

# *Updating Web Pages with WordPress*

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*Presented by Etna Interactive*

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# Logging In

## To Log In:

- Go to your website
- Access your editable web page content in WordPress by adding /blog/wp-admin to the end of the URL.
  - [www.yoursite.com/blog/wp-admin](http://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

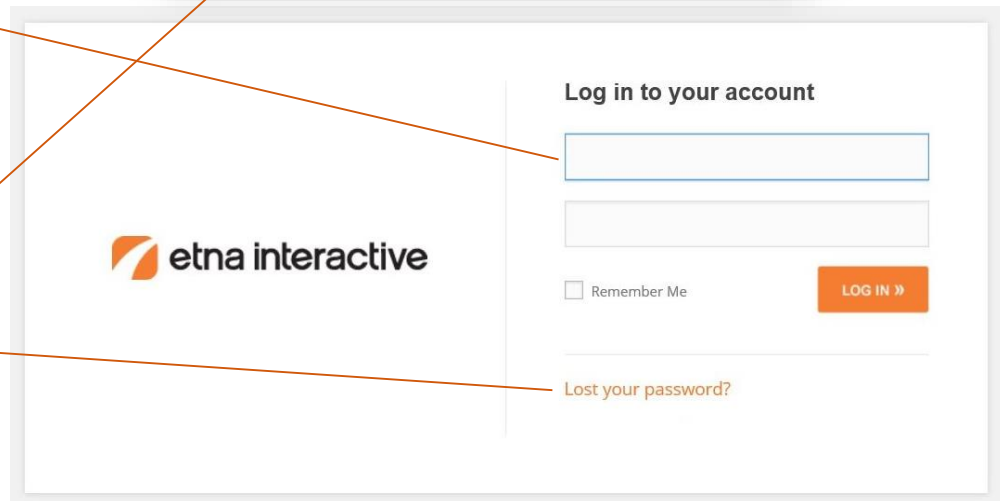
Your username is not the same as your email address, but they are linked.

