



WordPress CMS Basic Training

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Introduction

This guide will assist you with getting started using your WordPress blog or site. By no means is this guide an exhaustive list of features or instructions. More advanced information can be found on wordpress.org, other websites, or in various books. The information contained here is just meant to give you a quick start to using your blog or site.

Logging In

1. To access your WordPress CMS, enter your website URL into your web browser, adding `/wp-manager/` to the end. For example, `www.yourdomain.com/wp-manager/`.
2. Enter your user name and password to login (*note that passwords are case-sensitive*). Select **Log In**. If you have not received your login information, please submit a request at <http://helpme.haleymarketing.com>.

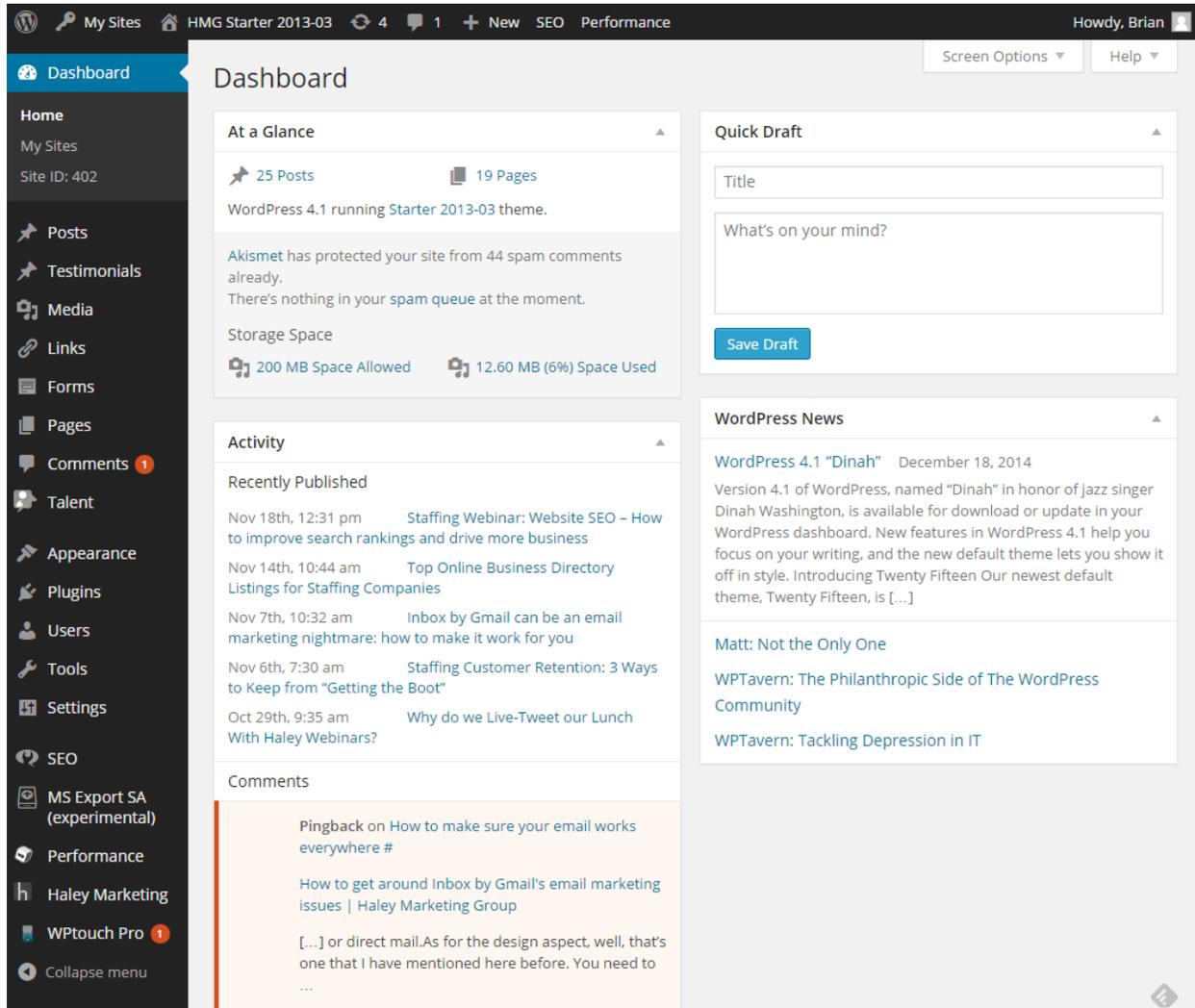
*If you have forgotten your password, select the Lost Your Password link at the bottom of the login form. Enter your email address or user name and click Get New Password to receive your new login credentials.

