ROI WORDPRESS TUTORIAL

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Here is some information that will be helpful when getting started with your Content Management System (WordPress)

WordPress is a Content Management System (or "CMS") that enables easy control and editing of the content and presentation of your website. With WordPress, you can do things like:

- Edit the content of every page of your site through a word-processor-style interface.
- Add new pages to your site using a point-and-click interface.
- Add images and other media through Web-based uploads.

Many additional functions are available within WordPress' default user interface. Essentially, WordPress removes the need to have a "geek" involved in the day-to-day management of your website content: If you are able to surf the Web, interact with Web-based forms and interfaces, and handle basic desktop computing tasks, you will be able to use the WordPress interface to manage the content of your website.

Out of the box, WordPress provides all of the primary functions of managing webpage content. WordPress-powered websites are different from websites that contain manually updated, or "static," HTML files. Instead, WordPress is a dynamic Web application. WordPress uses a database (MySQL) to store all of the content and information about your site, and it uses a programming language (PHP) to power its interactive functionality and dynamic webpages.

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Editing Content

1. Log in to the backend of the website through the administrator link, and the username and password assigned to you.

2. Locate the webpage or blog post you wish to edit.

   - Webpages are found by clicking on Pages

   - Blog posts are found by clicking on Posts
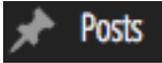
3. Hover over the title of the webpage or blog post you wish to edit, and then click on the "Edit" link that appears.

4. *When you click on the "Edit" link, it will bring up a "word processor" type setup for you to make changes to this webpage or blog post.*
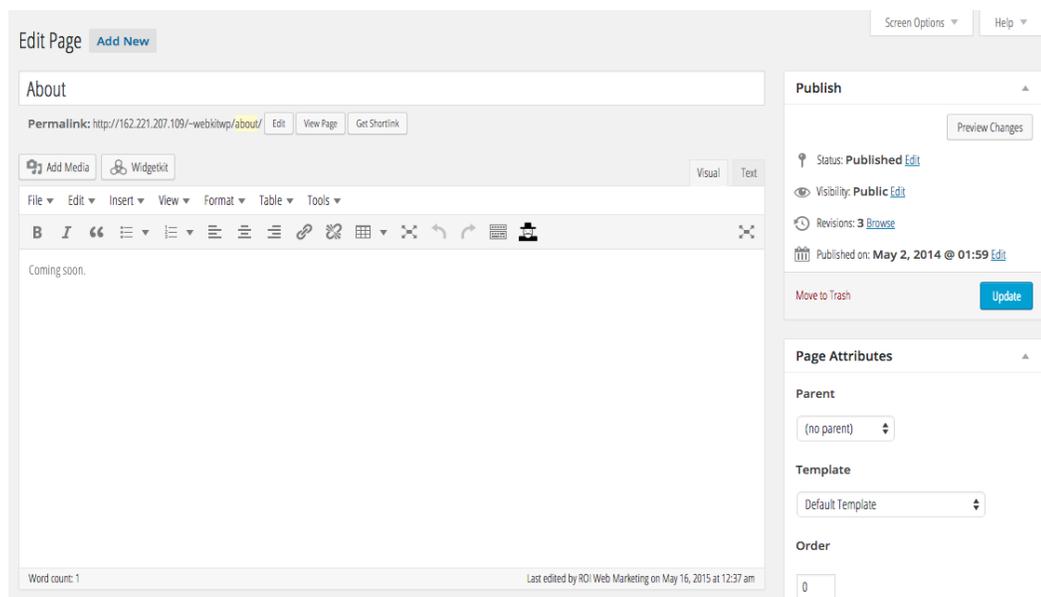

Your toolbar will provide more than the necessary tools needed to edit your content. (We recommend sticking to the basic functions: align, bold, italics, etc. This will ensure that your website retains a consistent look and feel.)

