

Updating Web Pages with WordPress

Presented by Etna Interactive

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Logging In

To Log In:

- Go to your website
- Access your editable web page in WordPress by adding /wp-admin to the end of the URL. If you also have a blog at url.com/blog, you'll add /blog/wp-admin to the end.
 - www.yoursite.com/wp-admin
 - www.yoursite.com/blog/wp-admin
- Your staff will either share one account or multiple staff members will have their own accounts, which is determined by how your site was setup. **Contact your Account Executive if you are unsure about how your accounts are set up.**

Logging In

1

Your login screen may look like either of these examples.

2

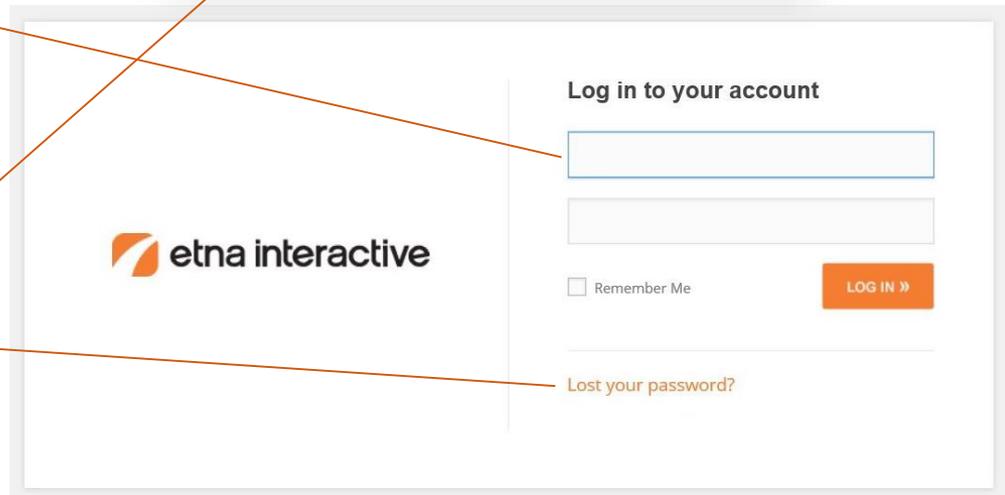
Your username is not the same as your email address, but they are linked.

3

Did you forget your password? Click the *Lost your password?* link to reset it.



The image shows a standard WordPress login form. At the top left is the WordPress logo, a white 'W' inside a blue circle, followed by the word 'WORDPRESS' in a blue, serif font. Below the logo are two input fields: 'Username' and 'Password'. The 'Username' field is a simple white box with a light gray border. The 'Password' field is a white box with a light gray border and a small eye icon on the right side. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with white text that says 'Log In'. At the bottom of the form is a blue link that says 'Lost your password?'.



The image shows a custom login form for etna interactive. On the left side of the form is the etna interactive logo, which consists of an orange square with a white diagonal line, followed by the text 'etna interactive' in a sans-serif font. To the right of the logo is a section titled 'Log in to your account'. This section contains two input fields: a top one for the username and a bottom one for the password. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is an orange button with white text that says 'LOG IN »'. At the bottom of the form is a link that says 'Lost your password?'.

User Roles

1

WordPress provides different types of user accounts, called Roles. Each Role provides different access or restrictions for what a user can do or see on a site. You and your staff will have the following three roles:

Editor – Author – Contributor

An Editor controls the content sections of your website.

- *Editors can write, edit, publish, and delete posts, including posts written by other users.*
- *Editors can edit, publish, and delete comments, too.*

An Author can write, edit, publish, and delete posts, but only ones that they have written.

- *Authors can choose a category and add tags to their post.*
- *Authors can view comments, but cannot moderate, approve, or delete them.*
- *This is a fairly low-risk user role since Authors can only access their own account.*

