WORDPRESS TUTORIAL

SCHOOL THEME WEBSITE

SIGNALETIK & OPTIMIERTE ORIENTIERUNG FÜR DEN MENSCHEN

2019

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About WordPress

What is WordPress? WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.

The possibilities are endless when it comes to customizing a WordPress website. WordPress themes and plugins can add new design options and added functionality.

Log in to WordPress

1. To access the WordPress dashboard all is needed is simply add *"/wp-admin"* to the end of the URL where WordPress is installed. For example: *example.com/wp-admin*

2. Type the username and password created when WordPress was installed. When user logins to the WordPress, the dashboard will be shown.

The WordPress dashboard contains the menu items located on the left side of the screen. They will be described detailed in the following sections.

Posts

Post in WordPress is a *post type* that is typical for and most used by blogs. *Posts* are normally displayed in a blog in reverse sequential order by time (newest posts first). *Posts* are also used for creating the feeds

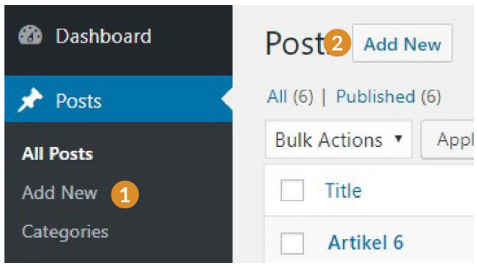

Image 1 - Backend look of Add new post

To add a new Post, hover over the *Posts* menu option in the left-hand navigation menu and in the fly-out menu, click the *Add New* link 1 .

Alternatively, click the *Posts* menu option and then click the *Add New* link underneath, or the *Add New* button at the top of the page 2 as shown on Image 1.

Category

Category is one of the pre-defined taxonomies in WordPress. It is used to sort and group content into different sections. A website publishing content on a variety of topics can divide their website into sections using categories.

Example: A news website can have categories for articles filed under *News*, *Opinion*, *Weather*, *Sports*, etc.

If no category is specified for a post then the post is automatically filed into the default category. In a new WordPress installation, the default category is *Uncategorized*. A website administrator can change default category from **Settings » Writing** screen. A WordPress post can be filed under multiple categories and can have both categories and tags.

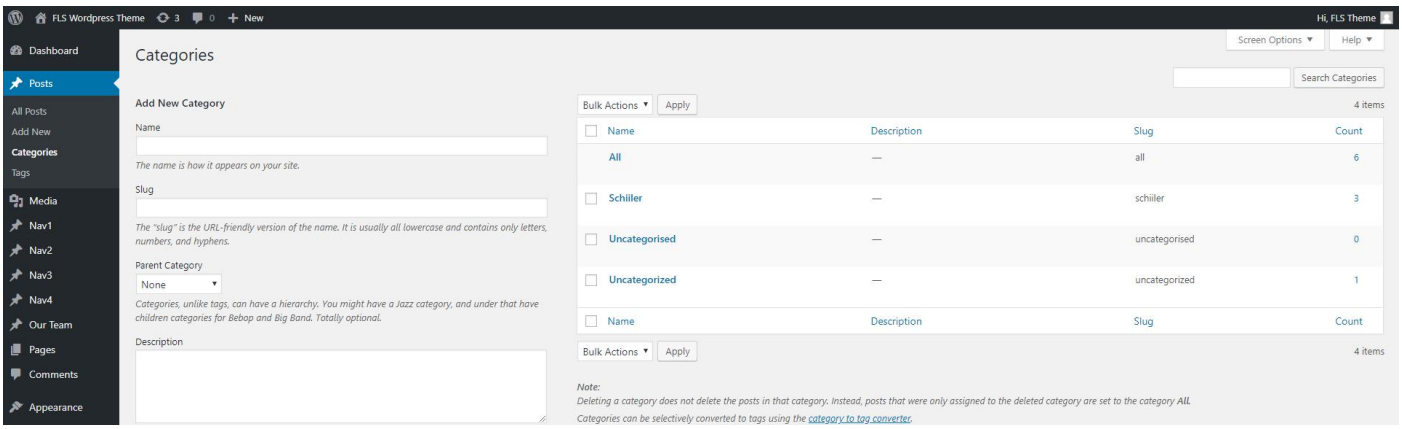

Image 2 - Backend look of Categories

Add Categories

You can create a category in WordPress while writing a post.

There is a categories meta box on the post editor screen with a list of existing categories. You can file your post in existing categories by checking the box next to the category name. You can also create one by clicking on the *+ Add New Category* link.

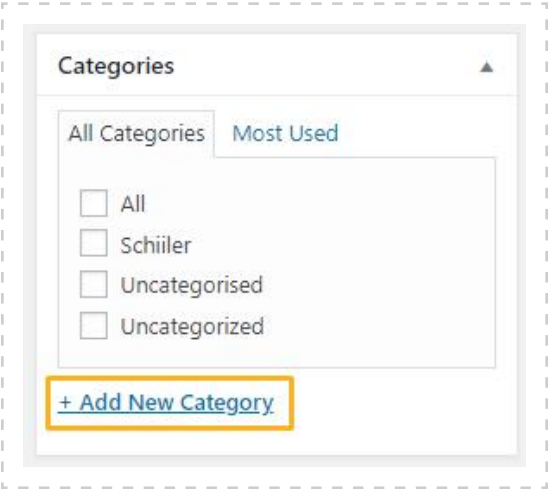

Image 3 - Backend look of Categories

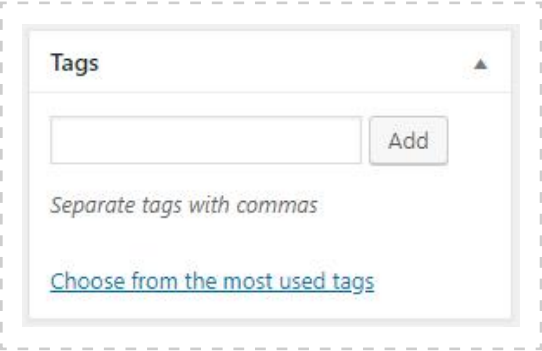

Image 4 - Backend look of Tags

Tags

Tag is one of the pre-defined taxonomy in WordPress. Users can add tags to their WordPress posts along with categories. However, while a category may cover a broad range of topics, tags are smaller in scope and focused to specific topics. Think of them as keywords used for topics discussed in a particular post.

In WordPress, if a user does not select a category for a post, then it is automatically filed into the default category. However, tags are not automatically added to a post unless a user adds them, which makes them completely optional, but there is no limit how many of them can be added.

Example: A post filed in the **Book Review** category can optionally have tags like *Fiction*, *Mystery*, *Stephen King* etc.

Custom Post Types

WordPress can hold and display many different types of content. A single item of such a content is generally called a post, although *post* is also a specific post type.

A simple definition of the Custom Post Type would be Content types like Posts or Pages that you can customize and add to your preference. They are very much like any normal posts.

This WordPress theme has few custom post types which can be universal and used to display a lot of information in different website parts.

Nav1 Custom Post

Posts from this custom post type can be displayed on homepage as carousel or as list of 4 posts.

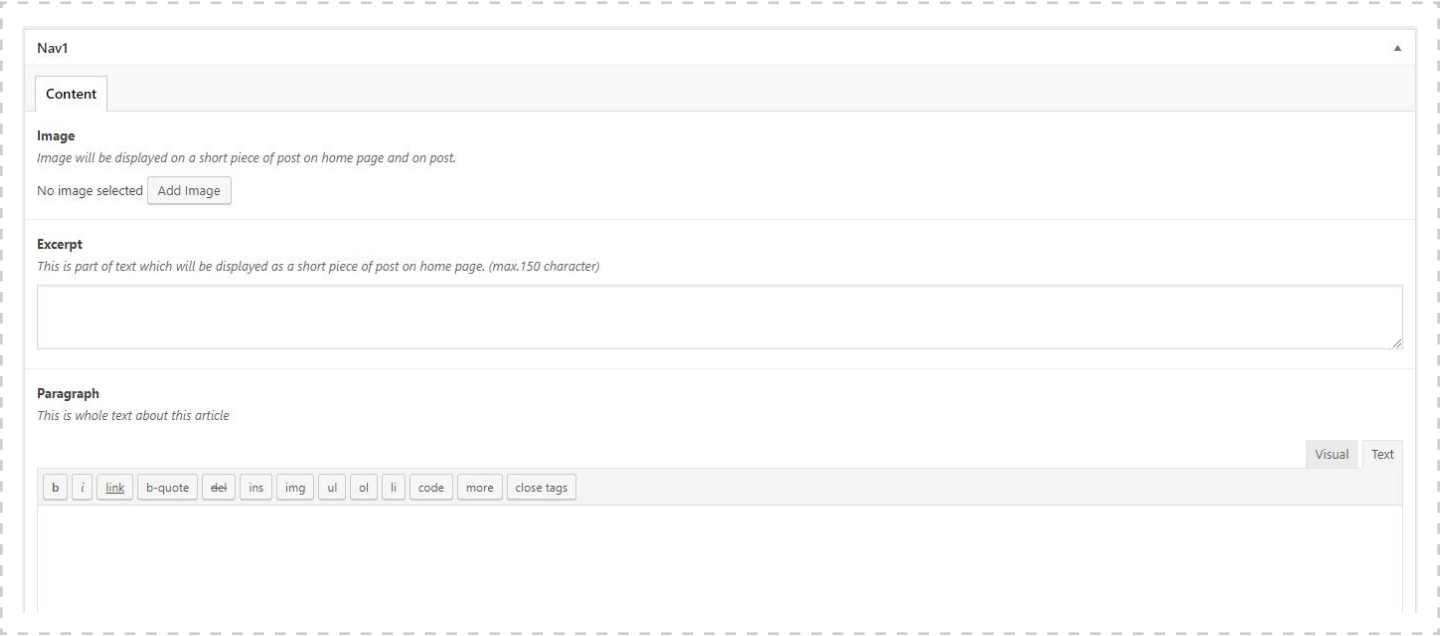

Image 5 - Backend look of Custom post Nav1

Nav2, Nav3 and Nav4 Custom Post

You can display a lot of information here to keep parents and pupils informed about school program and school activities. These posts will be displayed in the right sidebar on the pages with templates (on the website), named same as custom post type in WordPress admin panel.

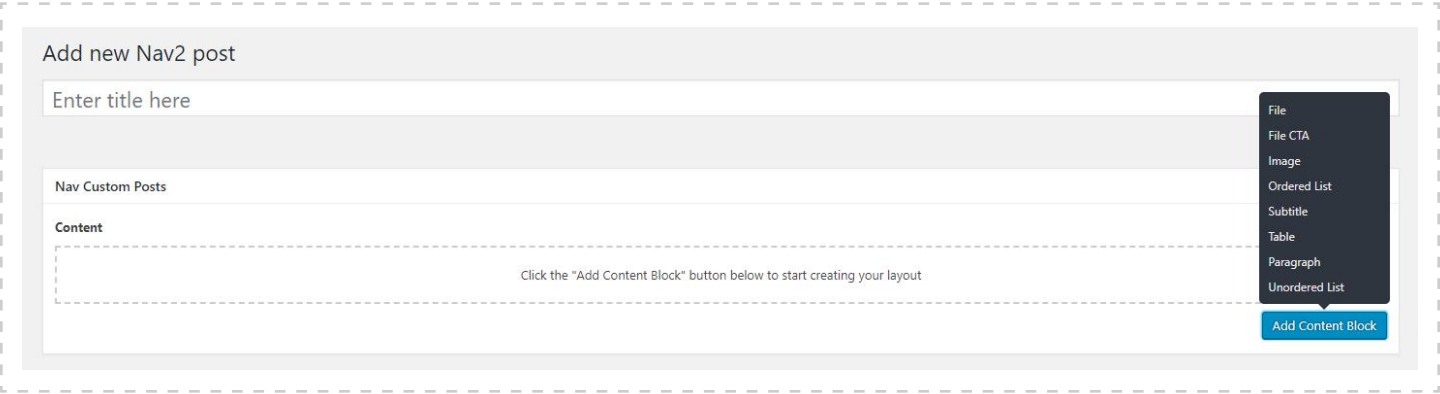

Image 6 - Backend look of Custom posts Nav2, Nav3 and Nav4

Our Team

An employee can be added separately in this custom post. In order to create staff section, with all employees, it is needed to create single page and choose “Our team” template.

This custom post can be displayed in the section “Staff” on page with “About school template”.

