WORDPRESS 101

BOULDER CO. TRAINING

NOVEMBER, 2018

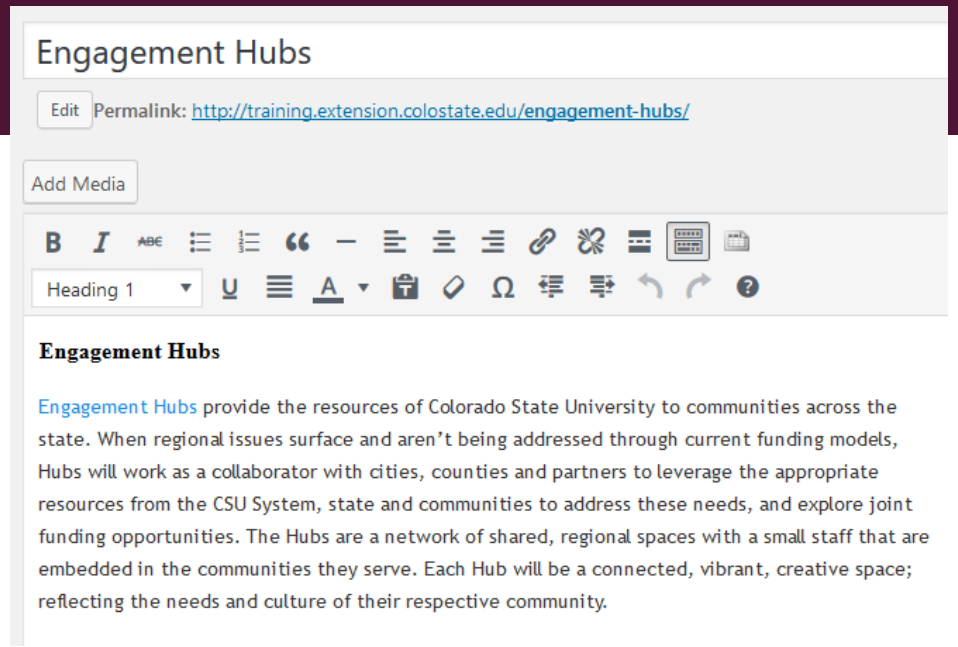
PAGES, POSTS, IMAGES AND DOCUMENTS IN WORDPRESS

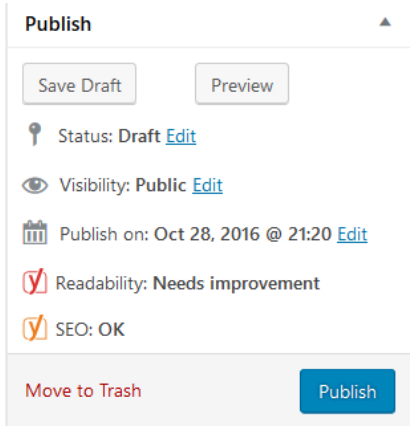
WHAT IS A PAGE; WHAT IS A POST?

- A page is static content
  - A webpage
  - Most Extension sites consist of several interrelated pages
- A post is a single entry in a blog
  - Appears at the top of your page, while other posts move down a slot
  - Blog style page shows most recent posts
  - You can have a blog as a page on your site
  - Most recent posts also appear toward the bottom of your CSU Extension home page as a slideshow
  - *You will need to create a page to place your blog posts in*

PAGES

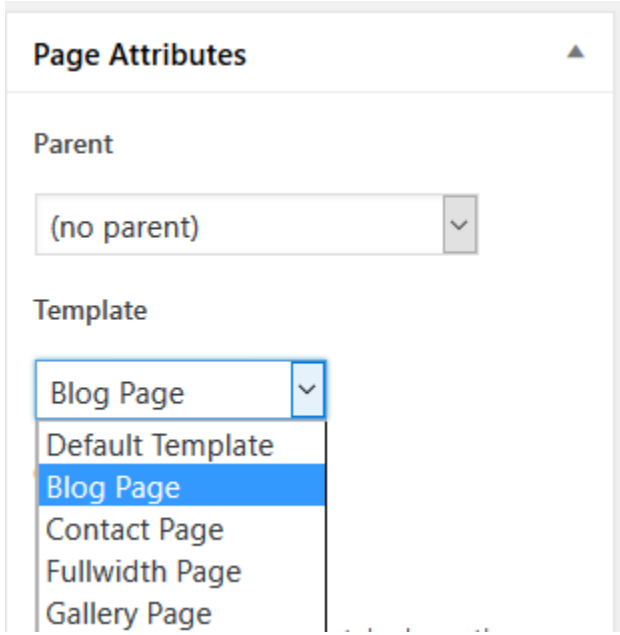
- Dashboard>Pages>New page
- Basic word-processing tools in Visual tab (add content)
- HTML friendly in Text tab (show html)
- When done
  - Preview
  - Save draft
  - Publish
  - To pull the page, change **Status** from Published to Draft





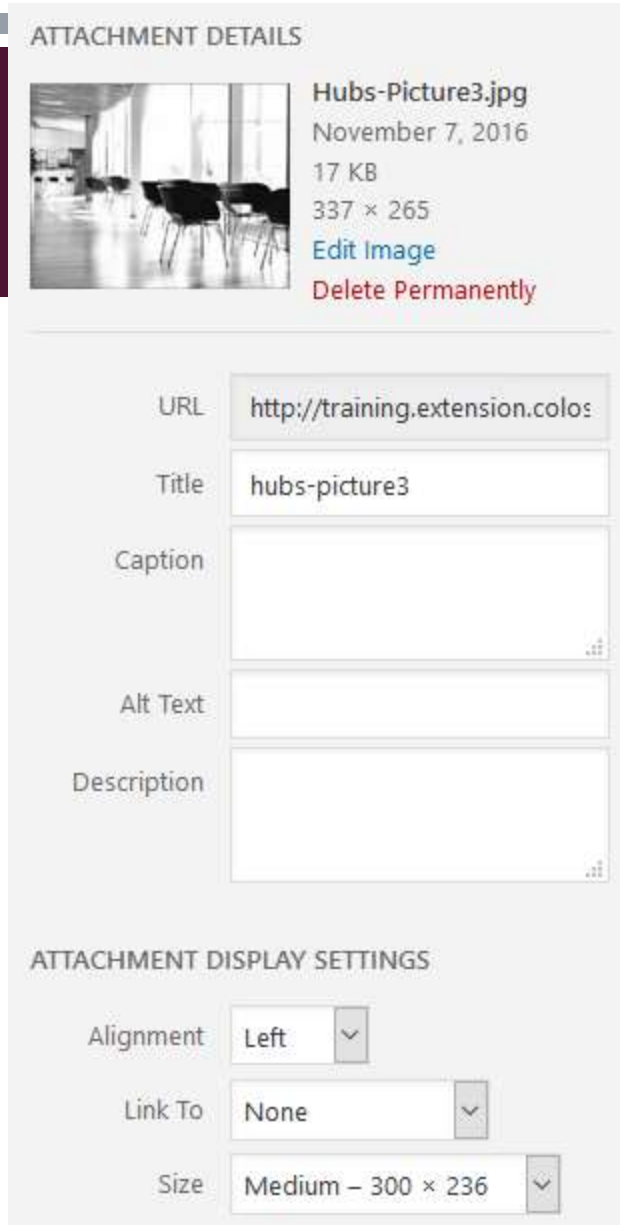
POSTS

- Dashboard>Posts>New post
- Looks just the same as Page dialogue box
- Posts will appear at top of blog page
- They will also appear toward bottom of home page
  - If there is an associated image
- How to build blog page:
  - Create blank page with Blog title
  - Under Page Attributes>Template, select Blog page
- Link to Blog page from main menu

