

# Introduction to WordPress

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# Change Log

Most recent update: 8/30/2016

Version	Date	Description
1.5	5/2/2016	Updated for WordPress version 4.5.1. Includes information about theme shortcodes and more details about creating links and navigation.  Added cross-references for plugins, when applicable.
1.4	08/24/2015	Updated for version 4 of WordPress. Added information about NMSU Theme 2.0.
1.3	12/10/2014	Removed reference to Ultimate TinyMCE because it was decommissioned.
1.2	9/2/2013	Updated Quick Start section to include information about WordPress Administration URLs.  Added Change Log
1.1	8/22/2013	Corrected a couple of spelling errors and broken images.

# Quick Start

## Getting Started

In WordPress for Administrators training you will learn how to use the basic functions of WordPress to create static and blog post content including adding text, images and other multimedia files to your pages. In addition, you will learn how to design navigation and change options to better meet the goals of your site. The session provides ample opportunity to practice what you have learned through hands-on practice.

The training is offered as an Instructor-led (face-to-face) format and will take 4 hours to complete.

This guide covers WordPress basics and each section will take a progressive approach so you will be able to build on knowledge and skills acquired earlier in the guide.

## System Requirements

WordPress 4.5.1 is supported by both Macintosh and Windows operating systems.

Browser Requirements: Internet Explorer 9 (or later version), Mozilla Firefox, Safari, or Chrome

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## Additional Information

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# Table of Contents

Quick Start.....	2
<i>Getting Started</i> .....	2
<i>System Requirements</i> .....	2
<i>Contact Information</i> .....	2
<i>Additional Information</i> .....	2
About WordPress.....	6
First Concepts.....	6
Great Things about WordPress .....	6
What can I do with NMSU Enterprise WordPress? .....	6
System Requirements.....	8
Logging in with Your NMSU ID.....	9
WordPress Dashboard .....	10
Navigating Around the Administration Panel .....	12
The Tool bar.....	13
Screen Options .....	14
Managing Users.....	16
Adding users .....	17
Changing user roles .....	18
Remove users .....	18
Managing Options and Settings .....	19
Managing the Look & Feel of your website .....	20
Appearance .....	20
Customizer.....	21
Custom Headers .....	22
Understanding the differences between your pages and your posts.....	27
Adding and Editing Content .....	28
Creating your first page using the visual editor .....	28
More on Pages.....	30
Formatting text using the HTML editor .....	31
Adding links to your pages .....	31
Opening a link in a new window vs. using the current window.....	35
Adding Media .....	36
Adding Files .....	36
Adding images to your posts .....	39
Adding a gallery of images .....	44
Media Library.....	45
Embedding Content.....	46
Setting posting and page options.....	48
Saving & publishing your post or page .....	49
Deleting Posts and Pages.....	51
Page Attributes.....	51
Post Locking/Unlocking Feature for Multi User Blogs.....	54
Creating and managing your categories and tags .....	55
Publishing Content Created by Other Contributors.....	58
Moderating Comments .....	58

Creating Custom Menus.....	61
Defining a Menu .....	61
Adding Items to a Menu .....	63
Deleting a menu item .....	64
Customizing Menu Items.....	64
Creating drop-down menus.....	65
Widgets.....	69
Text Widget .....	72
Dynamic Widgets WordPress Plugin .....	73
What Does it Do? .....	73
Dynamic Widget Settings .....	73
Site Tips.....	76
Structuring a Site.....	76
Engaging with visitors .....	76
Search Engines .....	76
Recommended Plugins & Services.....	78
Plugins .....	78
Services .....	78

# Getting Started

## *First Concepts and About WordPress*

This section is designed to establish a basic understanding of what you need to learn to use Enterprise WordPress at New Mexico State University; including knowing what it is, what it offers, and what you need to have in place to be able to use it. Much of the information that is included is what you, as the administrator of a site, may want to provide other site editors and authors.

In this section you will learn about WordPress, how to log in to your NMSU Enterprise WordPress site, the minimum system requirements, and introduce you to the Administrative back-end of WordPress known as the Dashboard.

- Upon completion of this section, you will be able to:
- Explain the difference between WordPress and NMSU Enterprise WordPress
- Understand the system requirements for WordPress
- Log in to WordPress
- Identify the main components of the Dashboard

# About WordPress

WordPress is an open-source Web-based application (software) designed to create Blogs and static Websites.

WordPress allows you to develop and update NMSU webpages online with a simple Content Management System (CMS) interface while taking advantage of applying the NMSU brand web templates. When using NMSU Enterprise WordPress you will be able to create, edit, and manage web-pages in a user friendly environment.

## First Concepts

WordPress has really moved the game forward for non-experts who want to maintain their own websites. Previously they had to either write their sites with clunky, proprietary site-builder software, or use expensive and difficult to learn packages like Dreamweaver which could require an understanding of often difficult to grasp languages and code such as HTML and CSS. With WordPress the idea is that you worry about the content and nothing else, whilst somebody else (NMSU) supplies the theme and plugins for you.

What WordPress also does is to make possible the building of a well structured website or blog which makes the job of search engines easier. It provides an excellent platform for building everything from simple blogs, to significant news platforms. The biggest limit is imagination, and the beauty of this system is that you get to spend less time fighting your website and more time on being creative with your content.

## Great Things about WordPress

1. It's easy to learn
2. It's stable
3. It's used by millions of people around the globe
4. It scales well
5. It's simple, yet flexible
6. It has themes which can add functionality and style to your site
7. It has a vast selection of plugins that can add new features and tricks to your site

As you learn more about WordPress you'll learn a lot about what it can (and can't) do. But work within its relatively few limitations and you have a powerful and flexible friend managing your website.

## What can I do with NMSU Enterprise WordPress?

Create Web sites, of course! In order to have a firm grasp on what WordPress can do it's important to highlight what Websites do, generally.



Websites essentially have three components:

- Design – The look of the site.
- Content – The multimedia content on the site (text, images, videos, etc.)
- Function – Mechanisms that allow visitors to do something on your site.

WordPress is useful because it helps you to manage all three aspects of your site.



*Design* – The NMSU WordPress theme provides the foundation for the visual design of the site. Templates and theme options can be used to customize your pages to include different content layouts and navigation styles in order to better meet your site objectives.



*Content* – WordPress features easy-to-use visual content editors that allow you to easily add and format text, images, links, and videos. Content versioning, bulk editing actions, and other publishing control features increase efficiency and support flexible content approval workflows.



*Function* – Plugins provide many of the WordPress functions that allow users and web editors to do something on your site. This can include providing enhanced site features like forms or slideshows or provide feeds to from popular social media sites like Facebook or Twitter.

The good news is that you can do all of the above without any knowledge of coding or sophisticated graphics programs.

# System Requirements

The necessary system requirements for Enterprise WordPress for both Windows (PC) and Macintosh systems include the following browser requirements.

This list contains the browsers that have been fully tested and supported with Enterprise WordPress:

Internet Explorer 9 or higher for Windows Vista and Windows 7

Mozilla Firefox 2.0 for Windows Vista and Mac OS10.3 and higher.

Safari 3.1 for Mac OS 10.4 and higher

# Logging in with Your NMSU ID

After you request an Enterprise WordPress site, the first thing to do is: Log In!

You must have an NMSU username and password in order to access your site. The instructions below are based on the assumption that you know your NMSU username and password.

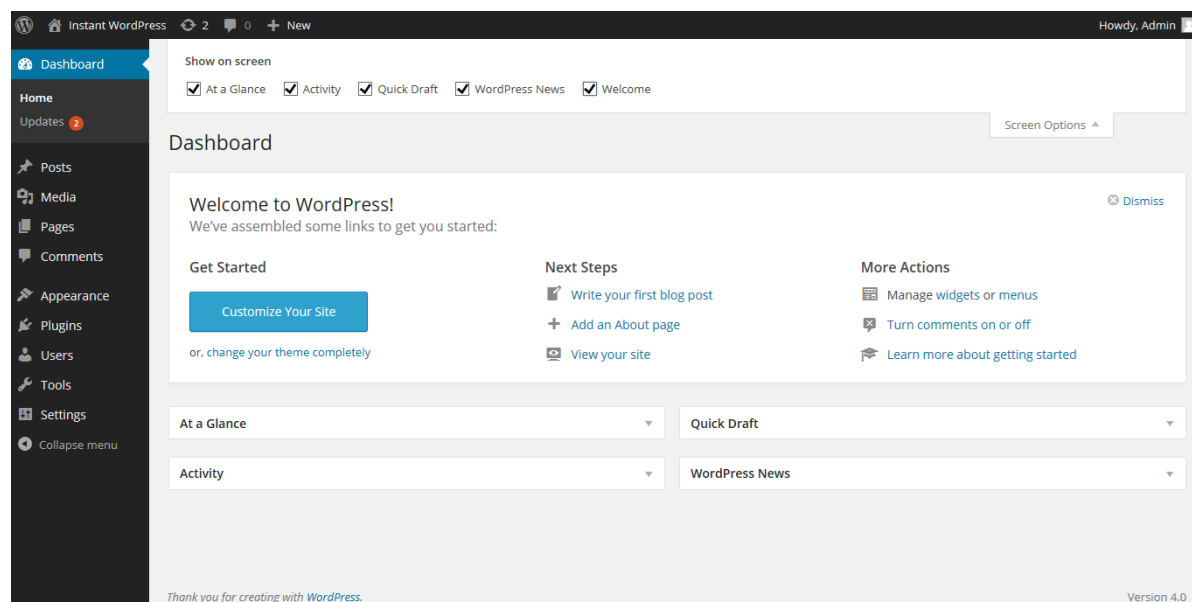
1. Add the following text behind the root address of your Web site: **/wp-admin**  
For example: [yoursite.nmsu.edu/wp-admin](https://yoursite.nmsu.edu/wp-admin)
2. Enter your myNMSU username and password
3. Click **Log In**.  
If your username and password are valid, you will be redirected to the Dashboard for your site.



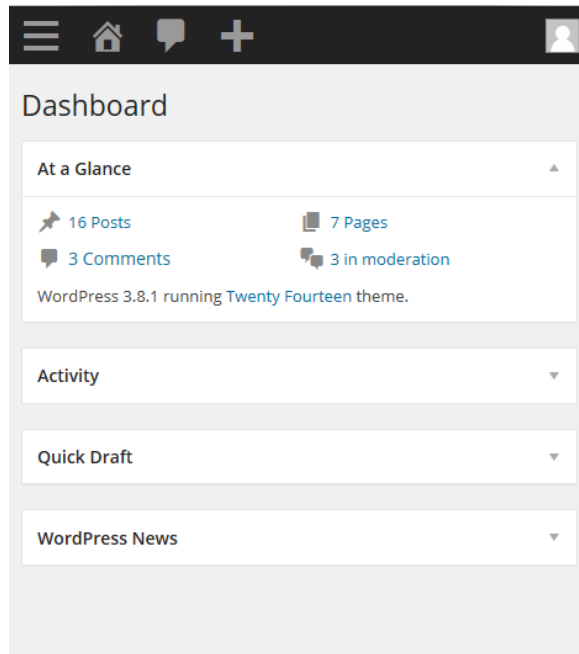
The image shows the WordPress login interface. At the top is the WordPress logo, which consists of a circular icon with a 'W' and the word 'WORDPRESS' in a serif font. Below the logo is a white rectangular form with a light gray border. Inside the form, there are two input fields: 'Username' with the text 'admin' entered, and 'Password' which is empty. 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'. Below the form, there are two links: '[Lost your password?](#)' and '[← Back to WordPress Sandbox](#)'.

# WordPress Dashboard

Now you're logged in, you'll arrive at the Dashboard – a screen that gives a range of information about your website:

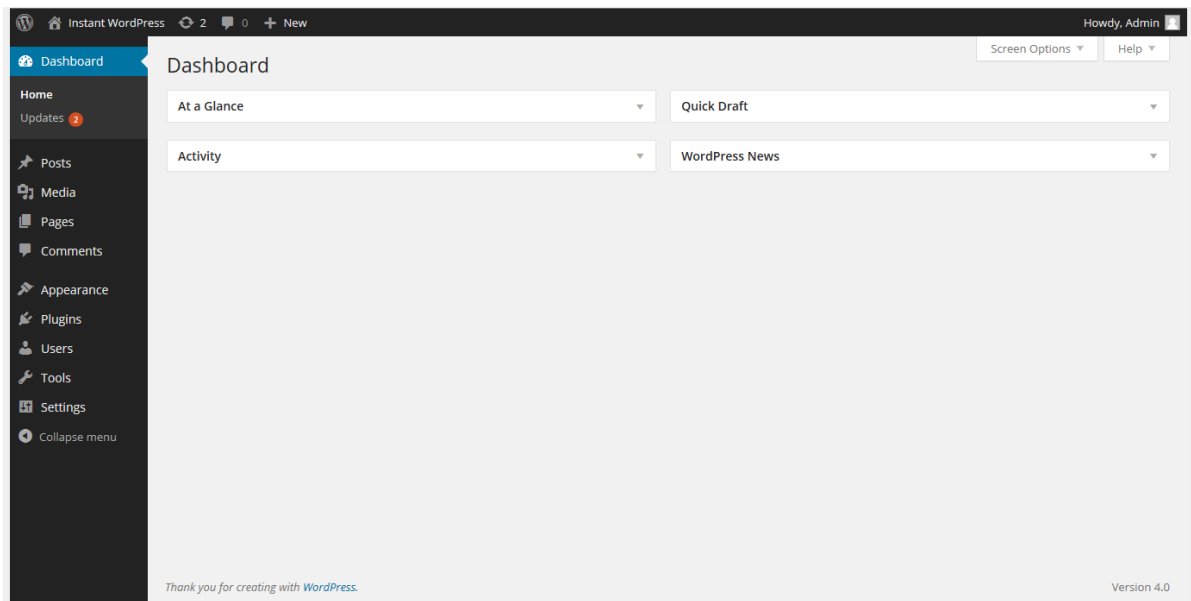


The dashboard is fully responsive, making it easy to work on your website from a variety of mobile devices. Try adjusting the size of your browser window whilst in either the admin area or when actually viewing your website and you will see the site layout and icons adjust to fit the smaller screen size. Notice how the menu on the left of the dashboard collapses into an icon featuring three lines? If you click the icon you have access to the menu again, but note that the options you see will depend on the user level you have on your blog. Administrators can see everything and subscribers the least. Take a look at the following screenshot to see how the icons have changed and moved position to suit the new size.



The default color of the dashboard is the gray, blue and black you see in the previous screenshots. If you want to change the dashboard colors to suit your personal tastes, go ahead and do it. Just click on Users and select Your Profile to display 8 color palettes for you to choose from.

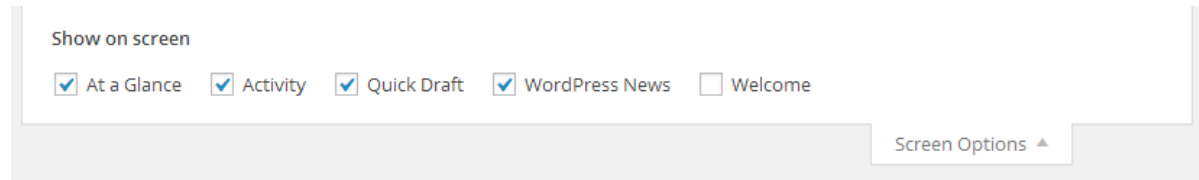
The dashboard features 4 modules on display - These are 'At a Glance', 'Activity', 'Quick Draft' and 'WordPress News', as shown below:



You can organise this information to best suit you, moving modules around and expanding or contracting them in whichever way you find appropriate.

To move a module, hover your mouse over a module to display a four headed arrow, then click and drag the title bar of the module around. To expand or contract the module, simply click on the arrow at the top right of each module.

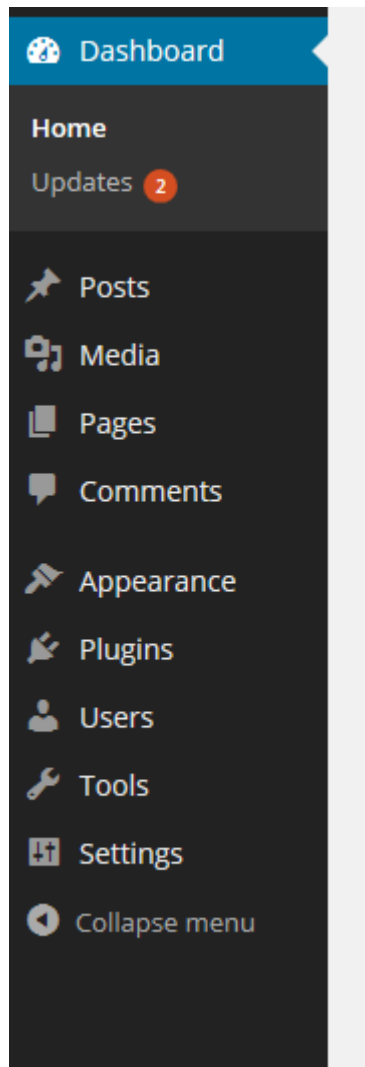
You can choose to turn modules on or off by clicking the Screen Options tab in the top right corner and selecting or deselecting the desired modules.



## Navigating Around the Administration Panel

Navigation of the admin panels in WordPress is pretty straightforward, but it can feel like there are a bewildering range of options to choose from.