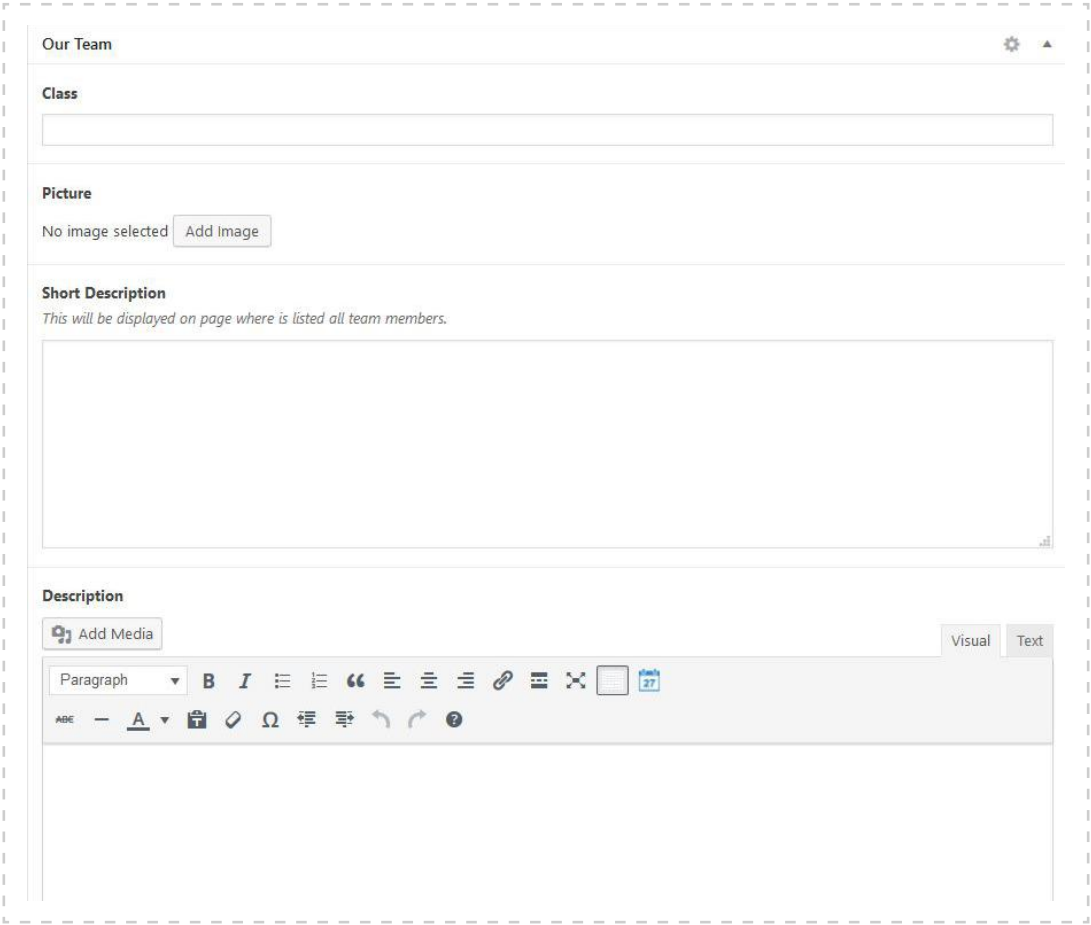

Image 7 - Backend look of Custom post Our Team

Pages

A page in WordPress usually refers to the page post type. It is one of the default pre-defined WordPress post types. Page in WordPress is like post, but it lives outside the normal time-based listings of posts. Pages can use different page templates to display them. Pages can also be organized in a hierarchical structure, with pages being parents to other pages, but they normally cannot be assigned categories and tags.

Posts vs. Pages (Key Differences)

The differences we list below definitely have exceptions. You can use plugins or code snippets to extend the functionality of both content types. Below is the list of key differences by default.

- → Posts are timely vs. Pages are timeless.
- → Posts are social vs. Pages are NOT.
- → Posts can be categorized vs. Pages are hierarchical.
- → Posts are included in RSS feed vs. Pages are not.
- → Pages have custom template feature vs. Posts do not.

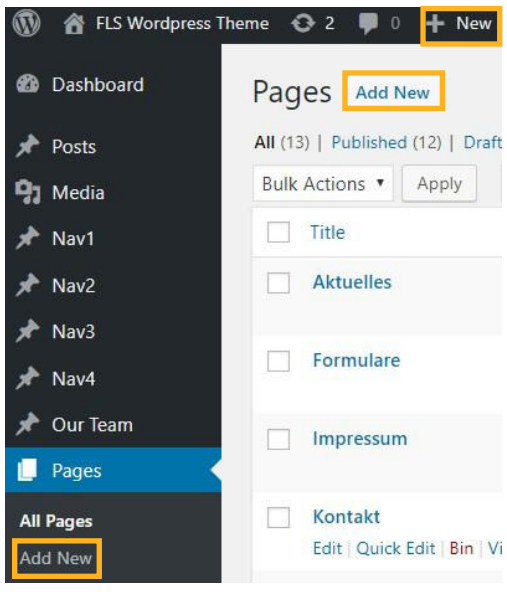

Image 8 - Backend look of Add new page Nav2, Nav3 and Nav4

Create New Page

To add a new Page, hover your cursor over the *Pages* menu option in the left-hand navigation menu and in the fly-out menu, click the *Add New* link.

Alternatively, click the *Pages* menu option and then click the *Add New* link underneath, or the *Add New* button at the top of the page as shown on Image 8.

Templates

Page templates display your site's dynamic content on a page, e.g., posts, news updates, calendar events, media files, etc.

You may decide that you want your homepage to look a specific way, that is quite different to other parts of your site. Or, you may want to display a featured image that links to a post on one part of the page, have a list of latest posts elsewhere, and use a custom navigation. You can use page templates to achieve these things.

To select one of the defined templates, Go to *Add New Page* and on the right you will find dropdown menu with all the existing templates. (Image 9)

Active Templates

Active templates are templates where content and widgets can be changed, customize according to specific needs.

About School Template

This is page without sidebar on which you can display posts from regular post type "Post" and from custom post "Our Team" and say important information about school.

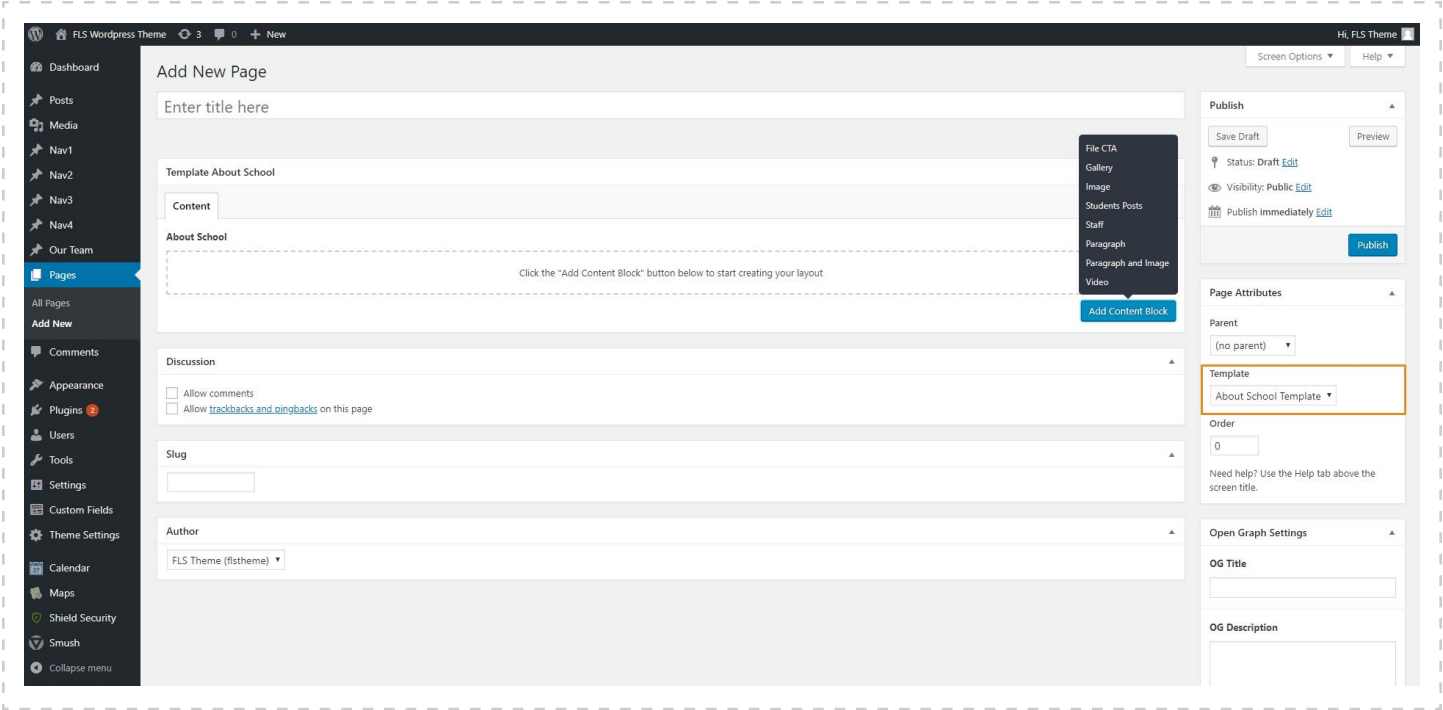

Image 9 - Backend look of About School Template

Forms Template

Here are downloadable documents with description which are separated in sections with subtitles.

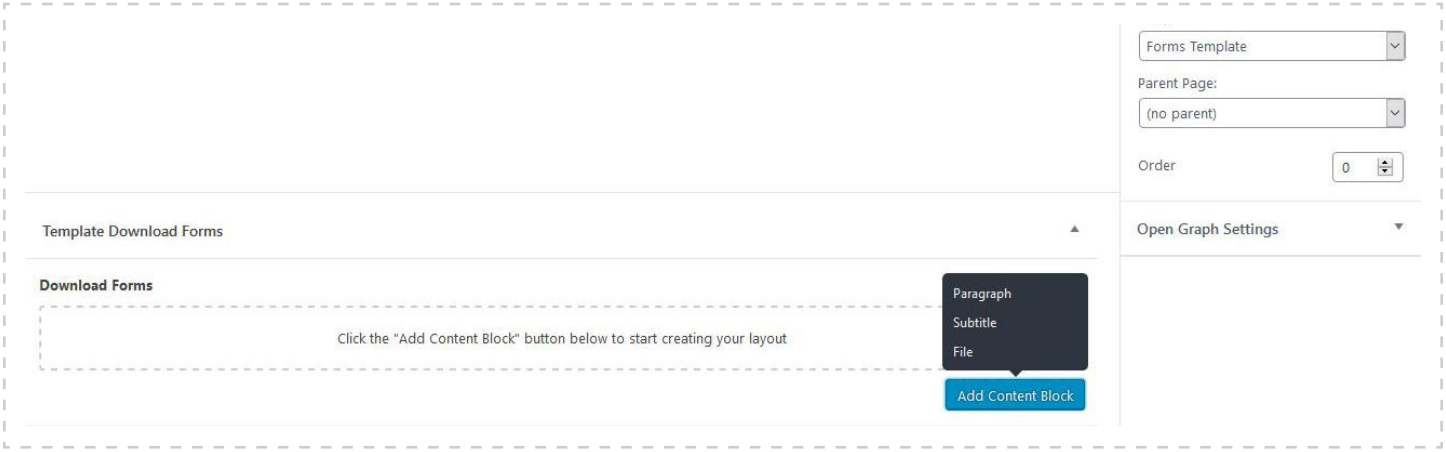

Image 10 - Backend look of Forms Template

Home Template

Template suggested to be used for front page (first page shown when someone visit the website). There are 3 different blocks which can be reordered.

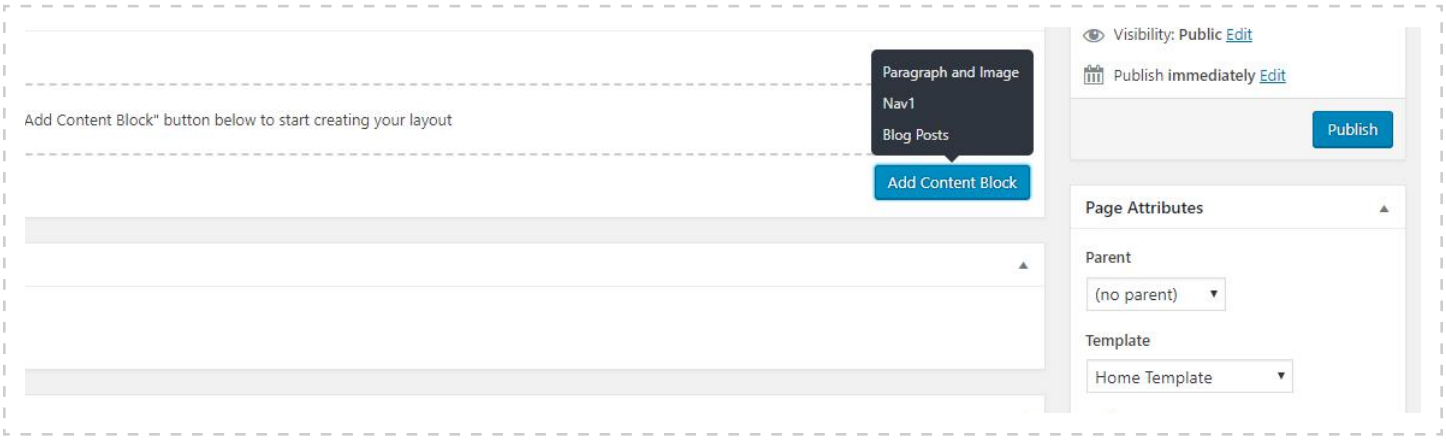

Image 11 - Backend look of Home Template

Nav2 Template, Nav3 and Nav4 Template

You can display a lot of information here as information for parents, pupils, school program and more. On these pages will be displayed sidebar with all posts from custom posts Nav2, Nav3 and Nav4.

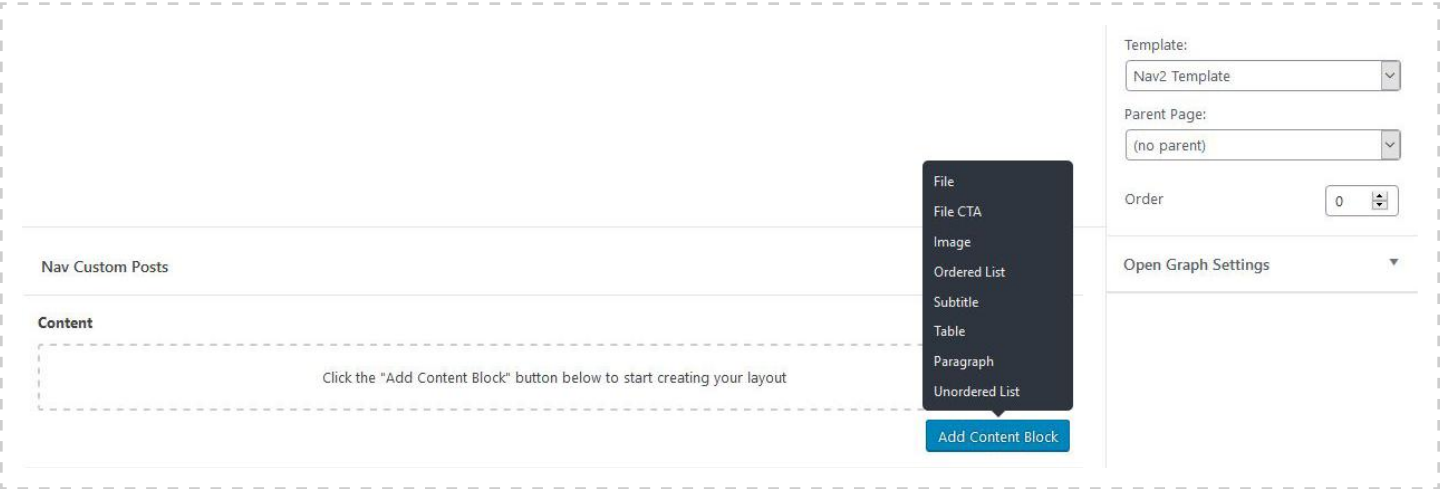

Image 12 - Backend look of Nav2, Nav3, Nav4 Templates

Contact Page Template

With this template, it can be displayed contact information about school, where it can be included addresses, email addresses, phone numbers and fax numbers. Also, if there is a more than one building, it's contact information can be added too.

