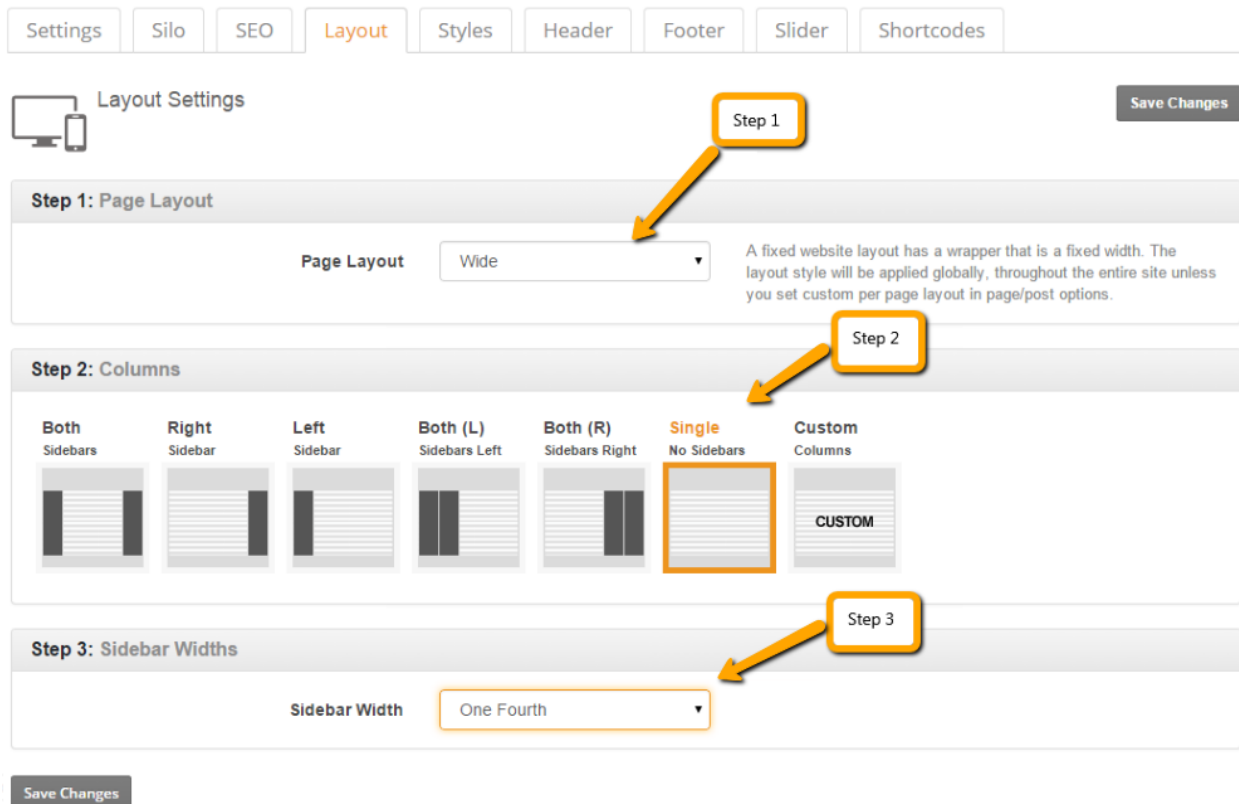If you'd like to **create your own theme**, here are the exact same steps we use in our protocol to make sure our designs are easy-to-use and pliable.

To Build Your Own SDF Skin:

❯ **First: Start with the layout settings under SEO Design ❯ Layout tab.**

❯ In this section, we'll cover how to **set up the layout for the skin**.

❯ In the layout tab you'll have to perform the following three steps.

❯ **Step 1. Selecting Page Layout**
Select the page layout from the dropdown options i.e. **Wide or Boxed**.

❯ **Step 2. Selecting Column Layout for Global Default Settings**
Select columns from the given options according to your design requirements.

❯ **Step 3. Select the Sidebar Width**
Select the **Width** of the sidebar from the dropdown menu for the **Global Layout**.

❯ **Second step: Now go to the header settings under the SEO Design ❯ Header tab**
   ❯ **Header Structure.**
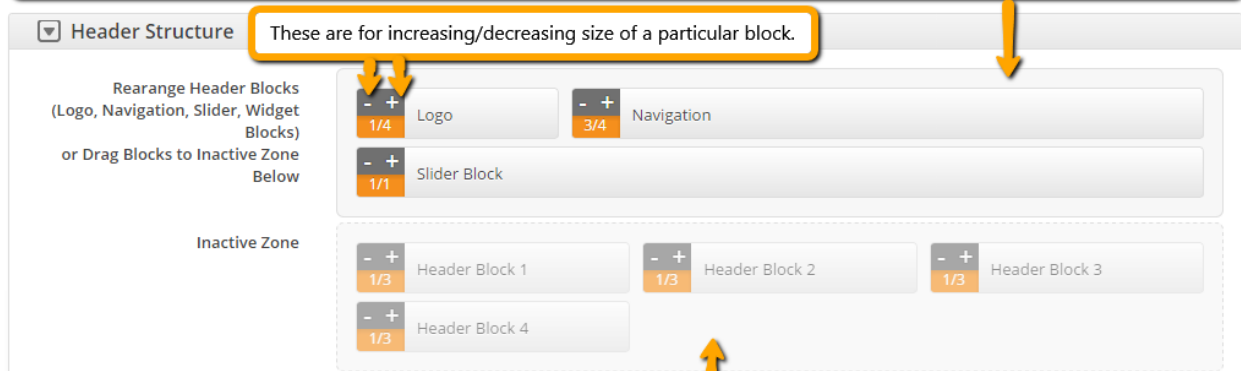❯ In this section, we'll cover how to **set up the header for your skin**.
❯ In the **header** section you'll have to perform the following 2 steps.
❯ **Step 1. Setting Header Structure**
   Here you can easily `Rearrange the Header Blocks` **(Logo, Navigation, Slider or Widget Blocks).**
   You can also drag blocks to the inactive zone below or drag blocks from the inactive zone into the active section.

This is the header section for your skin. You can setup the layout of the header here. By dragging and dropping the sections you can add or remove header blocks to rows. Or, you can rearrange them according to your design.

▼ Header Structure | These are for increasing/decreasing size of a particular block.

Rearange Header Blocks (Logo, Navigation, Slider, Widget Blocks) or Drag Blocks to Inactive Zone Below

- + 1/4 Logo
- + 3/4 Navigation
- + 1/1 Slider Block

Inactive Zone

- + 1/3 Header Block 1
- + 1/3 Header Block 2
- + 1/3 Header Block 3
- + 1/3 Header Block 4

This is the inactive zone where unused header blocks are placed. You can add them to the header by dragging them back to the upper section (from the inactive zone).