You'll notice that to the left of the dashboard you have a series of links that you can quickly and easily click on to display subpages underneath. If you hover your mouse over a link, the sub-pages show as 'fly-outs' which can be used to navigate to the required subpage. The quick reference below reveals the range of functions, with a brief explanation alongside.



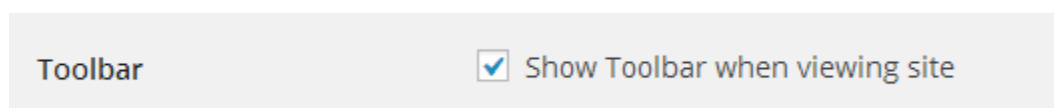
- Manage your Dashboard and view Theme & Plugin updates
- Create, Edit and Manage Posts
- Manage your Media Library
- Create, Edit and Manage static Pages
- Moderate, Manage and Delete Comments
- Manage the Appearance of the site
- Manage Plugins to extend the site's functionality
- Manage Users (including yourself), reset passwords etc
- Tools to assist in jobs such as exporting content
- Settings that control how the site functions
- Contract (or expand) the menu

## The Tool bar

At the top of your WordPress site you will see the tool bar as shown below:



The tool bar is displayed when you are logged into the administration area and website, you can also (optionally) turn it on for when you are viewing your website. Find this option in Users/Your Profile:

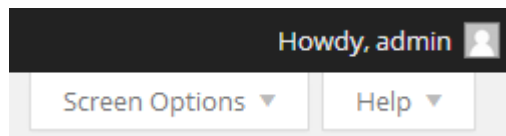


The tool bar itself provides you with quick access to the administration area in the following ways:

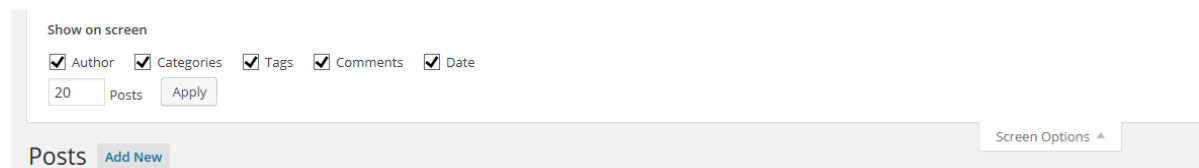
- **WordPress Logo:** Quick links to Wordpress.org, documentation, support forums and feedback.
- **Site Name:** Shown here as ‘Instant WordPress’ with Quick links to the Dashboard, theme selection, appearance, widgets and other menus in the admin areas.
- **Updates:** This shows plugin and theme updates that are available – clicking will take you to the updates admin page.
- **Comments:** A link to the comments administration area which will indicate how many comments are awaiting approval if any.
- **+ New:** A dropdown to quickly add content to your site.
- **View Post/Page:** A link to view the current Post/Page as it will appear on your site will appear if you’re logged in and viewing content.
- The user section (on the right), quick links to your profile editing screen, and logout link.

## Screen Options

One thing that many people don’t notice is the Screen Options drop down in the top right of the screen, next to the Help drop down.



This is a really useful (and not to say, important!) feature, allowing you to control the amount of items you can see on a screen. When you click it, a set of options will drop down, much like the one below. However, bear in mind that the options you see will depend on the page you are viewing.



So if you ever read this guide, or see one online and think “Nope, that tool or field isn’t available to me” then remember to check if it’s been enabled in Screen Options.

Similarly, if you want to simplify your administration pages, either for yourself or for someone else who is using the site, then you can choose to do so in order to only concentrate on what really matters to you.

For those of you that manage WordPress sites for clients, it’s worth knowing about this as people (or WordPress changes!) hiding things and not realising later, generally make up the largest number of support calls made. Similarly, a lot of documentation available assumes that all of the widgets available on a page have been activated when this is often not the case.



# Configuring Your Site

*What to do before you add content.*

Before you jump into adding content to your site, it is helpful to have a look around the administrative back end and configure your basic site setting first. WordPress Settings control some of the basic configuration settings for your site, including how it behaves and how you and rest of world interact with it. While all settings play some role in determining how your site works, the information provided here represents a portion of the settings that are most relevant for NMSU departments using the NMSU Enterprise WordPress system.

This section will walk you through the steps of configuring your NMSU WordPress site and we will continue our introduction to the administrative back end.

- Upon completion of this section, you will be able to:
- Understand how to manage your site options and settings
- Understand the difference between a static vs. blog homepage
- Understand how the look and feel of your site is managed
- Understand how to use the theme customizer
- Understand user roles in WordPress
- Understand Plug-ins and how to activate them

## Managing Users

WordPress has the incredibly useful ability to define different levels of users. It doesn't have the level of power that you get with full content management systems where tens of pages of content are being created daily. However, managing users in a complex system can quickly become a full time job and the level of control in WordPress is usually perfect for the smaller organization. You have five levels (roles) of user:

<b>Administrator</b>	The very highest level of user – the Administrator can do anything other users can do, as well as: <ul style="list-style-type: none"><li>• Change all settings</li><li>• Switch themes</li><li>• Activate &amp; edit plugins</li><li>• Edit users</li><li>• Edit files</li><li>• Manage options</li><li>• Import</li></ul>
<b>Editor</b>	We recommend that the highest level that someone is assigned is Editor – even the administrator will find that the Editor level is adequate for most tasks while preventing the possibility of inadvertently making a critical change to the site. An Editor can do anything a lower level of user can do as well as: <ul style="list-style-type: none"><li>• Moderate comments</li><li>• Manage categories</li><li>• Manage links</li><li>• Enter unfiltered html (as in html with any content at all – a potentially dangerous facility!)</li><li>• Edit published posts</li><li>• Edit other contributor's posts</li><li>• Edit pages</li></ul>
<b>Author</b>	Most people creating content through posts on the website will be Authors. An Author can do anything a lower level of user can do as well as: <ul style="list-style-type: none"><li>• Upload files</li><li>• Publish posts</li></ul>
<b>Contributor</b>	A contributor really doesn't have a great deal of power. Contributors can create and edit their own posts, but they can't upload images. They can still insert images that have already been uploaded.
<b>Subscriber</b>	A subscriber can read content on the website and make comments. Although depending on your settings for your site, it's possible for non-subscribers to make comments also.

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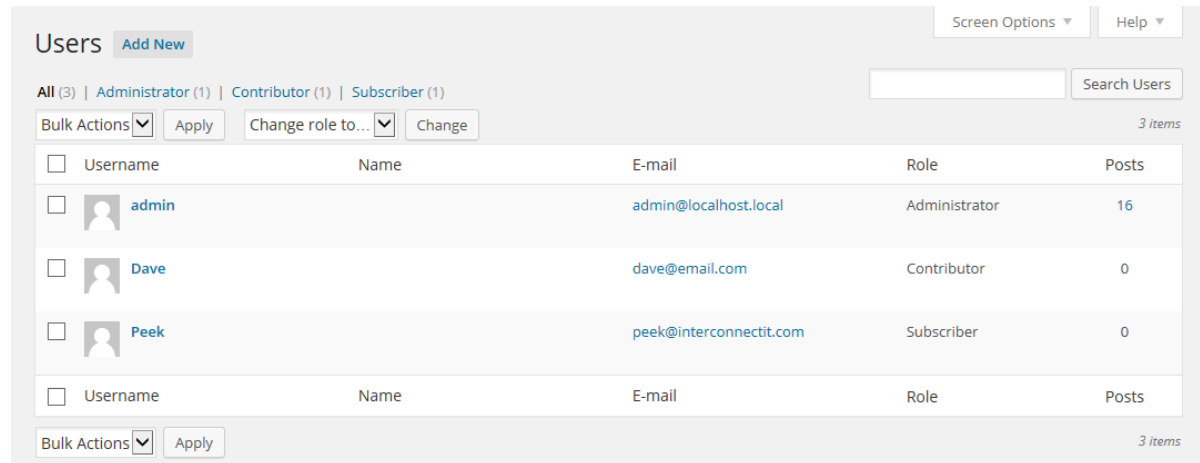
*You can modify the default WordPress roles using the Members Plugin*

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There are a number of tasks around users that you may wish to carry out:

1. Update your own details
2. Add new users
3. Remove users

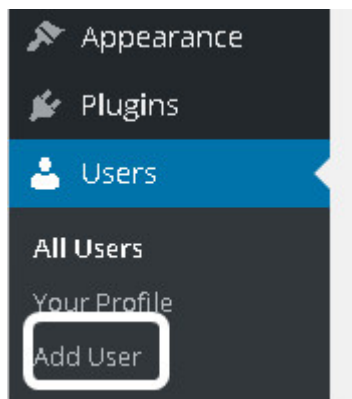
You can manage and set up users by clicking on the 'Users' link in the menu:



The screenshot shows the WordPress 'Users' management page. At the top, there is a 'Users' header with an 'Add New' button. Below the header, there are filters for user roles: 'All (3)', 'Administrator (1)', 'Contributor (1)', and 'Subscriber (1)'. There is also a search box labeled 'Search Users'. Below the filters, there are buttons for 'Bulk Actions', 'Apply', 'Change role to...', and 'Change'. The main content area displays a table of users with columns for 'Username', 'Name', 'E-mail', 'Role', and 'Posts'. The table contains three users: 'admin' (Administrator, 16 posts), 'Dave' (Contributor, 0 posts), and 'Peek' (Subscriber, 0 posts). At the bottom of the table, there are 'Bulk Actions' and 'Apply' buttons, and a '3 items' indicator.

## Adding users

It's very simple to add a new user to WordPress, simply click 'Add User' from the admin menu and then fill in the user's details, making sure you get the correct user level.



When you add a user using NMSU Enterprise WordPress, the system is configured to accept only users that have an active NMSU account.

For the username, use the text that precedes the @nmsu.edu in the users NMSU email address.

## Add User

Using the following fields below to search out LDAP users and add them into the blog.

**Username:**

**Role:**

In the above case, the email address would have been [wpuser@nmsu.edu](mailto:wpuser@nmsu.edu). Simply remove the @nmsu.edu and you've got the right user to add.

For the role, select the role you would like for them to be granted. You can change it later if you change your mind. Keep in mind that you should always grant the least privilege required to a user in order for them to do what they need to do on the site. Don't give everyone Administrative privileges as they typically don't all need that level of access.

Finally, click Add User. If the user was added successfully you will see a confirmation message.

## Changing user roles

You can use the change role to... drop down to change the role of selected users.

All (2) | Administrator (1) | Subscriber (1)

Bulk Actions ▾ Apply Change role to... ▾ Change

<input type="checkbox"/>	Username	
<input type="checkbox"/>	cavotta	votta
<input checked="" type="checkbox"/>	training	argin
<input type="checkbox"/>	Username	

Change role to... dropdown menu options:

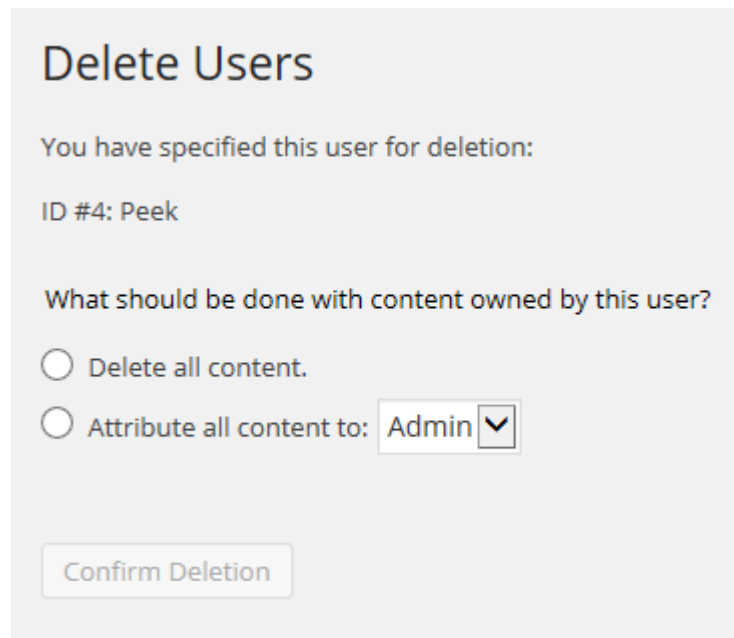
- Change role to...
- Event Contributor
- Calendar Contributor
- QA Visitor
- Subscriber**
- Contributor
- Author
- Editor
- Administrator

## Remove users

To remove a user select the 'Users' link from the Users menu in the dashboard.

On this page you will see a list of users and the roles which they have. Select the check box on the left of the Username. Further down you will see the Bulk Actions Drop Down. Select 'delete' then press 'apply'.

You will then be asked for confirmation, as well as a request as to whether to delete all the posts and links belonging to the user, or to transfer the users' posts and links to another user. **Be careful!** Delete all posts and all the content by that author will be removed from your website. It's usually better, unless that user was filling your site with nonsense, to attribute their posts to another user:



**Delete Users**

You have specified this user for deletion:

ID #4: Peek

What should be done with content owned by this user?

Delete all content.

Attribute all content to: Admin

Confirm Deletion

Once you're satisfied with the selection, press the 'Confirm Deletion' button. Don't forget you can do this for multiple users. Also, no undo. Be careful!

## Managing Options and Settings

The WordPress software allows you to control many settings on your website. Click on 'Settings', and you will see six links, within which you can change many options. Most are clearly explained on the control panels, but for extra detail we believe you may find useful see below:

<b>General</b>	<p>Allows you to set the title of your website, its tagline, URI (the web address) information, user membership default information and date representation.</p> <p>Note that the Email Address populated into this field is typically the email address of the person that requested the site. This information is used by WordPress and ICT in order to send emails about the WordPress site.</p> <p>Note also that the default Timezone is set to UTC +0. This is not the correct time zone for Las Cruces, New Mexico. Set the timezone to Denver from the dropdown in order to set it to the correct timezone for Las Cruces.</p>
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<b>Writing</b>	<p>Here you can set the various options surrounding how you can write posts, such as selecting the default category used for newly created links and posts and selecting the default post format.</p> <p>You can also create a secret email address to which you can send new entries for your site – this can be good if you need to update the site from difficult locations or via a smartphone.</p>
<b>Reading</b>	<p>This shows settings for reading the website – for example how many posts will be shown at a time on a page. You can also select a Post or Page to be displayed on the front page of the site.</p> <p>It also sets options for syndication – this is a system that allows people to use readers to access your information remotely via RSS feeds.</p> <p>On Enterprise WordPress you can also set the ‘Site Visibility’ here. This is set to only allow administrators to view the site by default. Set it to either of the top two options “Allow search engines to index this site” or “Discourage search engines from indexing this site” in order to make the site publicly available (aka Live).</p>
<b>Discussion</b>	<p>Here you will set options relating to how people can make comments, for example whether the comments need authorising before showing on the site (advisable to prevent comment spam), the default comment settings for articles, and so on.</p> <p>By default these settings are established to no allow comments on posts and to send email whenever comments are left on a post. This was done so that site owners were not unknowingly opting in to allowing comments, which can be hard to manage if you aren’t expecting them.</p>
<b>Media</b>	<p>Here you will be able to set the default sizes for images in Posts or Pages and specify whether you want uploaded files to be organised into month and year based folders.</p>
<b>Permalinks</b>	<p>Permalinks are a way of structuring your website so that the address to an article makes some sense to humans and search engines. So instead of <a href="http://nmsu.edu/mysite/?p=101">nmsu.edu/mysite/?p=101</a> the permalink could read <a href="http://nmsu.edu/mysite/news-feature">nmsu.edu/mysite/news-feature</a> as defined in the post's slug (created when writing, or automatically from the title). You may need to modify a file on your system called .htaccess – if in doubt, simply ask your administrator or friendly techie to help. <b>Permalink changes are one of the most common ways for people to make their websites inaccessible, so do be careful in here!</b> Always remember the setting you changed from so that you can go back if you need to!</p>

It’s worth bearing in mind that certain plugins may add different features and/or change the appearance of your site’s back end, including the Settings area.