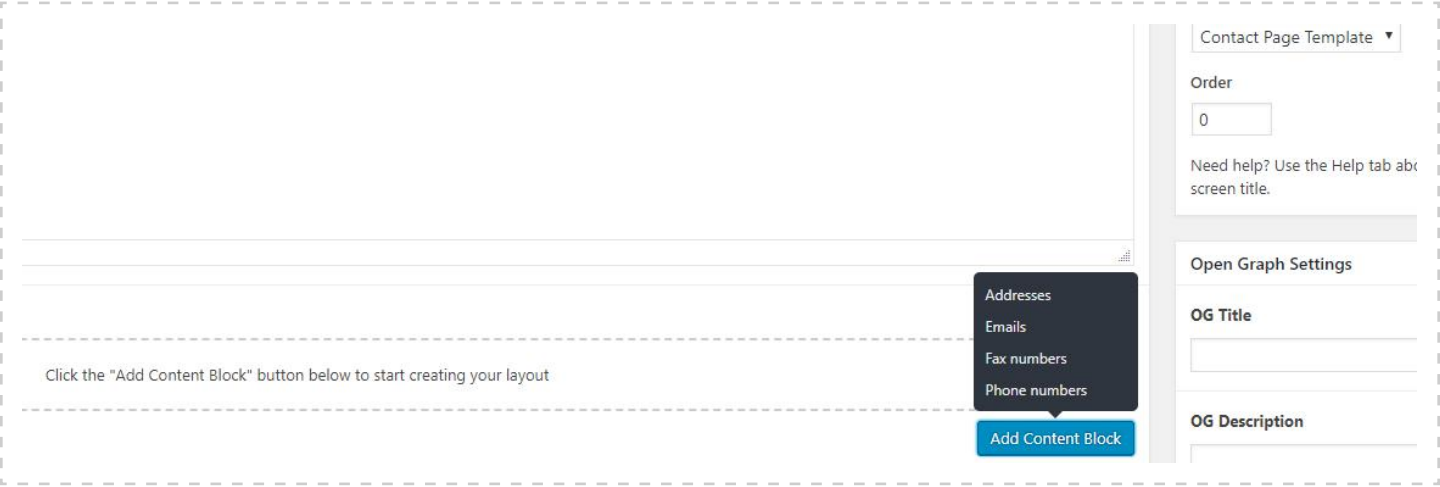

Image 13 - Backend look of Contact Page Template

Privacy Policy Template

This template is based on "Wysiwyg" editor which allows to create customized "Privacy policy" page. Since this page and its content vary from institution to institution, it can create it as it is desired and according to institution rules. Also, this template is recommended for "Terms and conditions" page.

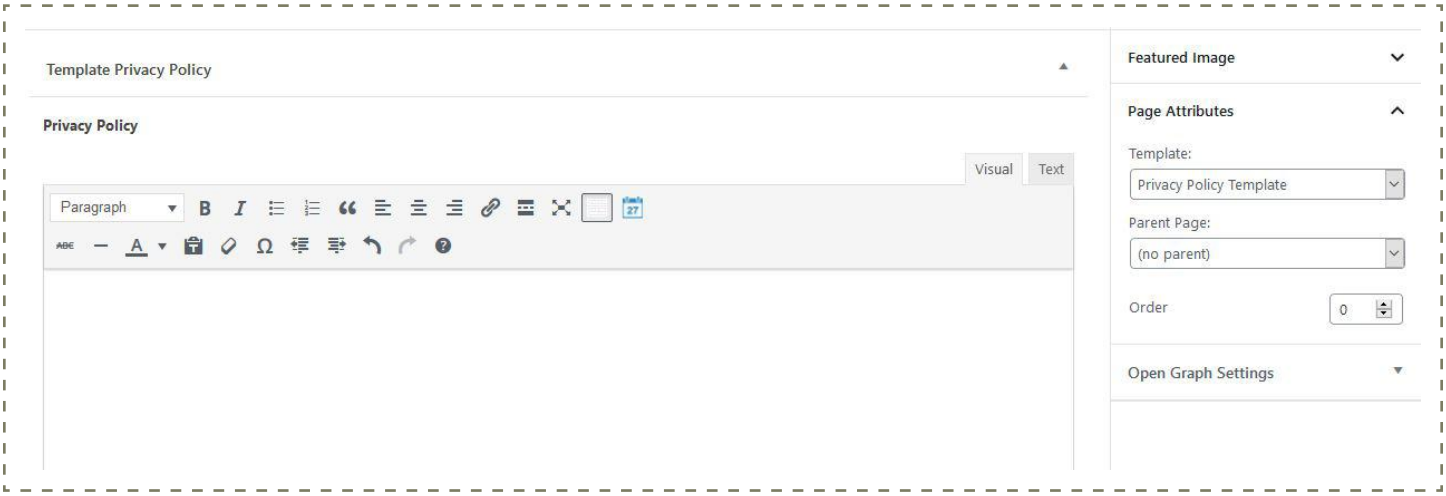

Image 14 - Backend look of Privacy Policy Template

Passive Templates

Passive templates are templates where content is automatically created, and it cannot be changed on that page. Content depends on custom posts or widgets and it is needing to have those pages in order to show posts of specific custom posts.

Blog Template

Displaying all posts and sidebar with widgets.

Calendar Template

Displaying Calendar with plugin.

Nav1 Template

Displaying all posts from Nav1 custom post.

Our Team Template

Displaying all team members from Our Team custom post.

These templates are just displaying and listing posts, custom posts or widgets, do not need to be filled with content.

Theme Settings

Most WordPress themes have a Theme settings page to customize its features, behavior and styles. Providing a theme settings page with the theme makes it easy for users to customize the theme instead of directly editing the PHP or CSS files. This makes updating the theme easier, as users will not lose the changes they've made.

Theme Settings General

Theme Setting General contains default and specific settings for all pages. Those pages are divided with different tabs (General, About School, Nav1, Nav2, Nav3, etc.) and each tab has an option to change text, color for text, headings and buttons.

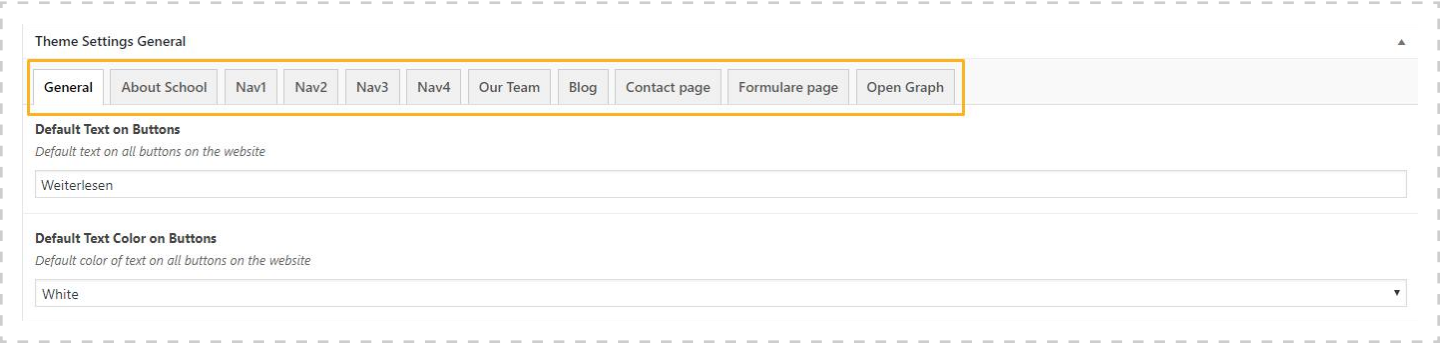

Image 15 - Backend look of Theme Settings General

Header

Here in header theme settings, the logo can be changed or added, as well the banner image, favicon and there are Navigation settings where text color, background and hamburger menu color can be changed.

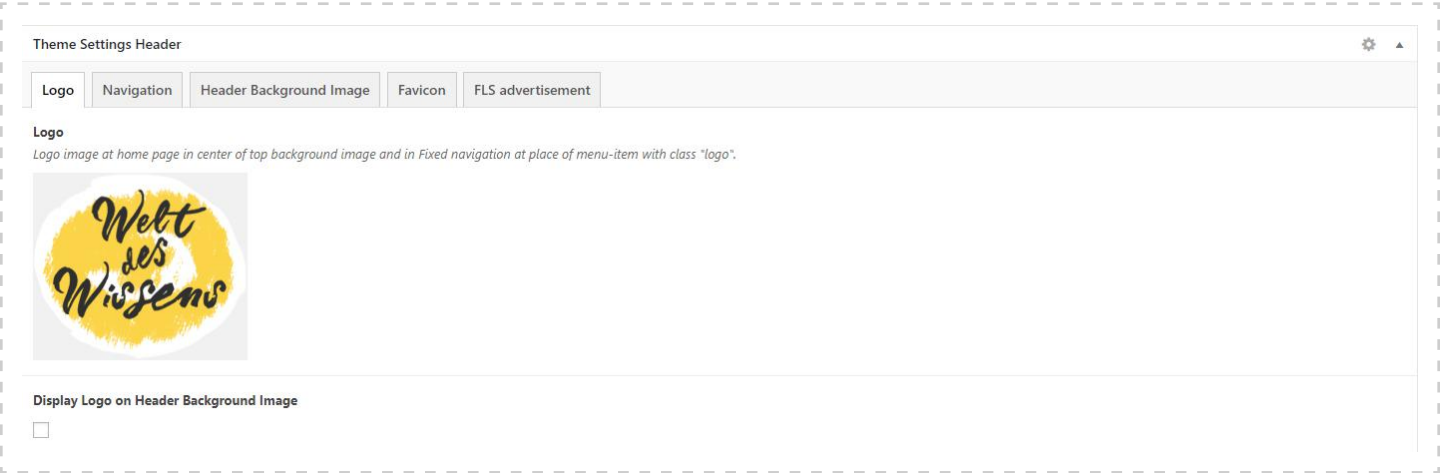

Image 16 - Backend look of Theme Settings Header

Footer

Footer theme Settings contains fields for footer setup. Here, Footer Background color, Footer Pattern and pattern color can be changed as well as edited footer content and section which will be displayed. Also, here Impressum page can be chosen from already created page.

Image 17 - Backend look of Theme Settings Footer

Footer content

Footer content represents any added content in footer, which can be Contact information, Social media and Calendar. Under this option, it can be chosen which information need to be in the footer. It can be either one of them, two or even all three options.

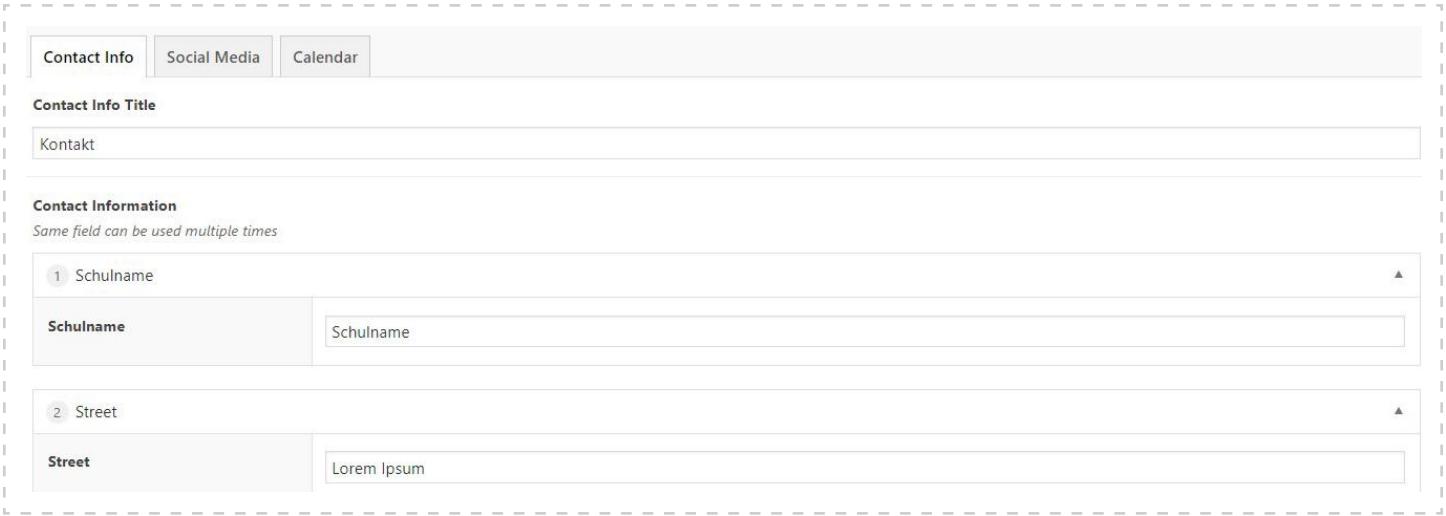

Image 18 - Backend look of Theme Settings Footer

Website Analytic

Website Analytic is optional, therefore if there is no need for website monitoring, these fields should be empty. But, if there is active website monitoring, code for that should be added under “Analytic Code” and received verification code from Google should go under “Verification code”.

