



SAINT PAUL MEDIA
INTERACTIVE STUDIO

WORDPRESS GUIDE

WordPress Guide

NEVER TOUCH THE DASHBOARD UPDATE BUTTONS

WordPress receives periodic updates that make it faster and easier to use. Because updates can cause problems with certain themes and plugins, never touch the update button yourself. Saint Paul Media is happy to take care of this for you!

To Login: Visit your website url and add /wp-admin/ to login to your site.

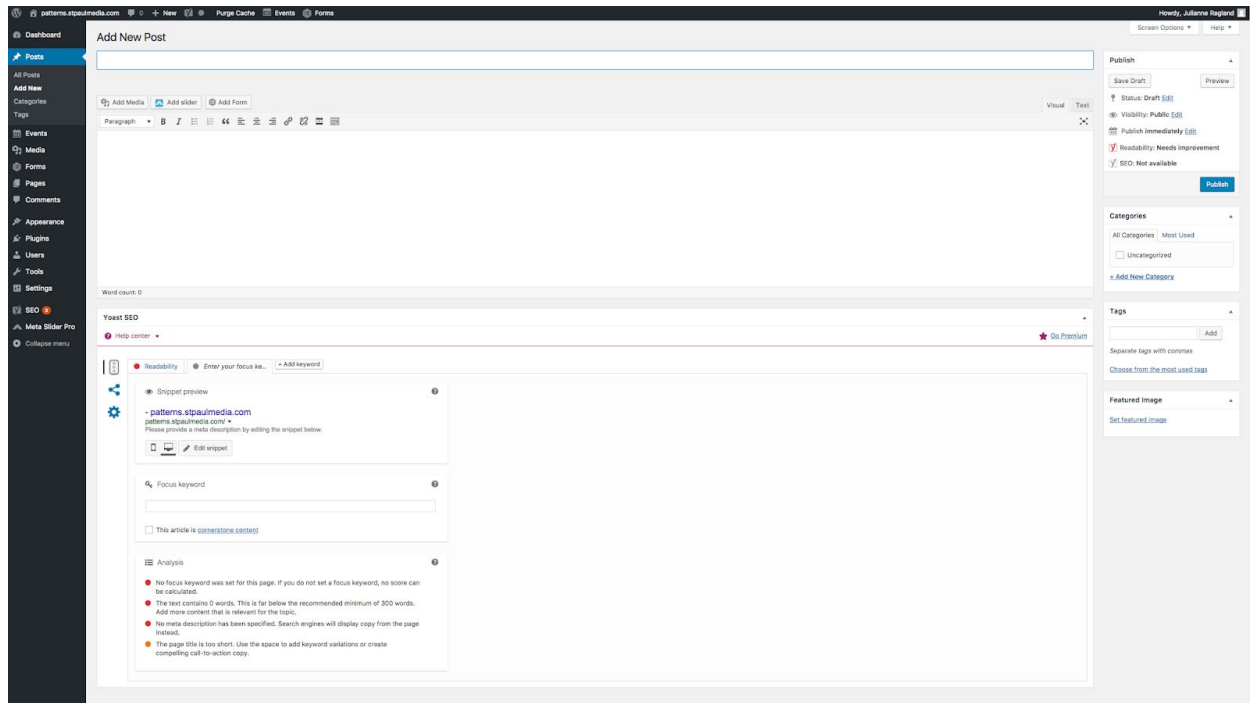
Terms

- **Post:** An article within your blog that has a date.
- **Page:** A piece of content that exists outside your blog. Unlike a post, a page is not associated with a particular date. It's timeless. A good example of a page is your about page.
 - Parent page: A top-level page ('Dogs').
 - Child page: A page that falls under a parent page ('Rocky' or 'Rosie').
- **Media:** The images, videos, audio files, etc. that you upload and use in posts and pages.
 - Media Library: A grid or list of media previously uploaded to your site.
 - Featured Image: An image chosen to represent a particular page or post.
- **Widget:** A user-editable block of content often found in sidebars. A good example of a widget is a secondary menu.
- **Menu:** A set of links often found in headers, footers and sidebars.