Adding Users

If you want to add other users from your company and allow them to post blogs, you may want to add new users as an “editor” (select **Users** from the main navigation to add new WordPress users for your site). This will allow a user to edit text, but not necessarily change the entire look and feel of the posts.

Getting Started

After entering your login information, your website dashboard will load, which looks like this:

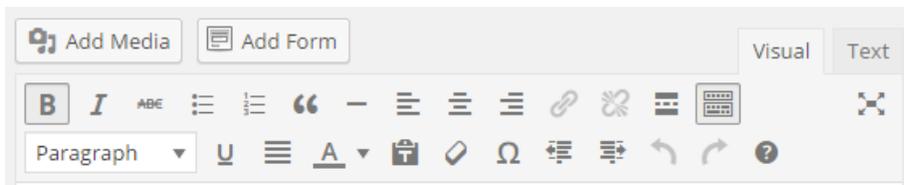


Take a moment to familiarize yourself with the layout of the dashboard. The main navigation menu is on the left, and the main body area of the page contains basic stats and information.

1. Adding a New Blog Post

To add a new blog post, simply click on **Posts>Add New** from the main navigation. This link will take you to the *Add New Post* page. First, you should enter a title for your blog post. Haley Marketing recommends using eye-catching and relevant titles. For added SEO value, we recommend adding industry-specific keywords in titles whenever possible.

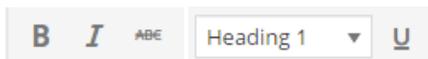
Click on the main section to enter your blog text. You have 2 editing options: Visual and HTML. We recommend selecting the Visual editing option, as it presents a toolbar that is very similar to working in Microsoft Word. If you select “HTML,” you will have the opportunity to make changes using HTML code. Haley Marketing does not recommend attempting to use HTML unless you have experience using HTML on other websites.



Basic formatting

Similar to many popular word processing applications, you can change the format of text by selecting one or more characters and clicking on the appropriate formatting option. For example, to make text bold, select the appropriate text and click on the **B** in the toolbar. Similarly, to italicize text, select the appropriate text and click on the *I* in the toolbar.

A note about using underlined text on webpages: Most users expect underlined text on webpages to be hyperlinks. Therefore, it is generally considered bad practice to underline words or phrases, as it could confuse readers who are expecting underlined text to link somewhere.



Undo & Redo

The undo and redo buttons allow you to step through your changes while editing.



Text Alignment

You can choose to align your text left, center, right, or justified using the respective buttons in the rich text editor toolbar. To do this, click inside of a paragraph (or highlight multiple paragraphs) and select the appropriate option from the toolbar.



