WSBLN Website

Create/Edit Content

To create a page first determine the appropriate content type:
- [Page](#) - we have 2 templates
  - Default (used for all pages)
  - Home
- News & Events (blog post or event)
- Our Stories

Create/Edit Pages

- **To add a new page:**
  From the top admin bar: Click **+ New** > **Page**

- **To edit a page:**
  - From the left admin go to **Pages** > **View All** and find your page
    OR
  - Navigate to your page and click **Edit Page** from the top admin bar
- Enter content in the Main Content Area - See below for tips
- Click **Publish**

Create/Edit News & Events

- **To add a new news/events page:**
  From the top admin bar: Click **+ New** > **News & Events**
- **To edit a page:**
  - From the left admin go to **News & Events** > **View All** and find your post
    OR
  - Navigate to your page and click **Edit Post** from the top admin bar (if logged in)
- **Events** have a few extra fields to separate out the time and location
  - To create an event page, select Events from the Categories list on the right side of the template
  - Once selected, additional fields will appear on the template.
    - You can specify Date & Times (at the top of the template)
    - Look up the address to display a map and driving directions link on the event page (at the bottom of the template)
- Optionally - Add a **featured image** to the post.
  - Featured images appear in the roll-up view of the post (on the home page and on the News & Events Page)
  - Featured images are also used when sharing posts to Facebook or Twitter
  - The image you upload should be as large as possible, and we pick the appropriate size for the location. You should aim for images that are at least 1200 x 630.
  - On the bottom right side of the template, click add featured image and upload your image.
- Enter content in the Main Content Area - See below for tips
- Click **Publish**

Create/Edit Our Stories

- **To add a new story page:**
  From the top admin bar: Click **+ New** > **Our Stories**
- **To edit a page:**
  - From the left admin go to **Pages** > **View All** and find your page
    OR
  - Navigate to your page and click **Edit Page** from the top admin bar
- **Events** have a few extra fields to separate out the time and location
  - To create an event page, select Events from the Categories list on the right side of the template
  - Once selected, additional fields will appear on the template.
    - You can specify Date & Times (at the top of the template)

- ■ Look up the address to display a map and driving directions link on the event page (at the bottom of the template)
- Enter content in the Main Content Area - See below for tips
- Optionally - Add a **featured image** to the post.
  - ○ Featured images appear in the roll-up view of the post (on the home page and on the Our Stories Landing Page)
  - ○ Featured images are also used when sharing posts to Facebook or Twitter
  - ○ The image you upload should be as large as possible, and we pick the appropriate size for the location. You should aim for images that are at least 1200 x 630.
  - ○ On the bottom right side of the template, click add featured image and upload your image.
- Click **Publish**

Edit the Home Page

- The layout of the Home Page is fairly fixed, but you have control over the content that appears in each section.
  - ○ [Home Page Header](#)
  - ○ Home Page Main (Blog/Our Stories Feed & Twitter/FB Feed)

Home Page Header

The Header includes

- **Content** - Keep this concise, limit to a paragraph of 50 words or less, limit your styling of this content.
- **Image** - Replace the current image by hovering over the image, deleting it, then add a new one. Always upload as large of a file as you have, as this image will grow as the browser size grows
- **Link/Link Label** - this will add a stylized link to one of your content pages.

Home Page Main

The display feeds will pull the latest post/story from News & Events and Our Stories

- You can control the number of posts displayed for each feed, and the link/label for viewing "all"