3

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



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

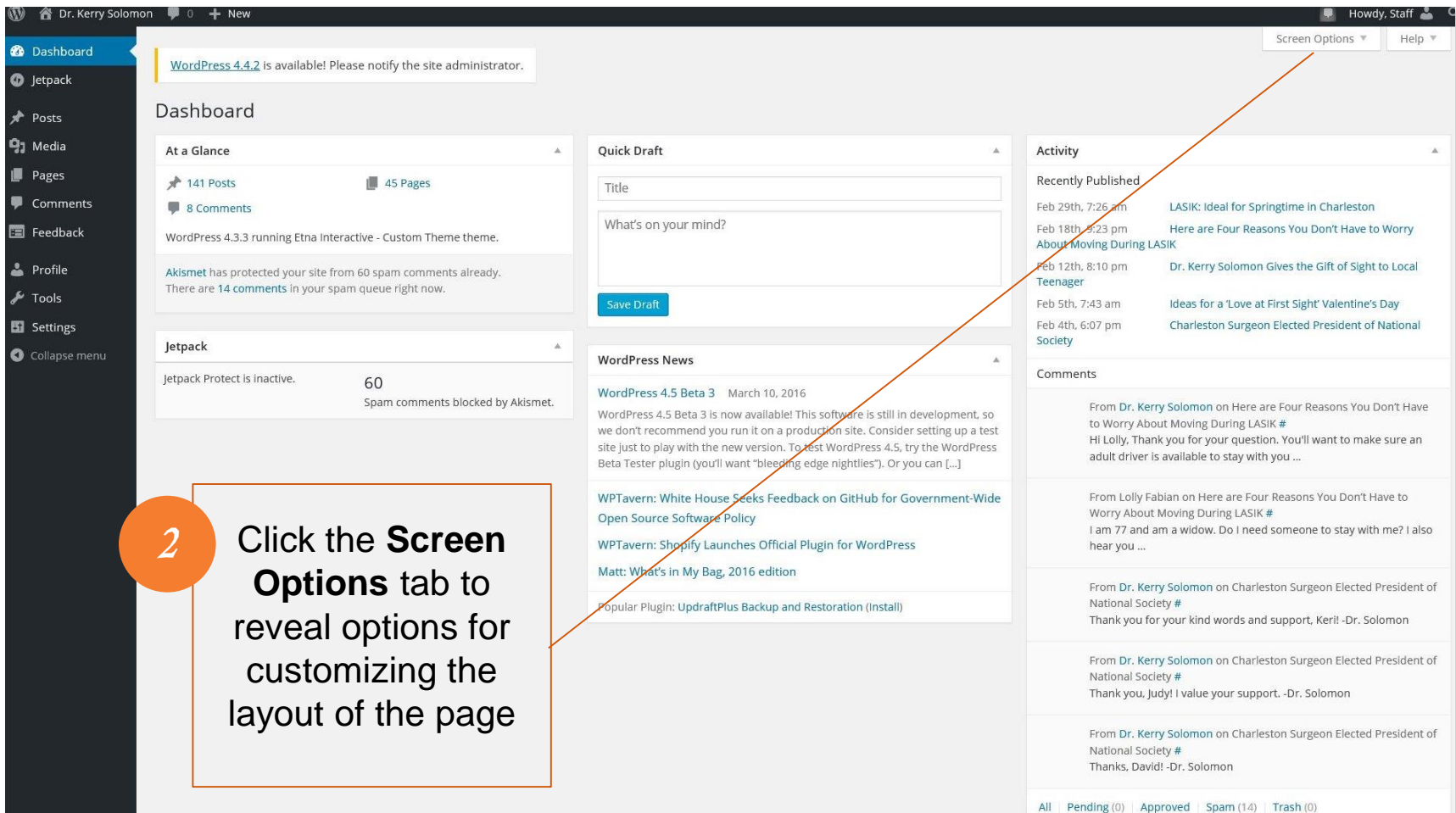


The image shows the login screen for etna interactive. On the left side, there is the etna interactive logo, which consists of an orange square with a white diagonal line, followed by the text 'etna interactive'. To the right of the logo is a white login box with a light gray border. At the top of the box is the heading 'Log in to your account'. Below the heading are two input fields. Below the second input field is a checkbox labeled 'Remember Me'. To the right of the checkbox is an orange button with the text 'LOG IN »'. At the bottom of the login box is an orange link that says 'Lost your password?'.

# 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' (141 Posts, 45 Pages, 8 Comments), 'Quick Draft' (Title, What's on your mind?, Save Draft), 'WordPress News' (WordPress 4.5 Beta 3, WPTavern news, Matt's What's in My Bag), 'Jetpack' (60 Spam comments blocked), 'Activity' (Recently Published posts), and 'Comments' (Recent comments from users like Lolly Fabian and David).

Annotation 1: A red circle with the number '1' is positioned above the text 'Once logged in, you will be taken to your Dashboard. Dashboard provides an overview of options and recent activity'. A red line points from this text to the 'Screen Options' dropdown menu in the top right corner of the dashboard.

Annotation 2: A red circle with the number '2' is positioned to the left of the text 'Click the Screen Options tab to reveal options for customizing the layout of the page'. A red line points from this text to the 'Screen Options' dropdown menu in the top right corner of the dashboard.