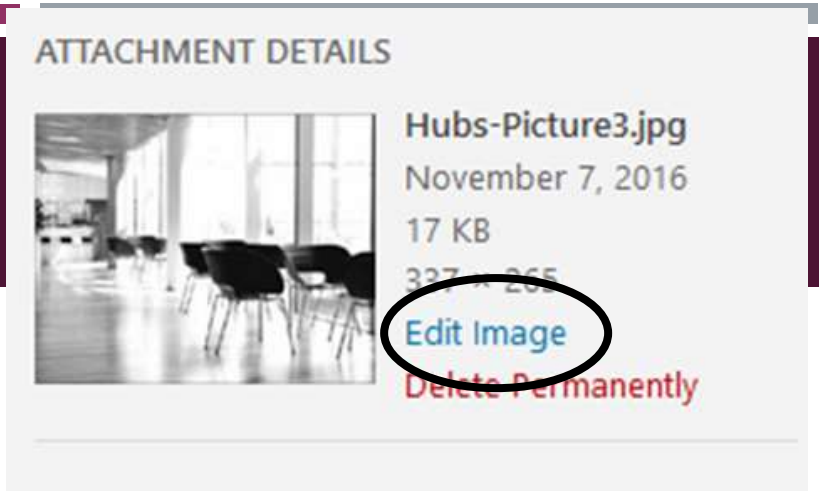


IMAGES

- To add an image to a page or post
  - Put your cursor where you want the image to go
  - You can change it later
  - Media>Library>Add new
- Or choose Add Media on the pages/post dialogue box
- Caption is very useful, and looks nice
- Alt Text is required for CSU Web Accessibility Standards
  - Text-to-speech browsers
- Attachment Display setting
  - Alignment and size
  - Can make change within post by clicking on image



EDITING IMAGES



- Go to Edit Image
- Crop from here
- Set aspect ration (1:1 is a square)
- Change size
  - NEVER make images bigger
  - Best to use image editor for both resizing and cropping: Pixlr, Photoshop, Canva

FEATURED IMAGES

- You can associate one images with all your pages, or a set of pages
- What happens is dependent on what theme you use
- On our theme:
  - Not terribly useful
  - Won't show up on page, will show up on Social media
  - If there is an image on page, it will trump Featured image

DOCUMENTS

- Best to work with PDFs
  - Microsoft documents not accepted
- Upload into Media Library, same as images
- To lower PDF file size
  - File>Save As>Reduced Size PDF
  - File>Save As>Optimized PDF
    - Allows more control
    - You can dial everything WAY down
    - "Audit" shows you exactly where the problem
    - Almost always images`
- To link:
  - Go to Media library, select document, cut and paste URL

FINE TUNING YOUR WORDPRESS PAGES

TITLE AND PERMALINK

- Title
  - Concise and accurate, catches attention
  - Key words should be present
- Permalink
  - URL of the page
    - Automatically generated by Wordpress, based on the title
    - Can be edited to give it more meaning
  - The unique part of the URL for that page is called the "slug"
    - How To Reduce PDf File Size = "reduce-pdf-file-size"
  - Slug should relate to the content of the post
  - Keywords should be present

KEYWORDS

- Your title and slug should have main keyword for the page/post in them
- Reflect this keyword in the content of your page/post
  - Use it in the text
  - Use it in headers
  - Use it in taglines
  - Use it in tabs (Tabby responsive tabs)
  - Use it in links
  - Use it in pull quotes
  - Use it in captions
- Yoast SEO can help you focus your results

HEADERS

- End-users look to headers to find information
- Use headers every 300 words or so, to summarize what follows
- Hierarchical order: h1, h2, h3
  - Like an outline
  - Accessibility issue, no skipping levels
  - Shows the end-user how the page is organized

READABILITY

- People don't read web pages, they scan them
- Use simple phrases and language. Use short words, short sentences, short paragraphs.
- Use plenty of active verbs and words that convey action.
  - No: is, was, are. Yes: read, use, buy, study.
- Use micro-content. Make your page easily scannable, so information is easy to find.
- Use visuals to move the reader's eye.
- The instruction "click here" is not descriptive: avoid it.
  - Accessibility standards! Use descriptive text to link (Download the 2018 Fairbook).
- Stick to commonly used phrases when in doubt.

TEXT AND MICROCONTENT

- Microcontent increases scannability
- Headers
  - Use an outline style (h1, h2, h3)
- Taglines
  - Open the page with a question, a statement or a summarization
- Tabby responsive tabs
  - A great strategy for guiding the end-user's eye
- Links
  - Link to other sites, invite them to link to you
- Bulleted lists
  - **Bulleted linked lists** put a lot of information in a dense, easily scannable space
- Photo captions
- Pull quotes
- Microcontent should reinforce actual content to focus on the main point of the post

IMAGES

- Lucidpress recommended for branded or composited materials
  - Not needed for simple cropping and sizing
- Crop, then resize to at least 1200 pixels wide
  - Pixlr and Photoshop>Save For Web will compress
  - Quality slider: Use lowest acceptable quality
- Upload with Alt Text
- Add caption if warranted
- WP will return 4 sizes
  - Full size – original size, Large – 590 px wide, Medium – 300 px wide, Thumbnail – 150 x 150 px square
  - Custom size button allows you to choose own size (useful for rectangular thumbnails)
    - Also allows alignment options

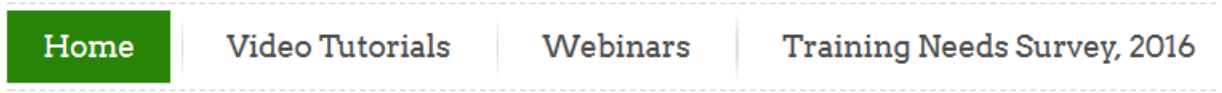
TABBY RESPONSIVE TABS

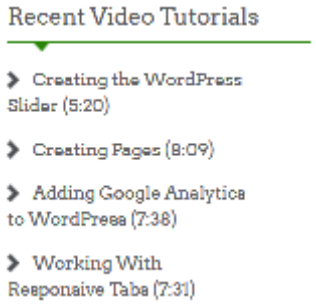
- A plug-in already activated on all sites
  - Doesn't need to be in Code view to work
- A widely used plug-in at Extension
- Good strategy for dividing up content
- Best to have an h1 header above the tabs, tabs are h2 by default
- Start each section with [tabby title="name of tab"]
- At very end (not end of section) type [tabbyending]
- To have a tab open by default, use [tabby title="name of tab" open="yes"]