❯ **Step 2. Logo Settings**
   Under the **Logo Settings** chevron you can upload a custom logo or optional logo text and tagline.

Select custom logo option. If you want to add a logo/image then select the image option or the default text will show 'Site Title' from General Settings.

Header Structure

Logo Settings

Custom Logo — Image | Default Text — Upload custom Logo or Use default Text logo.

Tagline — On | Off — Turn Tagline On/Off

Tagline enable/disable

Select logo image

Logo Image — http://seodesignframewo — Upload Image — Enter an URL or upload an image for the logo.

Current Logo

Step 3. Additional HTML/CSS

In this section, you can add your additional CSS/Scripts/Html etc. to the header.

Third step: Next, go to the first tab called Global Settings under SEO Design Settings tab.

In this section, we'll cover how to **set the Global Settings for the skin**.

In the header section you'll have to perform the following steps.

Step 1. Setting Page Title and Breadcrumbs

Page Title and Breadcrumbs

Turn On/Off Page Title — On | Off — Turn On/Off Page title globally

Page Title Tag — H1 | H2 | None — ...gs)

Turn On/Off Breadcrumbs — On | Off — Turn Off Breadcrumbs Globally Here

Use this global setting to turn breadcrumbs off or on site wide (default setting is on). Also, you can specify a custom breadcrumb separator, turn the home link on or off or change the home link text to something more SEO friendly.

Turn On/Off Home link

Turn On/Off Home Link — On | Off — Disable Home link at the beginning of breadcrumb.

Custom Breadcrumb Home Title — Home — Text used for home link.

Custom Breadcrumb Separator — » — Character used to separate your breadcrumbs. Default is ».

Step 2. Setting Blog page options

Blog

Post Excerpt Length	55	Automatic excerpt length (word count)
Read More Text	Read More <i class="fa fa-chev	Custom Excerpt Read More Text(or Icon)
Show Full Posts on Category and Archive pages	On **Off**	Turning Off will keep default excerpt usage.
Turn On/Off Featured Image on Single Posts	**On** Off	Turning On will keep default featured image.
Turn On/Off Featured Image on Category and Archive pages	**On** Off	Turning On will keep default featured image.
Set Title Above or Below Featured Image on Category and Archive pages	**Above** Below	

> Settings to customize blog page options.

Related Posts

Show Related Posts on Single Posts	**On** Off	
Related Posts Count	5	

Turn On/Off Post Meta Data		

> Toggle the Global Post Meta options here to affect all blog pages.

Turn On/Off Post Format Buttons	**On** Off	Turn on Post Format Icons globally. Turning Off will hide these Icons from Blog, Archives and Single Posts.
Turn On/Off Post Author Box	**On** Off	Turn on Post Author Box globally. Turning Off will hide Author Box from Single Posts.
Turn On/Off Post Time	**On** Off	Turn on Post Time globally. Turning Off will hide Time Data from Blog, Archives and Single Posts Meta Data.
Turn On/Off Post Categories	**On** Off	Turn on Post Categories globally. Turning Off will hide Categories Data from Blog, Archives and Single Posts Meta Data.
Turn On/Off Post Author	**On** Off	Turn on Post Author globally. Turning Off will hide Author from Blog, Archives and Single Posts Meta Data.
Turn On/Off Post Tags	**On** Off	Turn on Post Tags globally. Turning Off will hide Tags Data from Blog, Archives and Single Posts Meta Data.
Turn On/Off Post Comments Count/Link	**On** Off	Turn on Post Comments Count/Link globally. Turning Off will hide Comments Count/Link Data from Blog, Archives and Single Posts Meta Data.

❯ **Step 3. Background Video**

Under the background video section you can enable/disable background video (which appears on the local page settings).

Background Video

Enable/Disable Background Video	**On** Off	If Enabled, Background Video Script will be loaded.

❯ **Step 4.** **Page Scroll (Nice Scroll, Smooth Scroll)**
Under this section you can select page scroll options.

▼ Page Scroll (NiceScroll, SmoothScroll)		
Default (Native) Scroll / NiceScroll / SmoothScroll	**Default** NiceScroll SmoothScroll	Turning to Default will keep default page scroll functionality.

❯ **Step 5.** **Lightbox (Modal)**
Under this section you can enable/disable lightbox, animation type and lightbox size

▼ Lightbox (Modal)		
Turn On/Off Lightbox	**On** Off	Turn on lightbox functionality globally. Turning Off will disable All lightboxes.
Global Lightbox Entrance Animation Type	Default ▾	
Global Lightbox Size	Default ▾	

❯ **Step 6.** **Entrance Animations**
Under this section you can turn on/off default entrance animations and featured images animation effects settings.

▼ Entrance Animations		
		Turn On/Off Animations
Turn On/Off Animations	**On** Off	Turn on animations functionality globally. Turning Off will disable loading of a script.
Default Animation Duration	Default ▾	Select featured image animation type, Default is fade in.
Featured Image		
Featured Image Animations	**On** Off	Turn on animations on Featured Images. Turning Off will disable All Featured Image animations.
Featured Image Animation Type	fadeIn ▾	
Featured Image Animation Duration	Default ▾	

❯ **Step 7.** **Favicon and Touch Icons**
Under this section you can upload your website's favicon.

Favicon and Touch Icons

Favicon	Upload Image	Favicon image should be 16px x 16px
Apple Touch Icon 57	Upload Image	Apple Touch Icon image should be 57px x 57px
Apple Touch Icon 72	Upload Image	Apple Touch Icon image should be 72px x 72px
Apple Touch Icon 114	Upload Image	Apple Touch Icon image should be 114px x 114px
Apple Touch Icon 144	Upload Image	Apple Touch Icon image should be 144px x 144px

❱ **Step 7. Social Media Follow Buttons (Use widget to place them on pages).**
Under this section you can add Social media follow button links to your social properties.

Social Media Follow Buttons

These buttons serve to promote your business' presence on various social networks and help you generate fans/followers for those particular accounts. By placing these buttons on your business' website, you can help to create visibility for your social media accounts and easily extend your reach there.

Add social media follow buttons links here.

Behance		Your Behance link.
Codepen		Your Codepen link.
Digg		Your Digg link.
Dribbble		Your Dribbble link.
Dropbox		Your Dropbox link.
Facebook		Your Facebook link.

❱ **Step 9. Social Media Share Buttons**
Under this section you can enable/disable all/each social media share button links and default positions.

