



Lesson #37

Creative Page Template Uses

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The Problem

For those of us who serve clients who are actively involved Internet Marketing, we are familiar with things like sales pages, opt-in pages or squeeze pages. Pages that are minimalist in design, and links, purposely designed to put the focus on one thing. The sales copy, video that is done to get people to opt-in or buy.

These pages are super easy to build in regular HTML. Technically speaking, they aren't fancy and very simplistic. But with more and more clients choosing to use one content management system (WordPress) to build their sites and everything else, how can you achieve this?

Any Page you create in WordPress automatically includes a header, footer and sidebar. So you are locked into the theme. Furthermore, you cannot use two themes on one blog. Are you stuck? The answer is no and it lies in using Page Templates.

We've covered Page Templates in lesson 54. As a matter of fact, if you followed the steps how to create a page with no sidebars in that lesson, you should already have an idea how to do this. But if you need more step by step help, let's get started.

Create A Special Page Template

The quickest way to do this is to make a copy of page.php OR index.php if your theme does not have a page.php. Name the file something you can easily recognize when looking at the file names. e.g. page_optin.php.

Open this newly renamed file using PsPad or whatever text editor you are using. Make sure this is on the very top of the file, before everything else.

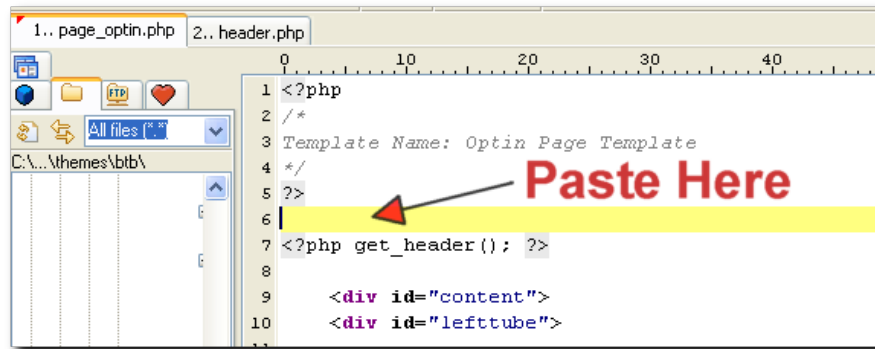
```
<?php
/*
Template Name: Optin Page Template
*/
?>
```

Under Template name, enter a name or short description of your choice. This is what will be displayed when you change the Page template in WordPress admin. So make sure you enter something short and descriptive. I've used "Optin Page Template" in the example above.

If not already, make sure this file is saved inside your theme folder e.g. /wp-content/themes/yourtheme/page_optin.php.

Edit Your Optin Template

There are many ways to skin a cat. Here's one. In PsPad, open up header.php. Copy everything. Paste it into page_optin.php immediately under page name code. For example, this is what it looks like in the BlogThemeBootcamp theme.



Now, I need to clean up the header so it won't include the header images, search boxes or any content. This will vary by theme. For our theme, I will delete this section which holds the top navigation links and search box.

```
18 </head>
19 <body>
20 <div id="container">
21   <div id="topnav">
22     <div id="search">
23       <form method="get" id="searchform" action="">
24         <input type="text" value="">
25         <input type="submit" name="submit" value="Search" />
26       </form>
27     </div>
28
29     <ul>
30       <li><a href="">
31         <?php wp_list_pages('title_li=&include=2')>
32       </li>
33     </ul>
34   </div>
```



Next, I need to delete the `get_header` tag too. Why? Because that tag tells WordPress to include the header. What we've done is re-create the header in this Page template and don't need WordPress to include the header again.


```
14 <link rel="stylesheet" type="text/css" href="" />
15 <?php } ?>
16
17 <?php wp_head(); ?>
18 </head>
19 <body>
20 <div id="container">
21
22   <?php get_header(); ?>
23
24   <div id="content">
25     <div id="lefttube">
26
27     </div>
```