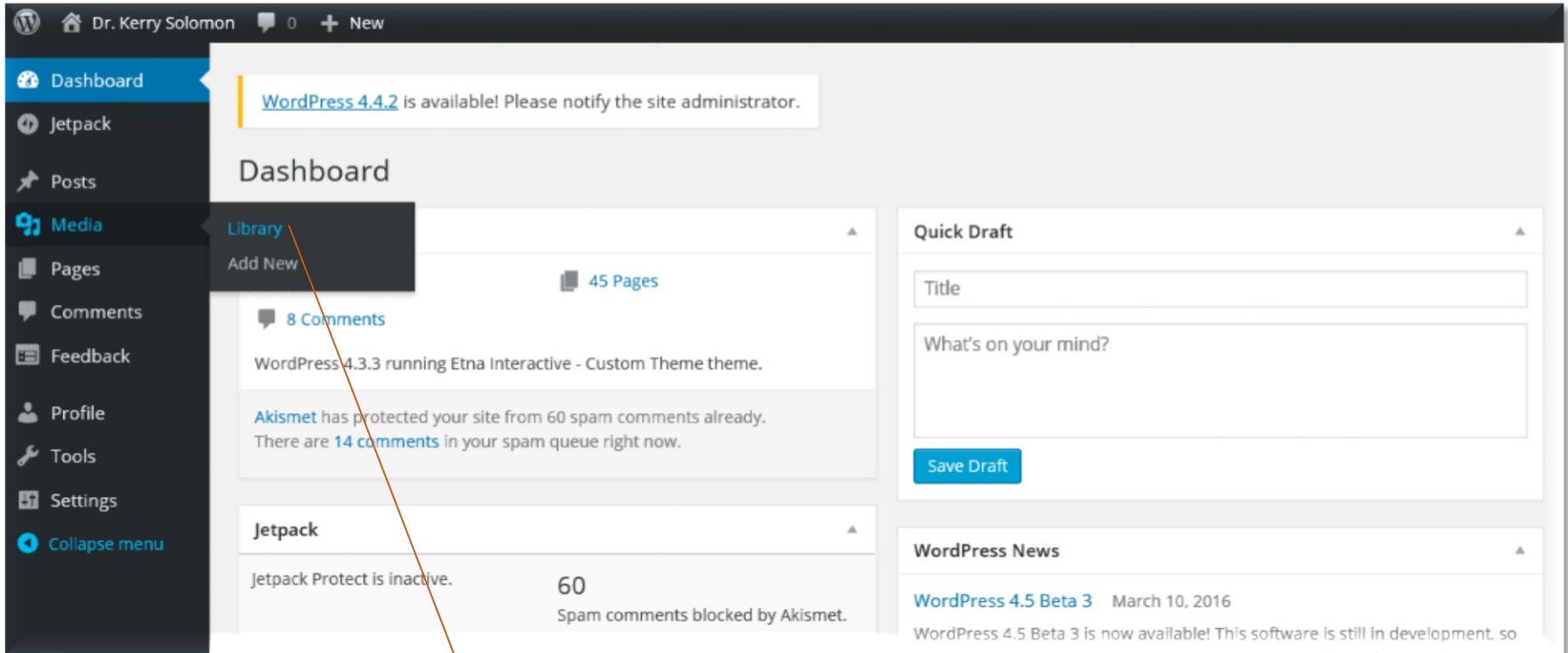
# Dashboard

The screenshot shows the WordPress dashboard for Dr. Kerry Solomon. The top navigation bar includes a home icon, the user name 'Dr. Kerry Solomon', a notification icon with '0', and a '+ New' button. The left sidebar contains a menu with items: Dashboard (selected), Jetpack, Posts (highlighted with an orange arrow), Media, Pages, Comments, Feedback, Profile, Tools, Settings, and Collapse menu. The main content area features a notification: 'WordPress 4.4.2 is available! Please notify the site administrator.' Below this is the 'All Posts' section, which shows '141 Posts' and '45 Pages'. A message states: '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.' The 'Jetpack' section shows 'Jetpack Protect is inactive.' and '60 Spam comments blocked by Akismet.' On the right, there is a 'Quick Draft' form with a 'Title' field, a text area for 'What's on your mind?', and a 'Save Draft' button. Below that is the 'WordPress News' section, featuring 'WordPress 4.5 Beta 3' dated 'March 10, 2016'.

3

If you have a **Blog** on your site, you will find all of your blog posts in the **Posts** section. Your Events, Specials, and News pages will occasionally be located in this section as well but they will typically be separated (see page 8). A separate, more detailed training is available (and recommended) for blogging which outlines in-depth strategies, and best practices. ***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 interface. At the top, the user is identified as 'Dr. Kerry Solomon' with a notification for 'WordPress 4.4.2'. The left sidebar contains a menu with items: Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, Profile, Tools, Settings, and Collapse menu. The 'Media' menu item is highlighted in blue, and a sub-menu is open showing 'Library' and 'Add New'. An orange arrow points from the 'Library' sub-menu item to a callout box below the image. The main dashboard area displays a notification for 'WordPress 4.4.2', a 'Dashboard' title, a 'Library' widget showing '45 Pages', a 'Quick Draft' widget with a 'Save Draft' button, and a 'Jetpack' widget showing '60 Spam comments blocked by Akismet'. The 'WordPress News' widget at the bottom right mentions 'WordPress 4.5 Beta 3'.

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

Dashboard

At a Glance

141 Posts 1 Page

13 Comments

WordPress 4.4.2 running Boiler Plate Child Theme theme.

Akismet has protected your site from 18,885 spam comments already.

There's nothing in your spam queue at the moment.

Quick Draft

Title

What's on your mind?