BUILDING MENUS IN WORDPRESS

THREE SPOTS FOR MENUS

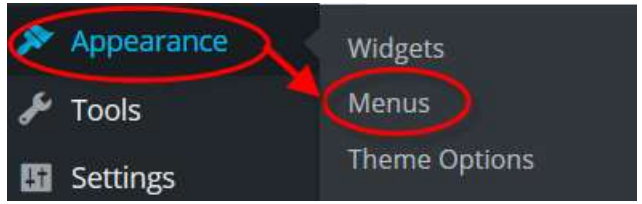
- The Home page topnav
- The Home Page Right Feature Widget area sidenav
- The Primary Widget Area

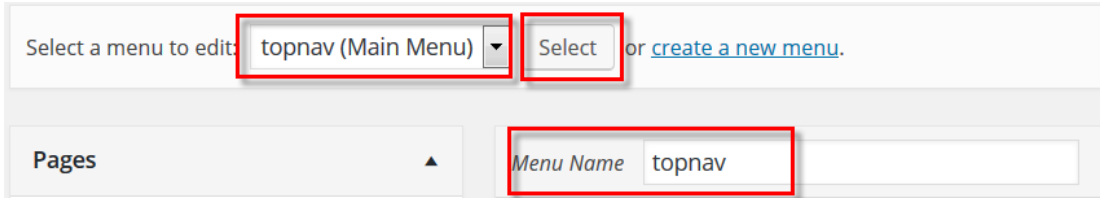




THE HOME PAGE MENU

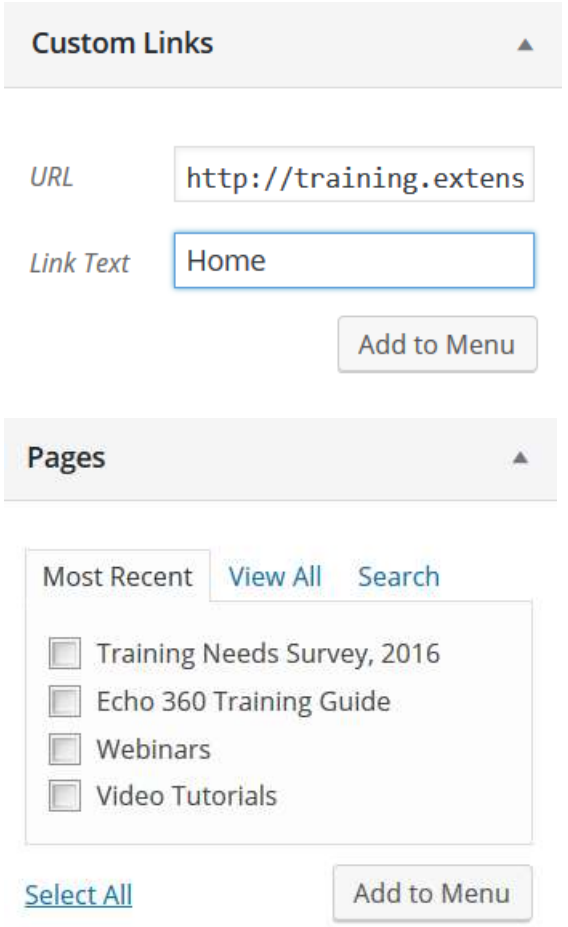
- Front and center on your home page
  - Let them know the structure of your site from the menu
  - Clear, consistent navigation tools are crucial
  - Main topic areas your website addresses
- Dashboard>Left side nav>Appearance>Menu
- IMPORTANT: Select the correct menu first





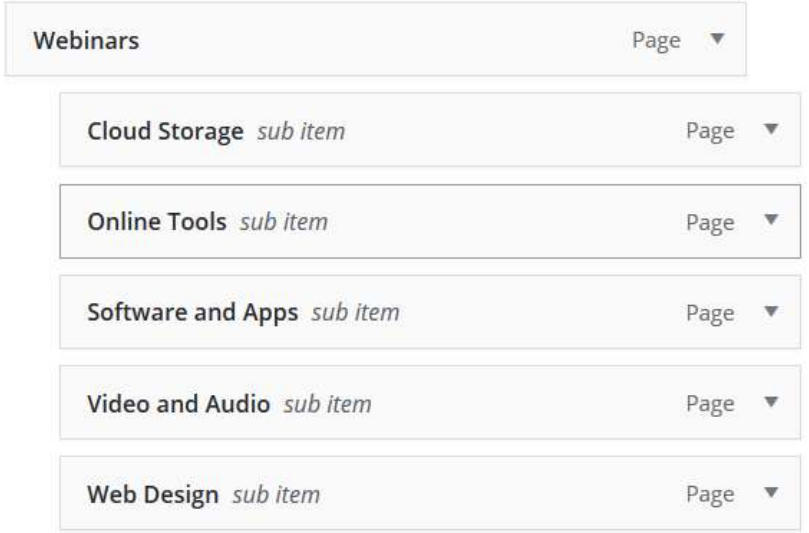
HOME PAGE MENU ITEMS

- For home page, go to Custom Links dropdown
  - Add your URL, and "Home"
- Go to the Pages dropdown
- Select pages you want, Click Add to Menu
- They will show up on right
- Drag and drop to arrange in order

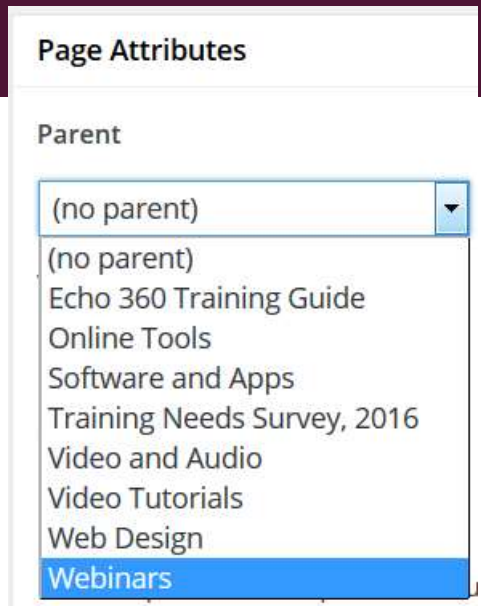


SUB ITEMS

- Two steps:
  - Drag under and just to the right of the Main menu item
  - Change the Parent page (next slide)