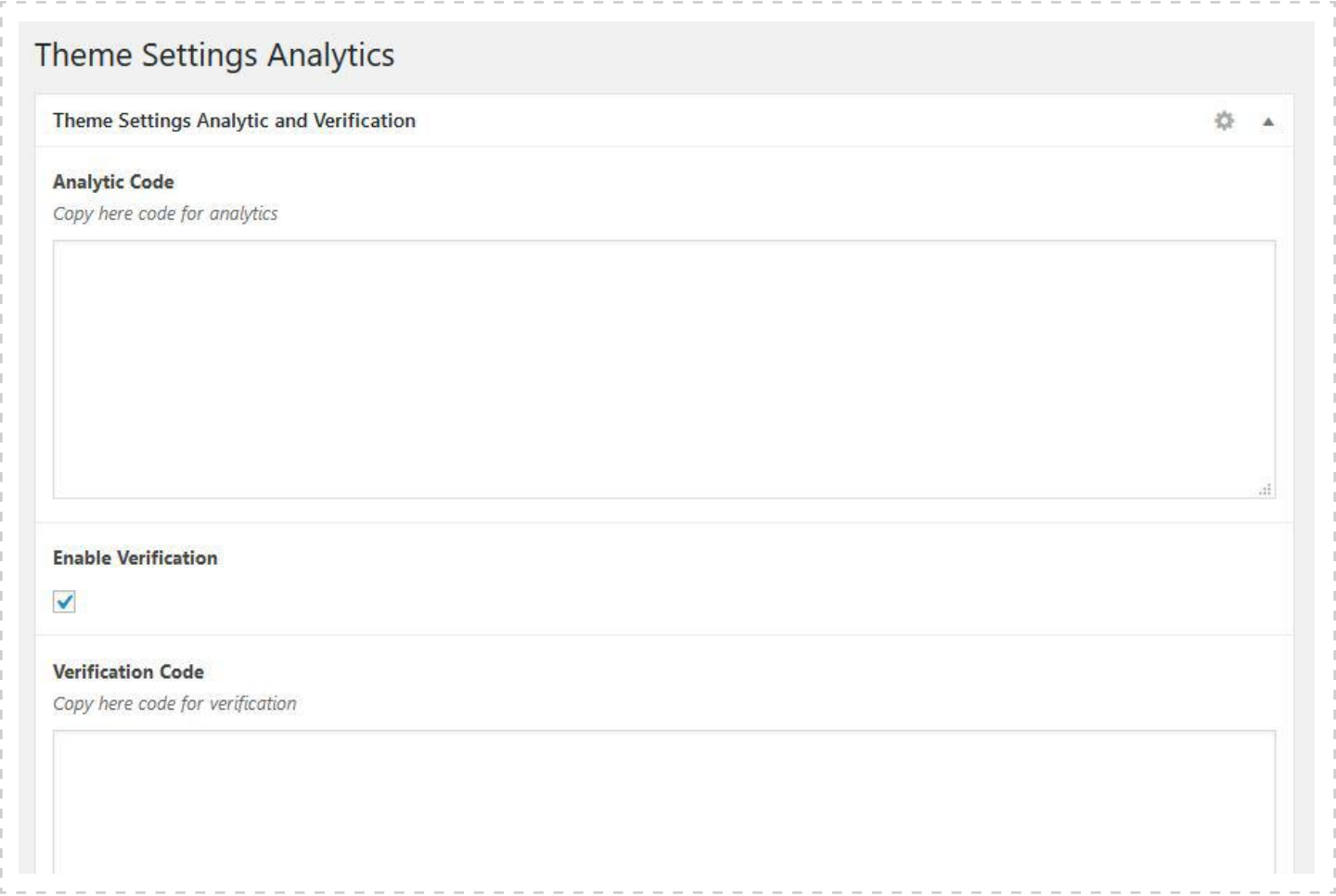

Image 19 - Backend look of Theme Settings Website Analytic

Open Graph

Open Graph (OG) is a technology first introduced by Facebook in 2010 that allows integration between Facebook and its user data and a website. By integrating Open Graph meta tags into your page's content, you can identify which elements of your page you want to show when someone share your page.

For example, you could use the og:image tag to specify what image you want Facebook to use when your page is shared. By specifying Open Graph information, Facebook doesn't have to guess what information to use when your page is shared.

Set Open Graph

There are default Open Graph settings in Theme Settings under Open Graph tab and in every single post same under Open Graph tab where image, title and description can be set for sharing website on social media network.

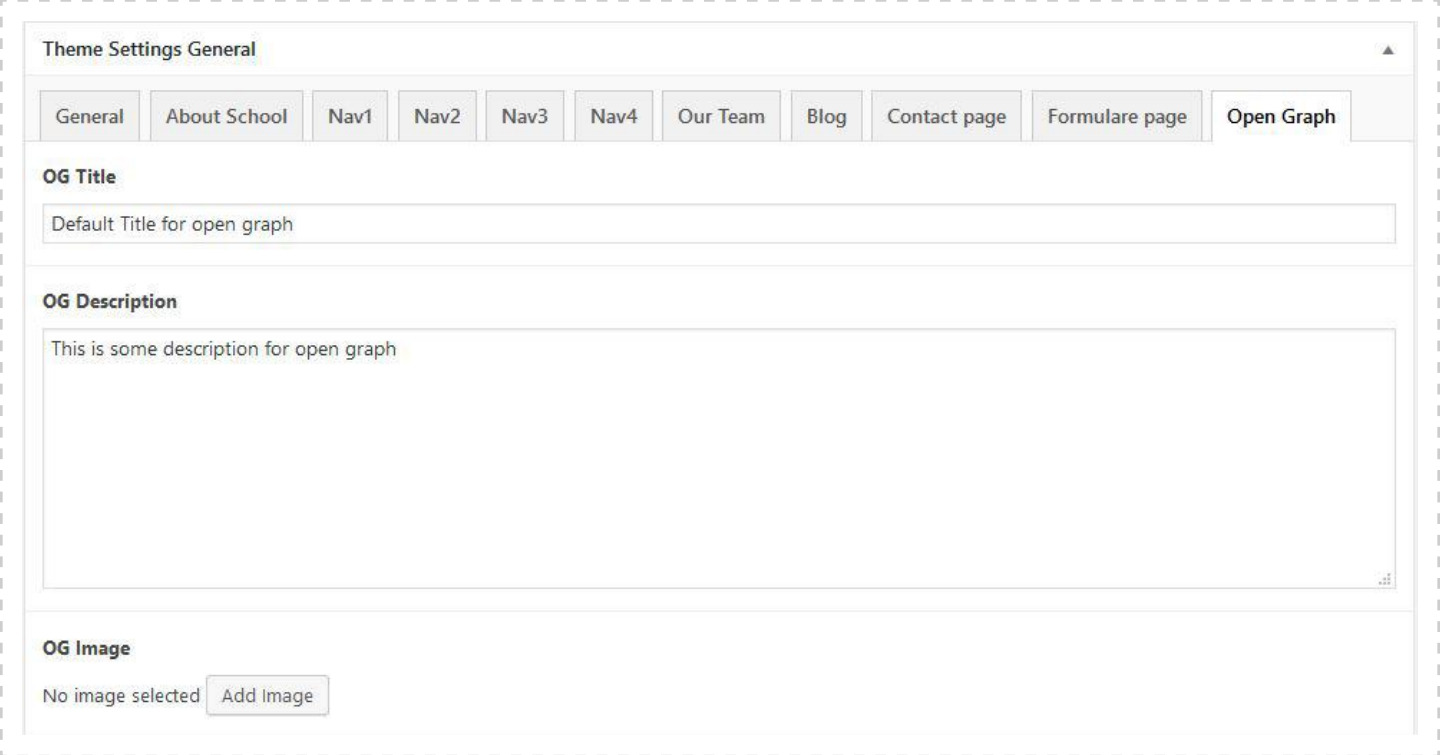

Image 20 - Backend look of Theme Settings - Open Graph tab

Fields and blocks of content

Theme is based on ACF (Advanced Custom Field) plugin to simplify managing content to users. All blocks can be reordered by simple drag and drop, which make it very easy to change website content and its order.

Home Page

Paragraph and Image

This type shows Title and paragraph on one side, and on the other side displays image as it is shown on the image below. (Image 20)

Image 21 - Frontend look of Paragraph and Image content block

It is easily editable in the backend as shown on Image 21. Numbering shows the correlation between frontend and backend.

Fields in backend

Title - Title of section (character limit: 70) 1

Title Color - Choose color of the title

Paragraph - Text area to enter a short description (character limit: 500) 2

Image - Upload image which you would prefer to be seen next to the paragraph 3

Layout - Pick layout style, wheiter to be Title and Paragraph on the left and Image on the right or other way around

Button Text - Text on the button (character limit: 25) 4

Button Text Color - Choose color of the text from the button

Button Color - Choose color of the button

Page Link - Choose what page will open when the button is pressed

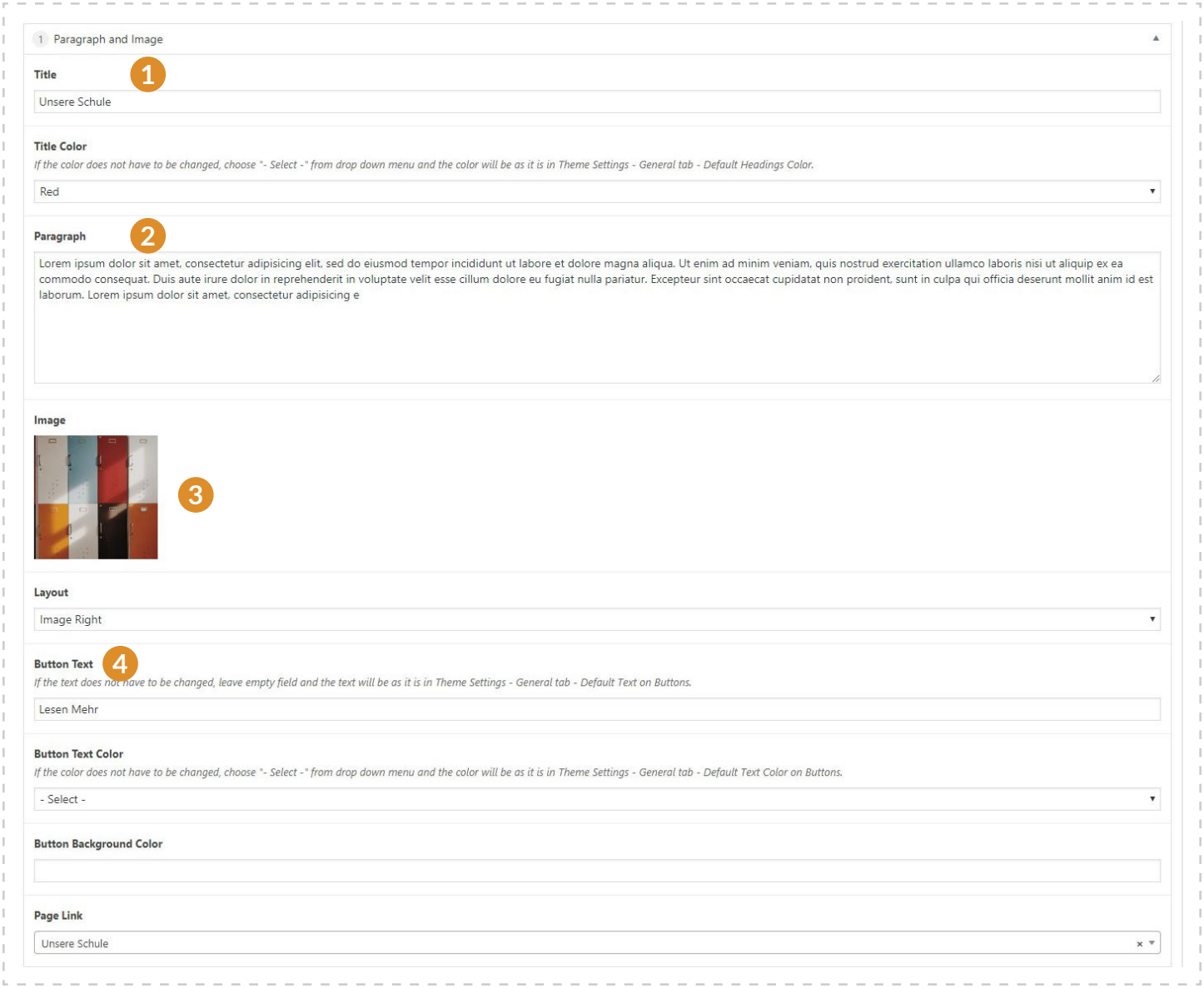

Image 22 - Backend look of Paragraph and Image content block

Nav1 and Blog Posts

These two types can be showed in two different layouts - either as *Slider* or as *List of posts* (Image 22 and Image 23). Both have same input fields so it will presented together.