Save Draft

Activity

Recently Published

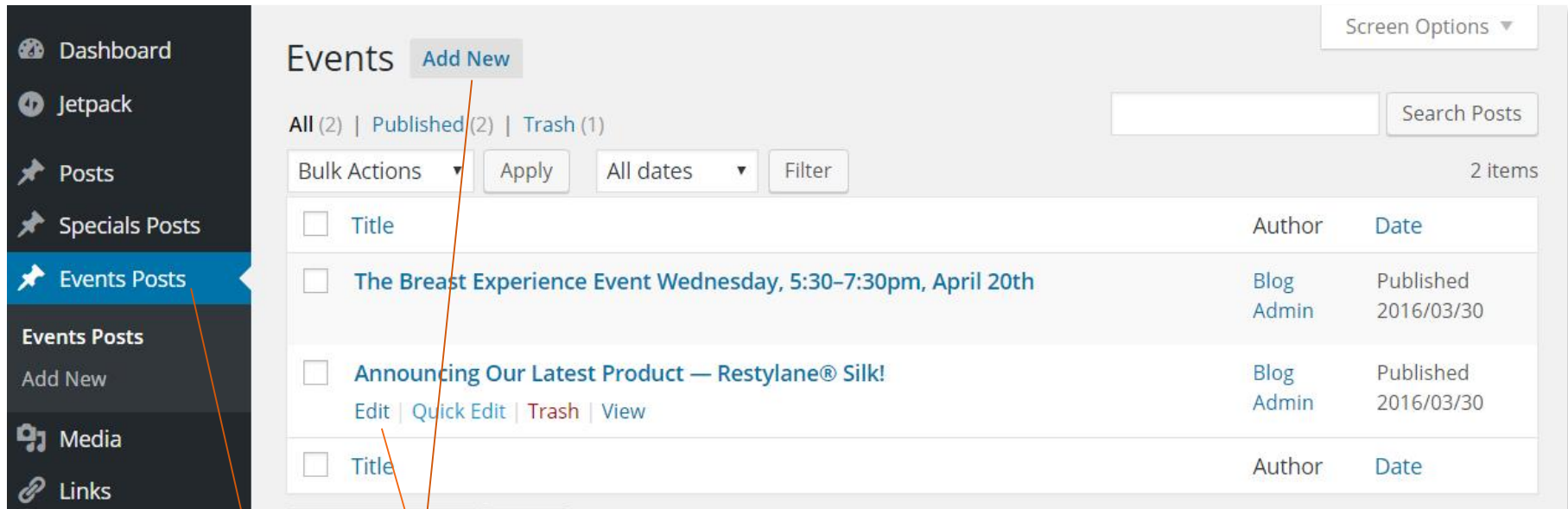
WordPress News

WordPress 4.5 Release Candidate March 24, 2016

5

You will most often find your editable page content listed as **Specials Posts, Events Posts, News Posts**, etc., underneath the main Posts link. These links appear here because they are custom built for you.

# Selecting & Adding Posts



The screenshot shows the WordPress Events Posts management interface. The left sidebar is dark with white text, and the 'Events Posts' menu item is highlighted in blue. The main content area is light gray and features a header with 'Events' and an 'Add New' button. Below the header, there are filters for 'All (2)', 'Published (2)', and 'Trash (1)', along with a search bar and a 'Search Posts' button. A table of posts is displayed with columns for 'Title', 'Author', and 'Date'. The first post is 'The Breast Experience Event Wednesday, 5:30-7:30pm, April 20th' by 'Blog Admin', published on '2016/03/30'. The second post is 'Announcing Our Latest Product — Restylane® Silk!' by 'Blog Admin', published on '2016/03/30'. The table also includes a 'Bulk Actions' dropdown, an 'Apply' button, and a 'Filter' button. The text '2 items' is shown in the top right corner of the table area.

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	The Breast Experience Event Wednesday, 5:30-7:30pm, April 20th	Blog Admin	Published 2016/03/30
<input type="checkbox"/>	Announcing Our Latest Product — Restylane® Silk! <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>	Blog Admin	Published 2016/03/30
<input type="checkbox"/>	Title	Author	Date

1

Click on a section's title (e.g., Events Posts) in the left sidebar to see all posts within that section. This will open a page like seen above, where you have the option to edit an existing post or add a new one. Keep in mind that your web page settings are likely set to display a fixed number of posts from this section.

***Please contact your Account Executive to determine the settings of your page.***



# Ordering Posts

Dashboard | Jetpack | Posts | Specials Posts | **Events Posts** | Events Posts | Add New | Media | Links | Pages | Comments | Feedback | Profile

Events [Add New](#) Screen Options ▾

All (2) | Published (2) | Trash (1)

Bulk Actions ▾  All dates ▾  2 items

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	<a href="#">The Breast Experience Event Wednesday, 5:30-7:30pm, April 20th</a> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>	Blog Admin	Published 2016/03/30

QUICK EDIT

Title:  Status:  ▾

Slug:

Date:  ▾ , 2016 @  :

Author:  ▾

Password:  -OR-  Private

1

Posts will be organized on your webpage in reverse chronological order. This means the most recent post will appear at the top of the feed and the oldest post will appear at the bottom. The **Quick Edit** will allow you to adjust the published date and time to reorder the posts. You can also change the post status to draft instead of published. This will prevent the post from showing up on the page without permanently deleting it. This is a good option if you plan to use it again later or want to keep it for reference, but not have it visible to site visitors right now.

