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## WordPress basics

### Logging in

Being a content management system, WordPress requires you to have a username and password to log into the dashboard.

### Creating basic posts

Posts are the entries that display in reverse chronological order on your home page. In contrast to pages, posts usually have comments fields beneath them and are included in your site's RSS feed.

#### To write a post

- Log in to your WordPress Dashboard.
- Click the 'Posts' tab.
- Click the 'Add New' sub-tab.
- Start filling in the blanks: enter your post title in the upper field, and enter your post body content in the main post editing box below it.
- As needed, select a category, add tags, and make other selections from the sections below the post. (Each of these sections is explained below.)
- When you are ready, click the big blue button ('Publish' or 'Submit for review').

#### Post boxes and options

##### *Title*

The title of your post. You can use any phrases, words or characters. Avoid using the same title twice as that will cause problems. You can use commas, apostrophes, quotes, hyphens/dashes, and other typical symbols in the post like "My Site - Here's Lookin' at You, Kid". WordPress will then clean it up to generate a user-friendly and URL-valid name of the post (also called the "post slug") to compose the permalink for the post.

##### *Post Editing Area*

The blank box where you enter your writing, links, links to images, and any information you want to display on your site. You can use either the Visual or the Text view to compose your posts. For more on the Text view, see the section below, Visual Versus Text View.

##### *Preview button*

Allows you to view the post before officially publishing it.

##### *Publish box*

Contains buttons that control the state of your post. The main states are Published, Pending Review, and Draft. A Published status means the post has been published on your blog for all to see. Pending Review means the draft is waiting for review by an editor prior to publication. Draft means the post has not been published and remains a draft for you. If you select a specific publish status and click the update post or "Publish" button, that status is applied to the post. For example, to save a post in the Pending Review status, select Pending Review from the Publish Status drop-down box, and click Save As Pending. (You will see all posts organized by status by going to Administration Panels > Posts > Edit). To schedule a post for publication on a future time or date, click "Edit" in the Publish area next to the words "Publish immediately". You can also change the publish date to a date in the past to back-date posts. Change the settings to the desired time and date. You must also hit the "Publish" button when you have completed the post to publish at the desired time and date.

### ***Publish box***

Visibility - This determines how your post appears to the world. Public posts will be visible by all website visitors once published. Password Protected posts are published to all, but visitors must know the password to view the post content. Private posts are visible only to you (and to other editors or admins within your site)

### ***Permalink***

Permalink stands for "permanent link". That means a post URL that does not expose the post ID which could be subject to a change (e.g. when moving to different blogging system), but it rather contains a user-friendly post name derived from the post title which could also change, although not recommended, but in a more controllable way. The permalink is automatically generated based on the title you set to the post and is shown below the title field. Punctuation such as commas, quotes, apostrophes, and invalid URL characters are removed and spaces are substituted with dashes to separate each word. If your title is "My Site - Here's Lookin' at You, Kid", it will be cleaned up to create the slug "my-site-heres-lookin-at-you-kid". You can manually change this, maybe shortening it to "my-site-lookin-at-you-kid".

### ***Save***

Allows you to save your post as a draft / pending review rather than immediately publishing it. To return to your drafts later, visit Posts - Edit in the menu bar, then select your post from the list.

### ***Publish***

Publishes your post on the site. You can edit the time when the post is published by clicking the Edit link above the "Publish" button and specifying the time you want the post to be published. By default, at the time the post is first auto-saved, that will be the date and time of the post within the database.

### ***Post Tags***

Refers to micro-categories for your blog, similar to including index entries for a page. Posts with similar tags are linked together when a user clicks one of the tags. Tags have to be enabled with the right code in your theme for them to appear in your post. Add new tags to the post by typing the tag into the box and clicking "Add".

### ***Categories***

The general topic the post can be classified in. Generally, bloggers have 7-10 categories for their content. Readers can browse specific categories to see all posts in the category. To add a new category, click the "+Add New Category" link in this section. You can manage your categories by going to Administration Panels > Posts > Categories.

**Password Protect This Post**  
To password protect a post, click Edit next to Visibility in the Publish area to the top right, then click Password Protected, click OK, and enter a password. Then click OK. Note - Editor and Admin users can see password protected or private posts in the edit view without knowing the password.

### ***Post Author***

A list of all blog authors you can select from to attribute as the post author. This section only shows if you have multiple users with authoring rights in your blog. To view your list of users, see Users tab on the far right. For more information, see Users and Authors.

### ***Post Expiration***

The Post Expirator allows the user to set expiration dates for posts. There is a configuration option box in the post editing area that will allow you to control whether or not posts are either deleted or changed to draft status. Additionally you can also choose to have the post categories change at expiration time.

## Inserting images into your post

In order to add an image to your page or post:

- You must first insert your cursor in the place in the text where you want the image to appear. By placing your cursor within your text, you can add images inline with your content. You can also place your cursor on a blank line if you want the image to appear by itself instead.