## Managing the Look & Feel of your website

### Appearance

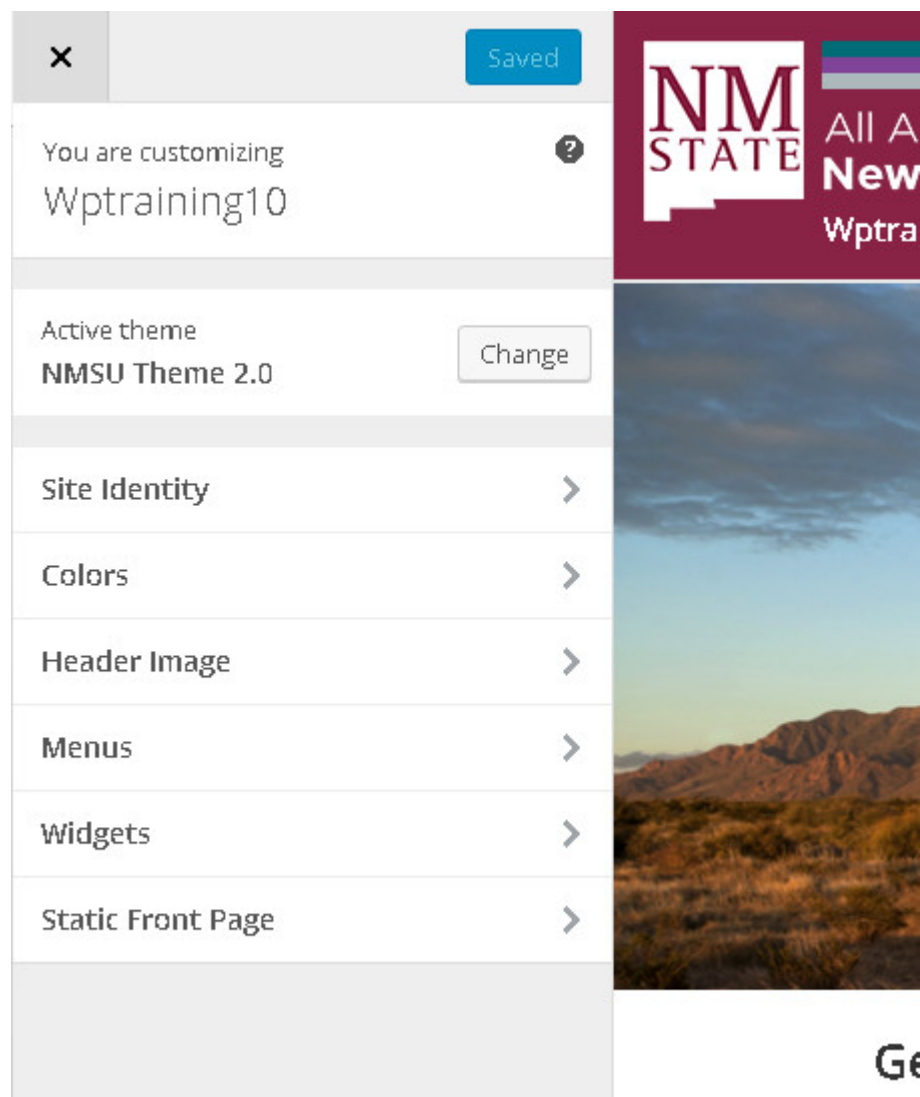
By default, NMSU Enterprise WordPress uses the most current version of the NMSU theme. The NMSU Theme 2.0 should be used by all official department sites.

The theme determines the common design features that brand the Website as an official NMSU site. These features include color, typography, header graphics, page layout, and other features such as the NMSU Tagline, “All About Discovery!”. While there are some options you can customize, it’s important to understand that the institution spends a lot of money and effort branding our identity so that NMSU is easily recognizable by the public. It’s important to maintain the visual identity embedded in the theme to ensure that we maintain a uniform appearance across the Web, print, and video media produced by the university.

For additional information about NMSU Branding, please see <http://brand.nmsu.edu>.

## Customizer

WordPress 3.4 introduced the Theme Customizer which offers you an easy way to change some of the options on your theme. To do this click on ‘Appearance’ in the left menu and from here select ‘Customize’, which will bring up the page shown below:



Take a look at the menu bar on the left side of the page and you will see a number of options to customise your theme.

The NMSU Theme 2.0 in WordPress 4.5, as an example, has six options to customise your theme. If you want to know more we've gone into a bit more detail below.

<b>Site Identity</b>	Here you can change your site title, tagline, or choose if you want to display the header text at all. Note the NMSU theme does not use the site icon feature as it's already embedded within the theme.
<b>Colors</b>	This option allows you to change the header text color. If you want to change this be careful to use suitable contrast consider the text is over an image it may be difficult to read depending on your header image selection and text color selection.
<b>Header Image</b>	If you want to add a header to your site this option gives you that choice. With the NMSU theme it's best to use large headers. Avoid using header images that have text embedded directly in the image as it may become unreadable at different browser window sizes. Landscapes typically work best in this header space, if you want to use a header at all.
<b>Menus</b>	Allows you to specify the location your menus appear in. The number of menus available depends on your theme. In this example our theme supports two menus.
<b>Widgets</b>	Here you can customise the widgets you have installed on your site. The NMSU theme uses six different widget areas. Here you can reorder and add widgets to the different areas.
<b>Static Front Page</b>	This allows you to choose a static front page (from one of your saved pages) or choose to display your latest posts.

All changes can be previewed in the browser window and once you are happy with the look click 'Save and Publish'. More in depth customization options are explained in the sections below.

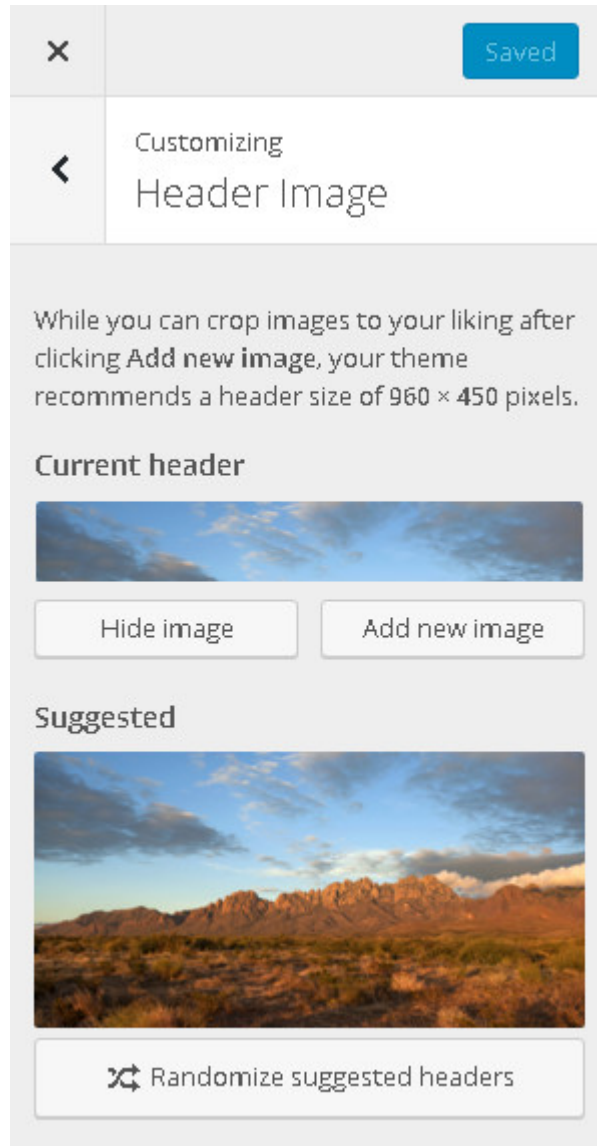
## Custom Headers

Next we are going to talk about using the Custom Header feature, which allows you to change the look of your site's header area from the WordPress dashboard, without you having to work with image editors or delve into HTML code.

Not every theme supports this feature, but in the case of the NMSU theme we're using here, we're ok to go ahead and use it.

To access the Custom Header options, first select the Header option from the Appearance menu, which brings up the following options:






To set the background image in the header you can use a pre-supplied image from your media library or upload your own image. It's also possible to show a randomly generated image for each page.

In this part of the guide we will upload our own image, crop it using the integrated cropping tool and get it to display on the site....All from the comfort of your Web Browser!

The first step is to upload the image you want to use. Click the 'Add new image' button in the Current header area. This brings up the Media Library window where you can select the image you want use as your header.

The next step is to select the image you want to use from the Media library or you can upload files from your computer into your site in order to select a new image. In this case we will upload a new image by clicking the Select Files button. This opens the file explorer on your computer. You select an image from your computer to upload and when finished you will see the "attachment details".

ATTACHMENT DETAILS



Penguins.jpg  
May 2, 2016  
760 kB  
1024 × 768  
[Edit Image](#)  
[Delete Permanently](#)

---

URL

Title

Caption

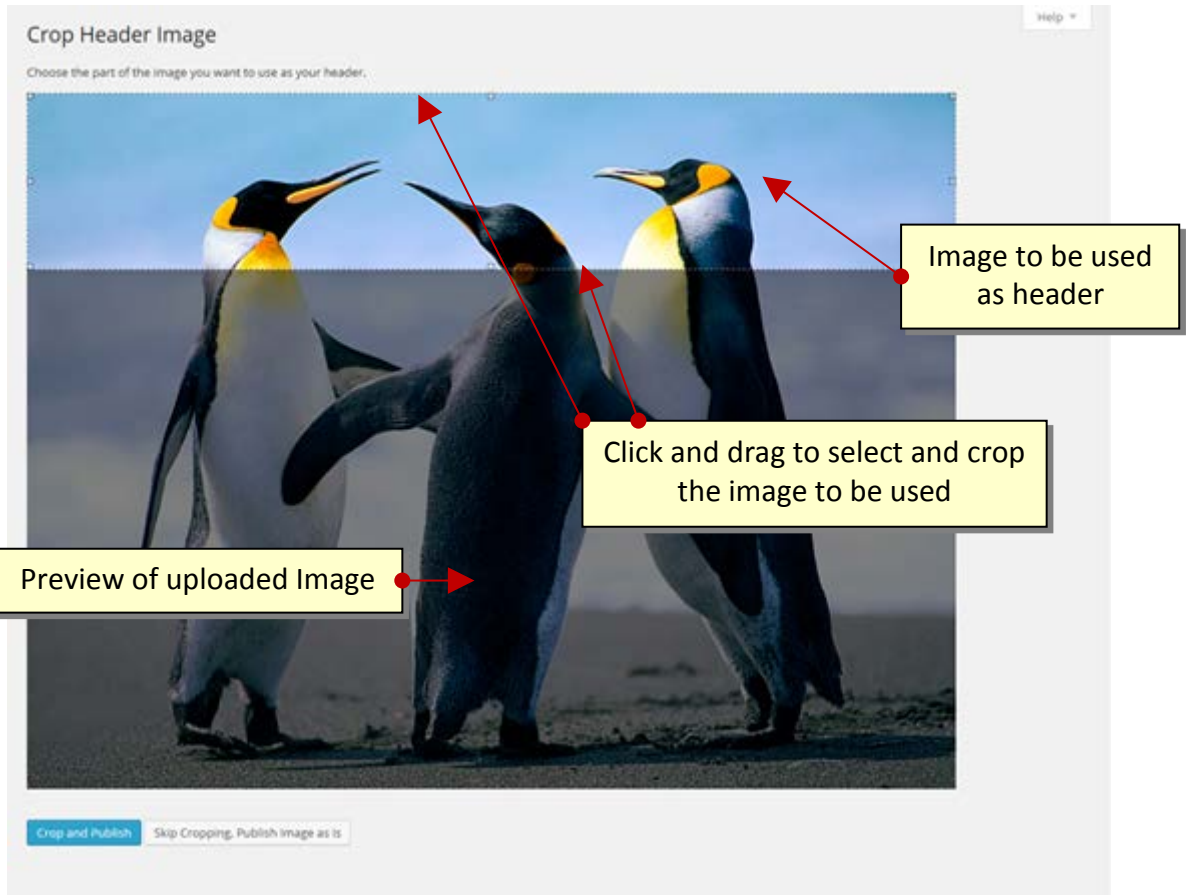
Alt Text

Description

The information populated in the Attachment Details area is based on the file you uploaded. The title, for example, is based on the file name of the file.

All of the attributes are optional except for Alt text. Adding Alt text allows visitors to have the image content read aloud to them, such as “Picture of penguins” instead of needing to see the image to understand its contents. The Alt text information is an accessibility feature and should be used for all images you insert into WordPress in order for your site to be ADA compliant (more about that later).

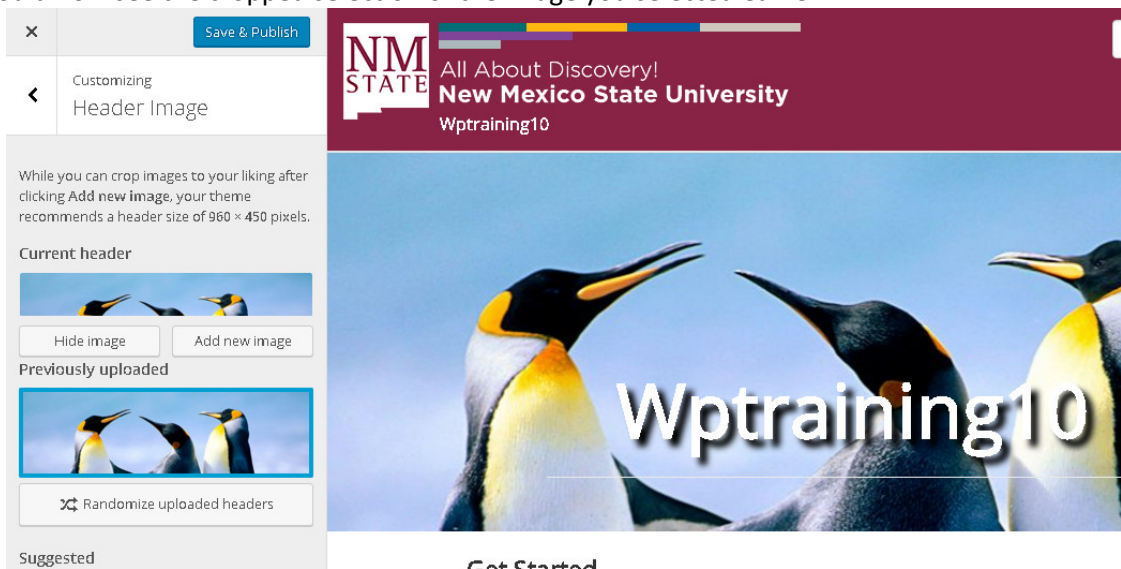
Click Select and Crop to continue.



To crop the image you've uploaded simply use your mouse to resize the selected area. Any portion of the image within the image selector box will be used, while everything else outside it will be discarded - then click the Crop and Publish button.

Alternatively you can choose to publish 'as is' with no cropping.

You should now be back at the Customizer screen. If you look at the Web site preview window, you should now see the cropped selection of the image you selected earlier.



# Creating & Managing Content

## *Working with Text-Based and Media Content.*

Now that you have learned about the administrative back-end of your WordPress site, you can turn your focus to working with, organizing, and managing your content. Content can be thought of any information that you will display on your site, such as text, images, or video. However within the context of WordPress, content will be referred to as text based information existing in Pages and Posts. While images, videos, media files, and documents such as PDF's are categorized as Media.

This section you will learn about the difference between posts and pages in WordPress and how to create and manage your text-based and media content.

Upon completion of this section, you will be able to:

- Understand the difference between a *post* and a *page*.
- Understand how to create, edit, and publish a page
- Understand the different meta box settings for pages
- Understand how to create, edit, and publish a post
- Understand how to add images, links, and video to a post or page
- Understand how and when to use Categories and Tags

# Understanding the differences between your pages and your posts

Before we start working on your site, it's important to have a clear understanding of the difference between pages and posts:

**Pages** are usually those which have a static purpose in life. For example an about page, résumé page or contact forms. They do not usually contain information about news items, for example, which are added to the site on a regular basis. Pages are generally defined so that they are always accessible from the front page. Some people build entire sites with just Pages – this is especially the case for sites with little need for dynamic content and is very popular with small businesses who simply want an online brochure.

**Posts** usually contain semantically and chronographically arranged information – for example, news reports, event results, and of course blog entries! The semantic structure is defined by categories and tags, and whilst making it easy for people to navigate your site will also help search engines to understand the content of your site and so improve the relevance of search results.

**Other Post Types** in WordPress plugins and themes may add other post types which look a bit like Posts or Pages but behave in different ways – for example, the Events plugin adds a post type for events.

## Adding and Editing Content

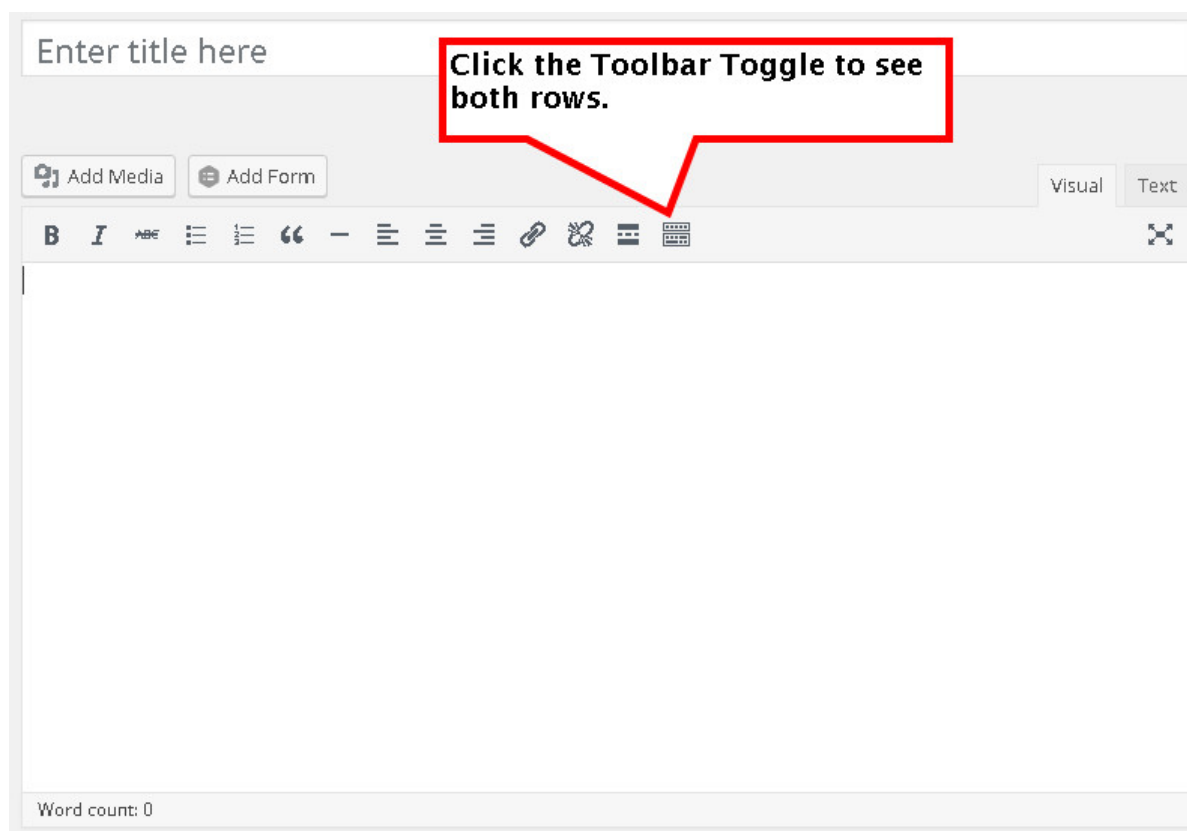
Rather than go on too much about the concepts above, website structure and methods, sometimes it's better to simply get cracking, so let's start to get some content into the site right away.