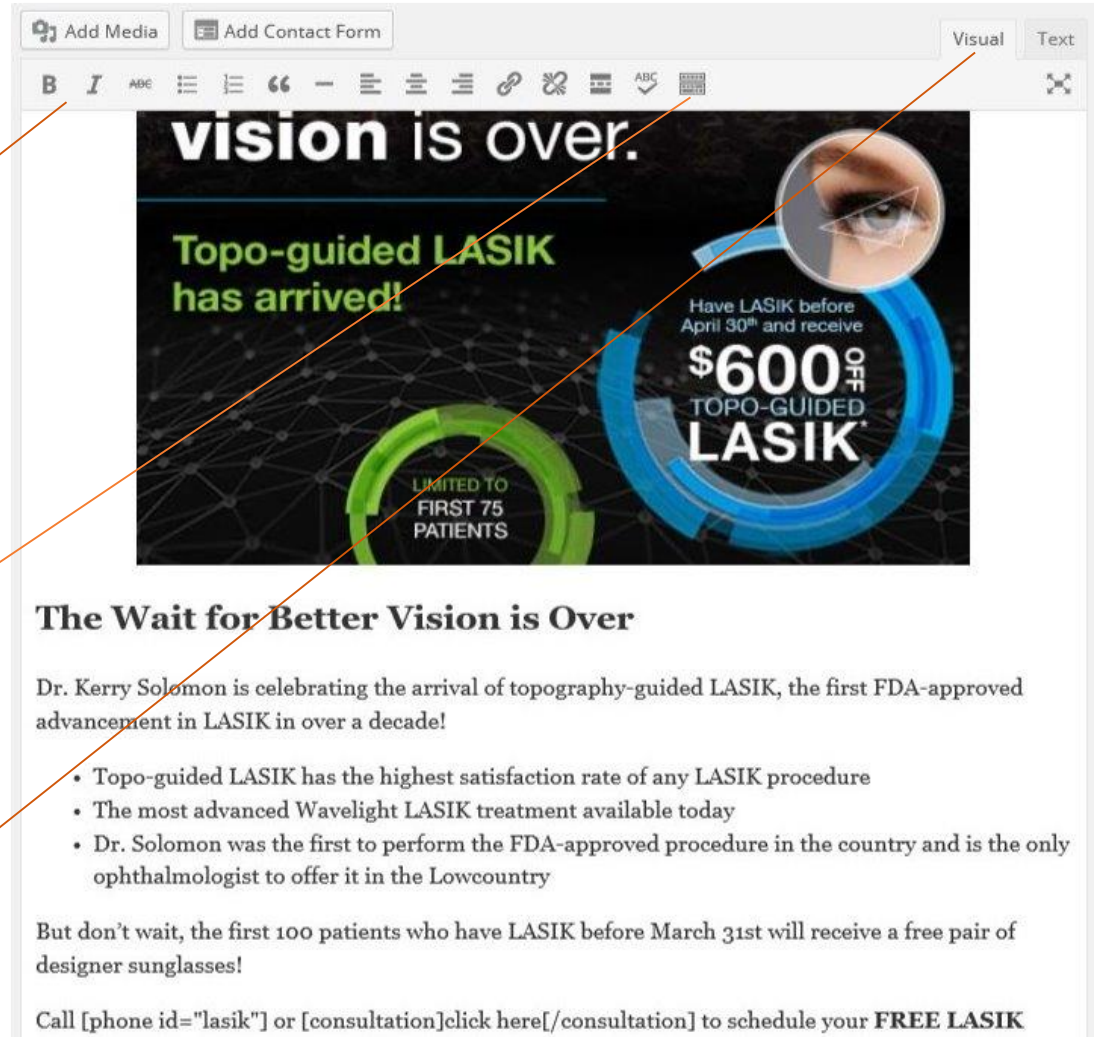
# Editing Posts

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.



**vision is over.**

**Topo-guided LASIK has arrived!**

Have LASIK before April 30<sup>th</sup> and receive  
**\$600 OFF TOPO-GUIDED LASIK**

LIMITED TO FIRST 75 PATIENTS

**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!

- Topo-guided LASIK has the highest satisfaction rate of any LASIK procedure
- The most advanced Wavelight LASIK treatment available today
- 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

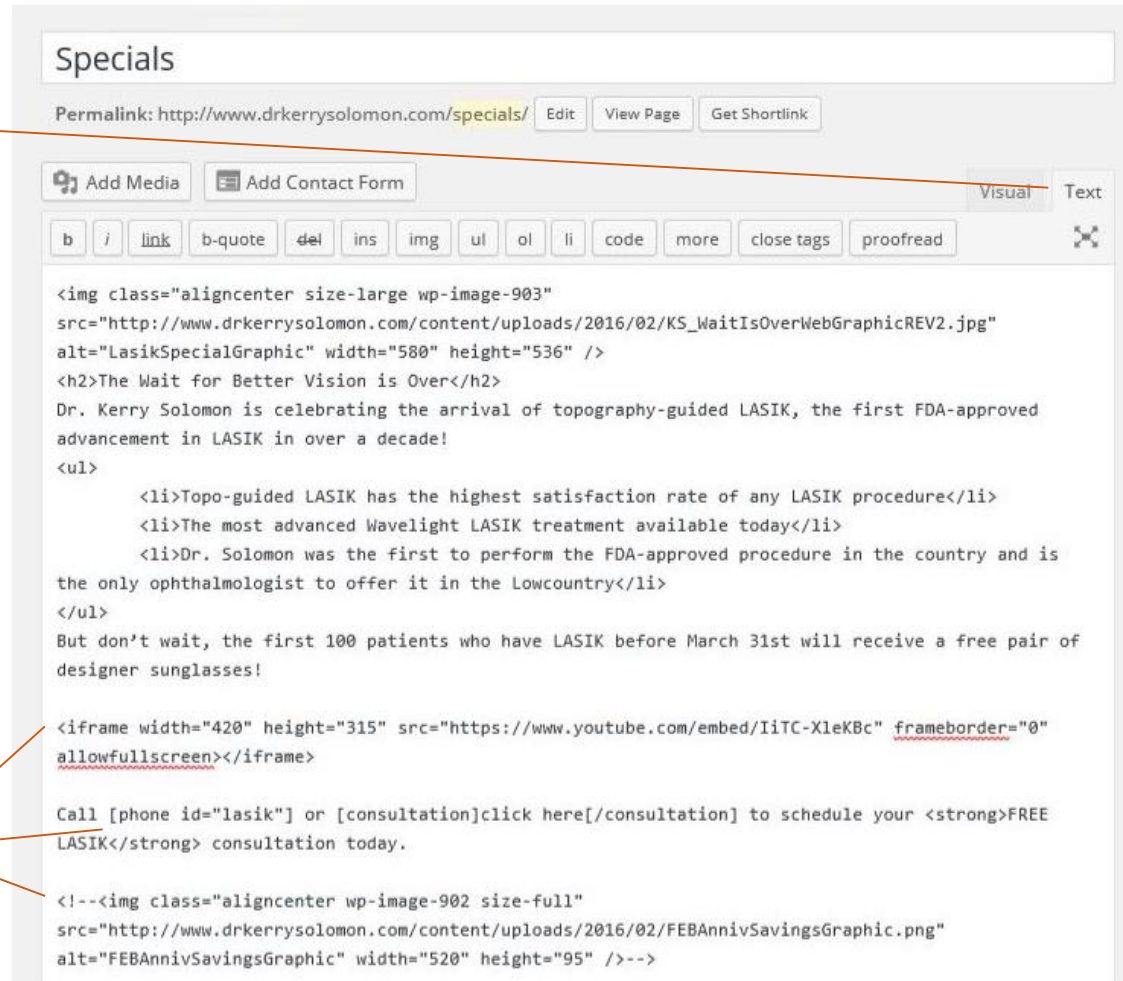
But don't wait, the first 100 patients who have LASIK before March 31st will receive a free pair of designer sunglasses!