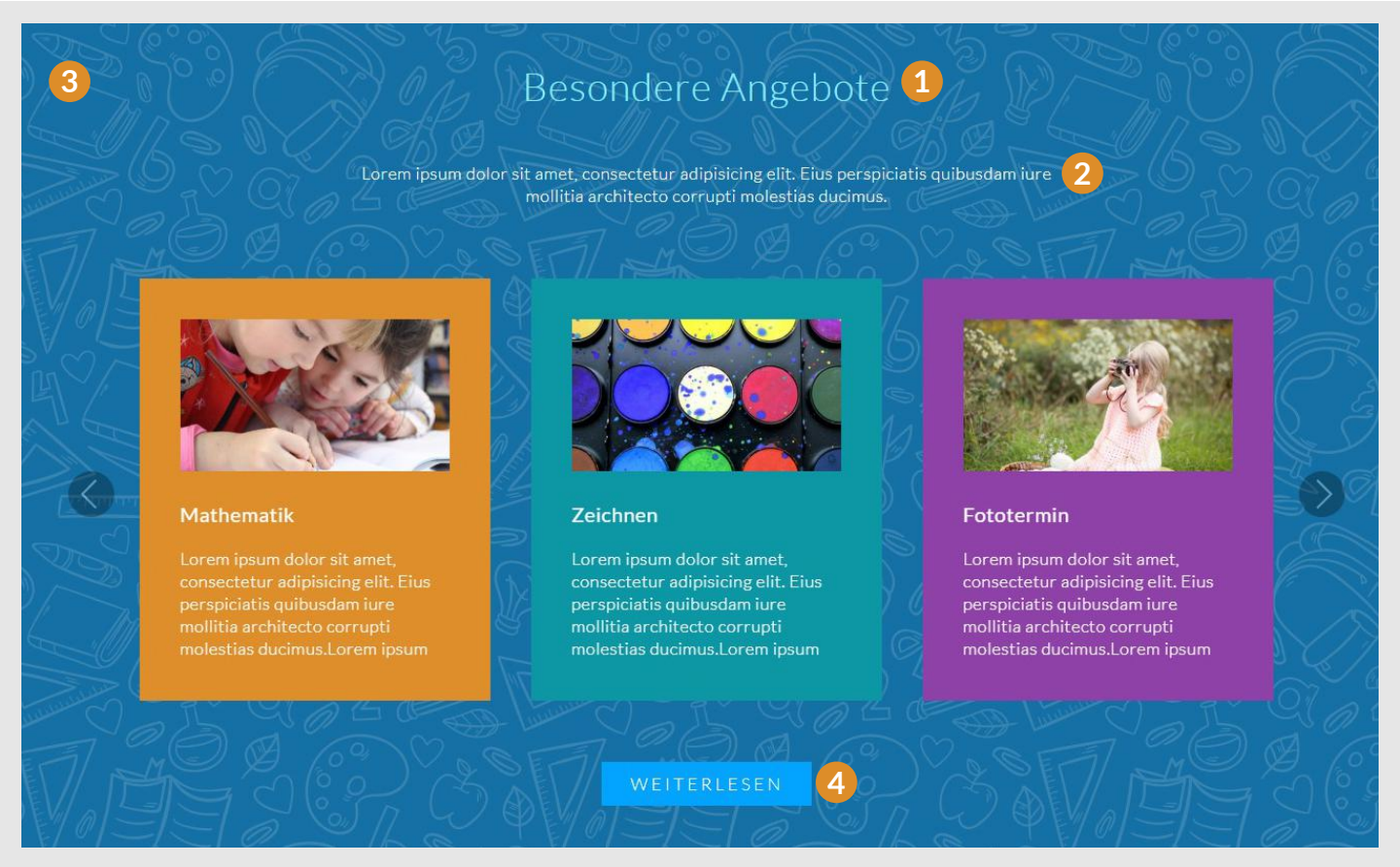

Image 23 - Frontend look of Nav1 with *Slider* layout selected

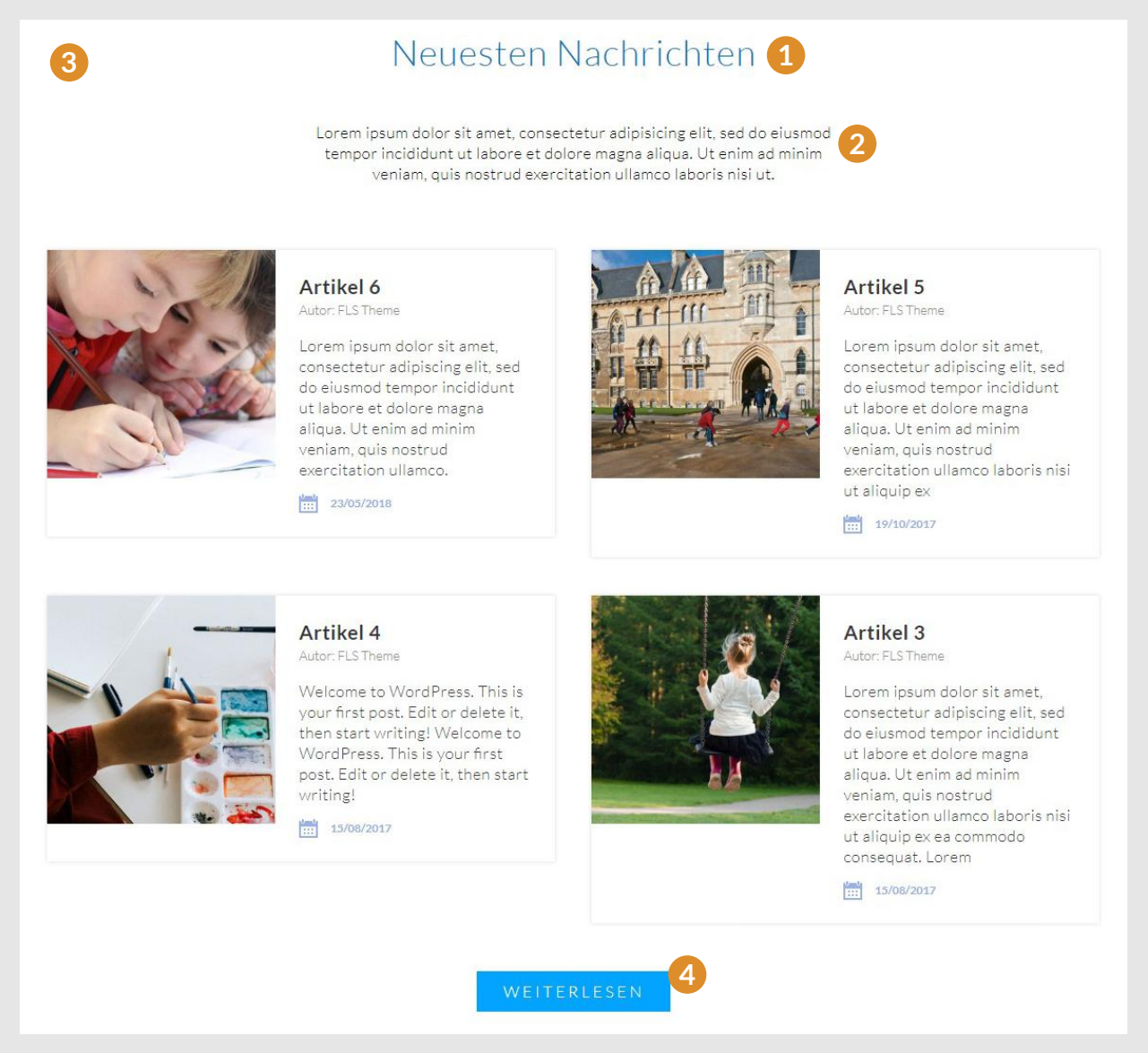

Image 24 - Frontend look of Blog Posts with *List of posts* layout selected

Fields in backend

Layout - Choose layout - Slider or List of posts

Title of section - Title text 1

Title color - Select text color from drop down list

Section Description - Text area for short description. (character limit: 200) 2

Color of Description - Select text color from drop down list

Section Background Color - Select background color from drop down list 3

Section Background Pattern - Check if pattern is needed (Pattern is shown on Image 22)

Section Background Pattern Color - Select pattern color from drop down list

See all Button Text - Text area for short description. (character limit: 200) 4

See all Button Text Color - Select color of text on the button

See all Button Color - Select background color of button

See all Link - Choose on which page this link should lead

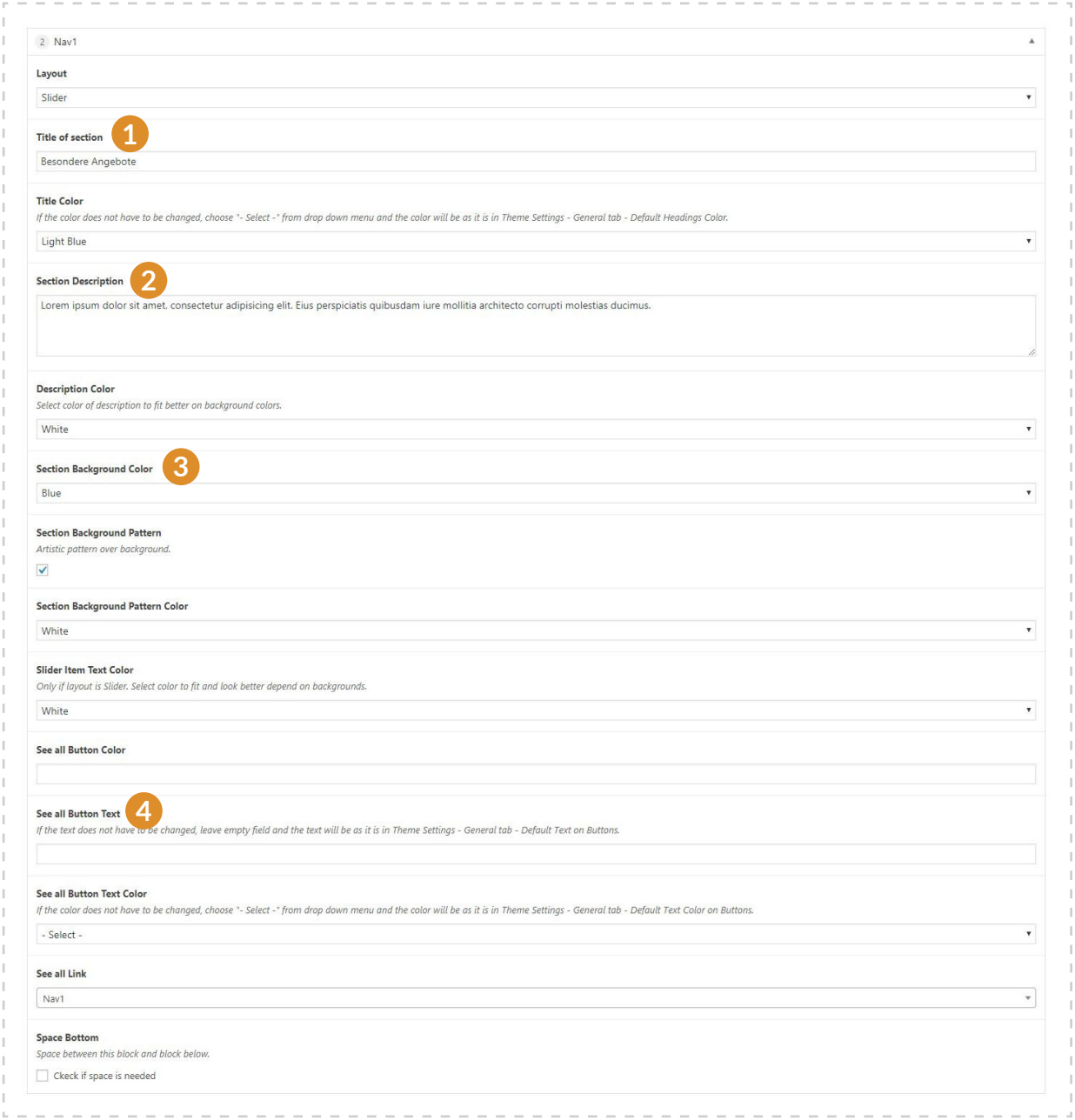

Image 25 - Backend look of Nav1 with *Slider* layout

Other Content Blocks

File

Upload a file which will be available for a download from the website.

Image 26 - Frontend look of File content block

Fields in backend

File - Choose file from Media Library or from local 1

Name - Name which will be displayed on website 2

Image 27 - Backend look of File content block

File CTA (Call To Action)

Upload a file which will be available for a download from the website. This one is made to be more visible with more options than File content block which is explained above.