WordPress provides a number of tools – for editing, and for image management. It allows you to easily manage your content with a familiar editing interface. You don't need to learn HTML – just the skills you've already acquired, using word processors like Microsoft Word.

### Creating your first page using the visual editor

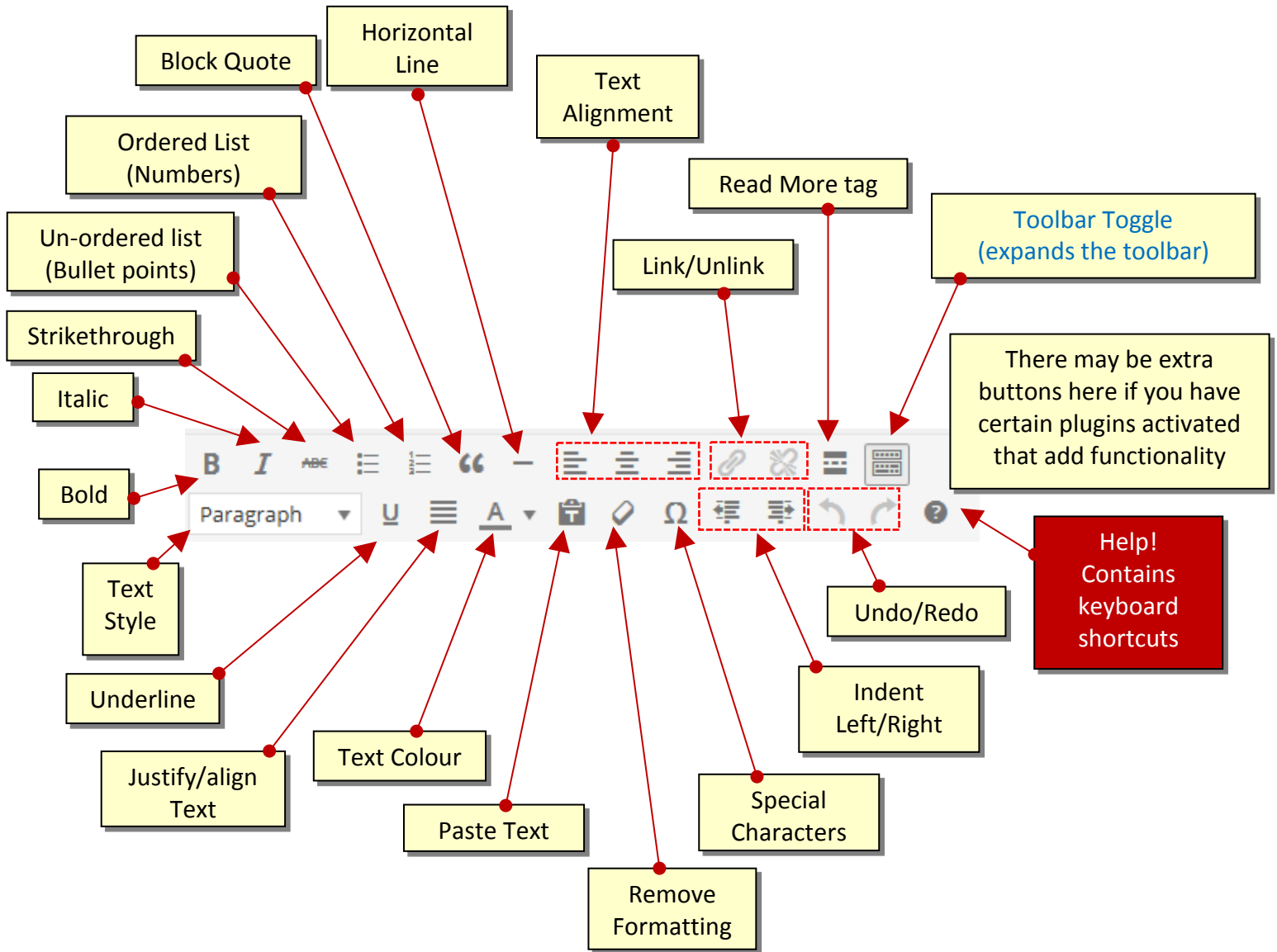
You can easily enter format text using the visual editor if you're familiar with any word processing packages. Essentially, what you're working with should be familiar to you – it's rather like using WordPad or some other similar low-end word processor.

Let's create a basic informational page – just go to Pages and Add New in the left hand toolbar (if you're writing a blog post, you go to Posts and Add New instead):



As you can see from the buttons, it's possible to format text in a number of ways using the buttons and they'll be familiar to any user of word processor software.

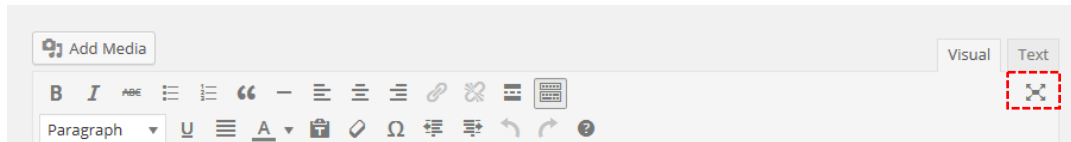
By default you'll only see one line of buttons, not the two in our screenshot – that's because you need to press the Toolbar Toggle button on the far right, to see them.



Don't forget – if you get stuck, hovering over the buttons will describe what they do, and the short cut to use them quickly from the keyboard.

Note: If you install plugins the plugins may add additional buttons to the toolbar. The buttons displayed above are the default buttons without any plugins. The plugins WP Edit and TinyMCE Advanced can be used to add complete buttons sets that perform editing and other functions.

If you decide there's just too much distraction on the page to concentrate on writing your post, you can click the distraction free writing button (outlined in red in the following screenshot). This gives you a blank screen, free of buttons and menus. To gain access to your most used buttons when in this mode, simply roll your mouse towards the top of the screen, where you have access to saving your work and exiting full screen mode. If you're using one of the latest Browsers try pressing F11 to remove all browser tabs, menus etc., giving a completely clean space to write!



### Text Styling Notes:

When you're writing you may have a style guide or content strategy to work with and you should follow its guidance. If this is your own site, the following will be useful to you when choosing what text styles to apply in your content:

1. Heading 1 through to Heading 6 – in most themes headings within a post or page will start at Heading 2 or 3 (H2 or H3 tags), going down to H6. The higher the value, the more important a search engine will consider it, but remember that H1 is usually reserved for the site title at the top of the page, and H2 for the post or page's title.
2. Use Unordered or Ordered lists for lists that are relatively short, but resist the temptation to use them for lists of paragraphs – instead, use the Heading styles though you'll need to number them yourself.
3. Use Bold and Italic in moderation. Do NOT use bold as a substitute for heading styles – bold is not particularly important to a search engine or parser.
4. Alignment is left by default. Use center, right, and justify alignment sparingly.
5. The NMSU theme sets the editor styles so that what you see in the visual editor reflects how your content will look on the site. There are, however, some slight differences so you won't be able to see the style completely until you preview the page or post.

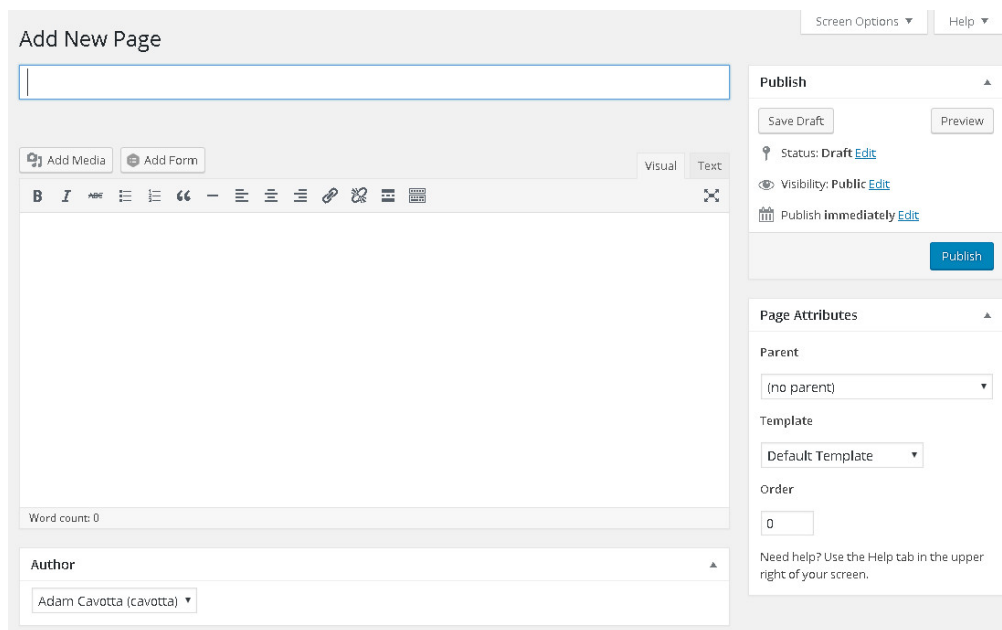
The above tips can also help with search engine optimization and accessibility as they give a structure to your content.

## More on Pages

If you have used an earlier version of WordPress previously, you may notice that version 4.0 introduces some handy changes to the text editor. The editor now expands as you write and the toolbar is fixed, meaning you no longer need to scroll to the top when writing your post to access the formatting tools. If you have experience of writing long posts in WordPress, you will soon realise just how useful these new changes are.

When it comes to publishing your content, if you are an Editor or Administrator on the site, you will have a Publish button. If you're an author you'll only be able to save your content, but your Editor or Admin will be able to publish for you once informed. Once pressed, the post becomes available on the website. Before the post is ready, however, you can save it and keep it as a draft. WordPress has autosave functionality so you won't lose anything if your browser crashes, and has a revision history, making it possible to see changes and revert to older versions of posts and pages.





Scroll back up and press Publish. Your article is on the website!

## Formatting text using the HTML editor

You can also click on the 'text' HTML tab on the editor and input text in HTML – the language that describes web pages. This is for the more technically inclined and does have the advantage of making it easier for you to create more sophisticated layouts within a page. It's worth noting that WordPress in Multisites mode (used on sites such as WordPress.com, Edublogs and other providers such as NMSU Enterprise WordPress) will, by default; filter out a lot of HTML, which will limit your options. You should also make sure that you understand the importance of closing tags and labelling items correctly as it's possible in some cases to make it impossible for your page to load correctly.

**IMPORTANT:** When using the html editor it's essential that you close all tags, or ask WordPress to do it for you by pressing the 'Close Tags' button. If you don't then your site's layout will be broken whenever that posting or page is displayed.

**IMPORTANT (2):** If a page or posting has been written using the html editor then any attempt to edit that article using the visual rich editor may result in some content or formatting being lost. This isn't as bad as it used to be, but you have to be particularly careful if you've used the editor for using copied code from third party websites.

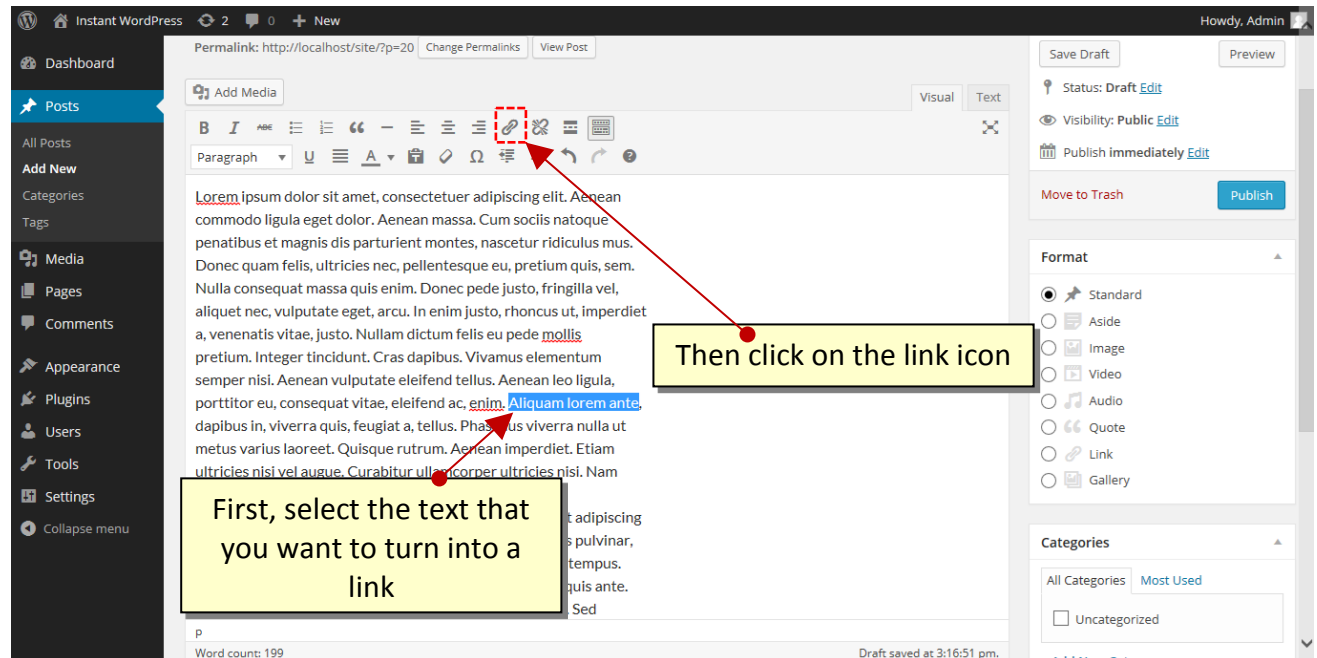
## Adding links to your pages

One of the most important things you can do on your website is to link out to other sites. Those other sites will appreciate the links, but it also shows where you get your information from. This is useful to the reader and also a sign of an experienced and skilful blogger who cites his references. It's also well worth linking within your own site. Of course, it takes a little extra time, but it's worth it for the extra engagement and the ability for a reader to continue exploring your content.