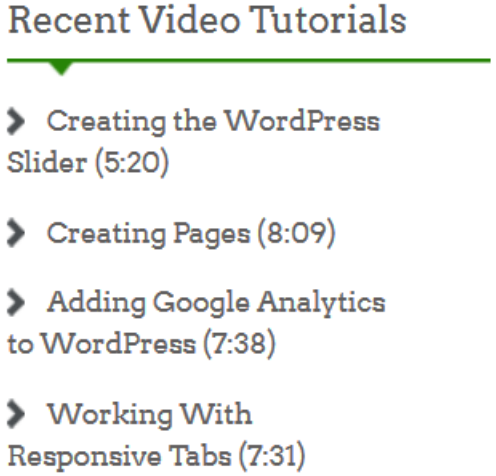


PARENT PAGES

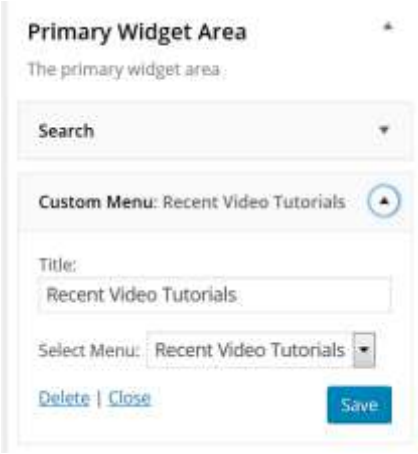


- Go to each page
  - Under Page Attributes, change Parent from "(no parent)" to main menu item
- Permalink will reflect the change
  - Adds main menu item as a "folder" within URL
  - Permalink URL is just below each title
  - The Edit button allows you to change the last bit of the URL

ADDING A PRIMARY WIDGET AREA MENU



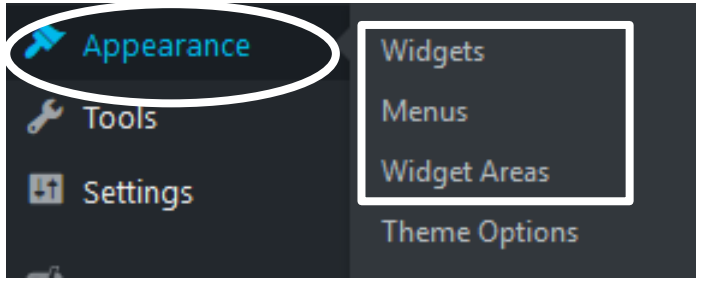
- By default it is your sidenav menu
  - Shows on all pages
- Create a new menu with a new name
  - Appearance>Menu>Create a new menu
  - Name it
  - Add menu items
- Go to Appearance>Widgets
- Go to Primary Widget area
- Drag in custom menu box
  - Give it a title
  - Select the menu you just made

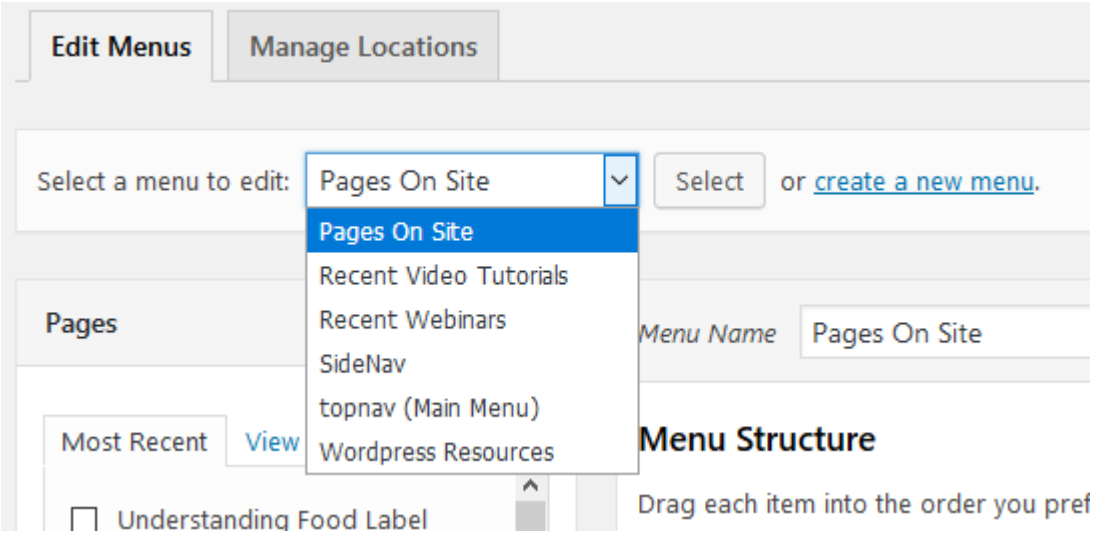


MENUS, WIDGETS, AND WIDGET AREAS

BUILDING A MENU

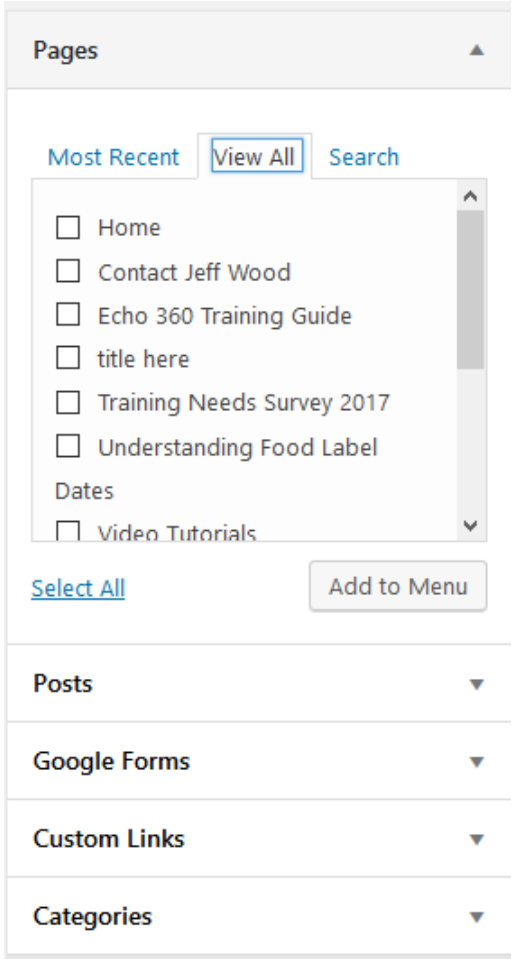
- Everything you'll need is in the Appearance menu
- Appearance>Menu
- Choose an existing menu (make sure and click select), or create a new menu
- Add menu items below
- Drag and drop to create proper order
- Drag and drop just to the right to create a sub-menu
  - Make sure and check on how it looks
- Make sure and click Save





