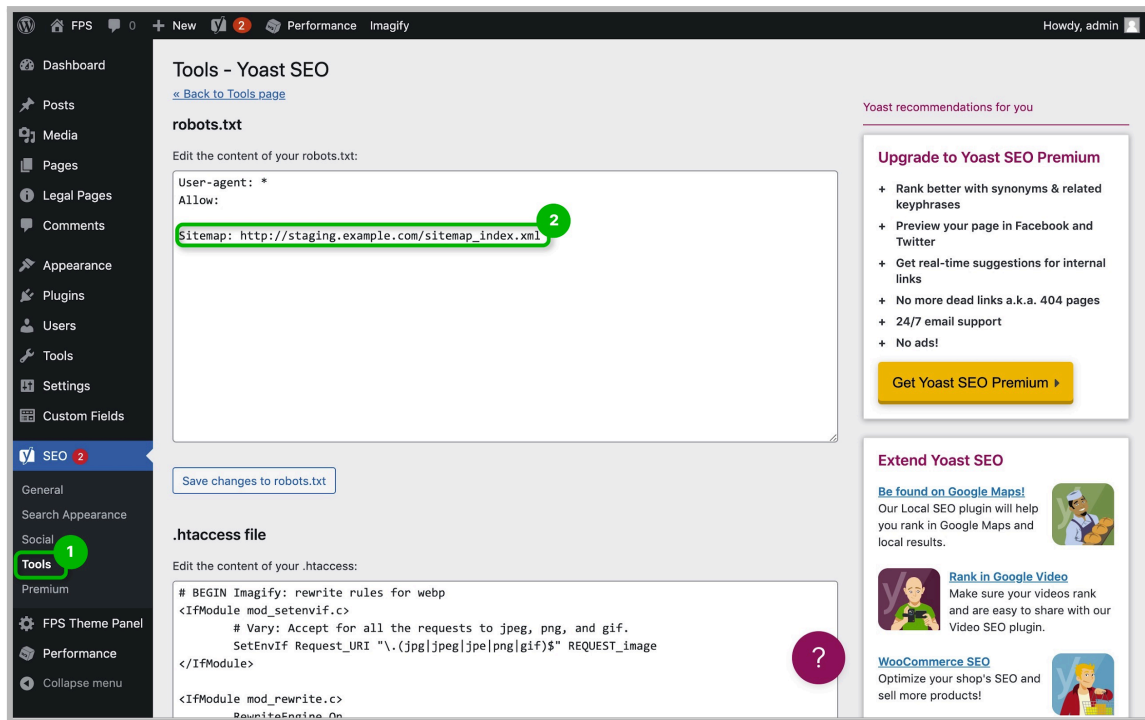
before 'going live' check the following:

1. Go to **Settings** → **Reading**
2. and ensure that **"Discourage search engines from indexing this site"** is not ticked



and if you have been using a staging/development domain to set the sitemap_index.xml reference to the correct domain:

1. Go to **SEO** → **Tools** → **File Editor**
2. and set the correct Sitemap reference in the robots.txt



Homepage and Posts page

The **Homepage** and **Posts Page** are set in **Settings → Reading**

- the homepage per default shows your sicky posts as a single Hero Image or within a slider, followed by your 10 latest posts.
- the posts pages shows all your posts (including pagination)

Dashboard

Posts

Media

Pages

Legal Pages

Comments

Appearance

Plugins

Users

Tools

Settings

General

Writing

Reading

Discussion

Reading Settings

Yee-haw! Your plan was successfully activated.

FPS Fastest Possible SEO WordPress Theme

Your homepage displays

☐ Your latest posts

☒ A [static page](#) (select below)

Homepage:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each post in a feed, include

☒ Full text

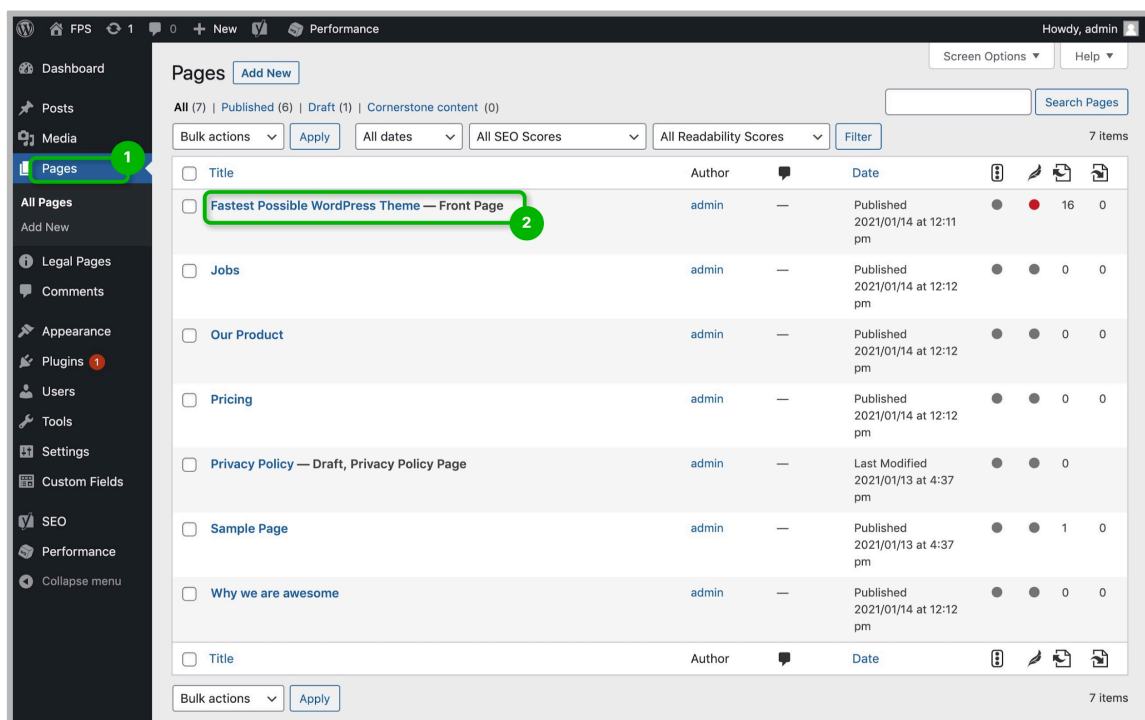
☐ Summary

Setup your Homepage

The homepage per default shows your 10 latest posts and your sticky posts as a single Hero Image or a slider.

Follow the steps below to edit your home page:

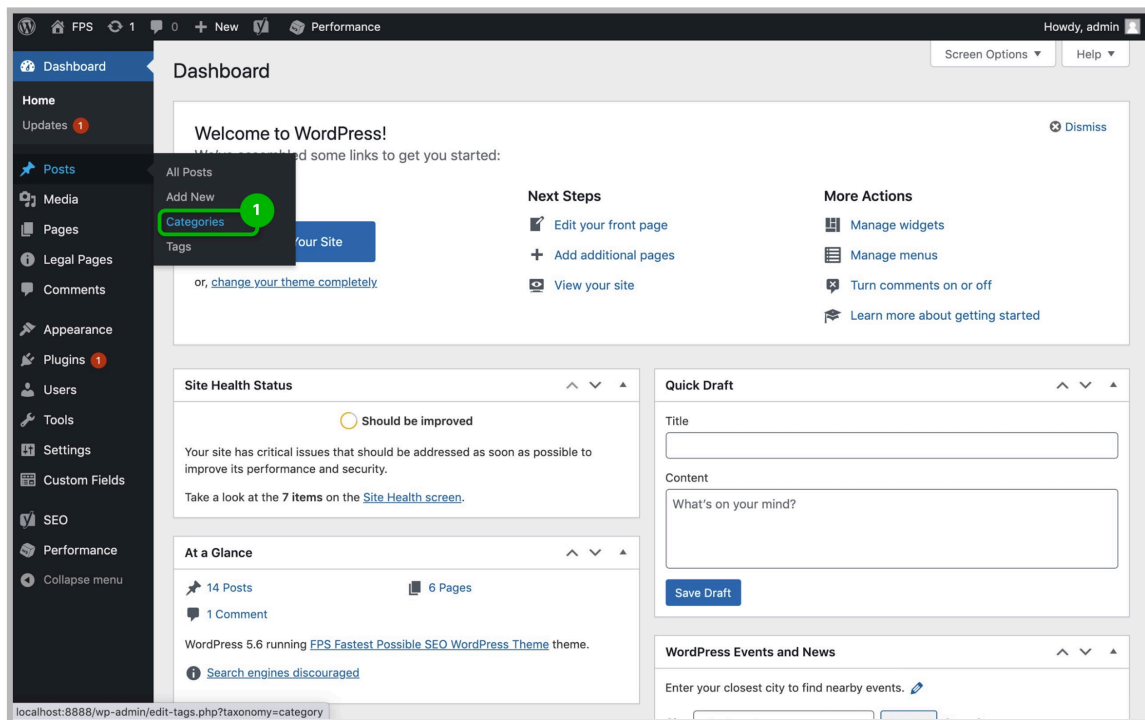
1. Go to the **"Pages"** menu in the WordPress admin panel
2. and click on the page with the **"-- Front Page"** extension



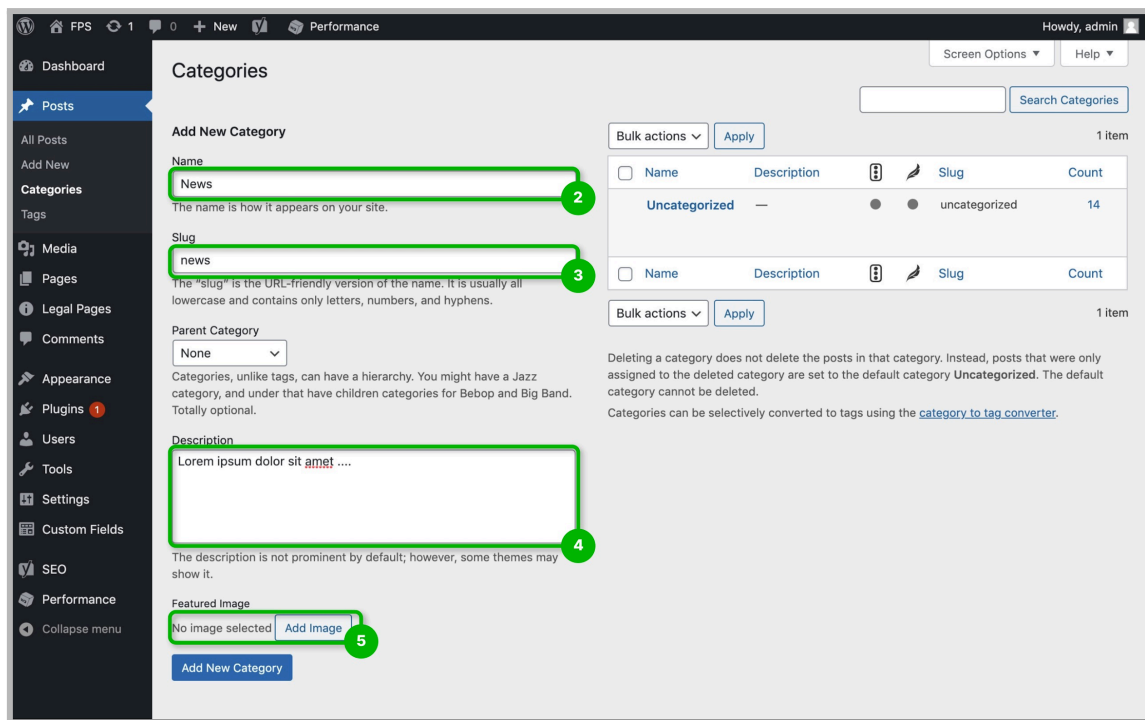
Tags & Categories

The process of creating tags and categories is identical. Below we will illustrate how to create a new category and set a meta description with the Yoast SEO plugin.

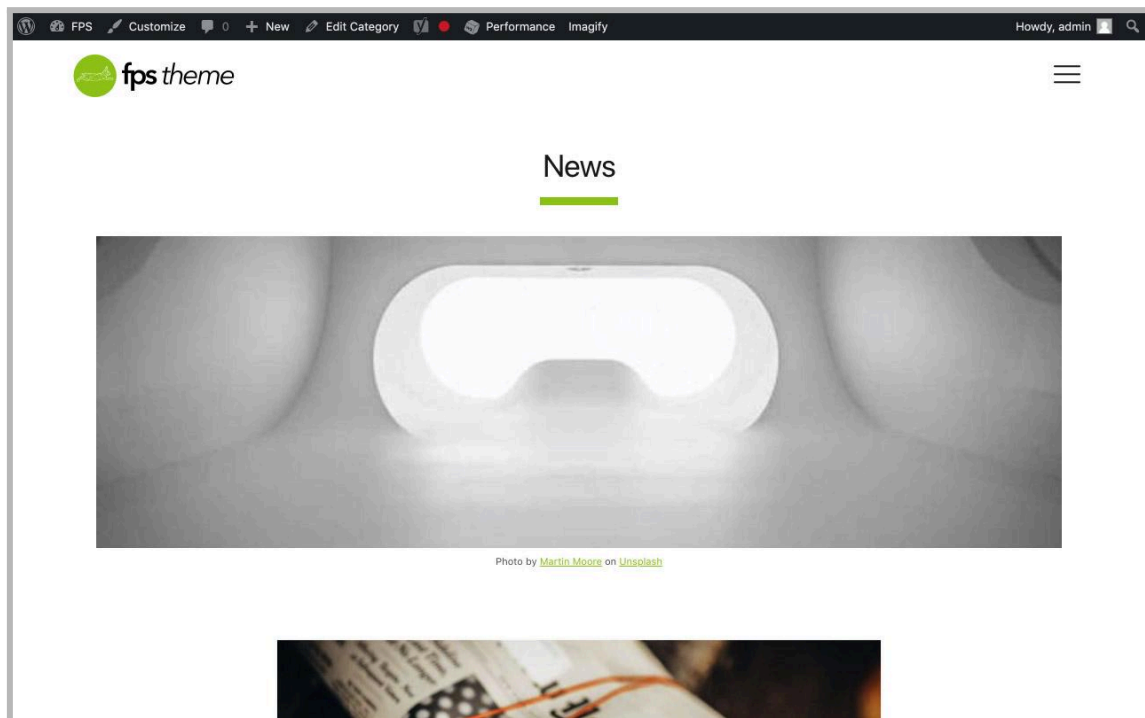
1. Hover over the **"Posts"** menu and select **"Categories"**



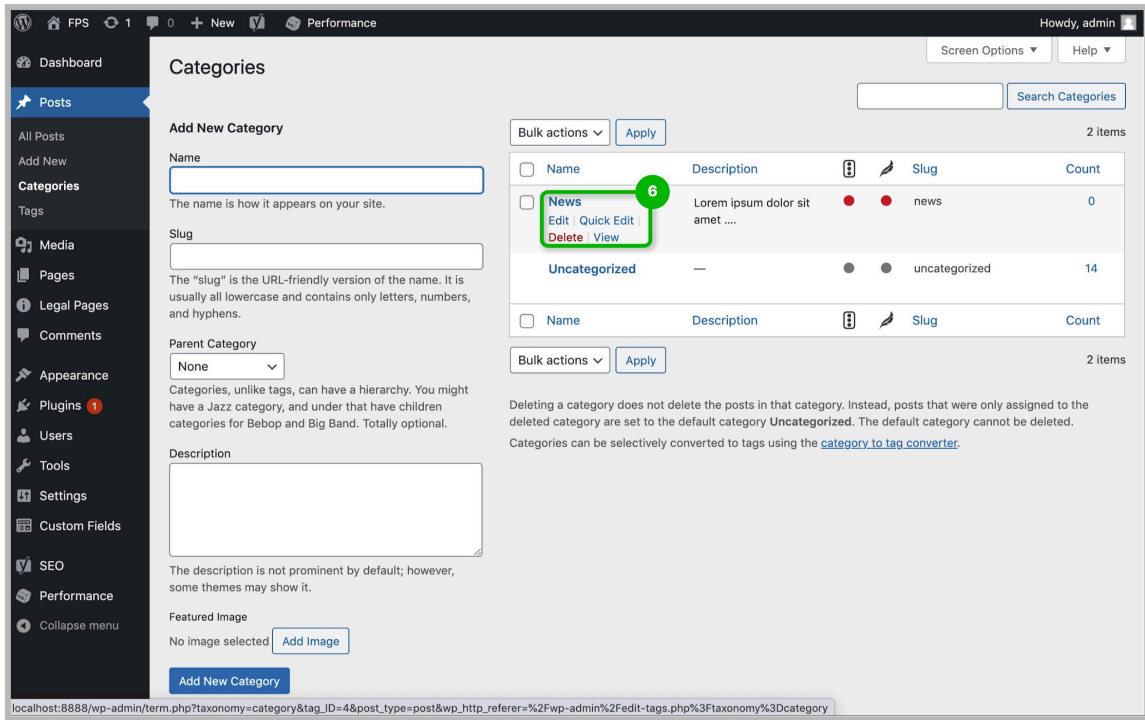
2. enter **"Name"**
3. and **"Slug"** for the category
4. [optional] enter a **category description**
5. [optional] and **set a featured image**



this is how the category should look like in the frontend



6. go back to the category admin page and "Edit" the just created category to set a meta description

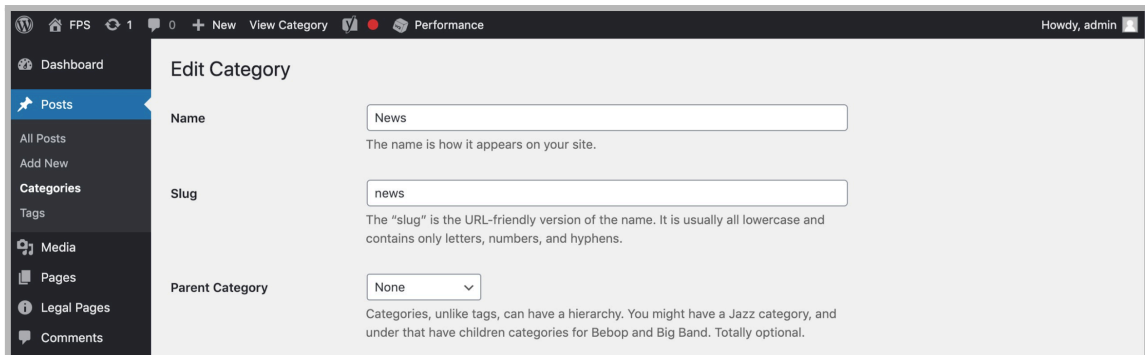


The screenshot shows the WordPress Admin Dashboard with the 'Categories' page selected. The left sidebar contains navigation links: Dashboard, Posts, All Posts, Add New, Categories, Tags, Media, Pages, Legal Pages, Comments, Appearance, Plugins (1), Users, Tools, Settings, Custom Fields, SEO, Performance, and Collapse menu. The main content area is titled 'Categories' and includes a search bar, bulk actions, and a table of categories. A green circle with the number '6' highlights the 'Edit' link for the 'News' category. The 'Add New Category' form on the left includes fields for Name, Slug, Parent Category, and Description, along with a 'Featured Image' section.

Categories Table:

Name	Description	Slug	Count
News	Lorem ipsum dolor sit amet	news	0
Uncategorized	—	uncategorized	14

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the default category **Uncategorized**. The default category cannot be deleted. Categories can be selectively converted to tags using the [category to tag converter](#).



The screenshot shows the 'Edit Category' page in the WordPress Admin Dashboard. The left sidebar is the same as the previous screenshot. The main content area is titled 'Edit Category' and includes form fields for Name, Slug, and Parent Category. The 'Name' field is filled with 'News', the 'Slug' field with 'news', and the 'Parent Category' dropdown is set to 'None'.

Edit Category Form:

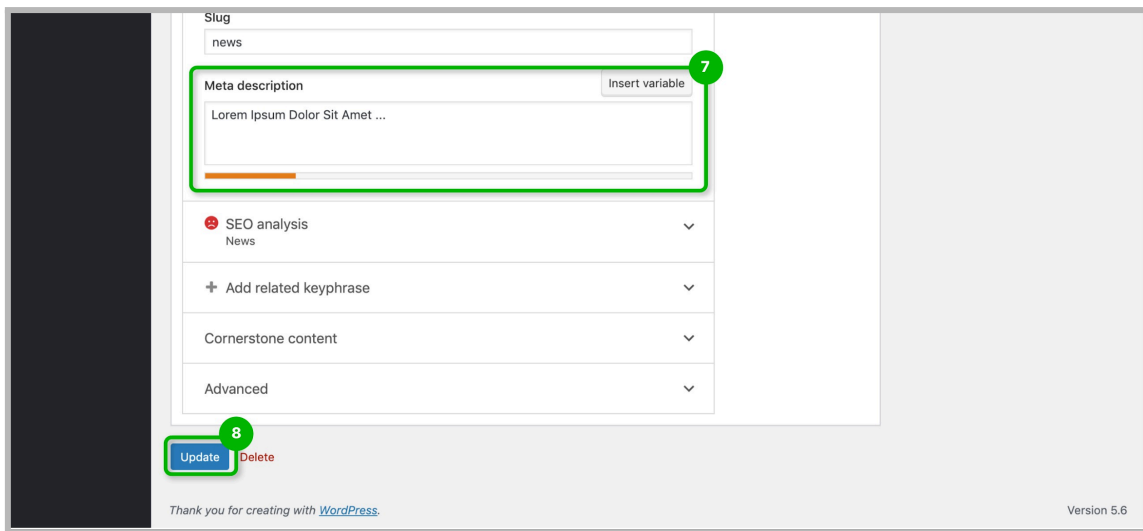
Name: News
The name is how it appears on your site.

Slug: news
The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category: None
Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

... scroll all the way down on the category edit page ...

7. and fill in an appropriate **meta description**
8. click **"Update"** to save your changes

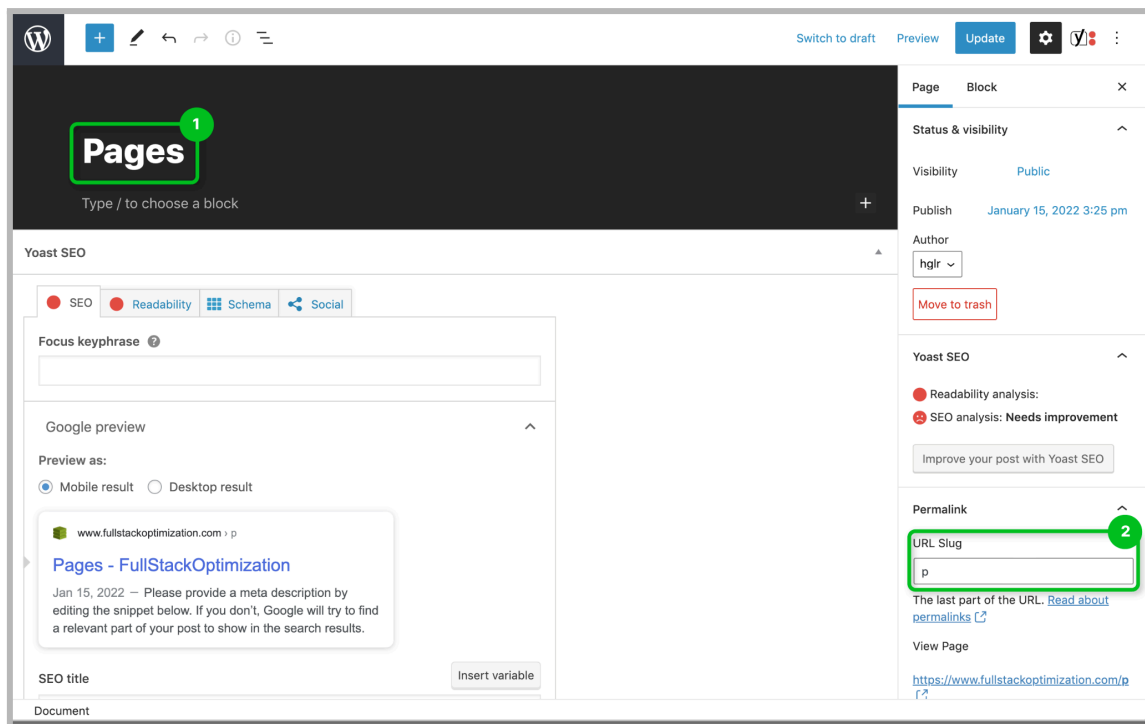


Pages

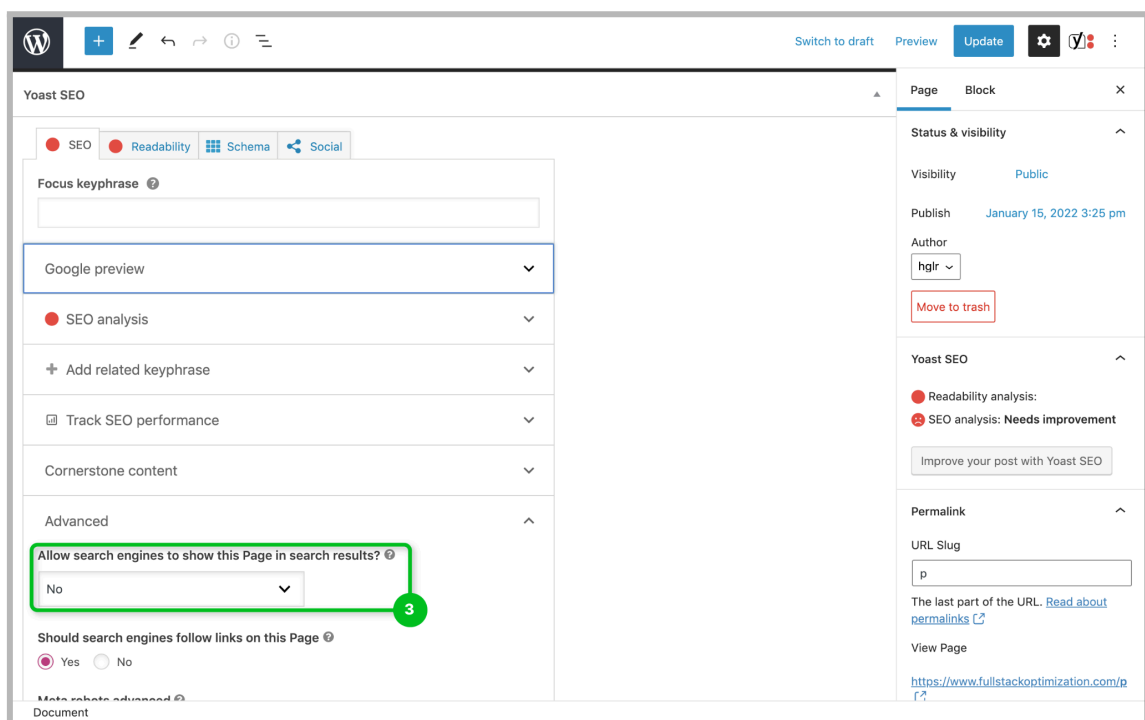
The Pages Post Type should reside in its own namespace (eg <https://www.example.com/p/page-title>). We will accomplish this using the hierarchical quality of the Pages Post Type. - Please also see the official WordPress Documentation on Pages: <https://wordpress.org/support/article/pages/#organizing-your-pages>

Create a new Page (the Namespace-Parent-Page)

1. Give it a descriptive Title
2. and set its URL Slug to a single letter (eg: p for Pages)



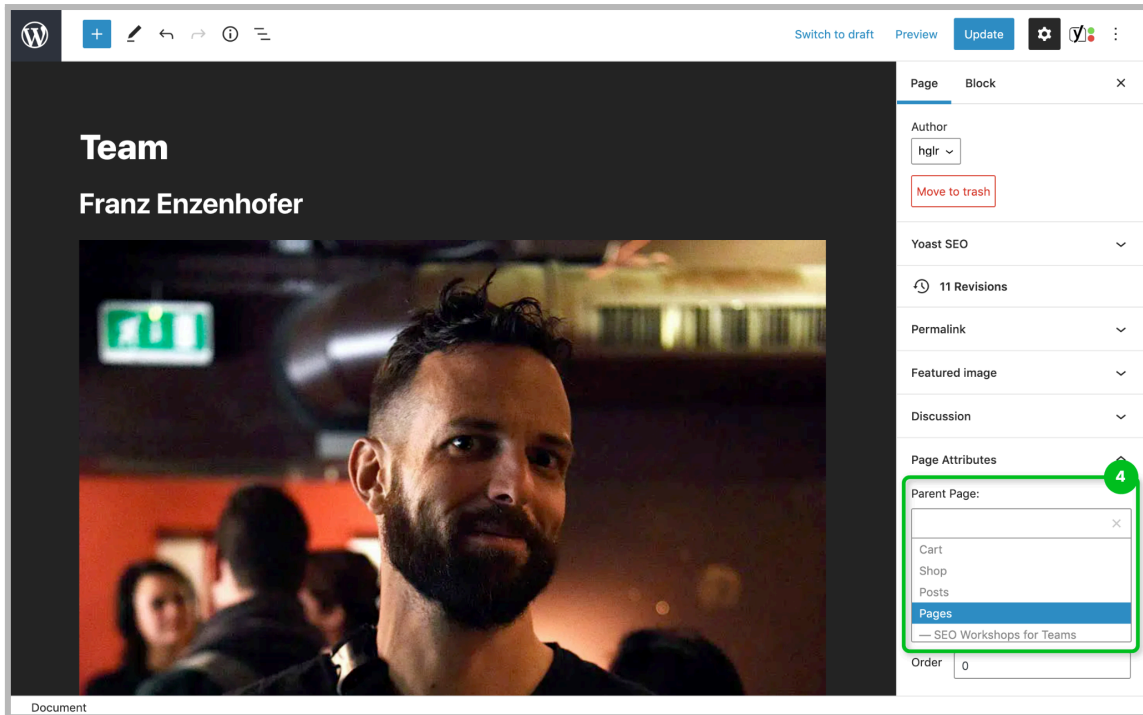
3. Scroll down the **Yoast SEO Section** and under the **Advanced Tab** set **Allow search engines to show this Page in search results?** to **No**



4. Set all Pages that you want to reside under the Pages Namespace as

Subpages to the Parent Page.

