

# RenallInfoLK Web Theme - User Guide

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## Getting Started

### What is a Block Theme?

RenallInfoLK Web is a "block theme" that uses WordPress's Full Site Editing (FSE). This means you can customize every part of your site using blocks - no coding required!

### Requirements

- WordPress 6.7 or higher
- PHP 7.2 or higher
- Modern web browser (Chrome, Firefox, Safari, or Edge)

### What You Can Customize

- **Colors:** Change the entire color scheme
  - **Typography:** Adjust font sizes and spacing
  - **Headers & Footers:** Design your site structure
  - **Page Layouts:** Use pre-designed patterns
  - **Blog Archives:** Customize how posts are displayed
  - **Individual Posts:** Control post templates
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## Theme Installation

### Method 1: Via WordPress Admin (Recommended)

#### 1. Download the theme ZIP file

- Save `renalinfo-web.zip` to your computer

## 2. Go to WordPress Admin

- Log in to your WordPress site
- Navigate to **Appearance → Themes**

## 3. Upload Theme

- Click **Add New** at the top
- Click **Upload Theme**
- Click **Choose File** and select `renalinfo-web.zip`
- Click **Install Now**

## 4. Activate Theme

- Once installed, click **Activate**
- Your site now uses RenallInfoLK Web!

Method 2: Via FTP

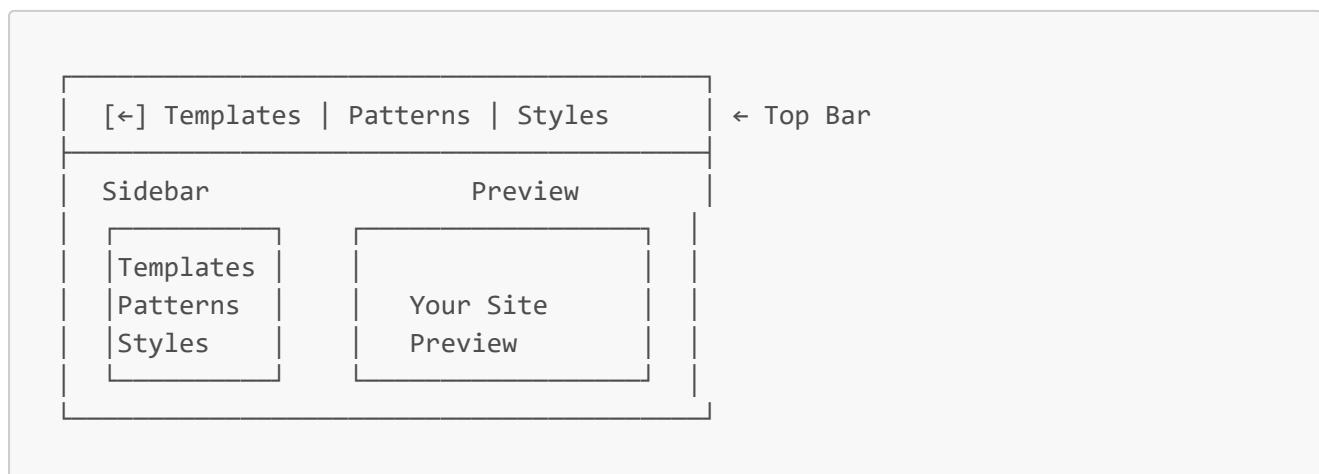
1. **Extract ZIP file** on your computer
  2. **Connect via FTP** to your web server
  3. **Upload folder** to `/wp-content/themes/`
  4. **Go to WordPress Admin** → Appearance → Themes
  5. **Activate** RenallInfoLK Web
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## Site Editor Basics

Accessing the Site Editor

1. Go to **Appearance → Editor**
2. You'll see your homepage with editing options

Site Editor Interface



Key Site Editor Areas

**Templates** (left sidebar)

- Index (homepage)
- Single Post
- Page
- Archive
- 404 Error

## Patterns (Insert menu)

- Heroes (large headers)
- CTAs (call-to-actions)
- Content sections

## Styles (right panel)

- Colors
  - Typography
  - Spacing
  - Browse style variations
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# Customizing Colors

## Using the Color Palette

### 1. Open Site Editor

- Go to **Appearance → Editor**

### 2. Access Styles Panel

- Click **Styles** (paintbrush icon) in top-right
- Click **Colors**

### 3. Edit Color Palette

- Click on any color swatch
- Choose a new color using the picker
- Or enter a hex code (e.g., #359EFF)