Social Media Share Buttons

These buttons enable your website visitors and content viewers to easily share your content with their social media connections and networks.

Turn On/Off Social media share buttons

Turn On/Off Social Share Buttons	On Off	Use this global setting to turn Social Media Follow Buttons off or on site wide (default setting is on).
Social Share Buttons Position	Below Content Above Content	Use this global setting to turn Social Media Follow Buttons off or on site wide (default setting is on).
Entrance Animation Type	fadeIn ▼	
Entrance Animation Duration	Default ▼	
Title	Share	
Twitter Handle		needed for Twitter Share link creation.

Positioning of buttons on blog pages.

![seo design FRAMEWORK]

Enable/Disable Each Share Button

Enable/Disable each share button according to your needs.

Google Plus Share Button	On Off	Use this global setting to turn Google Plus Share Button off or on site wide.
Facebook Share Button	On Off	Use this global setting to turn Facebook Share Button off or on site wide.
Twitter Share Button	On Off	Use this global setting to turn Twitter Share Button off or on site wide.
LinkedIn Share Button	On Off	Use this global setting to turn LinkedIn Share Button off or on site wide.
Pinterest Share Button	On Off	Use this global setting to turn Pinterest Share Button off or on site wide.
Tumblr Share Button	On Off	Use this global setting to turn Tumblr Share Button off or on site wide.
VK Share Button	On Off	Use this global setting to turn VK Share Button off or on site wide.
Reddit Share Button	On Off	Use this global setting to turn Reddit Share Button off or on site wide.
Email Share Button	On Off	Use this global setting to turn Email Share Button off or on site wide.

> **Step 10. WooCommerce**
> If you're using WooCommerce then you can make changes to products, layout for shop page and related products.

▼ WooCommerce

Change number of columns/products for shop page

Number of columns (products per row) on shop page   3

Number of products per page   9

Here you can set no. of products to show in shop page and related products under single product page.

Change number of related columns/products for single product page

Number of columns (products per row)   4

Number of products   4

❯ **Fourth step: Next step is to work on   settings under SEO Design ❯ Styles tab.**

❯ In this section, we'll cover how to **customize your styles settings for the skin**.

❯ **Step 1.** **Preset Colors**
Define primary color and create essential color presets.

You can edit or change existing presets here.

You can add a new color preset by giving it a name and hex color. Then click add preset color > then save changes on styles page to save the preset.

> **Step 2. Google Web Fonts, Default Typography and List Item Styling**
> Under this section we cover how to Install Google fonts, selecting default fonts and colors for the main content, H1-H6 styles, links and other essential font settings as required.

Click Here to Add New Google Font.
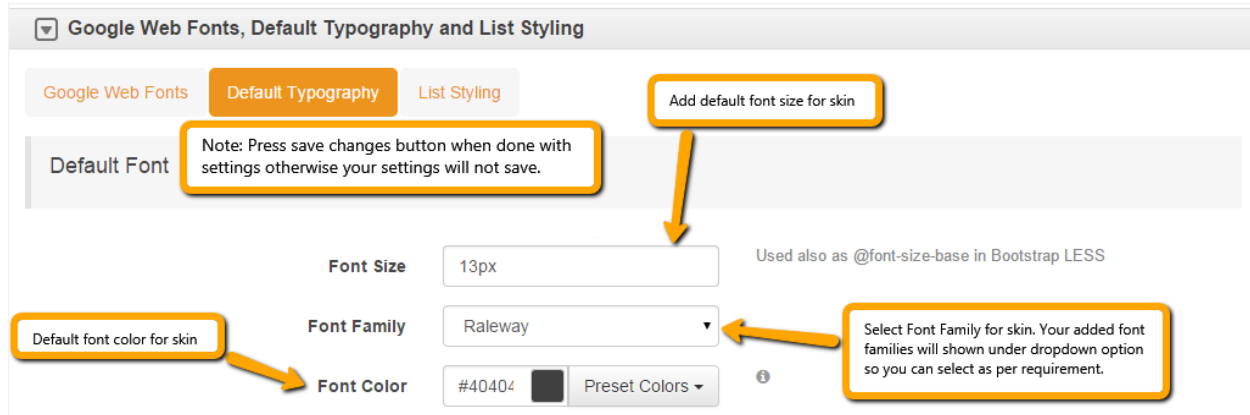
Please visit Google Web Fonts for a complete listing of available web fonts. From there, copy the name of the font you wish to use. Then enter the name of the webfont you wish to add.

This box will appear after clicking (1) button. Add your Google font name here and press save changes. New fonts will be added here (like Raleway) which was previously added for this demo.

After adding google font family now you can select default typography tab for font style settings.

Note: Newly added font family will appear in this tab only if you save changes after adding font family in google web fonts tab. Also, you can add weight to fonts e.g. Raleway:500, Raleway:600, etc. to make it thicker. 400 weight is default and you can customize from 100-800 weight. So, just