- a. under **Page Attributes** select **Pages** as the **Parent Page**



Exceptions

Do not assign the WordPress default Pages

- Front Page
- Posts Page
- Shop Page (in case of an active WooCommerce installation)

to any Parent Page.

☐ Title

☐ **Franz Enzenhofer SEO – Full Stack Optimization** — Front Page

☐ Pages

☐ — **Cart** — Cart Page

☐ — **Checkout** — Checkout Page

☐ — **FPS: Core Web Vitals Optimized SEO WordPress Theme**

☐ — **My account** — My Account Page

☐ — **Privacy Policy** — Draft, Privacy Policy Page

☐ — **Refund and Returns Policy** — Draft

☐ — **SEO Workshops for Teams**

☐ — **Some of our customers**

☐ — **Team**

☐ **Posts** — Posts Page

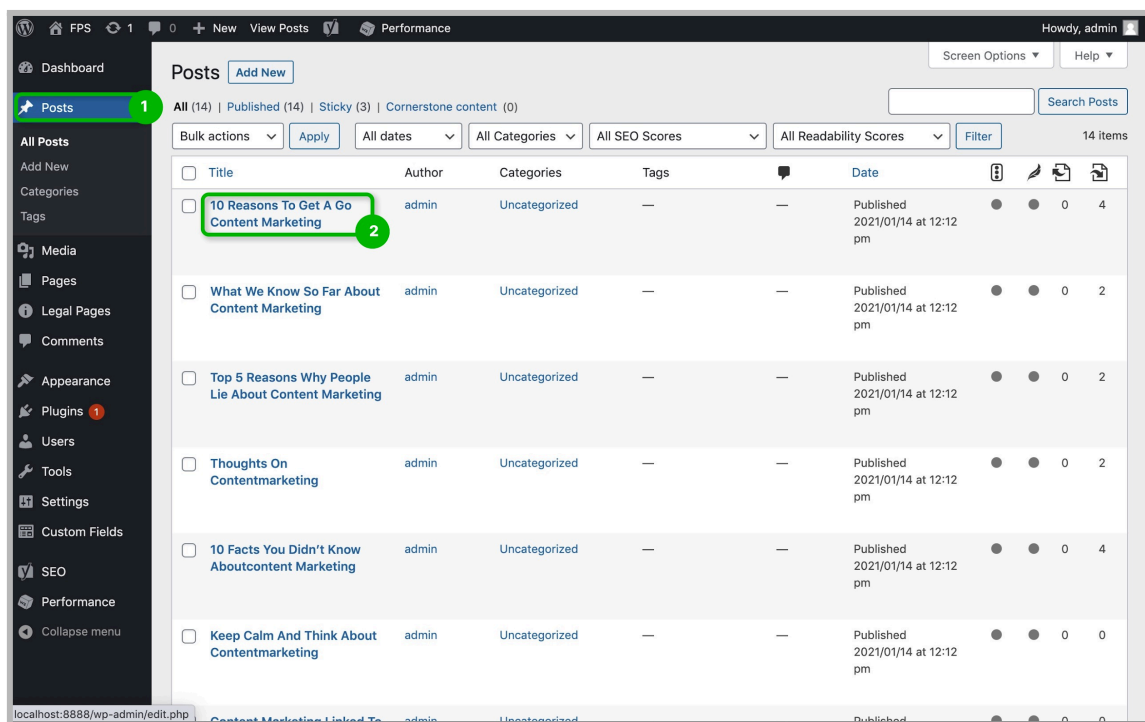
☐ **Shop** — Shop Page
[Edit](#) | [Quick Edit](#) | [Trash](#) | [View](#) | [Purge from cache](#)

Post & Pages - Meta Descriptions

A search engine optimized web page always has a meaningful meta description. Below we will outline the process of setting meta descriptions for posts and pages.

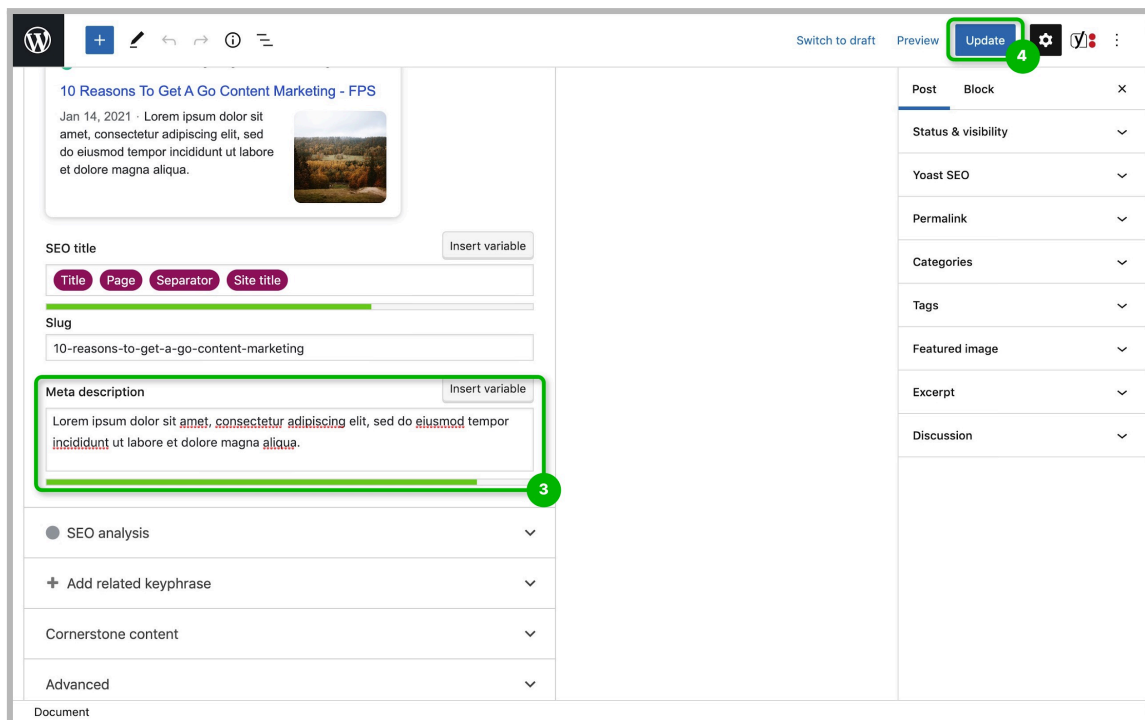
Note: Please note that within the theme provided starter content, sample meta descriptions could not be set automatically, they are therefore missing from all sample posts and pages

1. Under the Posts menu
2. choose a post you want to edit



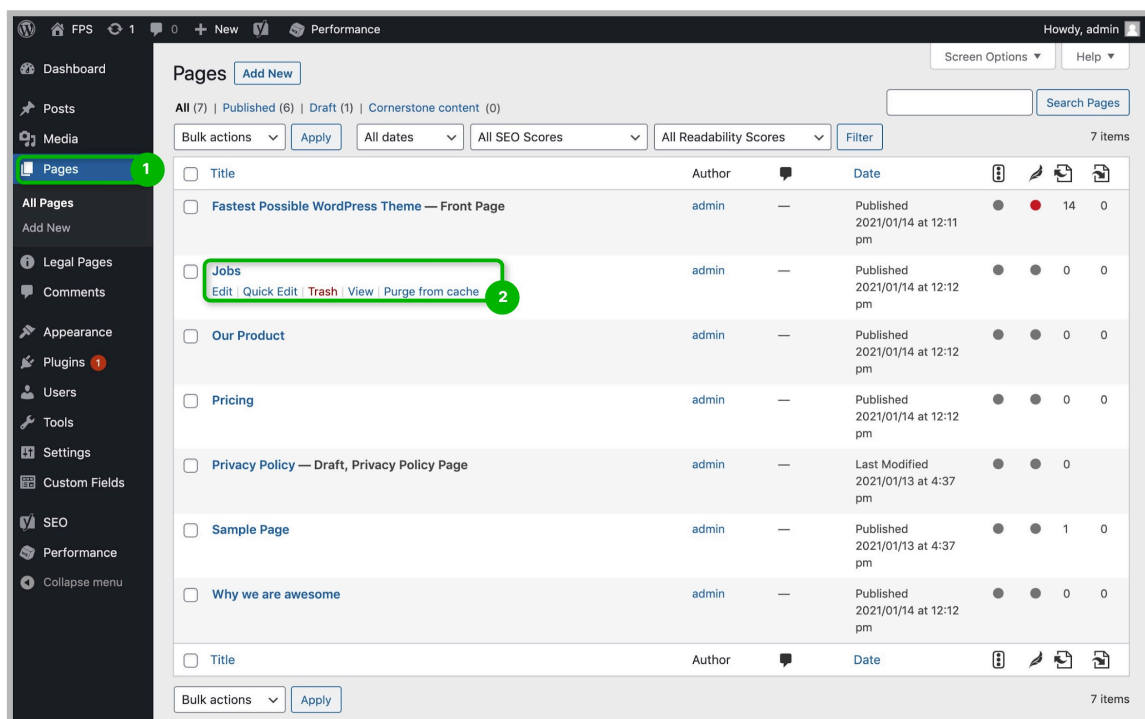
scroll all the way down to the Yoast SEO section

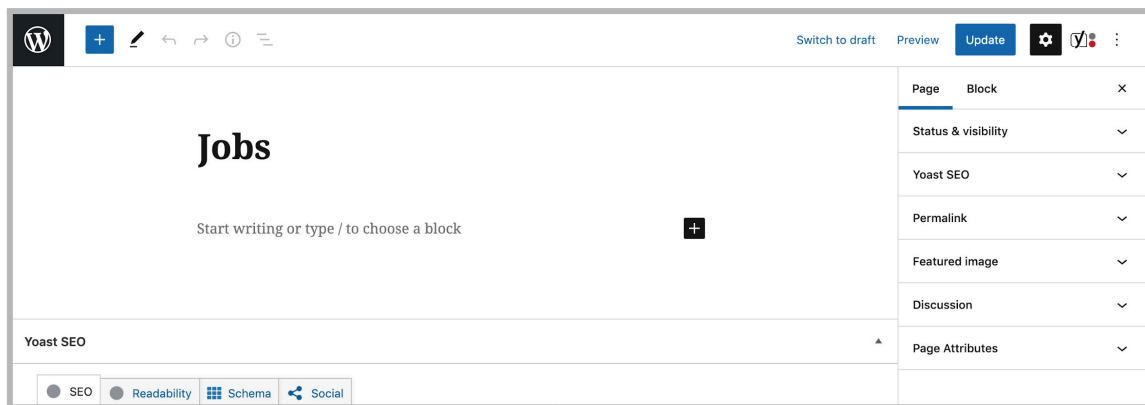
3. fill in an appropriate meta description
4. and "Update" to save



the same process goes for pages:

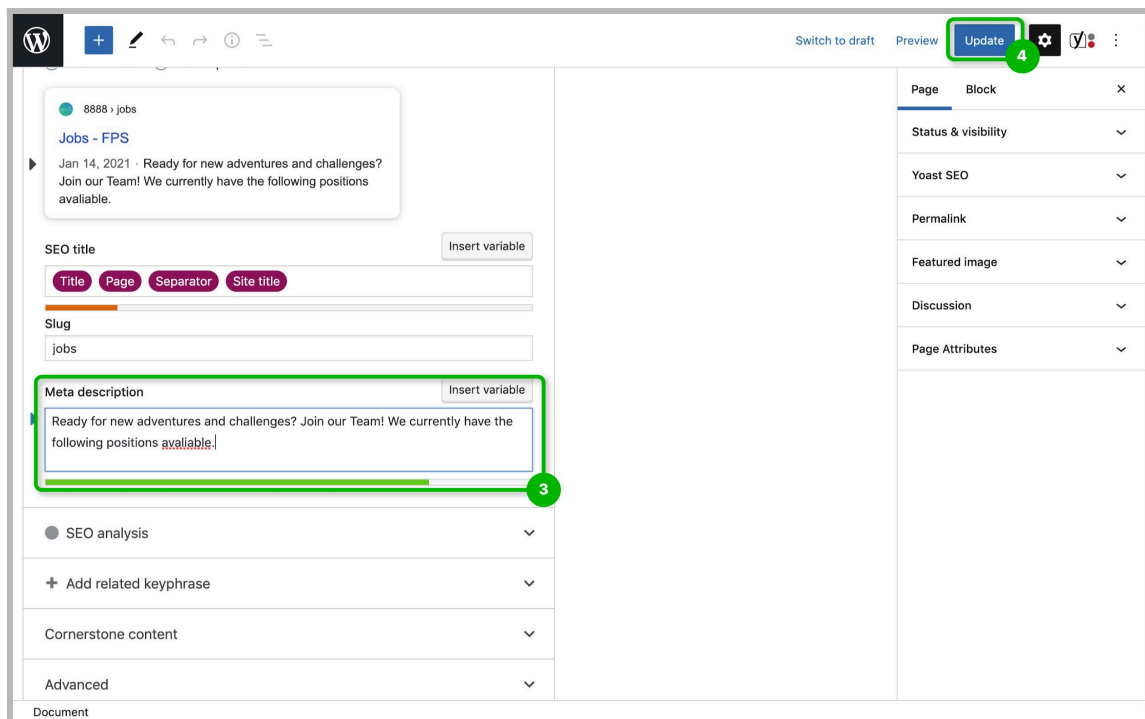
1. Under the Pages menu
2. choose a page you want to edit





scroll all the way down to the Yoast SEO section

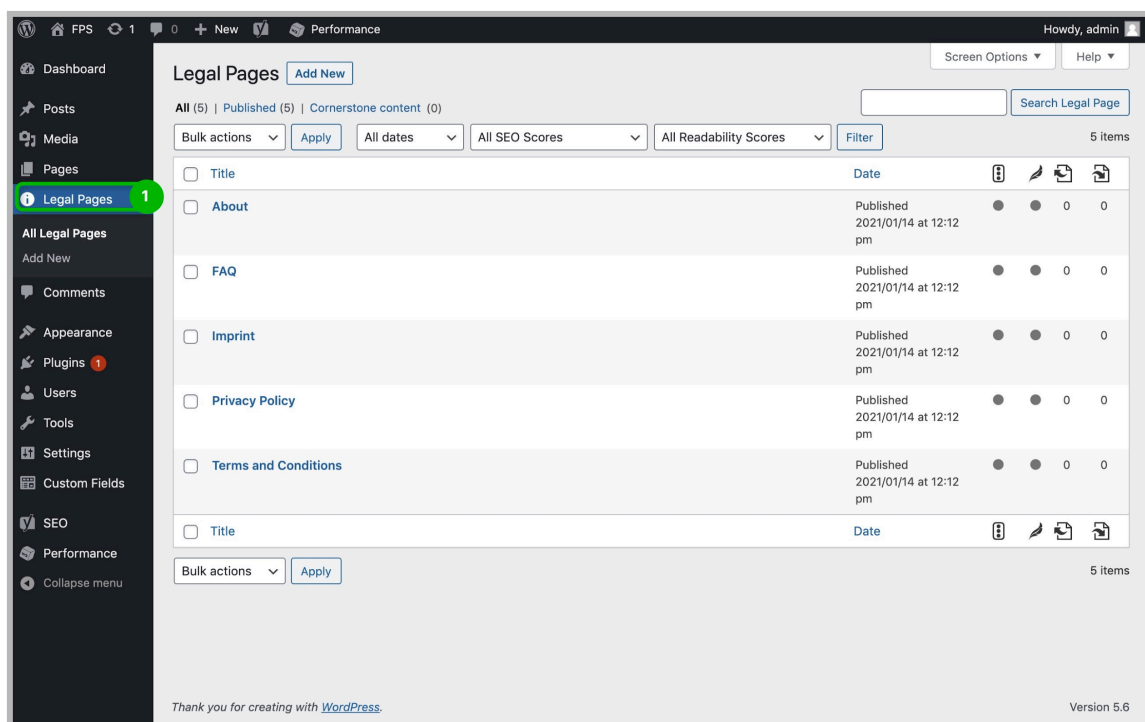
3. fill in an appropriate meta description
4. and "Update" to save



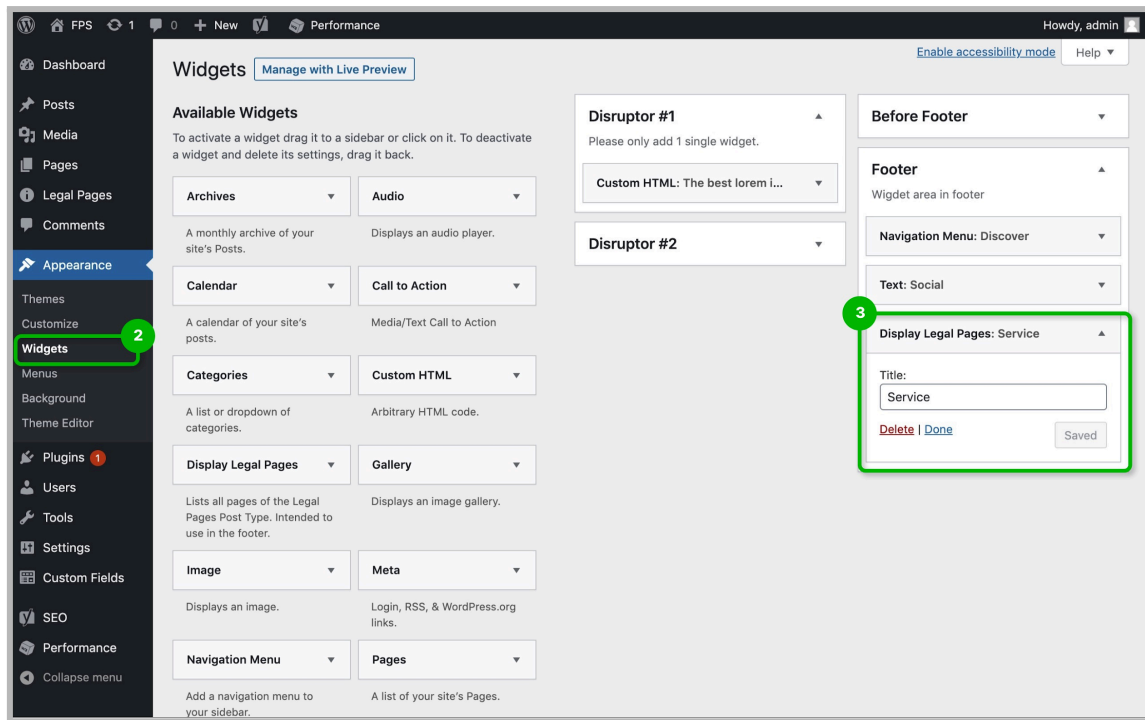
Custom Post Type: Legal Pages

The "Legal Pages" custom post type sets a separate content management and namespace for "required pages" - ie: they don't provide SEO targeted content, but are a necessary requirement for any website. The most obvious use cases come pre-created with the theme (Imprint, About and Contact, Privacy Policy, etc)

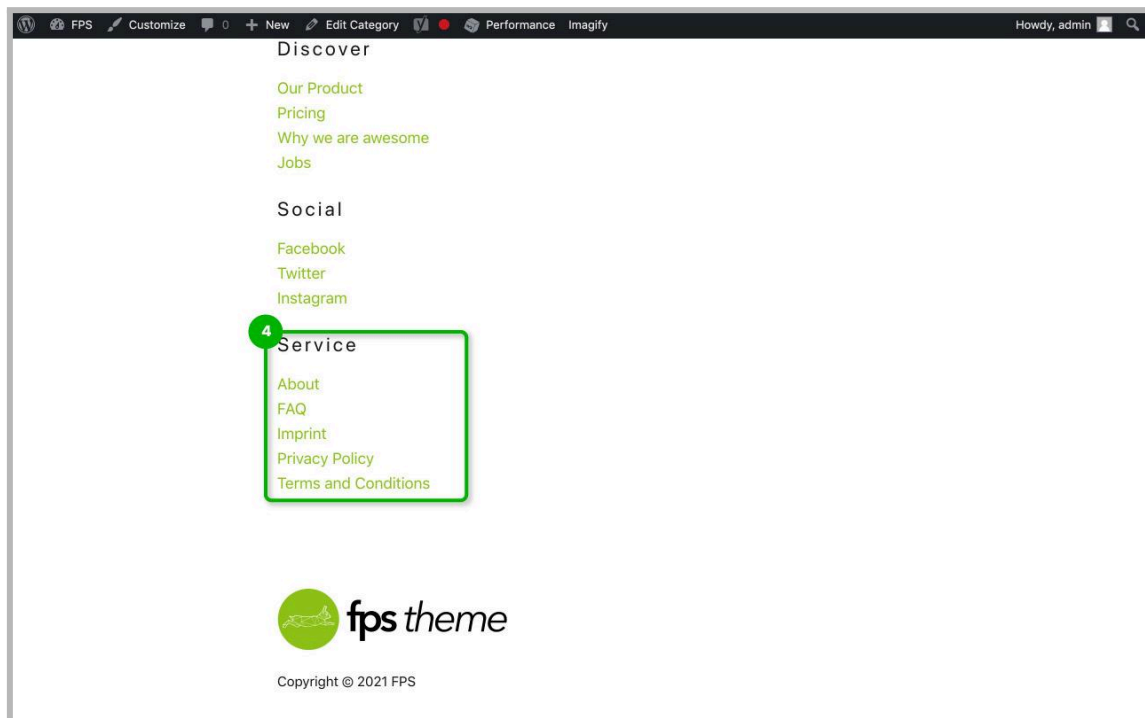
1. Find the post type under the "Legal Pages" menu



2. Under "Appearance" > "Widgets"
3. they all are displayed in the footer in the "Display Legal Pages" widget
 - a. you can change the headline of the widget



4. in the front end you'll find them in the footer of your site



Images

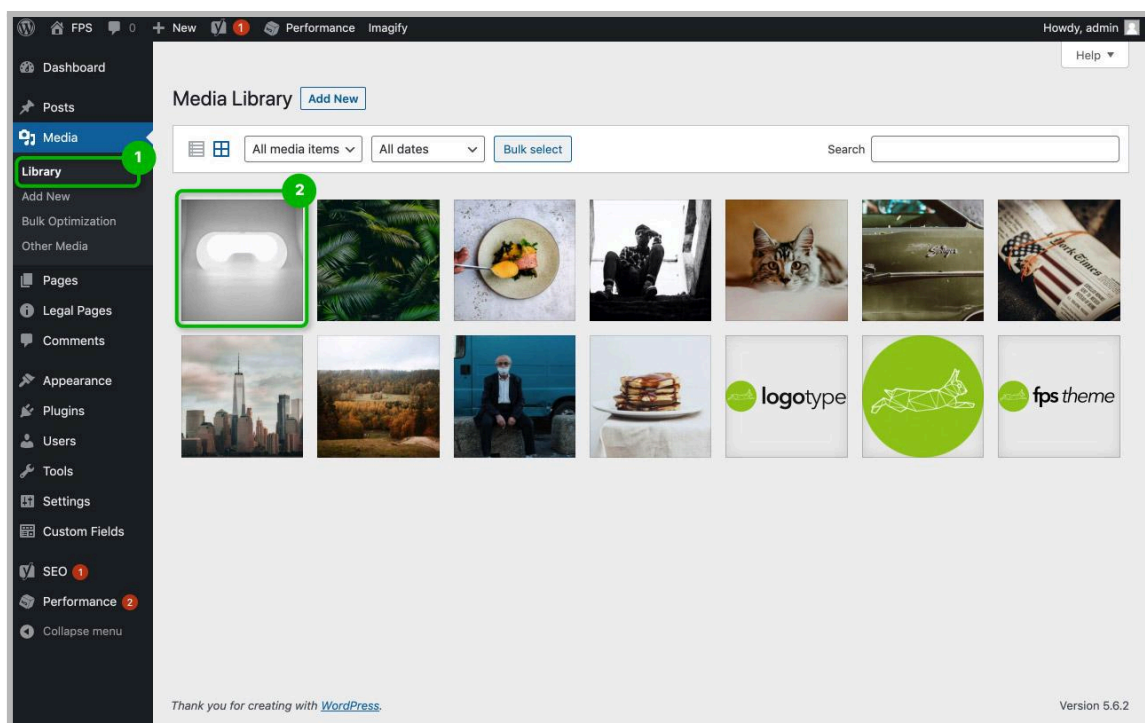
Featured Image Requirements

Regarding image sizes and image orientation for featured images the theme has the following requirements. (Note: following guidelines only apply to the featured image (the first image) of every article / page).