## External Links

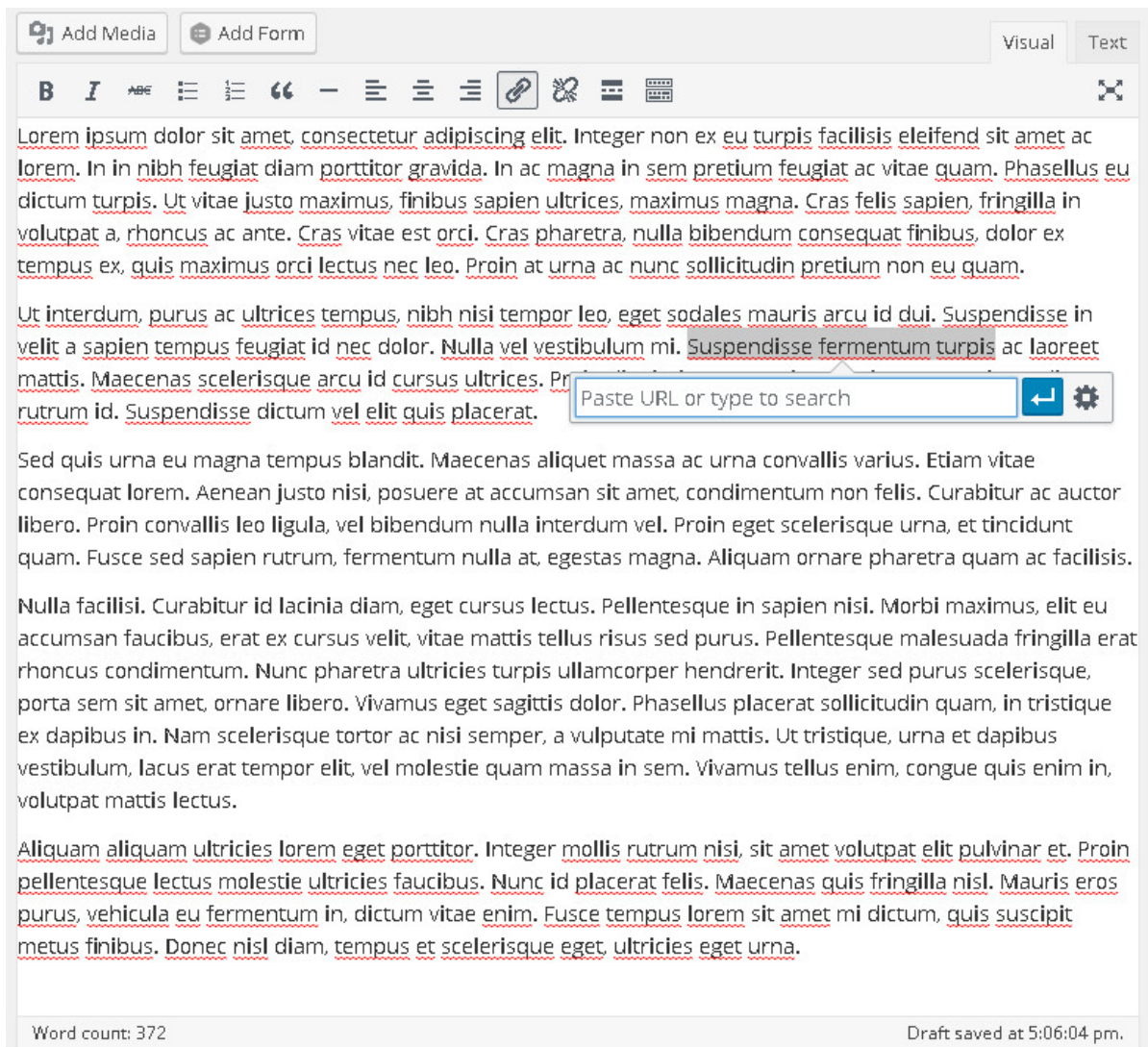
First, we will review the process for inserting an **external link**. An external link is a link to any site on the Web, given that you know the site's full Web address. The easiest way to get the Web address is to open your Web browser and visit the site, then, copy the link from the browser's address bar.

To create a link in text, highlight the text you wish to link, and then click on the link icon in the editor:



The screenshot shows the WordPress editor interface. The left sidebar contains navigation options like Dashboard, Posts, Media, and Settings. The main content area displays a paragraph of Lorem Ipsum text. The text "Aliquam lorem ante" is highlighted in blue. A red dashed box highlights the link icon in the toolbar. A yellow callout box points to the link icon with the text "Then click on the link icon". Another yellow callout box points to the highlighted text with the text "First, select the text that you want to turn into a link". The right sidebar shows the post status (Draft), visibility (Public), and format options (Standard, Aside, Image, Video, Audio, Quote, Link, Gallery).


Once the link icon is selected, you have a pop-up dialog:




The screenshot shows a rich text editor interface. At the top, there are buttons for 'Add Media' and 'Add Form', and tabs for 'Visual' and 'Text'. A toolbar contains various formatting icons, including a link icon. A search dialog box is open over the text, with the placeholder text 'Paste URL or type to search' and a blue arrow button and a gear icon. The text in the editor is placeholder text with red dashed underlines. At the bottom, it shows 'Word count: 372' and 'Draft saved at 5:06:04 pm.'



A close-up of the link insertion dialog box. It shows the placeholder text 'Paste URL or type to search' and a blue arrow button and a gear icon. The text in the background is partially visible and has red dashed underlines.

Simply insert the web address you want to link to in field and click the  button to create the link.

You can see more options under the gear icon .

### Insert/edit link ✕

*Enter the destination URL*

URL

Link Text

Open link in a new tab

*Or link to existing content*

Search

No search term specified. Showing recent items.

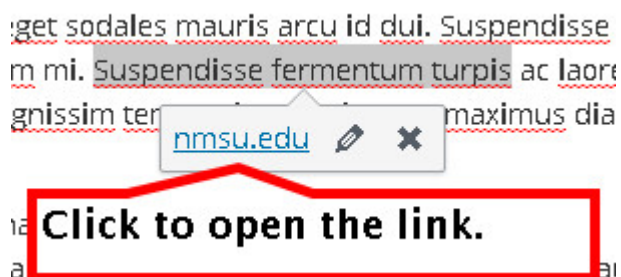
Events	PAGE
Locations	PAGE
Categories	PAGE
Tags	PAGE
My Bookings	PAGE
Welcome to your NMSU Enterprise WordPress Web site	PAGE

Cancel
Update


Here you can select the checkbox to “Open link in a new tab” so that the link will open in a new window or tab (depending on how the visitor’s browser is configured). This is option is often used when linking to external Web sites (sites outside of your own site) so that it sends a signal that the visitor is leaving your site and so your site will be left in the background in case the visitor wants to return to your site.

Once you’re done, click ‘Update’ and the link has been created.

It’s always worth testing links in case a mistake was made. You can easily test the link by clicking on the link in the editor.



## Internal Links

WordPress also makes it easy to create links internally within your website. Follow the process as per the instructions above and then click the gear icon  to see the additional options.

Here you can look for content in your site by using the search feature in the ***Or link to existing content section*** instead of inserting a full Web address.

### Insert/edit link ✕

Enter the destination URL

URL

Link Text

Open link in a new tab

*Or link to existing content*

Search

No search term specified. Showing recent items.

Events	PAGE
Locations	PAGE
Categories	PAGE
Tags	PAGE
My Bookings	PAGE
Welcome to your NMSU Enterprise WordPress Web site	PAGE

## Opening a link in a new window vs. using the current window

Many site owners are tempted to open links in new windows, because then it means their site remains in the browser. However, web convention is that a link should keep you in the current window – otherwise after an hour of browsing the user could have dozens of windows open that all need to be closed down. In other words, opening a link in a new window is usually an inconvenience for a site visitor.

There are some situations where a new window works – usually this is to pop something up where you just know the visitor will want to quickly look at and then close the window – however, in blogging this is relatively rare, so the best advice is to try and stick to opening links in the current window.

## Adding Media

In addition to adding links to other Websites or other pages on your site you can also add links or embed media. In WordPress, you can think of Media as being any file that you want to share on your site which was uploaded from your computer. File types include images (jpg, png, gif), office documents (docx, pdf, txt, xlsx), and video/audio (mpg, mp3, mov).

In the next section of the manual we will describe how to add documents, images, and video to your pages and posts.

While embedding video and audio is possible, it's not typically something we would upload directly to our WordPress Web sites. In this case it is more common to use video and audio hosting services such as Youtube or Soundcloud to host the media content. The primary reason for hosting content off-site is that video and audio files tend to be large and are best delivered using services that can stream the content to visitors, meaning that the sites deliver as much content as the visitor can handle at a time, based on their connection speed. Since Enterprise WordPress is not a streaming media server, it's best to use these third party tools to host such content. Later in the manual we will cover how to insert embedded video content.

## Adding Files

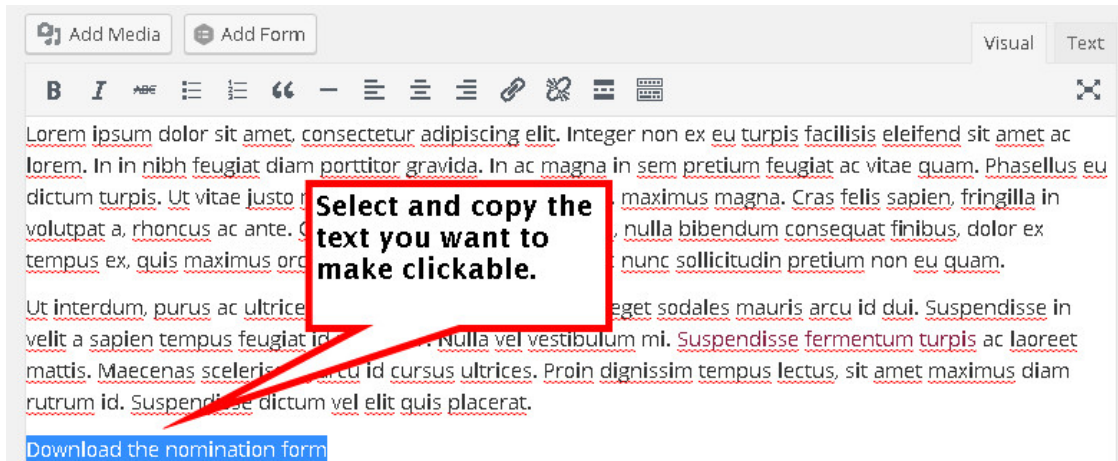
Files such as Adobe PDF documents and Microsoft Word documents are commonly shared on the Internet for various reasons. The most common reason to share these types of documents is that the file format better supports printing, storage, or use of the document compared to a WordPress page or post. For example, one could print a WordPress page and it will come out looking pretty nice, however certain features like page breaks and margins might not come out looking as polished as you might want. In this case a PDF document might work better.

In the following exercise we will insert a link to a PDF document that you have uploaded into your WordPress site.

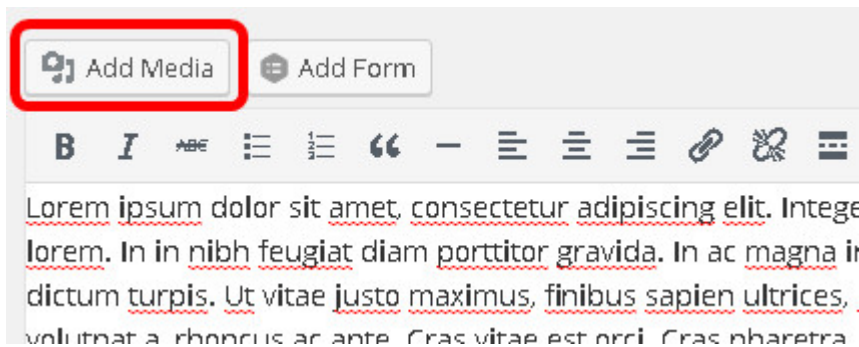
There is more than one way to add a link to a media file in your post or page. The method we use here is preferred since you can perform all the steps while staying in your post/page editing view in WordPress.

### Selecting the media file from your computer

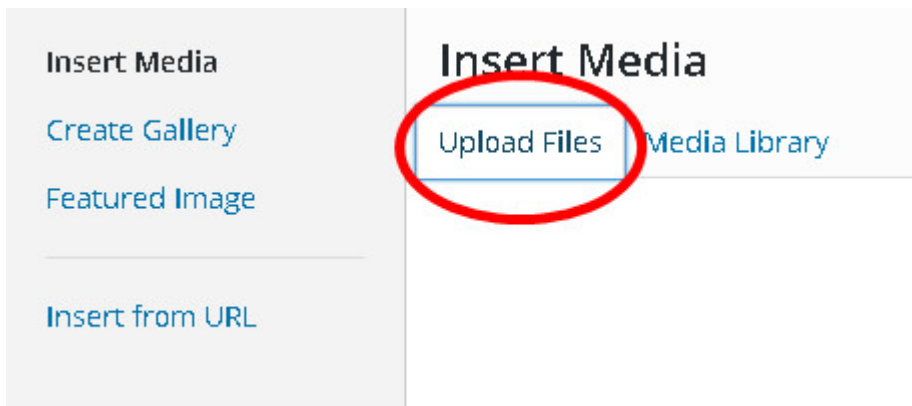
First, select the text will be the clickable link to download the media file. Then copy the text you have selected (using Ctrl + C).



Next, click the **Add Media** button.



Locate the media file on your computer. Click **Upload Files** to begin.



Click **Select Files**.

Drop files anywhere to upload

or

Select Files

Maximum upload file size: 98 MB.

Your file explorer will open. Select the file from your computer. Once selected it will be uploaded into the Media Library (this may take a moment, depending on the size of the file and the speed of your Internet connection).



The screenshot shows the WordPress media upload form. The URL field contains 'https://dept-wp.nmsu.edu/w'. The Title field contains 'Download the nomination fo'. The Caption and Description fields are empty. A red triangle points from the Title field to a red-bordered box containing the text: 'The title becomes the clickable text to download the document.' At the bottom of the form is a blue 'Insert into page' button.

When the media has completely uploaded you will see information about the file in the Attachment details area.

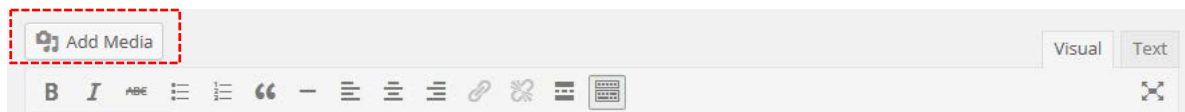
Paste the copied text (from earlier in this process) into the Title field.


Finally, click **Insert into page**. The media file link is now in your page or post.

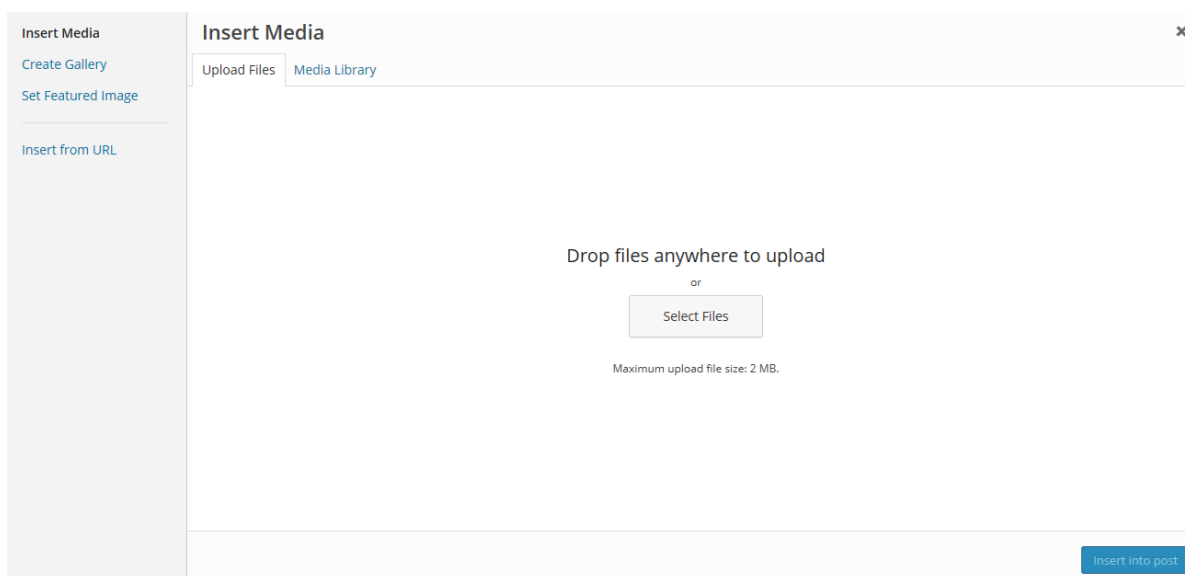


## Adding images to your posts

You can easily add images using the standard WordPress tools. Again, like so much of WordPress, there have been some dramatic improvements in recent versions – including the automatic sizing of images, thumbnailing and image management.



Now let's get started. There are two ways to add images to your posts; the first method is to press the "Add Media" button  (see above outlined in red) and you'll be presented with the following pop-up window:

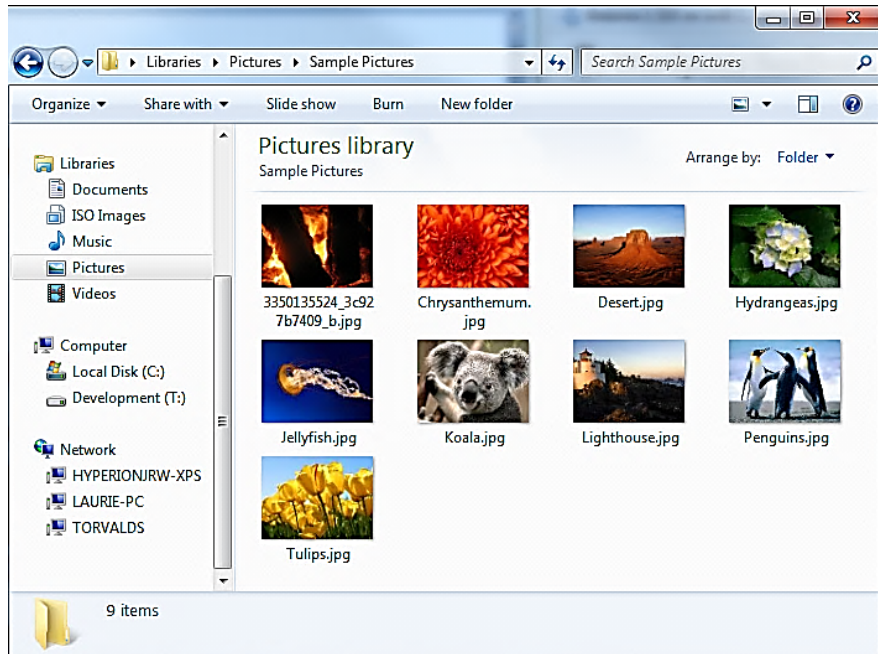


You can close this window with the small X in the top-right corner.