5. If your website has a widget that displays posts, you may need to enter a short excerpt for each post – enter this in the "Excerpt" box under the "word processor" box.
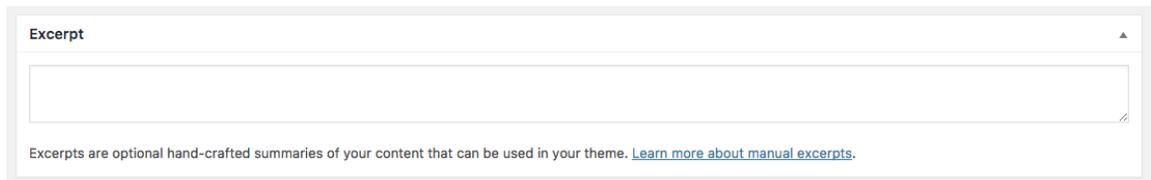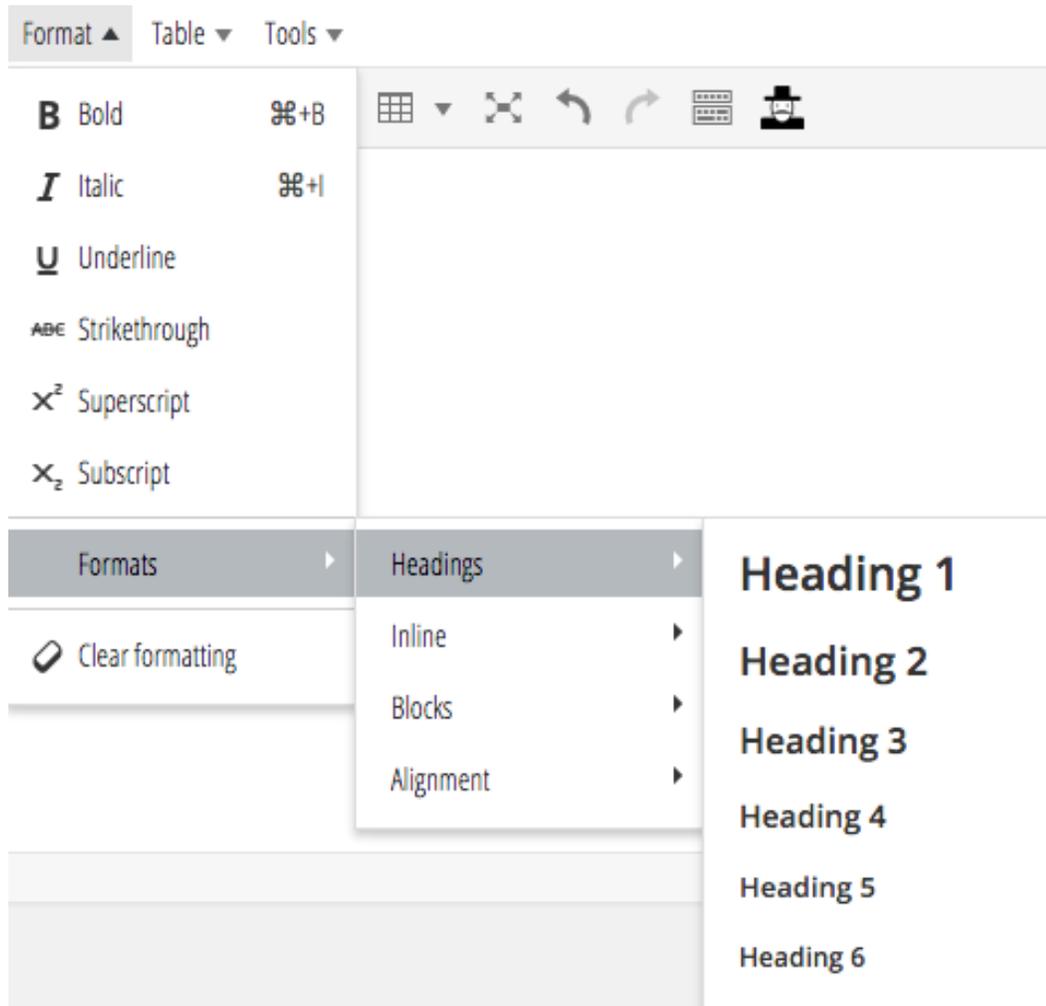
Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. Learn more about manual excerpts.