use Font:700 as an example to get the 700 weight for that font. All changes will appear in the dropdown in all font options in the framework once saved.
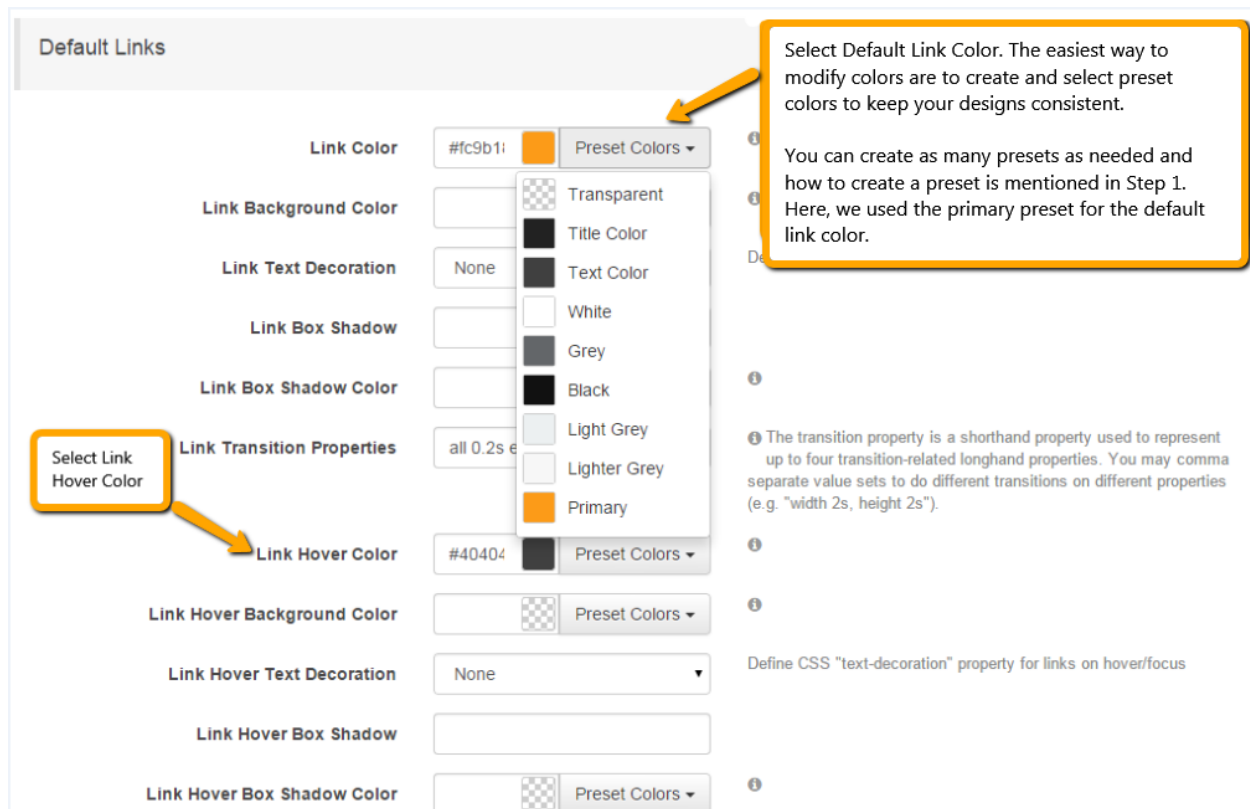
Next you need to set default links styles:

Set preferred font settings for Headings i.e. (H1-H6)

Here are the settings for headings (H1-H6). You can customize your headings based on your preferences. Also, we've included top and bottom margins for headings so when added to

content, there is consistency for top and bottom margins automatically, rather than you having to set them manually at the page level.

Set list styling under last tab of this section:

Default list styling:

Set the list style to circle or square (so when you add list items in content, they show up styled).

Custom list styling:

Set Custom List Styles `<ul class="list-custom">`

This is where you add custom list margin (indent) for bullets and / or list items, 20px is ideal.

Set Custom List Styles	No **Yes**
Custom List Paddings	0 0 0 15px
Custom List Margins	20px
Custom List Content Alignment	≡ ≡ ≡ ≡
Custom List Font Size	14px Default — p; ▼
Custom List Font Family	Open Sans:400 ▼
Custom List Text Color	#222222 ▮ Preset Colors ▾
Custom List Link Color	#222222 ▮ Preset Colors ▾
Custom List Link Hover Color	#fc9b18 ▮ Preset Colors ▾
Custom List Link Text Decoration	None ▼ — Define CSS "text-decoration" property for Custom List Links
Custom List Link Hover Text Decoration	None ▼ — Define CSS "text-decoration" property for Custom List Links on hover
Custom List Style	Default **None** Square Circle Disc FA Icon

❯ Step 3. Wide/Boxed Layout Options

Under this section we cover how to add wide or boxed layouts.

Note: You can add body background image in both wide and boxed backgrounds

For wide layouts:

For boxed layout:

Boxed Layout Settings
Set Boxed Layout Body Background

Select body color for outside the box

Change Body Background Color	#fefefe	Preset Colors ▾
ⓘ Body Background Color used on Boxed Page Layouts

Add Body Background Image ⬧ Upload Image
Enter an URL or upload an image for website background.

Body Background Repeat | Center No-Repeat ▾

Select Boxed Inner Background Color

Set Box Background, Margin, Shadow and Border

Change Box Background Color | #ffffff | Preset Colors ▾
ⓘ Box Background Color used on Boxed Page Layouts

Add Left right content padding under boxed layouts

Add Box Background Image ⬧ Upload Image
Enter an URL or upload an image for website background.

Box Background Repeat | Center No-Repeat ▾

Add top/Bottom margins

Box Top/Bottom Margin | 20px
ⓘ Set value for box top and bottom margin (in pixels) for boxed layout

Box Content Left/Right Padding | 50px
ⓘ Set value for box padding (in pixels) for boxed layout

Box Shadow Values | 0 3px 9px
Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px")

Box Shadow Color | #636669 | Preset Colors ▾
ⓘ

Box Border Style | none ▾

Box Shadow and border properties

Box Border Width | 1px Default | px ▾

❱ **Step 3. Page Padding, Page Titles and Breadcrumbs**
Under this section we'll cover:

1. Page Top/Bottom padding

Page Top/Bottom Padding

Page Padding Top | [   ]

Page bottom Padding

Page Padding Bottom | 30px

Add padding to the top or bottom of the page layout globally. Please use px, em or pt as a suffix to digits.

2. Page Title and Subtitle

Page Title and Subtitle

Page Title Alignment		Page titles and sub titles settings
Page Title Padding Top	20px	
Page Title Padding Bottom	20	
Page Title Font Size	24	px
Page Title Font Family	Cabin	
Page Title Font Weight	Normal Bold	
Page Title Text-transform	Uppercase	The text-transform property controls the capitalization of text.
Page Title Text Color	#3f3f3f Preset Colors	
Page Title Text Hover Color	Preset Colors	
Page Title Link Text Decoration	None	Define CSS "text-decoration" property for Page Title Link
Page Title Link Hover Text Decoration	None	Define CSS "text-decoration" property for Page Title Link on hover
Page Title Link Color	#3f3f3f Preset Colors	
Page Title Link Hover Color	#df4f57 Preset Colors	
Page Subtitle Font Size	20	px

3. Breadcrumbs Settings

Breadcrumbs

Breadcrumbs Alignment		Breadcrumbs Settings
Breadcrumbs Padding Top		
Breadcrumbs Padding Bottom		
Breadcrumbs Font Size	13px	px
Breadcrumbs Font Family	Cabin	
Breadcrumbs Font Weight	Normal Bold	
Breadcrumbs Text-transform	None	The text-transform property controls the capitalization of text.
Breadcrumbs Text Color	#3f3f3f Preset Colors	
Breadcrumbs Text Hover Color	#3f3f3f Preset Colors	
Breadcrumbs Link Color	#3f3f3f Preset Colors	
Breadcrumbs Link Hover Color	#df4f57 Preset Colors	