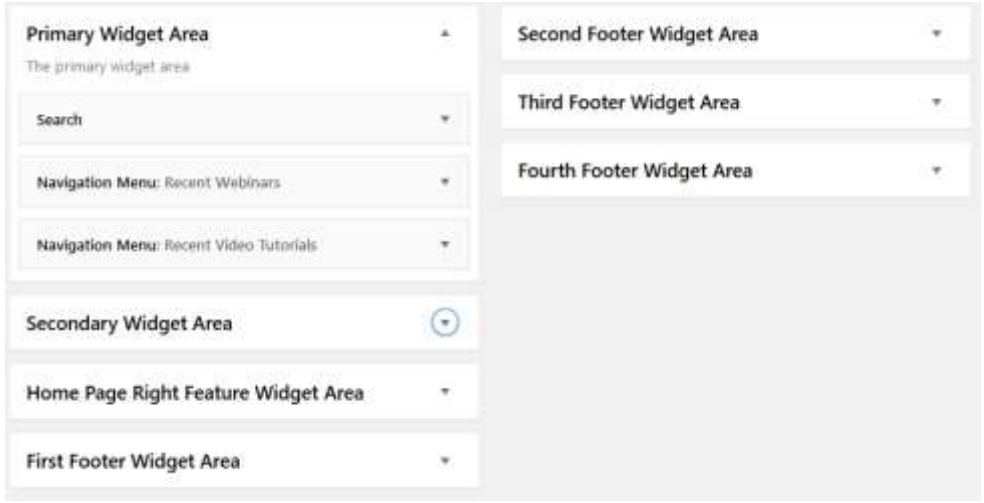
TYPES OF MENU ITEMS

- Pages
  - Internal pages: sorted by Most recent or All
  - Select and click Add to Menu
- Posts
  - Same options, posts instead of pages
- Google Forms
  - "The Google Forms plugin may no longer work after August 22, 2018. The Google Forms plugin does not work with the new version of Google Forms."
  - Better to use a custom Link and Embed the form
- Custom Links
  - External pages: Name and URL
- Categories
  - A way to show all posts with a specific category



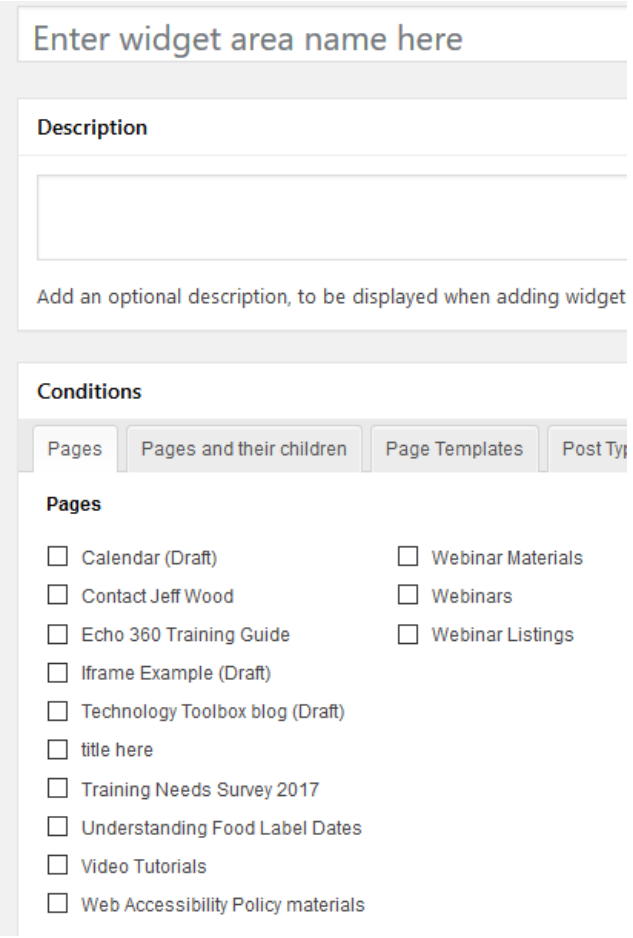
WIDGETS

- Drag widgets into widget areas
  - You can drag multiple widgets into one area
  - Default widgets areas are shown on the right
- Primary Widget Area is right column of interior pages
- Secondary Widget Area is also right column, below Primary Widget Area
- Home Page Right Feature… is below the slider and tagline on the home page
- First-Fourth Footer Widget Areas comprise the footer of all pages
- You can create custom Widget areas
  - They will replace the Primary Widget Area