## Theme Colors Explained

Color Name	Default	Usage
<b>Primary Blue</b>	#359EFF	Main brand color, links
<b>Primary Dark</b>	#2E4F64	Headings, dark text
<b>Secondary Light Blue</b>	#BDE0FE	Backgrounds, accents
<b>Green Blue</b>	#006D77	Medical accent
<b>CTA Yellow</b>	#FFC300	Call-to-action buttons

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Color Name	Default	Usage
<b>Accent Peach</b>	#FFD28E	Highlights, banners
<b>Background Light</b>	#F5F7F8	Page background
<b>Text Light</b>	#4A4A4A	Body text

## Color Accessibility Tips

 **Important:** Maintain WCAG AA contrast ratios (4.5:1 for text)

 **Safe Combinations:**

- Primary Dark text on Background Light ✓
- Text Light on Background Light ✓
- White text on Primary Blue ✓
- Accent Text on CTA Yellow ✓

 **Avoid:**

- Secondary Light Blue text on Background Light (too low contrast)
- CTA Yellow text on Background Light (insufficient contrast)

## Using Style Variations

**1. Open Styles Panel**

- Appearance → Editor → Styles

**2. Browse Styles**

- Click **Browse styles** at the bottom

**3. Choose Variation**

- **Default:** Standard medical theme
- **Dark Mode:** Dark background theme
- **High Contrast:** Enhanced accessibility (7:1 ratios)

**4. Apply**

- Click variation to preview
- Click **Save** to apply

## Using Block Patterns

### What are Block Patterns?

Pre-designed layouts you can insert with one click. No need to build from scratch!

### Hero Patterns (Large Headers)

## **Hero - Simple**

- **Usage:** Text-only page headers
- **Best for:** About page, service pages
- **Insert:** Add block → Patterns → "Hero - Simple"

## **Hero - Centered**

- **Usage:** Full-width centered hero with dual CTAs
- **Best for:** Homepage, landing pages
- **Includes:** Large heading, description, 2 buttons

## CTA Patterns (Call-to-Actions)

### **CTA - Webinar**

- **Usage:** Event/webinar announcements
- **Best for:** Upcoming events, workshops
- **Includes:** Icon, date/time, register button

### **CTA - Boxed**

- **Usage:** Prominent call-to-action with border
- **Best for:** Consultation requests, key conversions
- **Includes:** Centered content, primary button

### **CTA - Inline**

- **Usage:** Subtle CTAs within content
- **Best for:** Downloads, guides, resources
- **Includes:** Text + button (no background)

### **CTA - Contact**

- **Usage:** Contact information with form
- **Best for:** Contact pages
- **Includes:** Address/phone/email icons, form area

### **CTA - Newsletter**

- **Usage:** Email newsletter signup
- **Best for:** Building email list
- **Includes:** Mail icon, form placeholder, privacy text

## Content Patterns

### **Content - Two Column**

- **Usage:** Text alongside image
- **Best for:** Feature descriptions, services
- **Layout:** 50/50 split

## Content - Resources Grid

- **Usage:** Showcase 3 types of resources
- **Best for:** Homepage, resources page
- **Includes:** Articles, Videos, Posters with icons

## Content - News Grid

- **Usage:** Display 3 recent blog posts
- **Best for:** Homepage blog section
- **Automatically pulls:** Latest posts

## How to Insert Patterns

### 1. Edit a Page or Template

- Pages → Add New or Edit existing
- Or Appearance → Editor (for templates)

### 2. Click (+) Button

- Click blue (+) in top-left or within content

### 3. Search for Pattern

- Click **Patterns** tab
- Type pattern name (e.g., "hero")
- Or browse **RenallInfo Heroes**, **RenallInfo CTAs**, **RenallInfo Content**

### 4. Insert Pattern

- Click pattern to insert
- Customize text, colors, buttons

### 5. Save

- Click **Update** (pages) or **Save** (templates)
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## Creating Pages

### Creating a New Page

#### 1. Go to Pages

- WordPress Admin → **Pages** → **Add New**

## 2. Add Page Title

- Type your page title (e.g., "About Us")

## 3. Add Content Using Patterns

- Click (+) → Patterns → Choose a hero pattern
- Add content sections
- Add CTA pattern at the bottom

## 4. Example Page Structure

```
Hero - Centered (intro)
↓
Content - Two Column (features)
↓
Content - Resources Grid (resources)
↓
CTA - Contact (contact info)
```

## 5. Publish

- Click **Publish** in top-right

## Recommended Page Layouts

### Homepage:

- Hero - Centered
- Content - Resources Grid
- Content - News Grid
- CTA - Newsletter

### About Page:

- Hero - Simple
- Content - Two Column (mission)
- Content - Two Column (team)
- CTA - Contact