Table of Contents

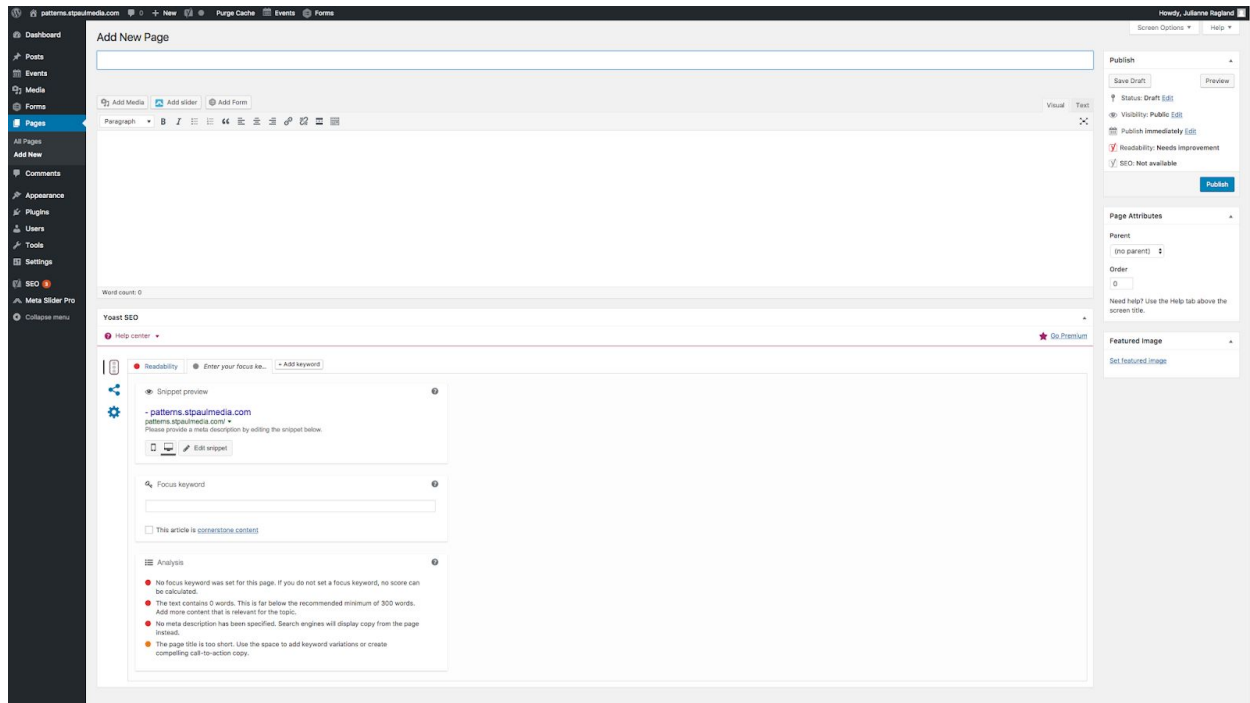
Creating Posts.....	pg 2
Creating Pages.....	pg 3
Inserting Media.....	pg 4
Creating Events.....	pg 6
Creating and Inserting Forms.....	pg 7
Optimizing SEO.....	pg 7
Changing Menu Items.....	pg 8
Changing Sidebar Items.....	pg 10
When to Call Saint Paul Media.....	pg 11

Creating Posts



1. Go to 'Posts' → 'Add New.'
2. Enter your post's title in the title field and the content in the main content field.
3. Categorize the post using the sections on the righthand side.
4. Add a meta description using the 'Yoast SEO' section at the bottom. (See Optimizing SEO for more info.)
5. Preview the post by clicking the 'Preview' button in the upper right corner. **IMPORTANT: Always preview the post before publishing.** When you're ready for the post to go live, click the blue 'Publish' button.

Creating Pages



1. Go to 'Pages' → 'Add New.'
2. Enter your page's title in the title field and the content in the main content field.
3. If the page is a child page, select its parent from the dropdown menu in the 'Page Attributes' section. For example, the 'Board of Directors' page might be a child of the 'About' page.
4. Depending on your site's design, certain pages may use custom templates. If that's the case for this page, select the right template from the dropdown in 'Page Attributes.'
5. Add a meta description in the 'Yoast SEO' section at the bottom. (See Optimizing SEO for more info.)
6. Preview the page by clicking the 'Preview' button in the upper right corner. When you're ready for the page to go live, click the blue 'Publish' button.
7. If you need to add your new page to a menu, see Adding Menu Items.

