***LAA Documentation***

##### **Problem Overview:**

* The current website is outdated and non-responsive, so when the size of the browser is changed, or if the website is opened on mobile, the formatting is undone, and the information is not up to date. The website is not search engine optimized, and does not utilize ads technology, which would allow for more reach.

##### **How to setup the system:**

* The website is a modification of the pre existing wordpress website. Its files can be imported into the wordpress database for continued use, to be published the same as previously implemented.
* Modifications to the system can be imported into wordpress as needed.
* Content can be published through wordpress. Through the administrator panel, new events and blog posts can be updated.
* How to set up GA4 (Google Analytics) through Wordpress (and page tracking/ad tracking)
  + Login to your Google Analytics account, if one is not already established, sign up and create one. Once logged in, navigate to the admin dashboard. Select “Create Property” on the admin page, fill out the information that it requests to the best of your ability. Once all the information is inputted, click on “Create”.
  + When prompted to choose a platform, choose “Web”. This action will lead to another form. Fill out the information it requests. Choose the “enhanced measurement” option, and choose to track page views, and any additional analytics that might be desired (It is at this point that page tracking, page views, and ad tracking analytics can be selected to be implemented later). This creates a “stream”.
  + Return to the admin dashboard on GA4 (Google Analytics 4) by clicking on the Admin button.
  + Click on the “Property” dropdown, select the User Analytics property you intend to track. Click on “Tracking Code” under Tracking Info, then copy the Tracking ID.
  + Switch back to the new previously created Google Analytics property by choosing it from the dropdown. Click on the stream that was made previously, and scroll until you reach “Additional Settings”. Click on “Connected Site Tags”, then paste the tracking ID from before.
  + From the stream, click on “Add new on-page Tag”, select Global tag, and copy all the code provided.
  + Log in to the WordPress admin dashboard, paste the code into the “head” section of the website. You can go into the theme options to insert the code. Click on the “Save” button. You can either download the “Insert Header and Footer” plugin, or manually copy and paste the code into each website file in the head section.

##### **How to use:**

* From the Wordpress Admin Dashboard, the website’s non-static pages are linked to the dashboard.
  + The “Quick Draft” section on the dashboard allows for content to be published. The blog post can be titled and written within the dashboard, and is automatically formatted based on the prewritten styles when uploaded onto the website.
  + Themes can be edited from the dashboard as well, by selecting the “Appearance” menu on the list of options on the (by default left-side) admin sidebar.
  + Comments and updates appear through the wordpress dashboard as they occur.
* How to use GA4 (Google Analytics)
  + When the account and stream are set up as described in the setup section, the statistics can be found on the Google Analytics dashboard. Navigate to the GA4 page, then to the Universal Analytics page that was previously created, and on the left sidebar, select “Reports”. The user information, pages, and other enhanced measurements that were requested upon the analytics creation, like page tracking information, will be displayed.
* Navigation: Website navigation is implemented in the links throughout the website. Upon selection of the following labels:
  + Ways to Give → Donation page
    - General information on donation types, how to donate, and where the funds go/who they help. There is a link on this page that navigates to the donation form page, should someone wish to donate.
  + What we Do → About page
    - Basic information and text page. Information remains consistent.
  + Events → Events page
    - Events are displayed, ordered by how soon they will occur. New events can be added, the formatting is applied automatically. Server side- there is an additional form page in which the event information can be inputted by an administrator through wordpress, where the new event will be inputted into the database information and displayed on the page.
  + Services → Services page
    - Contact information, text page. Information remains consistent.
  + Blog → Blog page
    - Blog postings are ordered with most recent at the top. New entries can be added, the formatting is applied automatically. Server side- there is an additional form page in which the blog contents and title can be inputted by an administrator through wordpress, where the new blog entry will be inputted into the database information and displayed on the page.
  + Donate → Donation form page
    - Form containing all the information that is necessary to know. Upon donating their information is added into the database, and if a repeat donator, it recognizes the repetition in information and adds to the previously listed information.
  + Upon donation information being confirmed, the user is navigated to a thank you page.
  + Logo → When the logo in the top left of the page is clicked, it redirects to the Home page
    - Logo is just a stylized link. The home page information is updated automatically when changes within the observed database values are detected (How many people have been helped)
* Spanish Translation
  + By utilizing a plugin, the English text is automatically translated into Spanish when the “Español” button is clicked. No further action is required on the administrator or user side to implement this feature.
* Modifications if implemented:
  + Navigation bar is collapsed into a three bar logo when the page is compressed. Upon selection, the links are expanded into a sidebar navigation menu. This provides responsiveness, allowing for mobile compatibility.
  + Formatting and styles are modified to closer resemble the inspirations provided.
  + SEO optimization for posts, both English and Spanish.
  + Google Analytics and Facebook ads track users. Through this tracking:
    - Donors can be targeted automatically.
    - Page history is monitored and can be collected by the system, to be auto-formatted into a newsletter, should the user opt into this feature. The top 5 pages are chosen, based on time spent on page in comparison to the amount of text.
    - Through the monitoring of page history, visits to a page are tallied, and the number of views can be checked through a statistic that is displayed on the admin page.