> **Step 4.** **Widget Areas and Widgets**
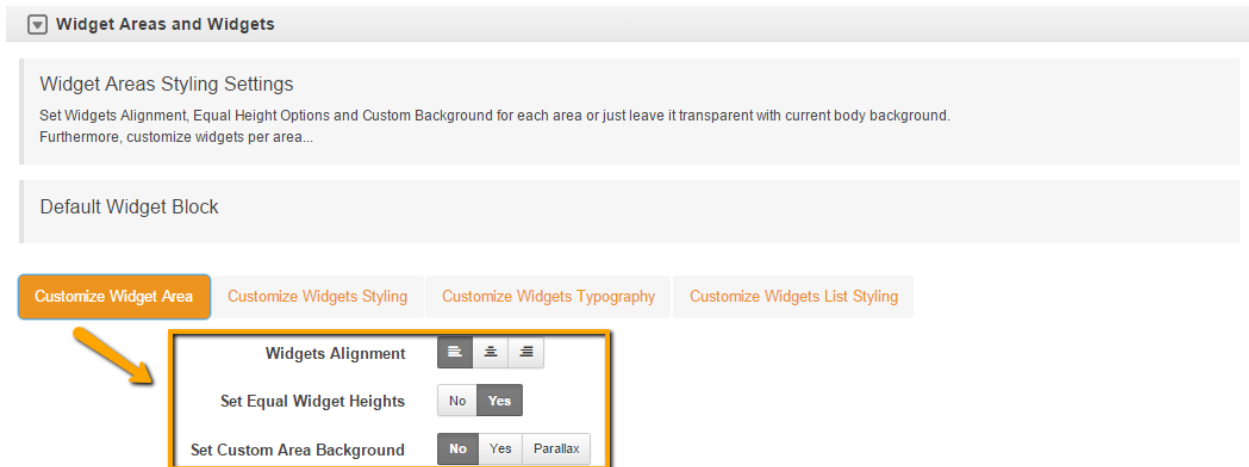> Under this section we'll cover:

Widget area style settings

Set widgets alignment, equal height options and custom background for each area or just leave it transparent with current body background.

Furthermore you can customize widgets per area...

Such as the:

Default widget block. You can customize settings for the Right Sidebar, Left Sidebar, Above Content Block or Below Content Block according to your needs. If you don't set custom settings for each widget area, they will inherit settings from Default Widget Block.

1. Customize Widget Area

2. Customize Widgets Styling (leave widget background set to no unless you need a specific background customization select yes and additional options will appear).

3. Customize Widgets Typography

Default Widget Block

| Customize Widget Area | Customize Widgets Styling | Customize Widgets Typography | Customize Widgets List Styling |

Set Custom Widgets Typography   No **Yes**   ← Click on Yes option to edit

Default Widget Block

| Customize Widget Area | Customize Widgets Styling | Customize Widgets Typography | Customize Widgets List Styling |

Set Custom Widgets Typography   No **Yes**

Widget Title Styling

Title Alignment

Widget Title Margin Top

Widget Title Margin Bottom   20px

Widget Title Font Size   17   px ▼

Widget Title Font Family   Cabin ▼

Widget Title Font Color   #3f3f3f   Preset Colors ▾

Widget Title Font Weight   **Normal** Bold

Widget Title Text-transform   Capitalize ▼   The text-transform property controls the capitalization of text.

Widget Title Box Shadow Values   Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")

Widget Title Box Shadow Color   Preset Colors ▾

Widget Title Styling

Widget Content Styling

Content Alignment

Widget Content Font Size   14px Default   px ▼

Widget Content Font Family   Roboto ▼

Widget Content Text Color   #949494   Preset Colors ▾

Widget Content Link Color   #949494   Preset Colors ▾

Widget Content Link Hover Color   #df4f57   Preset Colors ▾

Widget Content Styling

4. Customize widget list styling

❯ Step 5. Header settings

Under this section the Header settings include:

Default header font settings

Default header link settings

Header Block 1, 2, 3 and 4 settings. Also note that **Header Block Settings** are similar to Widget settings which as demonstrated above.

Note: These settings are mandatory only require customization if you are trying to create some specific layout for the header blocks.

> ❱ **Step 6.** **Logo and Tagline**
> Under this section we demonstrate how to customize logo and tagline styles.

▼ **Logo and Tagline**

Logo Alignment	
Logo Padding Top	51px
Logo Padding Bottom	
Choose Logo Heading Tag	H1 H2 H3 H4 H5 H6 None
Logo Font Size	24
Logo Font Family	Cabin
Logo Font Weight	Normal Bold
Logo Text Color	#ffffff Preset Colors ▾
Logo Text Hover Color	#ffffff Preset Colors ▾
Logo Link Color	#ffffff Preset Colors ▾
Logo Link Hover Color	#df4f57 Preset Colors ▾

Logo Styling

> ❯ **Step 7.** **Navigation**

Under this section we demonstrate about how to customize **Navigation and Dropdown Navigation Styling**.

1. Global Menu Settings

2. Menu Styling

▼ **Navigation**

Global Menu Settings | **Menu Styling** | Menu Items Styling | Menu Dropdown Styling

Menu Background, Shadow, Margins and Borders

Set top/bottom colors if you need gradient background for navigation.

Set Custom Menu Background	No **Yes** Parallax
Menu Background Color	#231f2 Preset Colors ▾
Menu Hover Background Color	#231f2 Preset Colors ▾
Sticky Menu Background Color	#231f2 Preset Colors ▾
Menu Background Color Top	Preset Colors ▾
Menu Background Color Bottom	Preset Colors ▾
Area Background Image	⬆ Upload Image
Area Background Repeat	Center No-Repeat ▾

Select "Yes" from custom menu background to modify menu top/bottom background colors. Color presets are ideal for this (so you can just change them there globally).

Make sure to add colors for all nav options in sticky menu (otherwise it will be transparent when you scroll down).

ⓘ Use these values to create a linear vertical gradient for menu. Gradient is a blend of top and bottom colors.

ⓘ Use these values to create a linear vertical gradient for menu. Gradient is a blend of top and bottom colors.

Enter an URL or upload an image for background.