Page Attributes

Parent

About

Template

About Page

Order

0

Need help? Use the Help tab above the screen title.

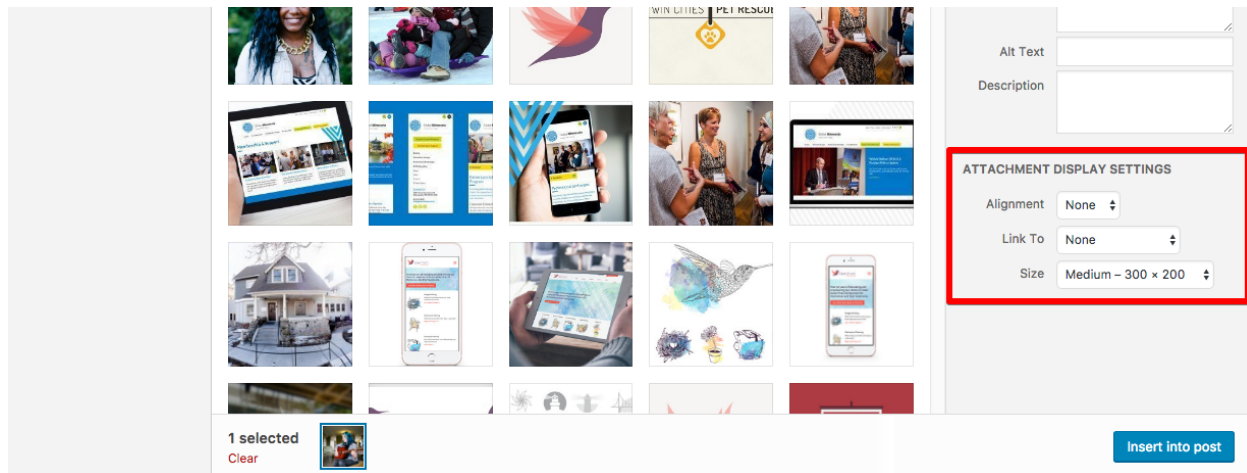
Inserting Media

You can add media to any post or page by clicking the 'Add Media' button, which opens the 'Insert Media' window.

If you haven't uploaded the media yet, click 'Select Files' (or drag-and-drop from your desktop). Otherwise, switch to the 'Media Library' tab and search for the file. Select it and click 'Insert into page.'

The screenshot displays the 'Insert Media' window in WordPress. On the left sidebar, there are options: 'Insert Media', 'Create Gallery', 'Featured Image', and 'Insert from URL'. The main area is titled 'Insert Media' and has two tabs: 'Upload Files' and 'Media Library'. Below the tabs are filters for 'All media items', 'All dates', and a search bar 'Search media items...'. A grid of media items is shown, with the first item selected (indicated by a blue checkmark). The 'ATTACHMENT DETAILS' panel on the right shows the selected image: 'TMF25282-Web-Res.jpg', uploaded on August 18, 2016, with a size of 275 KB and dimensions of 1920 x 1280. It includes links for 'Edit Image' and 'Delete Permanently'. Below this, there are input fields for 'URL', 'Title', 'Caption', 'Alt Text', and 'Description'. The 'ATTACHMENT DISPLAY SETTINGS' panel shows 'Alignment' set to 'None', 'Link To' set to 'None', and 'Size' set to 'Medium - 300 x 200'. At the bottom right, there is a blue 'Insert into post' button. At the bottom left, it says '1 selected' and 'Clear'.

Most of the time, you'll probably be inserting an image. You can choose how it's displayed by changing the 'Attachment Display Settings' on the righthand side of the window.



Changing featured images

To change the featured image of a post or page, click the 'Posts' or 'Pages' tab. Find the post or page you're looking for in the list, then click the title to edit it.

You'll find the featured image in the bottom right corner of the screen. (It doesn't show up in the main content field with the rest of the content.) To change the featured image, click it and select a new one in the 'Featured Image' window. Click the blue 'Set featured image' button when you're done.



Creating Events

1. Go to 'Events' → 'Add New.'
2. Enter your event's title in the title field and the content in the main content field, just like a page or post.
3. Enter the time and date in the 'Time & Date' section.
4. If your event repeats, click the 'Schedule multiple events' button. It takes some time to get used to the logic here. Just play with it—you won't ruin your site.