*Tip: It's a good idea to place your cursor on the left margin of your text, even if you want the image to appear on the right. That's because there is a special setting called Alignment that allows you to control whether the image appears on the right or the left side of the text. It even controls how text flows around the image automatically.*

- Once you've placed your cursor on the line where you want your image to appear, click on the Add Media button to launch the media uploader interface, and then select the Insert Media option from the list of actions in the left side of the media uploader window.

### **The Media Upload Window**

- You can add or select the image you want to add to your page or post by choosing from either of the following options in the center of the media uploader window:
- Upload Files: Upload the image you want to use from your computer by dragging it into the upload area.
- Media Library: Select from any previously uploaded images in the media library by clicking on the one you wish to add to your page or post.
- Once you have selected or uploaded the image you want to add, You will see a checkbox next to the thumbnail confirming your selection, and see information about it displayed in the Attachment Details pane on the right hand side of the media uploader interface.
- The Attachment Details pane displays a small un-cropped thumbnail of the image, as well as important information such as the filename, date uploaded, and image dimensions in pixels. There are also action links that allow you to Edit Image, which takes you to the Edit Image page, or to Delete Permanently to remove the image from your site.

### **The Image Attachment Details**

- Title: The title of this media.
- Caption: The caption for this image. The text you enter here will be displayed below the image.
- Alternate Text: Enter the Alt text for the image, e.g. "The Mona Lisa" to describe the media.
- Description: A description for this particular media.

### **The Image Attachment Display Settings**

The Attachment Display Settings pane controls how the image is displayed when viewed on the site. You have options to set how you would like the image aligned on the page (in relation to the text and margins) and what the link behaviour of the image will be, In addition you can set what size image you would like to display on your page.

The Alignment setting allows you to determine where you would like the image to appear in your content area and how it interacts with any text on the page. You have the following image alignment options to choose from:

- Left: Aligns the image on the left hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the right.
- Right: Aligns the image on the right hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the left.
- Center: Aligns the image to the center of the page, with no text displayed around it.
- None: Inserts the image in to the page with no alignment

The Link To settings determine the URL/web address to which the image will be linked when clicked on by a visitor to your site. You can specify the following image link settings:

- Attachment Page: Links your inserted image to its WordPress media attachment page.
- Media File: Links your inserted image directly to the original, full-size version of the file.
- Custom URL: Allows you to set a custom link URL for your inserted image to link to when clicked.
- None: This setting will remove the link completely, rendering the image “un-clickable”.

The Size settings determine the size of the image you are adding to your site. By default WordPress creates a range of four image size for you to choose from:

- Thumbnail: Displays a small thumbnail-sized version of your image on the page/post. Note, by default the Thumbnail size is a square, so some cropping of your original image may occur.
- Medium: Displays a medium-sized version of your image on the page/post. This is a good size to use with Left/Right alignments, as it leaves sufficient space for legible text to either side.
- Large: Displays a large-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space.
- Full Size: Displays a full-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space. If your original image is larger than this column width, the full size of the image may not be displayed.
- Once you have determined your image settings, click on the blue Insert into post or Insert into page button, to add the image to your page or post. After the image uploader window closes, you will see the image in the text editor window, including a preview of the alignment of the image, if you have specified an image alignment.
- At any time, you can edit the image settings by clicking on the Edit Image button in the upper left hand corner. You can remove the image from your page/post by clicking on the Remove Image button.

# Managing your user profile

## Basic updates

From the WordPress Dashboard, press the 'Profile' button on the left hand side. This new page presents your profile in editable boxes.

All of the boxes relate to what can be seen on your business page.

### ***About yourself***

The first editable section is headed "About Yourself". In this section you can enter a body of text about your business, in the "Biographical Info" box. This will display to the right of your profile picture on your business page. Underneath, you have the option of changing the password for your account.

### ***Changing your password***

To change your password, locate the "New Password" boxes on your profile page. Enter your new password twice. The strength indicator below demonstrates how secure your password is. Once you have entered your new password, scroll down to the bottom of the page and click "Update Profile".

### ***Business map***

The next section we have is settings for your business profile map. In here, simply enter the relevant parts of your address in the relevant fields.

### ***Opening hours***

Underneath is the "Opening Hours" section. Like the map settings, simply enter the corresponding times into the correct boxes. We recommend using a 24 hour clock format, and typing "Closed" into any boxes corresponding to a day on which you are not open for business.

Notes about your opening times can be added into the "Notes" field above e.g. 'We are closed between 13:00 and 14:00 every day for lunch'.

### ***Social networks and more contact information***

At the bottom of this page, we have the "Social networks and more contact information" section. Any information you enter here is displayed in the "Contact Us" area of the business profile page.

Usernames you enter for Twitter, Facebook, Pinterest and YouTube are shown as links on the profile page. Your website address and email address are also shown as links.

### ***Twitter timeline***

We've introduced the facility to display your own Twitter timeline on your business profile page. To do this, you must enter both your Twitter username, and also a data widget ID. We've created a guide to help you create and find a widget ID, just follow the link from the profile editing page. Without the widget ID, only a link to your Twitter profile will be shown.

### ***Saving your settings***

After you have made any changes you require on the profile editing page, simply scroll to the bottom and click the blue "Update Profile" button to save your changes. These will then immediately be reflected on your business profile page on the website.