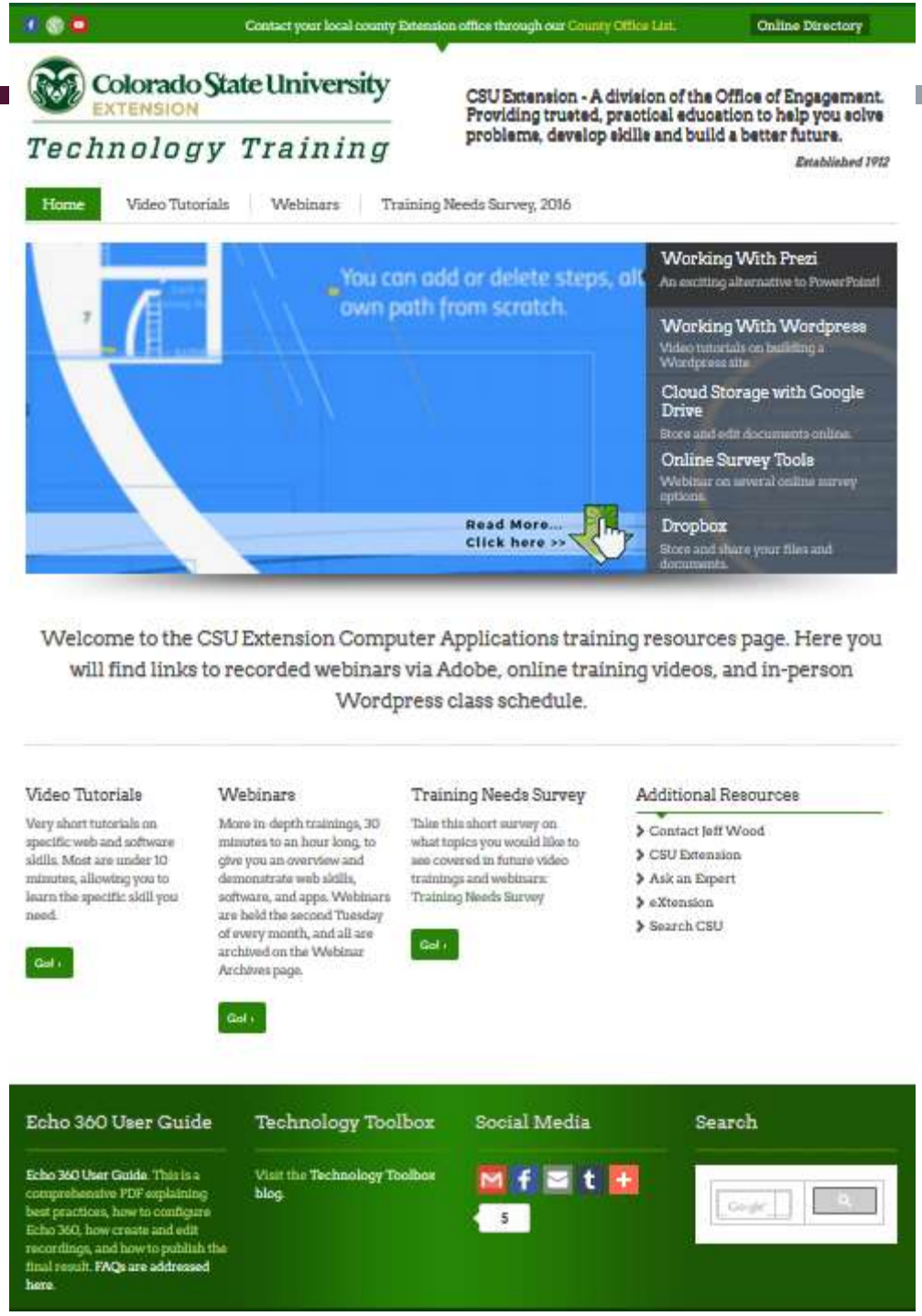


CUSTOM WIDGET AREAS

- You can create custom widget areas
  - You can have customized menus for every page, or set of pages
  - You can have customized messages and links for each page
  - You can have customized images or image galleries for each page
- Give it a descriptive name (you can also provide description)
- Choose pages it is to go on
- Custom widget area replaces primary (but not secondary) Widget area



HOME PAGE AND THEME OPTIONS


Contact your local county Extension office through our County Office List.
Online Directory
Colorado State University
EXTENSION
Technology Training
CSU Extension - A division of the Office of Engagement. Providing trusted, practical education to help you solve problems, develop skills and build a better future.
Established 1912
Home
Video Tutorials
Webinars
Training Needs Survey, 2016
You can add or delete steps, al
own path from scratch.
Read More...
Click here >>
Working With Prezi
An exciting alternative to PowerPoint!
Working With Wordpress
Video tutorials on building a Wordpress site.
Cloud Storage with Google Drive
Store and edit documents online.
Online Survey Tools
Webinar on several online survey options.
Dropbox
Store and share your files and documents.
Welcome to the CSU Extension Computer Applications training resources page. Here you will find links to recorded webinars via Adobe, online training videos, and in-person Wordpress class schedule.
Video Tutorials
Very short tutorials on specific web and software skills. Most are under 10 minutes, allowing you to learn the specific skill you need.
Go! ›
Webinars
More in-depth trainings, 30 minutes to an hour long, to give you an overview and demonstrate web skills, software, and apps. Webinars are held the second Tuesday of every month, and all are archived on the Webinar Archives page.
Go! ›
Training Needs Survey
Take this short survey on what topics you would like to see covered in future video trainings and webinars: Training Needs Survey
Go! ›
Additional Resources
Contact Jeff Wood
CSU Extension
Ask an Expert
eXtension
Search CSU
Echo 360 User Guide
Echo 360 User Guide. This is a comprehensive PDF explaining best practices, how to configure Echo 360, how create and edit recordings, and how to publish the final result. FAQs are addressed here.
Technology Toolbox
Visit the Technology Toolbox blog.
Social Media
5
Search