The Events Calendar

TIME & DATE

Start/End: to [Timezone: UTC+0](#)

All Day Event

This event is from 8:00pm to 9:00pm on 2017-04-21.

Event Series:

Every weeks

On

At

Series ends events

An event every 2 weeks that begins at 8:00PM on Friday, happening 4 times

▲ Hide Details

Event will not occur:

Recurrence Description:

Use this field if you want to override the auto-generated descriptions of event recurrence

5. Set the location in the 'Location' section. If you don't see the location in the dropdown menu, start typing its name in the field at the top. A link allowing you to create a new venue with that name will appear.

LOCATION

Use Saved Venue:

Show Google Map:

Show Google Maps Link:

[Edit Venue](#)

6. If you want your event to be private and only visible to people you've sent a link to, check the 'Hide From Events Listings' option under 'Event Options' on the righthand side.
7. Preview the event by clicking the 'Preview' button in the upper right corner. When you're ready for the event to go live, click the blue 'Publish' button.

Creating and Inserting Forms

IMPORTANT: If your form connects to Salesforce or any other database, please consult Saint Paul Media before editing or adding new forms.

Create a new form:

1. Go to 'Forms' → 'Add New.'
2. Click one of the buttons in the 'Standard Fields' section on the righthand side of the screen. This will add a field to your form, which will start taking shape on the lefthand side.
3. Click the field you just added to edit its options.
4. As you're adding fields, drag-and-drop to reorder them if necessary.
5. When you're done creating the form, click the blue 'Update' button.

Add a form to a page:

1. Go to the page.
2. Inside the main content field, click where you want to have the form added.
3. Click the 'Add Form' button at the top of the main content field.
4. Select the form you want from the dropdown menu and click 'Insert Form.'
5. After the form is inserted, click the blue 'Update' button on the righthand side of the screen to update the page.

Optimizing SEO

Saint Paul Media uses Yoast SEO to help with search engine optimization (SEO). It shows how your posts and pages look to people searching Google. Be sure to add a custom description to every post and page. Ideally, the description should be both descriptive and tempting for people to click on. You can ignore all the other options unless you decide to engage in a Digital Media Strategy plan with Saint Paul Media at a later time.

Changing Menu Items

1. Go to 'Appearance' → 'Menus.'
2. Select the menu you want to change from the dropdown at the top of the screen.

Select a menu to edit: or [create a new menu.](#)

3. Look for the item you want to add on the lefthand side. You can add pages, posts, etc. If the list is too long, switch to the 'Search' tab to search for the item you want.
4. Once you find the item, select it and click 'Add to Menu.' It will show up at the bottom of the menu structure in the middle of the page. Drag-and-drop if you need to change the order. (more on following page)

The screenshot shows the WordPress menu editor interface. At the top, there is a header for the 'Pages' section. Below this, there are three tabs: 'Most Recent', 'View All', and 'Search'. The 'Most Recent' tab is active, displaying a list of page items with checkboxes next to them: Support, Drawing, Blog, Contact, Notes, Process, Services, and About. Below the list, there is a 'Select All' link and an 'Add to Menu' button. Below the 'Pages' section, there are three more sections: 'Posts', 'Custom Links', and 'Categories', each with a dropdown arrow.

Menu Name Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Services Page ▾
- Portfolio Custom Link ▾
- Process Page ▾
- About Page ▾
- Blog Page ▾
- Contact Page ▾

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

Display location Primary Menu

[Delete Menu](#) Save Menu

- If the menu item's name is too long, you can shorten it by clicking the arrow on the right and editing the 'Navigation Label' text.