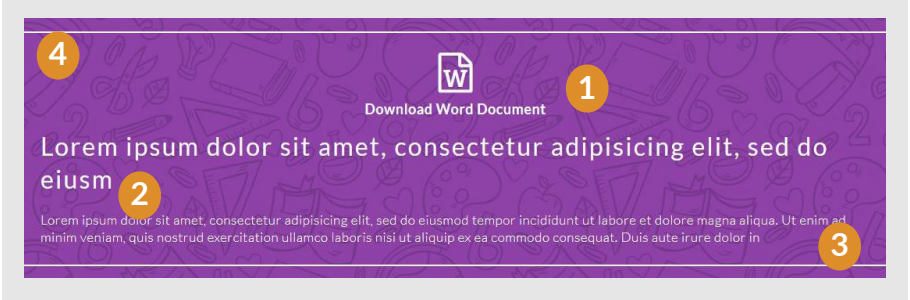

Image 28 - Frontend look of File CTA content block

Fields in backend

File - Choose file from Media Library or from local 1

File Name - Name which will be displayed on website (character limit: 70) 2

File Description - Description about file. (character limit: 256) 3

Background Color - Select background color from drop down list 4

Artistic Pattern - Checkbox to enable pattern over block's background

Pattern Color - Select pattern color from drop down list

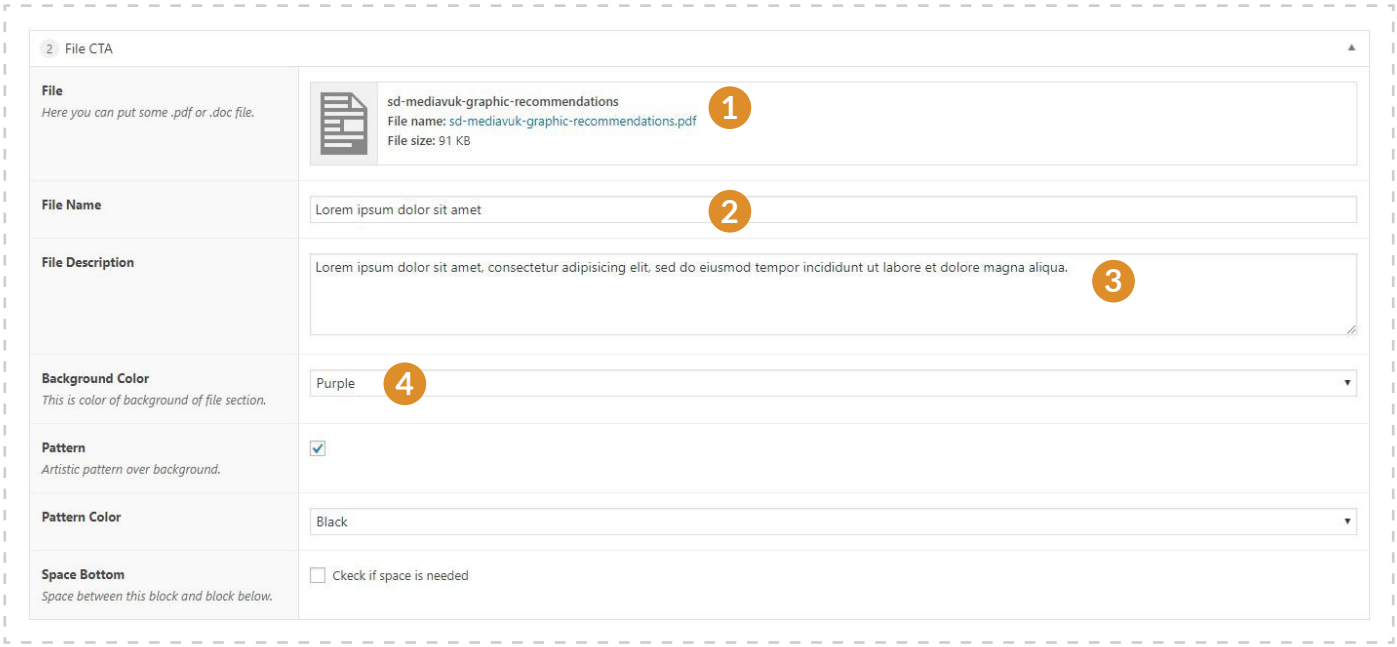

Image 29 - Backend look of File CTA content block

Gallery

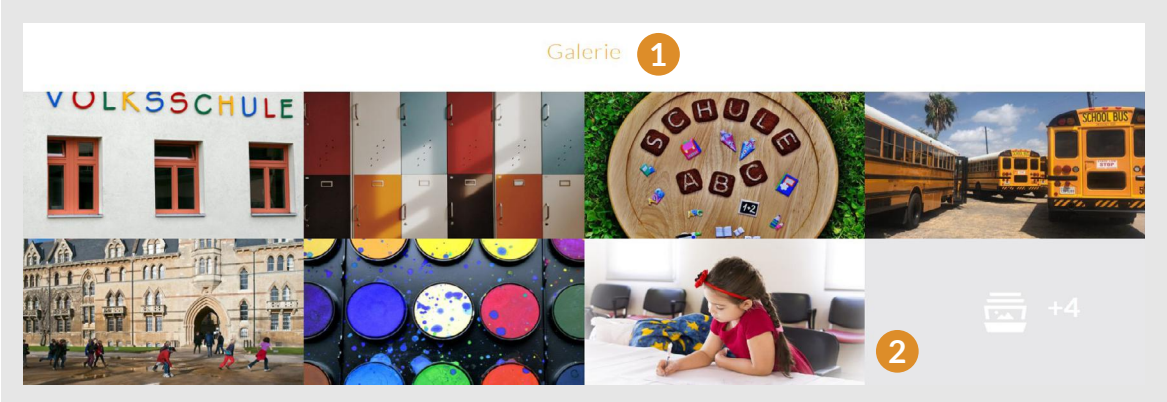

Image 30 - Frontend of Gallery content block

Fields in backend

Title of gallery - Title of gallery block (character limit: 70) 1

Title Color - Select color of title from drop down list

Gallery - Insert here all images 2

Description - Short description about gallery. It is shown bellow Title of Gallery (character limit: 150)

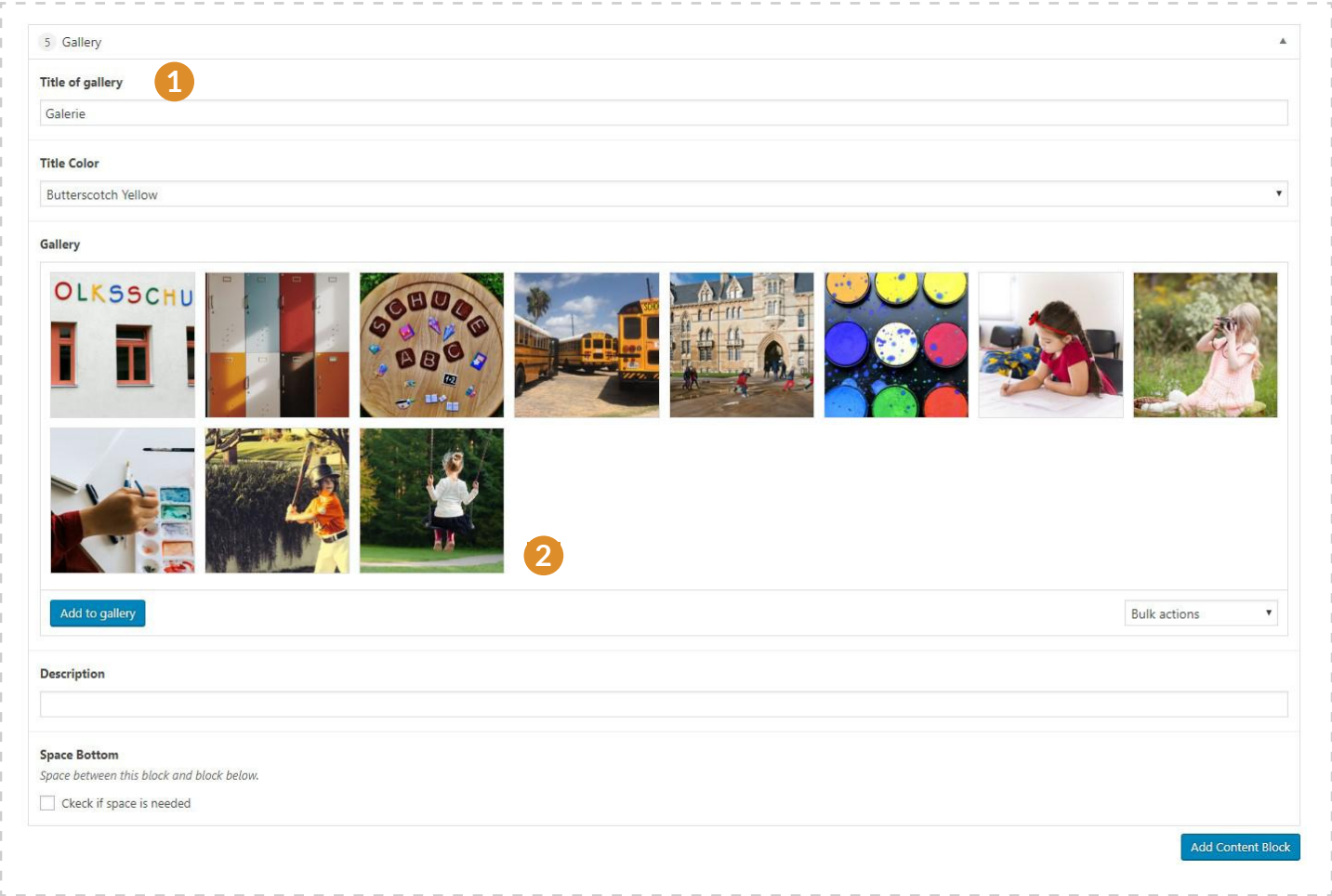

Image 31 - Backend look of Gallery content block

Image

Image 32 - Frontend look of Image content block

Fields in backend

Image - Choose image from Media Library or local 1

Caption - Caption under the video, short description about it. (character limit: 150) 2

Image 33 - Backend look of Image content block

Ordered List

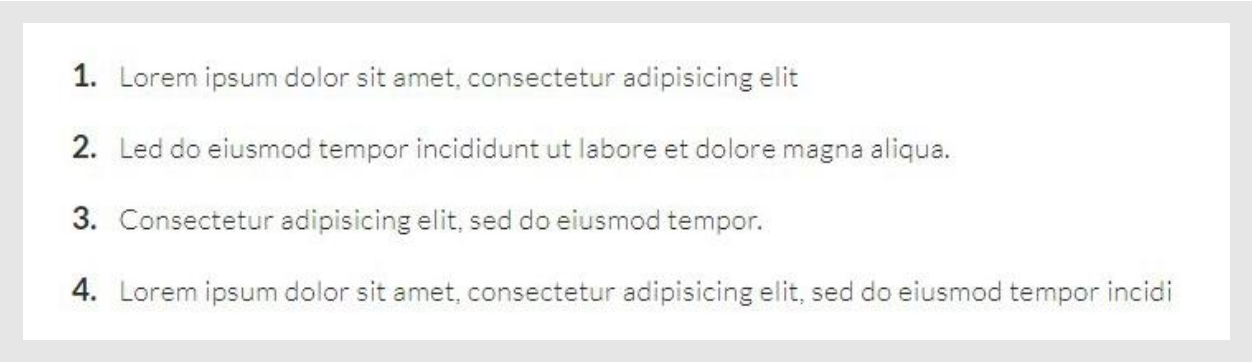

Image 34 - Frontend look of Ordered list block

Fields in backend

Ordered List - Repeater which adds rows in list. Rows also can be reordered by drag and drop (char. limit: 250)