6. For blog posts, choose the appropriate category in the "Categories" box to the right.
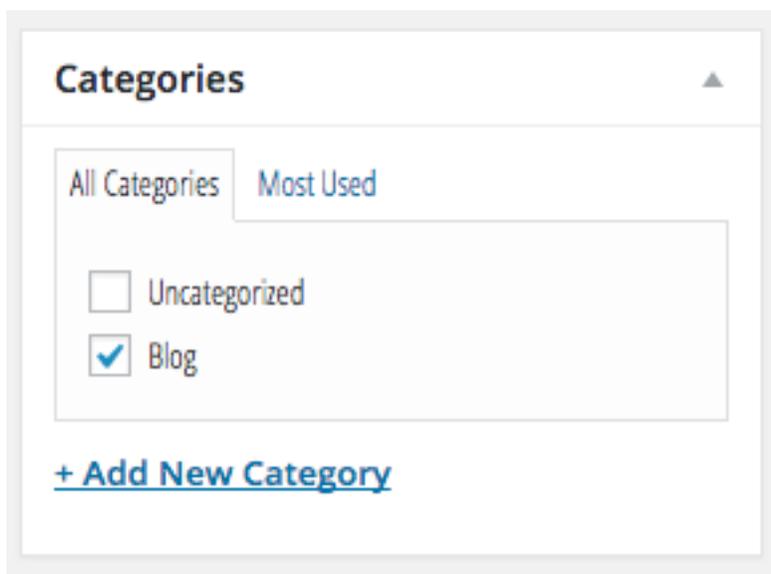
Categories

All Categories   Most Used

☐ Uncategorized

☑ Blog

+ Add New Category

7. To organize your content, set headings by clicking on "Format" in the menu of the editor, then scrolling over "Formats" and "Headings."

Format ▲   Table ▼   Tools ▼

B Bold   ⌘+B
I Italic   ⌘+I
U Underline
ᴀʙᴇ Strikethrough
x^2 Superscript
x_2 Subscript

Formats   ▶   Headings   ▶   **Heading 1**

◌ Clear formatting   Inline   ▶   **Heading 2**

                               Blocks   ▶   **Heading 3**

                               Alignment   ▶   Heading 4

                                                       Heading 5

                                                       Heading 6

8. To upload an image or file, drag and drop the image or document from your computer to the editor.
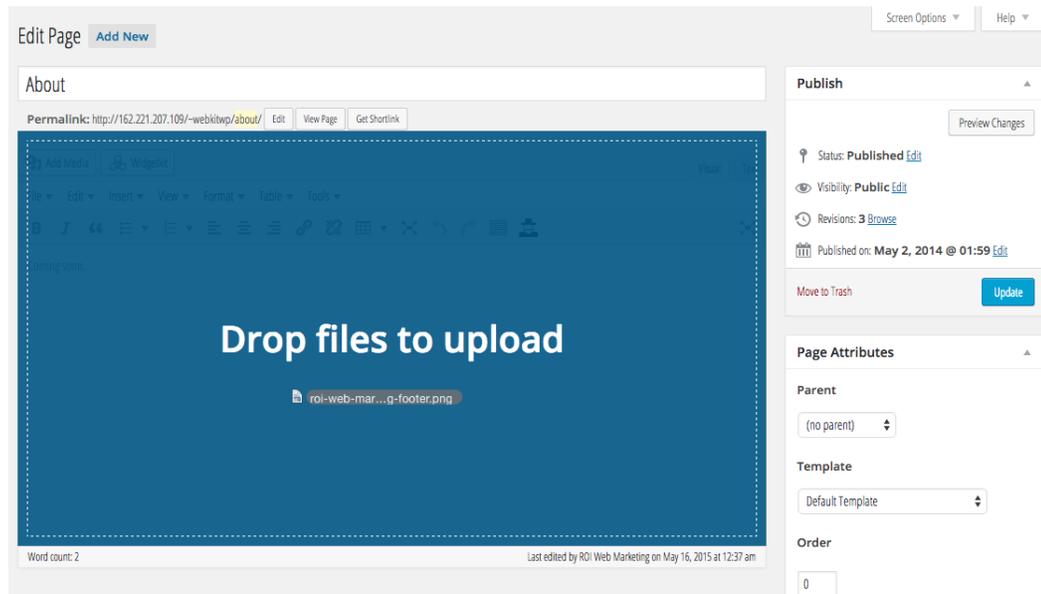
See the Working with Images section in this manual for more information on image settings.

Click the [Insert into page] button in the bottom-right when you are satisfied with your settings.

9. Use the "Link" icon 🔗 when you want to:

- Link to an external website
- Link to an internal page of your website

Make sure you have first selected the text where you are going to create the link before selecting this button.

