Word Press

WordPress offers a powerful platform to provide instant and immediate communication to your desired audience. I like to describe it as a virtual magazine that can publish stories and events easily and leverage multiple streams of communication into one source. There are many existing tutorials for WordPress. See **http://support.wordpress.com**. This document is a walkthrough of the following:

1. Logging Into WordPress 2
2. Understanding the Dashboard 2
3. Updating Text on all Pages (Titles and Contents) 3
4. Adding New Links 4
5. Adding New PDFs 5
6. Making Blog Entries 6
7. Uploading Images 8
8. Adding Categories 10
9. Adding New Static Pages 11
10. Navigation 12
11. Approving Comments 12
12. Add Quotes 13
13. Search Engine Optimization (SEO) 14
14. Youtuber 15
15. ShareThis 15

You Tube

16. Logging Into YouTube 16
17. Uploading a Video 16
18. Getting the Link for your video 16

Constant Contact

19. Logging Into Constant Contact 17
20. Duplicating an Email 17
21. Editing Contents 18
22. Inserting Pictures 19
23. Creating Links 19
24. Scheduling an Email Blast 20

Amazon Affiliates

25. Logging Onto Amazon Affiliates 20
26. Products and Categories: Adding/Modifying/Deleting 21

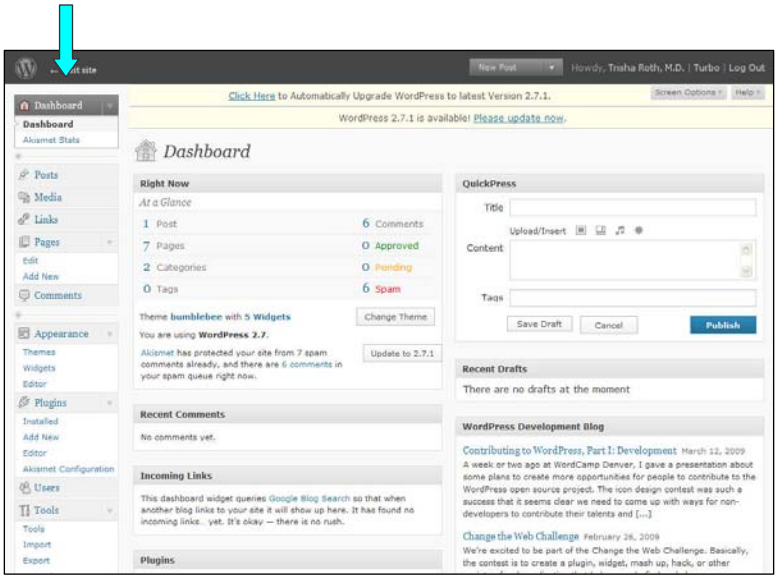
1. Logging Into WordPress

The interface to access the control panel for your website looks like this:

1. Go to: **http://betsybrownbraun.com/wp-admin**
2. Enter your access information:
   Username: **Betsy**
   Password: **buddy5478**
3. Click the **Login** button. Don't click **Remember Me** if you're using someone else's computer or a shared computer in a library or internet cafe (otherwise, the next person who uses that computer will have access to your website).

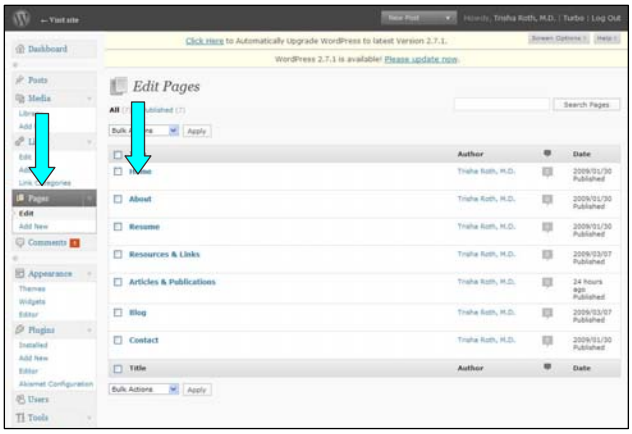
2. Understanding the Dashboard

The **Dashboard** is where you will begin any changes to your website (►). The main areas you will use are in the left column: **Posts, Media, Pages, Comments, Quotes**

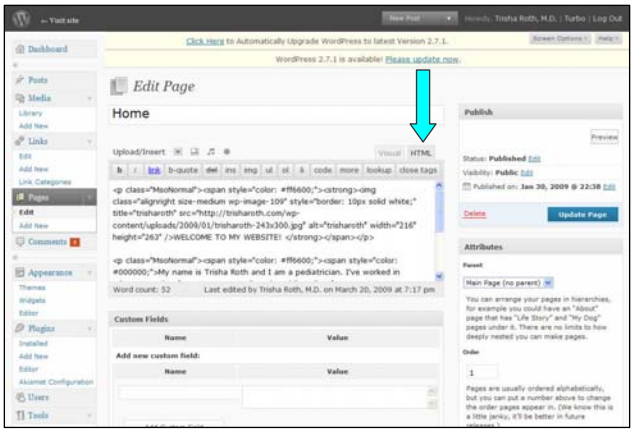


3. Updating Text on all Pages (Titles and Contents)

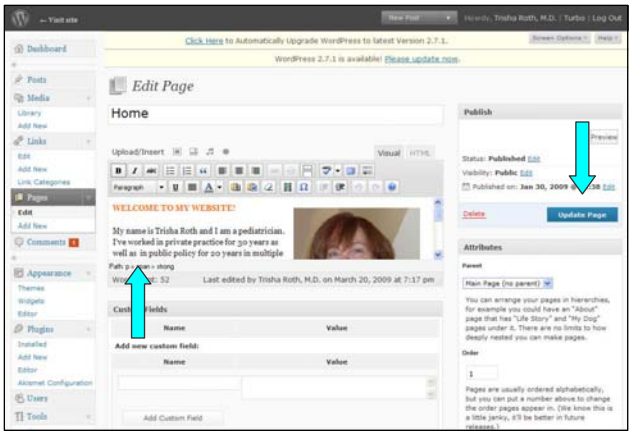
Each page on your website, except Blog, can be viewed and edited when you click on the **Pages** button in the top left column on the WordPress Dashboard. This is what the dashboard looks like when you click on **Pages**. All main pages are listed in the main part of the window. You can edit pages by moving your mouse over the name of the page and clicking on **Edit**.



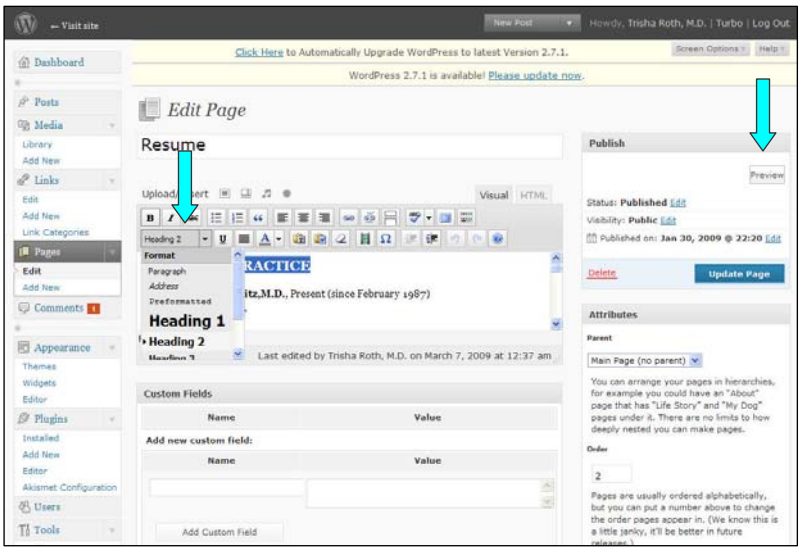
If you see code in the main page (►), you're probably on the **HTML** tab, which is showing you HTML code. If you click on the **Visual** tab, things will look more normal.