Text Formatting

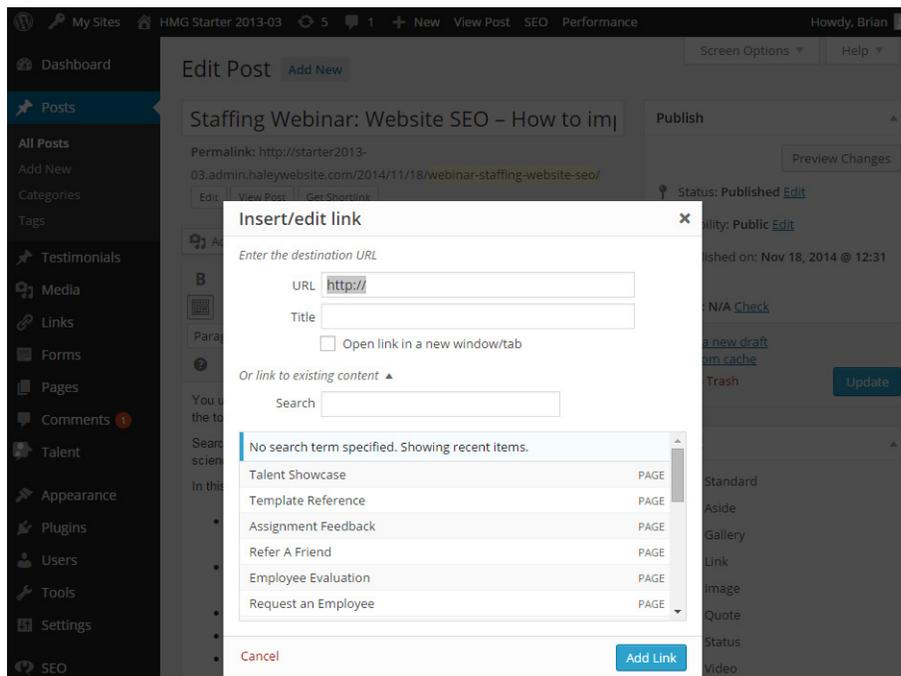
To change the appearance of text, including the font size, foreground, and background colors, you can use several toolbar options. Simply select the text that you would like to format and choose the appropriate size and colors.

Hyperlinks

To create a hyperlink, or “link”, to a webpage or file, you can use the Insert/Edit Link tool. There are two toolbar buttons for working with links. The first one allows you to create links in your content and the second one allows you to remove links from your content.



To create a link, select the text that you would like to make a link and click on the Insert/Edit Link button. The following dialog will appear.

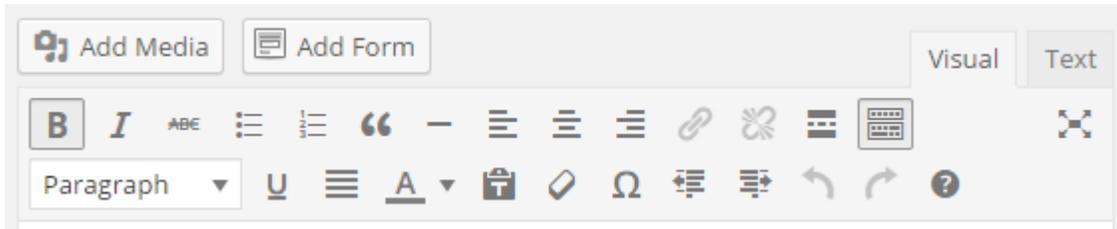


The Link URL is simply the location of the webpage, document, or other resource on the Web. A URL usually looks something like this: <http://example.com/path/to/filename.ext>.