Call [phone id="lasik"] or [consultation]click here[/consultation] to schedule your **FREE LASIK**

# Editing Posts

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.



The screenshot shows the WordPress 'Text' view editor for a post titled "Specials". The editor displays the raw HTML code for the content. The visible code includes an image tag for a graphic, an h2 heading, a paragraph of text, a bulleted list, another paragraph, an iframe for a YouTube video, a call to action with a link, and a closing image tag. The interface includes a toolbar with various formatting options and a "Text" tab selected.

```

<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 interface with a text editor. The text editor has a toolbar with buttons for Bold (B), Italic (I), Underline (U), and Paragraph. The text in the editor is "Text here can have for". A dialog box titled "Insert/edit link" is open, showing the following fields and options:

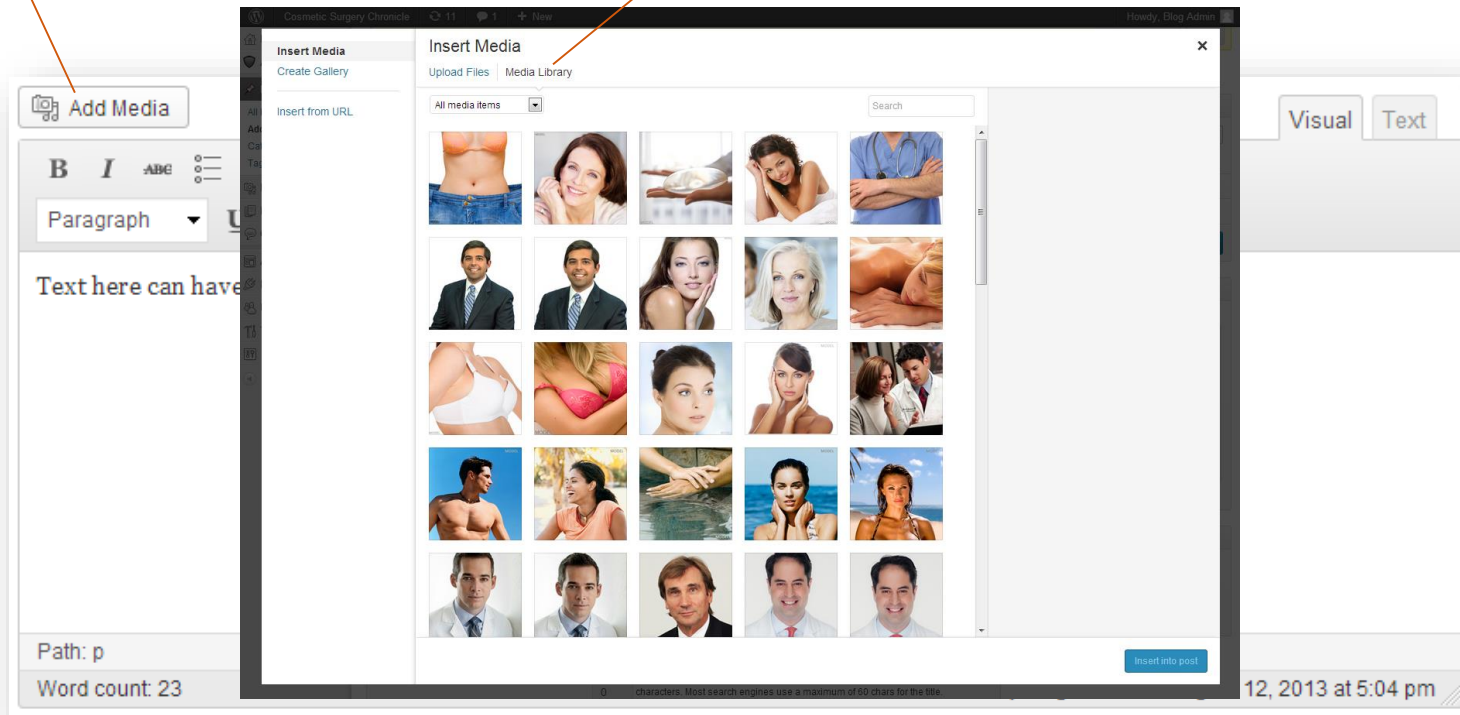
- Enter the destination URL
- URL:
- Title:
- Open link in a new window/tab
- Or link to existing content
- Buttons: [Cancel](#) and [Update](#)

The status bar at the bottom of the editor shows "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 from a library. The dialog box has tabs for 'Upload Files' and 'Media Library'. The 'Media Library' tab is selected, showing a grid of 20 images. A search bar is visible at the top right of the dialog. At the bottom right of the dialog, there is a blue button labeled 'insert into post'. The bottom of the editor shows the path 'Path: p' and a word count of 23. The bottom right corner of the editor shows the date and time '12, 2013 at 5:04 pm'.