Aah, better! You can edit the text by selecting it and typing over. If you make a change that doesn't look good, just click "Back" in your browser and the changes won't be saved. Nothing you do will be permanent until you click **Update Page** in the top right.



To create a new subtitle within a page, highlight the text, find the **Format** pull-down menu and select one of the options (you can see how this will look by clicking **Preview** on the right).



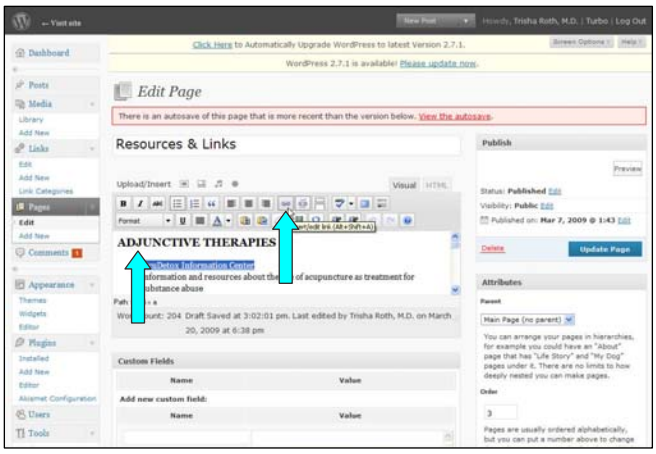
Similarly, to make other text normal, just select it and go to the **Format** pull-down and select **Paragraph**. You can also use the **B** for bold, **I** for italics, etc. The formatting features and functionality are similar to those used when composing emails or documents in a word processing application.

Note on formatting: if you press "Enter", a vertical space will be inserted between lines. If you do not want any vertical space, simultaneously press "Shift+Enter".

4. Adding New Links

Here, you'll learn how to make text clickable and link elsewhere on the internet. While this is convenient, it is always preferable to link to a pdf instead (the process for this will be explained in **Section 5** of this document). The reason for this is that you cannot control content outside of your website, so if the website you are linking changes, the link you've created will break.

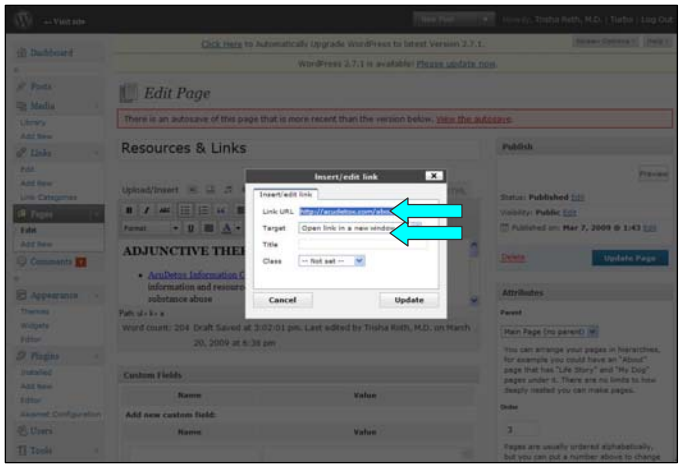
We will need a **Title** and **Link URL** for all links that are added to the website.



To add a new link:

1. Type in the **Title** (should be short).
2. Select the **Title** text.
3. **Click** on the **link button** (it looks like 3 links in a chain).

4. Fill in the **Link URL**.
   Remember: always include the "http://www." at the beginning of all URLs.
5. Make sure the **Target** field says **Open in a New Window**.
6. The **Title** and **Class** tags can remain blank.
7. Click **Update**.

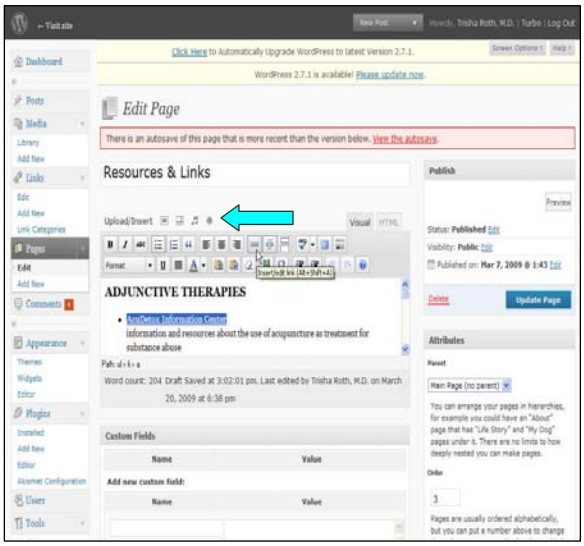


To edit an existing link:

1. Select the text for the link you would like to change.
2. Click the **link button**.
3. A new dialog box will open up that lets you modify the link (follow steps 4-6 above).
4. Click **Update**.

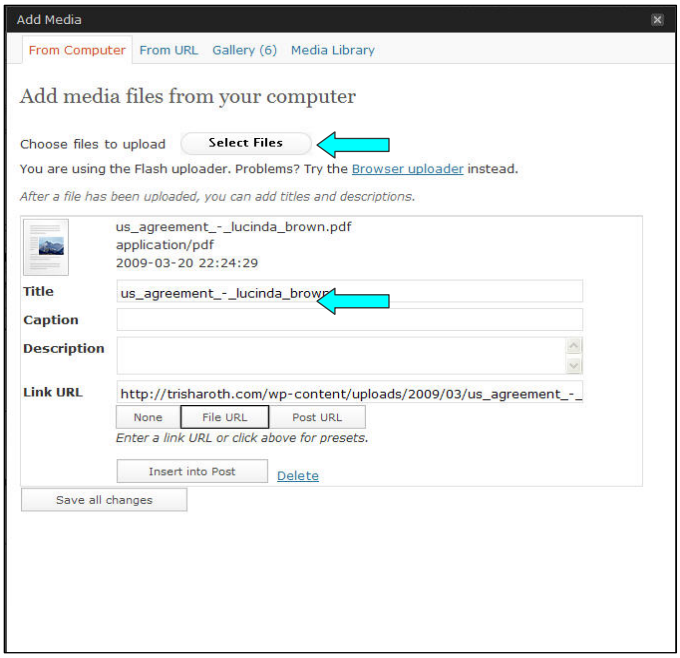
5. Adding New PDFs

Even if an article, webpage or news item exists online somewhere, there's no guarantee it will remain there permanently. The best way to ensure your articles and publications are available to your site visitors permanently is to offer it to them directly. That means saving them to your computer (the best formats are .pdf, .doc, or .jpg format) then adding them to your own site as "media". Or, if the files don't exist in .pdf or .doc format, you can print a web page to pdf and save it to your computer. Assuming you have the .pdf or .doc file handy, let's add it to the website.



1. First, let's do the heavy lifting by uploading the .pdf. Find **Upload/Insert** and the little starburst button is 4th over on the right. Click on it.