### Contact Page:

- Hero - Simple
- CTA - Contact (with form)

### Services Page:

- Hero - Simple
- Multiple Content - Two Column sections
- CTA - Boxed (consultation)

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# Creating Blog Posts

## Writing a New Post

### 1. Go to Posts

- WordPress Admin → **Posts** → **Add New**

### 2. Add Post Title

- Type a descriptive title
- Example: "Managing Pediatric Kidney Disease"

### 3. Set Featured Image

- Click **Set featured image** in right sidebar
- Upload or select an image
- **Important:** Add descriptive alt text for accessibility

### 4. Write Content

- Use paragraph blocks for body text
- Use heading blocks (H2, H3) for sections
- Add images with captions

### 5. Add Categories

- Right sidebar → Categories
- Check existing or create new

### 6. Add Tags

- Right sidebar → Tags
- Type relevant medical keywords

### 7. SEO (if using Yoast/Rank Math)

- Scroll down to SEO section
- Add focus keyword
- Write meta description (150-160 characters)
- Review content analysis

### 8. Publish

- Click **Publish** button

## Post Formatting Tips

### Use Headings Hierarchy:

```
H1: Post Title (automatic)
└ H2: Main Section
  └ H3: Subsection
  └ H3: Subsection
└ H2: Another Main Section
  └ H3: Subsection
```

## Add Visual Interest:

- Featured image at top (16:9 ratio recommended)
- Break up text with subheadings
- Use lists for easy scanning
- Add relevant images throughout

## Medical Content Best Practices:

- Cite sources
- Add medical disclaimer if needed
- Include author credentials
- Use patient-friendly language
- Link to related articles

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# Mobile Menu

## How It Works

On mobile devices (<768px), the main navigation automatically becomes a slide-in drawer menu.

## Mobile Menu Features

- **Hamburger Icon:** Tap to open menu
- **Slide-in Drawer:** Menu slides from right
- **Backdrop:** Dark overlay behind menu
- **Close Button:** X icon to close
- **Keyboard Accessible:** Tab navigation, Escape to close

## Testing Mobile Menu

### 1. Resize Browser

- Make window narrower than 768px
- Hamburger icon should appear

### 2. Click Menu Icon

- Menu slides in from right
- Page content is locked (no scrolling)

### 3. Close Menu

- Click X button
- Or click backdrop
- Or press Escape key

## Customizing Mobile Menu

### 1. Edit Header

- Appearance → Editor → Template Parts → Header

### 2. Edit Navigation Block

- Click on Navigation block
- Modify menu items

### 3. Save

- Click Save button
- 

## SEO Configuration

### Step 1: Install SEO Plugin

#### **Recommended: Yoast SEO**

1. **Go to Plugins → Add New**
2. **Search** for "Yoast SEO"
3. **Install and Activate**
4. **Run configuration wizard**

### Step 2: Configure Permalinks

1. **Go to Settings → Permalinks**
2. **Select** "Post name"
3. **Save Changes**

**Result:** Clean URLs like [yoursite.com/pediatric-kidney-disease/](https://yoursite.com/pediatric-kidney-disease/)

### Step 3: XML Sitemap

**WordPress has built-in sitemap at:**

<https://yoursite.com/wp-sitemap.xml>

**Submit to Google:**

1. Go to [Google Search Console](#)
  2. Add your site
  3. Go to Sitemaps
-

4. Enter `wp-sitemap.xml`

5. Submit

## Step 4: Optimize Each Post

### For Every Blog Post:

- Add focus keyword to title
- Write unique meta description
- Add alt text to all images
- Use headings (H2, H3) properly
- Add internal links to related posts
- Choose appropriate categories/tags

## Step 5: Medical Content SEO

### E-A-T (Expertise, Authoritativeness, Trustworthiness):

- Display author credentials (MD, RN, etc.)
- Link to reputable medical sources
- Add medical review dates
- Include disclaimers where needed

### Example Author Bio:

Dr. Jane Smith, MD  
Pediatric Nephrologist with 15 years of experience  
Board Certified by American Board of Pediatrics  
Reviewed: November 12, 2025

## Troubleshooting

### Common Issues

#### Issue: "Theme looks broken after activation"

#### Solution:

1. Go to Appearance → Editor
2. Click on your logo/site title
3. If missing, add logo: Settings → General
4. Clear browser cache (Ctrl+Shift+R)

#### Issue: "Mobile menu not working"

#### Check:

1. Are you on mobile width? (<768px)
2. Check browser console for JavaScript errors
3. Try disabling other plugins temporarily
4. Clear cache