Next, open `footer.php`, copy the contents and paste it into your `optin_page.php`.

```
33 ~ / u l v ~
34 <?php endwhile; ?>
35 <?php else : ?>
36 <h4>Not Found</h4>
37 <p>Sorry, but you are looking for something that :
38 <?php endif; ?>
39 <!-- End Posts -->
40
41 </div>
42
43 <?php get_sidebar(); ?>
44
45 <?php get_footer(); ?>
```


Paste footer.php content here



I'm now going to remove the unnecessary code that was copied over from footer.php. For example, in an earlier lesson, we have entered code to put a popup in the home page. This is not needed here so that will be deleted.

```
43 <p>Copyright &copy; 2008 <?php bloginfo('name') ?><br />
44 Design by <a href="#">BlogThemeBootcamp.com</a></p>
45 </div>
46
47 </div>
48 <?php if (is_front_page () ) { ?>
49 <script type="text/javascript" src="http://forms.aweber.com/form/15/985980
50 <?php } ?>
51 </body>
52 </html>
```

Delete



If you prefer, go ahead and edit the copyright code too. For this demonstration, it's not necessary but you can certainly add links to your affiliate program, support or disclaimers here, especially for sales pages.

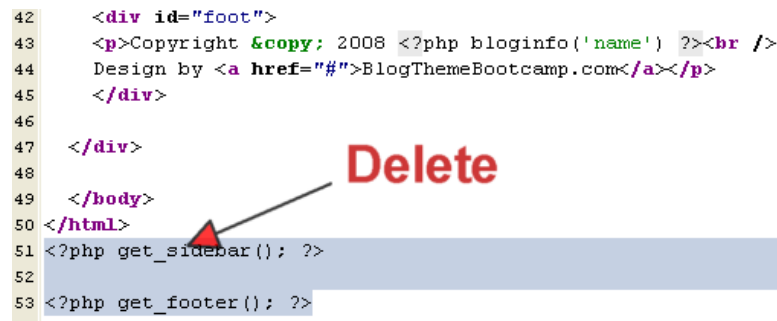
```
39      <!-- End Posts -->
40
41  </div>
42  <div id="foot">
43    <p>Copyright &copy; 2008 <?php bloginfo('name') ?><br />
44    Design by <a href="#">BlogThemeBootcamp.com</a></p>
45  </div>
```



Remove sidebar and footer

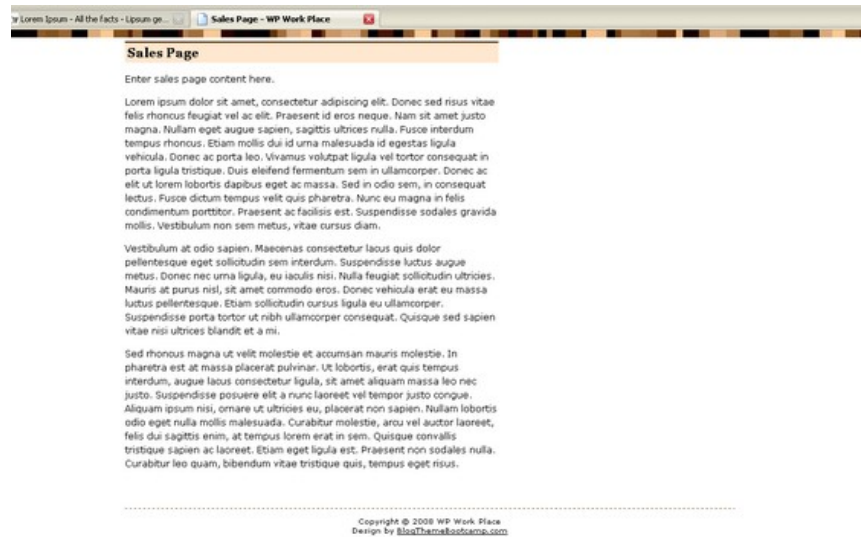
Now, we need to remove the `get_sidebar` and `get_footer` tags from this template so that WordPress doesn't include them all over again.

```
42  <div id="foot">
43    <p>Copyright &copy; 2008 <?php bloginfo('name') ?><br />
44    Design by <a href="#">BlogThemeBootcamp.com</a></p>
45  </div>
46
47  </div>
48
49  </body>
50 </html>
51 <?php get_sidebar(); ?>
52
53 <?php get_footer(); ?>
```



Apply the Page template

Now, log into WordPress, create a new page, write your sales page. Under template, select your newly created Optin Page Template. Save your page. When you view the page, you'll see something like this.