2. Next to **Choose files to upload**, click on the **Select Files** button.
3. A dialog box will appear that will allow you to **Browse** for your .pdf or .doc file on your computer.
4. Click on the name of the file and then click **Open**.
5. Under **Title**, write the text you want to represent this file. You can add a description later, but the **Title** is the text that will be clickable. Leave the other two fields blank, and then click on **File URL**. A URL will appear above the **File URL** button.
6. Click **Insert into Post**.



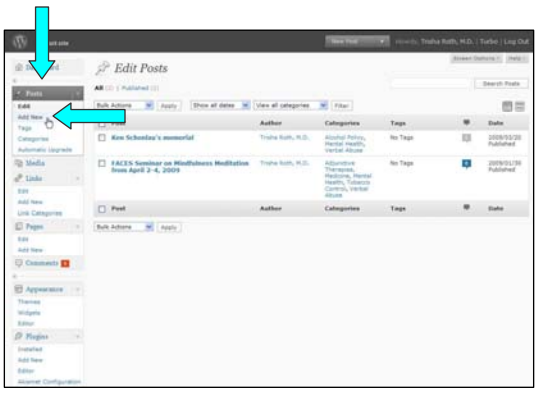
If you are having trouble formatting this link to match the others, it's a good idea to copy and paste an existing link, then go edit that link so that your new link and new title and description look the same as the others.

If the entry you wish to add doesn't exist in .pdf or .doc format, you can simply add it as a link. Follow the **Section 4** above.

6. Making Blog Entries

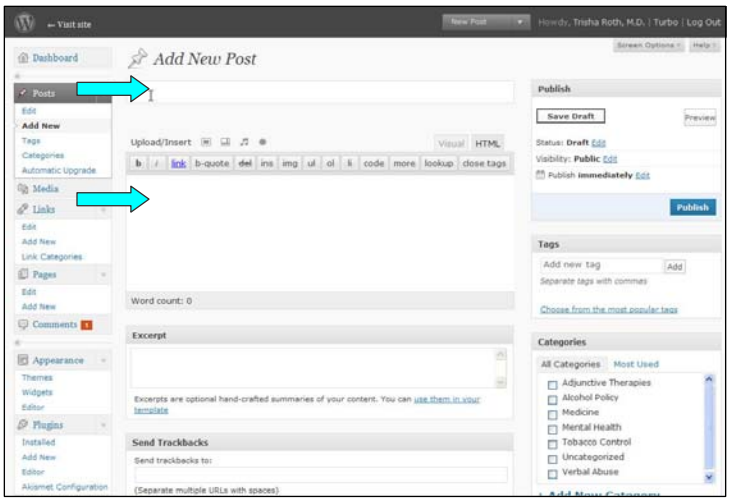
Blog entries are called **Posts**. To create a new post:

1. Click **Post** in the top of the left column. The dashboard will display a list of existing posts
2. Click **Add New.**

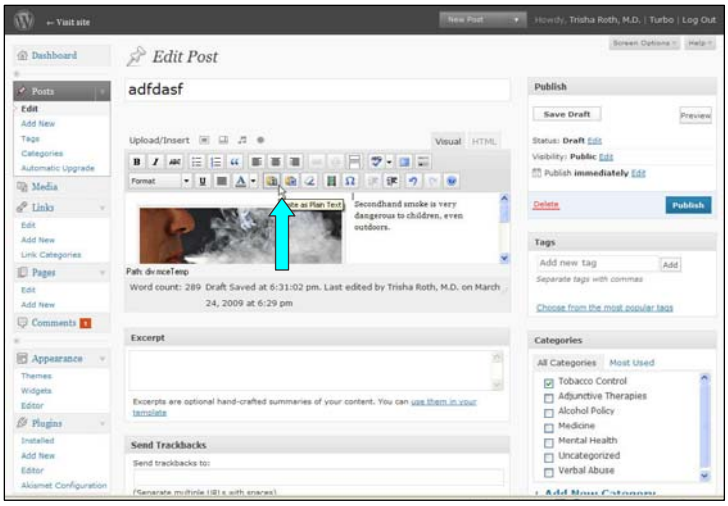


Here's where you'll write the title and contents of your post.

1. Type a title for the in the blank field under **Add New Post.**
2. Under **Upload/Insert** is where you'll type.



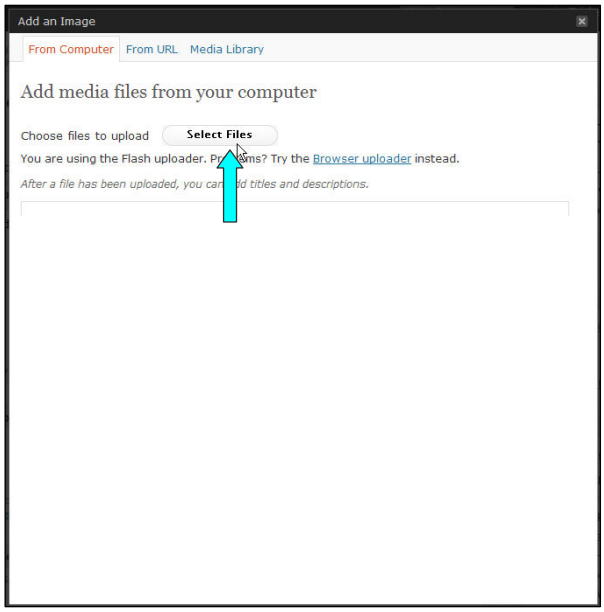
3. If you are copying and pasting from an existing file, it's important to strip out any existing text formatting *before* it goes into your post. That way, every post will look uniform. If you are copying and pasting, copy the text you already have, and then in the main window of the **Add New Post** screen, find the **Paste as Plain Text** button.



4. Use "CTRL+V" on your keyboard to paste the text and then click **Insert**.
5. Don't worry about **Excerpt**, but you might want to specify **Categories** that your post belongs to (it will save time later).
6. Finally, under **Publish** in the top right corner, click **Save Draft** and then **Preview**. A new browser window will pop up and you'll see your new post as it will appear on your site. Reading through it carefully, you may see issues you need to fix, so click **Edit** in the text following the post, right above "Leave a Comment". Now you're back in the editing screen.
7. Once you're happy with the post, you should publish it so the world can see. Click **Publish** in the top right corner of the dashboard. It's now live!

7. Uploading Images

The process of uploading and adding images is similar to uploading a .pdf or .doc. While editing a page, next to **Upload/Insert**, click on the button that looks like a frame and that reads **Add an Image** when you mouse-over it.

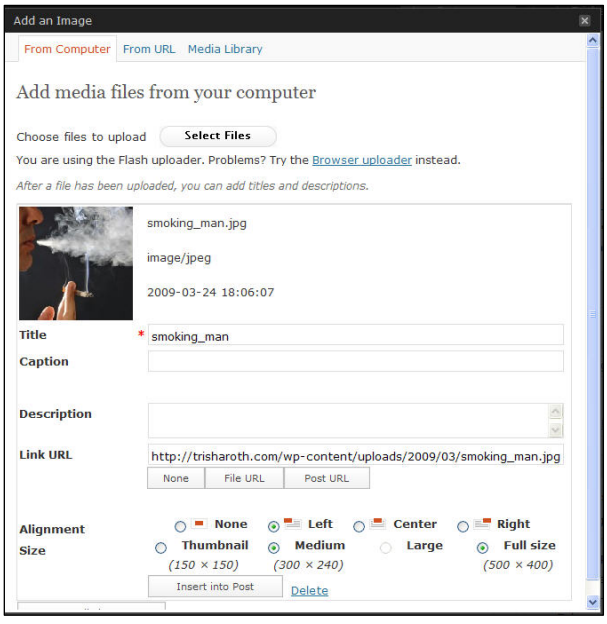


Click on **Select Files**. Another window will come up. Browse to the location of the image you would like to use, select it and click **Upload**.