Once you've clicked on the "Link" icon, it will bring up a window that looks like this:

Insert/edit link ✕

Enter the destination URL

URL	
Link Text	

☐ Open link in a new window/tab

Or link to existing content ▼

Cancel   **Add Link**

In the URL field, you can type in a link to any location.

If you wish to type a link to another website, be sure to use the full address including the http://

If you are linking to a webpage or blog post on your website, click on "Or link to existing content" and select the appropriate webpage or blog post.

If you wish to link to an email address, add the text "mailto:" before an email address in the URL field (example below).

Insert/edit link ✕

Enter the destination URL

URL	mailto:sample@email.com
Link Text	Contact us.

☐ Open link in a new window/tab

Or link to existing content ▼

Cancel   **Update**

One last note on linking to files or external links: By default, the link should open a new window. To do this, you can check the "Open link in a new window/tab" box:


10. **Pasting text from another application:**
When pasting text from Microsoft Word or other text editors, make sure you check off "Paste as text" under the "Edit" menu of the editor. Word processors add extra formatting with the text and when you paste this formatting, it stays with the text and often causes errors with the way it's shown on the Web.

Creating New Content

1. Log in to the backend of the website through the administrator link, and the username and password assigned to you.

2. Go to the appropriate section.

   - To create a new webpage, click on **Pages**
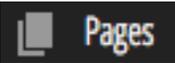
   - To create a new blog post, click on **Posts**
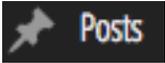
3. Click on the **Add New** button at the top.

4. Follow instructions from step 4 of the Editing Content section in this manual to create your new webpage or blog post.
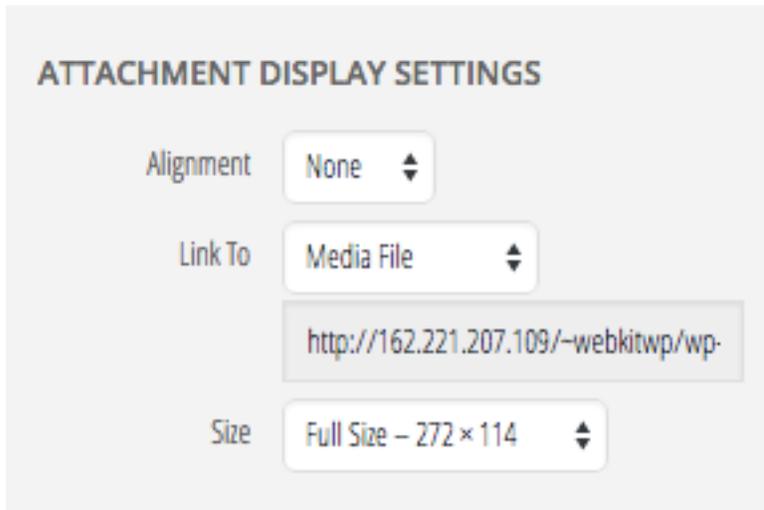
Working with Images

We recommend that you resize an image before uploading it to the server. A large image will take a long time to load on a page and will slow down the loading of webpages for users.

ATTACHMENT DETAILS

roi-web-marketing-footer.png
June 9, 2015
23 kB
272 × 114
Edit Image
Delete Permanently

If you need to resize the image in WordPress, click the "Edit Image" link in the "Attachment Details" area to the right.

SCALE IMAGE ❓

Original dimensions 272 × 114

| 272 | × | 114 | **Scale** |

Decrease the number of pixels of the image in the "Scale Image" area to the right, and then click the "Scale" button. When you are happy with the image size, click

the **Back** button in the bottom-right.

ATTACHMENT DISPLAY SETTINGS

Alignment   None ▲▼

Link To   Media File ▲▼

http://162.221.207.109/~webkitwp/wp-

Size   Full Size – 272 × 114 ▲▼

Align the image to the left, center, or right in the "Attachment Display Settings" area to the right under the "Attachment Details" area.

Dynamic Content

Your website can be set up in a way so that when you submit a new article (or webpage), another page of your website is updated at the same time.

This will save time and enable you to automatically update pages in your website.

For example: The "What's New" or "Latest Blog Posts" widget of a homepage can list the latest news and events from your website. When you upload an article to the "News" or "Blog" section, this "What's New" or "Latest Blog Posts" widget is updated at the same time.

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