Menu Shadow

For adding box shadow to menu bar

| Menu Box Shadow Values | 0 1px 5px |
| Menu Box Shadow Color | #00000 Preset Colors ▾ |

Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")

3. Menu Item Styling

Menu Link Margin Top	25	Please enter just integer value and the unit is pixel
Menu Link Margin Bottom		Please enter just integer value and the unit is pixel
Menu Link Padding Top	28	Please enter just integer value and the unit is pixel
Menu Link Padding Bottom	30	Please enter just integer value and the unit is pixel
Menu Link Padding Left/Right		Please enter just integer value and the unit is pixel
Menu Link Divider Width		Please enter just integer value and the unit is pixel
Menu Link Divider Color	Preset Colors ▾	❶
Menu Text Color	#ffffff Preset Colors ▾	❶ Navigation Link Styling
Menu Link Color	#ffffff Preset Colors ▾	❶
Menu Link Background Color	Preset Colors ▾	❶
Menu Link Background Color Top	Preset Colors ▾	❶ Use these values to create a linear vertical gradient for menu items. Gradient is a blend of top and bottom colors.
Menu Link Background Color Bottom	Preset Colors ▾	❶ Use these values to create a linear vertical gradient for menu items. Gradient is a blend of top and bottom colors.
Menu Link Box Shadow		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")

Menu Link Hover Styling

Menu Link Hover Color	#df4f57	Preset Colors ▾	ⓘ
Menu Link Hover Background Color		Preset Colors ▾	ⓘ
Menu Link Hover Background Color Top		Preset Colors ▾	ⓘ Use these values to create a linear vertical gradient for menu items hover state. Gradient is a blend of top and bottom colors.
Menu Link Hover Background Color Bottom		Preset Colors ▾	ⓘ Use these values to create a linear vertical gradient for menu items hover state. Gradient is a blend of top and bottom colors.
Menu Link Hover Box Shadow			Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Menu Link Hover Box Shadow Color		Preset Colors ▾	ⓘ

Navigation Link Hover State Styling

Menu Link Active State Styling

Menu Link Active Color	#df4f57	Preset Colors ▾	ⓘ
Menu Link Active Background Color		Preset Colors ▾	ⓘ
Menu Link Active Background Color Top		Preset Colors ▾	ⓘ
Menu Link Active Background Color Bottom		Preset Colors ▾	ⓘ
Menu Link Active Box Shadow			Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")

Navigation Link Active State Styling

Menu Toggle Styling

Menu Toggle Hover Background Color	#40404	Preset Colors ▾	ⓘ
Menu Toggle Icon Background Color	#40404	Preset Colors ▾	ⓘ
Menu Toggle Icon Hover Background Color	#df4f57	Preset Colors ▾	ⓘ
Menu Toggle Border Color	#40404	Preset Colors ▾	ⓘ

Navigation Toggle Styling for Responsive, Tablets, Mobile, etc.

4. Menu Dropdown Styling

Global Menu Settings | Menu Styling | Menu Items Styling | **Menu Dropdown Styling**

Set Dropdown Background and Link Colors

Dropdown Menu Background Color	#231f20	Preset Colors ▾
		Navigation Dropdown Styling
Dropdown Menu Background Hover Color		Preset Colors ▾
Dropdown Menu Transition Properties	0.25s ease-out	ⓘ The transition property is a shorthand property used to represent up to four transition-related longhand properties. You may comma separate value sets to do different transitions on different properties (e.g. "width 2s, height 2s").
Dropdown Menu Link Height	36px	Specifying dropdown menu link height (e.g. "30px")
Dropdown Menu Link Padding	0 15px	Specifying dropdown menu link padding (e.g. "0 15px")
Dropdown Menu Link Color	#ffffff	Preset Colors ▾
Dropdown Menu Link Hover Color	#df4f57	Preset Colors ▾
Dropdown Menu Link Font Family	Cabin ▾	
Dropdown Menu Link Font Size	15	px ▾
Dropdown Menu Links Font Weight	Normal Bold	
Dropdown Menu Links Letter Spacing	1px	
Dropdown Menu Text-transform	Uppercase ▾	The text-transform property controls the capitalization of text.

Set Menu Dropdown Outer Box Shadow defined by 2-4 length values and color value

Dropdown Menu Box shadow Styling

Dropdown Menu Box Shadow Values	0 8px 15px	Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Dropdown Menu Box Shadow Color	#00000	Preset Colors ▾

❯ **Step 8. Footer**
Under this section we demonstrate how to customize top and bottom footer blocks and their respective style/settings.

1. Footer font Settings

Footer

Footer Font Settings

Set Custom Font Family, Font Sizes and Font Colors for Footer Area.

Footer Font Size	14px Default	▾
Footer Font Family	Roboto ▾	
Footer Font Weight	Normal Bold	
Footer Text Color	#ffffff Preset Colors ▾	ⓘ
Footer Text Hover Color	Preset Colors ▾	ⓘ
Footer Link Color	#ffffff Preset Colors ▾	ⓘ
Footer Link Hover Color	#df4f57 Preset Colors ▾	ⓘ

Footer Font Styling

2. Footer Background Settings

Footer Background Settings

Set Custom Background for Footer Area

Set Custom Footer Background	No Yes Parallax	**Footer Background Styling**
Footer Background Color	#231f2 Preset Colors ▾	ⓘ
Footer Background Image	Upload Image	Enter an URL or upload an image for background.
Footer Background Repeat	Center No-Repeat ▾	
Footer Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Footer Box Shadow Color	Preset Colors ▾	ⓘ

3. Footer Bottom Font Settings

Footer Bottom Font Settings

Set Custom Font Family, Font Sizes and Font Colors for Footer Bottom Area.

Footer Bottom Font Size	14px Default ▾	**Footer Bottom Font styling**
Footer Bottom Font Family	Roboto ▾	
Footer Bottom Font Weight	Normal Bold	
Footer Bottom Text Color	#ffffff Preset Colors ▾	ⓘ
Footer Bottom Text Hover Color	Preset Colors ▾	ⓘ
Footer Bottom Link Color	#ffffff Preset Colors ▾	ⓘ
Footer Bottom Link Hover Color	#df4f57 Preset Colors ▾	ⓘ

![seo design FRAMEWORK logo]

4. Footer Bottom Background Settings

Footer Bottom Background Settings
Set Custom Background for Footer Bottom Area

Set Custom Footer Bottom Background	No **Yes** Parallax	*Footer bottom Background Styling*
Footer Bottom Background Color	#231f2 ⬛ Preset Colors ▾	ⓘ
Footer Bottom Background Image	🔼 Upload Image	Enter an URL or upload an image for background.
Footer Bottom Background Repeat	Center No-Repeat ▾	
Footer Bottom Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Footer Bottom Box Shadow Color	Preset Colors ▾	ⓘ

5. Footer Block Settings (footer widget settings).

Footer Block

Customize Area Customize Widgets Styling Customize Widgets Typography Customize Widgets List Styling

Set Top and Bottom Padding for Footer Area.