Right Content - currently houses the Social Feed and the Social Links

- **Facebook Feed** - currently pulls the Facebook Feed from USBLN and the Twitter Feed from WSBLN.
  - ○ It is managed with Juicer - https://www.juicer.io/ - the account is managed by Patty, if you want to make changes let me know or you can create your own.
  - ○ It is displayed on the page with a Shortcode - [juicer name='wsbln']
- **Social Links**
  - ○ Placed on the page with a Shortcode - [social-links title="Follow Us"]
  - ○ The accounts behind each social link are managed in the Theme Settings > Social Links - see below for more info
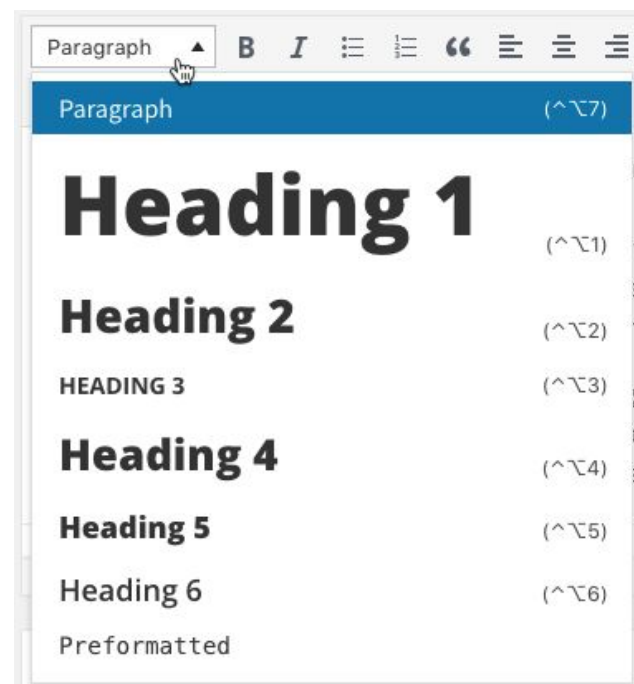
Wordpress WYSIWIG Editor

There are many existing tutorials on using the Wordpress WYSIWIG Editor (This is a thorough one). This section will just cover the customizations that have been made for the WSBLN Web Site.

Examples of styling options can be found on this page: http://wsbln.flywheelsites.com/style-testing/

Heading Styles

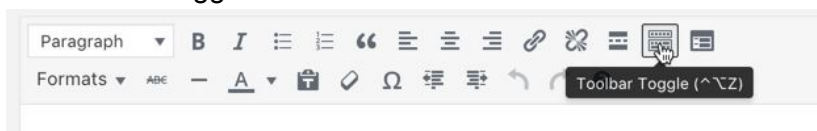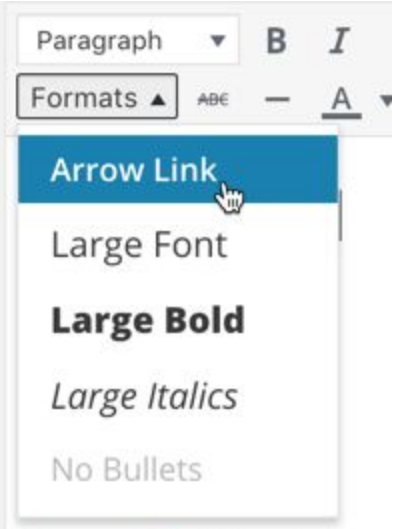| Assign heading styles by highlighting the text and assigning the style. They are available under the "paragraph" dropdown in the toolbar.	Once published they will pick up the styles that match your site.
	- Headings should be applied in a way that supports the structure of your content. (In order) - There should be only one Heading 1 on the page.

Additional Styles

Additional Styles are found under the **Formats** dropdown.	If you dont see the Formats Dropdown, you may need to click the Toolbar Toggler