Social media icons

Infobar

Top Right Contact Details

Main menu

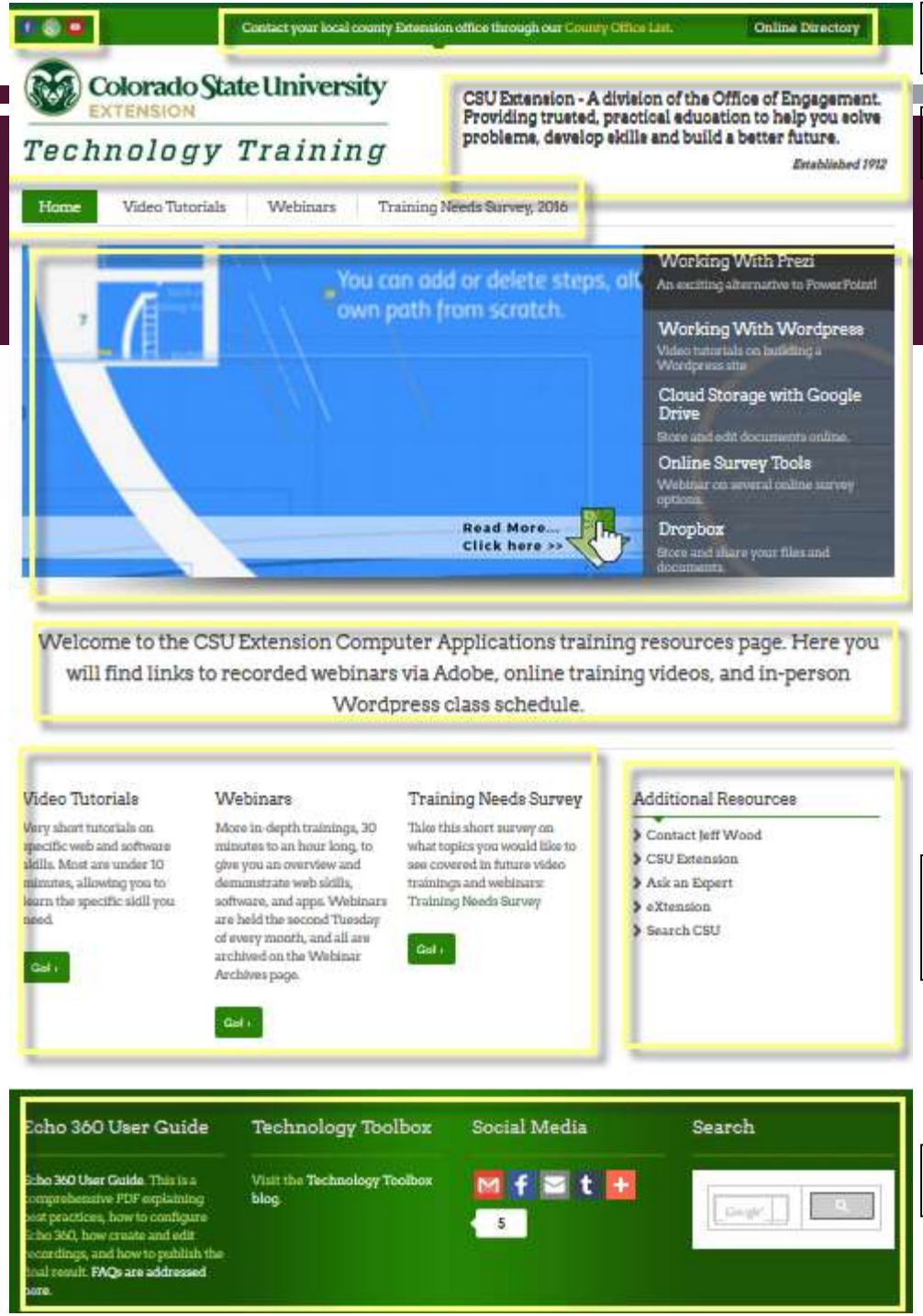
Slider

Feature page heading

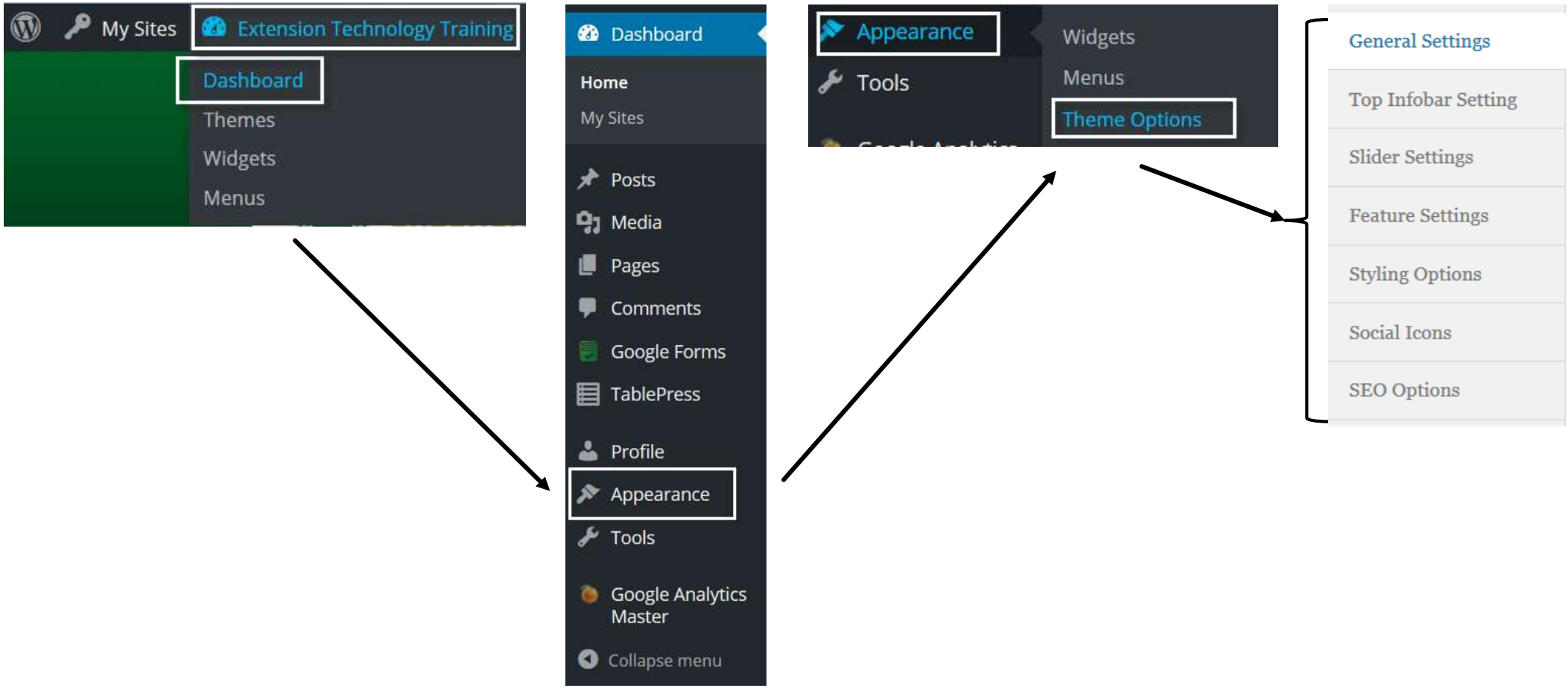
First, Second, Third Features

Home Page Right Feature Widgets area

Widgets

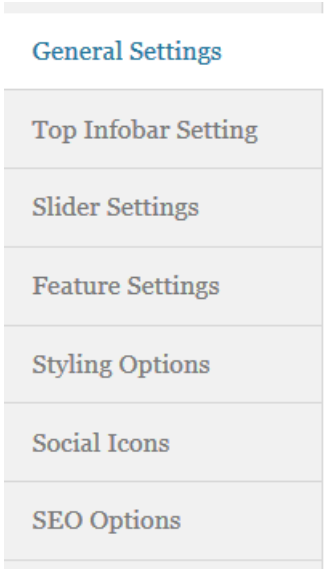


THEME OPTIONS



THEME OPTIONS

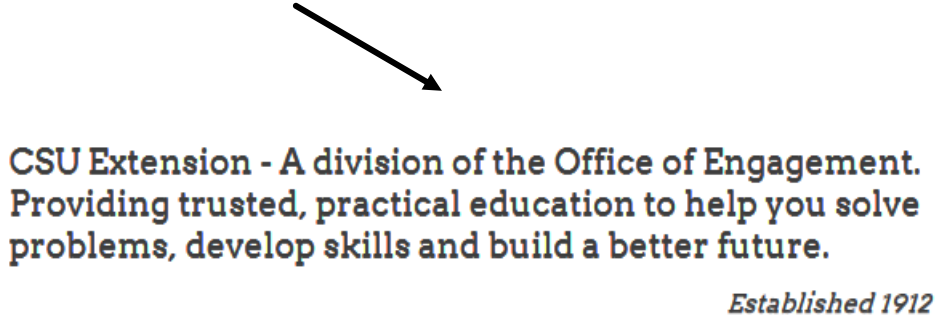
- General Settings
- Top Infobar Setting
- Slider Settings
- Feature Settings
- Styling Options
- Social Icons
- SEO Options



GO TO FRONT PAGE!

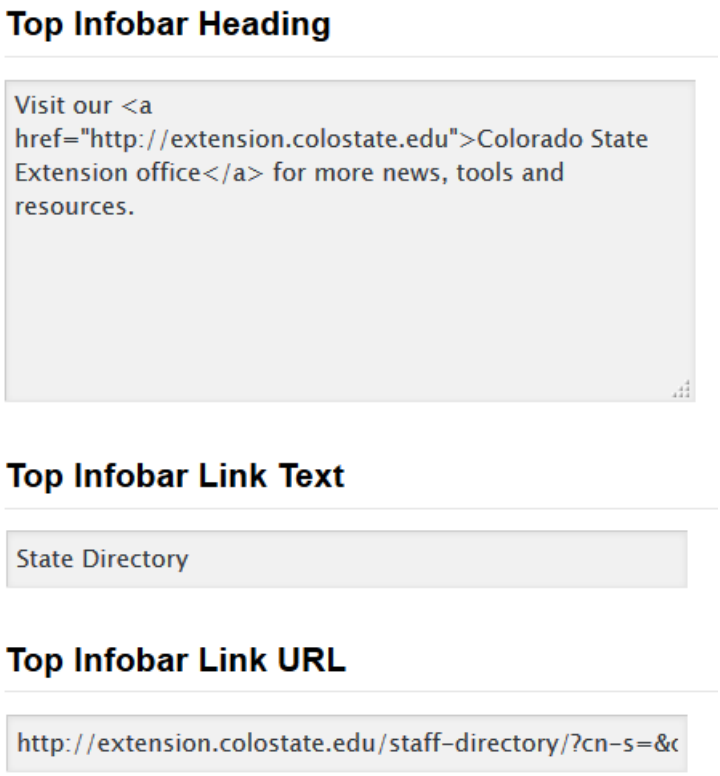
GENERAL SETTINGS

- Logo, Favicon, Background image are already uploaded
- Top right contact details
  - CSU Extension - A division of the Office of Engagement. Providing trusted, practical education to help you solve problems, develop skills and build a better future.
Established 1912
- Contact number for Tap to Call (for cellphones)
- Currently main office number
- Google Tracking Code
  - Get it from Google Analytics
  - Google Tracking Plug-in is another option