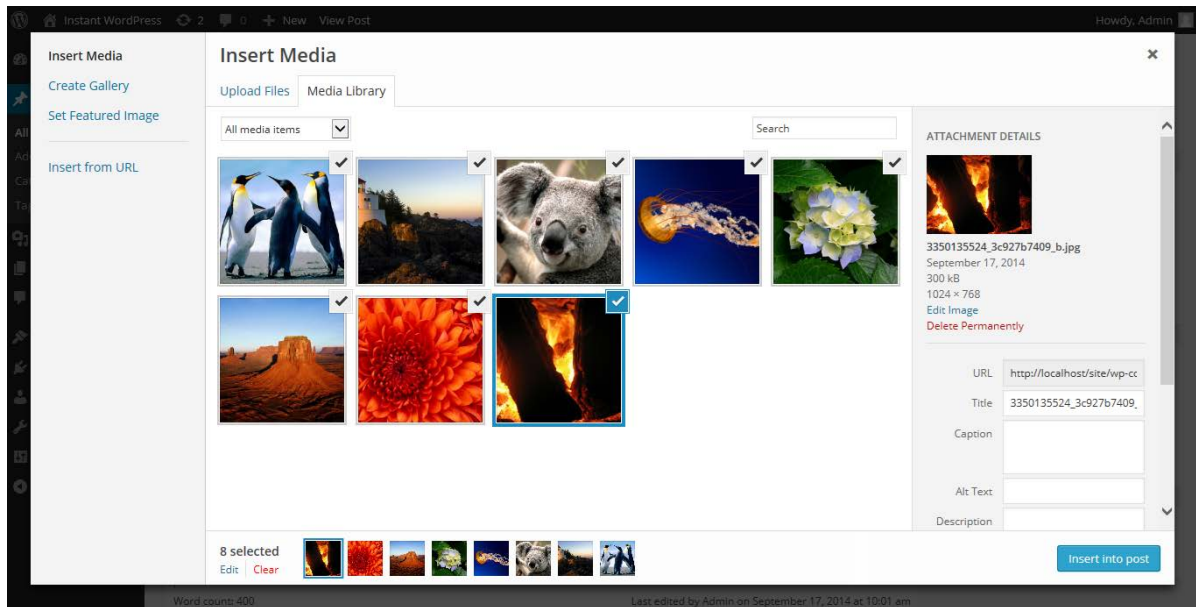
Most people won't insert images from a URL and will use the 'Select Files' button or drag files into the media uploader 'drop area'. Once you have dragged a file over the drop area, the drop area will turn blue to indicate that you can 'drop' the file.

You can upload one or many images. On most servers you'll be limited to images of between 2MB and 8MB in size, so if you have a very high resolution digital camera you might need to resize the images before uploading. There are tools like Image Resizer for Windows, or in OSX you can view images and resize them from image Preview.

To upload multiple images select the different images while holding ctrl:

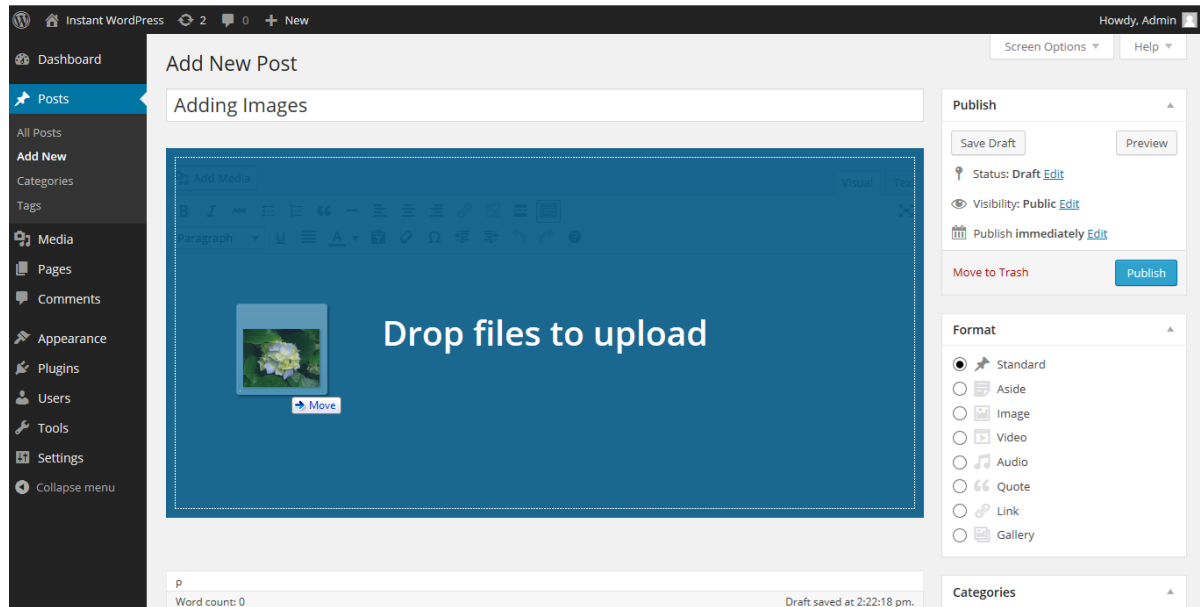


Once you've selected the images, press the Open button and you'll see a window open similar to the one below:



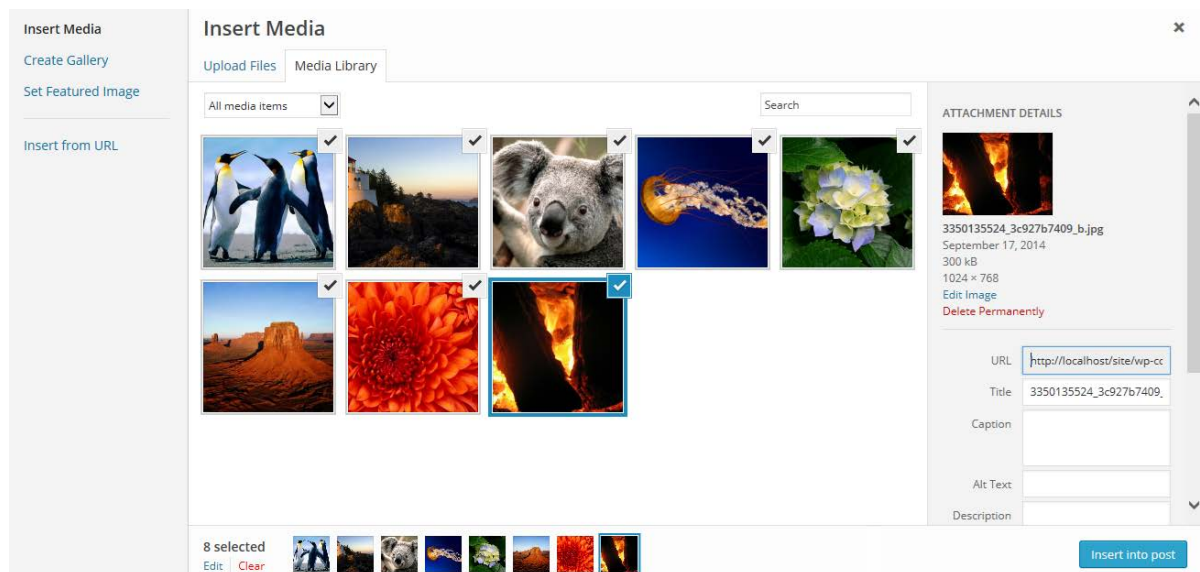
This shows the images have uploaded.

The second method is dragging and dropping images straight into the visual editor. We have version 3.9 to thank for this update and it really is quite a handy feature to have. When you drag an image over to the editor it turns blue. We've included a screenshot of what this process looks like below:



Once 'dropped', the photo automatically uploads and you are directed to the Media Gallery. If you want to upload several images at once, simply hold ctrl on your keyboard to select the images you wish to upload and drop directly into the visual editor.

Whichever method you use, when a picture is selected, a blue box surrounds the image showing it has been selected. On hovering over the tick, (it turns into a minus) which when clicked will deselect the image. You can click to select as many images as you want to insert into your post. Thumbnails of the images are shown at the bottom of the screen, where you have the option to clear or edit your selection. If you press 'Edit', it takes your selected images to another window, where you can remove or reorder them. You can also create a new gallery with them if you wish.



When you select an image, the image details are shown in the right column. Let's go through the options and controls:

**Title** – this is the title of the image.

**Caption** – the caption text for the image. This text appears under the image when it is posted on the website.

**Alternative Text** – a brief description of the image. The alt text is much more important to blind users than the title. Do make sure it's not a repeat of the title however – that's duplication and doesn't go down well.

### Attachment Display Settings

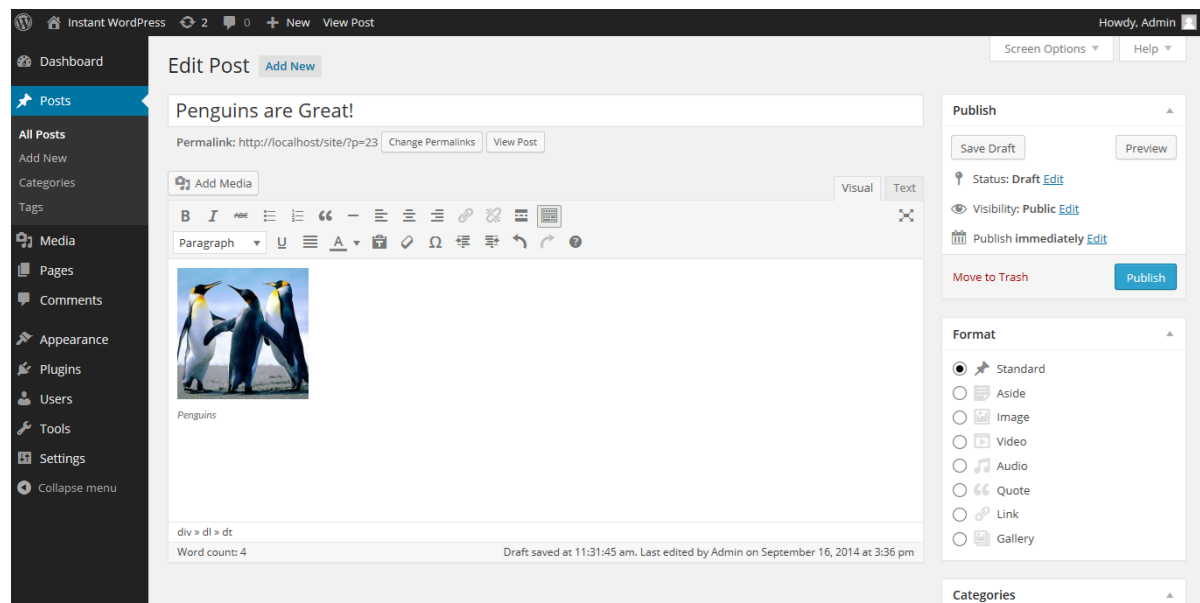
**Alignment** – allows you to set how the image is aligned.

**Link To** – for you to choose if you want the image to link to the Media File (the default option), attachment page, a custom URL, or none (no link).

**Size** – you'll want to choose how big the image is. If it's not too massive, you can use the Full Size image – just make sure it fits into the space available. Otherwise, a Thumbnail, by default is a 150x150px square, and Medium is cropped to fit in a 300x300px space. The default thumbnail size can be changed under Settings | Media.

Once you've selected your options, you press the 'Insert into Post' button to add the image to where your cursor was when you chose to 'Add Media'. In this example we've gone for a thumbnail with a caption.

In the editor it now looks like this:



And if you press the preview button, you can see that on the website, it looks like this:

The screenshot shows a WordPress blog post titled "Penguins are great!". The post content includes an image of penguins and a caption "Penguins". A red arrow points from a yellow callout box labeled "New post with an image" to the image. The right sidebar contains sections for "Sign-up for Training" and "Upcoming Events".

If you decide you want to edit or delete the image, this is possible from the visual editor. Click on the picture and you'll see two icons appear as shown below; One a pencil and the other an X. The pencil (which is mostly used by advanced users) allows you to change some settings in the image, but without actually changing the attachment details. The X deletes the image.

To resize the image in the visual editor, click the image with your mouse to select the image, then click on one of the squares surrounding the border of the image and drag your mouse to resize.

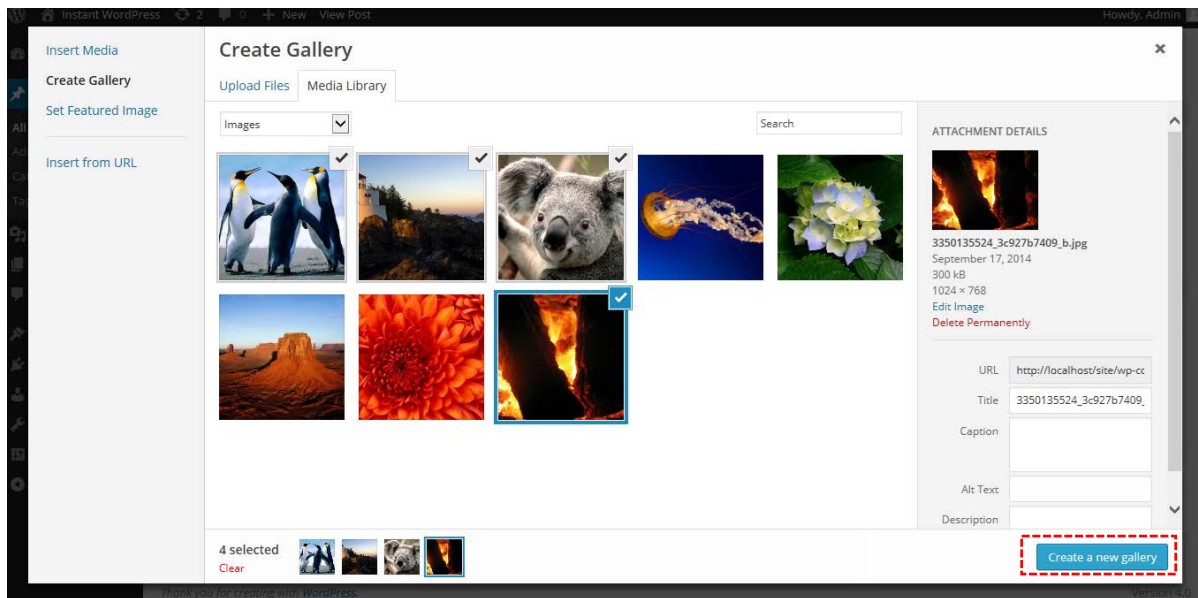


After uploading, if you forgot to add images to a post you can still press the 'Add Media' button and then click on the 'Gallery' tab. In there you can see all images uploaded, and insert them individually.

## Adding a gallery of images

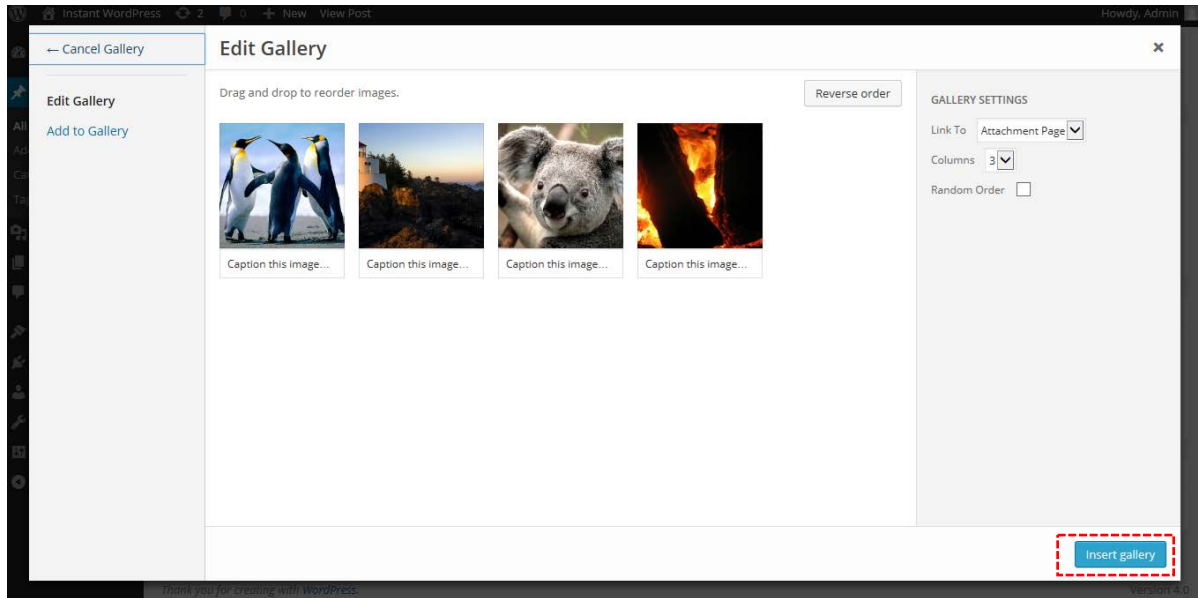
So you now know how to add an image to your post, but now you want to insert a gallery. Well one feature that came from WordPress 2.5 onwards was galleries – this allows you to present a grid of images in a post or page which people can click on to enlarge.

