North Star Marketing

Client: Impact Alamance
Deliverable: Website Training

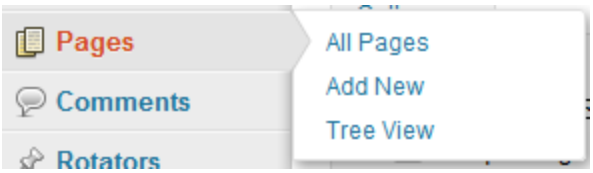
+++ LOGGING IN AND OUT +++++++++

1. Go to http://impactalamance.northstarmarketing.com/wp-admin This is the address for the staging site site, which you will use until the site is live. Once the site is live, you will use http://impactalamance.com/wp-admin
2. Enter your unique username and password.
3. Once you have finished editing your site, log out by hovering over the "Howdy, [your name]!" button in the top right corner of the window and clicking on "Log Out".

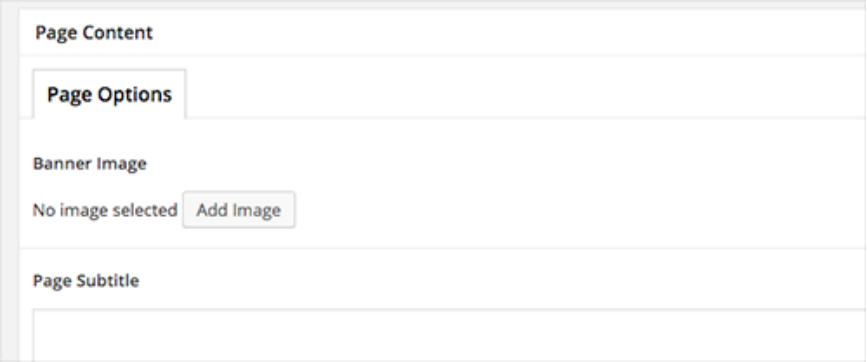
+++ CREATING A NEW PAGE ++++++++

Pages are static content, generally linked in your navigation. They are used for things like your about page and contact page.

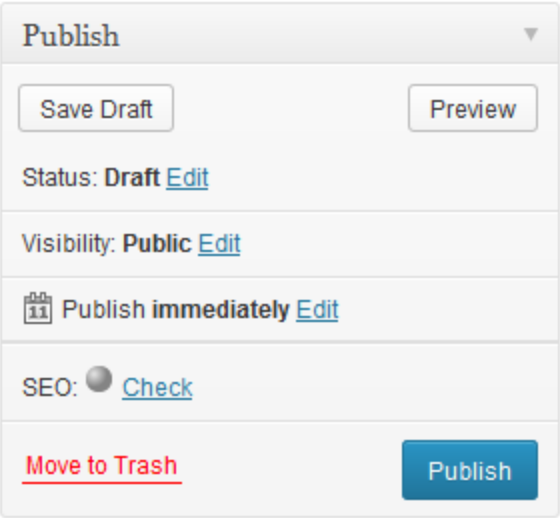
1. To create a new page, **hover over (don't click)** the link for "Pages" in the toolbar on the left-hand side of the window. A pop-out menu will appear with three options: All Pages, Add New, Tree View. **Helpful Hint: By clicking on Tree View, you will see an expandable, easily understandable version of your navigation. It is probably best to access your already created pages from this view. The Pages Tree View is accessible from the Dashboard as well as the Pages menu**



2. Click on Add New.
3. A window with a blank editor and title bar will appear. Set the title you would like to appear on the page. It is recommended that you choose a title you will keep long-term. Changing page titles often creates inconsistencies with the URLs (which are created from original page titles).
4. Page Options are located at the bottom of the Page Editor:



5. For most pages you may choose a custom page banner image to override the default image. *Note: All child pages will use the same custom banner image. Of course, a custom banner image may be chosen for child pages.*
6. Page Subtitle - This allows you to enter text as an overlay of the banner image
7. Page Heading - You can customize the page title by entering text here.
8. Set your page parent. You can set this option in the "Page Attributes" box to the right of the content area. If you want this page to appear in your primary (first-tier) navigation, do not set a parent page. If you want it to appear as a sub-page (drop-down) of any other page within your navigation, select the appropriate parent.
9. You will want to Publish your page after you are done. There are other options as well in the Publish box.

