



Guidelines for Updating Your Website

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Overview

Your Website uses WordPress as a content management system.

This guide covers the basics of adding and editing web Pages and blog Posts, adding images, video and documents, managing Members-only content and managing the Forum. It does not cover changes to the layout.

To login to website admin, go to your home page and click on the LOG IN link. Or bookmark the admin page **<http://yourdomain.com.au/wp-admin>**.

Web Browsers

Updating the site via WordPress is best done using a modern browser such as:-

Firefox (preferred), which can be downloaded from
<http://www.mozilla.com/firefox/>

or

Internet Explorer 8 or higher, which can be downloaded from
<http://www.microsoft.com/australia/windows/internet-explorer/>

The site should work successfully in all popular browsers, including Internet Explorer 6, however it is not advisable to try updating the site with IE6. The content editing windows do not always appear correctly or work properly in older browsers such as IE6.

To check what browser version you are using, when you have the browser running, click on **Help** in the top menu and then click on **About Internet Explorer**. This should display a little window which gives details about the version number which you are running.

WordPress Pages and Posts

WordPress offers two types of pages, known within WordPress as “Pages” and “Posts”. Posts are used for Blog items, Pages for all other content.

A “**page**” is for content which is unlikely to change and is not date-related. The main content items of the website are pages.

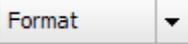
A “**post**” is like a diary entry or news item, it has a date associated with it, it can be in one (or several) categories.

See “*Add or Edit a Page*” on page 3 and “*Add or Edit a Post*” on page 5.

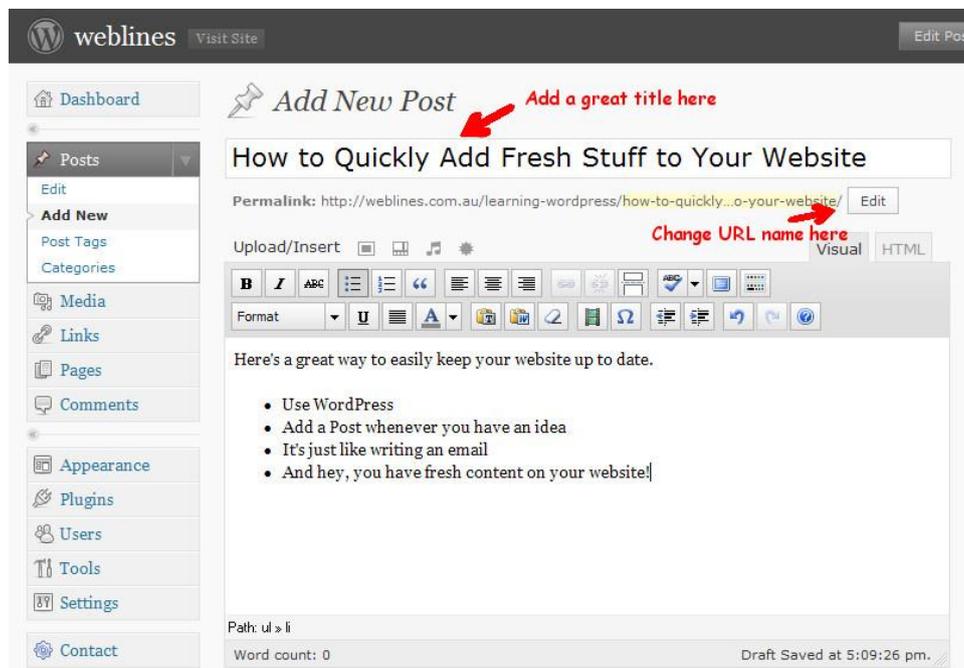
Add or Edit a Page

Log in to WordPress and click on Pages. To write a new one, click on Add New...

The WordPress editor is fairly self-explanatory, like writing an email. Tips and points to bear in mind:-

- ❖ Click on  to see a second row of formatting tools
- ❖ **IMPORTANT - be careful if you Paste from Word** - If you have already written the content in Word, copying and pasting is fine.... but make sure you use  to paste, so that the formatting is stripped out.... Word adds a lot of extra formatting tags in the background, which can mess up a web page layout (or even just make it unnecessarily large in size, which is not good from a Search Engine point of view).
- ❖ **Bold, italic and sub-headers** – make your text content more interesting and readable on screen by using bold, dot-point lists and sub-headers. Use the Format dropdown  to add sub-headers. To see how they are going to turn out, use **Preview**.... because the WordPress editor does not render these in the same way as they will finally appear. As a general rule, use Heading 2 for main sub-headers within the page content content (Heading 1 is for the page title).
- ❖ **Links** - To create a link to another page or website, select the text which you want to be “clickable”, then click on  and type or paste the destination URL. To remove a link, place the cursor within the clickable text and click on the Broken Link icon.

