

RenalInfoLK Web Theme - User Guide

Table of Contents

1. [Getting Started](#)
 2. [Theme Installation](#)
 3. [Site Editor Basics](#)
 4. [Customizing Colors](#)
 5. [Using Block Patterns](#)
 6. [Creating Pages](#)
 7. [Creating Blog Posts](#)
 8. [Mobile Menu](#)
 9. [SEO Configuration](#)
 10. [Troubleshooting](#)
-

Getting Started

What is a Block Theme?

RenalInfoLK 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
-

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 RenalInfoLK Web!

Method 2: Via FTP

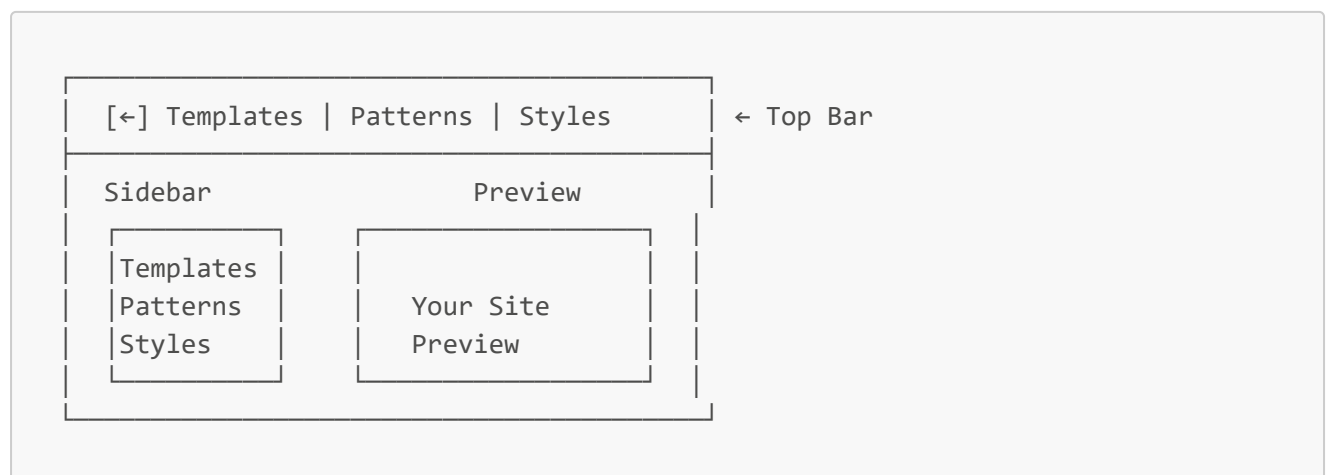
1. **Extract ZIP file** on your computer
2. **Connect via FTP** to your web server
3. **Upload folder** to **/wp-content/themes/**
4. **Go to WordPress Admin** → **Appearance** → **Themes**
5. **Activate** RenalInfoLK Web

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

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

Color Name	Default	Usage
Accent Peach	#FFD28E	Highlights, banners
Background Light	#F5F7F8	Page background
Text Light	#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)

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)

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

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/

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)
-

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
-

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
 - 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>
-

Conclusion

You now have everything you need to manage your RenalInfoLK 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

Happy publishing! 🙌