Image 35 - Backend look of Ordered list block

Quote

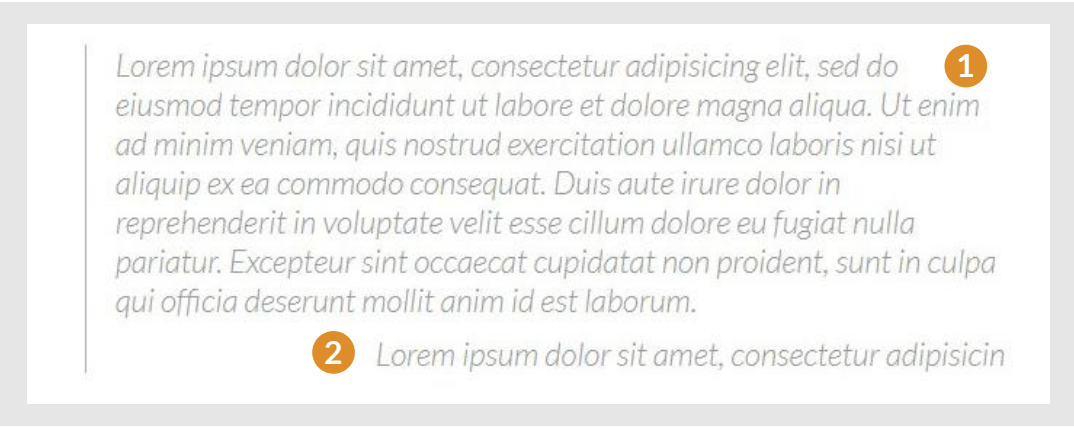

Image 36 - Frontend look of Quote content

Fields in backend

Quote - Text area for quote. Quotation marks are not included 1

Author - Quote author's name. (character limit: 50) 2

Image 37 - Backend look of Quote content block

Staff

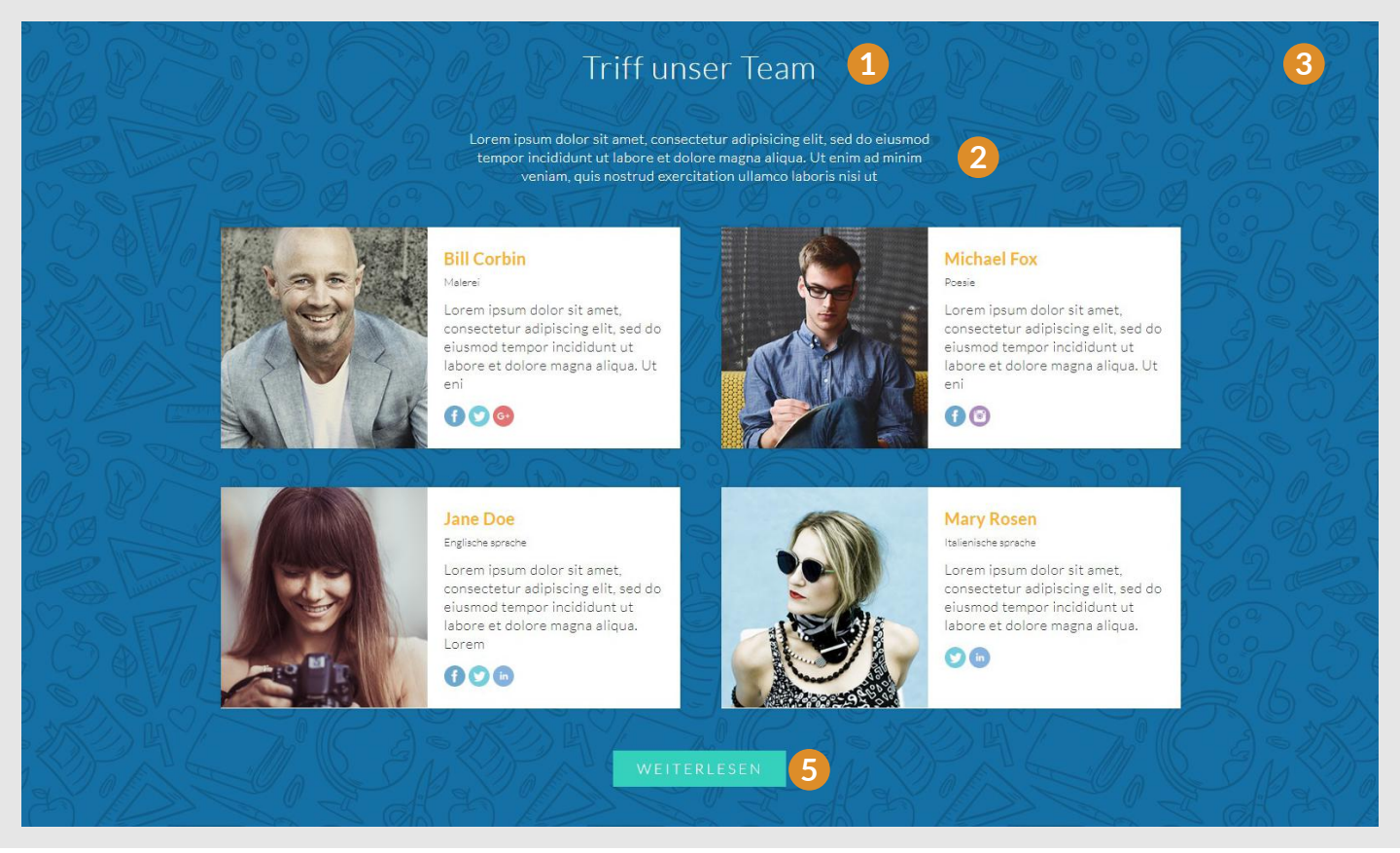

Image 38 - Frontend look of Staff content block

Fields in backend

Team Title - Title of section (character limit: 70) 1

Team Title Color - Select color of title

Team Description - Description of section (character limit: 180) 2

Team Description Color - Select color of description text

Background Color - Select background color of section 3

Pattern - Check if want pattern on the background

Pattern Color - Select color of pattern

Team Member Name Color - Select color of employee name 4

Team Button Text - Text on the button 5

Team Button Text Color - Select color of text on the button

Team Button Color - Select color of the button

Our Team page link - Select which page to open when button is pressed

Space Bottom - Check if want space between block and block below

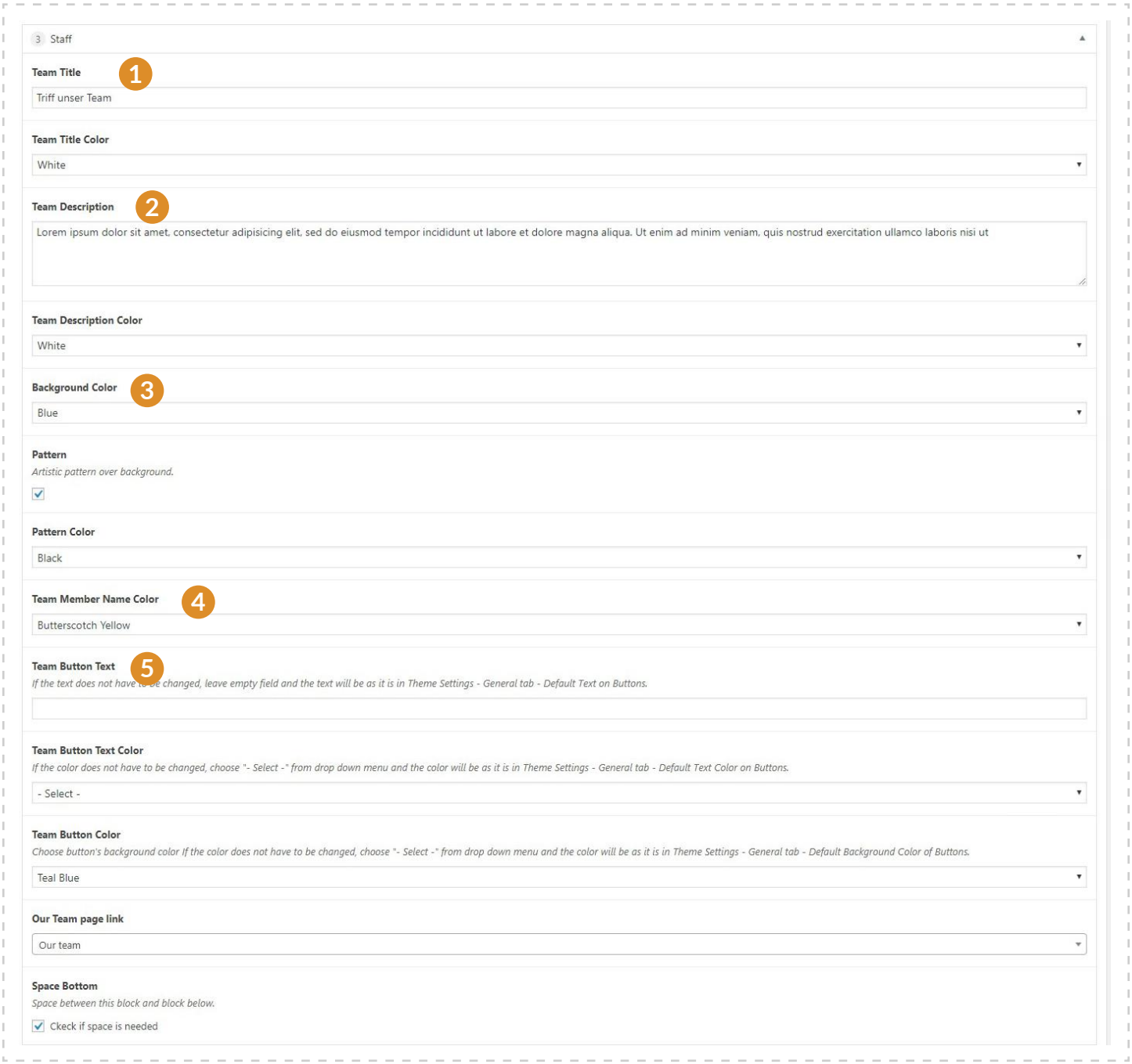

Image 39 - Backend look of Staff content block

Students Posts

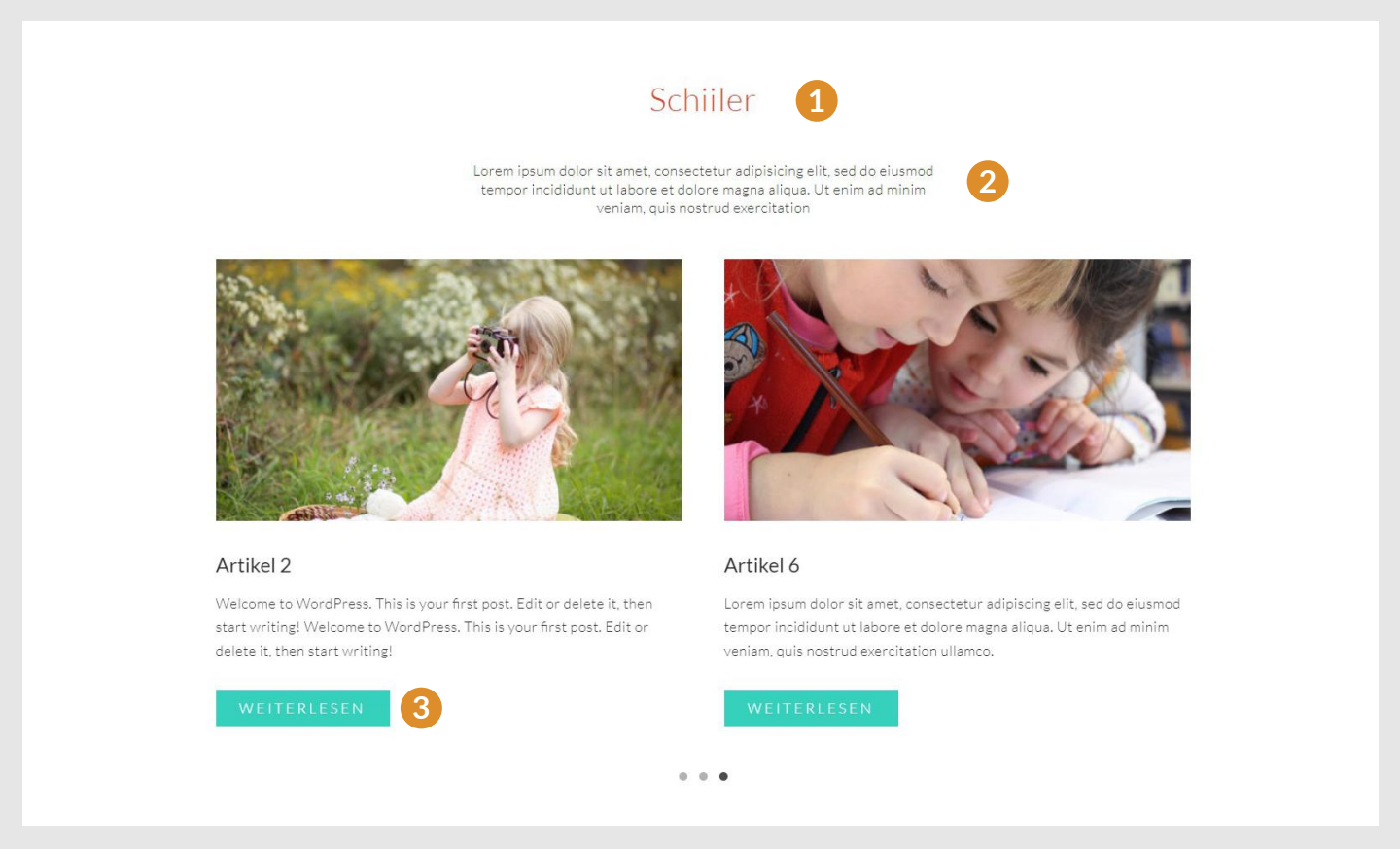

Image 40 - Frontend look of Students Posts content block

Fields in backend

Category Listed - Select post category which will be displayed

Posts Title - Title of the section 1

Posts Title Color - Select color of the title

Posts Description - Description of the section 2

Text on Buttons - Text which will be shown on the button 3

Text on Buttons Color - Select color of the text on the buttons

Button Color - Select color of the buttons

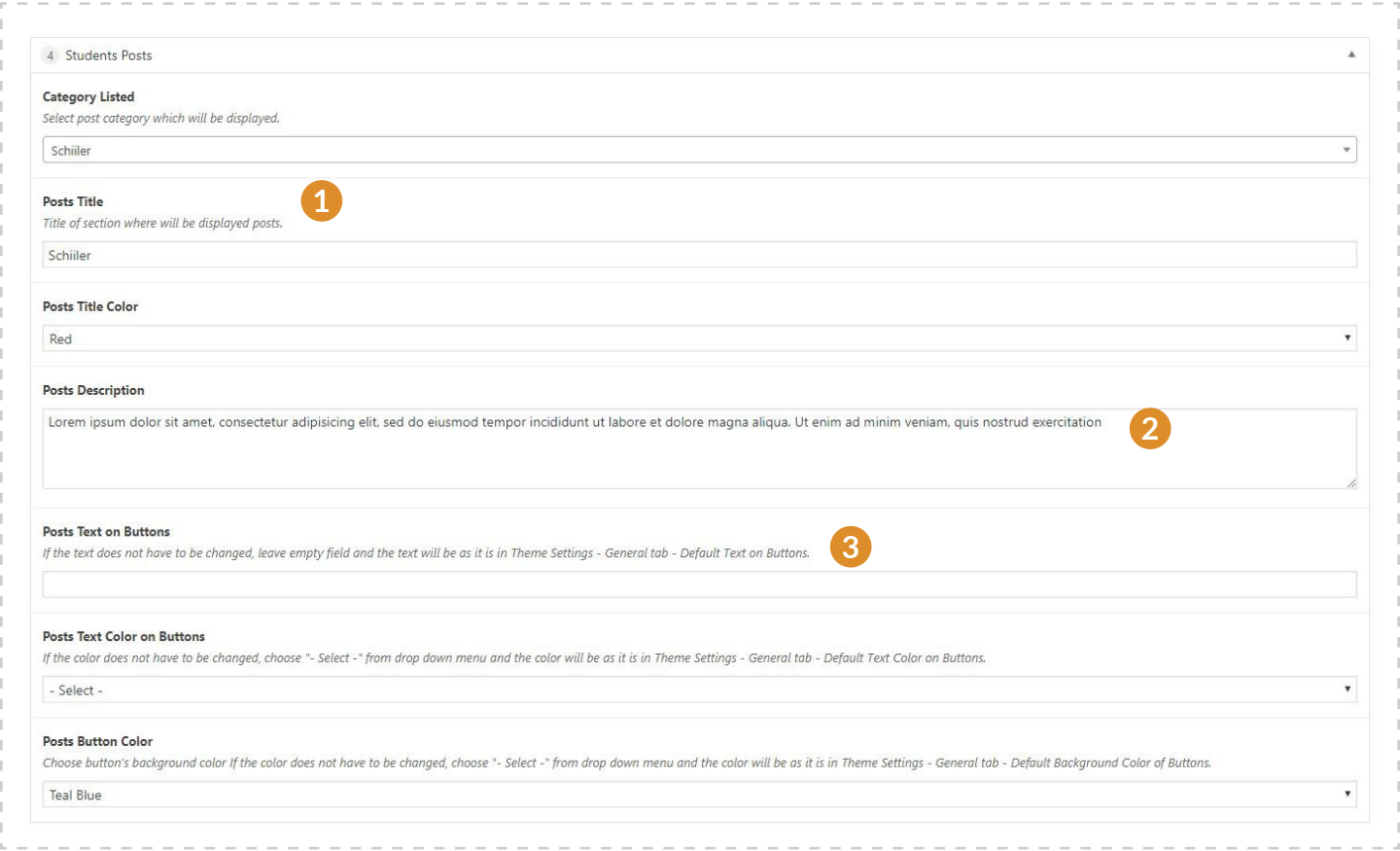

Image 41 - Backend look of Students Posts content block

Subtitle

Image 42 - Frontend look of Subtitle content block

Fields in backend

Subtitle - Text field for subtitle (character limit: 120) 1

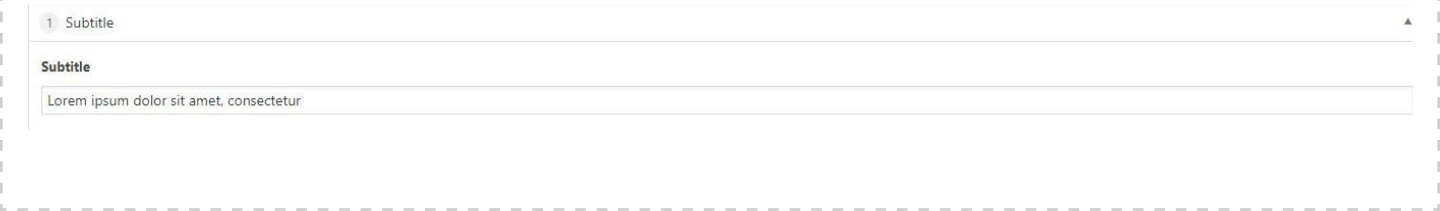

Image 40 - Backend look of Students Posts content block

Table

Manually create table with or without table header (Bolded first row) and as many as necessary rows and columns.

Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem
Lorem Ipsum	Lorem	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum

Image 43 - Frontend look of Table content block

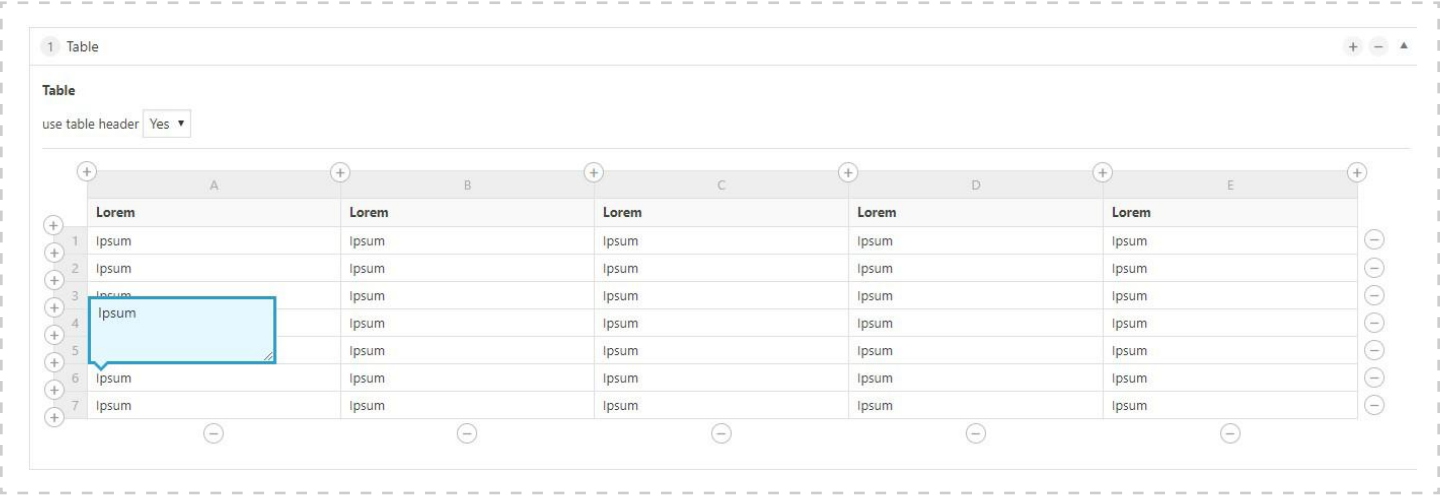

Image 44 - Backend look of Table content block

By clicking on the cell, blue bubble will show where you will be able to enter text (Image 44). If you will to add/remove a column or a row, press “ + “ or “ - “ symbol.

Paragraph

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing e

1

Image 45 - Frontend look of Paragraph content block

Fields in backend

Paragraph - WYSIWYG (What You See Is What You Get) editor for text. 1

Image 46 - Backend look of Paragraph content block

Paragraphs in two columns

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1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure do 2 in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Image 47 - Frontend look of Paragraph in Two columns content block

Fields in backend

Paragraph left - WYSIWYG (What You See Is What You Get) editor for text. 1

Paragraph right - WYSIWYG (What You See Is What You Get) editor for text. 2

Image 48 - Backend look of Paragraph in two columns content block

Paragraph and Image

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

1

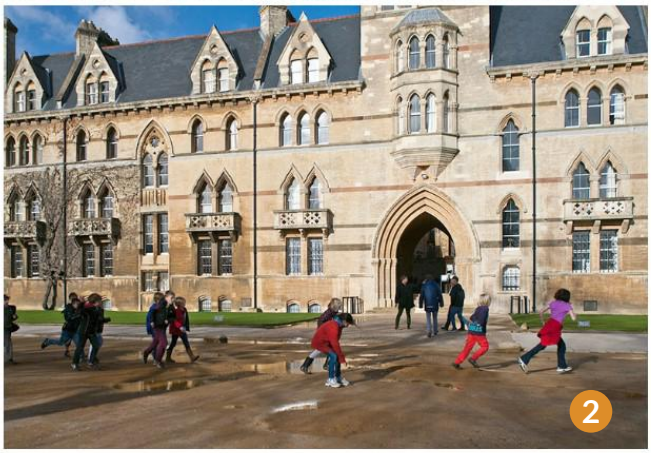

Image 49 - Frontend look of Paragraph and Image content block

Fields in backend

Paragraph - Text Area (character limit: 500) 1

Image - Image with dashed border 2

Caption - Caption under the video, short description about it. (character limit: 150)

Layout - Pick layout style of section

Image 50 - Backend look of Paragraph and Image content block

Unordered List

The difference between Ordered and Unordered list is that for Ordered the order is important and it is numerical. On the other hand, the listed things Unordered list have no priorities between each other and it is displayed with bullets, as shown on Image 51.

To add new rows, by hovering on the place where you want to put it, symbols "+" and "-" will appear. Otherwise, you can press *Add Row* button as shown on Image 52.

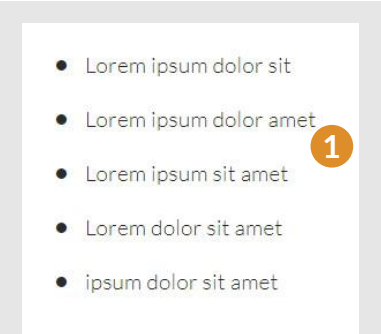

Image 51 - Frontend look of Unordered list

Fields in backend

Paragraph - Repeater which adds rows in list. Rows also can be reordered by drag and drop (character limit: 250) 1

Image 52 - Backend look of Unordered list content block

Video

Image 53 - Frontend look of Video content block

Fields in backend

Video - URL address to video you want to share 1

Description - Caption under the video, short description about it 2

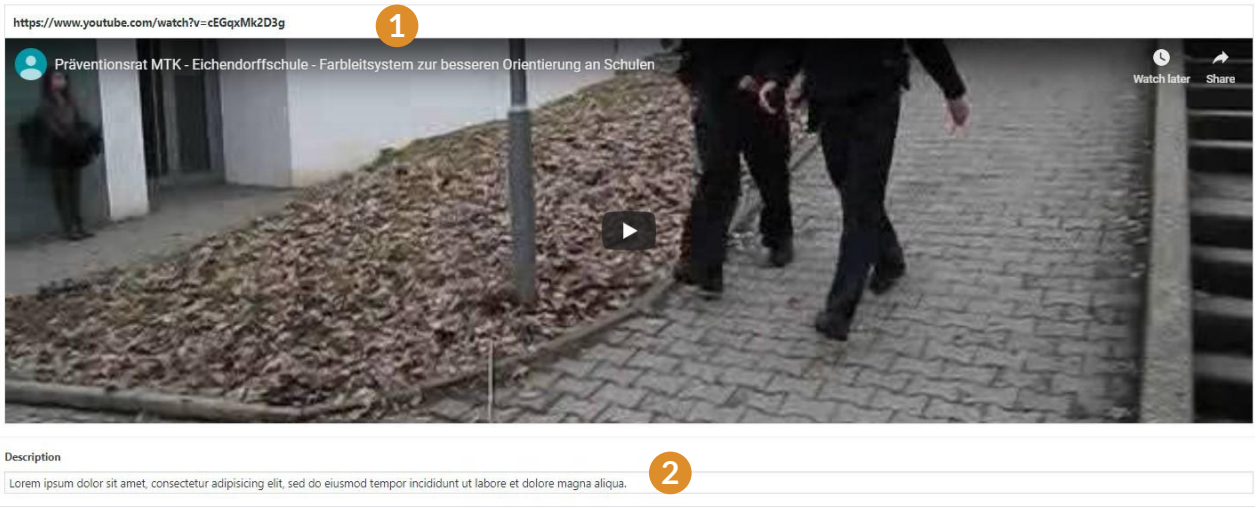

Image 54 - Backend look of Video content block

Menus / Navigations

To create menu, you must navigate to *Appearance* -> *Menus*. In order to edit Menus/Navigations, you need to open *Screen Options* which can be found at the top of the screen (Image 53) and check *CSS Classes*.

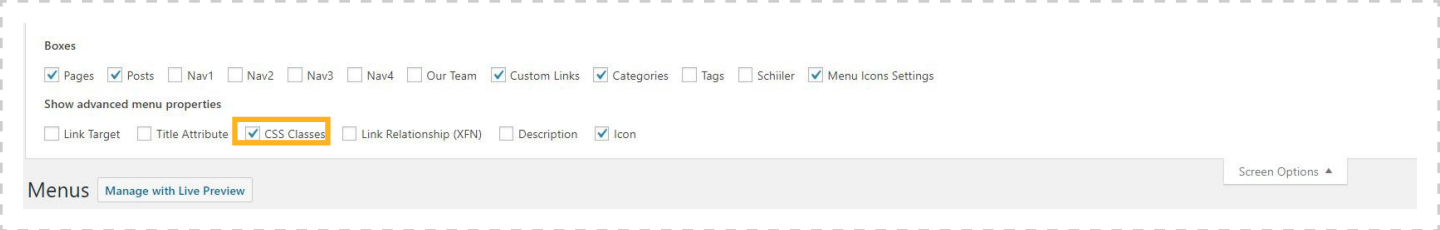

Image 55 - Screen Options for Menus

There are three menu/navigation looks:

Main WP navigation

This is navigation located at the top of the front page

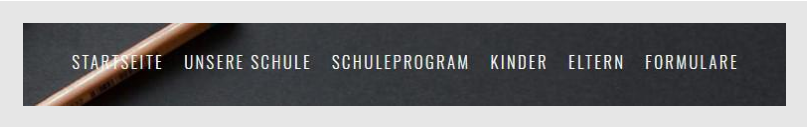

Image 56 - Navigation on Home page at the top

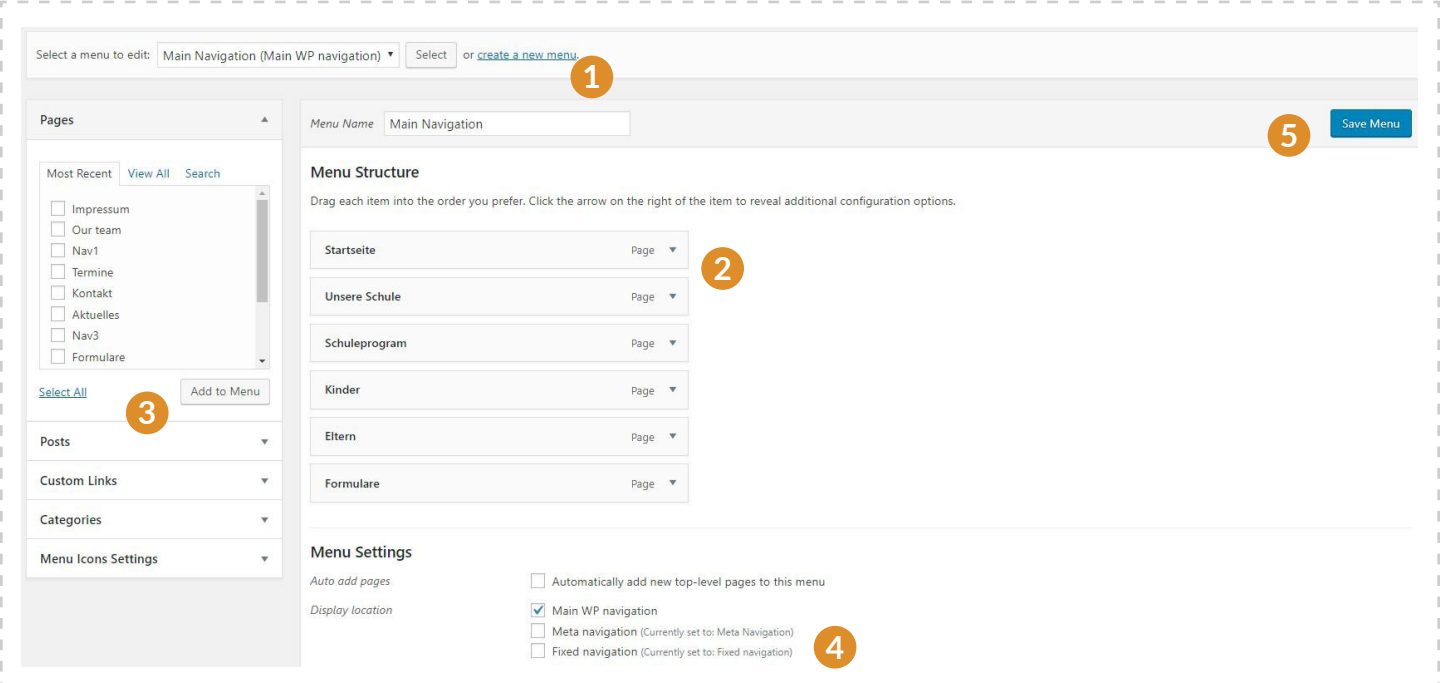

Image 57 - Main WP Navigation Editing

To edit menu, first select from the dropdown menu *Main Navigation (Main WP Navigation)* 1 and press

Select button. Next, in *Menu Structure* section select one of the labels (Example: Startseite). 2 Each label you can edit: name, order, link to page, remove and you can create new one. When creating, first, select from *Pages*, *Posts*, *Custom Links or Categories* section 3 the page and press *Add to Menu* button. Afterwards, check in *Menu Settings* section type of navigation, in case you want to change. 4

When you are done with changes, in order to save it, you need to press *Save Menu* button. 5

Meta navigation

This navigation is visualized as buttons on Home page.

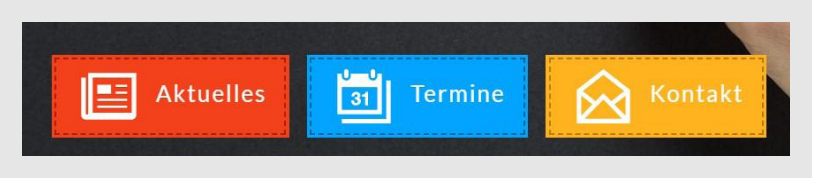

Image 57 - Meta Navigation buttons

Note: To change color of buttons, in Meta navigation > Menu Structure > Single menu item (example: Sample page) need to add class in *CSS Classes* (optional) field.

Class for colors

- button-aegean : Aegean Blue
- button-black : Black
- button-candy : Candy Red
- button-honey : Honey
- button-light-blue : Light Blue
- button-peanut : Peanut
- button-pear : Pear Green
- button-purple : Purple
- button-salmon : Salmon
- button-sky-blue : Sky Blue
- button-teal : Teal Blue
- button-white : White

Fixed navigation

This is navigation which is displayed when users scroll down on Home page and main navigation for all other pages of the website

Note: To display logo in Fixed navigation, you need to go to Fixed navigation > Menu Structure > Single menu item (example: Sample page) and then add class *meta-btn* and, separated with space, add class of color from above in *CSS Classes* (optional) field.

Image 58 - Fixed navigation