Other key points about Editing...



The screenshot shows the WordPress 'Add New Post' editor. The title is 'How to Quickly Add Fresh Stuff to Your Website'. The permalink is 'http://weblines.com.au/learning-wordpress/how-to-quickly...o-your-website/'. The content includes a paragraph and a bulleted list. Red arrows point to the title and the permalink, with text 'Add a great title here' and 'Change URL name here' respectively.

- ❖ **Page title** – make sure you give your page a good, key-word rich title. After you have saved the page (even as a draft), you can change its URL (the “link” to the page) – this can sometimes be useful if your title is long.
- ❖ Pages can have different layouts (eg one-column with no sidebar, or two-column, etc). This is controlled by the **Page Template** drop-down on the right hand side of the page. Choose **One-column, no sidebar** for pages which will be visible to anyone (eg Sales pages).
- ❖ **Comments** – new pages will default to allowing comments. If you don't want to allow comments on this page, scroll down to the **Discussion** box and untick Allow comments and Allow trackbacks.
- ❖ **Protection** – new pages will not be protected ie they will be visible to anyone who comes to the site. See “*Adding Members-only Content*” on page 12 for setting up protected, members-only content.

References

http://codex.wordpress.org/Writing_Posts

Add the Page to a Menu

New pages will appear in a menu automatically. If you want to change how the page is named in the menu, or the menu order, see “*The Website Menu*” on page 6.

Editing Existing Pages

Click on **Pages** from the Dashboard left-hand menu.

Look down the list to find the page you want to change, hover the mouse over it and click on **Edit** which appears below it.

Note that if you are already logged in to WordPress when you are looking at the site, you will see **Edit this entry** at the bottom of each page – if you click on this, you will be taken directly to edit the page.

Click on the **Preview Changes** button (on the right) to view the page and confirm that it looks all right before clicking **Update** to save your changes.

Points to Note

- you can always restore a previous version of the page by using the **Page Revisions** section near the bottom of the page

Search Engine Optimisation (SEO)

When editing a post or page, you may also wish to enter or update the page **title**, **description** and **keywords**. These are **automatically generated**, based on the content you have typed in. However, you can often get better results if you manually enter exactly what you want for these. You can do this by editing the title, description or keywords fields in the SEO box near the bottom of the editing page.

See Search Engine Optimisation (SEO) on page 12 if you are writing content which you want to be found by the search engines.

Add or Edit a Post

Log in to WordPress and click on Posts. To write a new one, click on Add New...

Editing Blog posts works the same as editing pages, with these additional few points:-

- ❖ **Post title** – make sure you give your post a good, key-word rich title. After you have saved the post (even as a draft), you can change its URL (the “link” to the page) – this can sometimes be useful if your title is long.
- ❖ **Categories** – remember to choose a category for your post – the Category selection box is in the right-hand column.
- ❖ **The More**  **tag** – you can use this icon to create an excerpt of your content which will appear on “summary” type pages, such as the Blog front page, rather than the full content. Position the cursor in the edit window where you want the content to be cut off and click on the icon.
- ❖ **Comments** – new posts will default to allowing comments. If you don’t want to allow comments on this post, scroll down to the **Discussion** box and untick Allow comments and Allow trackbacks.
- ❖ **Protection** – new posts will not be protected ie they will be visible to anyone who comes to the site. See “*Adding Members Only Content*” on page **Error! Bookmark not defined.** for setting up protected, members-only content.

References

http://codex.wordpress.org/Writing_Posts

http://codex.wordpress.org/Introduction_to_Blogging

The Website Menu

Main Menu

To change what appears in the main menu along the top:-

- Log into WordPress as an Admin user. Go to **Appearance... Menus...**
- Click on the **Main Menu** tab (if it is not already being displayed)
- Add a page to the menu by using the **Pages** box on the left – you can browse or search through the Pages here until you find the one you want. To add a page, click to select it, then click on the **Add to Menu** button
- Alternatively, you can use the **Custom Links** box – just type or paste in the URL for the page you want and give it a name
- Or add a **Category**, to show an automatically generated page listing all the Blog Posts in that category.
- You can change the order by dragging the items up or down in the menu box
- To remove an item, click on the little arrow on the right of its box and click the **Remove** link
- To change the name of an item on the menu, edit the **Navigation Label** field (again, click on the arrow on the right to open up the box)
- Once all your changes are done, remember to click the **Save Menu** button (top right).