TOP INFOBAR SETTINGS

- Top box links to State site
- Middle box is button text
- Bottom box should be preset to your office in the CSU Online directory



SLIDER SETTINGS

- How to do this is in the video tutorials
  - http://training.extension.colostate.edu/video-tutorials/#word
- Slider Speed is in milliseconds
- Up to five buttons
  - Hot topics, Upcoming Events, most used pages and documents
  - Change these out from time to time
- Each button:
  - Image (with "Read More" arrow)
  - Heading
  - Description
  - Link

FEATURE SETTINGS

- Feature Heading - Main Tagline below slider – biggest text on the page, so use it.
- Three features below it
- Specific parts of your site you want to promote
  - Perhaps visited less often
- Three features
  - Title
  - Description
  - Link Text
  - Link

Feature page Heading

Welcome to the CSU Extension Computer Applications training resources page. Here you will find links to recorded webinars via Adobe, online training videos, and in-person Wordpress class schedule.

First Feature Heading

Video Tutorials

First Feature Description

Very short tutorials on specific web and software skills. Most are under 10 minutes, allowing you to learn the specific skill you need.

First Feature Link Text

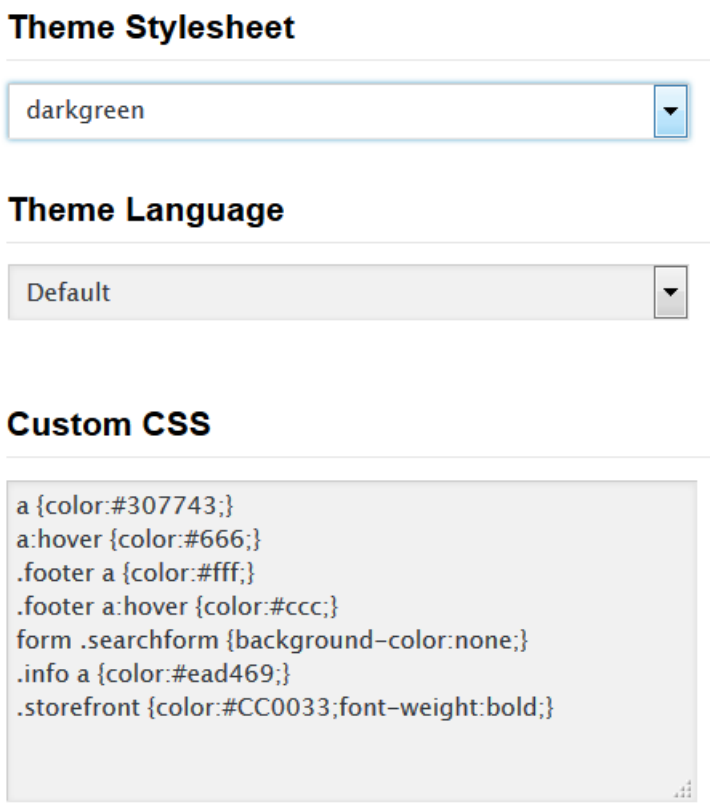
Go!

First Feature Link URL

http://training.extension.colostate.edu/video-tutorials/

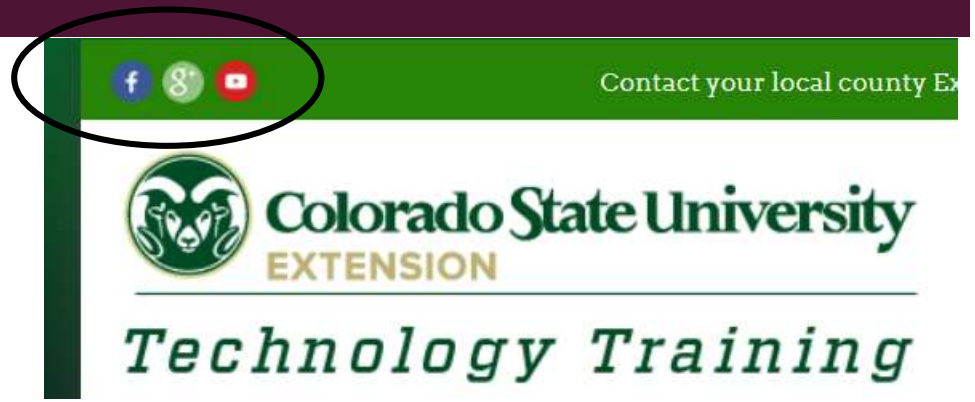
STYLING OPTIONS

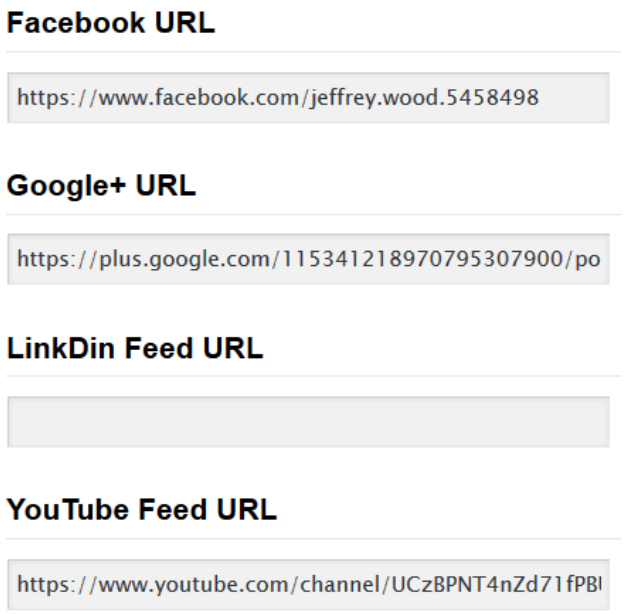
- Leave this alone!



SOCIAL ICONS

- Just paste in the URL
- Use profile URL, not the URL of your feed
  - Twitter
  - Facebook
  - Google +
  - LinkedIn
  - Youtube
  - Pinterest





SEO OPTIONS

- Search Engine Optimization
- Wordpress already pretty good with this
  - Keywords
    - Be specific, concise and accurate
    - Under 50 words
    - Include common misspellings
  - Description
    - General description, some engines return this text on search results
  - Author name
    - Organization name