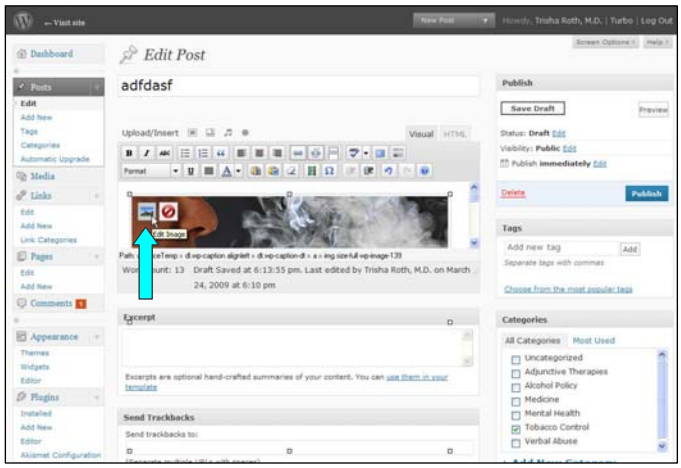
If you'd like, you can specify some more information about this photo.

Give it a **Title** and **Caption**, and then click **Insert into Post**. You'll be back at the **Edit Post** screen. Select **Save Draft** and then **Preview** to see how it looks.

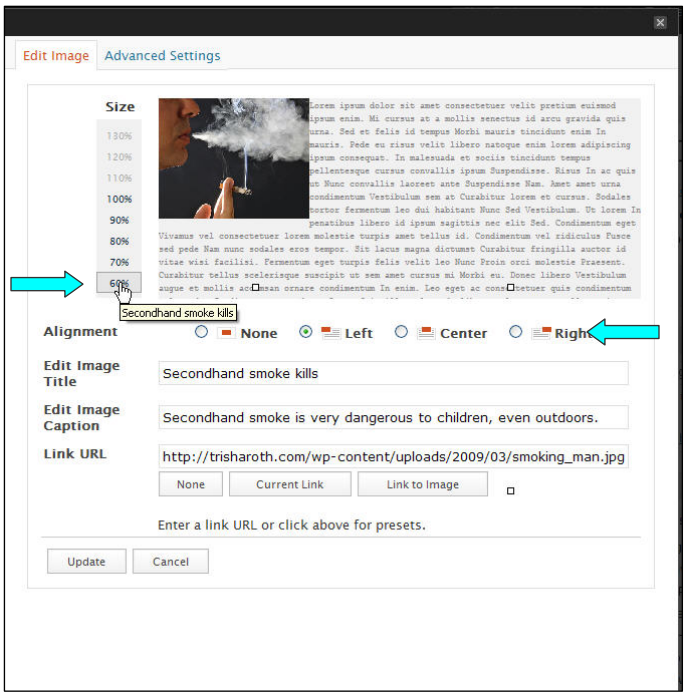
If you would like to control the appearance of the image, you can do so by resizing it and/or modifying its alignment.



Click on the image within the post, and you'll see two little buttons appear on top of it. Mouse-over to the one on the left, and you'll see **Edit Image**. Click on it.



You can do two things in this next window: modify the **Alignment** (left, right, center) and the **Size**. After making the desired changes, click **Update**.

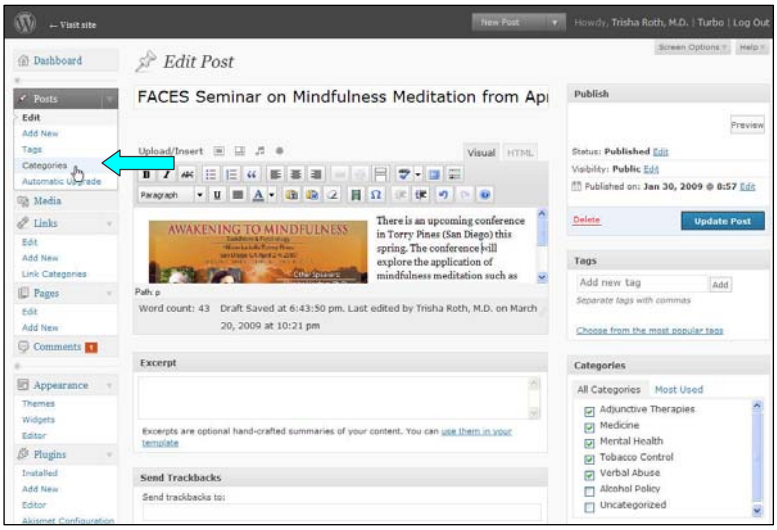


Now that you're back in **Edit Post** mode, click **Save Draft** and then **Preview** again.

Click **Update Post** in the top right corner of the dashboard and the changes will be live!

8. Adding Categories

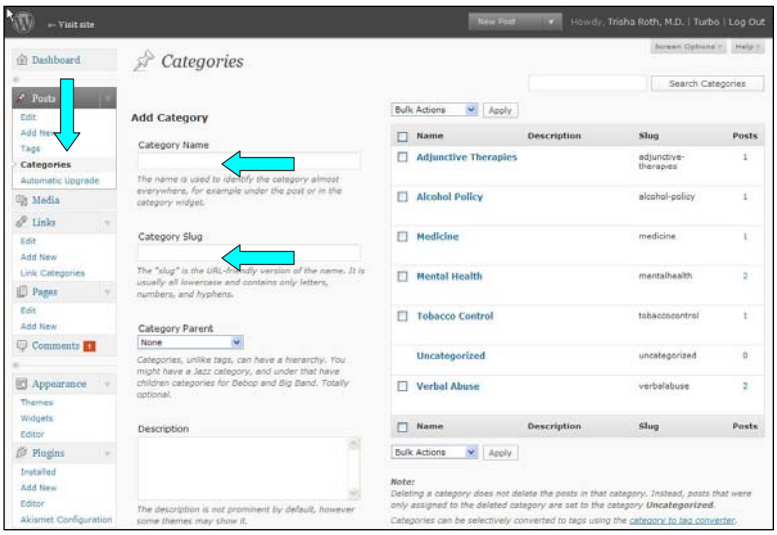
At the top of the left column, you have **Posts** and a subheading under **Posts** is **Categories**. Click on it.



You're now in the category management area.

You can create new categories by:

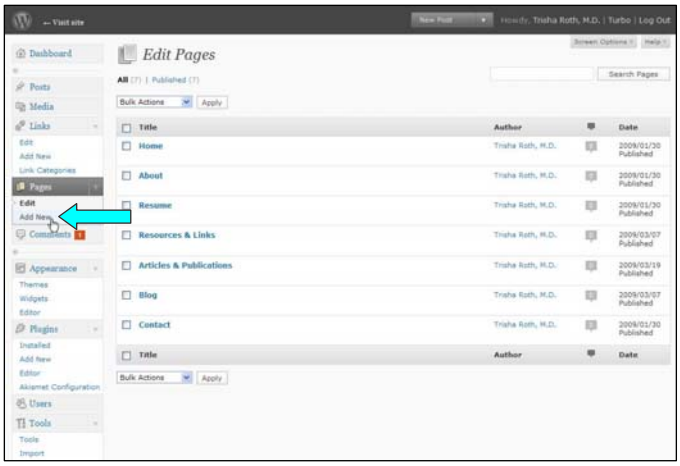
1. Click **Add New**.
2. Fill in **Category Name**.
3. Fill in **Category Slug** by removing all spaces from the **Category Name**.
4. Click **Add Category**.