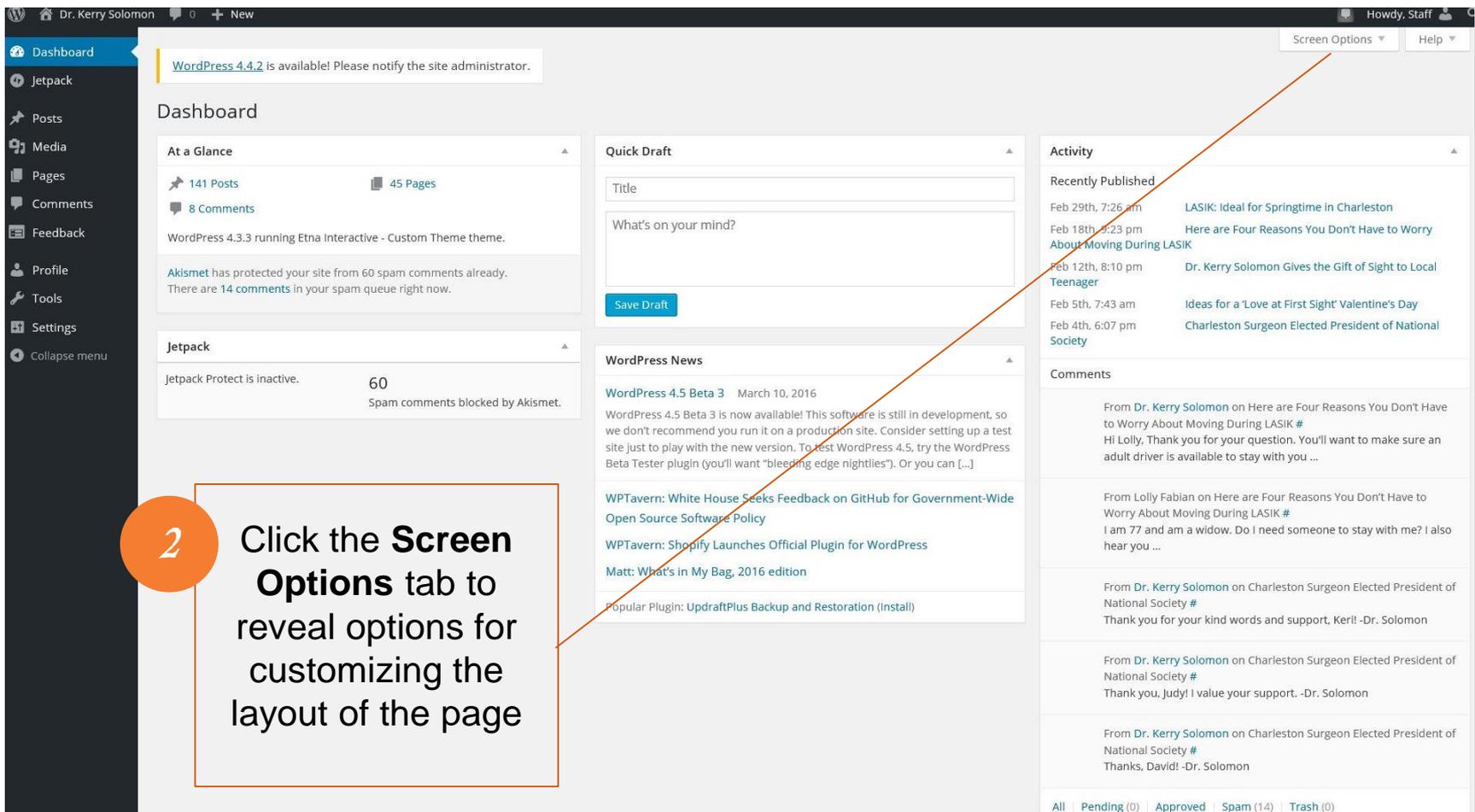
A Contributor can write and edit their own posts, but cannot publish them.

- *Contributors can choose a category and add tags to their post.*
- *Contributors cannot upload files (including images).*
- *Contributors can view comments, but cannot moderate, approve, or delete them.*

Dashboard

1

Once logged in, you will be taken to your **Dashboard**.
Dashboard provides an overview of options and recent activity



The screenshot shows the WordPress dashboard for user Dr. Kerry Solomon. The interface includes a left-hand navigation menu with options like Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, Profile, Tools, Settings, and Collapse menu. The main content area is divided into several widgets: 'At a Glance' showing 141 posts and 45 pages; 'Quick Draft' with a text input and a 'Save Draft' button; 'WordPress News' with updates on WordPress 4.5 Beta 3 and other news; 'Activity' showing recently published posts; and 'Comments' showing a list of recent comments. A 'Screen Options' dropdown menu is visible in the top right corner, and an orange arrow points from a callout box to it.

2

Click the **Screen Options** tab to reveal options for customizing the layout of the page

Dashboard

Dr. Kerry Solomon 0 + New

WordPress 4.4.2 is available! Please notify the site administrator.

Dashboard

Jetpack

Posts

Media

Pages

Comments

Feedback

Profile

Tools

Settings

Collapse menu

All Posts

Add New

141 Posts

45 Pages

8 Comments

WordPress 4.3.3 running Etna Interactive - Custom Theme theme.

Akismet has protected your site from 60 spam comments already. There are 14 comments in your spam queue right now.

Jetpack

Jetpack Protect is inactive. 60 Spam comments blocked by Akismet.

Quick Draft

Title

What's on your mind?