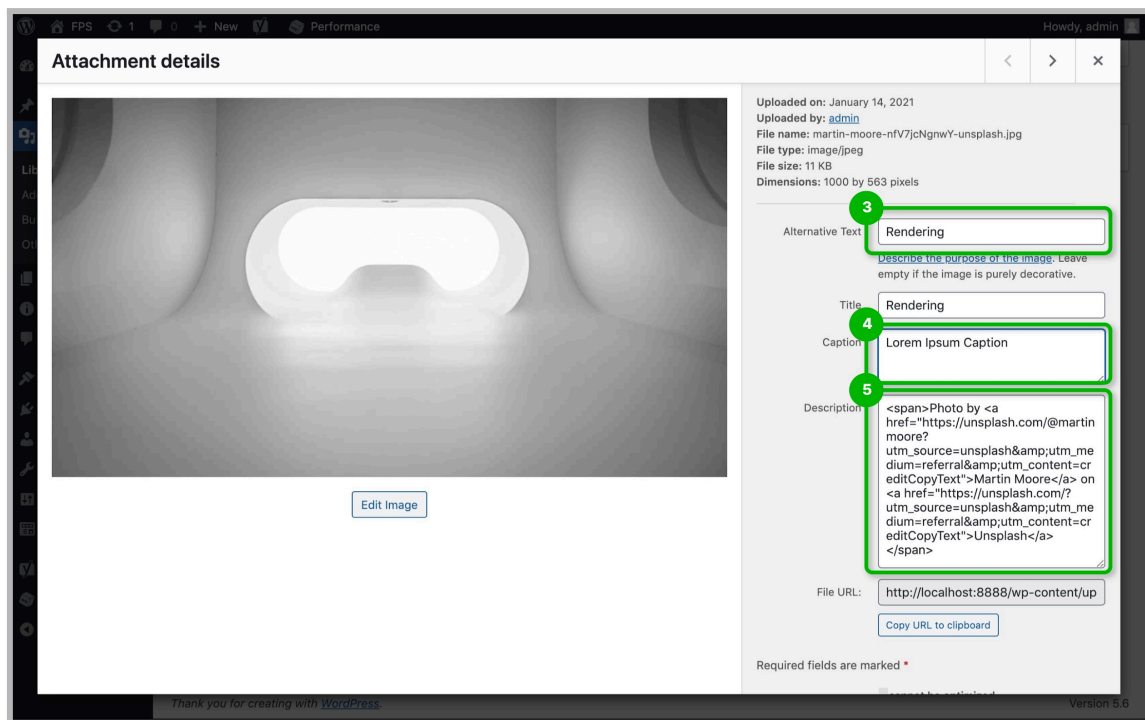
- **preferred** images should have an **aspect ratio of 3:2 in landscape mode** (and respectively an **aspect ratio of 2:3 in portrait mode**)

Managing Images in WordPress

1. Go to **"Media"** > **"Library"**
2. and select an image



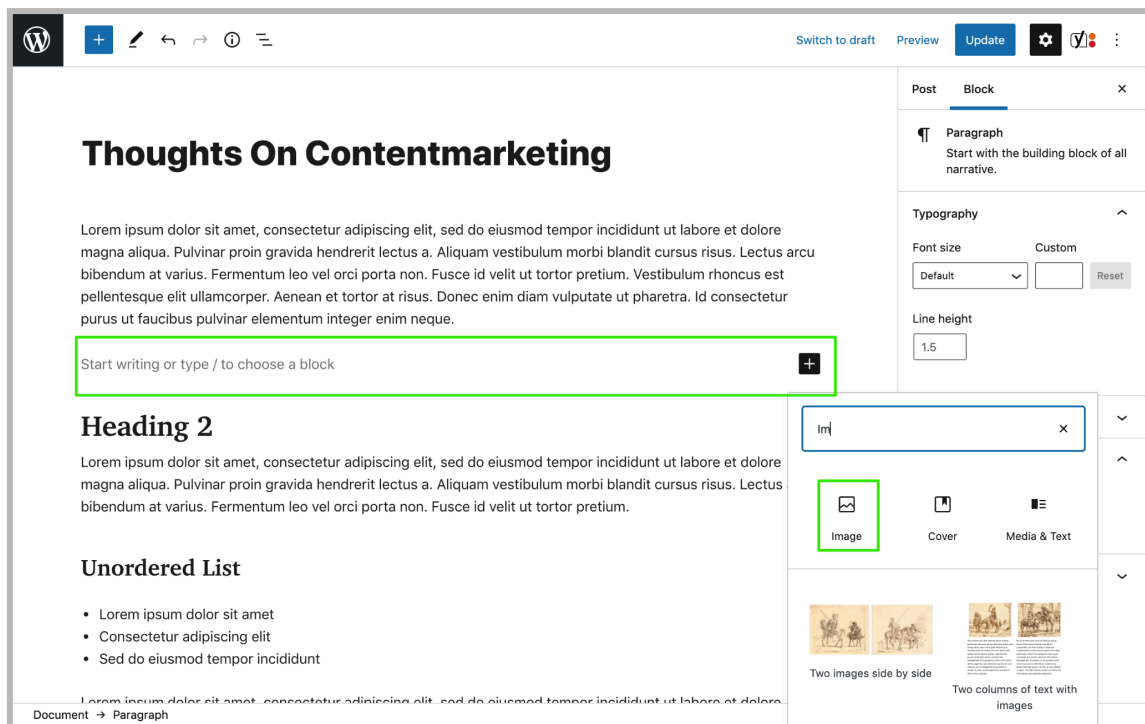
3. all images must have a descriptive **"Alternative Text"** (alt attribute)
4. optionally set an image caption
5. and eventually set image/media credits in the **"Description"** field of the **"Attachment details"** edit screen
 - a. the field accepts html tags
 - b. this will display the credits on all list pages, the home page or the featured image



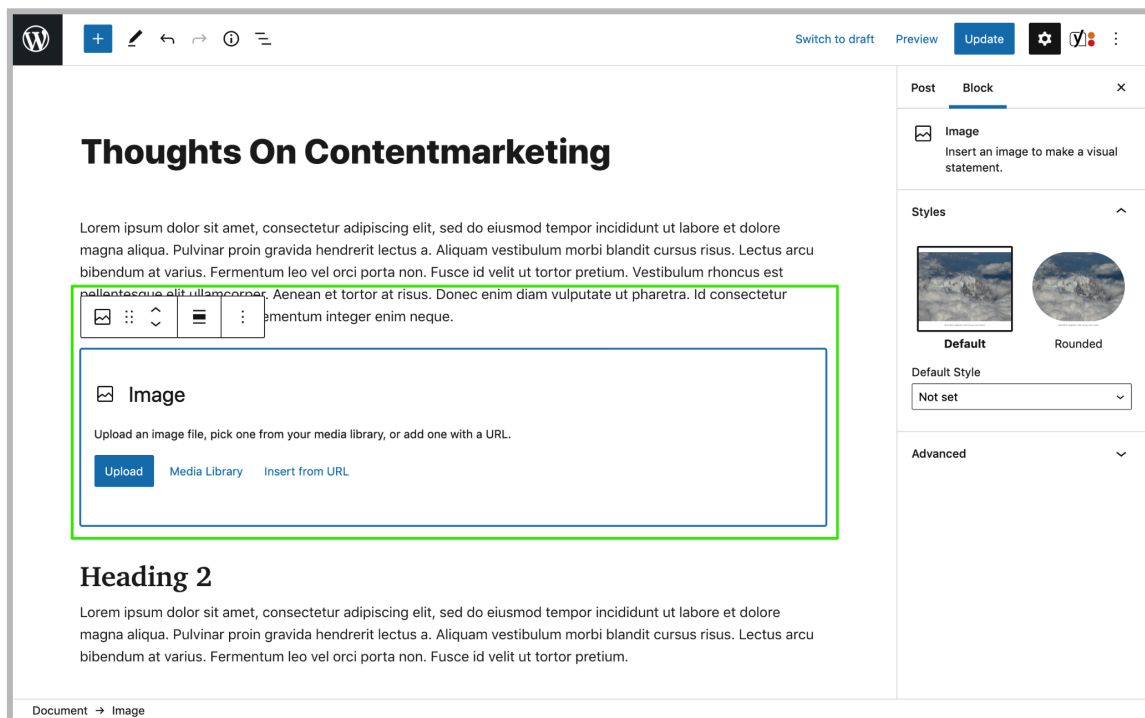
Using Images in the Block Editor

When adding images to the content of a post or page:

- always use the **Image Block** → click on the black **Add** icon and search for Images
- choose the **Image Block**

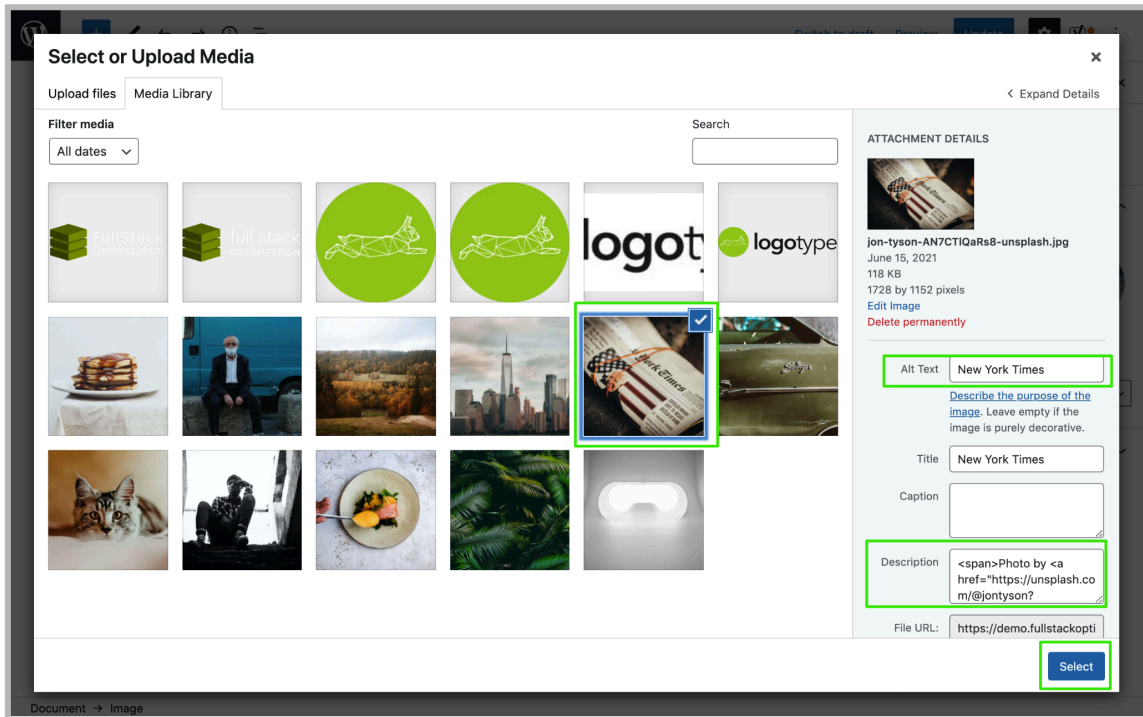


- **Upload** a new image or select it from the **Media Library**

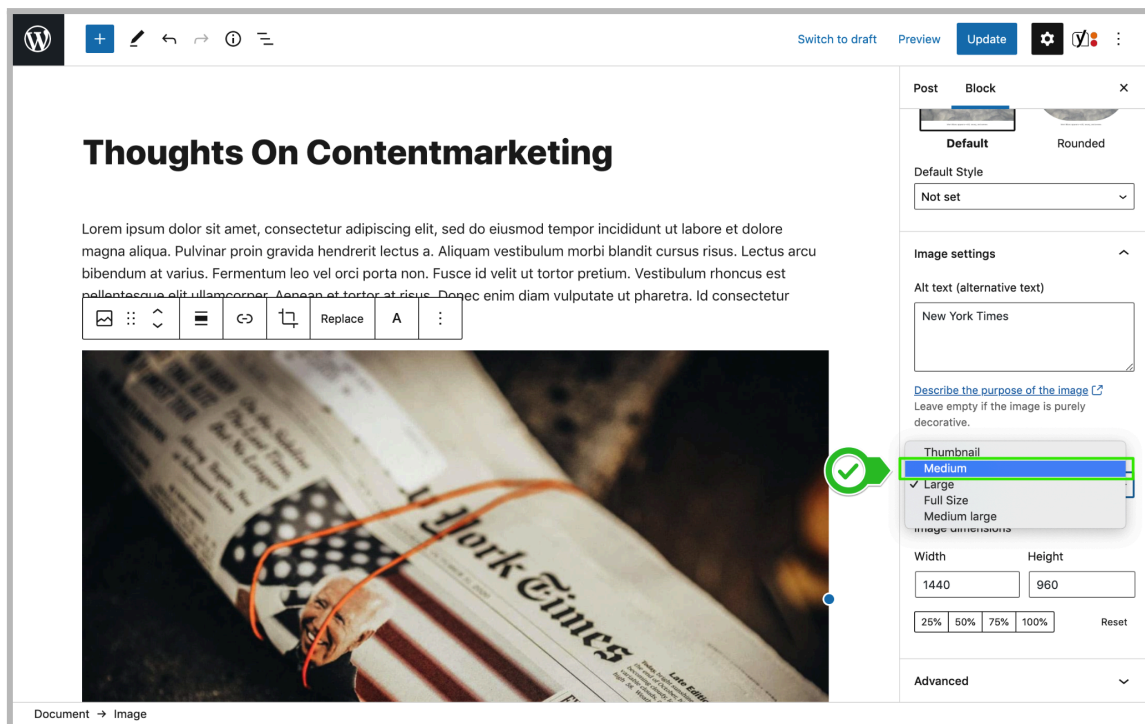


- select the image
- add an Alt Text
- and optionally add credits

- and click **Select**



- in the right sidebar / block options scroll down to **Image Size**
- and choose the **"Medium"** size
 - this is **important** because the medium size is optimized to be be rendered with the same width as the main content container (680px) but also will put out the **according srcset and sizes** for **responsive image markup**.

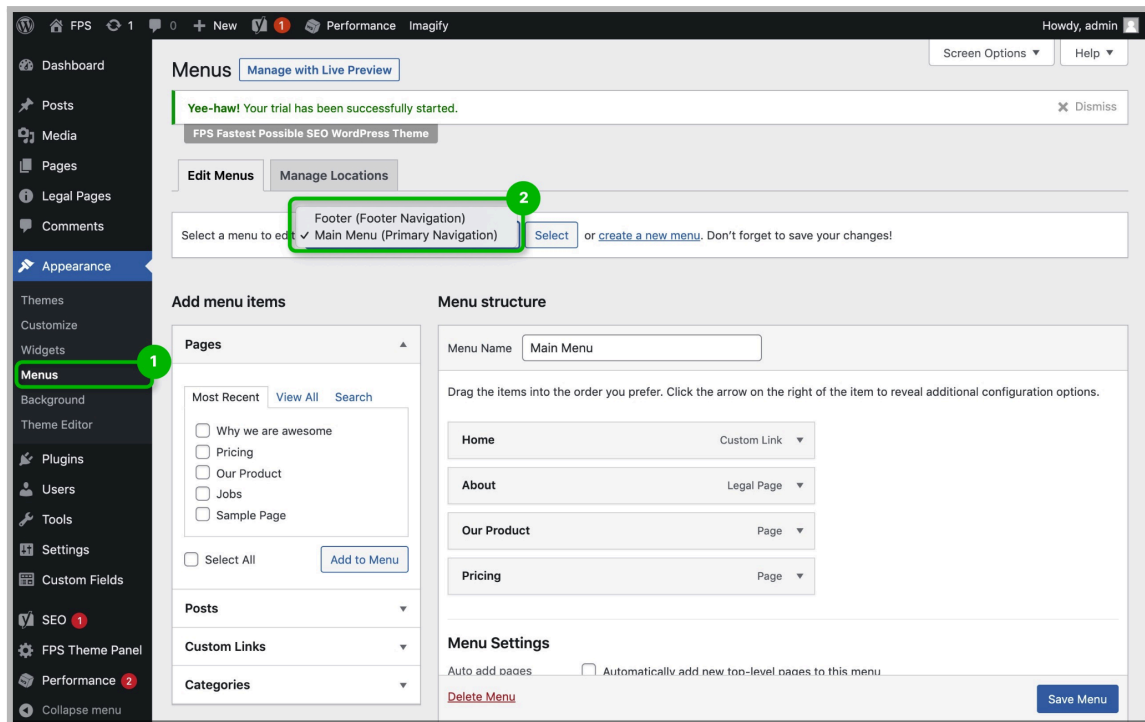


Menus

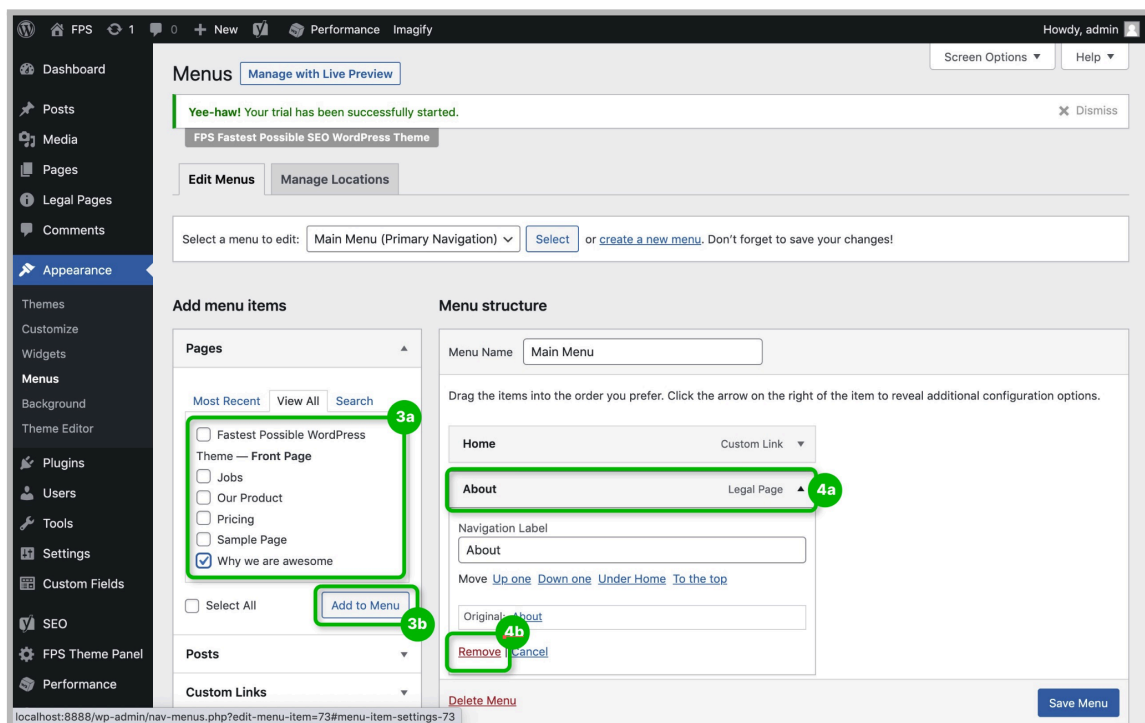
The theme registers 2 navigation menus:

- Main Menu (Primary Navigation)
- Footer (Footer Navigation)

1. Go to **"Appearance" > "Menus"**
2. and select the desired Menu



3. a) select pages, posts, categories or custom links on the left pane
b) and click **"Add to Menu"** to add them
4. a) clicking on an already existing Menu Item shows additional actions like the displayed title of the item (**Navigation Label**) or its position
b) clicking **"Remove"** removes the item from the menu



read more about WordPress Menus in general in the official documentation:

https://codex.wordpress.org/WordPress_Menu_User_Guide

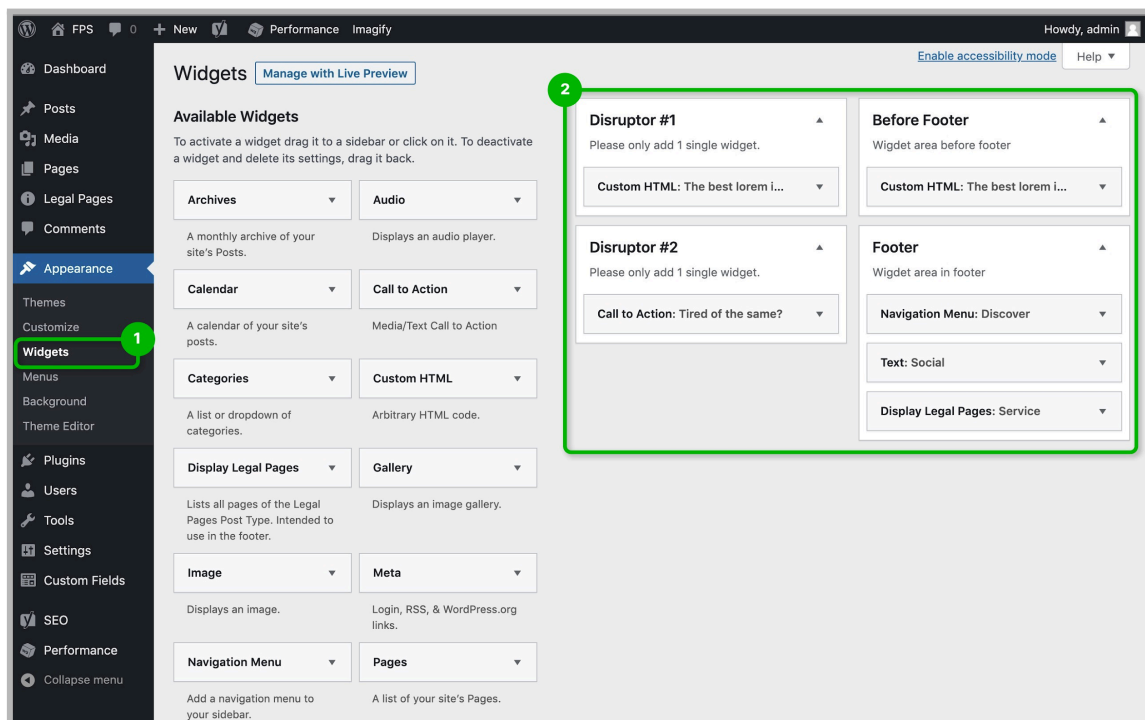
Sidebars and Widgets

<https://wordpress.org/support/article/wordpress-widgets/>

The theme registers 3 sidebars / widget areas:

- Disruptor widgets #1 / #2
- Before footer
- Footer

1. Navigate to **"Appearance" → "Widgets"**
2. find the sidebar areas on the right of the screen

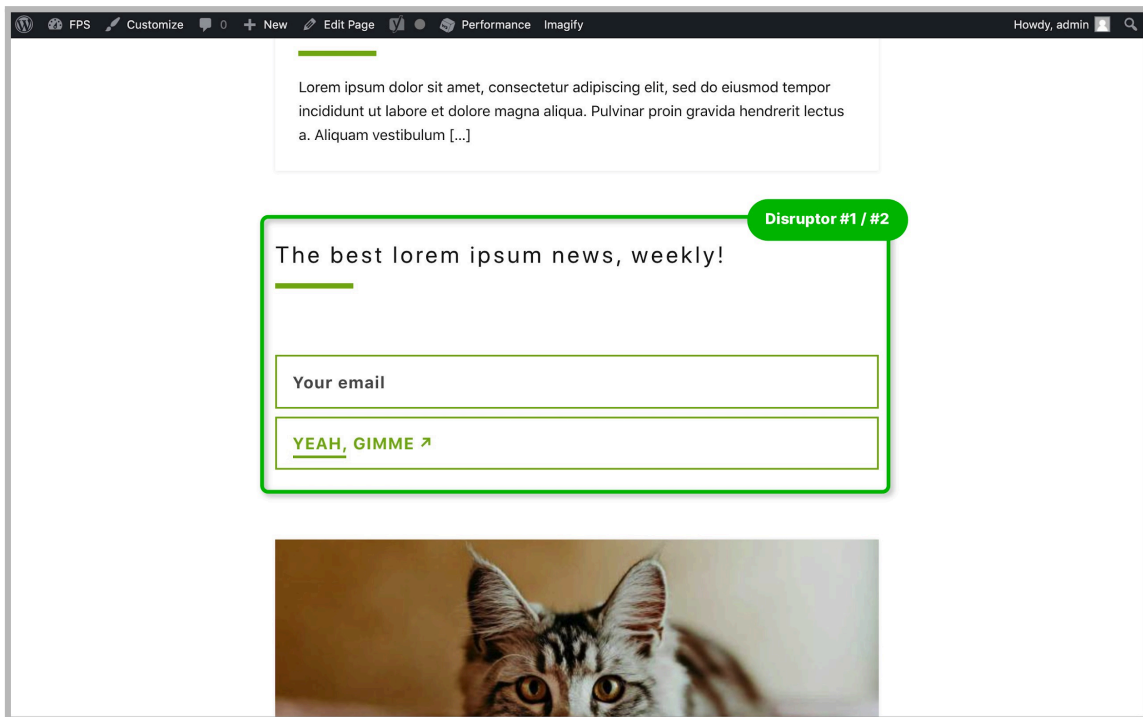


Disruptor widgets #1 / #2

The disruptor widgets provide the possibility to place "Call to action" / conversion

elements prominently within the main loop. They get displayed only on list pages (category or tag pages and the home page) within the *Latest Posts* section.

You can add a maximum of 2 disruptor elements to the respective sidebars (1 per sidebar).



Examples for Disruptor widgets

As examples you'll see a newsletter signup form (using the Custom HTML widget) and an instance of the custom "Call to action" widget (which could eg link to a conversion page of any kind)

- Custom HTML (eg: Newsletter signup form)
- Call to action (custom widget)

1. Custom HTML / Newsletter Signup

Most email marketing tools (eg mailchimp, mailerlite, etc.) allow you to build custom signup forms, which you can embed in your website. - The Custom HTML

widget allows you output this custom HTML including inlined <styles> and external stylesheets and scripts.

