

WordPress Install & Setup Guide

Kadence child theme, free plugins, and the AI chat box · Theme v1.1.0 · Flowlab Media Services (JAMCOM Holdings)

Boston Marine — WordPress Install & Setup Guide

The complete, current install guide for the Boston Marine site. It covers the **Kadence child theme**, the **free plugins** (including the **AI chat box**), and how the pieces fit together. Follow it top to bottom for a clean build.

Built by Flowlab Media Services (JAMCOM Holdings) for Boston Marine LLC · Theme v1.1.0

What you have

Two packages make up the delivery:

PACKAGE	CONTENTS	ROLE
boston-marine-child.zip	The installable Kadence child theme — <code>style.css</code> (design system), <code>functions.php</code> , <code>theme.json</code> , <code>screenshot.png</code> , this guide, and <code>CHATBOT-SETUP</code>	The design system, pre-wired. Install this into WordPress.
boston-marine-website.zip	Static HTML mockups of all 12 pages + <code>WORDPRESS-BUILD-GUIDE.md</code>	The visual blueprint you build each WordPress page from.

The child theme carries the look; the mockups show the layout of every page and section. You build pages in WordPress to match the mockups, and the child theme makes them look right automatically.

v1.1 note: the design system was audited pixel-for-pixel against the original `boston-marine-prime` site and tightened — steel `#263140` borders, Inter 14px / 2px-radius buttons, 128px section rhythm, a 96px hero headline, tabular figures on all numbers — and hardened for accessibility (keyboard focus rings, reduced-motion support, 48px touch targets). Nothing for you to configure; it's baked into `style.css` .

Requirements

- WordPress 6.4+ and PHP 7.4+
- The free **Kadence** parent theme installed (the child theme requires it)
- Your own AI provider API key (*only if you want the chat box — see step 6*)

Step 1 — Install the Kadence parent theme

Appearance → Themes → Add New → search "Kadence" → Install. Leave it present (the child theme builds on it). Don't customize Kadence directly — all Boston Marine styling lives in the child theme so Kadence can update safely.

Step 2 — Install the Boston Marine child theme

Appearance → Themes → Add New → Upload Theme → choose `boston-marine-child.zip` → Install Now → Activate.

That's it — the dark palette, the three brand fonts (Space Grotesk / Inter / IBM Plex Mono), every component style, and the AI-chatbot branding are now live site-wide. The palette and fonts also appear as native swatches in the Gutenberg editor (via `theme.json`), so "Midnight Marine Blue" and "Yamaha Red" are click-to-apply.

(Manual/FTP alternative: upload the unzipped `boston-marine-child` folder to `wp-content/themes/` next to `kadence/`, then activate it in Appearance → Themes.)

Step 3 — Install the plugins

Plugins → Add New and install these free plugins:

PLUGIN	PURPOSE
Kadence Blocks	Builds every section — rows, info-boxes, accordion (FAQ), tabs (compare/service), testimonials, gallery, counters (stats).
Advanced WordPress Backgrounds (AWB)	The tri-mode hero — one block that switches between image / YouTube / self-hosted video (YouTube is the default).
Fluent Forms (Lite)	The Request-a-Quote / contact form, incl. the photo-upload field.
AI Engine (Meow Apps)	The AI chat box (OpenAI / Claude / Gemini). Optional — add when you're ready. See step 6.
A caching plugin (WP Super Cache or LiteSpeed Cache)	Keeps the video-backed home page fast.
Rank Math or The SEO Framework	Titles, meta, sitemaps, FAQ schema.
Smush or EWWW	Compress photography on upload.

Step 4 — Brand basics

- 1. *Customize* → *Site Identity*: upload the logo (`logo assets/...-yamaha-authorized-dealer-final.png` — the white/reversed version, since the header is dark) and set the favicon from the "BM" mark.
- 2. Confirm the site background is Midnight Marine Blue and links are Yamaha Red (the child theme sets these; just verify).

Step 5 — Build the pages

Open the mockups in `boston-marine-website.zip` and build each page to match, using Kadence blocks. Style any block by typing the component class into its **Advanced** → **Additional CSS Class** field:

`overline` · `btn btn--primary` · `btn btn--ghost` · `btn btn--dark` · `card` · `engine` · `stat` · `tile` · `topic` · `quote` · `acc / accordion` · `ctable` · `calc` · `gitem` · `vcard` · `post-card` · `pagehero` · `sec-cta`

Build order: header & footer (template parts) → Home (AWB hero first, then the twelve sections, each with its button to the matching interior page) → the eight interior pages → the blog (categories, then the feed / category / single templates). The `WORDPRESS-BUILD-GUIDE.md` walks through every section in detail, including the AWB hero setup.

Step 6 — Turn on the AI chat box (optional)

The full walkthrough is in `CHATBOT-SETUP` (Markdown and Word versions). In short:

1. Get an API key from OpenAI, Anthropic, or Google and set a monthly spend cap.
2. Install **AI Engine** (Meow Apps).
3. *Meow Apps* → *AI Engine* → *Settings*: add the key and pick a low-cost model (e.g. `gpt-4o-mini`, `gemini-1.5-flash`, or `claude-haiku`).
4. In the **Chatbots** tab, set the name, greeting, and the ready-made Boston Marine system prompt from `CHATBOT-SETUP`.
5. Enable the site-wide floating bubble, or place the `[mwai_chatbot]` shortcode / Chatbot block on the Contact page.

The child theme already recolors the chat widget to the Boston Marine palette — no extra styling needed. Keep the API key only in the plugin settings.

Step 7 — Finish

Wire up the primary menu (header nav order) and footer menus, make every phone number a `tel:` link (including the 24/7 emergency line), paste each mockup page's `<title> /meta` into the SEO plugin, enable caching and image optimization, and set a poster image on the hero so it paints instantly. Then proof every page against its mockup on desktop and mobile, and launch.

Assets to gather first

- Logo (reversed + midnight-blue versions; SVG when available) and favicon
- Hero: your YouTube video ID (default) + an MP4/WebM and a poster still for the other modes
- Studio engine photos (F115–XTO 450, V MAX SHO) on light backgrounds
- Service-bay, marina, and repower photography for pages/gallery
- Video thumbnails for the Media Center

The mockups use placeholder imagery and inline SVG engine silhouettes so you can see the layout — swap in real Boston Marine photography as it's produced.

Updating & support

Because this is a child theme, updating Kadence never touches your design system — keep customizations in the child theme, not the parent. To adjust the chat-widget colors, edit `boston_marine_chatbot_theme_css()` in `functions.php`. Want the pages delivered as importable Kadence block patterns so you don't lay them out by hand? Flowlab can take it further whenever you're ready.

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