To insert a gallery into a post, the first step is to upload a number of images ('Add Media' then 'Upload Files'). If the images are already uploaded, click 'Add Media' and go straight into your Media Library. Once in the Media Library, select the images you want to use by holding Ctrl and clicking the images. To deselect a photo, hover over the tick until it becomes a minus and click. Once you are happy with the selection, click 'Create a new gallery' in the bottom right of the page.

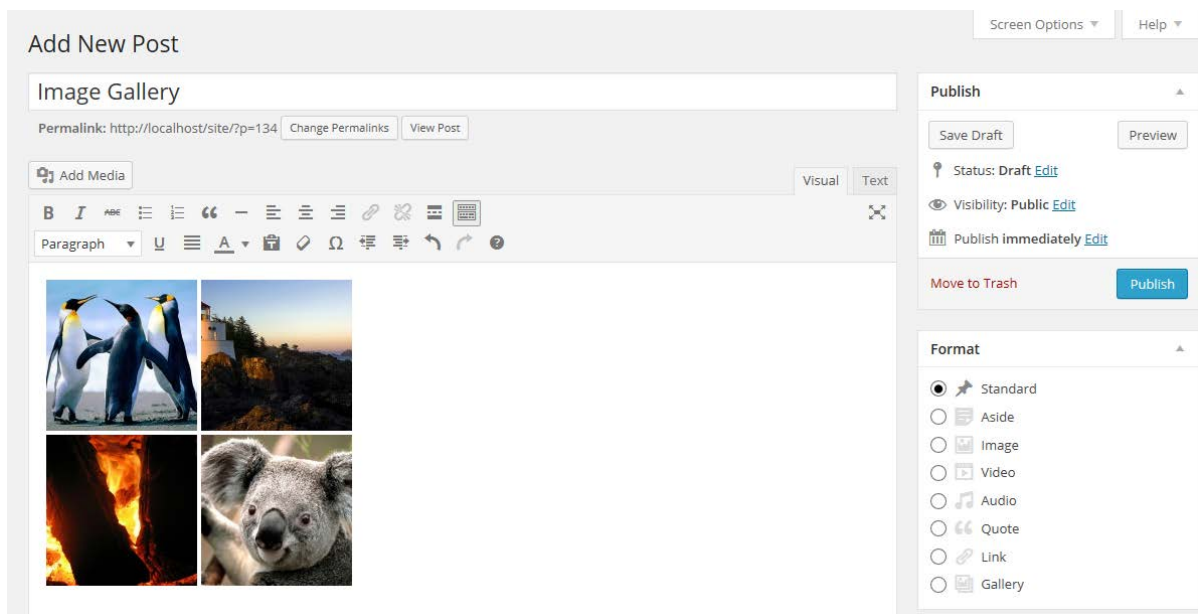


The gallery settings options now become available (see next screenshot). Here you can do the following:

- Select where the image should link to, when clicked.
- Select how many columns you would like for displaying the gallery images.
- Check the random box if you want your images to be displayed in a random order on your site.
- Drag and drop images to reorder them. You can also click the 'reverse order' button.



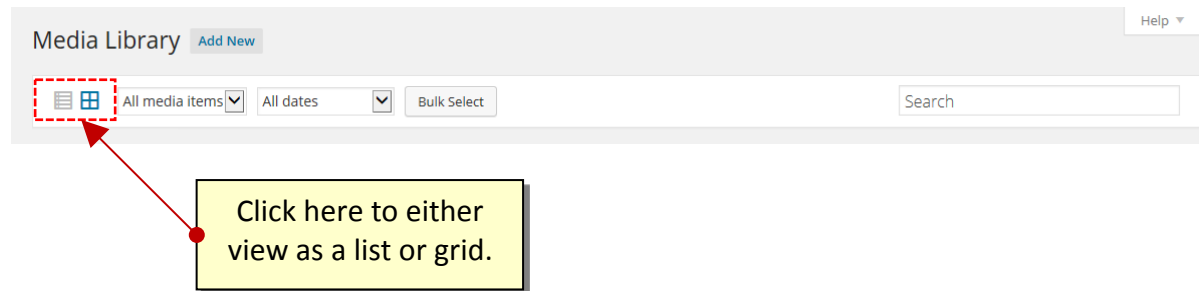
Once you are satisfied with your selection, you are ready to insert the gallery into your post or page. To do this click on the aptly named 'Insert gallery' button in the bottom right corner and the gallery will appear in your post.



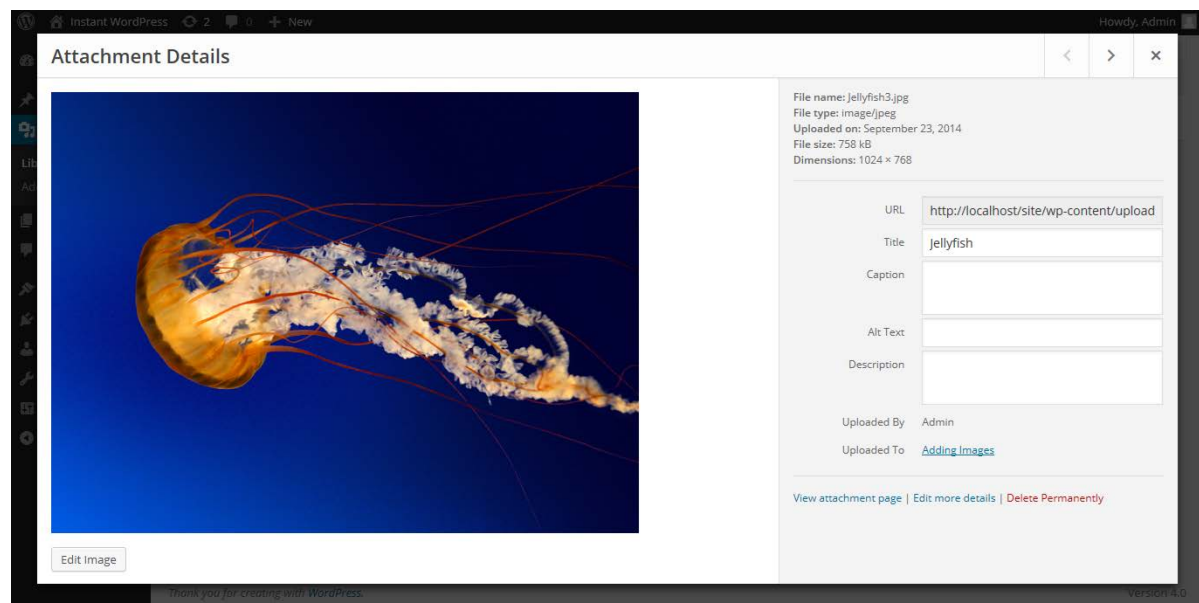
## Media Library

You may have read about the Media Library above and wondered what exactly this is. Well the media library contains all the images, videos, recordings and files that are uploaded to your site. When you are writing a post and upload images as we went through above, these are automatically saved into your media library. Let's briefly have a look at the features the Media Library has to offer.

From your dashboard select 'Media' (found in the administration panel on the left). This brings up the media library and the media content you have already uploaded to your site. You have the option of either viewing your content in the traditional list style or the new grid style, see the screenshot below:



In either view, if you click on the item a pop up window opens (see next page) giving an enlarged view of the media. Here you can add a title, caption, alt text and description or delete the item entirely. To scroll through the items navigate using the arrows at the top of the image on the right. To close the pop up window either click the X or press Esc.



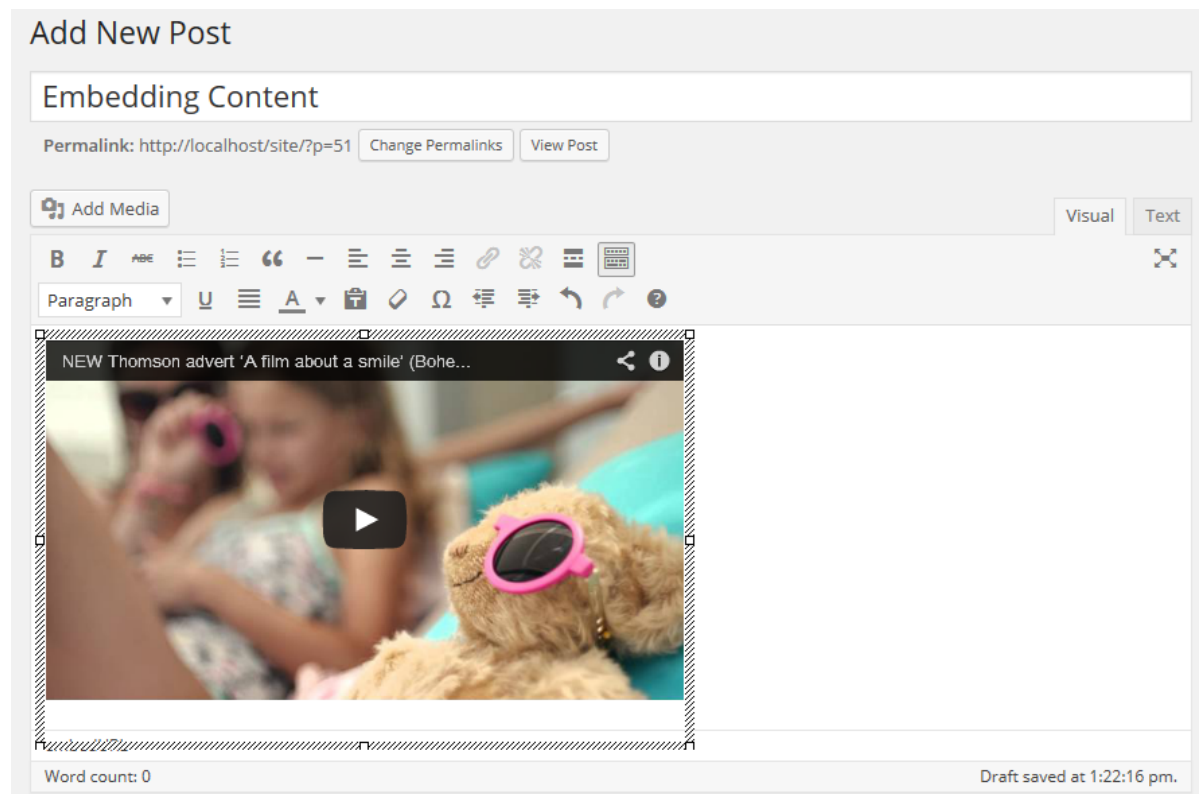
If you want to upload a video or playlist to the media library, this option is available for version 3.9 and above. To upload an audio or video file, follow the same process as you would when adding an image as we have already discussed previously in this guide. It works in exactly the same way.

## Embedding Content

Next we are going to discuss embedding content into a post or page. A nice update in version 4.0 is the instant embedding of certain content into the visual editor, giving an instant preview of the content you have just embedded. Should you decide a YouTube clip or a tweet would illustrate the content of your post nicely, simply copy the URL (ctrl+c) from the browse bar and paste (ctrl+v) into a new line in your post. Previously the content would paste as a link and you would have to preview the post to ensure the correct content had been embedded before publishing. As shown



in the next screenshot, the content now automatically embeds into your post, saving you time and hassle.



The screenshot shows the WordPress 'Add New Post' editor interface. At the top, there's a title 'Add New Post' and a text area containing 'Embedding Content'. Below this, a 'Permalink' field shows 'http://localhost/site/?p=51' with 'Change Permalinks' and 'View Post' buttons. A 'Visual' editor toolbar is visible, featuring icons for bold, italic, text color, background color, list, link, unlink, table, and a play button. The main content area displays a video player with a play button. The video title is 'NEW Thomson advert 'A film about a smile' (Bohe...'. The video frame shows a young girl wearing pink sunglasses and a teddy bear wearing pink sunglasses. At the bottom left, it says 'Word count: 0' and at the bottom right, 'Draft saved at 1:22:16 pm.'

Admittedly, for security reasons WordPress doesn't offer this option automatically for all content on the web, although they have extended their list of sources you can embed from a number of sites including Flickr, Instagram and Polldaddy. The full list can be found by visiting the following link <http://codex.wordpress.org/Embeds>.

## Setting posting and page options

There is a large range of posting options that are available to you if you look around the writing area and which give you finer control over how your content is presented. The order can change according to user preferences – what’s important are the titles.

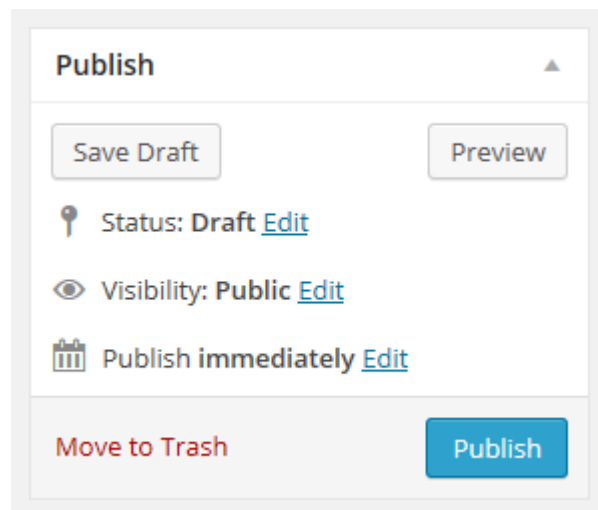
<b>Excerpt</b>		Use this to create a short introductory text (you can add HTML if you desire) about your post. This is used by some themes and plugins, as well as by your site’s RSS feed.
<b>Send Trackbacks</b>		Not often used these days, but this allows trackbacks to be sent to a specific location. You can use it to notify certain sites of your new post. Other WordPress blogs, and sites that support a protocol called XML-RPC are automatically informed if you happen to link to them.
<b>Custom Fields</b>		Custom fields are used by certain themes and plugins. Some will use these fields but you won’t ever have to touch them, others will require you to input values. Information on this should be included in your theme or plugin instructions.  The NMSU WordPress theme does not use Custom Fields, however some plugins on Enterprise WordPress do use custom fields.
<b>Discussion</b>	Allow Comments on This Post	If checked, allows a visitor to add comments to the posting albeit according to rules defined in Settings   Discussion.  This is disabled by default in the NMSU theme and only applies to posts if it is enabled (there is no commenting on pages in the NMSU theme).
	Allow Trackbacks and Pingbacks on this post	This means that if someone links to the posting from another website using similar software you will be notified on the Dashboard page and the trackback may show in the comments section if authorized.  This is disabled by default in the NMSU theme and only applies to posts if it is enabled (there is no commenting on pages in the NMSU theme).
<b>Comments</b>		Since WordPress 2.9 you can view, reply to, moderate and edit comments from the edit panel.
<b>Slug</b>	Allows you to edit the slug	This is the same as editing the permalink to a post/page.
<b>Author</b>	Allows you to set a Post Author	If your site has multiple authors, you can change them here if you have a suitable user rights – generally Editor and above although this can change on some configurations.
<b>Revisions</b>		You can revert to an old version of your post or page, and can track the changes made to a post. This option will not normally be visible when you are creating a new post/page.

Roughly the same fields are available in Page writing, with some added and some removed. Some themes and plugins may return some options – such as excerpts for pages which are used by some themes.

The additional options for writing pages are covered in the section [Writing Pages](#).

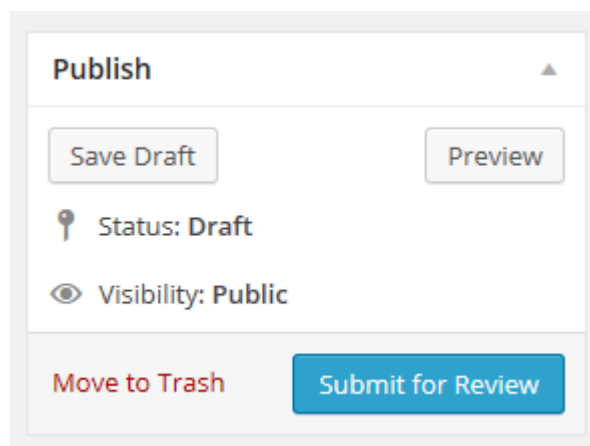
## Saving & publishing your post or page

Once you've written your masterpiece, you'll want to save it... and then publish it (i.e. Make it visible on the site) for the whole world to see – you've probably already pushed that 'publish' button, but we're returning to it because there are various options that are worth learning:



The Publish box above is usually at the top right of the page. By default it looks like the above. As you can see, the simplest way to publish your content is simply to press that big blue 'Publish' button.