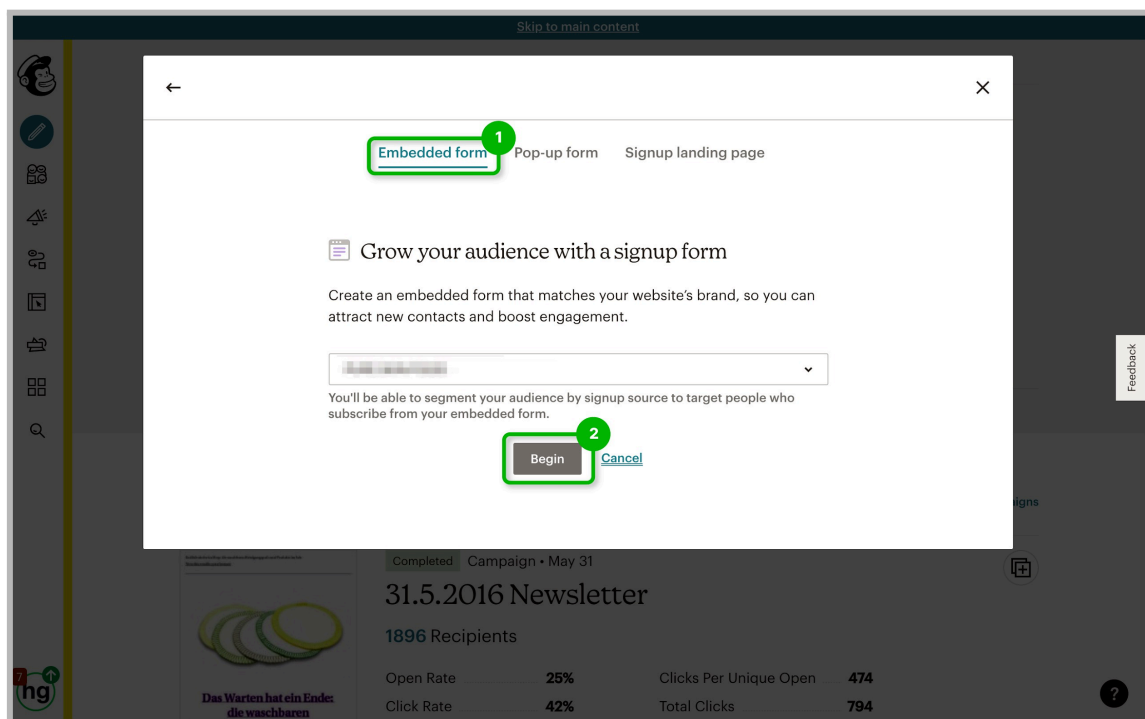
Beware not to blindly add scripts or stylesheets for a newsletter signup form, as they may **negatively influence your pages performance** on Page Speed Insights.

1.1 Example Mailchimp

Within your mailchimp account create a signup form (see:

<https://mailchimp.com/help/add-a-signup-form-to-your-website/>)

1. choose **"Embedded Form"**
2. and **"Begin"**



3. Choose the **"Unstyled"** tab
4. untick everything on the left hand side of the form builder and **"Show only required fields"**
5. Copy the form code from the text field

Audience <

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys **New**

Preferences center **New**

Inbox **New**

Embedded forms

Classic Condensed Horizontal **Unstyled** Advanced

The **Unstyled Form** provides only the raw HTML with no CSS or JavaScript.

Form options

☐ Include form title

☒ Show only required fields
Edit required fields in [the form builder](#).

☐ Show all fields

☐ Show interest group fields

☐ Show required field indicators

☐ Show format options
HTML, plain-text, mobile options.

GDPR fields Disabled

Manage GDPR fields in [Audience Name and Defaults](#).

Optional: **Form width**

Form width in pixels. Leave blank to let the form take on the width of the area where it's placed.

Enhance your form

☐ Include archive link

Preview

Email Address

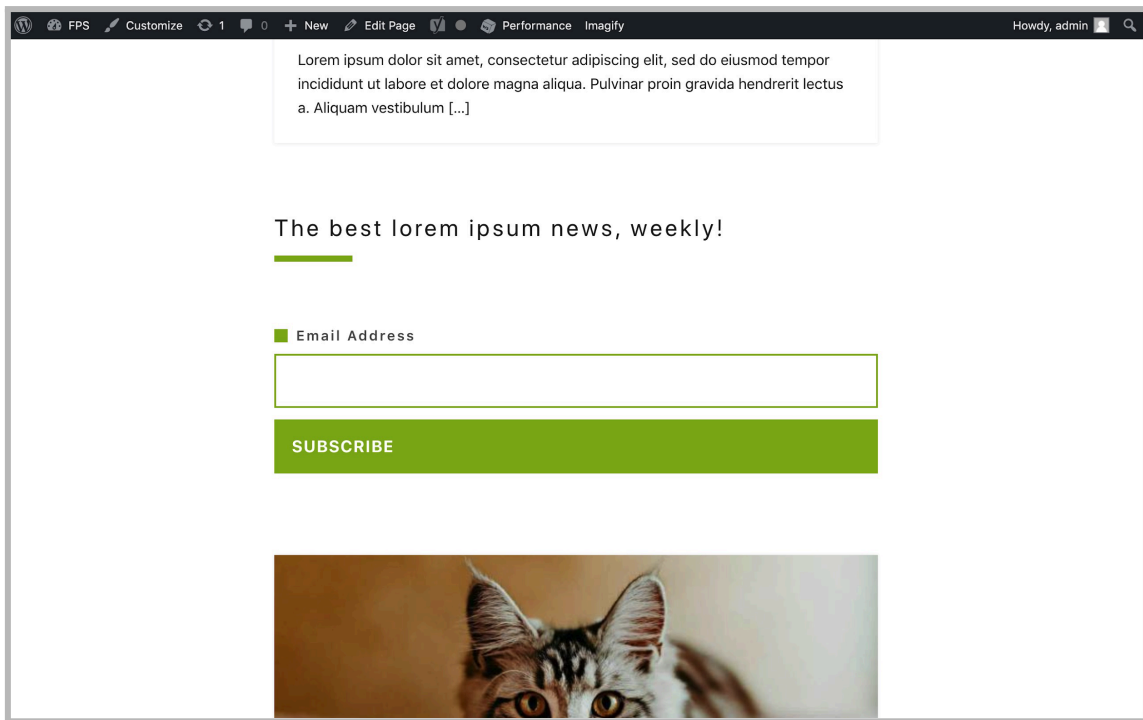
Copy/paste onto your site

```
<!-- Begin Mailchimp Signup Form -->
<div id="mc_embed_signup">
<form action="https://us10.list-manage.com/subscribe/post?
subscribe-form" name="mc-embedded-subscribe-form" class="validate" target="_blank"
novalidate>
<div id="mc_embed_signup_scroll">

<div class="mc-field-group">
<label for="mce-EMAIL">Email Address </label>
<input type="email" value="" name="EMAIL" class="required email" id="mce-EMAIL">
```

- add a **"Title"** for your **"Custom HTML widget"**
- and paste the form code from Mailchimp

this is how the form looks like on the frontend:

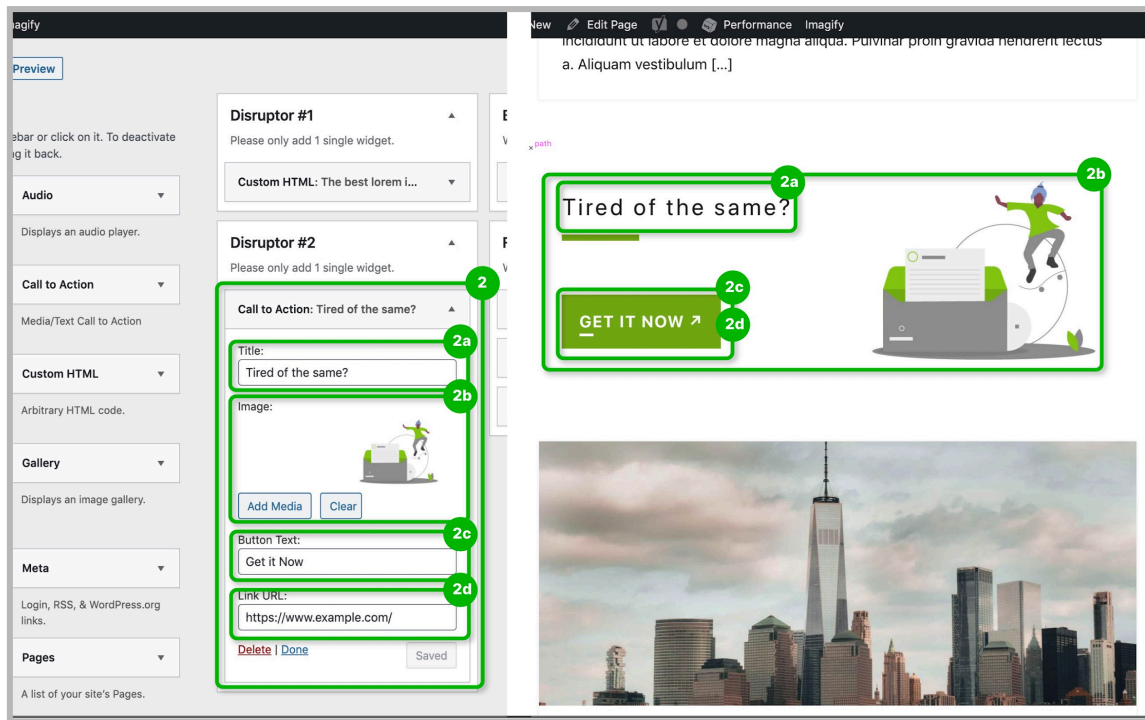


2. Call to action

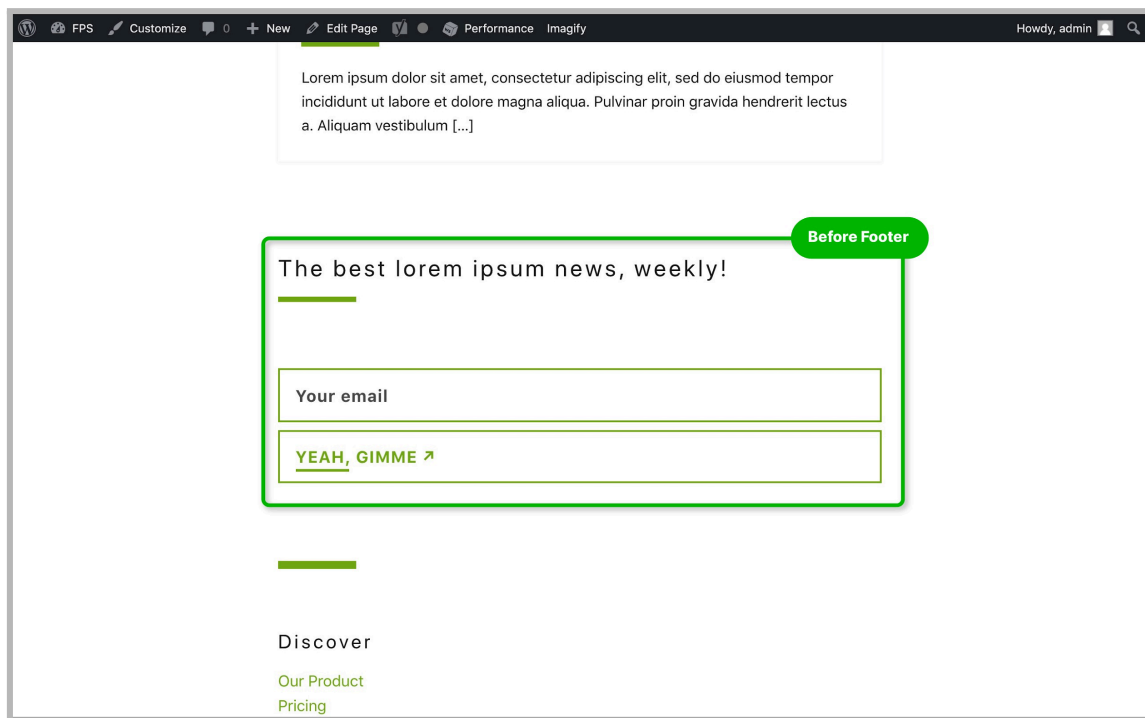
The custom "Call to action" widget allows you to link to a conversion page of any kind. It consists of a title, button text and link and an optional image.

Note: If you use an image, generate it according to your color scheme to avoid readability issues and/or generate an image with whitespace (fitting your background color). The preferred dimensions are around 1360 x 440px; the visible area reduces on mobile.

- (2a) Title of the widget (optional)
- (2b) optional image
- (2c) Button text
- (2d) Button link



Before Footer



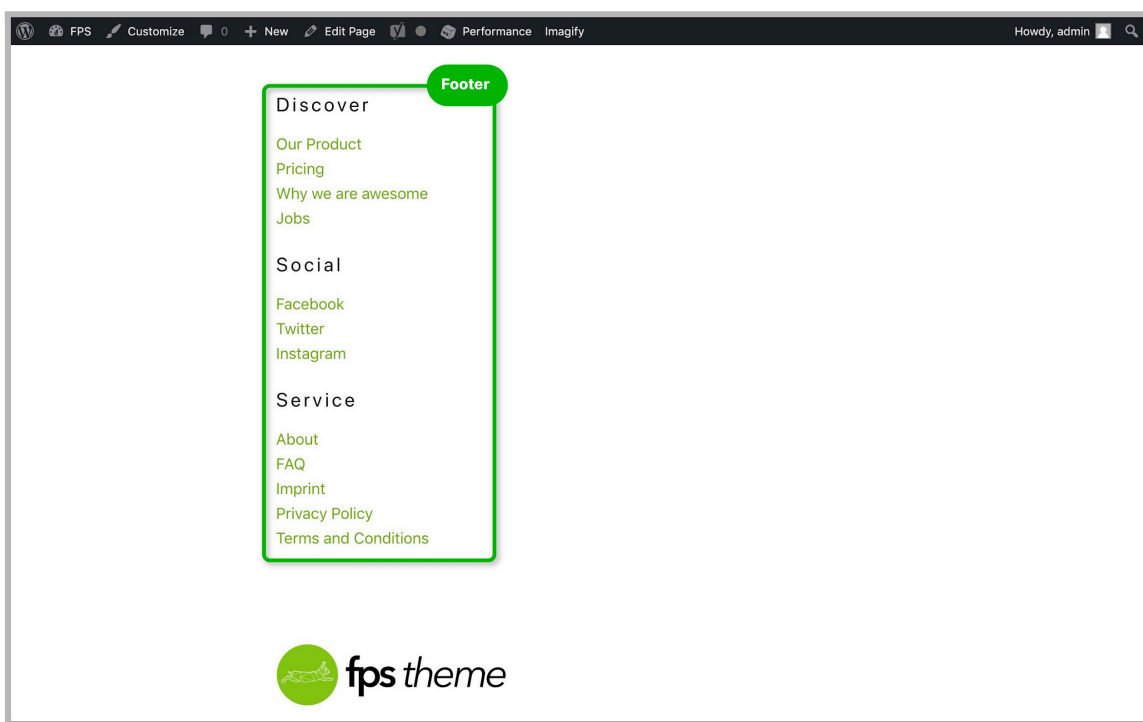
This sidebar is displayed on every page (on all post types) and is placed before the footer. As an example widget the theme displays again a newsletter signup

form (using the Custom HTML widget).

Example for Before Footer widget

- Custom HTML (eg: Newsletter signup form)

Footer

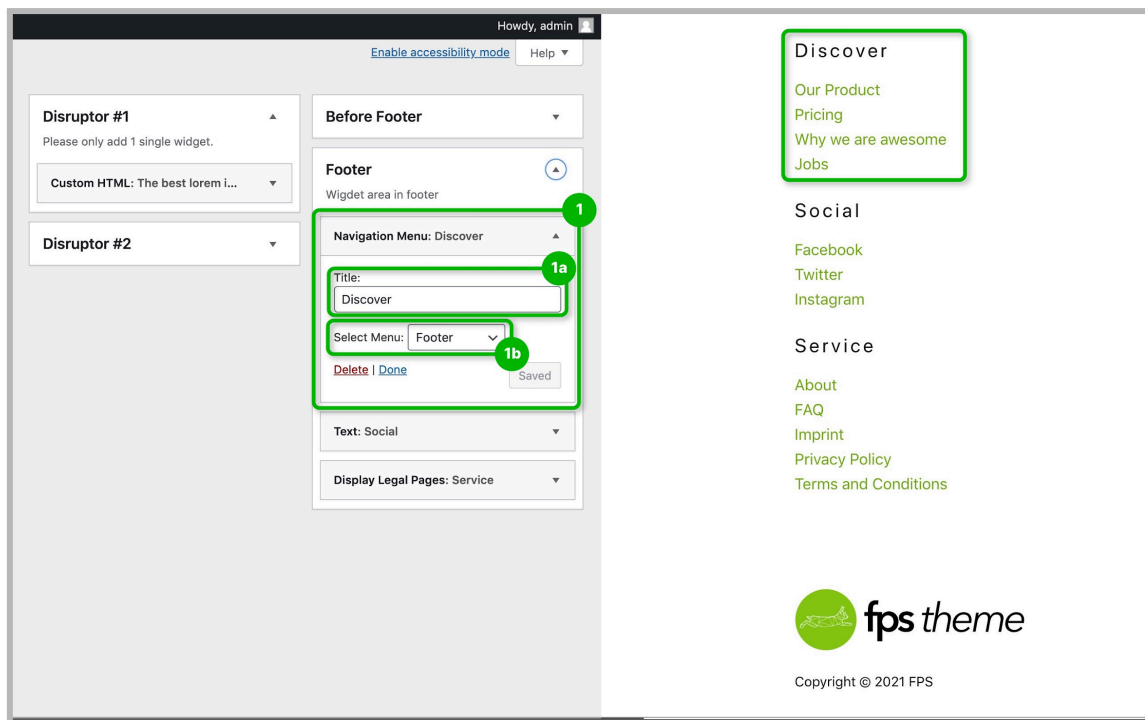


Finally the Footer sidebar - displayed sitewide.

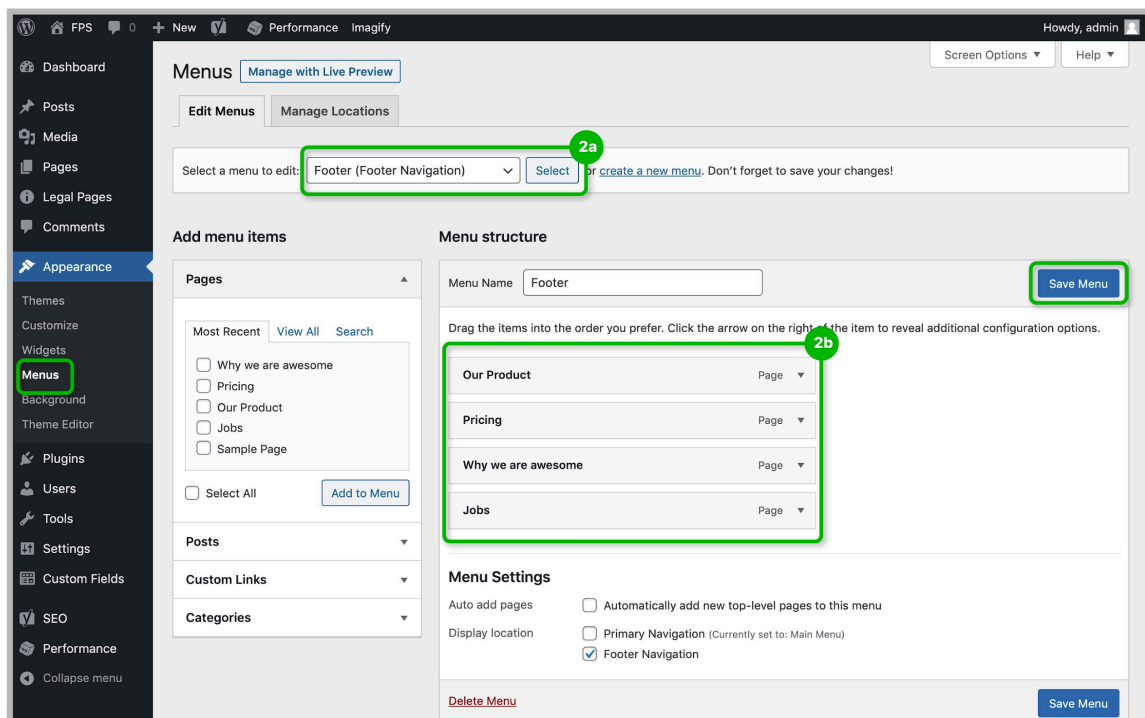
Examples for Footer Widgets

1. Navigation Menu

- The **"Navigation Menu"** is a WordPress default widget
- (1a) you can customize the **"Title"**
- (1b) and choose the **"Menu"** which is displayed

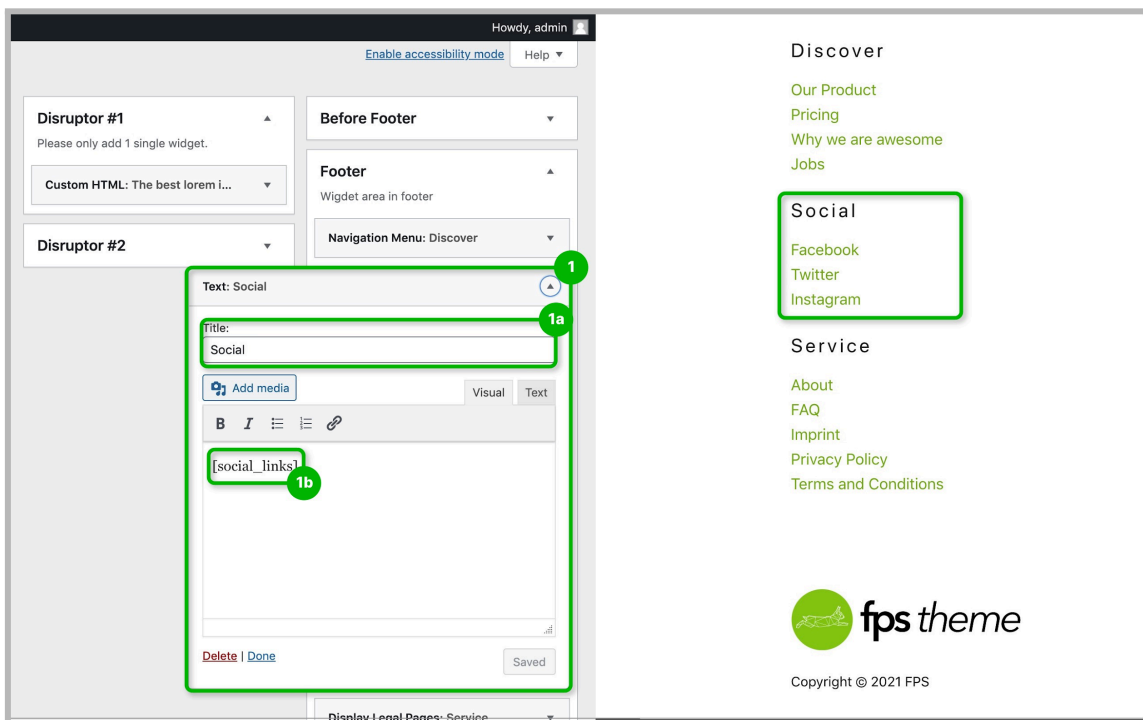


- under **"Appearance" → "Menus"**
- (2a) choose the **"Footer (Footer Navigation)"** in the **"Select a menu to edit"** select field
- (2b) and customize the items in the menu

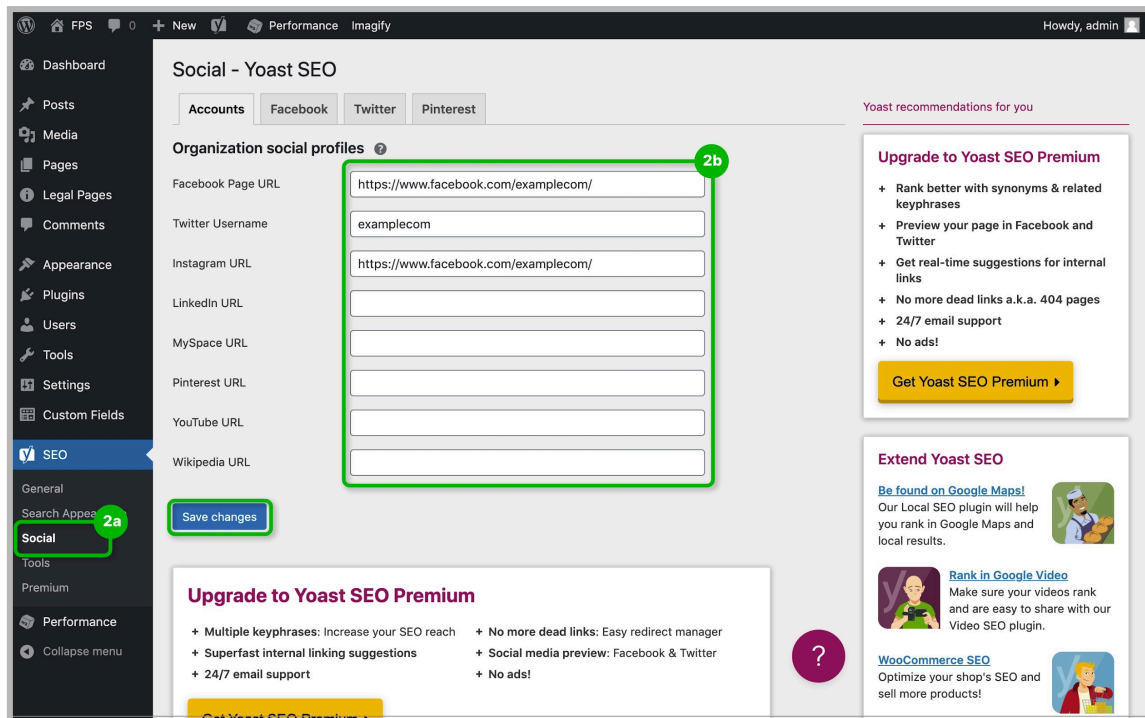


2. Social Links (Text Widget)

- the Social Links widget is a WordPress default Text widget that makes use of theme shortcode to display social links that are entered in the **Yoast SEO plugin**
- (1a) you can change the **"Title"**
- (1b) you should not change the contents of the text field

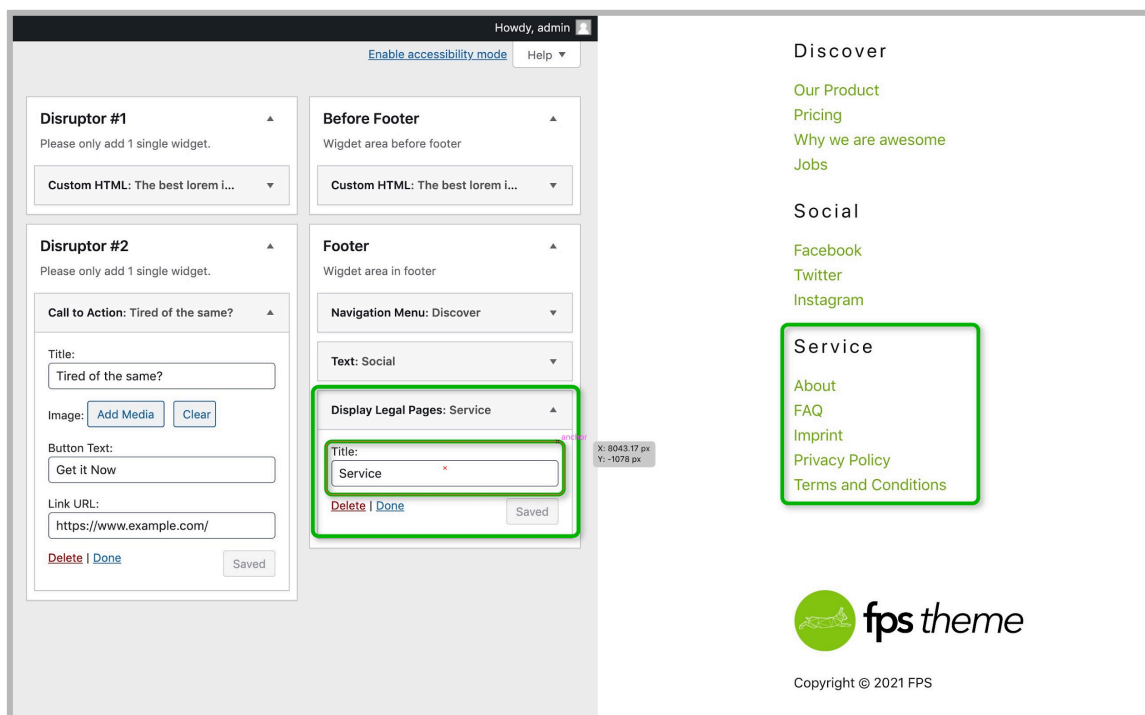


- (2a) under **"SEO"** → **"Social"**
- (2b) you can add URLs to your social profiles



3. Display Legal Pages (custom widget)

- the **“Display Legal Pages”** widget is a custom widget defined in the theme
- it displays all entries of the **Legal Pages** post type
- you can change the **“Title”** of the widget



Handling the Cache

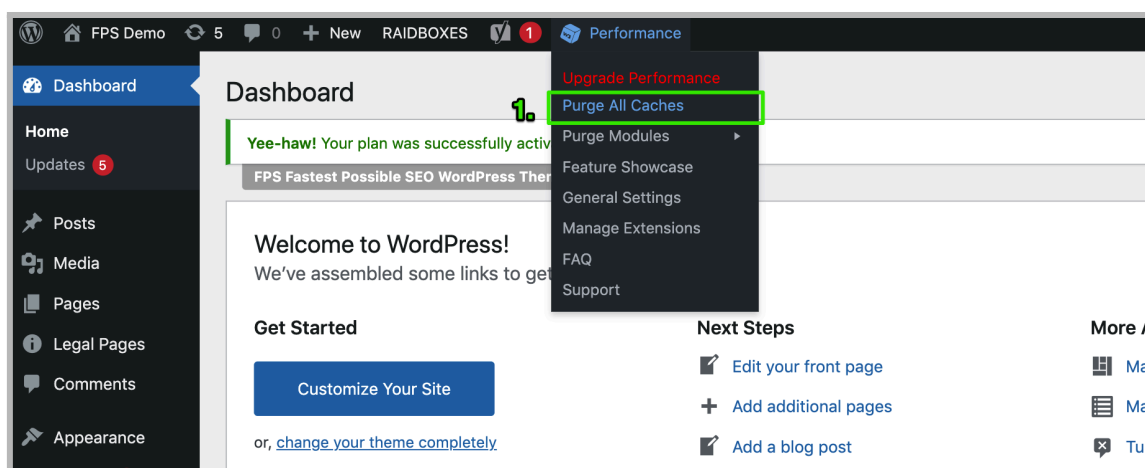
The W3TotalCache Plugin purges (invalidates) the cache for the Front Page, Posts Page and the Post itself on Post publish and update events.