Always check how your menu appears on the site after you update it.

The Sidebar

In WordPress admin, go to **Appearance... Widgets....**

In the **Primary Widget Area** on the right, you'll see a set of items which appear in the website sidebar area.

Inserting a Banner or text into the Sidebar

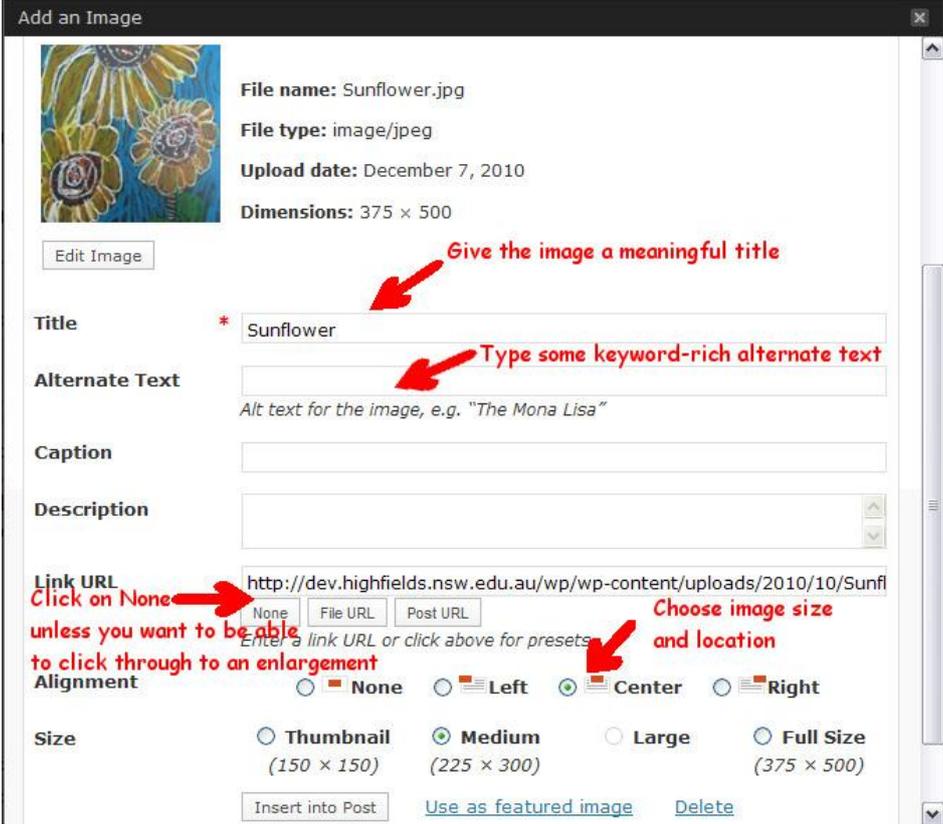
- Go to Appearance... Widgets...
- Decide where you want it to appear in the sidebar (Primary Widgets Area).
- From the middle section, drag a new instance of "**Text**" to the spot in the sidebar where you want your text or banner to feature. Make sure a dotted outline appears for your "dragged box" to move into.
- Now you need to copy and paste the banner code into the large box which opens up for the content of this Text "widget". Leave the "title" field blank.
- The banner should now appear in the sidebar of your site.

Uploading Images to WordPress

Upload an image using WordPress Upload/Insert icon just above the text entry box.

Upload/Insert 

Then browse to the location of the file(s) on your computer and upload. This can take a few moments. Once the image is uploaded, the upload window will look similar to the picture below.