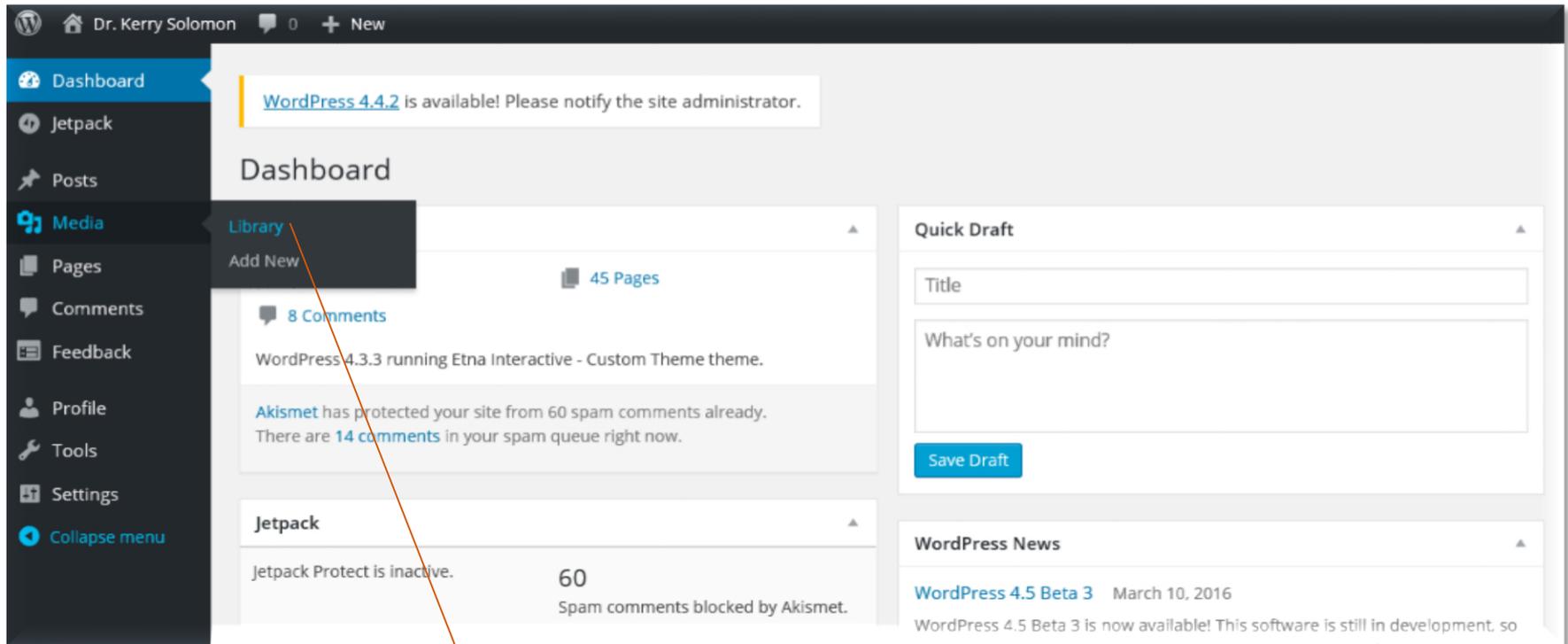
Save Draft

WordPress News

WordPress 4.5 Beta 3 March 10, 2016

3 If you have a **Blog**, you can create new posts and edit existing ones in **Posts**. The steps for administering blog posts are the same as for pages. However, a separate, more detailed training is available (and recommended) which outlines in-depth strategies, & best practices for blogging. ***For more information on blogging, or to schedule this training, please contact your Account Executive or Social Media Specialist***

Dashboard

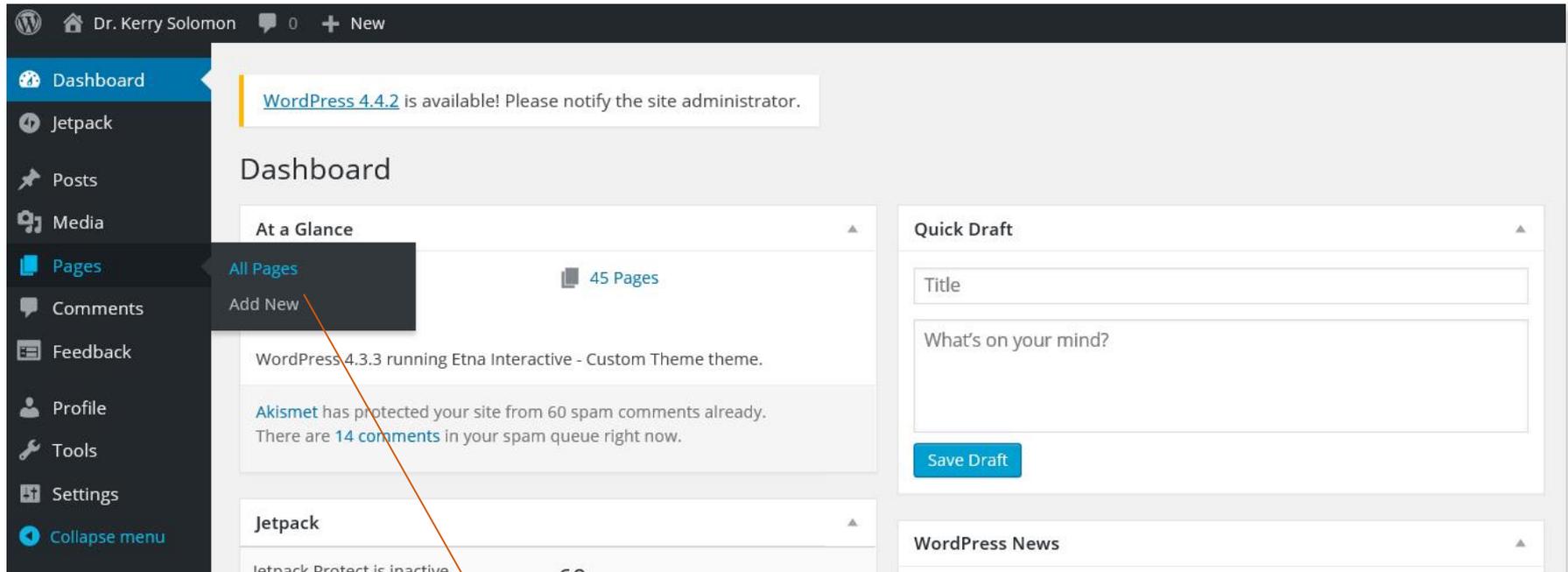


The screenshot shows the WordPress dashboard for a user named Dr. Kerry Solomon. The left sidebar contains a menu with items: Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, Profile, Tools, Settings, and Collapse menu. The 'Media' item is highlighted, and a sub-menu is visible with 'Library' and 'Add New' options. An orange arrow points from the 'Library' option to a callout box below. The main dashboard area displays a notification for WordPress 4.4.2, a 'Quick Draft' form, and a 'WordPress News' section. The 'Jetpack' section shows that Jetpack Protect is inactive and that 60 spam comments were blocked by Akismet.

4

The **Media Library** contains all of the images and documents you have uploaded for use in your WordPress posts. This provides easy access to media you may reuse, such as product logos.

Dashboard



5

Pages is where you will go to update your editable page content such as **Specials, News, Events, or Staff** pages.