**Issue: "Colors don't match what I set"**

**Solutions:**

1. Clear caching plugin cache
2. Clear browser cache
3. Check if style variation is applied (Styles → Browse styles)
4. Ensure you clicked Save in Site Editor

**Issue: "Patterns don't appear in editor"**

**Solutions:**

1. Refresh the page editor
2. Ensure theme is activated
3. Check WordPress version (must be 6.7+)
4. Try switching to default theme and back

**Issue: "Featured images not showing"**

**Check:**

1. Is featured image set on post?
2. Is image size appropriate? (recommended: 1200x675px)
3. Check file size (<500KB recommended)
4. Regenerate thumbnails: Plugin "Regenerate Thumbnails"

**Issue: "Site is slow"**

**Quick Fixes:**

1. Install caching plugin (WP Rocket, W3 Total Cache)
2. Optimize images (compress before upload)
3. Remove unused plugins
4. Check hosting performance
5. Enable Gzip compression

## Getting Help

**Before Asking for Help:**

1.  Check this user guide
2.  Search WordPress support forums
3.  Disable plugins temporarily to test

4.  Switch to default theme temporarily

## **When Reporting Issues:**

Include:

- WordPress version
- PHP version
- Active plugins list
- Screenshot of issue
- Browser/device information
- Steps to reproduce

## **Support Resources:**

- WordPress Support Forums
  - Theme documentation (README.txt)
  - Developer Guide (docs/DEVELOPER-GUIDE.md)
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# Tips and Best Practices

## Content Strategy

### **Homepage:**

- Clear hero with value proposition
- 3-4 main sections maximum
- Strong call-to-action
- Recent blog posts

### **Blog Posts:**

- Write 1000+ words for SEO
- Use images every 300-400 words
- Add internal links to 2-3 related posts
- Update posts when medical information changes

### **Navigation:**

- Keep main menu to 5-7 items
- Use descriptive labels
- Group related pages in submenus

## Performance Tips

### **1. Image Optimization**

- Use WebP format when possible
- Resize before upload (don't upload 5MB images!)
- Recommended sizes:

- Hero images: 1920x1080px
- Content images: 1200x800px
- Thumbnails: 400x300px

## 2. Keep It Clean

- Remove unused themes
- Remove unused plugins
- Delete spam comments regularly
- Limit post revisions (3-5 max)

## 3. Caching

- Use a caching plugin
- Enable browser caching
- Use CDN if available

## Accessibility

### Always:

- Add alt text to images
- Use proper heading hierarchy
- Test with keyboard navigation
- Maintain color contrast
- Use descriptive link text (not "click here")

### Never:

- Use images of text
- Rely only on color to convey information
- Use auto-playing videos
- Create tiny touch targets (<44px)

## Security

### Basic Security:

1. Keep WordPress updated
2. Keep theme updated
3. Keep plugins updated
4. Use strong passwords
5. Limit login attempts
6. Use HTTPS (SSL certificate)
7. Regular backups

### Recommended Security Plugins:

- Wordfence Security
- Sucuri Security

- iThemes Security
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## Quick Reference Card

### Keyboard Shortcuts

#### **Site Editor:**

- **Ctrl+S** (Windows) / **Cmd+S** (Mac) - Save
- **Ctrl+Z** / **Cmd+Z** - Undo
- **Ctrl+Shift+Z** / **Cmd+Shift+Z** - Redo
- **/** - Quick insert block

#### **Post Editor:**

- **Ctrl+B** / **Cmd+B** - Bold
- **Ctrl+I** / **Cmd+I** - Italic
- **Ctrl+K** / **Cmd+K** - Insert link
- **Alt+Shift+H** - Toggle heading

### Common Admin URLs

- Dashboard: </wp-admin/>
  - Pages: [/wp-admin/edit.php?post\\_type=page](/wp-admin/edit.php?post_type=page)
  - Posts: </wp-admin/edit.php>
  - Media: </wp-admin/upload.php>
  - Themes: </wp-admin/themes.php>
  - Plugins: </wp-admin/plugins.php>
  - Settings: </wp-admin/options-general.php>
  - Site Editor: </wp-admin/site-editor.php>
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## Conclusion

You now have everything you need to manage your RenallInfoLK Web site!

#### **Remember:**

- Take it step by step
- Experiment in the Site Editor
- Use block patterns to save time
- Focus on quality content
- Keep accessibility in mind

#### **Need more help?**

- Check README.txt for technical details
  - Review docs/DEVELOPER-GUIDE.md for advanced customization
  - Visit WordPress support forums
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**Happy publishing!** 🎉