Services Page ▲

Navigation Label

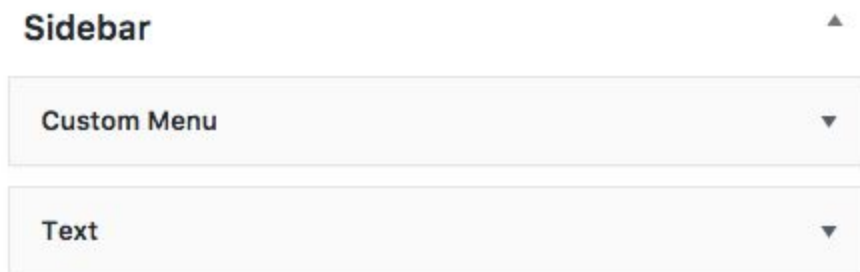
Move [Down one](#)

[Remove](#) | [Cancel](#)

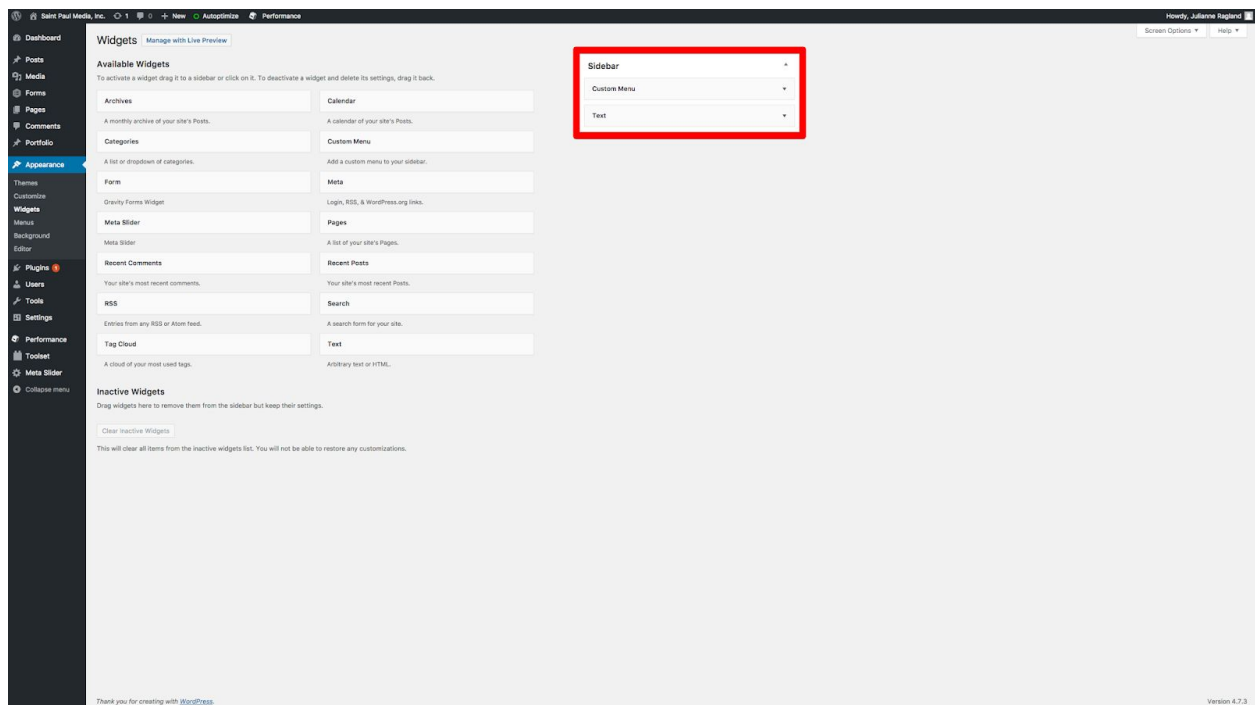
- When you're done, click the blue 'Save Menu' button at the bottom.

Changing Sidebar Content

Don't try to edit the sidebar directly. Instead, think of the widgets that make up the sidebar. For example, your sidebar might have two widgets: a 'Custom Menu' widget with links to subpages and a 'Text' widget with contact info.



To change one of the widgets, go to 'Appearance' → 'Widgets.' Find the sidebar you're dealing with on the righthand side of the screen. Click it to reveal the widgets that make up the sidebar.



Click the widget that contains the content you want to change. Edit the content, then click the blue 'Save' button. **As always, be sure to check your changes in your web browser.**

Text ▲

Title:

Content:

Automatically add paragraphs

[Delete](#) | [Close](#) [Save](#)

Note: If you're changing a 'Custom Menu' widget, you will need to edit the menu itself rather than the widget.

When to call Saint Paul Media

Call Saint Paul Media at 651-224-6885 or email us at info@stpaulmedia.com if:

- A plugin is broken
- Forms are not connecting to your database
- You think your site's security has been compromised
- Your site is down