Pages

1

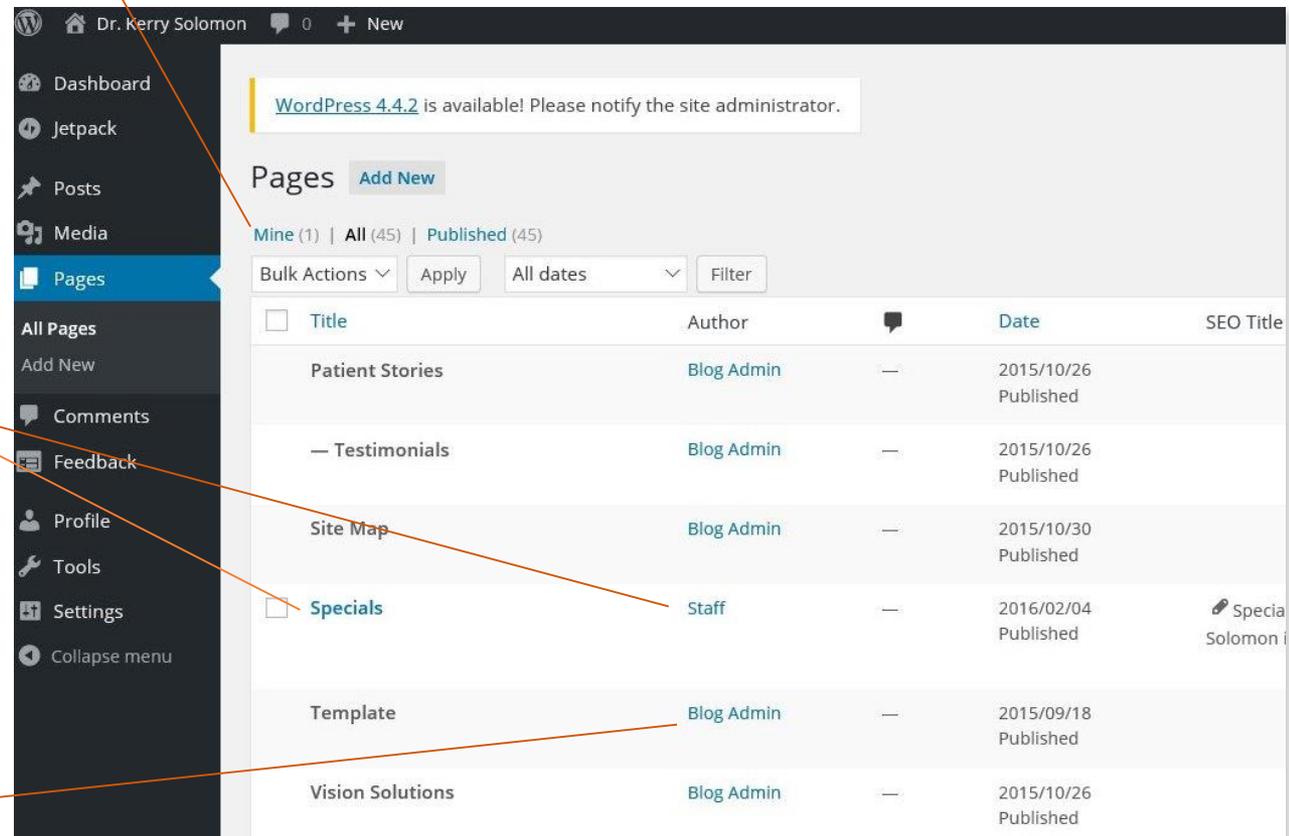
The **Pages** screen will show any pages of your site that are built with WordPress

2

You can toggle the view between 'mine' (pages for which you are assigned as author), 'all' or 'published' by using the links at the top of the page.

3

Each page has an assigned **Author**. Only this author account may edit this page. Some pages (attributed to Blog Admin) may only be edited by Etna. Only those to which you are assigned as the author will be clickable.



WordPress 4.4.2 is available! Please notify the site administrator.

Pages [Add New](#)

Mine (1) | All (45) | Published (45)

Bulk Actions All dates

<input type="checkbox"/>	Title	Author		Date	SEO Title
<input type="checkbox"/>	Patient Stories	Blog Admin	—	2015/10/26 Published	
<input type="checkbox"/>	— Testimonials	Blog Admin	—	2015/10/26 Published	
<input type="checkbox"/>	Site Map	Blog Admin	—	2015/10/30 Published	
<input type="checkbox"/>	Specials	Staff	—	2016/02/04 Published	Specials Solomon
<input type="checkbox"/>	Template	Blog Admin	—	2015/09/18 Published	
<input type="checkbox"/>	Vision Solutions	Blog Admin	—	2015/10/26 Published	