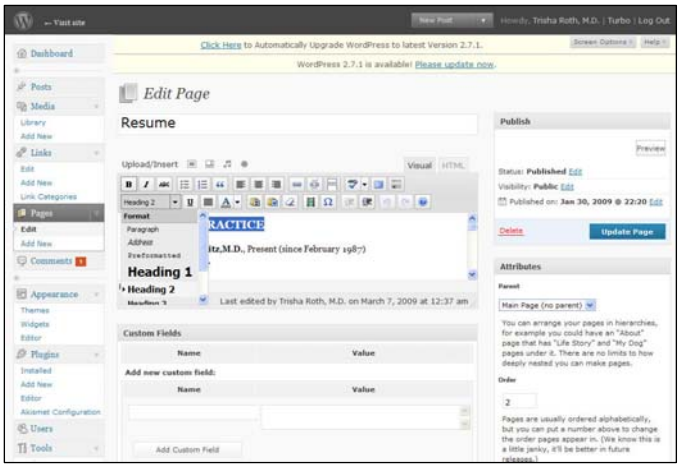
Similarly, you can edit existing categories by finding it on them list, mousing-over it, then selecting **Edit** or **Quick Edit**. This would be if you wanted to tweak the wording of a specific category to which you've already assigned some posts.

9. Adding New Static Pages

If you want to add a new page to your website, it will be inserted as a top level item in the universal navigation.



1. Go to **Pages** in the main left navigation.
2. Select **Add New**.
3. Create a **Title** for the page under the **Edit Page** title. It must be succinct, preferably 1-3 words (since it will also appear in the navigation).



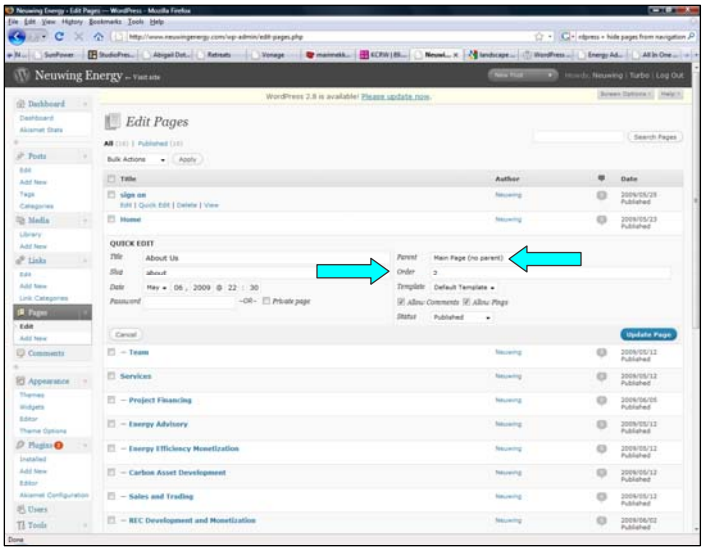
Adding the content to the page is the same as adding a post. The only thing that's new is that if you have sections to your page that you want to separate with subtitles, just make sure you select the text you want to set apart and under the **Format** menu, specify the style you'd like to use.

Just like we've done with posts and editing existing pages, add images or media where needed, and make sure if you're cutting and pasting from and existing file that you **Paste as Plain Text** or **Paste from Word**.

Finally, you should **Save Draft**, then **Preview**. When you're satisfied with it, select **Publish**. You have now created a new page.

10. Navigation

All pages – except blog entries – appear in your website's universal navigation – either as top level items (appearing without mouse-over) or subpages (appearing as dropdown items when you mouse-over a top level item). Both top level and subpage pages can be set to appear in a specific order.



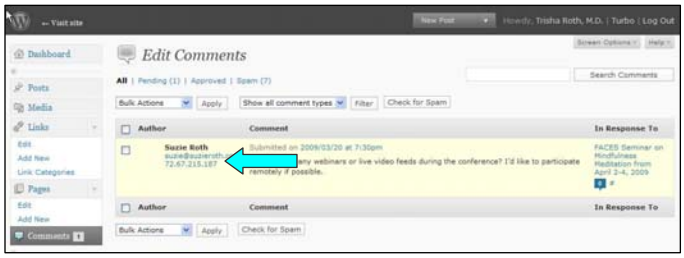
Page order can be determined by inserting a number next to **Order** (under **Parent**), for every subpage.

Pages can be set as top level in the navigation by selecting **Main Page (no parent)** from the **Parent** dropdown menu. If you would like a page to appear under a top level page, select the desired page from the **Parent** dropdown.

11. Approving Comments

Your blog has been set up so that comments will only appear on the website if you approve them. Let's go to the **Comments** area of the left column. You'll see there's a "1" next to it, meaning there is one comment waiting for your approval.

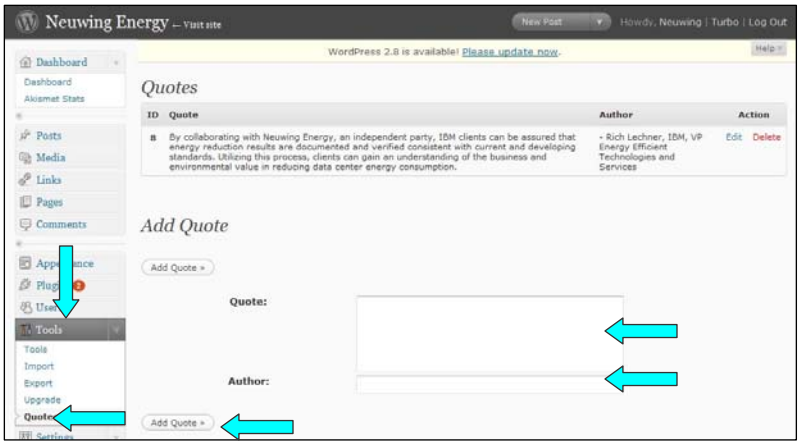
And once you're in, here's a list of comments awaiting approval and/or further commenting. Mouse-over the text of the comment and click **Approve**, **Delete** or **Spam**. If it is a question that you would like to answer, click **Respond** and post your comment to their comment.



12. Add Quotes

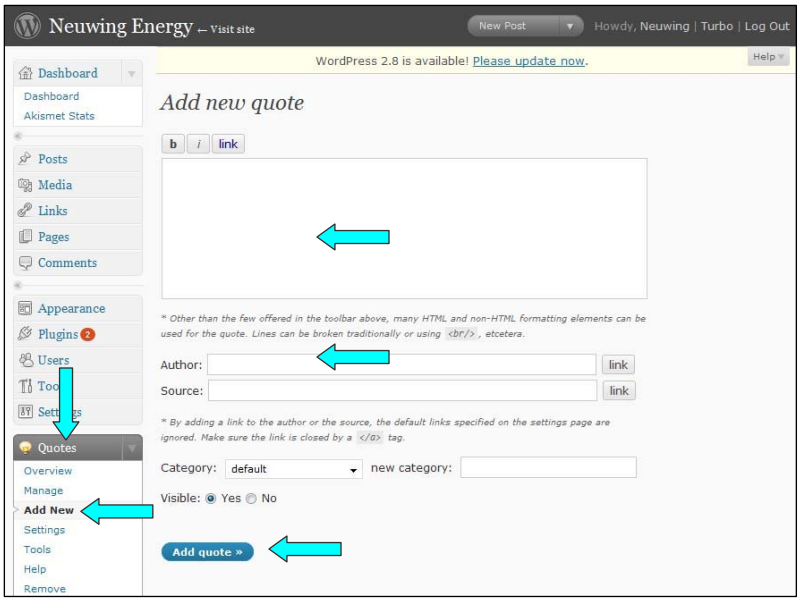
To add non-animated quotes that are randomly loaded (one per page) to all pages:

1. Click **Tools.**
2. Click **Quotes.**
3. Add the **Quote** and **Author.**
4. Click **Add Quote.**



To modify the animated, rotating quotes:

1. Click **Quotes.**
2. Click **Add New.**
3. Add the **Quote** and **Author.**
4. Click **Add Quote.**

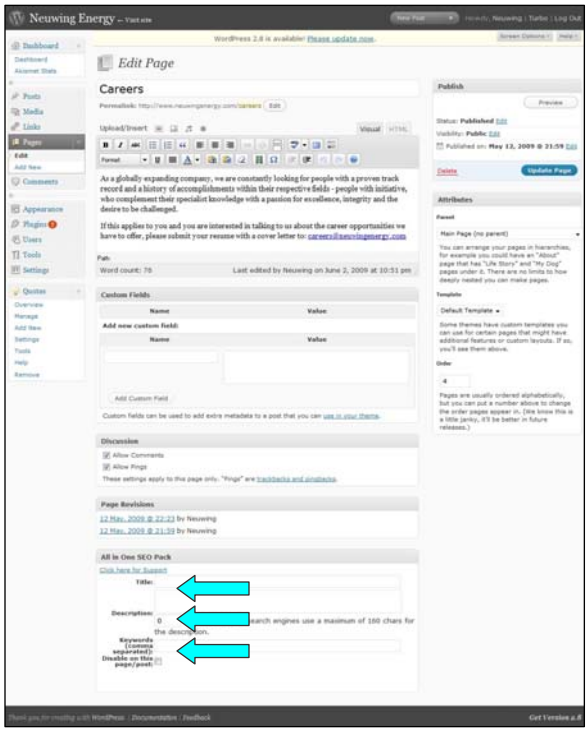


13. Search Engine Optimization (SEO)

All in One SEO Pack has been installed on your website to help you make your website more visible to search engines. If you scroll to the bottom of any web page, you can add a **Title**, **Description** and **Keywords**. There is an art and science to SEO, so following the tips below will help direct more traffic to your pages:

Title

This is the text that appears at the top of your browser window, and is visible in search engine results pages. For optimum SEO purposes, this should be a unique value for each and every page. Use 5-10 words to write a keyword-rich title that's relevant to the page. Begin with keywords, using sentence case. It's important because search engines may use this as the link to your page on the search engine results page.



Description

This is very important because it's often used by search engines as your site description on the search engine results. Use 15-20 words, starting with several strategic keywords (170 characters). This should be compelling and relevant to receive qualified traffic.

Keywords

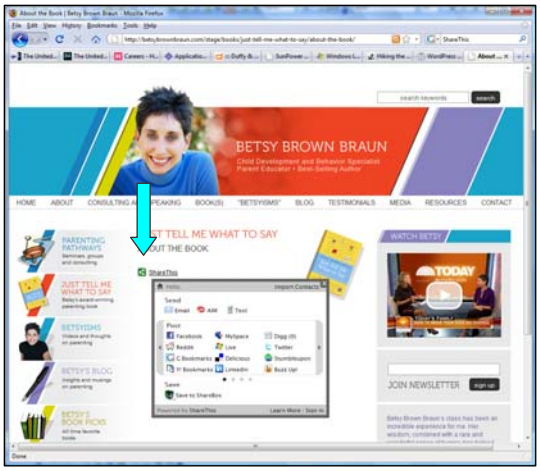
List your strategic keyword phrases up to a maximum of 744 characters. Use keywords that are relevant to the page.

14. Youtuber

Youtuber lets you embed YouTube videos in your posts very easily following these steps:

1. Once logged into YouTube (see **Logging Into YouTube** for directions), in the top right corner, click on **your login name** and **My Videos** (from the dropdown menu)
2. Click on the **thumbnail** of the video you would like to embed.
3. Copy and paste the **video's ID** (after last "**=**" sign in the URL). Example: http://youtube.com/watch?v=**Krhl2o_uwdc** (the **bold red type** is the ID).
4. Log into WordPress (see **Logging Into WordPress for instructions**), the open the page you would like to embed the video on.
5. Type **[youtube]** + **ID** + **[/youtube]**. *NB: Make sure there are no spaces and don't forgot the "/" (or it won't work).* Example: **[youtube]Krhl2o_uwdc[/youtube]**
6. Save and publish the page.

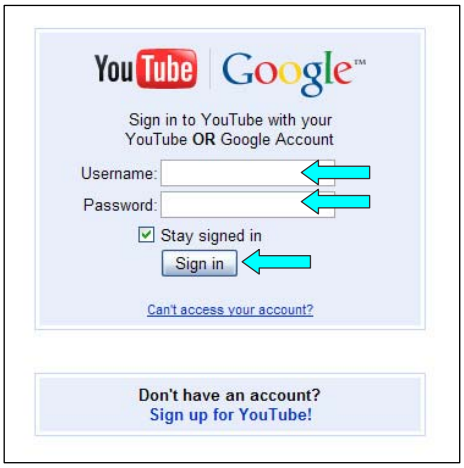
15. ShareThis



The **ShareThis** WordPress plugin provides a simple way for users to add your post to many social bookmarking sites, or to send a link to your post via email, AIM, Facebook, Twitter and more. Users can simply click on the **ShareThis** icon then post, email or text whatever interests them to their network of contacts.

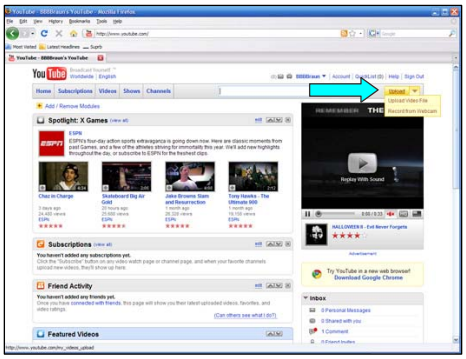
16. Logging Into YouTube

The log in panel for YouTube looks like this:



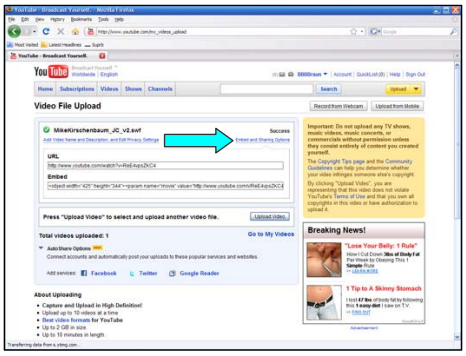
1. Go to: **http://www.youtube.com** and click **Sign In**
2. Enter your access information:
   Username: **bbbbraun**
   Password: **buddy5478**
3. Click the **Sign In** button. Don't click **Stay Signed In** if you're using someone else's computer or a shared computer in a public place (otherwise, the next person using that computer will have access to your account).

17. Uploading a Video



7. Once you have logged in, go to the top bar and on the right you will see a yellow **UPLOAD** button.
8. From the **UPLOAD** dropdown menu, select **Upload Video.**
9. From here you will be taken to a page where you select your video and press upload.
10. Press **Upload Video** to select and upload videos.