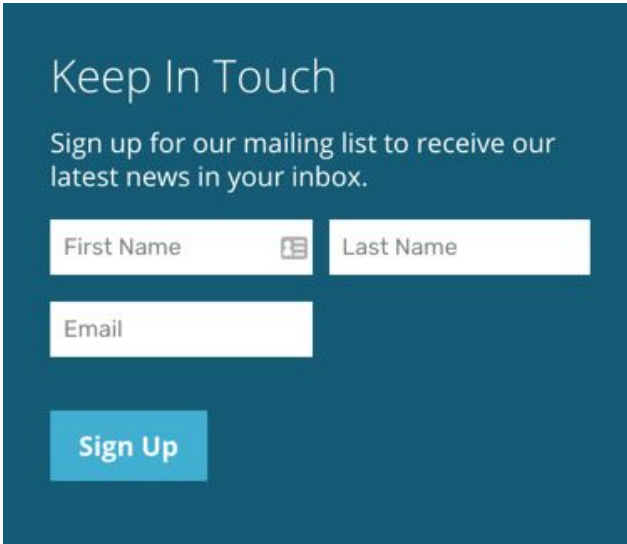|	
	For best results in applying special formatting 1. Highlight plain, unformatted text 2. Apply the special formatting 3. Apply any additional formatting/functionality **Example**: Create an arrow link 1. Type the link label text 2. Highlight the link label 3. Apply the arrow link style 4. Add the link via the toolbar

Add a Video
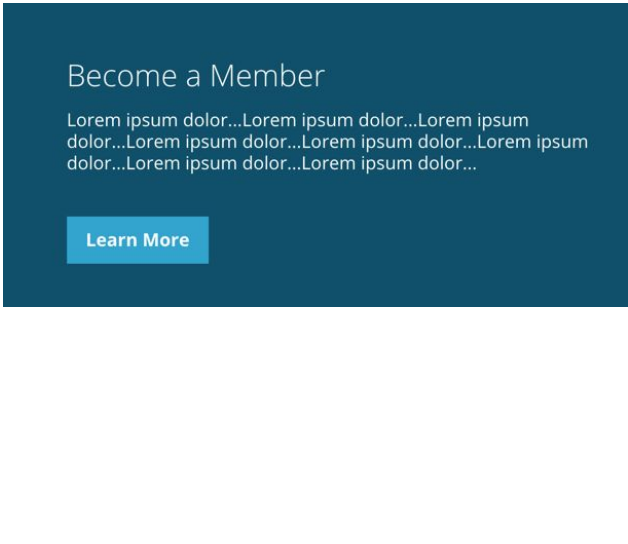
To add a video:
1. locate the video in youtube, right-click on it and **Copy Video Url** (Not the embed code)
2. Put the cursor where you would like it and click **Add Media** (above the toolbar)
3. Select **Insert from URL**
4. Paste in your URL copied in step 1
5. The window should recognize the video, click **insert into page**.

Additional Functionality

Footer

The footer is built with 2 sidebars, Footer Upper & Footer Lower

Footer Upper

Keep In Touch Sign up for our mailing list to receive our latest news in your inbox. First Name [ ] Last Name [ ] Email [ ] **Sign Up**	**Become a Member** Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor...Lorem ipsum dolor... **Learn More**
Footer Upper (left): Contains a Constant Contact Form **Appearance** > **Widgets** > **Footer Upper: Form** ● Edit the Widget Title ● Select which form it links to The Constant Contact Form (description, fields etc) is managed in the Admin pane under **Contact Form**	Footer Upper (Right) Text Widget **Appearance** > **Widgets** > **Footer Upper: Text** ● Widget Title ● Widget Content (HTML) **NOTE** - this widget was removed because there was not enough content at launch. You can add a text widget here at a later date. To make sure it fits properly, **edit the Form Widget and remove the class 'full-width-widget'**

Footer Lower

Washington State Business Leadership Network A State Chapter of the US Business Leadership Network (USBLN) PO Box 23313 Federal Way, WA 98093	✉ f 🐦 in
1. Address	2. Social Links

Edit Lower Footer Content:
1. Address:
    a. From the WP Admin go to **Appearance** > **Widgets** > **Footer Lower: Text**
    b. Edit the html
2. Social Links
    a. From WP Admin go to **Theme Settings**
    b. Add/Edit Links from the Social Links Section

    c. Find your icon via **Font Awesome**
        i. Locate your icon via search or browse
        ii. Copy the class name ie **fa-linkedin,** paste it in the **icon field**