So in most cases you do not need to take any action when creating new posts or updating existing posts.

In case you do not see the changes you made on the post in question or on the front page you have the following options to purge the cache of the W3TotalCache plugin:

Purge all Caches

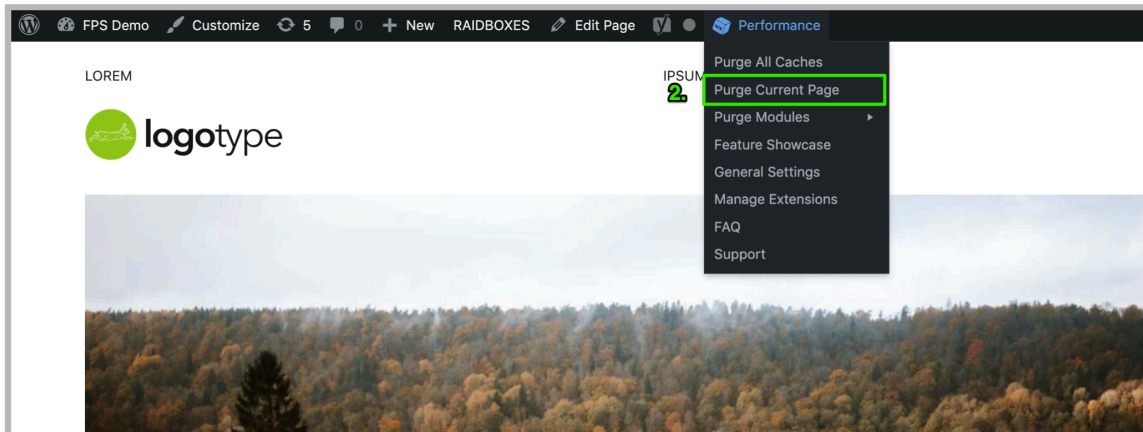
- In the **Admin Bar** hover over the **Performance** menu Item
- and click on **"Purge all Caches"**



Purge current page

- to purge only the cache of the page you are currently on
- In the **Admin Bar** hover over the **Performance** menu Item

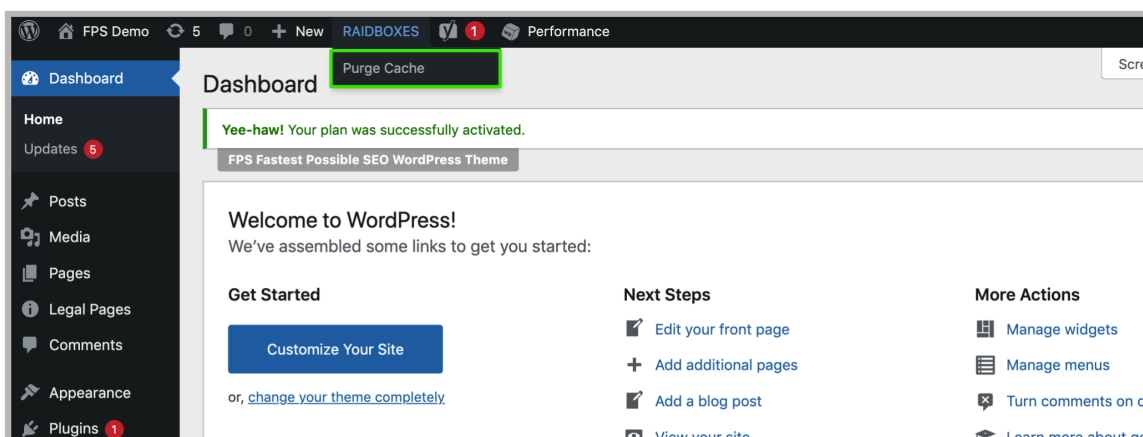
- click **"Purge Current Page"**



Purge the Raidboxes Cache

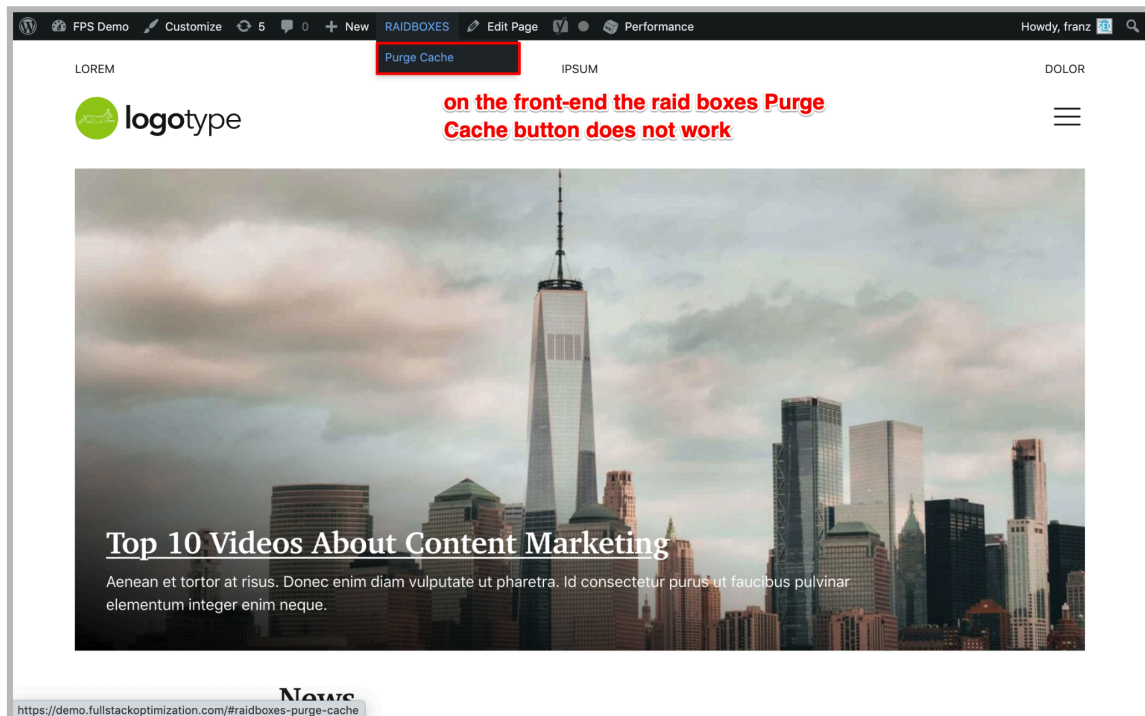
In case you chose raidboxes.io as your hosting provider it offers an additional page cache and you have the option to purge this cache directly from the WP Admin:

- In the **Admin Bar** hover over the **RAIDBOXES** menu Item
- and click on **"Purge Cache"**



There is one thing to mind here: **The raidboxes purge cache action only works, if you are on a Wordpress backend page** (when it says <https://www.example.com/wp-admin/> in the URL)

It won't work if you click the button from any front end page:



For more information about the raidboxes.io integrated caching please see:

<https://helpcenter.raidboxes.de/de/articles/1157295-cache-funktionen-im-uberblick>

Appendix - Install Theme on existing WordPress instance

If you install the theme on an already existing WordPress installation you have to be aware of the following:

- on existing installs, with pre-existing posts, the starter content will not be imported (ie no demo posts, pages, legal pages, but also no sidebar/widget or navigation menu configuration will be done)
- the permalink structure for posts, categories and tags won't be set/overwritten

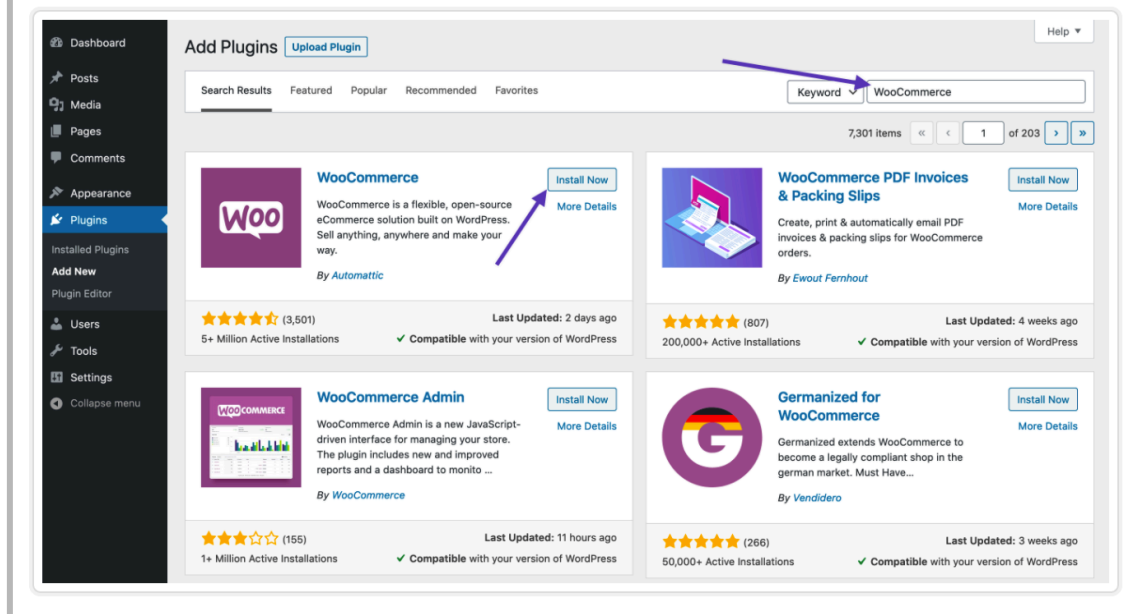
Appendix B - WooCommerce

Install WooCommerce

Installation

To install WooCommerce:

1. Go to: **Plugins > Add New**.
2. Search for “WooCommerce”.
3. Click **Install Now**.
4. Click **Activate Now** and you’re ready for the WooCommerce Wizard.



<https://docs.woocommerce.com/document/installing-uninstalling-woocommerce/>

Setup WooCommerce

After install starts the setup wizard. We illustrate the steps below and point out important (ie important in terms of an optimized installation/configuration) options

and choices during the process:

✓ Store Details

2 Industry

3 Product Types

4 Business Details

5 Theme

Welcome to WooCommerce

Tell us about your store and we'll get you set up in no time ⓘ

Address line 1

Lorem ipsum Street 13

Address line 2 (optional)

Country / Region

📍 Austria ▼

City

Vienna

Post code

1070

☐ I'm setting up a store for a client

Continue

[Skip setup store details ⓘ](#)

✓ Store Details

2 Industry

3 Product Types

4 Business Details

5 Theme

In which industry does the store operate?

Choose any that apply

☐ Fashion, apparel, and accessories

☐ Health and beauty

☐ Electronics and computers

☐ Food and drink

☐ Home, furniture, and garden

☒ Education and learning

☐ Other

Continue

✓ Store Details

✓ Industry

3 Product Types

4 Business Details

5 Theme

What type of products will be listed?

Choose any that apply

☒ Physical products

☒ Downloads

☐ Subscriptions ⓘ \$16.58 per month

☐ Memberships ⓘ \$16.58 per month

☐ Bookings ⓘ \$20.75 per month

☐ Bundles ⓘ \$4.08 per month

☐ Customizable products ⓘ \$4.08 per month

Continue

Display monthly prices ☒

Billing is annual. All purchases are covered by our 30 day money back guarantee and include access to support and updates. Extensions will be added to a cart for you to purchase later.

✓ Store Details

✓ Industry

✓ Product Types

4 Business Details

5 Theme

Business details Free features

Tell us about your business

We'd love to know if you are just getting started or you already have a business in place.

How many products do you plan to display?

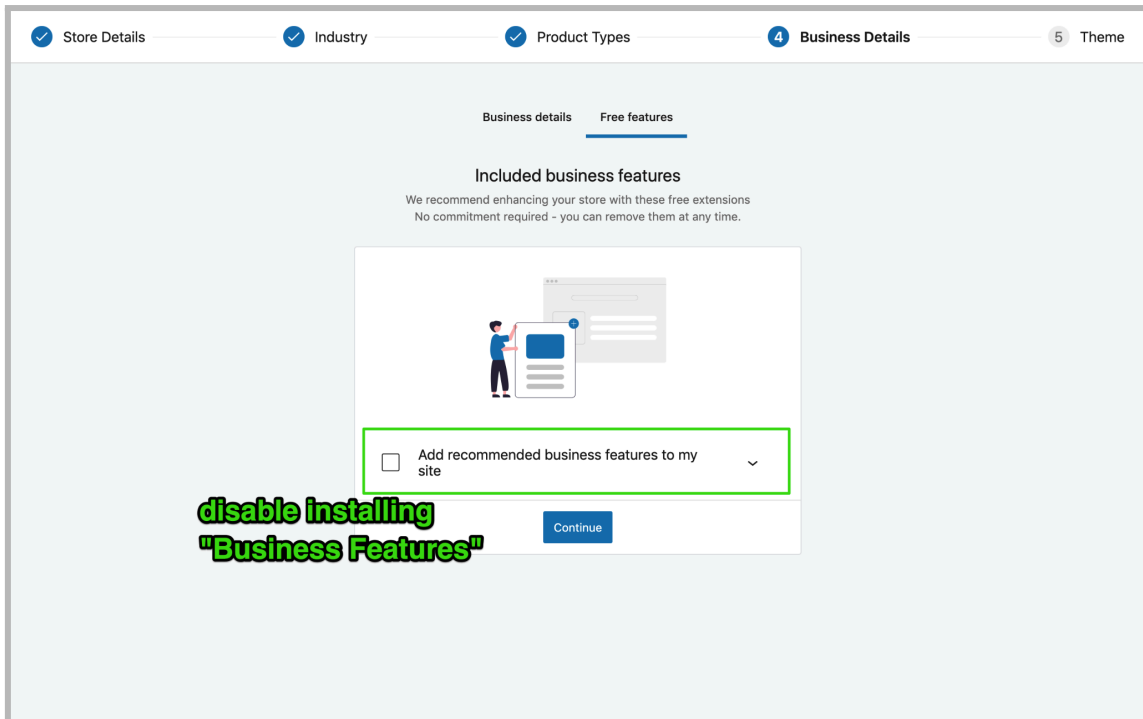
1 - 10 ▼

Currently selling elsewhere?

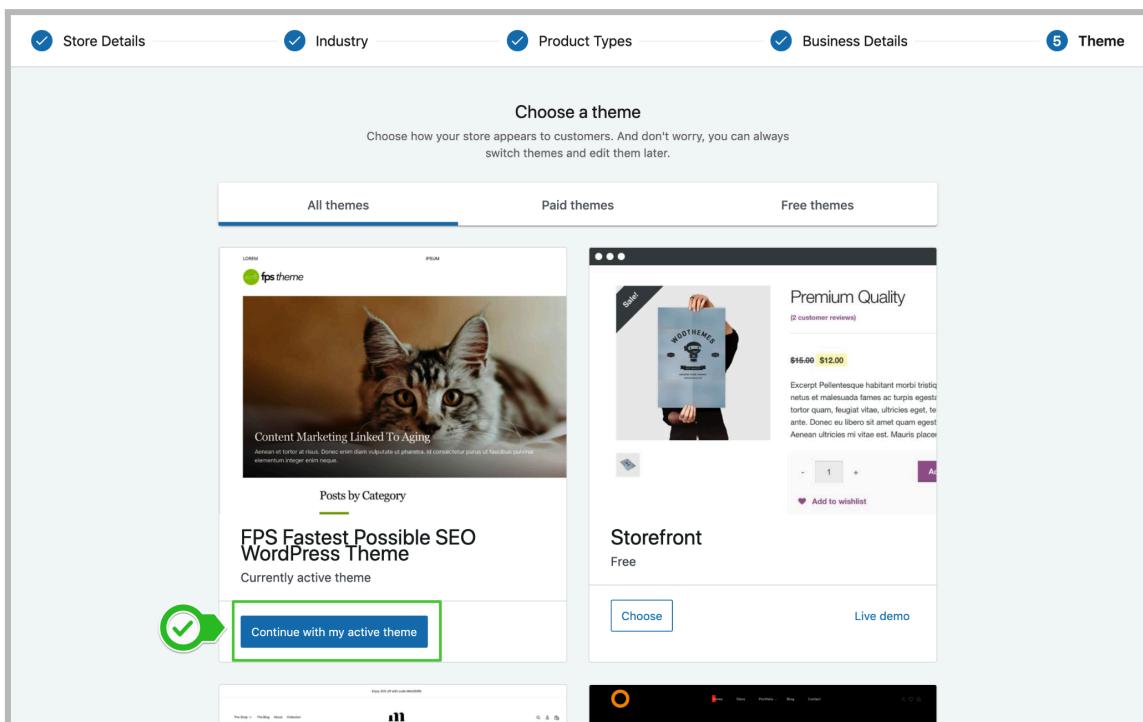
No ▼

Continue

- we recommend not to add any of the recommended “business features”. it installs additional plugins which may negatively affect performance.



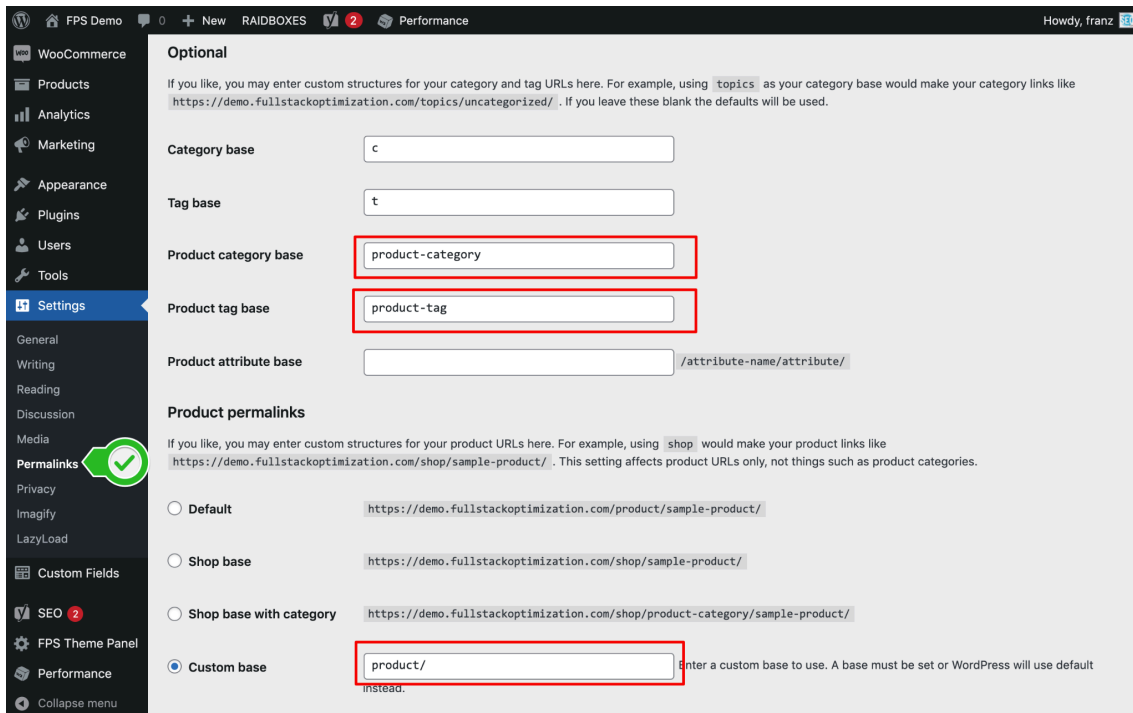
- and continue with your active theme



Set permalinks for WooCommerce

We'll now interrupt the setup wizard to set up optimised permalinks for WooCommerce

- Go to **Settings > Permalinks**



- and change Product category base, Product tag base and the Product Permalinks base to short and unique name spaces

FPS Demo 1 New RAIDBOXES Performance Howdy, franz

Posts
Media
Pages
Legal Pages
Comments
WooCommerce
Products
Analytics
Marketing
Appearance
Plugins 1
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Permalinks
Privacy
Imagify
LazyLoad

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `https://demo.fullstackoptimization.com/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

Tag base

Product category base

Product tag base

Product attribute base /attribute-name/attribute/

Product permalinks

If you like, you may enter custom structures for your product URLs here. For example, using `shop` would make your product links like `https://demo.fullstackoptimization.com/shop/sample-product/`. This setting affects product URLs only, not things such as product categories.

☐ Default https://demo.fullstackoptimization.com/product/sample-product/

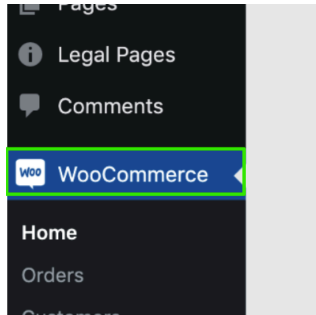
☐ Shop base https://demo.fullstackoptimization.com/shop/sample-product/

☐ Shop base with category https://demo.fullstackoptimization.com/shop/product-category/sample-product/

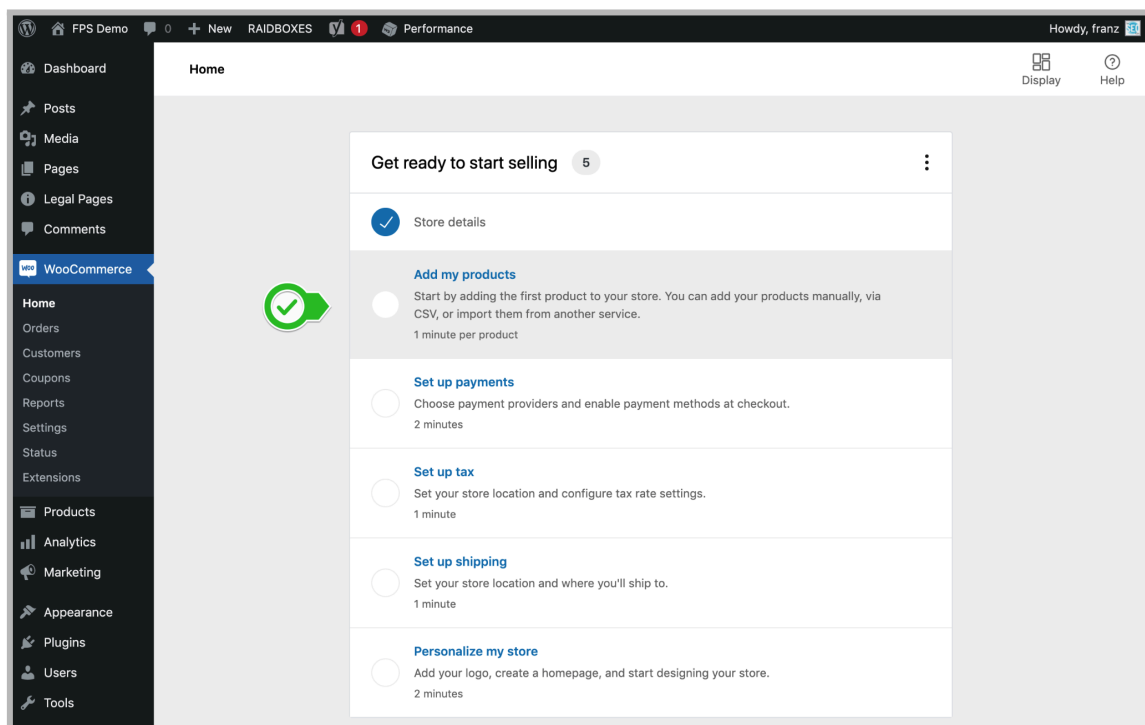
☒ Custom base Enter a custom base to use. A base must be set or WordPress will use default instead.