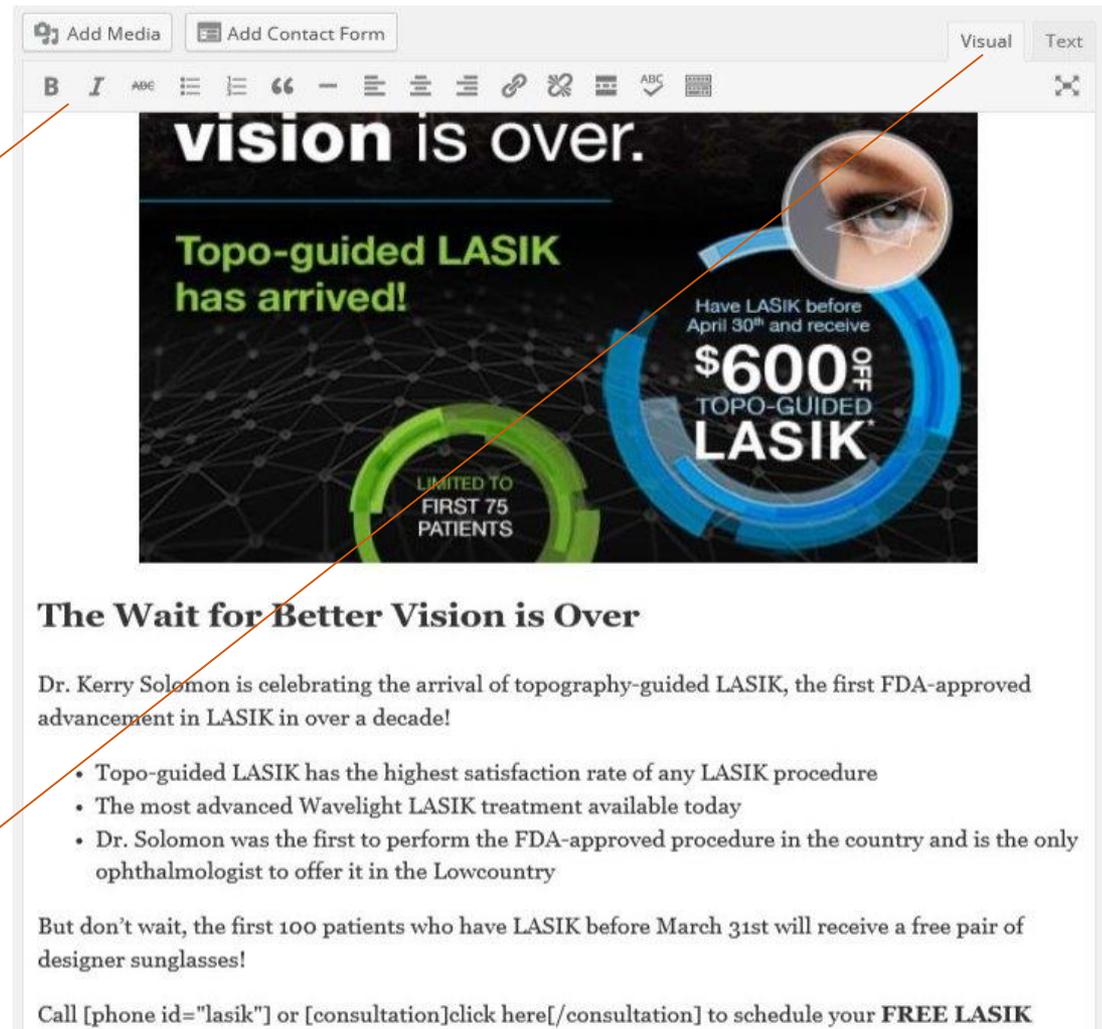
Editing Pages

1

Just like a Word document, you can highlight text with your cursor and add effect (bold, italics, underline, colors, etc.). Clicking on the Toolbar Toggle icon will expand the menu to show additional options

2

There are 2 tab options. The **Visual** view allows you to edit as if it were a Word document.



The screenshot shows a web page editor interface. At the top, there are buttons for 'Add Media' and 'Add Contact Form'. Below these is a toolbar with various editing icons, including bold (B), italic (I), underline (ABC), list, link, unlink, and a toggle icon. The main content area displays an advertisement for LASIK surgery. The ad features a dark background with a network of white lines. The text reads: 'vision is over.' in white, 'Topo-guided LASIK has arrived!' in green, and 'Have LASIK before April 30th and receive \$600 OFF TOPO-GUIDED LASIK' in white. A circular graphic shows a close-up of an eye with a blue ring around it. Below the ad, the text reads: 'The Wait for Better Vision is Over', 'Dr. Kerry Solomon is celebrating the arrival of topography-guided LASIK, the first FDA-approved advancement in LASIK in over a decade!', a bulleted list of three points, 'But don't wait, the first 100 patients who have LASIK before March 31st will receive a free pair of designer sunglasses!', and 'Call [phone id="lasik"] or [consultation]click here[/consultation] to schedule your **FREE LASIK**'.

Editing Pages

3

Text view will enable you to view the HTML code that makes up the page content. This can be helpful for more-experienced users but it is not recommended for those not familiar with HTML tags. Be sure when you are editing a page that you do not delete or modify any existing tags or code.

Specials

Permalink: <http://www.drkerrysolomon.com/specials/> [Edit](#) [View Page](#) [Get Shortlink](#)