Area Height		ⓘ Define Area Height
Area Top Padding	30px	ⓘ Define Area Top Padding
Area Bottom Padding	30px	ⓘ Define Area Bottom Padding
Widgets Alignment	≡ ≡ ≡	
Set Equal Widget Heights	No Yes	
Set Custom Area Background	No Yes Parallax	

6. Footer Font Settings

| Customize Area | Customize Widgets Styling | Customize Widgets Typography | Customize Widgets List Styling |

Set Custom Widgets Typography   No   Yes

Widget Title Styling

Title Alignment

Widget Title Margin Top

Widget Title Margin Bottom   30px

Widget Title Font Size   24   px ▼

Widget Title Font Family   Cabin ▼

Widget Title Font Color   #ffffff   Preset Colors ▾

Widget Title Font Weight   Normal   Bold

Widget Title Text-transform   Capitalize ▼   The text-transform property controls the capitalization of text.

Widget Title Box Shadow Values   Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")

Widget Title Box Shadow Color   Preset Colors ▾

> Footer widget title settings

7. Footer Font Settings

Widget Content Styling

Content Alignment

Widget Content Font Size   14   px ▼

Widget Content Font Family   Roboto ▼

Widget Content Text Color   #ffffff   Preset Colors ▾

Widget Content Link Color   #ffffff   Preset Colors ▾

Widget Content Link Hover Color   #df4f57   Preset Colors ▾

> Set font, link color, hover, font size, font family and alignment for footer widgets.

8. Footer Bottom Block

Footer Bottom Block

| Customize Area | Customize Widgets Styling | Customize Widgets Typography | Customize Widgets List Styling |

Area Height   [   ]   ⓘ Define Area Height

Area Top Padding   [10px]   ⓘ Define Area Top Padding

Area Bottom Padding   [10px]   ⓘ Define Area Bottom Padding

Widgets Alignment   [≡ ≡ ≡]

Set Equal Widget Heights   [No | Yes]

Set Custom Area Background   [No | Yes | Parallax]

> Footer bottom block: adjust height, padding, alignment and background based on your preferences.

❯ **Step 9. Posts/Portfolio Grid Images and Image Overlay Styling**
Under this section we'll cover how to customize **Posts/Portfolio Grid Images and Image Overlay Styling**.

1. Set Image Overlay Color and Overlay Button Styling

Set Image Overlay Color and Overlay Buttons Styling

Choose Button's Icon Size	Default **1.33X (Large)** 2X 3X 4X 5X	To increase icon sizes relative to their container, use the Large (33% increase), 2X, 3X, 4X, or 5X size.
Button Text Font Family	Cabin ▼	
Button Text Font Size	13 px ▼	Button styling and image overlay for post/portfolio Grid, Masonry
Button Text Font Weight	**Normal** Bold	
Button Text-transform	Uppercase ▼	The text-transform property controls the capitalization of text.
Button Width		ⓘ Set Width for Buttons
Button Height		ⓘ Set Height for Buttons
Button Line Height		ⓘ Set Height for Buttons
Button Margin	0 10px 0 0	Set Margin for Buttons
Button Padding	8px 16px	Set Padding for Buttons
Button Border Width	0 Default	ⓘ
Button Border Style	solid ▼	
Button Border Radius	0 Default	

2. Set Button Colors

Set Button Colors			
Background Color	#df4f57	Preset Colors ▾	ⓘ
Border Color	#df4f57	Preset Colors ▾	ⓘ
Text Color	#3f3f3f	Preset Colors ▾	ⓘ
Text Shadow Values			Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Box Shadow Values			Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Box Shadow Color		Preset Colors ▾	ⓘ
Hover Background Color	#111111	Preset Colors ▾	ⓘ
Hover Border Color	#111111	Preset Colors ▾	ⓘ
Hover Text Color	#ffffff	Preset Colors ▾	ⓘ
Hover Text Shadow Values			Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Hover Box Shadow Values			Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Hover Box Shadow Color		Preset Colors ▾	ⓘ

Set button colors only for post/portfolio buttons

3. Set Buttons Icon/Text

Set Buttons' Icon/Text

Select icons for buttons

PrettyPhoto Button

Choose Button Icon	Picture Outlined ▾	
Set Button Text		This text wil be added to the button in combination with icon if icon is enabled in common options above.

Item Button

Choose Button Icon	External Link ▾	
Set Button Text		This text wil be added to the button in combination with icon if icon is enabled in common options above.

> **Step 10.** Theme Buttons Settings
>
> Under this section we'll cover how to style your theme's buttons:

1. Set Common Button styling

2. Set Buttons Background, Box Shadow and Text Colors

Set Buttons Background, Box Shadow and Text Colors

Primary Button Button ← Primary button styling is most important to bring out almost all the essential buttons, like search button etc.

Field	Value	
Background Color	#df4f57	Preset Colors ▾
Border Color	#df4f57	Preset Colors ▾
Text Color	#ffffff	Preset Colors ▾
Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Box Shadow Color		Preset Colors ▾
Hover Background Color	#ffffff	Preset Colors ▾
Hover Border Color	#df4f57	Preset Colors ▾
Hover Text Color	#df4f57	Preset Colors ▾
Hover Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")

Similarly like Primary button settings, you'll need to customize your:

Secondary Button, White Button, Grey Button, Black Button, Default Button

Make sure you set different colors for secondary and default buttons from primary button color.

If you don't customize the button colors, they will fetch from color schemes from the default bootstrap color variables which you can see here.

> **Step 11. Social Media Follow Buttons**
> Under this section we cover how to style social media follow buttons:

1. Set Common Follow Buttons Styling

For example for a rounded rectangle for buttons add 6px here.

2. Set Default Follow Button Colors (or enable custom per media styling options using toggle below).

Set Default Follow Button Colors (or enable custom per media styling options using toggle below)

Background Color		Preset Colors ▾
Border Color		Preset Colors ▾
Text Color	#949494	Preset Colors ▾

Here you can set the default follow button styling / settings.

Note: if you want to use the same color styling for all buttons, then using this default setting will work. Otherwise, you will need to customize each follow button individually.

Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Box Shadow Color		Preset Colors ▾
Hover Background Color		Preset Colors ▾
Hover Border Color		Preset Colors ▾
Hover Text Color	#df4f57	Preset Colors ▾
Hover Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Hover Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Hover Box Shadow Color		Preset Colors ▾

3. Set Custom (per media) Follow Button Styles

Set Custom (per media) Follow Button Styles

Set Custom Follow Buttons Styles   No Yes

❯ **Step 12.** **Social Media Share Buttons**

Under this section we cover how to style social media **share** buttons:

Note: Enable (Yes) to show social icons for sharing buttons. If not enabled they will not show.

Customize as desired.