Continue Setup Wizard

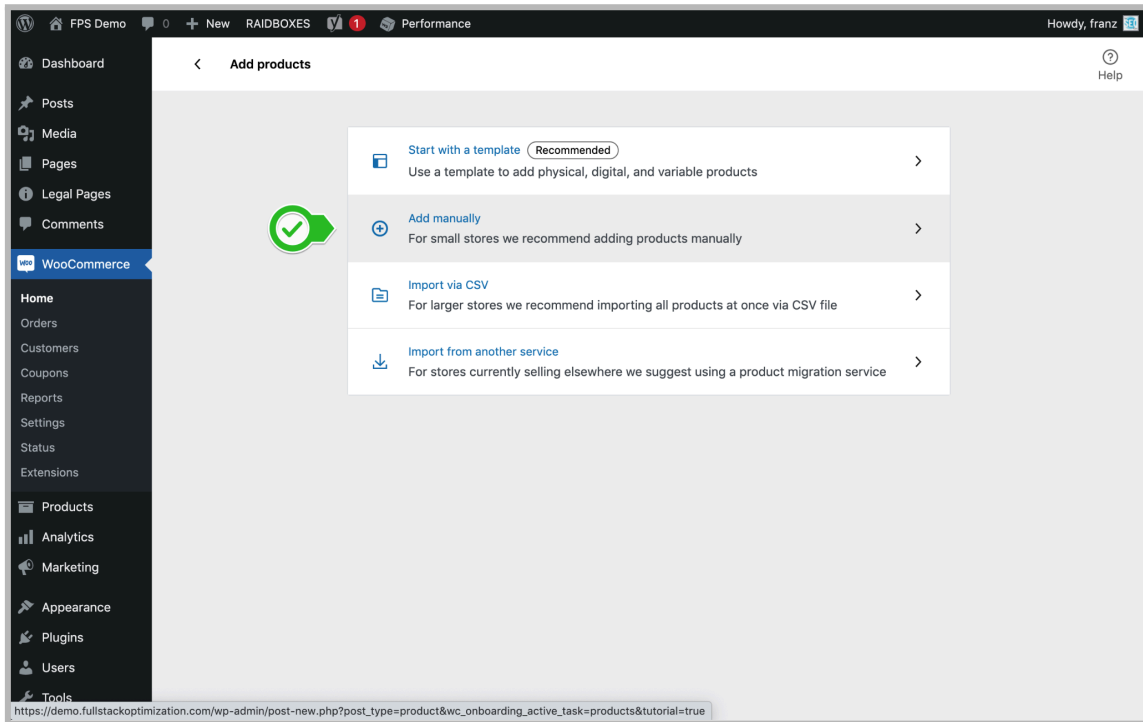
- Go back to the **WooCommerce Admin Page**



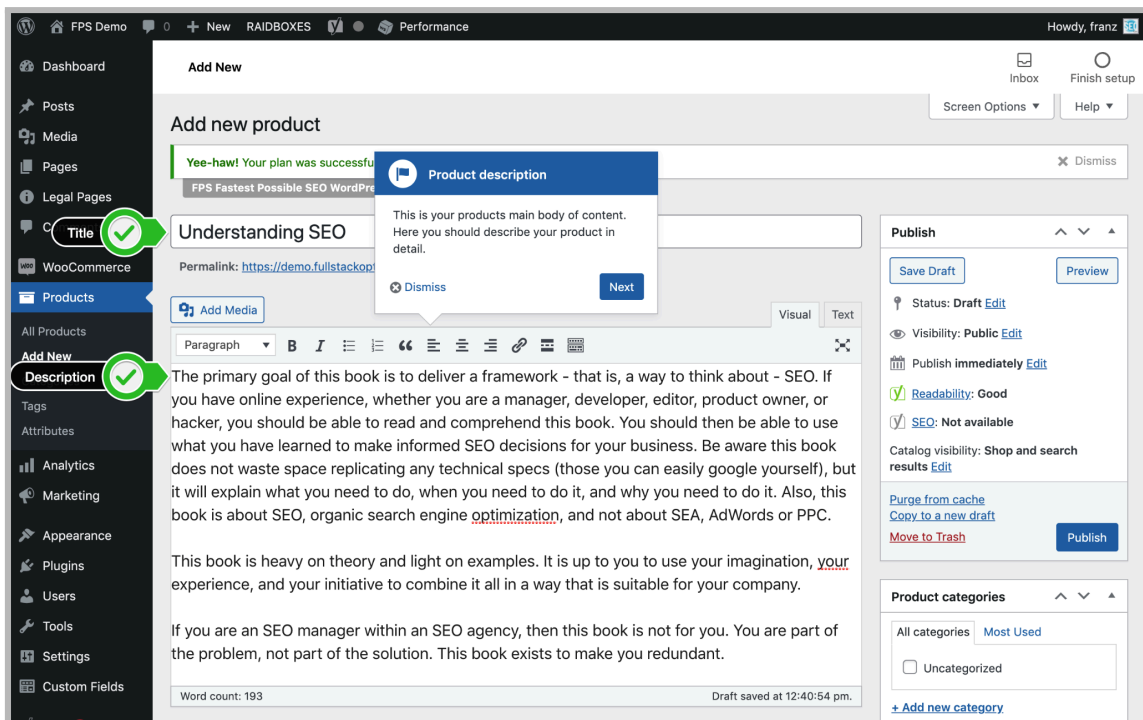
- to continue the setup wizard with adding a product



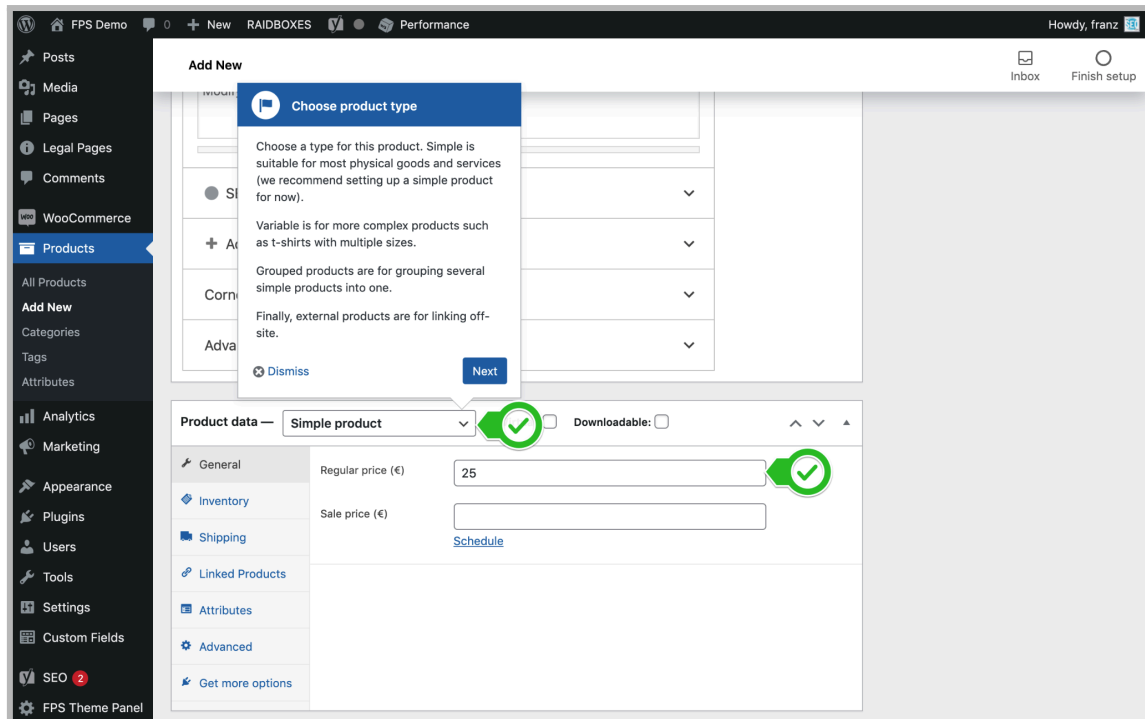
- choose **Add manually**



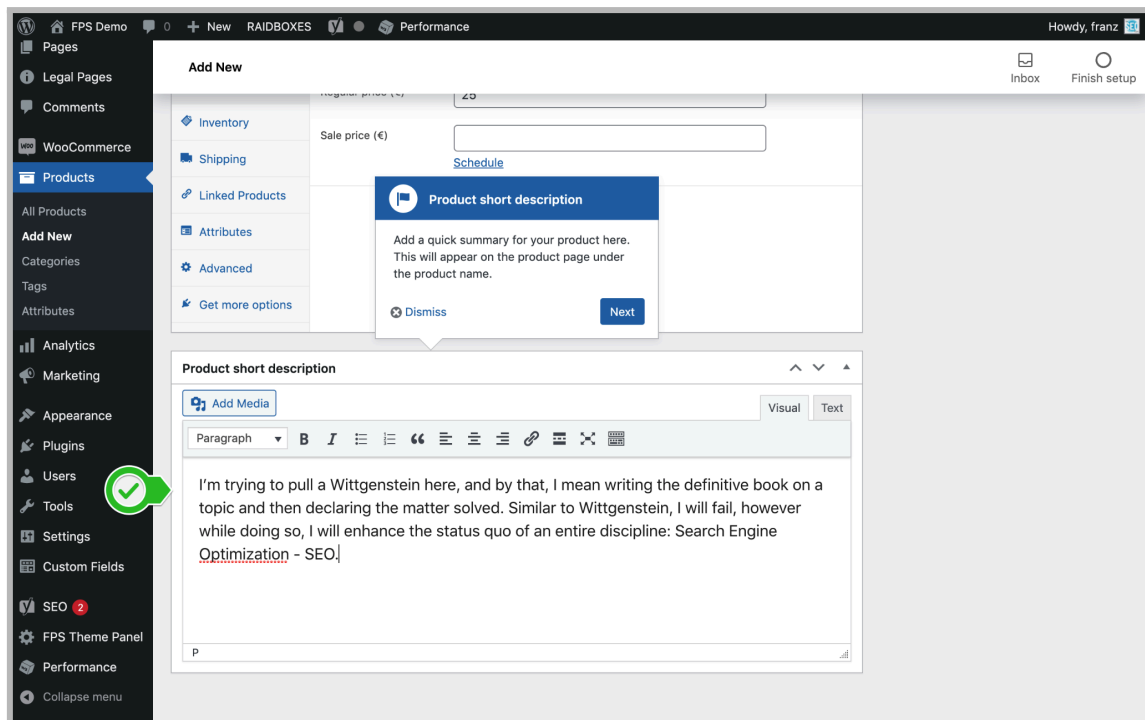
- add the **Title** (product name)
- and the long **Description**



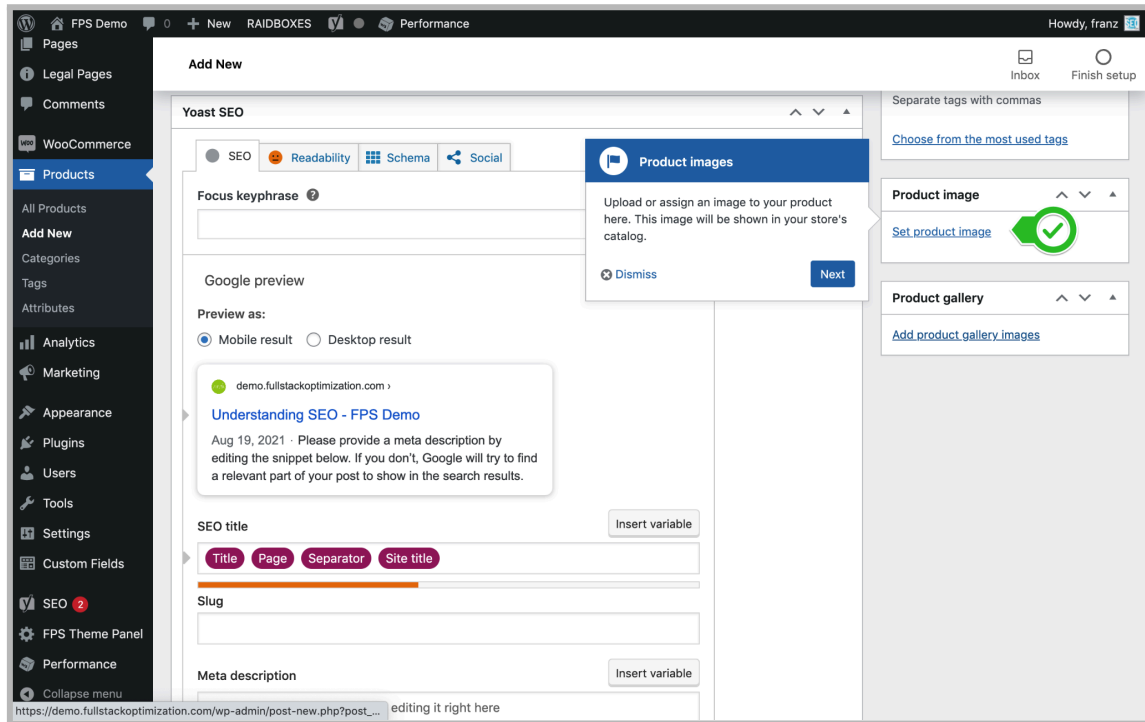
- set the **Product Type** to **Simple Product**
- and the **Price**



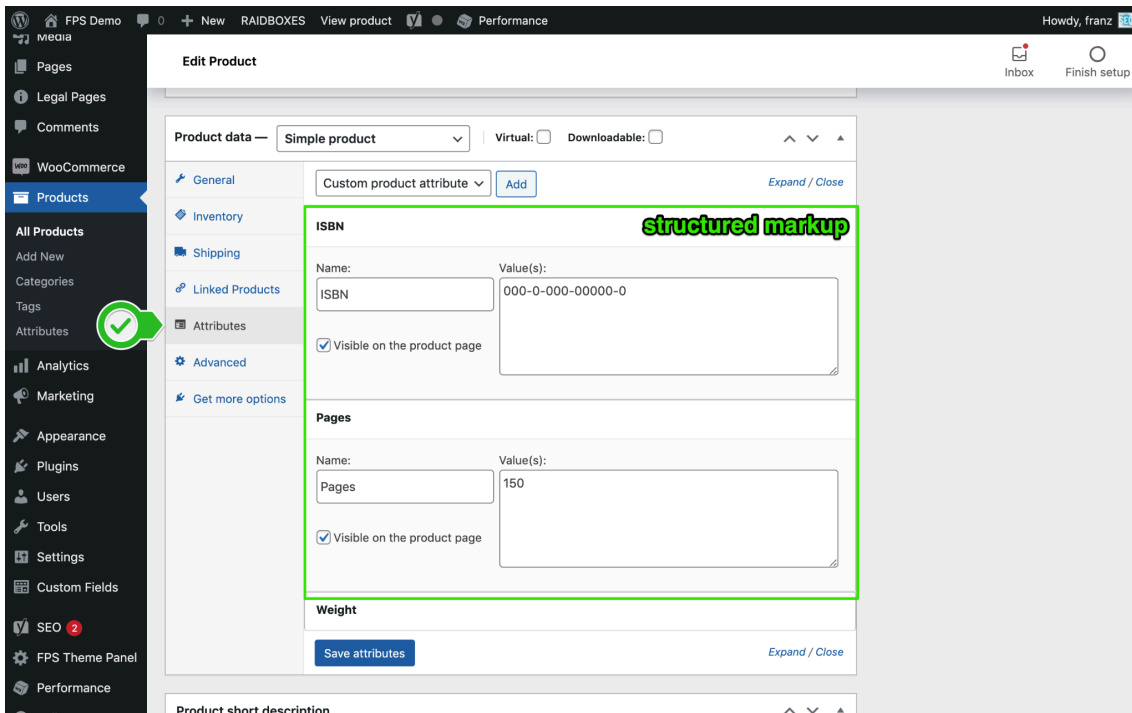
- optionally add a **Short Description**



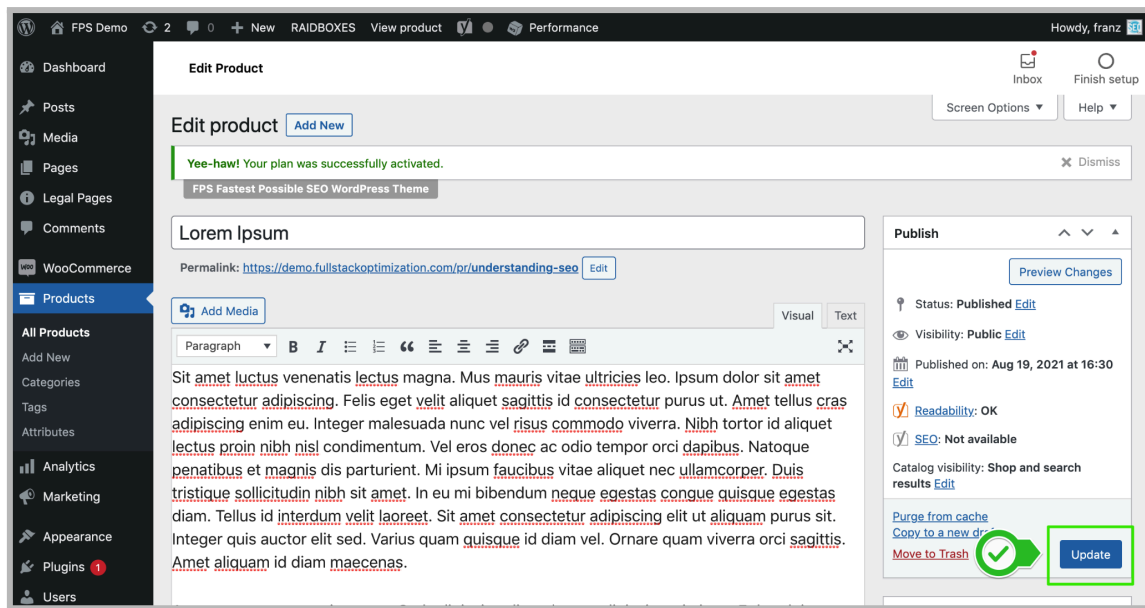
- and set a **Product image**



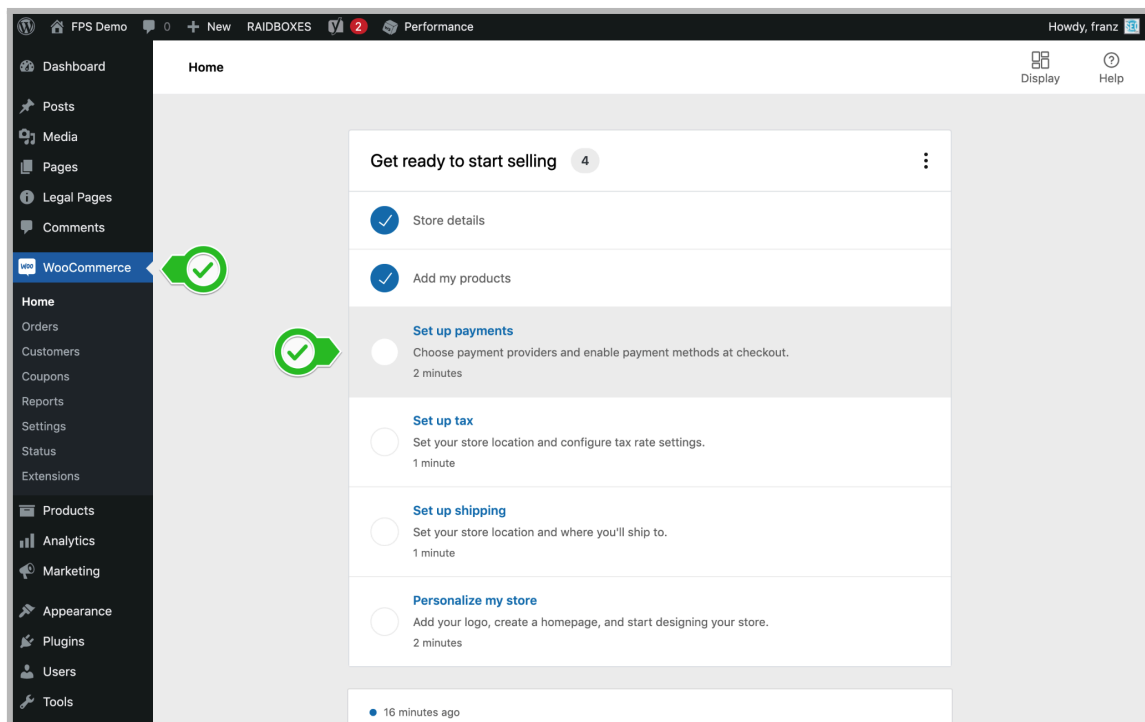
- in the **Product data Metabox** select **Attributes** and add structured data (key: value) about the product
 - they will get rendered as a structured <table> in the frontend



- then you can publish/update the product



- going back to the **WooCommerce Admin** page we continue setting up payments

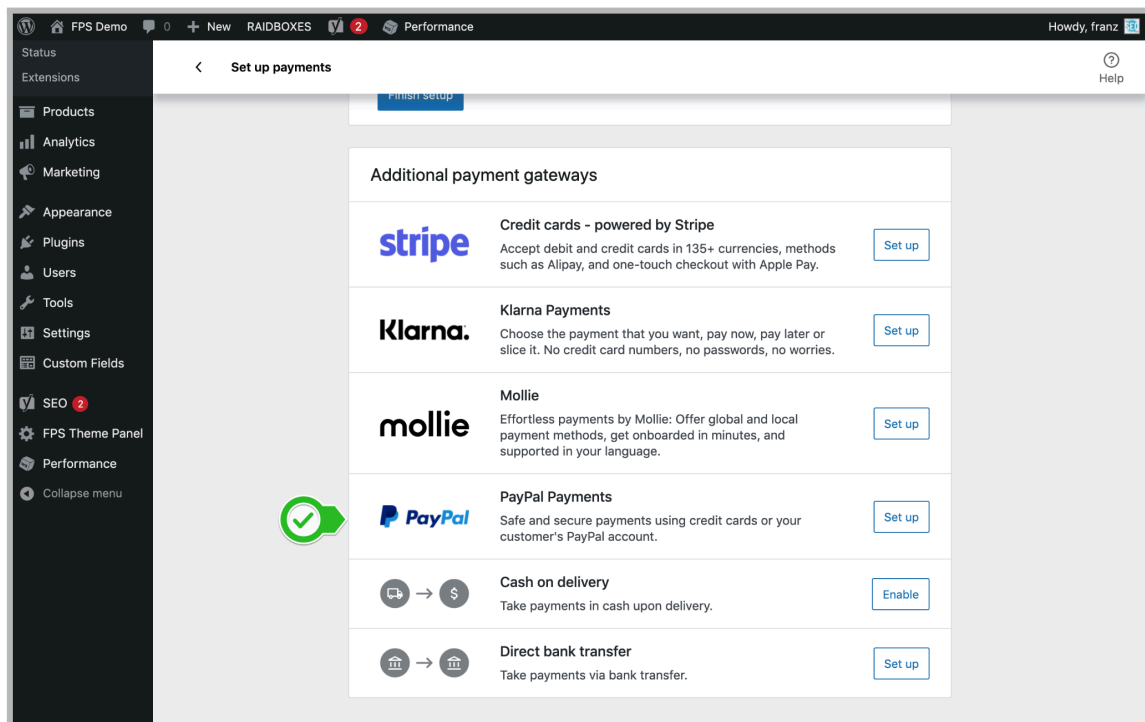


NOTE: it will be your decision which payment method you will choose. In this documentation will cover only the setup of PayPal. - Please note that payment gateways are 3rd party code which may negatively affect web performance.

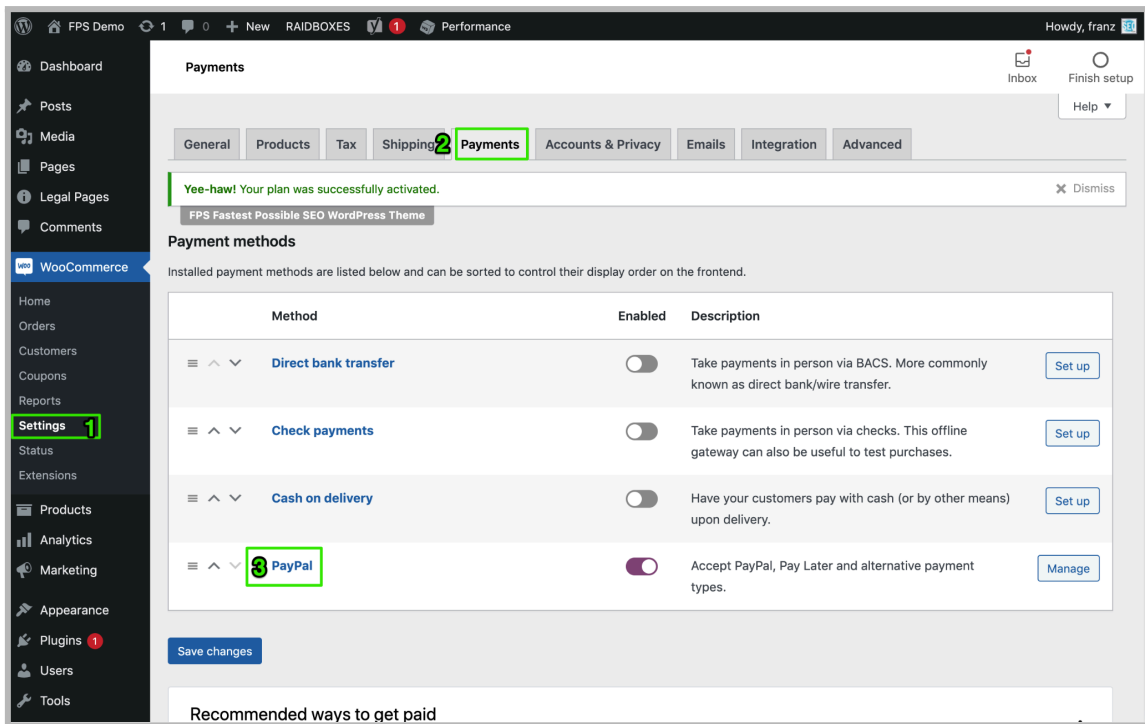
PayPal for example per default displays it's checkout buttons on all product pages

and loads multiple 3rd party scripts which brings down the score of Page Speed Insights to ~75. - We will therefore limit the display of the PayPal button to only the checkout page. Please beware that if you're using another provider you may have to changes to the default configuration.

