

PROJECT: RileyJacksonLaw.com (ESS Basic)

Here's a new ESS Basic build. This is Due on: , 2024

Design Instructions:

Development:

- ESS in WP
- Theme: Call To Action
- Theme Design: <https://www.lawfirmessentials.com/wp-content/uploads/Call-to-Action-Home-scaled.jpg>
- Mockup: <https://usepastel.com/link/oyvgdnyo/>

Design:

- Logo attached.
- HP PA boxes: Personal Injury, Car Accidents, Motorcycle Accidents, Pig Butchering, Nursing Home Abuse, and Wrongful Death.

Content:

- Import all content as is from live site, EXCEPT for the pages we are providing new content for on the doc below. See creds.
- PAY CLOSE ATTENTION TO NEW PAGE NAMES AND URLS, setup REDIRECTS for those.
- Rename page "All" with "Attorneys"
- New content pages:
https://docs.google.com/spreadsheets/d/1Rk_Jr621OOq3R-Au0JFBwktzweyPFKl3yOFLSOdIXys/

WeSendIt Link for Project Asset Files:

BugHerd Code:

Please add below code in header file to activate the project in bugherd:

```
<script type="text/javascript" src="https://www.bugherd.com/sidebarv2.js?apikey=ieusucxreqq2ilk2ucb8ww"
async="true"></script>
```

Checks for Website Performance:

1. Compress all images on the homepage
2. Lazy load all images below the fold
3. Preload fonts, apply font-display: swap;
4. Load fonts locally
5. Check if google fonts is being called in the header or footer
6. Make sure font awesome is being loaded locally
7. Remove plugin scripts and styles that are not being used on the homepage
8. Check for unused fonts
9. Check for duplicate scripts / styles being called
10. Remove unused CSS and JS, and or libraries
11. Defer script tags when possible by adding defer to the tag, there is code in the base theme to add defer to enqueued scripts
12. Defer third party scripts by using delayed.js

Essential Mobile Prep for WP:

IMPORTANT NOTE for ACCORDIAN MENU IN MOBILE VIEW:

1. Get the size of the header on desktop - <https://www.screencast.com/t/GgKzq5bP>
2. Get the size of the header on mobile - <https://www.screencast.com/t/Q5ZNrMHL>
3. Go to the main.js file. Within that file, there is the accordion control section. Add the code in red and add the mobile height to the top green box, and the desktop code to the bottom green box. <https://www.screencast.com/t/IWauVYYov0y>

Website Setup – Standard Instructions:

1. **SFTP setup:** Access site through SFTP - host is **hostname** set port to **2222**. User/Pass in Zip folder
2. **File setup:** wp_content > themes > Remove all “ess_” themes that will not be used and leave only the one that will be used and “paperstreet” base theme
 1. **All but the “paperstreet” theme are child themes.** This means they inherit everything from the “paperstreet” theme *except the files that the child theme includes*. (For example, because “ess_bold” contains a template-home.php file, it does not use the “paperstreet” folder’s “template-home.php,” it uses its own.)
 2. Any file not included in the Essentials theme’s folder is taken from the “paperstreet” folder. Major style.css or main.js updates in the parent theme will carry down to the “ess_” theme
4. **WordPress theme selection:** Login to WP_Admin for site, head to Appearance > Themes and select _ess that will be used as the main theme
5. **WordPress custom fields:** Enter the “General tab” ([screenshot](#)) and:
 1. Enter page IDs for core pages including practices landing, contact, etc.
 2. Set main phone number and email address for the firm
 3. Make an attorney bio template selection
6. **Functions.php:** Remove JavaScript file enqueues that are not needed in your build; check function ps_enqueue_late()
7. **Header/footer setup:** Header and footer modules used for the site are set in the functions.php in the chosen “ess_” theme (look for \$themeHeaderSelection and \$themeFooterSelection)
 - a. You can adjust header and footer styling to match the website style as needed by overwriting CSS in the module folder with original template CSS but new class names from base module.
8. PaperStreet footer text for all Essentials clients should be:
<a href="<https://www.lawfirmessentials.com>" target="_blank" rel="noopener">Law Firm Essentials <a href="<https://www.paperstreet.com>" target="_blank" rel="noopener">by PaperStreet Web Design
Instead of A PaperStreet Web Design
9. **General styling:** Replace logo files, colors and fonts appropriate to the build. This takes place in the child-style.css within the “ess_” folder AND in style.css in “paperstreet”
10. **Homepage:** Remove or add sections as needed pulling from the [Modules](#)
 - a. Subpages are all templated and pre-built as part of the “paperstreet” folder
 - b. You can adjust styles in the “PaperStreet” theme folder/modulespaperstreet > modules > review module folder being used for css
11. **Subpages:** Update subpage templates as needed to add or remove sections and modules as desired
 - a. Make sure images are in the correct folder (child theme vs paperstreet base theme)
12. Includes folder in WP - update includes files for banner, blog, contact, posts, social if needed (not necessary unless vastly differing from template style)
13. Review JavaScript file: Open js/main.js in the “paperstreet” theme and update code for mobile navigation with correct client name:
<h2 class="mobile-navigation-title">FIRMNAME</h2>
14. Make sure mobile header code within style.css from original base is kept along with #skiptocontent styles: <https://www.screencast.com/t/sfGquJn4dj> , <https://www.screencast.com/t/P2j9bvHv>