Add an Image



File name: Sunflower.jpg
 File type: image/jpeg
 Upload date: December 7, 2010
 Dimensions: 375 x 500

Edit Image

Title * Sunflower

Alternate Text
 Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

Link URL <http://dev.highfields.nsw.edu.au/wp/wp-content/uploads/2010/10/Sunfl>
 None File URL Post URL
 Enter a link URL or click above for presets

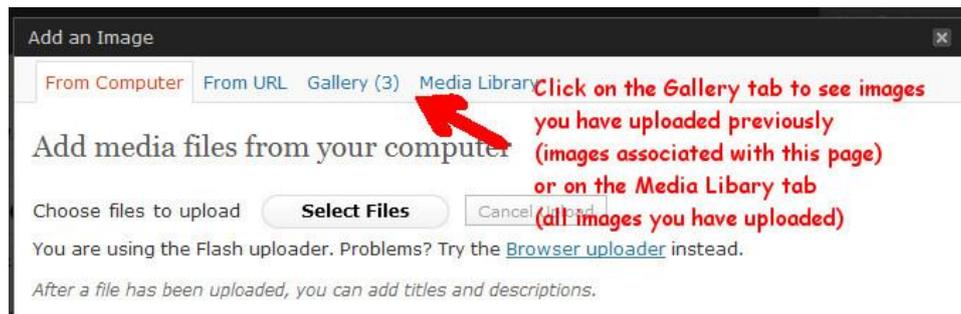
Alignment
 None Left Center Right

Size
 Thumbnail (150 x 150) Medium (225 x 300) Large Full Size (375 x 500)

Insert into Post Use as featured image Delete

- Give your image a meaningful title.
- Fill in the Alternate Text field with a key-word rich description to be displayed when a visitor has images switched off in their browser.
- Remove the Link URL (by clicking on None) unless you want to be able to click through to an enlargement of the photo.
- Choose the image alignment and size.
- To include the image in the post, just click on the **Insert into Post** button. (If it appears in the wrong place, use Ctrl-X to cut and Ctrl-V to paste where you want it).
- After the image has been inserted into the post, you can edit these settings by hovering the mouse over the image – then click on the little Edit Image icon (picture).

To include an image which you have previously uploaded, click on the Upload/Insert icons, then choose the Gallery or Media Library tabs to see all the available uploaded images.



Troubleshooting

Unwanted Coloured border – If you decide to make the image link to something (either an enlargement or another web page), you may see a coloured border around it – to remove this, click on the Edit Image icon, as described above, then choose Advanced Settings and set the Border value to 0.

Make sure you scroll down in the Image Editing window and click on **Update** to save the changes to the image, then also click Update to save the changes to the page.

Image too high/low or too close to text – You can increase the gap between the image and text by adding an extra margin. Click on the Edit Image icon, then choose Advanced Settings and type a value into the Vertical Space or Horizontal Space boxes. A value such as 10 or 20 (pixels) is usually enough. You can also try a *negative value* eg -20 to bring an image **up** if it is appearing too low compared to the nearby text. Remember to click Update... Update to save the changes.

If your image file is large (digital cameras these days can create huge files for each photo), there may be uploading problems. You may need to use your camera's software to save a *lower quality version*, which will have a smaller file size (as if you were going to email it to someone) before you try to upload.