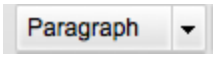


10. To reorder the page, hover over "Pages". Click on "Tree View".

+++ EDITING A PAGE +++++++++++++

1. Hover over "Pages" in your toolbar. Click on "Tree View".
2. Select the page you would like to edit from the Tree View menu. You can either click on the name of the page or you can hover over the title of the page and click "Edit" in

the pop-up box.

3. Once you are within the page, you will see your page title and the editor. The editor uses many of the same basic functions as Microsoft Word or Pages. Specialty functions are explained below:
    a. **Pasting content:** If you have copied text from another document, you can paste into your editor using the "Paste as Plain Text" option . This will allow you to format the text correctly within WordPress.
    b. **Font styles, colors and formats:**
        i. To set font sizes and heading styles (see style sheet for recommendations), choose the appropriate size/style from the menu titled "Paragraph" 

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        ii. "Paragraph" is the regular size for all body content.
        iii. You will also have options from Heading 1 to Heading 6 for primary titles and sub-headings.
    c. **Adding anchors**: Anchors allow users to jump back and forth between sections of text. They are used most often in long sections of Frequently Asked Questions.
        i. To add an anchor, set your cursor a line **above** the text you want users to jump **to**. Click the anchor button and set a title.
        ii. The title should be **very** simple and should have only one word. For example, if you want users to jump to the answer for question 1, name it "**one**".
        iii. After setting the anchor, highlight the text you want users to click on and jump **from**. In our example, this would be **question 1.**
        iv. Click the "link" button . Remember, the text you are trying to link (question 1) must be highlighted to activate the link button.
        v. In the link box, type in the # symbol and your anchor title. In our example, this would be **#one**.
    d. **Adding links**:
        i. Highlight the text you would like to turn into a hyperlink.
        ii. Click the "link" button .
        iii. Set the address for the link, including the http:// prefix. If you are jumping to another page **within** your multi-site, select the page name from the list provided.
        iv. Be sure to set a title for the link so that screen readers can pick those up.
        v. Check the box to open the link in a new window if you are opening a document, or going to a third-party site.
    e. **Adding pictures**:
        i. To add a picture within your text, place your cursor at the beginning of

the line where you would like the top of the picture to appear.

ii. Click on the Media Library icon

. This will pull up your media loader and library.

iii. To add an image from your computer, simply click and drag the image into the box. Alternatively, you can click “Select Files”, and it will pull up the file finder on your computer where you can select your image.

iv. Once your image is saved, you can give it a title (what will show up in the Media Library) and Alternate Text (necessary for screen readers and good for search engine optimization).

v. Always select full size or large. You may make an exception if you want to insert a smaller picture in the content area.

vi. Choose the picture orientation: Left with text wrapping, right with text wrapping, etc.

vii. Click “Insert into Post”.

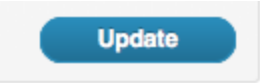
viii. Voila. Image appears in text. Because you selected full/large size, grab the bottom right-hand corner of the picture and size it down to the correct proportion. **Helpful Hint: Proportions are often slightly different when you view your picture on the front end of the site, so always preview your pages.**

f. **Adding PDFs or other documents**:

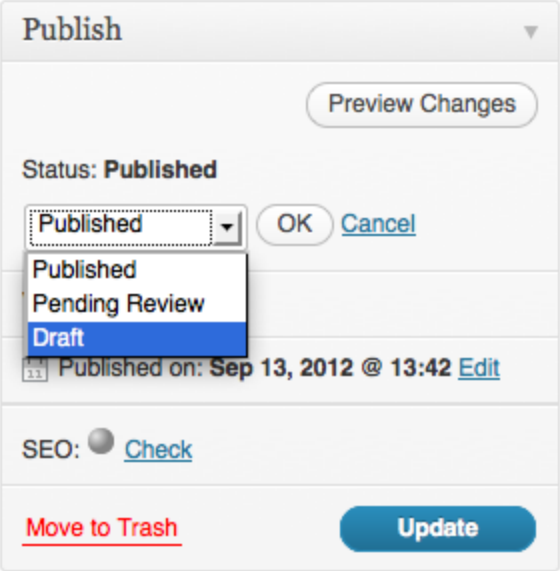
i. Follow steps i.-iv. above, as though you are adding a picture, but select your PDF/document instead.

ii. Give your document a title and alternate text.

iii. Click “Insert into Post” in the bottom right corner.

4. To publish any of your changes at any time, click the “Update” button on the right-hand side of the window 

. If you wish to save your content but **not** publish it, go to the “Publish” box on the right side of the window and set the “Status”



to “Draft”. **Helpful Hint: If you accidentally leave the page, the content will not save automatically! It is recommended that you update often.**

+++ ADDING A POST +++++++++

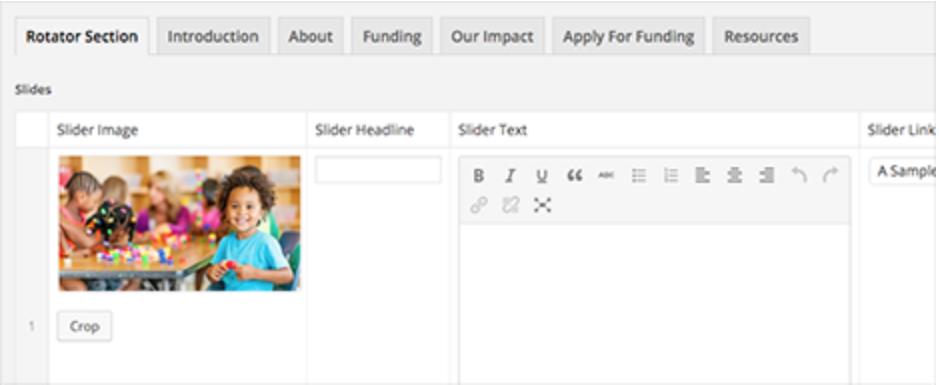
Posts are chronological frequently updated content often used for news and personal updates, such as in a blog.

1. Posts are controlled and added through the “Posts” button in the toolbar on the left-hand side of the window.
2. If you have not created the appropriate category for your post, do that first. For example, if you are adding a posts about a recent furniture sale, be sure you have created a category for Furniture News (feel free to name it whatever you want, though!).
3. To create a category, hover over “Posts”. **Do not click.**
4. Click “Categories”.
5. This will pull up a window where you can add a new category or edit your current categories.
6. To add new, give your category a name. If it is a sub-category, choose its parent from the drop-down menu.
7. Click “Add New Category”.
8. To add a new post, hover over “Posts” and click “Add New”.
9. Add a title and create your content.
10. Set the news post category from the list on the right side of the window. Check as many categories as are applicable.
11. Select a featured image (optional) under the “Post Options” box for the feature.
12. If you want your news item to appear on a day other than the one you actually added it, you can set a publish date in the “Publish” box on the right side of the window.