❯ **Step 13.** **Blog Post Format Buttons**
Under this section we'll cover how to style the **Blog Post** format colors:

1. Set Common Post Format Buttons Styling

▼ **Blog Post Format Buttons**

Set Common Post Format Buttons Styling

Show Social Icons in Post Format Buttons	[On] [Off]	If turned off you'll have only button text which can be customized in per format options below.
Choose Icon Size	[Default] [1.33X (Large)] [2X] [3X] [4X] [5X]	To increase icon sizes relative to their container, use the Large (33% increase), 2X, 3X, 4X, or 5X size.
Post Format Button Text Font Family	Cabin ▼	
Post Format Button Text Font Size	14px Default [px ▼]	
Post Format Button Text Font Weight	[Normal] [Bold]	
Post Format Button Text-transform	None ▼	The text-transform property controls the capitalization of text.
Post Format Button Width	40px	Set Width for Post Format Buttons
Post Format Button Height	40px	Set Height for Post Format Buttons
Post Format Button Margin	0 10px 0 0	Set Margin for Post Format Buttons
Post Format Button Border Width	1px	
Post Format Button Border Style	solid ▼	
Post Format Button Border Radius	0 Default	

2. Set Common Post Format Buttons Styling

Set Default Post Format Button Colors (or enable custom per format styling options using toggle below)

Field	Value	
Background Color		Preset Colors ▾
Border Color	#949494	Preset Colors ▾
Text Color	#949494	Preset Colors ▾
Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Box Shadow Color		Preset Colors ▾
Hover Background Color		Preset Colors ▾
Hover Border Color	#df4f57	Preset Colors ▾
Hover Text Color	#df4f57	Preset Colors ▾
Hover Text Shadow Values		Syntax is "text-shadow: h-shadow v-shadow blur color|none|initial|inherit;" (e.g. "2px 2px #ff0000")
Hover Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Hover Box Shadow Color		Preset Colors ▾

> **Step 14.** **Blockquote Customization Settings**
> Under this section we cover how to style Blockquote section:

1. Blockquote Styling

▼ Blockquote

Blockquote Padding	15px 30px	Blockquote styling
Blockquote Margin	0 0 10px	
Blockquote Font Size	14px Default	px
Blockquote Font Family	Cabin	
Blockquote Font Weight	Normal Bold	
Blockquote Text-transform	Capitalize	The text-transform property controls the capitalization of text.
Blockquote Text Color	#ffffff Preset Colors ▾	ℹ
Blockquote Text Hover Color	Preset Colors ▾	ℹ
Blockquote Link Text Decoration	None	Define CSS "text-decoration" property for Blockquote Link
Blockquote Link Hover Text Decoration	None	Define CSS "text-decoration" property for Blockquote Link on hover
Blockquote Link Color	#ffffff Preset Colors ▾	ℹ
Blockquote Link Hover Color	#df4f57 Preset Colors ▾	ℹ
Author Font Size	14px Default	px
Author Font Family	Cabin	

2. Blockquote Background Settings

Blockquote Background Settings
Set Custom Background for Blockquote Box

		Blockquote Background Styling
Set Custom Blockquote Box Background	No Yes Parallax	
Box Background Color	Preset Colors ▾	ⓘ
Box Background Image	⬆ Upload Image	Enter an URL or upload an image for background.
Box Background Repeat	Center No-Repeat ▾	
Box Shadow Values		Specifying in order the horizontal offset, vertical offset, optional blur distance and optional spread distance of the shadow (e.g. "0 1px 5px" or in case of inset shadow "inset 0 1px 5px")
Box Shadow Color	Preset Colors ▾	ⓘ
Border Radius		Please enter just integer value and the unit is pixel
Border Width	0 0 0 2px	Please enter just integer value and the unit is pixel
Widget Border Style	solid ▾	
Border Color	#df4f57 Preset Colors ▾	ⓘ

❯ **Step 14.** **How to add widgets to header blocks and sidebars**

40

Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

SDF Address	**SDF Audio**
Display your company address info (address, work hours, phone, mobile, fax, email, link)	Display your SoundCloud, MP3 or OGG audio
SDF Category Archives	**SDF Category Subcatego...**
Lists the archives for selected categories	Lists the subcategories for selected categories
SDF Collapse Menu	**SDF Contact Form**
Add a WordPress custom menu using the Bootstrap Collapse Layout.	Display Your Contact Form

Create Unlimited Sidebars

*For Use With SDF Builder.

New

Create Custom Sidebar

Right sidebar widgets area

Here you can add widgets to header blocks.

Right Sidebar ▲

Search ▼

Recent Posts ▼

Recent Comments ▼

Archives ▼

Header Block 1 ▼

Header Block 2 ▼

Header Block 3 ▼

Header Block 4 ▼

Slider Block ▼

❯ Add widgets to left, right, above content, below content, header blocks, footer or unlimited sidebars using the SDF widgets section under **Appearance** ❯ **Widgets**.

Once you've completed your theme customizations, then you can **Save Your Settings/Skin** under **SEO Design** > **Global Settings** > **Import/Export Reset Theme Options Chevron** > and Click the **Export Theme Button**.

| ▶ Social Media Share Buttons |
| ▶ WooCommerce |
| ▶ Admin Toolbar |
| ▶ HTML5 Boilerplate's and 5G Blacklist's .htaccess Addition |
| ▶ Placeholders |
| ▶ Maintenance Mode |

▼ Export/Import/Reset Theme Options

Choose to Import, Export or Reset Theme Options   [Import] [Export] [Reset]

This is Options Export Code

YToxNTp7czo2OiJwcmVzZXQiO2E6Mjp7czoxMzoid
GhlbWVfcHJlc2V0cyI7YToxOntpOjE7czoxMToiRGV
mYXVsdCBTREYiO31zOjEyOiJ0aGVtZV9wcmVzZXQi
O3M6MToiMSI7fXM6MTA6Im5hdmlnYXRpb24iO2E6
6MTp7aToxO2E6ODp7czoxNzoidG9nZ2xlX2N1c3R
vbV9uYXYiO3M6MToiMCI7czoxNToiY3VzdG9tX25h
dl9uYW1lIjtzOjE4OiJ3cHUtc2VsZWN0LWRlZmF1bH
QiO3M6MTE6Im1lbnVfbGF5b3V0IjtzOjExOiJzdGGlja3

You can copy this code and save these theme settings or download it in export file below

Download Options Export File   [⬇ Download Export File]

| ▶ Automatic Theme Updates |

[Save Changes]

And that's it. Now you can use the exported notepad file to add your SDF Skin to any SEO Design Framework installation.