



The Dashboard is the backend view of WordPress where you make changes to your site, create blog posts, see a snapshot view of the options you need (comments, forms, etc), and see important news from Vivid Image.

DASHBOARD

Customizable Dashboard



“Screen Options” tab located at the top-right. Click to add/delete from visibility. Each component is Drag and Drop.

Collapse Menu button

Left-Hand Navigation: Different based on each website’s unique needs

- Posts (are related to the blog portion, article based, more timely)
- Pages (are related to pages on your website, more timeless content)
- Appearance (menus and widgets)
- Users (one or many users with specified site privileges)

Creating a New Page or a New Post

- What’s the difference?

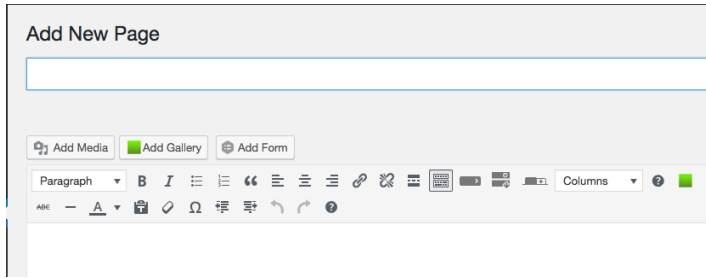
HELP: Pages vs Post Tutorial at <http://www.vimm.com/wordpress-posts-versus-pages/>

Notes:



PUBLISHING TOOLS

Add New Page/Post



Page Name (Title Tag)

URL

- Can alter before the page or post goes live; NEVER after it's live- don't use excess characters, keywords, short, customize

Enlarge Typing Window

- Move your cursor over the corner of the typing box, click and drag the window so that you have a larger view of your typing window.

Choosing Categories (Posts Only)

1. You must choose at least one category for your post.
2. If you don't select a category, WordPress will select a default category for you.
3. You may choose more than one category, if applicable.
4. You do not choose categories for pages, only posts.
5. Categories help you organize your posts, as well as help your readers find what they are looking for.
6. You can change categories at any time.

HELP: Feeling Limited in Customization Options? <http://www.vimm.com/style-sheets-wordpress/>

Adding Tags

1. Adding tags is optional, but advised. Tags help organize your articles by pulling out key ideas, words, or concepts.
2. Tags can help tell search engines what your blog post is about, but make sure you use relevant tags to what you are writing about.
3. Usually a few tags is best, unless it's a longer article.
4. You cannot add tags to a page, only posts.
5. You can add/change/delete tags at any time.

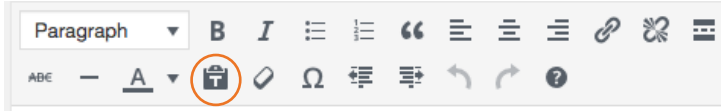
HELP: Organizing Posts with Categories and Tag Tutorial: <http://www.vimm.com/organizing-posts-with-categories-tags/>

Notes:



PUBLISHING TOOLS

Importing Content



When importing content from Word, online, email or elsewhere look for the icon shown above.

Procedure


1. Go to the content you want to copy, highlight, right click and “copy”.
2. Go back into WordPress and click on the “clipboard icon” pictured above.
3. A smaller window will open telling you’ll now be in plain text mode, click “X” in the upper right corner.

Paste is now in plain text mode. Contents will now be pasted as plain text until you toggle this option off. If you're looking to paste rich content from Microsoft Word, try turning this option off. The editor will clean up text pasted from Word automatically. X

4. Right click and paste your content. Take out any excessive spaces or returns to format as desired.

Adding Pictures

Procedure

1. For the easiest method, make sure you have the picture saved on your computer, cropped, resized, etc. BEFORE you try to add it.
2. Click on the “photo icon” that looks like this: 
3. A smaller window will open up. Click on “Select Files”, and then find the picture you want on your computer and add it.

4. Give it a “Title”. Be sure to add “Alternative Text” for better search engine results and for accessibility. The “Alt Text” should clearly describe the image if the photo is unable to be seen by the user.
5. Then decide if you want your photo left justified, right justified, or centered on your post. (You can change it later if you want)
6. Next, select the size you want. WordPress will create a thumbnail size, as well as a couple other sizes that may work. Typically the “Full Size” will be too big for your page or post, depending on the original size of the photo uploaded. Usually “Medium” is the right size.
7. Click “Insert into Post/Page”

Notes:



PUBLISHING TOOLS

Adding Links

Creating Hyperlinked Text

1. To create a link, simply type how you want the link to read. It is always best to use normal language. Always make sure that the link makes sense if read alone for accessibility purposes. Never use just “Click Here” or “Read More”.