[Add Media](#) [Add Contact Form](#) Visual Text

b *i* [link](#) **b-quote** ~~del~~ **ins** **img** **ul** **ol** **li** **code** **more** **close tags** **proofread** ✕

```


<h2>The Wait for Better Vision is Over</h2>
Dr. Kerry Solomon is celebrating the arrival of topography-guided LASIK, the first FDA-approved
advancement in LASIK in over a decade!
<ul>
    <li>Topo-guided LASIK has the highest satisfaction rate of any LASIK procedure</li>
    <li>The most advanced Wavelight LASIK treatment available today</li>
    <li>Dr. Solomon was the first to perform the FDA-approved procedure in the country and is
the only ophthalmologist to offer it in the Lowcountry</li>
</ul>
But don't wait, the first 100 patients who have LASIK before March 31st will receive a free pair of
designer sunglasses!

<iframe width="420" height="315" src="https://www.youtube.com/embed/IiTC-X1eKbC" frameborder="0"
allowfullscreen></iframe>

Call [phone id="lasik"] or [consultation]click here[/consultation] to schedule your <strong>FREE
LASIK</strong> consultation today.

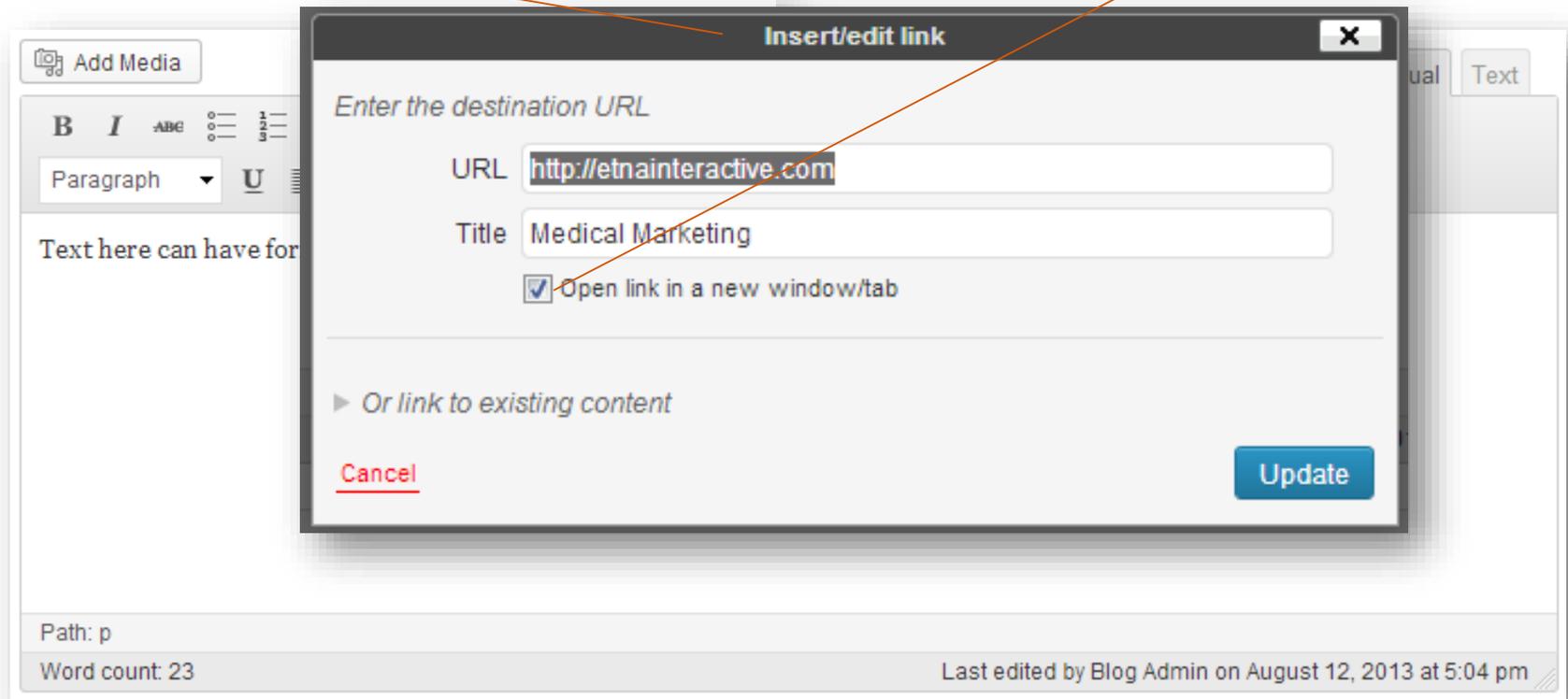
<!---->

```

Adding Links

1 To add a hyperlink, highlight your text with your cursor and click on the “chain” icon.

2 Check “Open in a new window” if the link leads to an external website. You can leave it unchecked if it leads to another page on your website.



The screenshot shows a CMS editor interface. A dialog box titled "Insert/edit link" is open, allowing the user to configure a hyperlink. The dialog box contains the following fields and options:

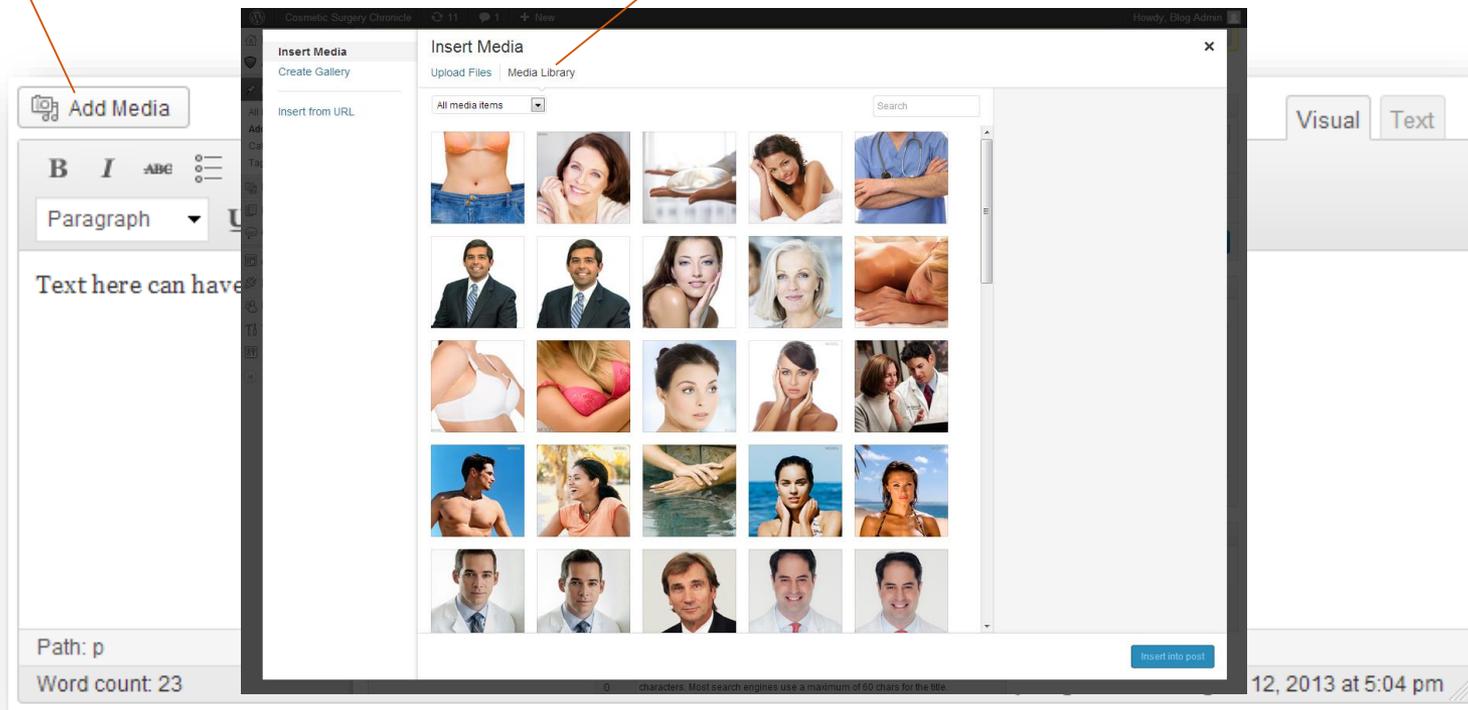
- Enter the destination URL:** A text input field containing the URL `http://etnainteractive.com`.
- Title:** A text input field containing the text "Medical Marketing".
- Open link in a new window/tab:** A checkbox that is checked.
- Or link to existing content:** A link to another dialog option.
- Buttons:** "Cancel" (underlined) and "Update".

The background shows a text editor with a toolbar containing "Add Media", "B", "I", "ABC", "Paragraph", and "U". The status bar at the bottom indicates "Path: p", "Word count: 23", and "Last edited by Blog Admin on August 12, 2013 at 5:04 pm".

Adding Media

1 Click on the “Add Media” button to add an image to a post.

2 Use the Media Library if you already have the image, or click “Upload Files” to add a new one.
Remember you must have permission for any image you use.



The screenshot shows a WordPress editor interface. On the left, the 'Add Media' button is highlighted with an orange callout box. The main content area shows a text editor with the text 'Text here can have'. On the right, the 'Insert Media' dialog box is open, showing a grid of media items. The dialog box has tabs for 'Upload Files' and 'Media Library'. The 'Media Library' tab is selected, showing a grid of 20 media items. The dialog box also has a search bar and a 'Insert into post' button. The bottom of the editor shows the path 'Path: p' and the word count 'Word count: 23'. The bottom right corner shows the date and time '12, 2013 at 5:04 pm'.

Image Settings

1

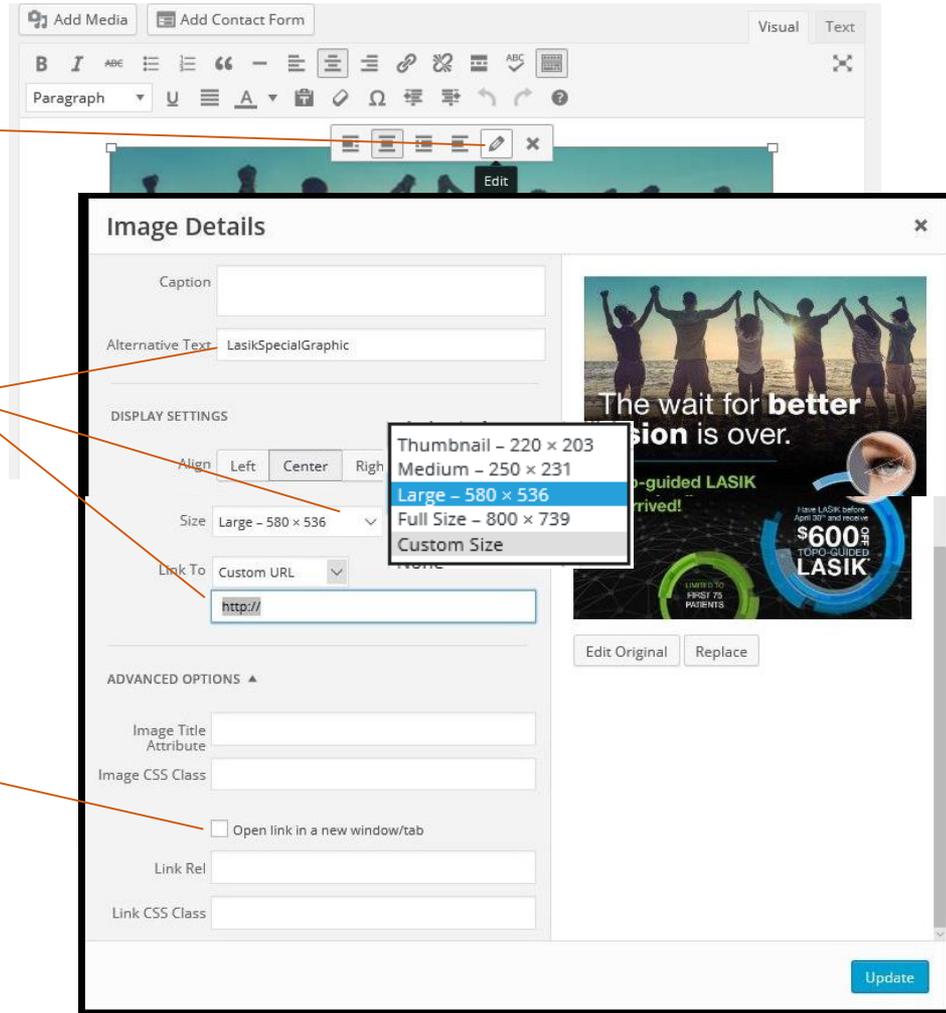
Right click the image and choose the edit option to edit the image details