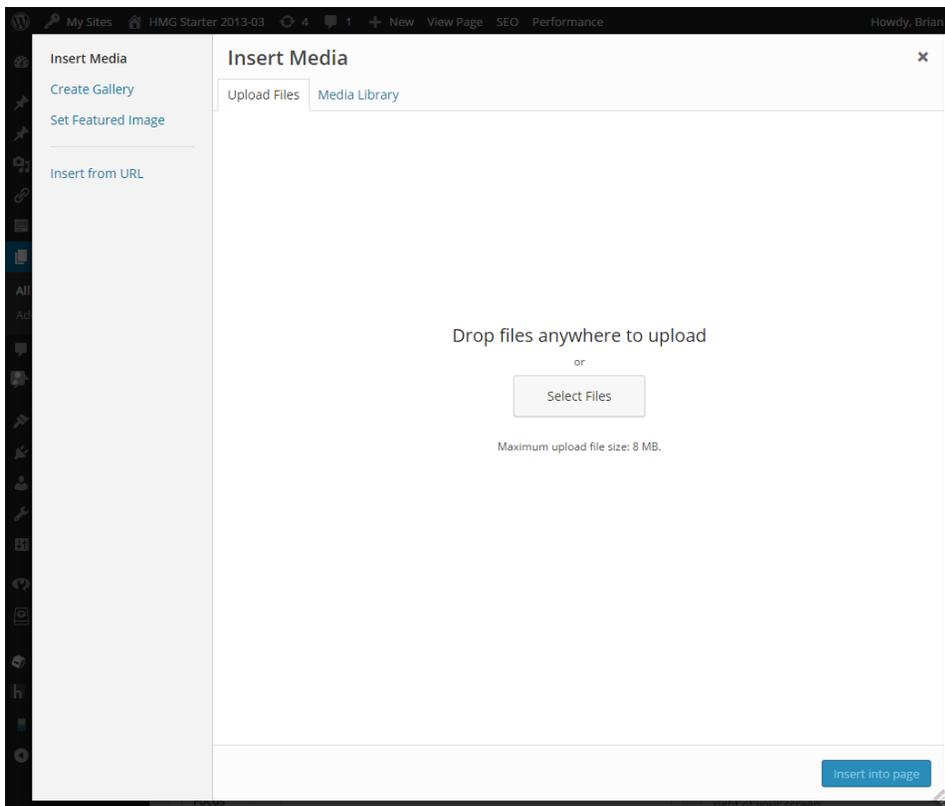
If you are linking to a webpage or file outside of your website (on another website, for example), you will need to copy and paste the URL into the **Link URL** field. You can usually copy URLs directly from the address bar in your browser. ****When linking to an outside website, Haley Marketing recommends checking the box next to “Open link in a new window/tab.” That way, visitors to your site will always have a window open, making it easy to return to your website.*

Inserting/Editing Images

You also have the option of adding images, videos, audio and media (including PDFs and other file types) using the icons above the formatting toolbar. ****For web use, lower resolution images and files are suggested. This will improve load times for visitors to your site. We recommend adding files that are smaller than 1mb, or under 800x600 pixels.**



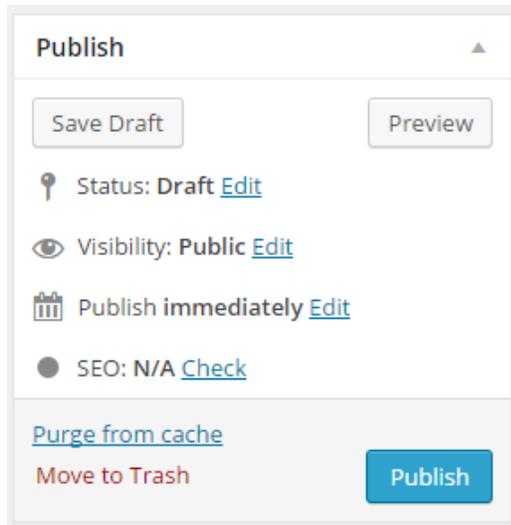
To insert an image into your content, place the cursor where you would like the image to appear in the document and select the appropriate icon. The following dialog box will appear:



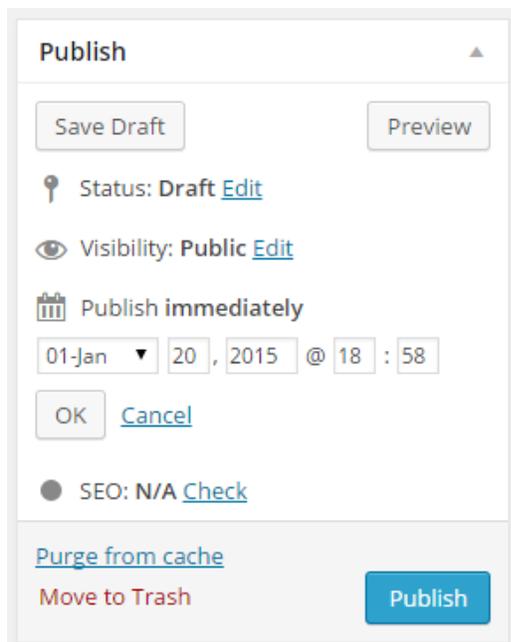
You can select an image or file from your computer, a URL or use one already uploaded into your Media Library. Once the image is uploaded, you can change alignment, dimension and other image attributes using the advanced editing mode.