18. Getting the Link for your video

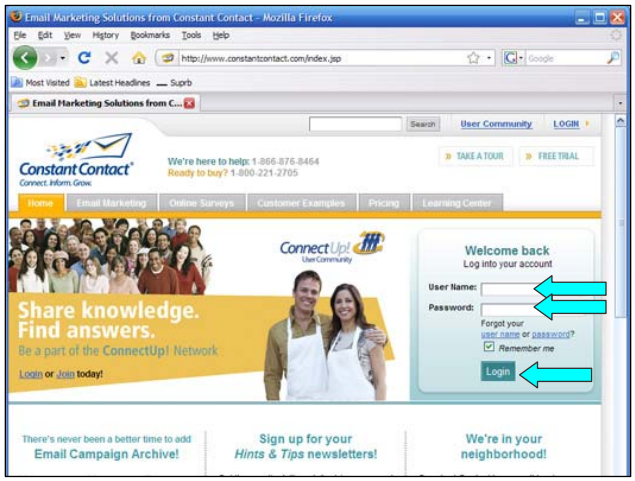


1. Once you have uploaded your video, click the link that says **Embed and Sharing Options.**

3. This brings up a white box with the **URL** and an **Embed** Option. From here, follow the directions from **#3** under the **Youtuber** section.

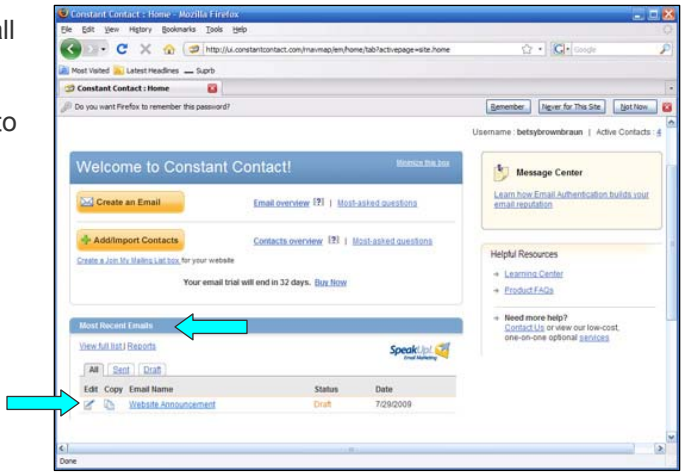
19. Logging Into Constant Contact

The log in panel looks like this:



1. Go to: **http://www.constantcontact.com**
2. Enter your access information:
   Username: **BetsyBrownBraun**
   Password: **buddy5478**
1. Click the **LogIn** button. Don't click **Remember Me** if you're using someone else's computer or a shared computer in a public place.

20. Duplicating an Email

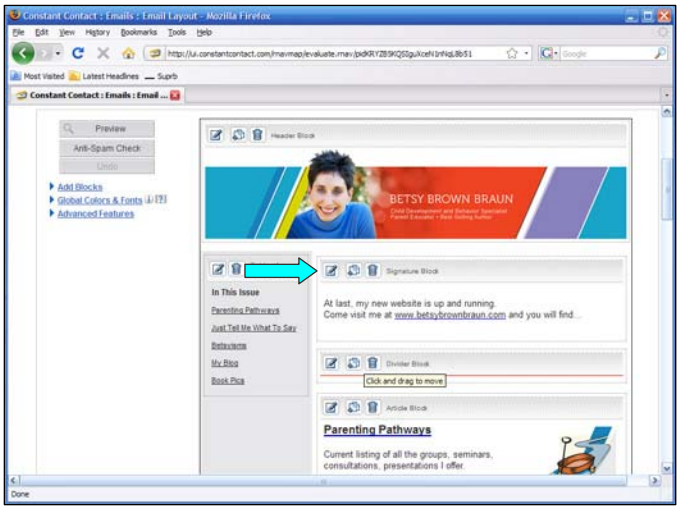


1. Once logged in, scroll down the page to a small blue bar with entitled **Most Recent Emails:**
2. Click on the most recent email you would like to copy and press the **Copy** Icon.
3. It will ask you to Name Your Project. Type in a name that will help you recognize this project. No one will see this.
4. Email Settings screen will come up, verify all settings and then press **Next.**
5. It will instantly take you into the **Edit Email** Feature.

21. Editing Contents

Editing Text

1. To edit text, go to the block of text you would like to change and click the **Edit** Icon.
2. When you are done typing the text you need. Press **Save**.

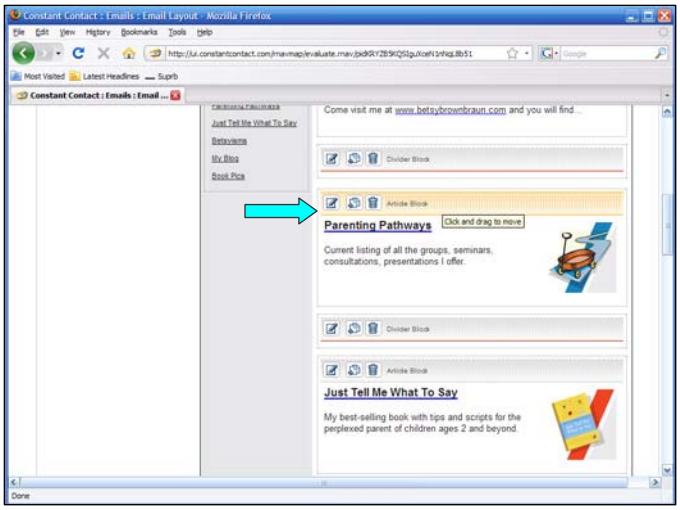


Copying and Deleting Sections

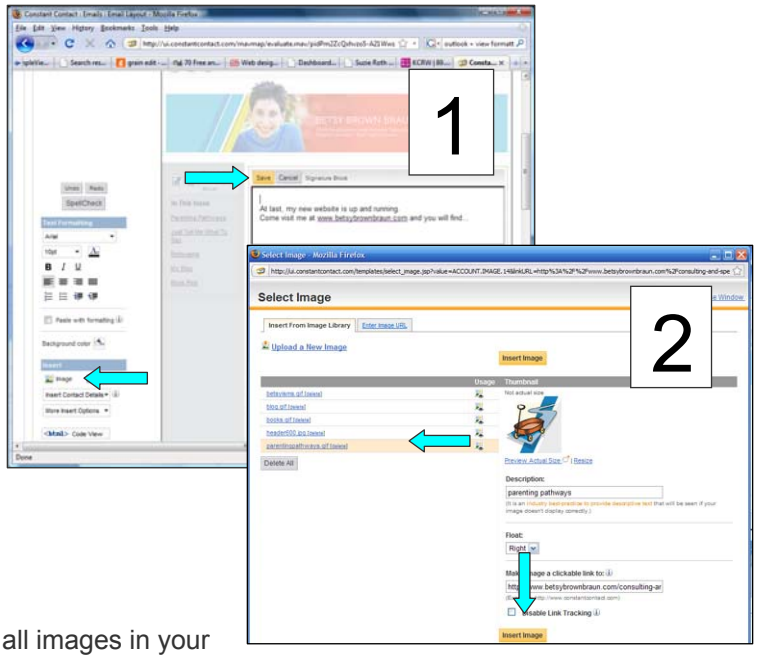
To copy a section press the **Copy** icon that is located right next to the **Edit** Icon. To delete a section press the **Trash** icon that is located right next to the **Copy** Icon.