Main Menu

Add/Edit Menu Items

- If you are linking to a page/post/category on the current site, make sure that item exists first. (Create it if it does not).
- Go to **Appearance > Menus**
- From the left pane, select the type of item you wish to add.
- Select the item from the list, then click **add to menu**. Once added, you can re-order the list by dragging and dropping.
- You can change the label that displays by clicking the little arrow next to the label.
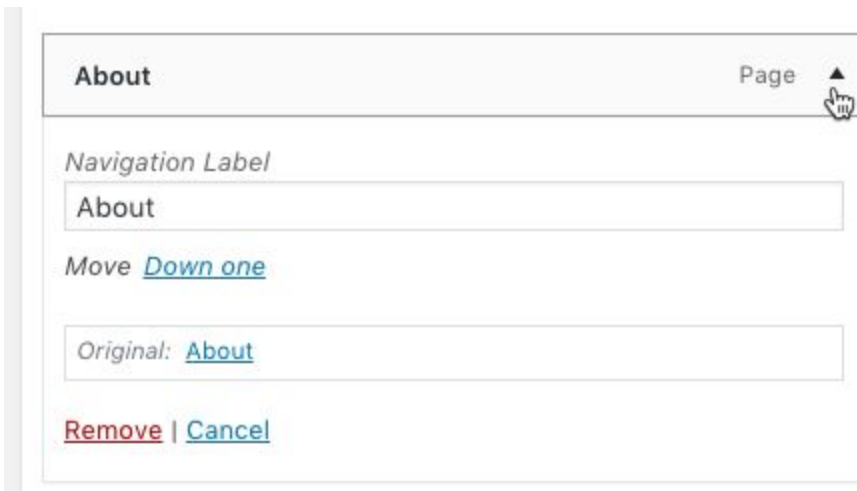
SEO

We are using a plugin to help manage seo: Yoast SEO

This makes it easier to manage page metadata that is sent to search engines and social media platforms. Currently only the base configurations have been setup.
- Most pages get the search snippet from the wordpress excerpt (which is generated from the content box).
- Facebook and Twitter cards look for the featured image on a page and send that with the page data.

Some To Do's:
- Check the Dashboard for warnings **SEO** > **Dashboard**
- Run through the configuration wizard **SEO** > **Dashboard** > **General**

- For any pages that you want to highlight in search. Write specific action-oriented descriptions. **Edit Page** > **Yoast SEO** > **Edit Snippet**

Accessibility

Images

When you place images onto a page you need to provide alt text and/or a caption
- A caption will display for all users
- Alt text will only get picked up by screen readers
- If you provide both the alt text should be a short label and the caption should be a longer description (they should not be the same)

For some more guidelines on when to se alt text, see this page:
http://4syllables.com.au/articles/text-alternatives-decision-tree/

You can set the caption or alt text from two places:
1. The Media Library
2. The Edit view of the image in a post

When you place an image in a page, it will use the caption/alt text that was set at the time it was placed. You can customize the alt text/caption for any item once you have placed it on the page.

To set the caption/alt text:
1. Hover over an image you want to edit
2. Click the Pencil

3. Update the appropriate fields

Link labels

Link labels should be descriptive of the content you are linking to. Links that say "Read More…" are confusing when read through a screen reader. To avoid confusing links, add descriptive text that will be read be screen readers only:

```
<a href="my-blog-post-title">Read More <span class="sr-only">My Blog Post Title</span></a>
```

Site Host Info

This site is hosted on [SiteGround](#)
This domain name is registered with [Network Solutions](#)

Contacts:

- Site Developed By: Patty O'Hara | 206-849-4272 | patty.ohara@gmail.com