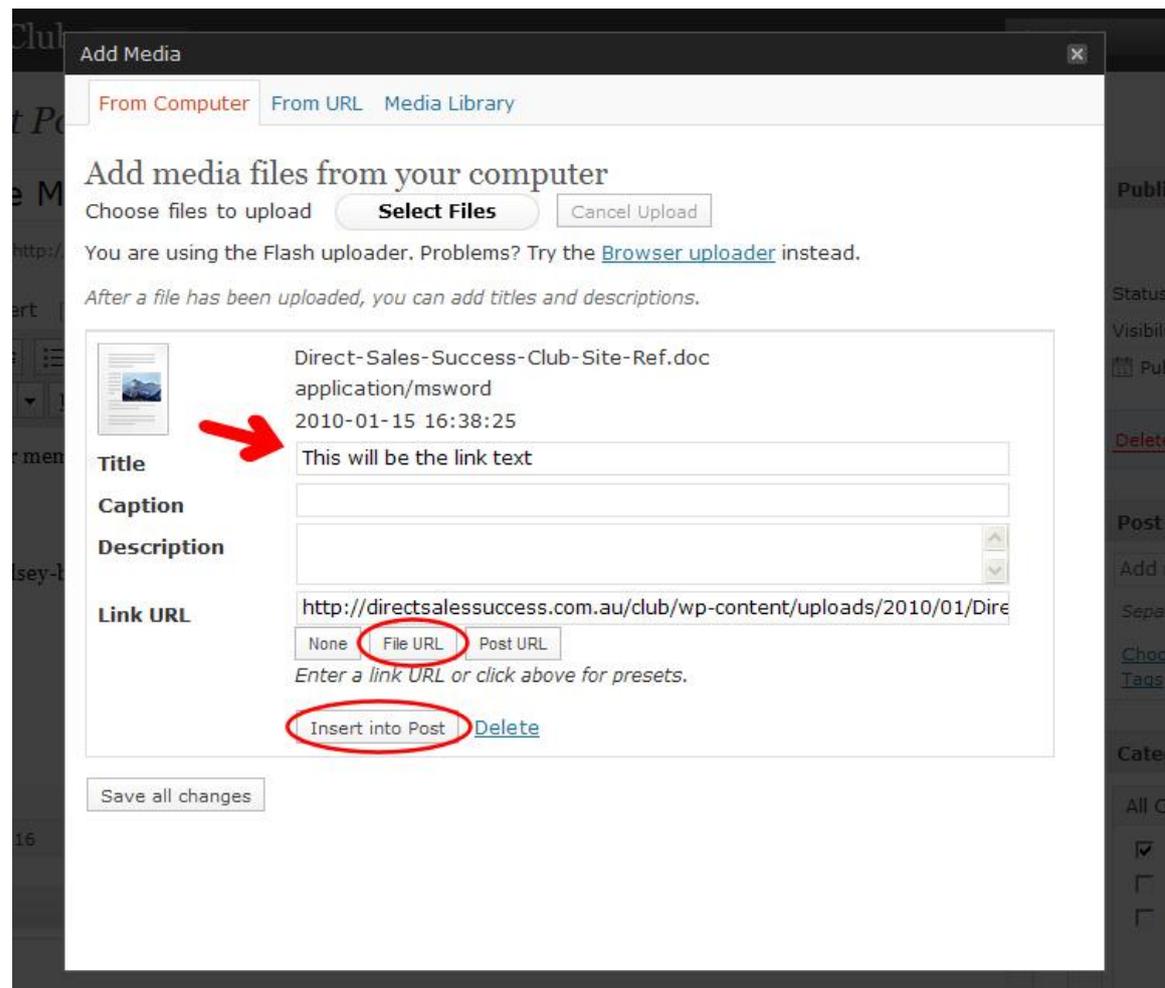
Uploading Documents or PDF Files

Uploading a Document

Upload a document using the WordPress Upload/Insert icon just above the text entry box.

Upload/Insert 

Then browse to the location of the file(s) on your computer and upload.



The text which you put into the **Title** field will appear as the link text.

In the Link URL field, click on the **File URL** button so that this file will be opened when someone clicks on the link.

To include the link to the file in the post, just click on the **Insert into Post** button. (If it appears in the wrong place, use Ctrl-X to cut and Ctrl-V to paste where you want it).

Why Use PDFs?

You may want to include documents for your site visitors to download; often a timetable or a form, or other reference material is more useful as a document for them to download and print, than as a website page or post.

Note: If you write a document in, say Word format (.doc or .docx), it is best to convert it to a standardised PDF format before uploading to your website, so that people can read it

regardless of the Word Processing software they use. This is even true of spreadsheets. There are many ways to convert a document into PDF – see below for options.

Reference

There are many ways to convert a document into PDF format – one free or low-cost option is PDF995, available at www.pdf995.com. (You'll need both the Pdf995 Printer Driver and Free Converter – installation is easy and you convert your document into PDF format by “printing” to pdf995 instead of your usual printer.)

See also www.acrobat.com, the official website for Adobe Acrobat.

Recent versions of Word and other word processing programs include the facility to save the document in PDF format directly.

Video

YouTube and other Public Video Sites

The easiest way to add video to a WordPress post/page is to do it via **YouTube** or a similar site.

YouTube takes care of hosting the video files and managing file formats – whatever format your video is in, YouTube will convert it so that it can be viewed over the internet without concern about different video players. Also, if your video becomes popular, YouTube will manage all of the bandwidth requirements for large numbers of hits on your video.

This description assumes that the video already exists on YouTube (or an equivalent video site). To make the video appear in your page or post:-

1. Copy your YouTube video URL

Go to YouTube and get the URL of your video (**not** the embed code). You can just grab the URL from the top of the browser when you view the video; it will look something like this:-

`http://www.youtube.com/watch?v=ECnAT_NV3GY`

2. Paste the YouTube URL into the Post Editing Box

When you are editing the page or post where you want to place the video, position your cursor where you want the video to appear. For the video to be added automatically, it must be on its own separate line, with nothing before or after it. **Press “Enter”** to start a new line.

Using the Paste icon , paste the YouTube URL straight into the post edit box.