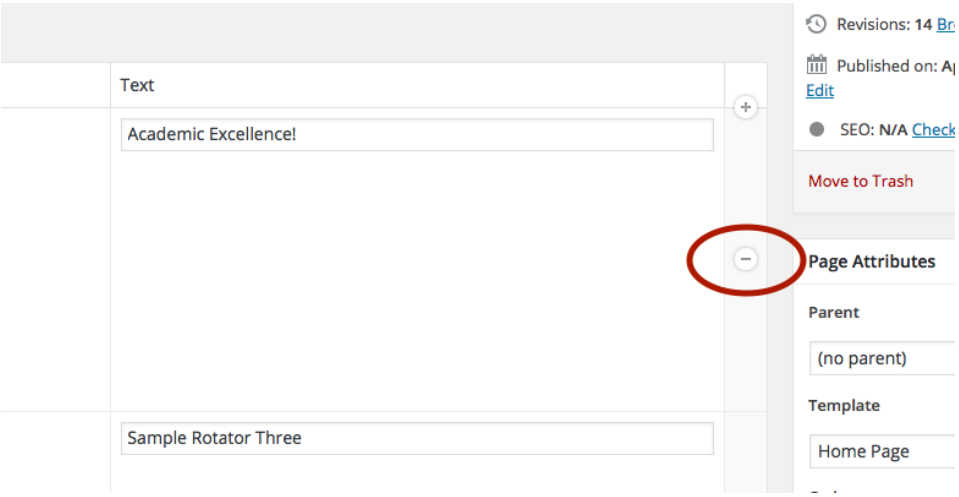
13. Click “Publish” to publish your post.

+++ ROTATORS +++++++++

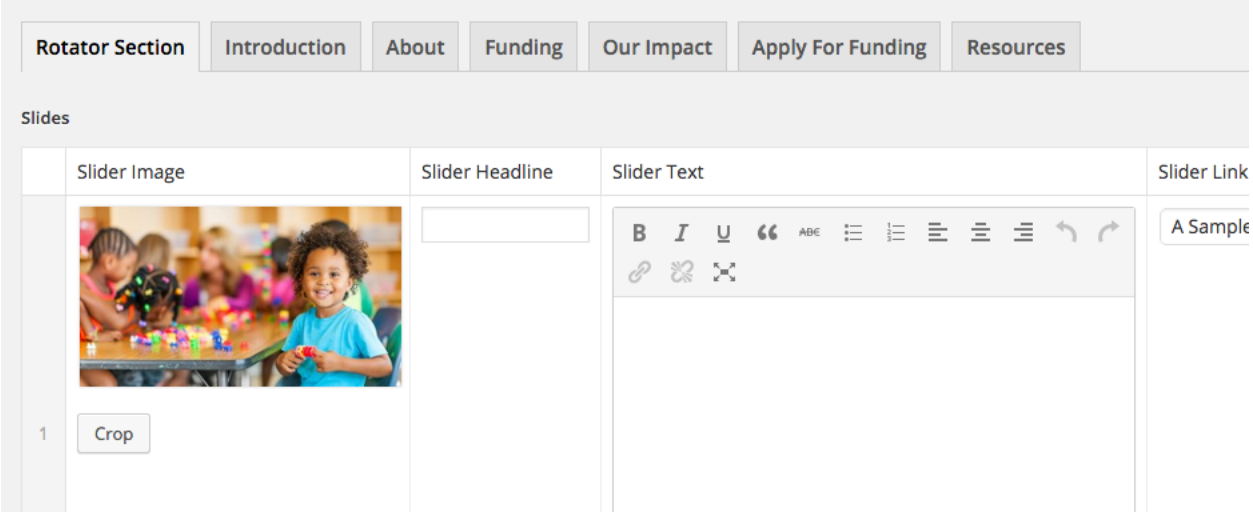
1. To create a rotator, click on the “Rotator Section” tab on the home page. Select “Add Row” from the bottom of this menu.



2. Add a rotator image and title. Recommended image size is 2000x1200px.
3. These rotators can be easily reordered by simply dragging and dropping them. Simply hover over the number next to the image, and drag it to the location in which you would like for the rotator to display.
4. Make sure to update / publish after all changes are made.
5. To remove a rotator, click on the minus icon next to the rotator text for the rotator that you would like to delete.



++ Home Page Sections +++++++++++



Click on the corresponding tab to edit the content for the homepage sections.

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9. Add a title and create your content.
10. Set the news post category from the list on the right side of the window. Check as many categories as are applicable.
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+++ SITEWIDE OPTIONS +++++++++++++++++++

To change template or theme-wide options (social links, footer links or contact information), navigate to *Appearance* > *Theme Options*. In here you may manage some elements in the overall theme.