# Image Settings

1

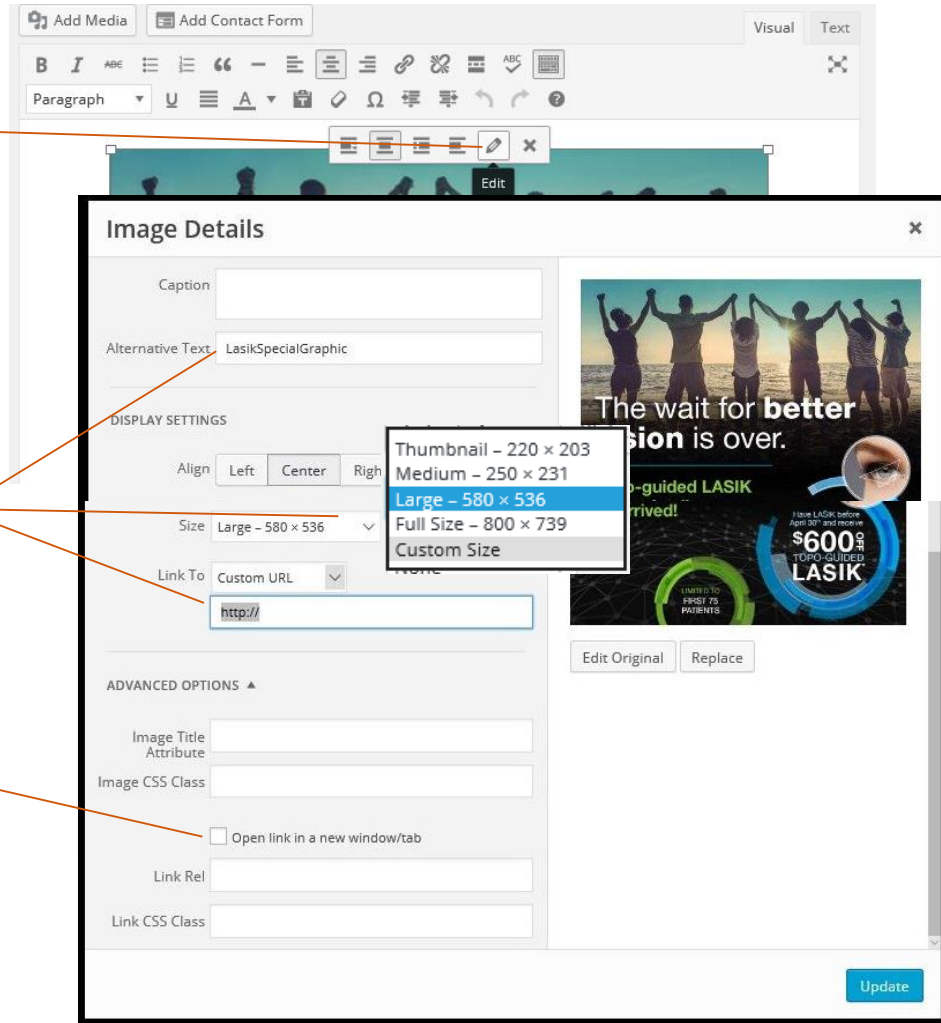
Right click the image and choose the edit option to edit the image details.

2

Here you can add alt text for the image, adjust its 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 shows a CMS interface with a toolbar at the top containing options like 'Add Media', 'Add Contact Form', and 'Visual/Text'. Below the toolbar, an image is selected, and an 'Image Details' dialog box is open. The dialog box has the following sections:

- Caption:** An empty text input field.
- Alternative Text:** A text input field containing 'LasikSpecialGraphic'.
- DISPLAY SETTINGS:**
  - Align:** Radio buttons for 'Left', 'Center', and 'Right'.
  - Size:** A dropdown menu with 'Large - 580 x 536' selected. A tooltip menu is open showing other options: 'Thumbnail - 220 x 203', 'Medium - 250 x 231', 'Full Size - 800 x 739', and 'Custom Size'.
- Link To:** A dropdown menu set to 'Custom URL' and a text input field containing 'http://'.
- ADVANCED OPTIONS:**
  - Image Title Attribute:** An empty text input field.
  - Image CSS Class:** An empty text input field.
  - Open link in a new window/tab:** An unchecked checkbox.
  - Link Rel:** An empty text input field.
  - Link CSS Class:** An empty text input field.

At the bottom right of the dialog box is an 'Update' button. The background image is a LASIK advertisement with the text: 'The wait for better vision is over.', 'Top-guided LASIK arrived!', 'Have LASIK before you turn 40 and receive \$600 off TOPO-GUIDED LASIK', and 'LIMITED TO FIRST-TIME PATIENTS'.