2

Here you can add alt text for the image, adjust it's size, and even link it to another page or document if needed.

3

Remember to always check "Open link in a new window/tab" if leading to an external page.



The screenshot displays a CMS interface with a rich text editor. A paragraph of text is visible, followed by an image of a group of people celebrating. The 'Image Details' dialog box is open, showing the following settings:

- Caption:** (Empty field)
- Alternative Text:** LasikSpecialGraphic
- DISPLAY SETTINGS:**
 - Align:** Left, Center, Right
 - Size:** Large - 580 x 536 (selected)
 - Link To:** Custom URL
 - Link URL:** http://
- ADVANCED OPTIONS:**
 - Image Title Attribute:** (Empty field)
 - Image CSS Class:** (Empty field)
 - Open link in a new window/tab
 - Link Rel:** (Empty field)
 - Link CSS Class:** (Empty field)

A size selection dropdown is open, showing the following options:

- Thumbnail - 220 x 203
- Medium - 250 x 231
- Large - 580 x 536 (selected)
- Full Size - 800 x 739
- Custom Size

Buttons for 'Edit Original' and 'Replace' are visible at the bottom of the dialog. An 'Update' button is located at the bottom right of the dialog.

Model Tag Examples

Be sure to add Model Tags to images of people that are not actual patients.

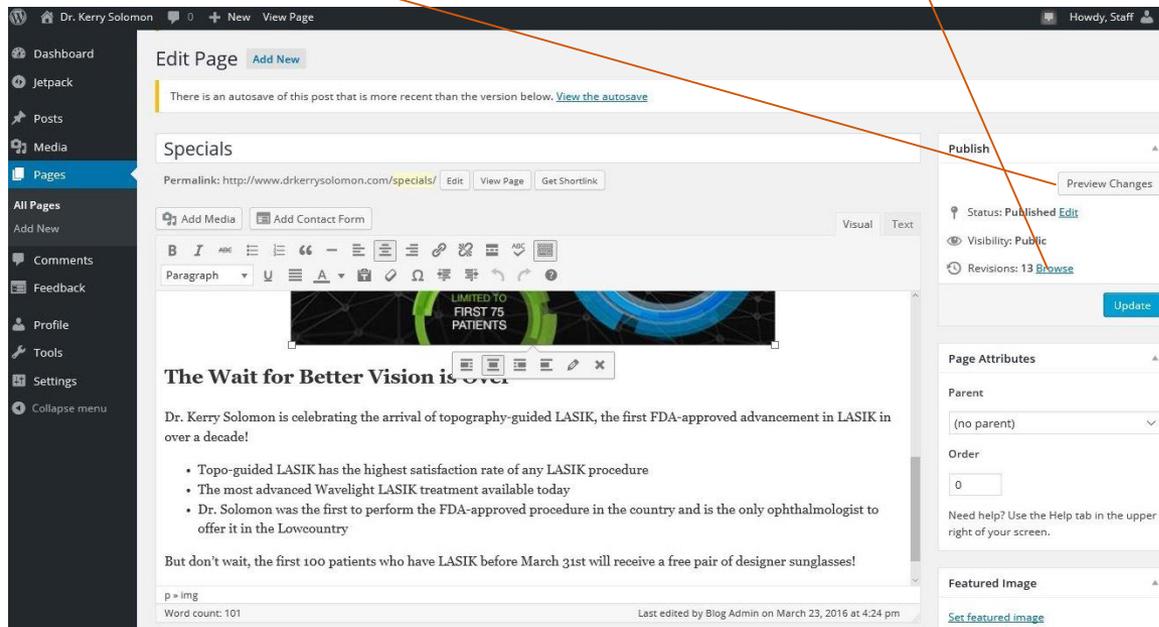


Preview & Publishing

1 Click **Preview Changes** to see what the updated page will look like on your site without publishing it. This means visitors won't see the new content.

2 Click the **Browse** link next to **Revisions** to see and compare to previous revisions of the page.

3 Click the **Update** button to publish your updates when you are ready to take your changes live so visitors can see them.



The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Specials'. The page content includes a heading 'The Wait for Better Vision is Over' and a paragraph about Dr. Kerry Solomon celebrating the arrival of topography-guided LASIK. The right-hand sidebar contains the 'Publish' section, which includes a 'Preview Changes' button, a 'Status: Published' dropdown, a 'Visibility: Public' dropdown, and a 'Revisions: 13 Browse' link. Below this is an 'Update' button. The 'Page Attributes' section is also visible, showing 'Parent' as '(no parent)' and 'Order' as '0'. The bottom of the page shows 'Word count: 101' and 'Last edited by Blog Admin on March 23, 2016 at 4:24 pm'. Three orange callout boxes with numbers 1, 2, and 3 point to the 'Preview Changes', 'Browse', and 'Update' buttons respectively.

Thank You

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