Moving Sections

To move one sections around you click on the Grey bar that says **Article Block**. It will then highlight to Yellow and let you drag it before or after other articles.



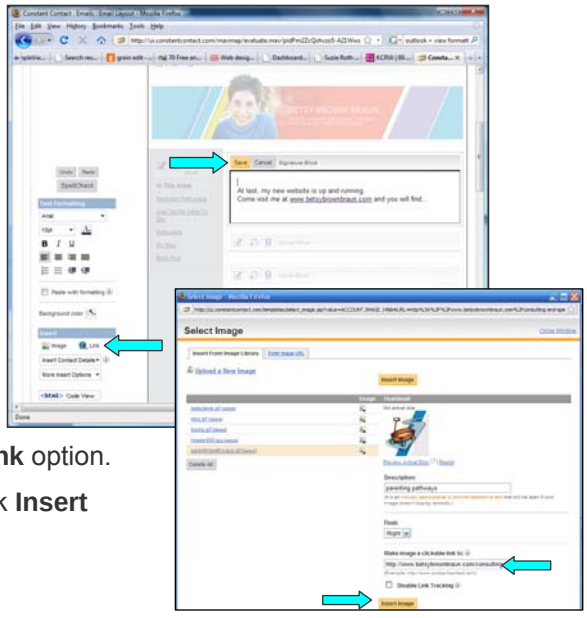
22. Inserting Pictures



In order to insert photos, you'll need to be actively editing an email. Constant Contact only allows you to have 5 pictures in your account at a time (unless you pay extra), so you may need to delete an existing picture in order to upload (and insert) a new picture.

1. To insert a picture, in the left column, under **Insert** double click the **Picture** icon that is already there.
2. This brings up a window that showing all images in your library. Click on the one you would like and press **Insert Image**.

23. Creating Links



For text:

1. Go to the block of text where you would like to insert a link, then click its **Edit** Icon.
2. Type in and select the text you'd like to link.
3. Click the **Link** icon and type in the URL, the click **Insert**.

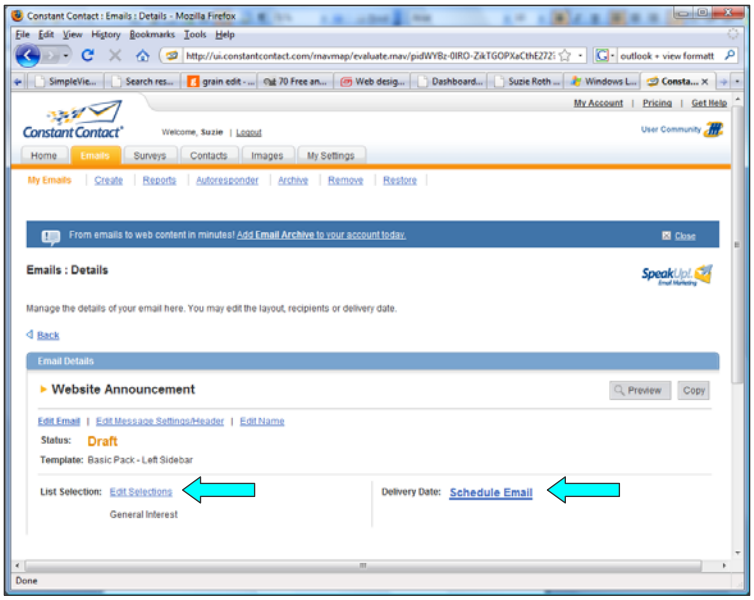
For images:

1. To link an image follow all steps of "Inserting Pictures", but at the bottom of the pop-up screen, under the image there is a **Make image a clickable link** option.
2. Type in the **URL** of the desired web address, then click **Insert Image**.

24. Scheduling an Email Blast

To send an email, you'll need to do two things: select the email recipients and select the time/date.

1. Select the email you would like to send.
2. Click **Select Lists** and check the boxes next to the list(s) you would like to include.
3. Click **Save.**
4. Click **Schedule Email** and select the desired time and date.
5. Click **Save.**



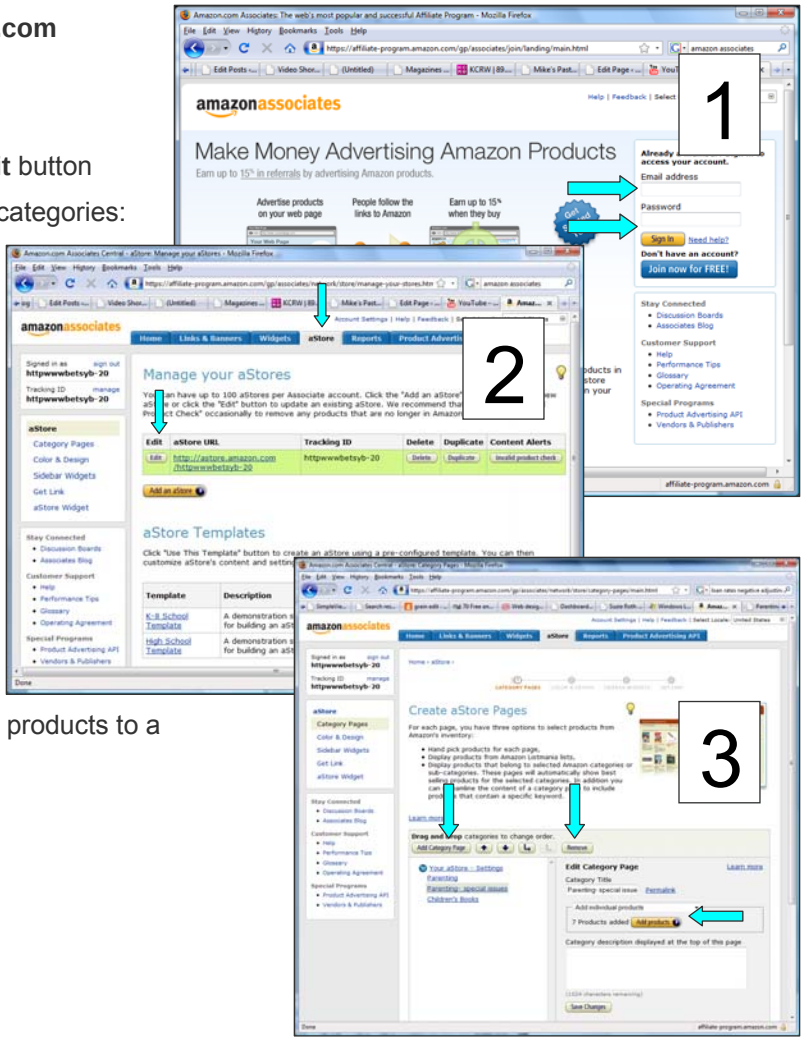
25. Logging Onto Amazon Affiliates

The log in panel looks like this:

1. Go to: **https://affiliate-program.amazon.com/gp/associates/login/login.html**
2. Enter your access information:

   Username: **braun5fam@aol.com**
   Password: **05041978**

26. Products and Categories: Adding/Modifying/Deleting

The interface for adding/modifying/deleting products to your Amazon Store is all in one interface

1. Login to **affiliate-program.amazon.com**
   Email: **braun5fam@aol.com**
   Password:
2. Click on the **aStore** tab then the **Edit** button
3. To Add/modify/delete products and categories:
   - **Add Category Page** will create a new page, name the new category, then click **Save Changes**.
   - **Remove** will remove a category and its contents.
   - Click on the category (on the left) and you can modify the name under **Category Title**, then click **Save Changes**.
   - Click **Add products** to add new products to a category page.