Previewing and Publishing Your Blog Post

Before publishing your post to the blog, you can use the **preview** feature to see how your blog post will look once published.



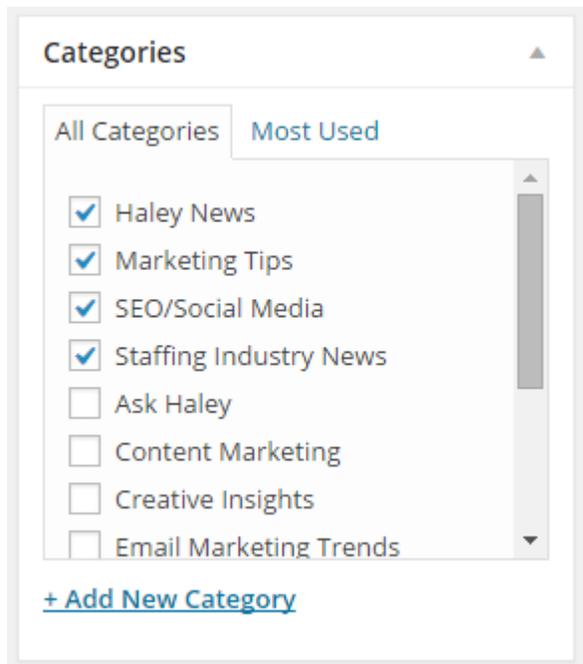
When you are ready to publish your blog post, you can choose to publish immediately, or schedule a specific date and time for the post to be published.



If you haven't finished, or if you are not ready to publish your post, you can also save a draft and come back later to complete and publish.

Categories

Organizing your blog into relevant categories can make it easier for visitors to find content of interest. Many clients start off with basic categories for Career Tips, Hiring Tools, and other industry-specific areas. You can easily add new categories by clicking on [+ Add New Category](#) in the right hand column. Each blog post should be assigned to a category. We recommend keeping your categories specific enough so that it's easy to find relevant topics, but not so specific that you end up with too many categories.

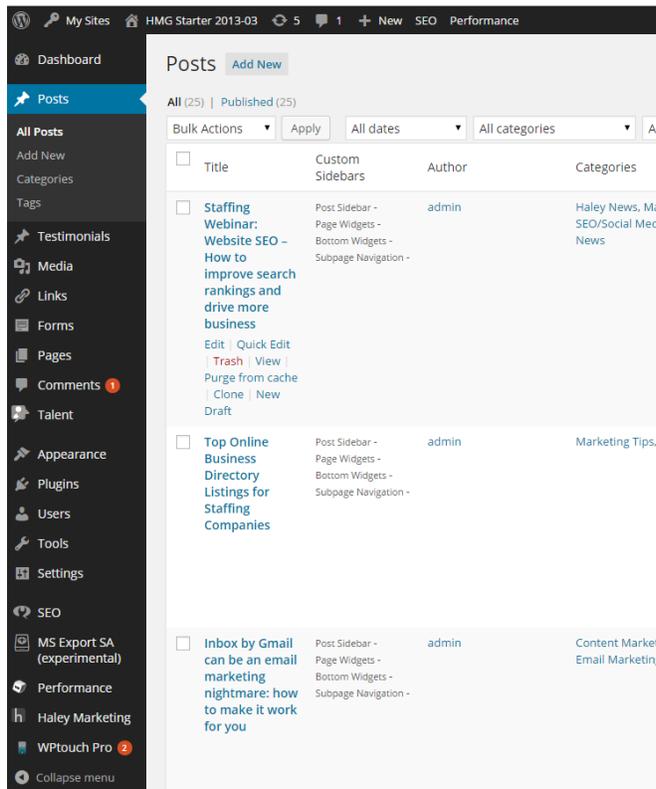


Tags

Tags are simply word classifications that relate to a particular post. For example, if you are adding a post with basic interview questions the tags might be: interview questions, interviewing, behavioral interview, questions to ask in an interview, etc. Haley Marketing recommends including between four (4) and eight (8) tags per post.