- Example: Gardening is so refreshing to see all fresh vegetables growing, knowing they are packed full of [essential vitamins and minerals for a healthy lifestyle](#).

- Example: I enjoy gardening, but like most people fight to keep weeds out of the garden. You can read about [John Doe’s article “Fighting Garden Weeds”](#) where he talks about using grass clippings to limit weed growth.

- Example: [read more about garden weeds](#).

- Example: To read more you can go to <http://gardensinc.com/articleaboutweeds>

2. Next, highlight the words that you want hyperlinked

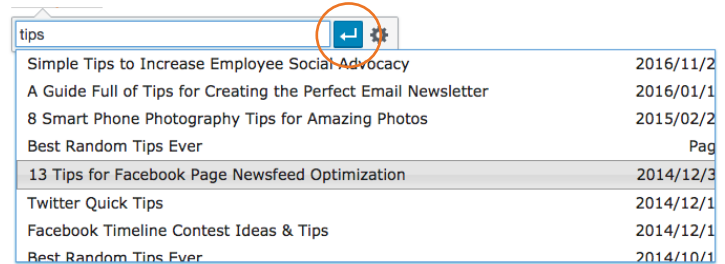
3. Click on the “link” icon that looks like this:



4. A small window will open where you will add the URL to where you want the link to go, aka, the destination of the link. If you are linking to another page/post within your site, type a few words from the title of that page/post and select from the dropdown menu. Click the blue arrow.

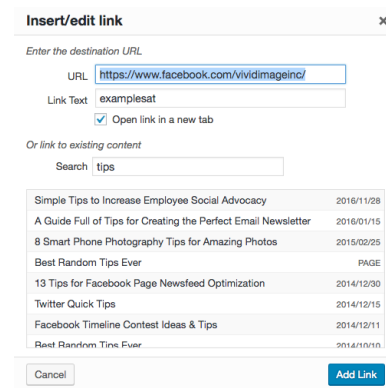


Paste URL or type to search



tips	
Simple Tips to Increase Employee Social Advocacy	2016/11/2
A Guide Full of Tips for Creating the Perfect Email Newsletter	2016/01/1
8 Smart Phone Photography Tips for Amazing Photos	2015/02/2
Best Random Tips Ever	Page
13 Tips for Facebook Page Newsfeed Optimization	2014/12/3
Twitter Quick Tips	2014/12/1
Facebook Timeline Contest Ideas & Tips	2014/12/1
Best Random Tips Ever	2014/10/1

5. If you want your link to open up in a new window and NOT navigate away from your website, select the gear icon next to the blue arrow instead and a new window will pop up.



Insert/edit link

Enter the destination URL

URL:

Link Text:

Open link in a new tab

Or link to existing content

Search:

Simple Tips to Increase Employee Social Advocacy	2016/11/28
A Guide Full of Tips for Creating the Perfect Email Newsletter	2016/01/15
8 Smart Phone Photography Tips for Amazing Photos	2015/02/25
Best Random Tips Ever	PAGE
13 Tips for Facebook Page Newsfeed Optimization	2014/12/30
Twitter Quick Tips	2014/12/15
Facebook Timeline Contest Ideas & Tips	2014/12/11
Best Random Tips Ever	2014/10/10

Cancel Add Link

6. Enter the URL and check the box for “Open link in new tab”. Click Add Link

Notes:



PUBLISHING TOOLS

Publishing

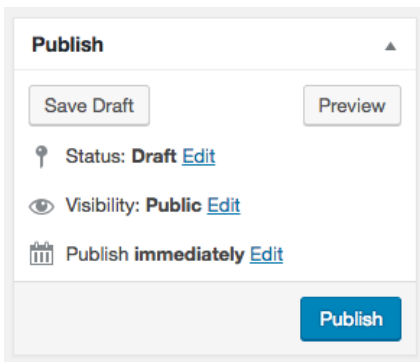


Enhance User Experience

- Prior to Publishing, review your Checklist (handout)

Publish

- Save as a Draft
- Schedule
- Publish (now)



Comments



Comments on or off

Moderate comments- Check every day for comments left on your blog (get an email).

1. You can approve (without any changes)
2. Make edits, then approve.
3. Delete and/or mark as spam

Notes:



A series of horizontal dashed lines intended for taking notes.