- click the PayPal → Set up button to install the PayPal Gateway Plugin
- please follow the onscreen instructions for this process



- after you entered your credentials we want to disable the PayPal button everywhere but on the checkout page (due to before mentioned web performance implications)
- go to **WooCommerce > Settings** and select the **Payments Tab** and select **PayPal**



Payments

General Products Tax Shipping **Payments** Accounts & Privacy Emails Integration Advanced

Yee-haw! Your plan was successfully activated. [Dismiss](#)

FPS Fastest Possible SEO WordPress Theme

Payment methods

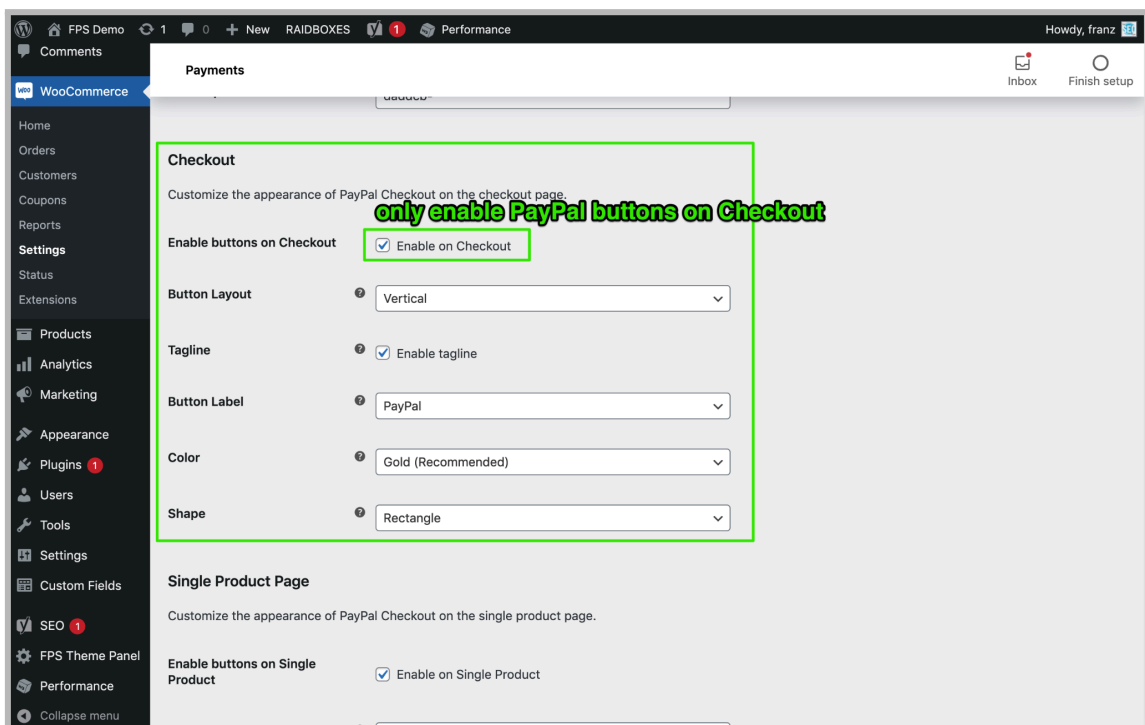
Installed payment methods are listed below and can be sorted to control their display order on the frontend.

Method	Enabled	Description
Direct bank transfer	☐	Take payments in person via BACS. More commonly known as direct bank/wire transfer. Set up
Check payments	☐	Take payments in person via checks. This offline gateway can also be useful to test purchases. Set up
Cash on delivery	☐	Have your customers pay with cash (or by other means) upon delivery. Set up
3 PayPal	☒	Accept PayPal, Pay Later and alternative payment types. Manage

[Save changes](#)

Recommended ways to get paid

- enable only on Checkout



Payments

Checkout

Customize the appearance of PayPal Checkout on the checkout page.

only enable PayPal buttons on Checkout

Enable buttons on Checkout ☒ Enable on Checkout

Button Layout

Tagline ☒ Enable tagline

Button Label

Color

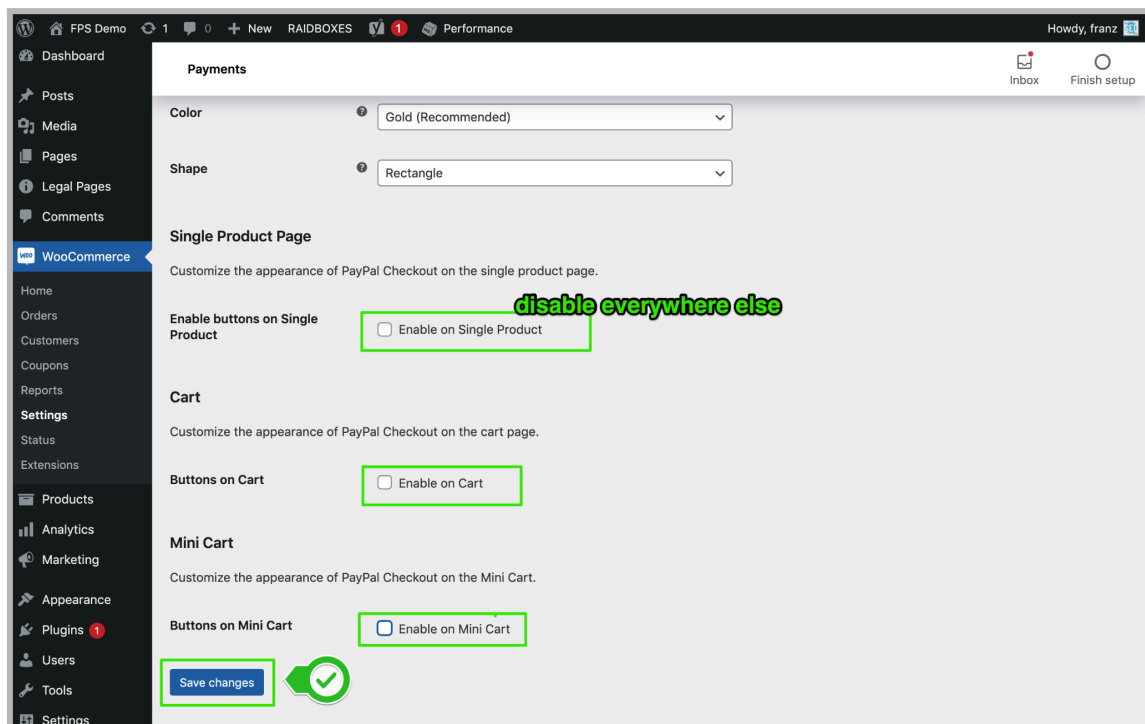
Shape

Single Product Page

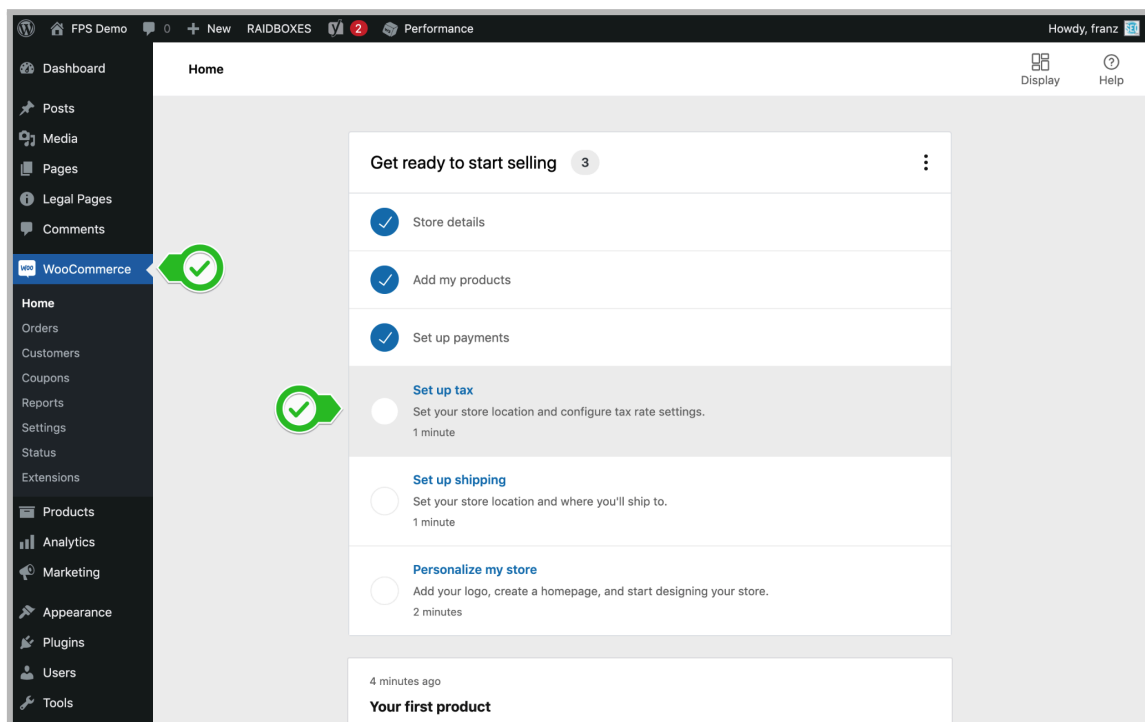
Customize the appearance of PayPal Checkout on the single product page.

Enable buttons on Single Product ☒ Enable on Single Product

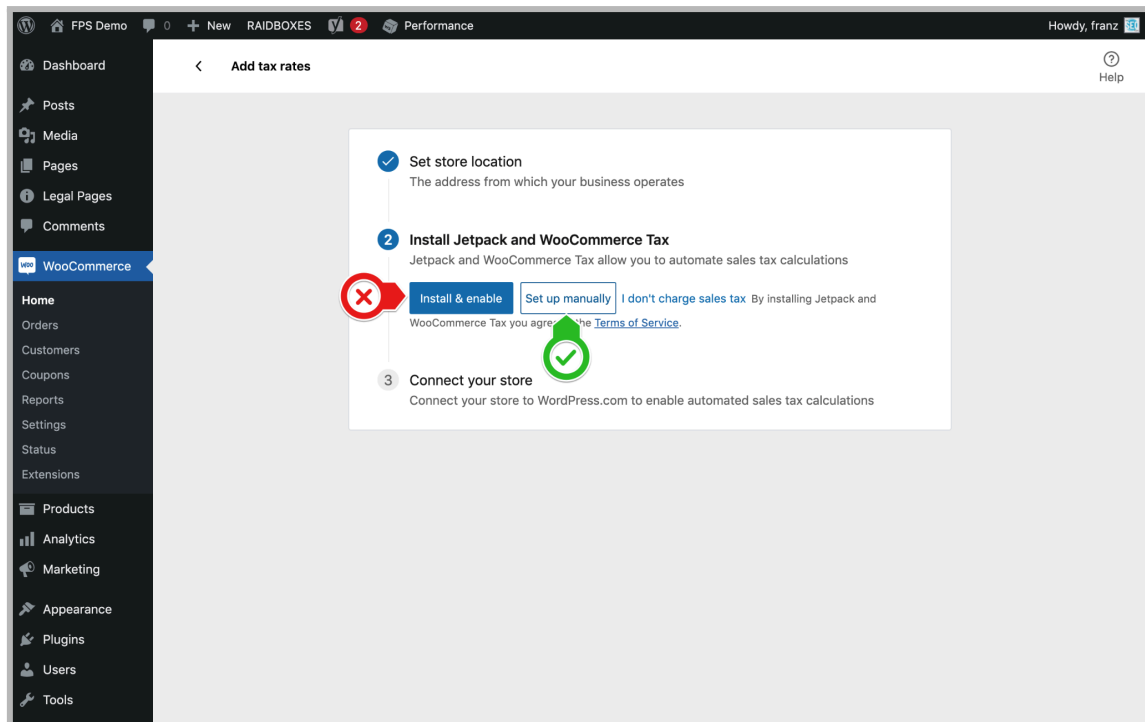
- disable everywhere else



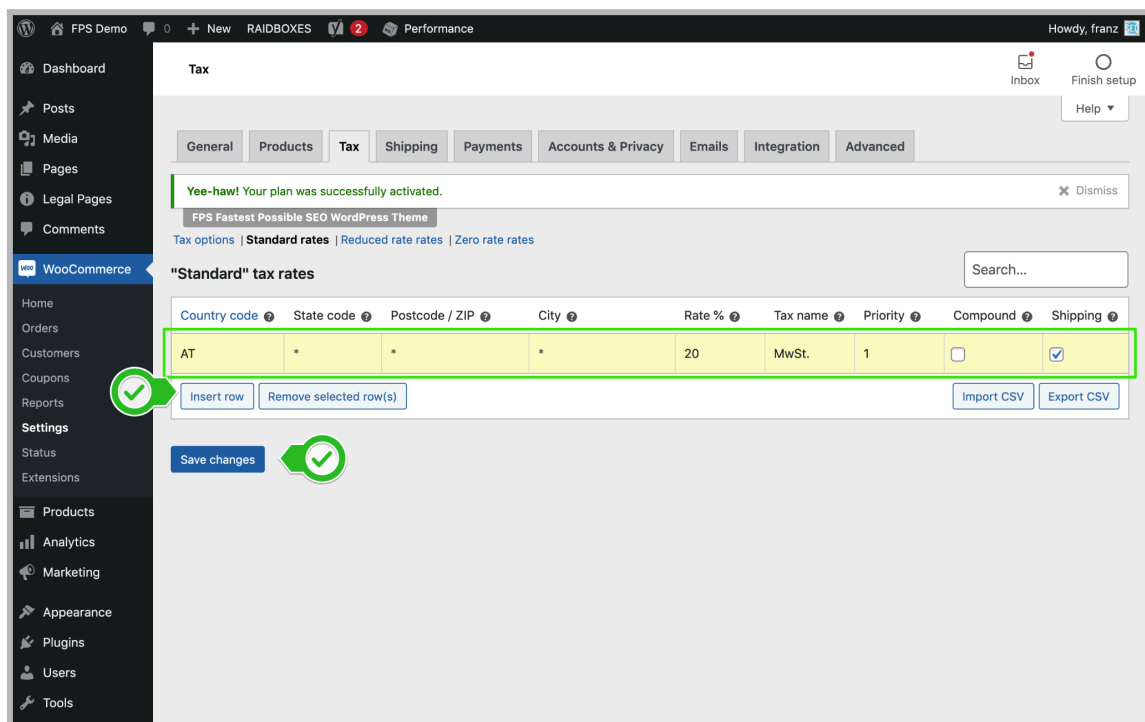
- back on the **WooCommerce Admin** continue the Setup Wizard **Set up tax**

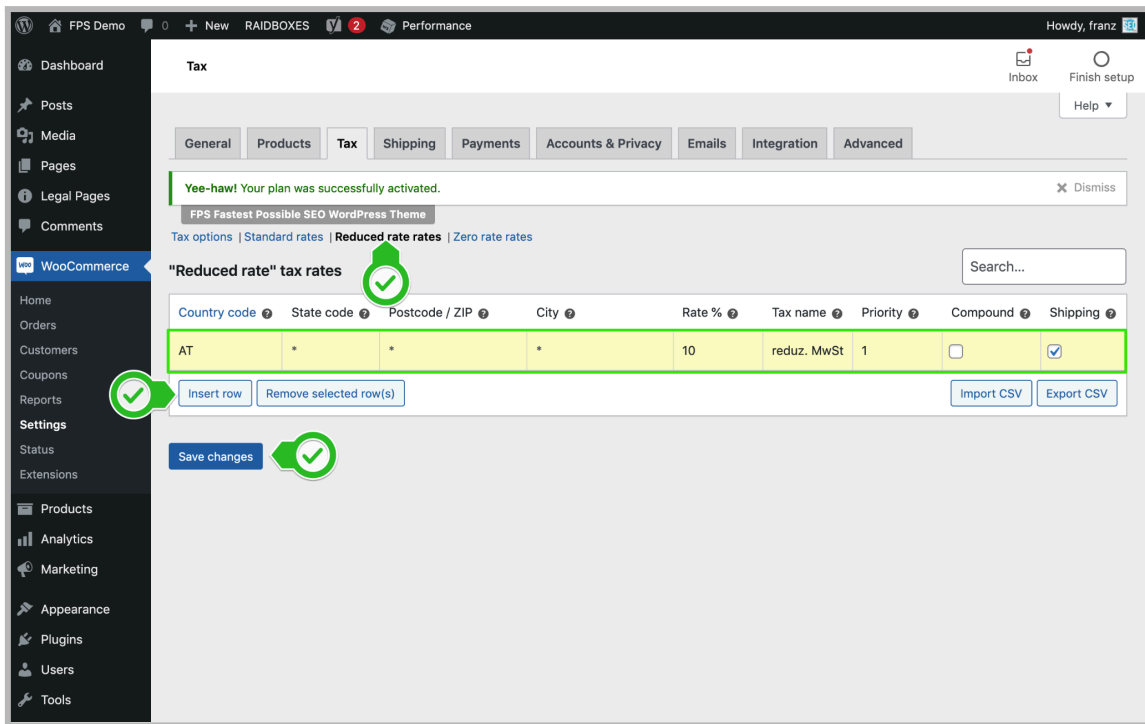


- on the following screen **do not "Install & enable" Jetpack** but select "Set up manually"



- add the taxes for your shopping destinations





Yee-haw! Your plan was successfully activated.

FPS Fastest Possible SEO WordPress Theme

Tax options | Standard rates | **Reduced rate rates** | Zero rate rates

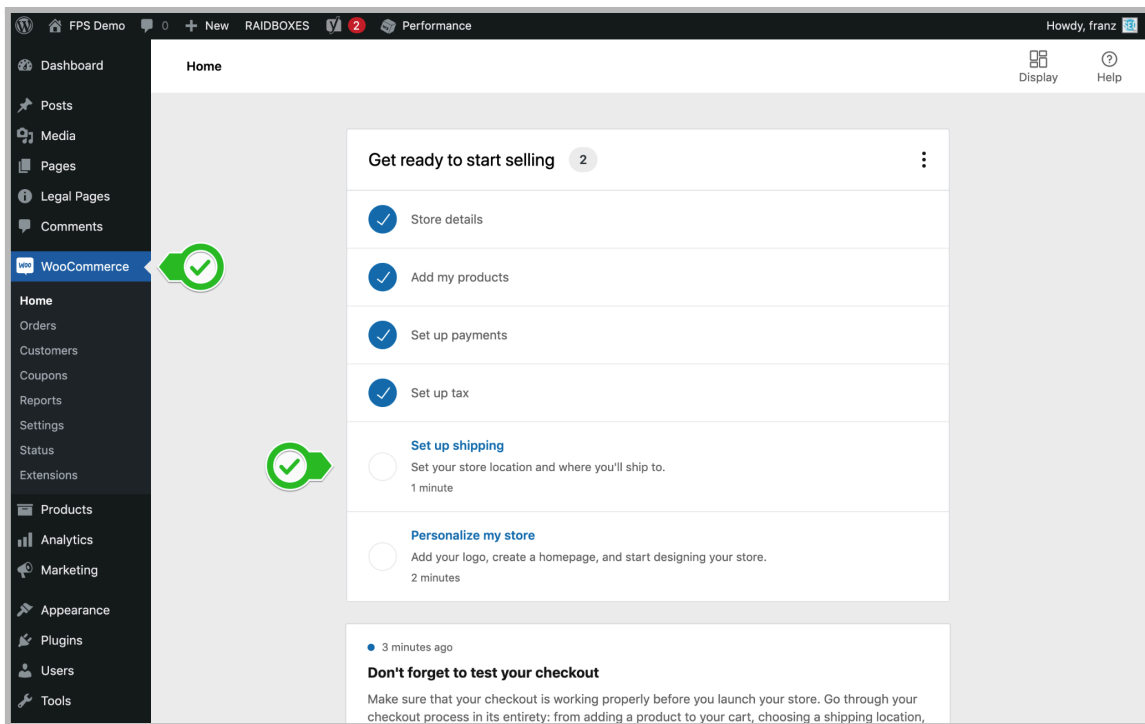
"Reduced rate" tax rates

Country code	State code	Postcode / ZIP	City	Rate %	Tax name	Priority	Compound	Shipping
AT	*	*	*	10	reduz. MwSt	1	☐	☒

Insert row Remove selected row(s) Import CSV Export CSV

Save changes

- back on the **WooCommerce Admin** continue the Setup Wizard **Set up shipping**



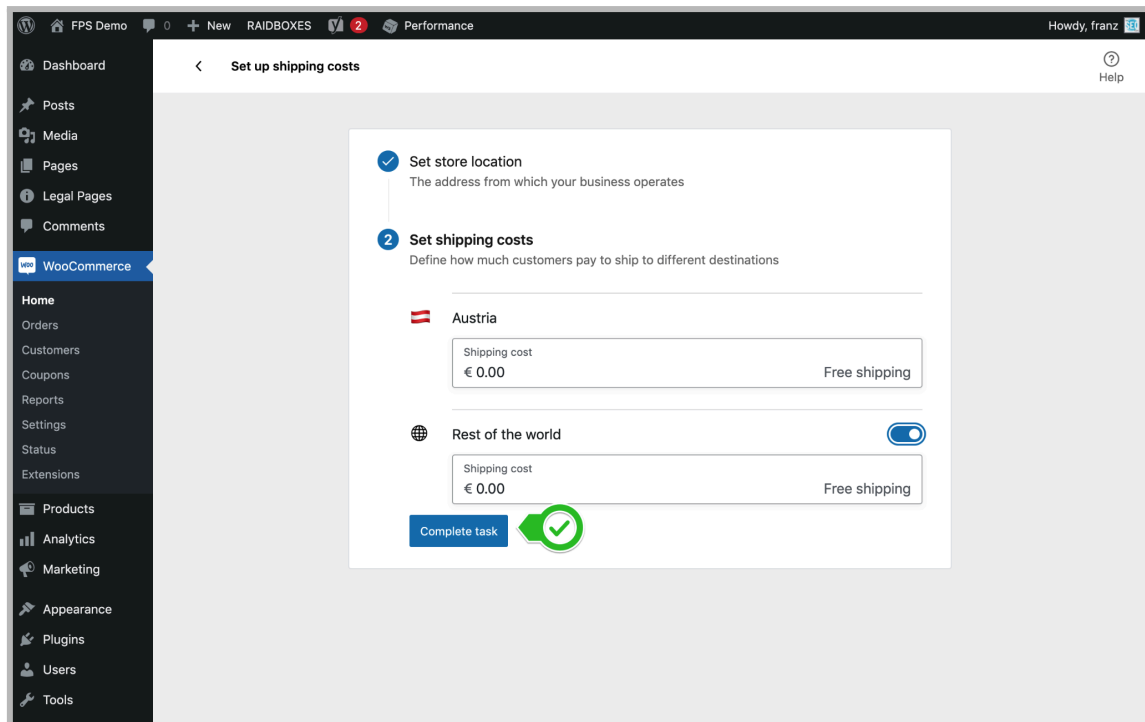
Get ready to start selling 2

- Store details
- Add my products
- Set up payments
- Set up tax
- Set up shipping**
 - Set your store location and where you'll ship to. 1 minute
- Personalize my store
 - Add your logo, create a homepage, and start designing your store. 2 minutes

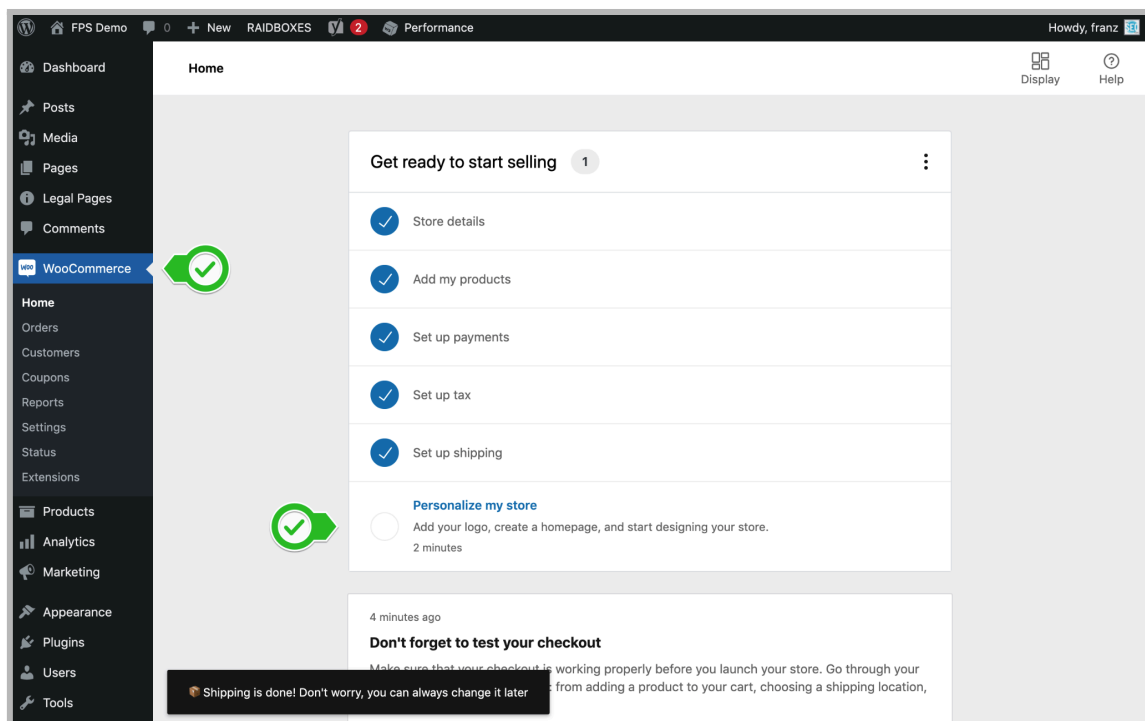
3 minutes ago

Don't forget to test your checkout

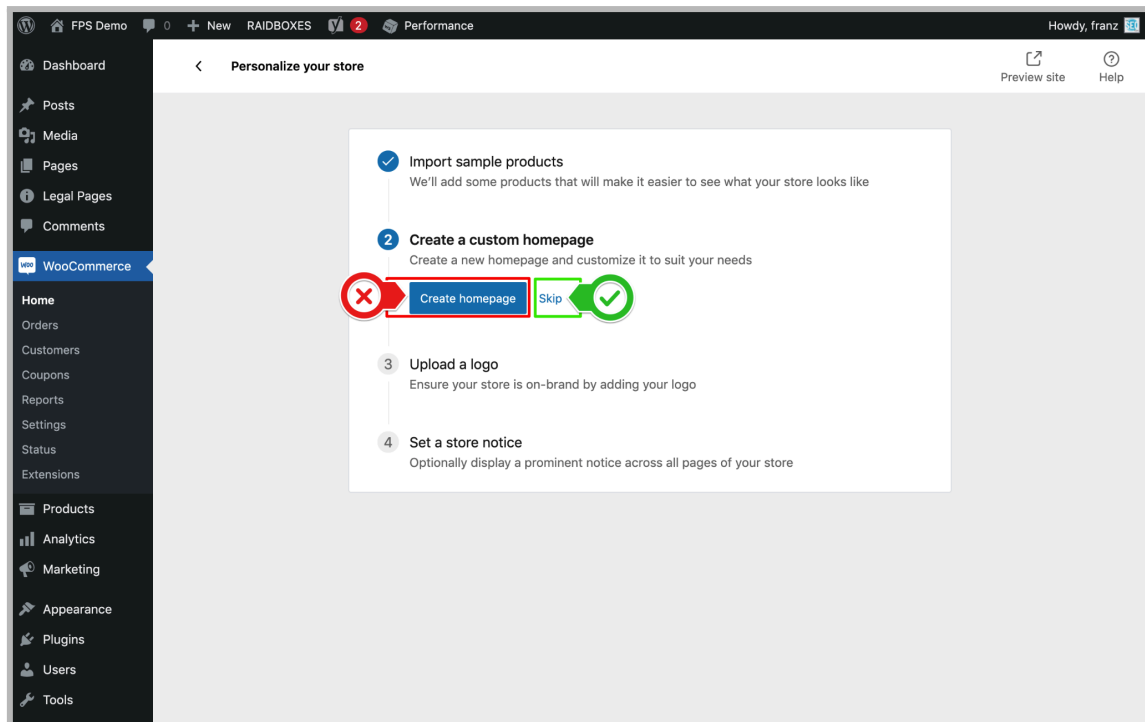
Make sure that your checkout is working properly before you launch your store. Go through your checkout process in its entirety: from adding a product to your cart, choosing a shipping location,