Obviously that's not quite done. For a sales page, you probably don't want that ribbon strip on top, you'll want the text to be centered more or perhaps span the width and you probably want to be able to enter your own headline and don't want the Page title to be there. All this is possible with some CSS love and a bit more editing of the optin page template.

Let's see how we do this for our theme.

Removing the color ribbon

In this theme, the ribbon is coded into the stylesheet for the body element. To fix that, we override it in `optin_page.php` like this.

```
<body style="background-image: none;">
```

```
17 <?php wp_head(); ?>
18 </head>
19 <body style="background-image: none;">
20 <div id="container">
21
22     <div id="content">
```

Fixing the sales page width

For the sake of simplicity, we're just going to make this page span the width of the 'page'. First thing to do is change the lefttube DIV ID so to another unique name. I've changed it from lefttube to sales_lefttube.

```
20 <div id="container">
21
22 <div id="content">
23 <div id="sales_lefttube">
24
25 <!-- Posts -->
26 <?php if (have_posts()) : ?>
27 <?php while (have_posts()) : the_post(); ?>
```

Next, in style.css, I look for #lefttube and under it, enter this.

```
#sales_lefttube {
    width: 800px;
}
```

```
67 #lefttube {
68     width: 500px;
69     float: left;
70 }
71
72 #sales_lefttube {
73     width: 800px;
74 }
```

Added

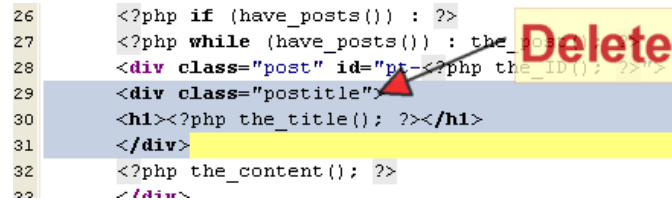
Now, my sales page sits nicely in the middle of the page.



Remove page title

One more thing to do. Remove the page title so that I can name write my own headline in the post. Go back to optin_page.php, find the `_title` and the DIV that holds it. Delete them.

```
26 <?php if (have_posts()) : ?>
27 <?php while (have_posts()) : the_post()
28 <div class="post" id="post-?php the_ID(); ?>"
29 <div class="posttitle">
30 <h1><?php the_title(); ?></h1>
31 </div>
32 <?php the_content(); ?>
33 </div>
```



Now your page looks like this.



Review

What we've actually done is re-create the whole page inside one Page template and strip the template off everything else. This way, you can actually have customized headers and footers just for pages using this Page template. Do you start to see how powerful and flexible this can be? You can literally create two themes in one.

Now you can edit and write in this page as if it where a static HTML page.

Conclusion

As I've mentioned before, there are many ways to skin this cat. One way is outlined in this lesson. The other way is to follow the steps in lesson 54. In that lesson, we didn't copy the header and footer into the page template.

Instead, we duplicated header.php and footer.php, gave them different file names, edited those then included them into the page template. That works too. In fact, using that method, you can re-use the header and footer in other page templates that you want to share the same headers and footers with.

With just the simplest understanding and use of php includes and CSS magic, you can do a lot using these methods. This is why we learn basic PHP in the beginning



If you want to take a look at what I did in our theme, here's the [download](#). Get it and dig in.

Next Lesson...

We'll be exploring some of the most common plugins that we use on my own sites and client sites.

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