# *Model Tag Examples*

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

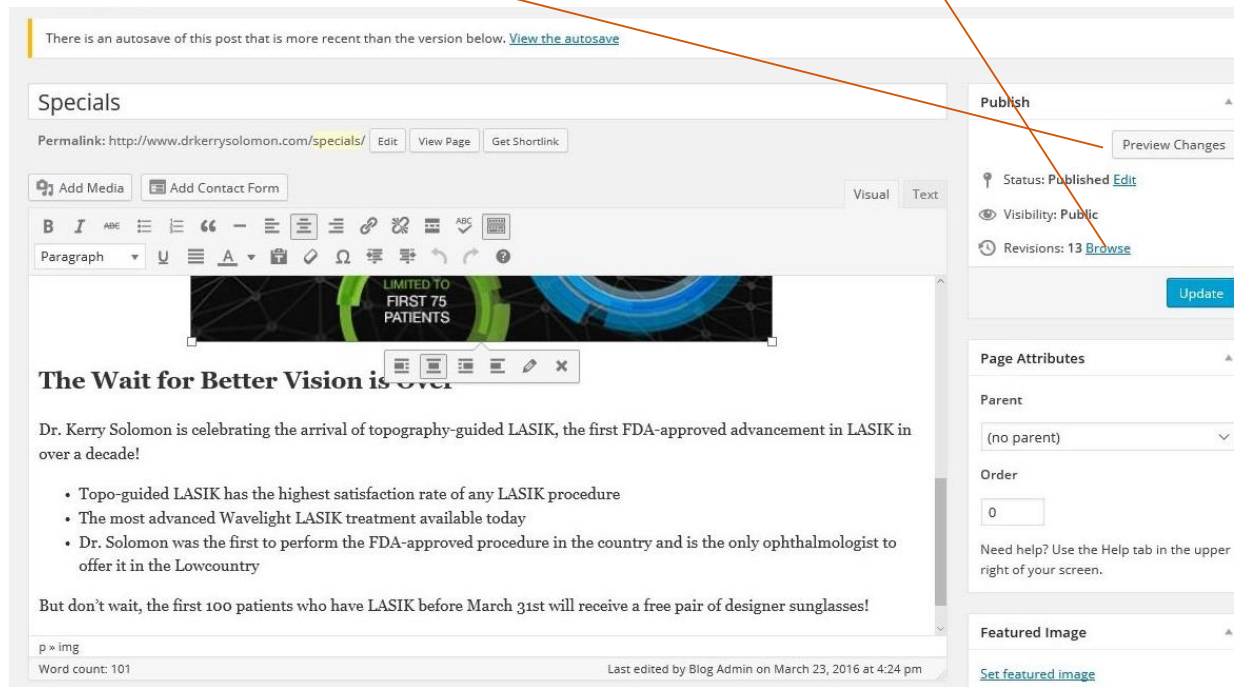


# Preview & Publishing

**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.



There is an autosave of this post that is more recent than the version below. [View the autosave](#)

Specials

Permalink: <http://www.drkerrysolomon.com/specials/> Edit View Page Get Shortlink

Add Media Add Contact Form Visual Text

Paragraph

LIMITED TO FIRST 75 PATIENTS

## 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!

- Topo-guided LASIK has the highest satisfaction rate of any LASIK procedure
- The most advanced Wavelight LASIK treatment available today
- 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

But don't wait, the first 100 patients who have LASIK before March 31st will receive a free pair of designer sunglasses!

p > img  
Word count: 101

Published

Status: [Published Edit](#)

Visibility: Public

Revisions: 13 [Browse](#)

Update

Page Attributes

Parent: (no parent)

Order: 0

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

Featured Image

[Set featured image](#)

Last edited by Blog Admin on March 23, 2016 at 4:24 pm



# Thank You

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*Follow us on Facebook* [www.facebook.com/EtnaInteractive](http://www.facebook.com/EtnaInteractive)

*Follow us on Twitter* [www.twitter.com/EtnaInteractive](http://www.twitter.com/EtnaInteractive)

*Subscribe to our newsletter at* [www.etnainteractive.com/newsletter](http://www.etnainteractive.com/newsletter)

*Visit our blog at* [www.etnainteractive.com/learn](http://www.etnainteractive.com/learn)