2. Editing an Existing Blog Post

To edit an existing blog post (including published posts or saved drafts), select Posts from the main navigation. You will be directed to a page listing all of your published and saved posts. Hover over the post title to view editing options. You can select Quick Edit to change publishing date information, the post title and category, or delete the post completely. Select edit to make changes to the copy or formatting of the post. For a full list of options, click on the post title. You will be directed to the main Edit Post page, which will allow you to edit all details of the post.



3. Editing Existing Website Pages

Note: You can only add and edit pages if your entire website was built on the WordPress Content Management platform.

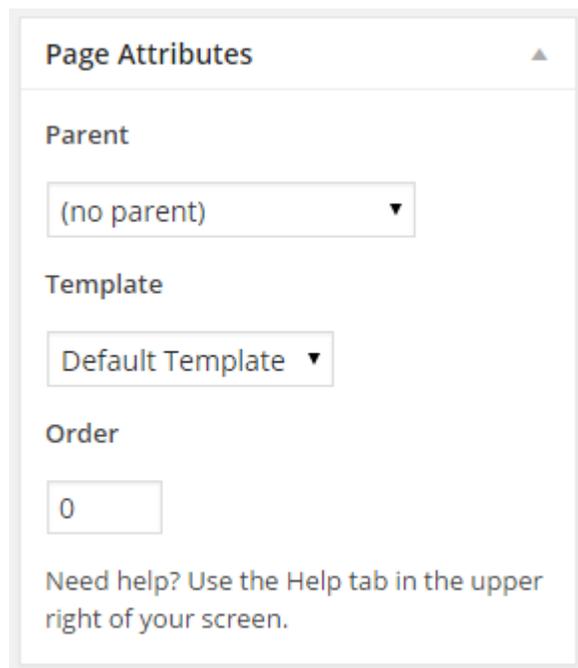
To edit an existing page, click on **Pages** from the main navigation. You will be directed to a page that contains a full listing of all the pages available on your site (if your site has a large number of pages, you may have to move to the next page to see the remaining items on the list). Hover over the page title to view editing options, or click on the page title to be taken to the **Edit Page** page. The editor features and options are all the same as editing blog posts (See [Sec 1. Adding a New Blog Post](#)).

4. Adding a New Website Page

From the main navigation, select **Pages>Add New**. You will be directed to the **Add New Page** page. Enter the name (title) for your new page in the **Enter Title Here** box. Try to keep your page title to approximately one to three words. The page title will determine the name of your page for the page headline, as well as your site navigation. Titles that are too long can “break” certain design elements on your site.

Once you have determined the page title, move on to the main body area of the page. Here, you can add and format copy and images (See [Sec 1. Adding a New Blog Post](#)).

On the right side of the **Add New Page** page, you will find a box unique to the Pages section of WordPress. **Page Attributes** will determine the placement and design of your new page. You should only be adding new subpages (pages that do not appear in your main navigation) to your site. For new subpages, select the main page that will house your new page. For example, if you want to add an Employer Testimonials page, the parent page will likely be your Employers page. WordPress pages are built on design templates which establishes the specific design used. Please note, you should select the “Subpage Template” for your new pages.



Page Attributes ▲

Parent

(no parent) ▼

Template

Default Template ▼

Order

0

Need help? Use the Help tab in the upper right of your screen.

*****Using the add a page feature to add a main level navigation may cause design elements to “break.” Please contact Haley Marketing to add pages to your site at the main level.**

All In One SEO Pack

This is an easy tool to optimize each one of your pages and posts for Search Engines.

- Title – This is the title that will be placed in the blue bar at the top of your Internet browser. Make sure to use relevant keywords in your title.
- Description – This is what appears when your post displays in search results. It tells the user what the post is about. Use relevant keywords when possible.
- Keywords – This is a list of keywords that is automatically populated in the meta data of the post. Haley Marketing recommends using your post “tags” as keywords (we recommend using between 4 and 8 keywords/tags per post).