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15. Add the favicon to root. If one wasn't provided, please create one based on the logo. Use logo icon or capital letters from logo name and place in square canvas.
<https://www.favicongenerator.com/>
16. See the examples above and make sure mobile is setup correctly and displays nicely. Test it on a few devices.
18. Install BugHerd.
19. Review site for any issues and send to PS Team

IMPORTANT NOTES:

- The header should have the body_class function:
<https://www.screencast.com/t/A4W9UFXize9>
- DO NOT bring over from a Total Control Base template:
<https://www.screencast.com/t/HoC2e6Po>
- If needed the body class can have a class in it:
<https://www.screencast.com/t/IB6L7XaD>
- Please DO NOT leave extra files/ extra versions of files that are not being used in the server after completing final edits from client. Please remove the extra files prior to returning final edits or once confirmed that actual final edits are complete, **remove**:
<https://www.screencast.com/t/uPd3HquTESR> (See the dated files)

Mobile Checks for Essentials Sites in WordPress

- Make sure the navigation is properly styled as an off canvas menu with non-transparent background and working button to open and close it (<https://screencast.com/t/RC9KYnqN4kGX>)
 - Subpages must be showing as a secondary navigation that pops out after selecting the parent.
(<https://screencast.com/t/67tvndED>)
 - Parent of subpages will likely be an Overview link at the top of the subpage links since the actual parent page will likely be a trigger button for the subpage menu. (<https://screencast.com/t/Awu4aDh6mFZK>)
 - Subpage menu must match styles of the main parent menu.
 - IMPORTANT: Review and make sure all subs are showing and accessible. It's possible that if the sub menu is longer than the main menu, it might be cut at the length of the main menu due to an overflow:hidden style.
- Make sure phone number is next to the Menu button for the mobile nav. If there is no phone but there is another method of contact that is important such as the email, create the button for that. (<https://screencast.com/t/TlJVkx1ZKp0>)
- Make sure logo is full width and below the nav/phone number
- Home page banner needs to be properly adjusted:
 - Image must be full width if it is an image tag . If it is a background image, make sure it is sized for the mobile window or less (possibly `height: 100vh;`).
 - If there is text for the home page banner and it is full sentences/longer than a couple of words, line it up below the image and resize enough that it fits comfortably in multiple mobile sizes (<https://screencast.com/t/nhCLOiflR>). If it is a couple of words or less, it is possible to leave on the image but using a smaller font (<https://screencast.com/t/8mLM00eQC8ep>). (Note: There are exceptions if the text is handled well or if the client demands that it is kept on the banner).
 - If the image for the banner is that of an attorney, keep the text, buttons, etc. under the photo as the emphasis in the image.
 - Contact forms that reside on the banner must reside below it on mobile. On tablet, it depends on the size and style of the form (<https://screencast.com/t/E0kCp1q7SGD>).
- If on desktop, there are items or lists in multiple columns across, set them up to comfortably line up one on top of the other at full width (<https://screencast.com/t/D6gILPg4r>).
 - It is possible to also turn the content into a slider (<https://screencast.com/t/xWiKys4cvY>).
- Make sure any background maps have the location marking centered (<https://screencast.com/t/xWiKys4cvY>).
- For sub pages, sidebar must be pushed below content unless otherwise requested by attorney and approved by manager.
- Make sure over the top large text (particular headers) is resized for mobile and general content font is readable on small screens.