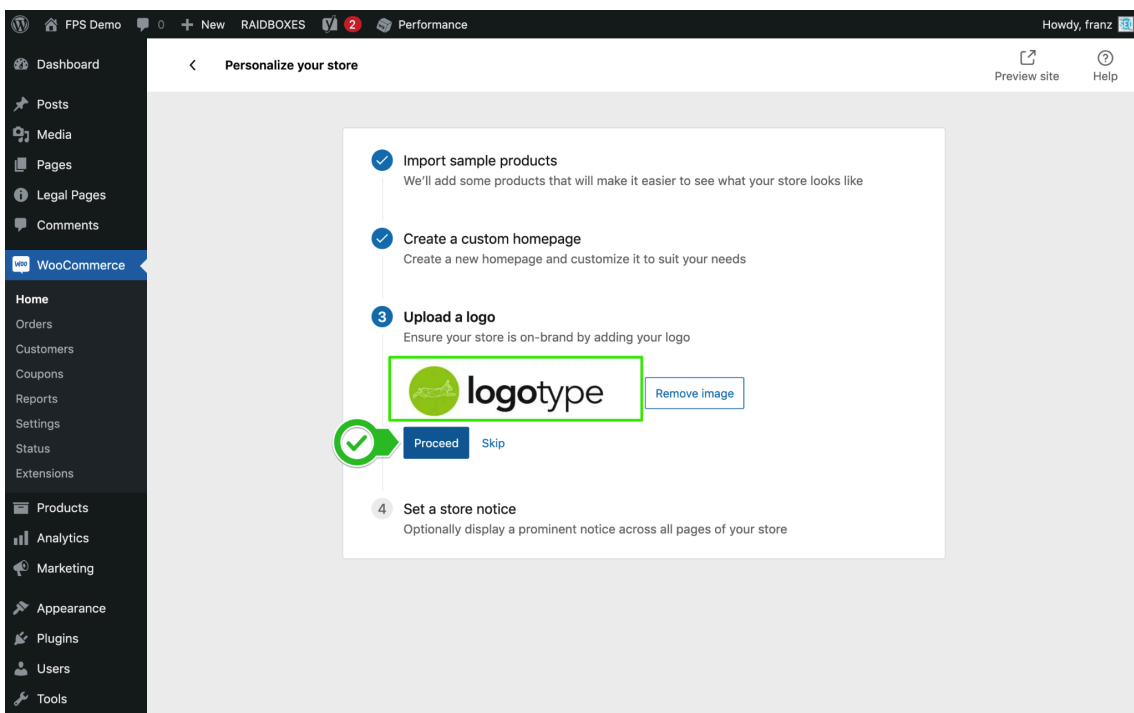
- the last step of the **Setup Wizard** on the **WooCommerce Admin** is **Personalize my store**



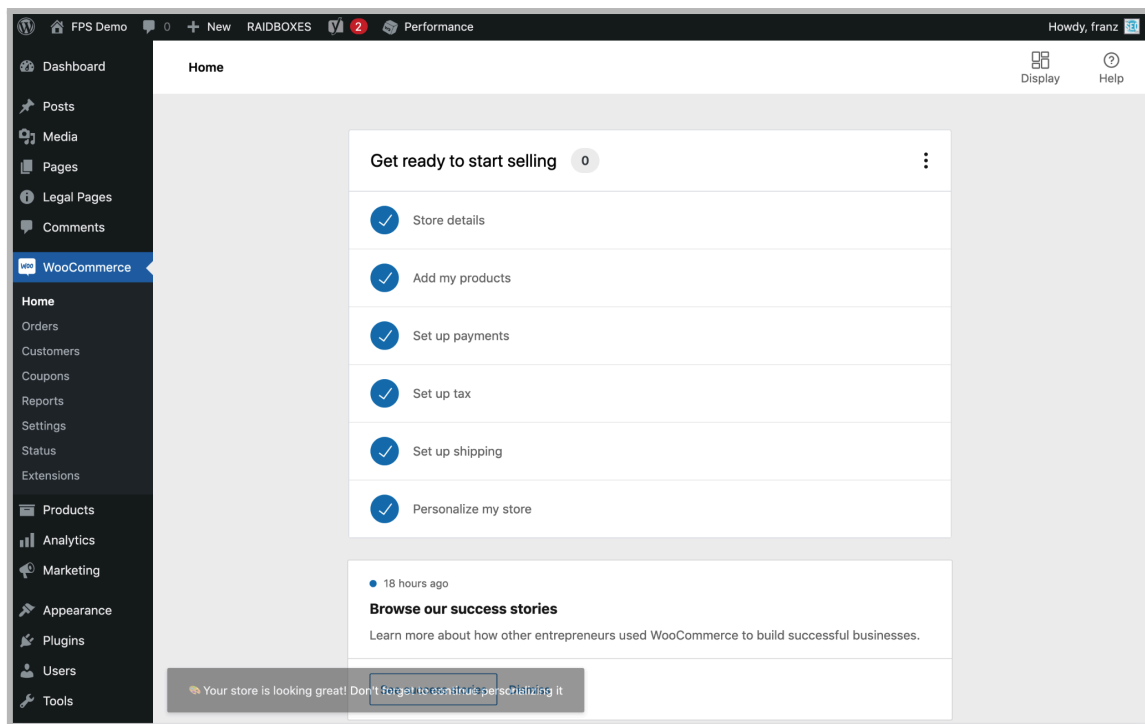
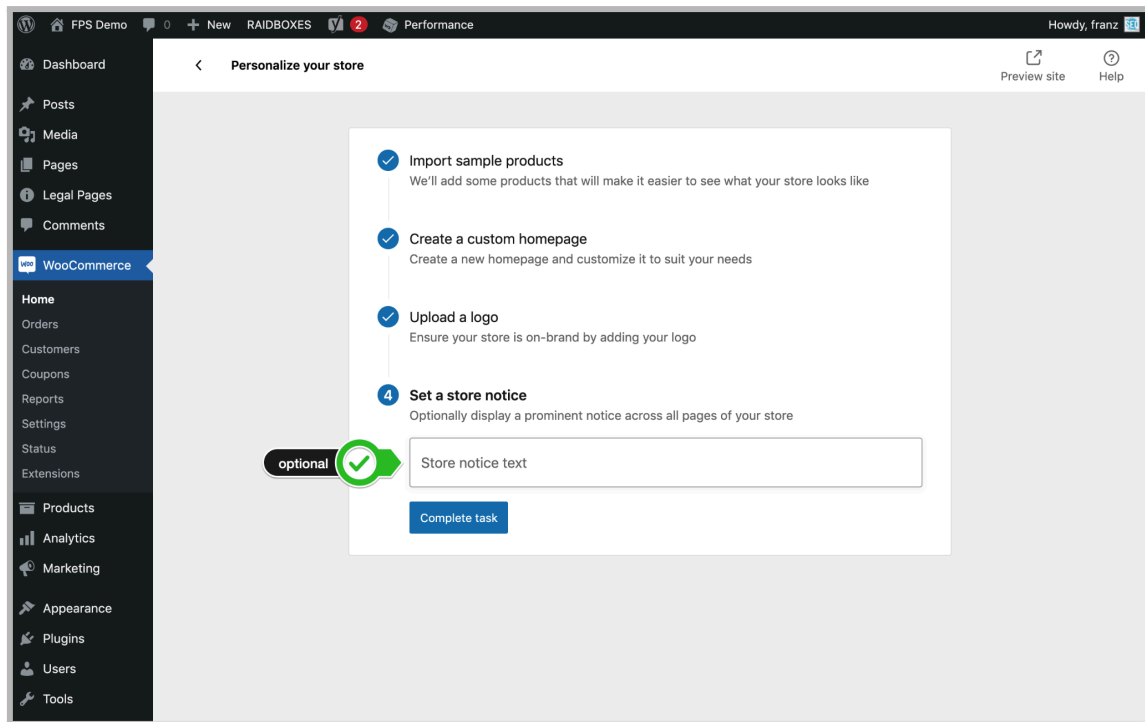
- please **Skip** the **Create a custom homepage** option as it will change your current start page



- upload a logo in png format

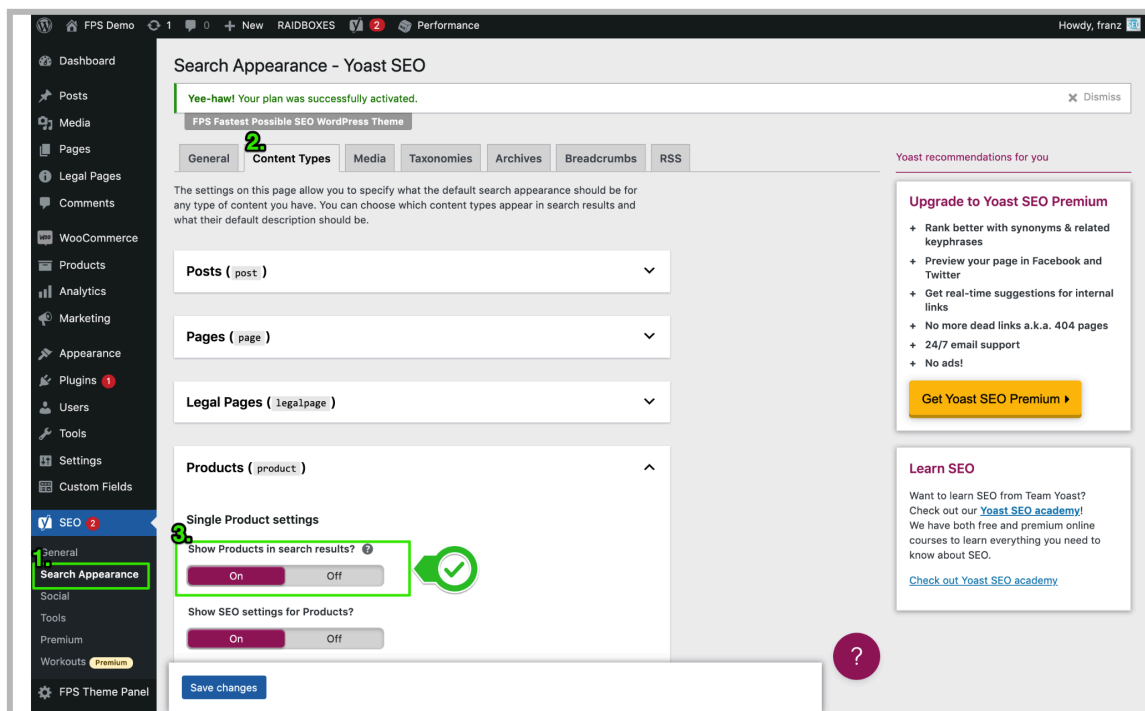


- optionally set a store notice (note: the theme currently doesn't display the store notice)(

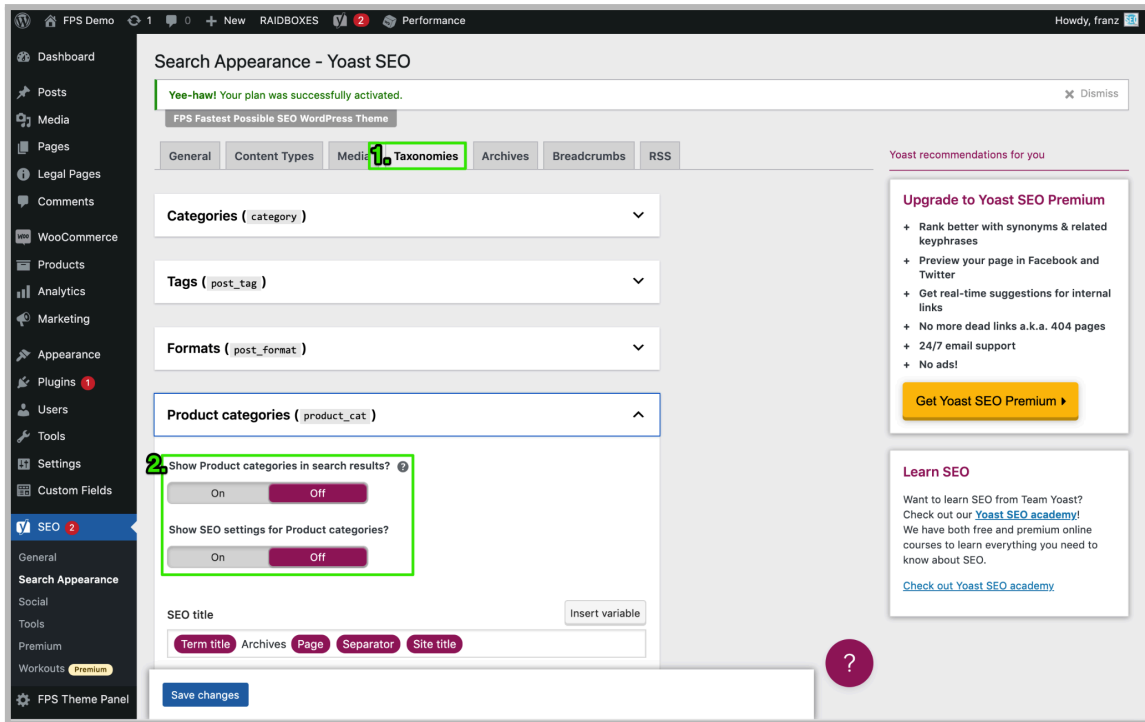


SEO meta robots settings for WooCommerce

- Go to **SEO > Search Appearance** and select the **Content Types** tab
- for the option “**Show Products in search results**” leave or set the **Products** type to **On** at the



- in the **Taxonomies** tab
- turn **Show Product categories in search results** to **Off**



Search Appearance - Yoast SEO

Yee-haw! Your plan was successfully activated.

FPS Fastest Possible SEO WordPress Theme

General Content Types Media **1 Taxonomies** Archives Breadcrumbs RSS

Categories (category)

Tags (post_tag)

Formats (post_format)

Product categories (product_cat)

2 Show Product categories in search results?

On Off

Show SEO settings for Product categories?

On Off

SEO title

Term title Archives Page Separator Site title

Insert variable

Save changes

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

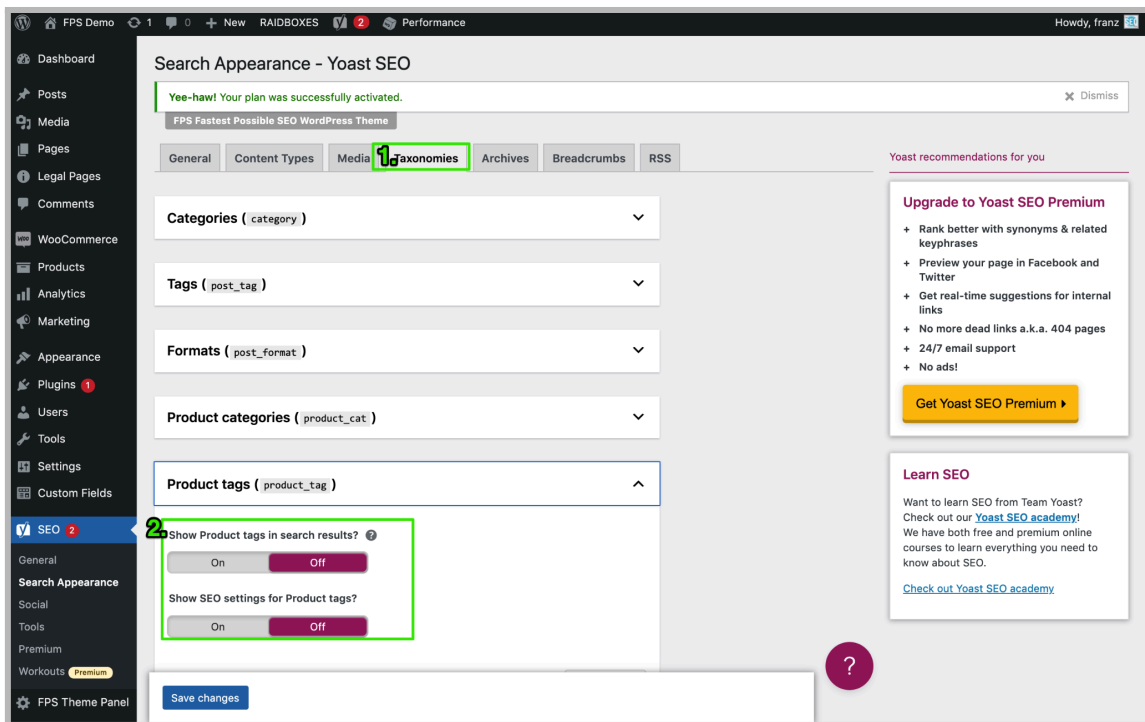
Get Yoast SEO Premium

Learn SEO

Want to learn SEO from Team Yoast? Check out our [Yoast SEO academy](#)! We have both free and premium online courses to learn everything you need to know about SEO.

[Check out Yoast SEO academy](#)

- still in the **Taxonomies** tab
- turn **Show Product tags in search results** to **Off**



Search Appearance - Yoast SEO

Yee-haw! Your plan was successfully activated.

FPS Fastest Possible SEO WordPress Theme

General Content Types Media **1 Taxonomies** Archives Breadcrumbs RSS

Categories (category)

Tags (post_tag)

Formats (post_format)

Product categories (product_cat)

Product tags (product_tag)

2 Show Product tags in search results?

On Off

Show SEO settings for Product tags?

On Off

Save changes

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

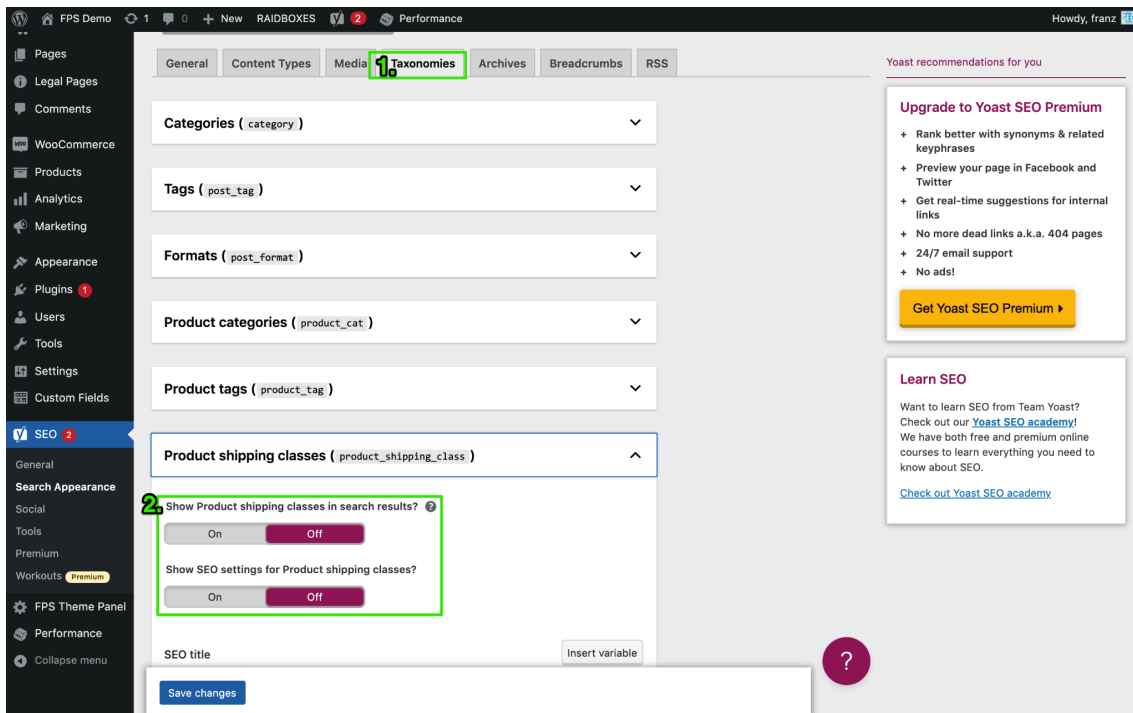
Get Yoast SEO Premium

Learn SEO

Want to learn SEO from Team Yoast? Check out our [Yoast SEO academy](#)! We have both free and premium online courses to learn everything you need to know about SEO.

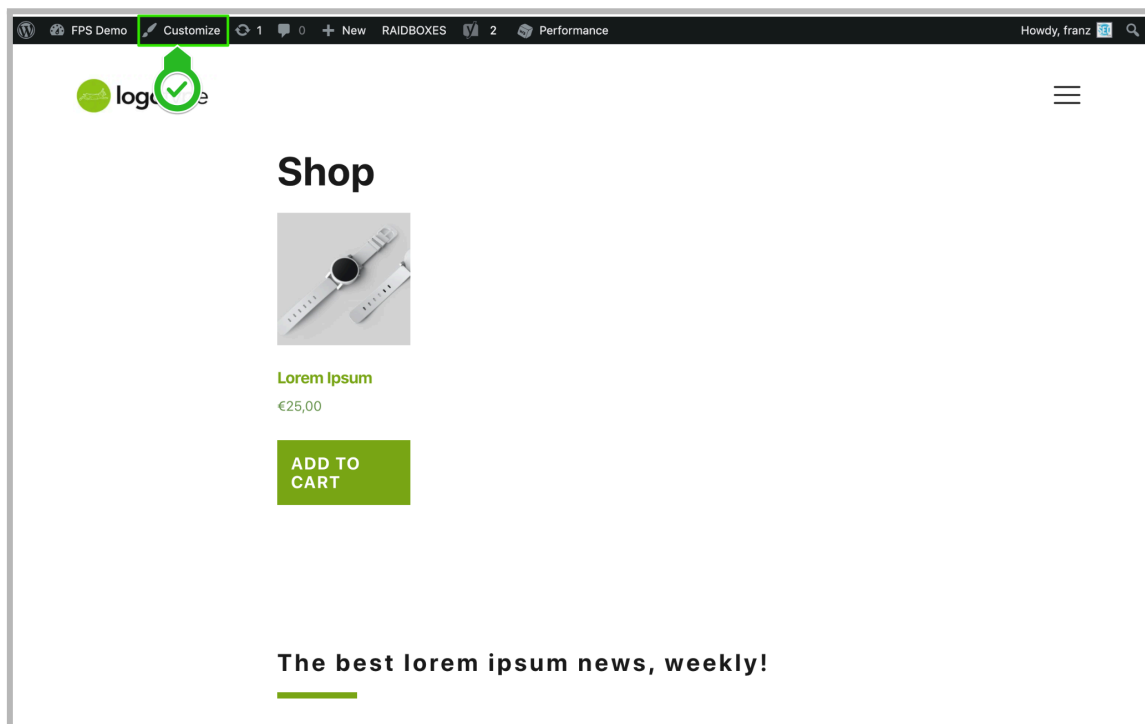
[Check out Yoast SEO academy](#)

- still in the **Taxonomies** tab
- turn **Show Product shipping classes in search results** to **Off**

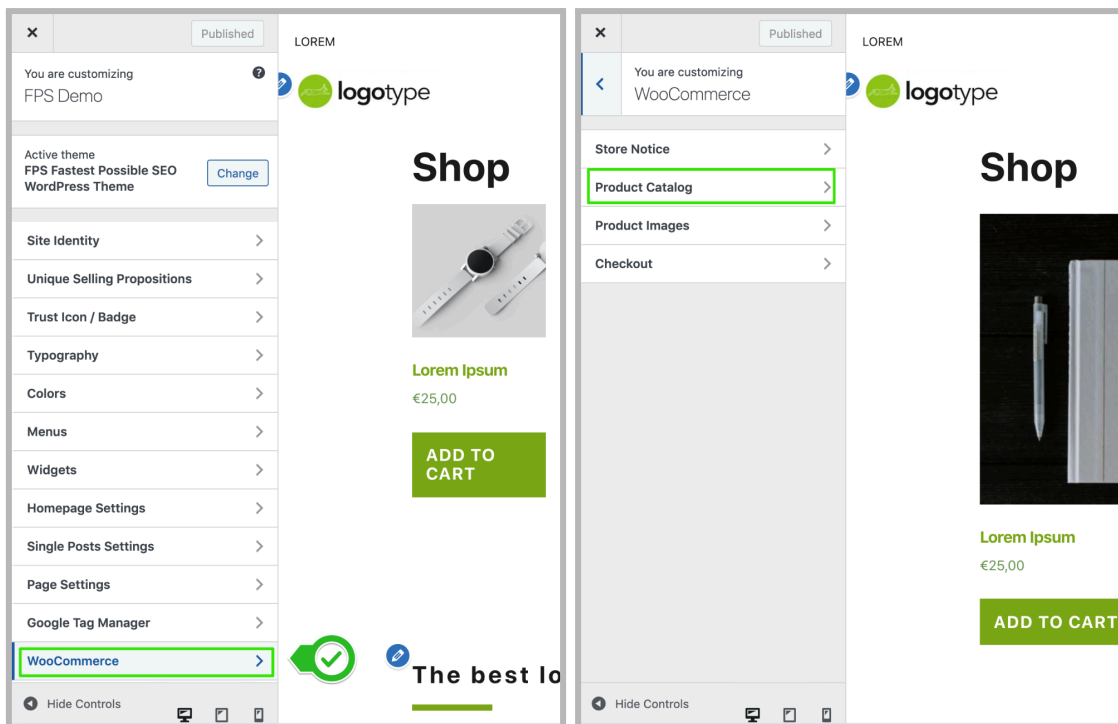


Set number of columns for the Shop page

- from your Shop page click on **“Customize”** in the **Admin bar**



- select the **WooCommerce > Product Catalog** section



- and set the number **Products per row** and **Rows per page**