Important: make sure that the URL is not hyperlinked (clickable when viewing the post). If it is, click on the “break link” icon to remove the hyperlink.

3. Troubleshooting or Placing the Video Inline

If the video does not appear when you view the page, or if you want to centre it or use some other formatting, you can use the [embed] shortcode around your YouTube URL, like this:-

```
[embed]http://www.youtube.com/watch?v=ECnAT_NV3GY[/embed]
```

This will force the video to be embedded, rather than depending on it to happen automatically (which can be hampered if there are formatting tags in the background which prevent your video URL from being recognised properly).

4. Changing the Size of the Video

If you find the video appears too large for your website, you can control the size of the video by using the shortcode with dimensions, like this:-

```
[embed width="480" height="320"]
http://www.youtube.com/watch?v=ECnAT_NV3GY[/embed]
```

You can specify both width and height or just one (the other will be proportional). Note that this constrains the maximum size of the video; it will not increase a smaller sized video.

Note that this applies only to publicly viewable videos, not unlisted or private videos.

References

<http://www.google.com/support/youtube/> - help for getting started using YouTube.

<http://codex.wordpress.org/Embeds> - lists all of the Public Video sites which are supported.

Search Engine Optimisation (SEO)

The following measures have been implemented on the site, to aid in Search Engine Optimisation.

1. **Google sitemap** – a sitemap.xml file (used by Google) is automatically created and updated
2. **Page title, description and keywords** – these “outside of page content” items can affect how the search engines treat your web pages. These are automatically generated for you by the WordPress system (although you can override them with your own preferred values if you wish). See below for more information.
3. **Noindex** – for pages which are not intended to be publicly visible, there is the ability to set a “Noindex” tag, so that Google and other search engines will not include it.

The following only applies to pages which you want to be found by search engines, such as the home page of the site. It can be ignored for other pages.

SEO Considerations

Having identified a list of key-phrases you want to aim for within your website, it is best practice to focus any one page on only one or two key-phrases. With several pages and posts, you can easily cover all of your key-phrases and then you can repeat them, mix and match them, even add to them on further posts or pages.

Having chosen the one or two key-phrases for a particular post or page, here are the places to include the keyphrases.

Outside of page content:-

- the page **title** (which appears at the very top of the browser window, outside of actual page content). This is VERY IMPORTANT.
- page **description** - this may appear as a summary of the page on Google search results, so it is really aimed at getting people to click. Make this people-friendly; the key phrase doesn't really matter here.
- page **keywords** - not really important any more but a handy place to store the key phrases you are focusing on for this page.

The “All in One SEO” addition to WordPress enables you to control this information.

Title, description and keywords are **automatically generated** for all **pages** and **posts** based on the content you have typed in (except for the Home page – see below). You can override them manually if you want, by editing the title, description or keywords fields in the All in One SEO box at the bottom of the page/post Edit page.

On-page content:-

It is also important to include your key-phrases within the content. Here is where you can do that:-

- the **post or page title**
- **scattered naturally** throughout the content of the post or page
- in **subheadings** within the post (it can be useful to structure the content with sub-headings. Instead of just making a sub-heading bold, select the text then click on the little drop-down that says "Format" and make it a Heading 1, 2, 3 or 4. It's good to put your key-phrases or variations on them in headings like this.

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- when **linking to this page from another page** – make sure the (clickable) link text includes your key-phrase.
 - within the "**alternative text**" for an image. This is the text which shows up if someone has set "images off" in their browser, or if they are using a screen reader or something like that. It is a handy place to put key-phrases because the search engine spiders look here to see what an image is about, since they don't actually read images. Obviously you don't want to repeat the same phrase over and over for several images on the same page, but once or twice can be good, or variations.

In case it's not obvious, here's [how to set or edit the alt text for an image](#), in WordPress.

- When editing the page or post, click on the image to select it.
- Two little icons show up - a little mountain and a no-entry sign. (You may need to click a second time to see these).
- Clicking on the mountain lets you edit the settings for this picture and shows up another window with various settings.
- In the Image Editing window, you should see a field called "Edit Alternate Text" where you can type in a little description of the image, including your key-phrase.

If you decide to include an image in a post, you can set this "Alternate Text" field immediately after uploading/inserting the image - this is a good habit to get into.

Page Title, Keywords and Description for your Home page

To set or change these values for the Home page of your site:-

- go to **Settings... All in One SEO...**
- scroll to half-way down the page to edit the **Home Title, Home Description, Home Keywords**
- click on **Update Options** to save your changes