If you're a contributor, you'll have found that you can't do much in WordPress beyond contribute words, and your Publish box will actually look like this:



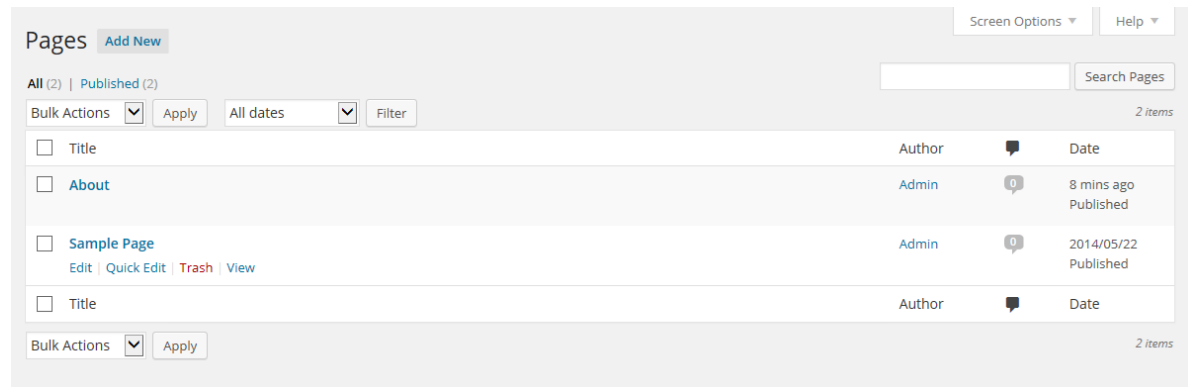
The following table gives a breakdown of the different functionality available here:

<b>Preview</b>		This button allows you to preview how the content will look.
<b>Status</b>		This shows the status of your post, for example, whether it is visible
<b>Publish (immediately) edit</b>	Private	If you want to keep the post from prying eyes you can do this. If a post is private only registered members of the site can see it.
	Public	If you click on 'edit' the box will expand to offer you the facility to edit the date on which this page will become published. This allows you to create content in advance – handy for holidays or embargoes.
	Password Protected	You can also create posts that are protected with a password, which you will have to distribute amongst readers. This can be useful where you want to give a selected few advance access to content.
<b>Save Draft</b>		This saves the post or page, instead you will be working on the currently live version of the page (WordPress only has modest workflow and versioning capabilities) and the 'publish' button will change to say 'update post' or 'update page'.
<b>Publish/Submit for Review</b>		The moment you push this button, the content becomes visible on the site.  If you're a Contributor you will not be able to publish but instead only submit for review.
<b>Move To Trash</b>		This option will move the post/page to the 'Trash' area (the 'Trash' area is a bit like the Recycle Bin in Windows.)

## Deleting Posts and Pages

When you remove a page, or indeed a post, in the way this guide will show you, the page or post itself is not permanently deleted but retained in the WordPress 'Trash' area. A page or Post only becomes lost forever when you delete it from the 'Trash' area.

There are two ways you can do this: The first way is to place the mouse pointer over the page entry you want to remove (which will result in the options in the screenshot below being displayed) then click the 'Trash' option.



This method is fine for removing a single post or page at a time, but what if we wanted to remove many posts or pages quickly? To do this, select the check box next to the post(s) or page(s) you want to remove, select the 'Move To Trash' option in the Bulk Actions drop down at the top, then press the 'Apply' button next to it.

Be sure to empty the 'Trash' area if you're sure you no longer want the pages/posts moved there, but remember once you do this the post / page will be lost forever. You can use the same approach for doing this as you did for the previous step.

## Page Attributes

You can modify page attributes directly in a page or you can modify page attributes for multiple pages in the pages list.

### Modifying pages in the pages list

In the dashboard, select Pages from the Pages menu and hover over the mouse pointer over the page entry titled 'Interconnect IT' to bring up the menu (as you did when removing posts.)

From the menu, click the 'Quick Edit' option. A number of options should now appear, as shown the screenshot below:

**QUICK EDIT**

<p><i>Title</i> <input type="text" value="Interconnect IT"/></p> <p><i>Slug</i> <input type="text" value="interconnect-it"/></p> <p><i>Date</i> <input type="text" value="02-Feb"/> <input type="text" value="04"/> , <input type="text" value="2014"/> @ <input type="text" value="15"/> : <input type="text" value="22"/></p> <p><i>Author</i> <input type="text" value="admin"/></p> <p><i>Password</i> <input type="text"/> -OR- <input type="checkbox"/> Private</p> <p><input type="button" value="Cancel"/></p>	<p><i>Parent</i> <input type="text" value="Main Page (no parent)"/></p> <p><i>Order</i> <input type="text" value="0"/></p> <p><i>Template</i> <input type="text" value="Default Template"/></p> <p><input checked="" type="checkbox"/> Allow Comments</p> <p><i>Status</i> <input type="text" value="Published"/></p> <p style="text-align: right;"><input type="button" value="Update"/></p>
--	---

The three options we need to concern ourselves with here are Parent, Template and Order. The Parent option lets you select the hierarchical level of your page. The Template option allows you to choose a design for your site and the Order option selects the order in which your page appears.

### Parent page (in detail)

It is a common practice to associated pages with related content in your site in such a way that it establishes a hierarchy of information that a visitor may find useful. With blog posts this is done with Categories. With pages this is done with parent pages.

One purpose of the Parent Page setting is to make the associations between pages that are related so that visitors find it easier to navigate the site to broaden their search for information.

For example, many sites have a listing of faculty and/or staff. These listings often have what are known as a master and detail page sets. The master page, or complete listing of faculty, for example, acts as an index or directory for every person in the department and it may list certain key details such as name and email address. For each person there is a page (a detail page) that describes more about that individual, such as their biography or research interests and may include pictures of the person or other details not presented on the master page.

The utility of a master-detail set is to provide concise details that are frequently accessed upfront in a list format, making it easy for a person to access certain details quickly, such as phone number. The master page also might have certain categories, such as the specialization of a faculty member (like "Organic Chemistry") which may serve to help the visitor locate the person that want to read more about from the list. In essence, the master page helps the user to make a selection about details they want to see when a variety of navigation options are available.

Detail pages contain the specific details that some visitors may want to see, however there are occasions (in particular cases where a user comes to your site based on a search rather than visiting the home page and navigating using menus) when the information does not meet the information needs of the visitor. In this case it's helpful to place navigation options in front of the visitor which

helps to broaden their search for information back to the master page in order to help them make their next navigation selection.

To set the parent option for a page, you need to click on the corresponding drop down box and change its value from Main Page to the page you want to be the parent. In this case, the 'Faculty List' page is going to be our parent here for each faculty detail page, so we can just select the 'Faculty List' option from the drop down box then click the 'Update' button in the bottom right-hand corner to save the changes.

**Page Attributes** ▲

**Parent**

Faculty List ▼

**Template**

Default Template ▼

**Order**

0

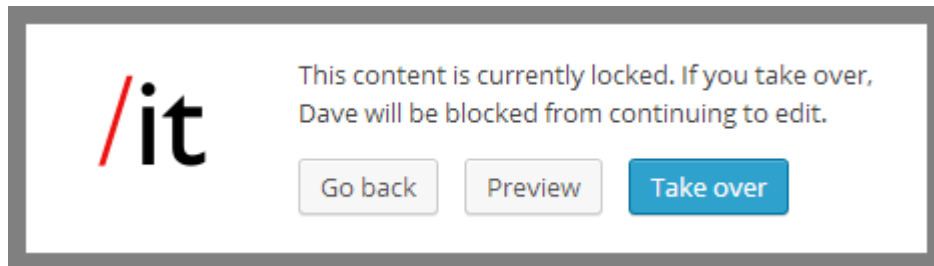
Need help? Use the Help tab in the upper right of your screen.

### Explanation of Page Attributes

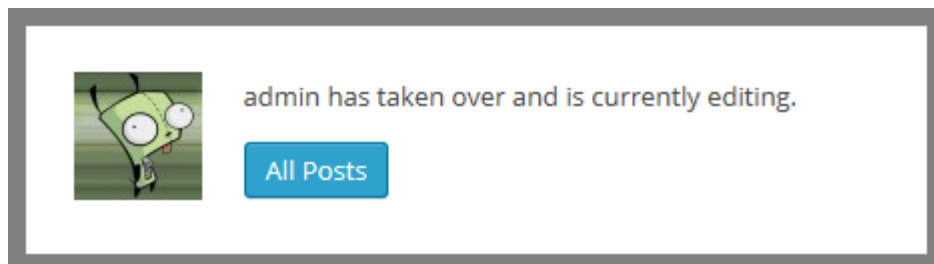
<b>Page Parent</b>	This allows you to set a parent page that introduces a navigational hierarchy. Most themes will display subpages either in drop-down menus, on alternative pages, or indented in lists of pages.
<b>Page Template</b>	Your website's theme design may include templates – for example with contact forms. Other forms – for example application forms and similar, can be designed in this way.
<b>Page Order</b>	By assigning numbers to pages in this field, you can set the order of pages. We suggest you use increments of 10 when setting page orders. That way if you wish to insert a page between one identified as 10 and another identified as 20 you can just use the number 15, rather than finding yourself changing all the page numbers.

## Post Locking/Unlocking Feature for Multi User Blogs

In WordPress 3.6, they brought in a useful new feature where the user receives a message if somebody is editing the same post as you. This saves a lot of time and hassle for busy blogs! When you try to edit the post, this message box will now appear:



Should you wish to take over the control of editing the post (assuming you have the user privileges) then you can select to 'Take over'. Otherwise you can simply preview the post, or go back to the previous page. If you do select to 'take over', you will become able to edit the post and the other user will be unable to make any further changes. They will get the following message displayed:

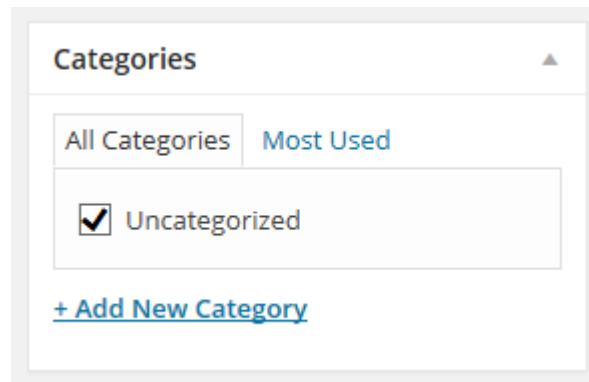




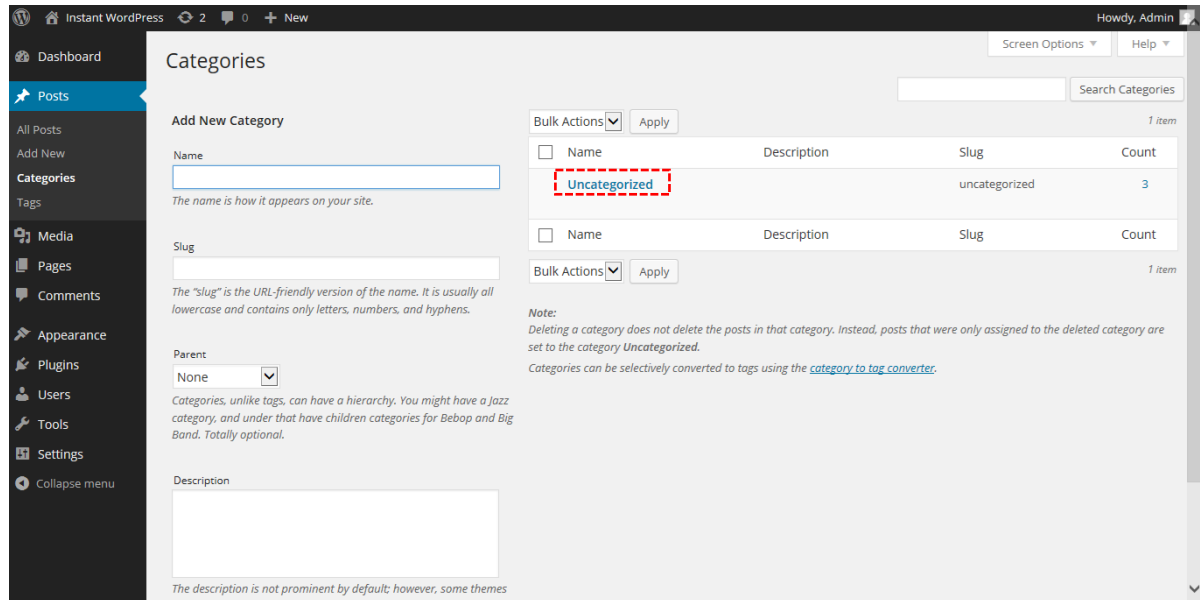
## Creating and managing your categories and tags

Organizing categories can be one of the greatest influences in how easy it is to navigate your site. It can also be one of the hardest things to get right, and there's many a site owner who ends up having to re-categorise all their content later down the line.

Adding a new category is always easy and straightforward and can even be done while you create a post, if you have the appropriate user level:



For the categories we're going to use, we need to go to 'Posts' and then 'Categories' in the WordPress administration area. For this site we want to create categories called 'News', 'Trivia', and 'WordPress'. To do this, go back to your site Admin and click on 'Posts', and then the 'Categories' link beneath that. You should see something like the screenshot below:



As you can see, there's already a category called 'Uncategorized' which comes with the standard installation of WordPress.

You now need to add a series of new categories. It's easy – simply go down to the area of the screen marked 'Add New Category', and get started. You have the following fields to consider:

<b>Category Name</b>	This is the nice, short name of the category. Try to avoid length descriptions. One or two words are best, and easiest to read on most websites
<b>Category Slug</b>	This is an advanced option – it’s automatically populated if you don’t put anything in. Until you get to more advanced techniques you can leave this field alone. It describes the permalink path to the category when the permalinks option in WordPress is set. Read the permalinks section of this document to learn more about the subject.
<b>Category Parent</b>	If you’re creating a subcategory, this allows you to define which category is a parent and whether you want children categories.
<b>Description</b>	Optional, but can be helpful – especially if you have multiple contributors to your site. Explain concisely but clearly what the purpose of the category is.

Let’s create three categories on this site – called News, Trivia, and WordPress. Your Categories screen should look like this now:

The screenshot shows the WordPress 'Categories' management interface. On the left, there is a form to 'Add New Category' with fields for Name, Slug, Parent (set to None), and Description. On the right, there is a table of existing categories. The table has columns for Name, Description, Slug, and Count. The categories listed are WordPress, Trivia, News, and Uncategorized. The 'Uncategorized' category has a count of 3 items. Below the table, there is a note: 'Note: Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category Uncategorized. Categories can be selectively converted to tags using the category to tag converter.'

If you create a category in error, you can also delete it here by hovering over the category you want to delete where you’ll see a series of links – Edit | Quick Edit | Delete | View. Be careful – there’s no undo function here!

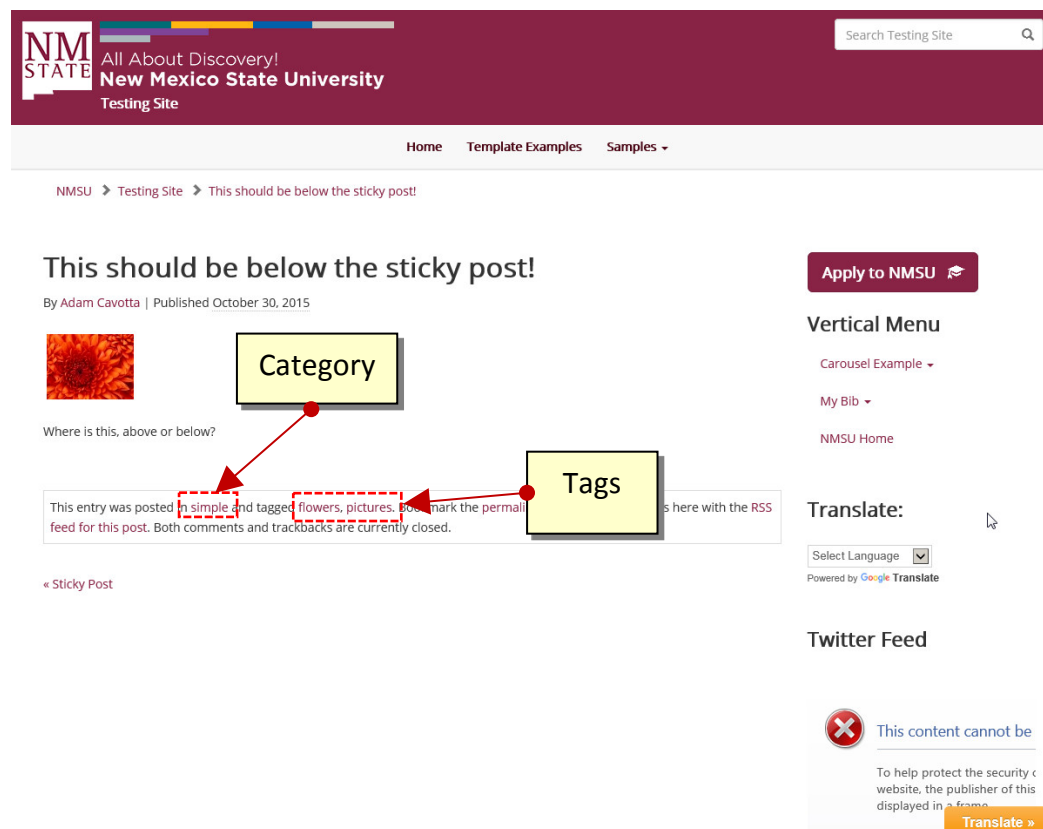
You’ll notice you can’t delete ‘Uncategorized’ – that’s because it’s the default category used if you don’t assign one to a post. You can change your default category in Settings | Writing.

You also have the possibility of creating a hierarchical tree for your categories – for example, under ‘News’ you could have Politics and Entertainment. In a hierarchy, a post in a child category will always belong to the parent category. So someone viewing the News category in this example will see all of Politics and Entertainment as well.

Now you have added your categories, try going back to your existing posts under Posts | All Posts. Edit each of your three posts in turn, assigning categories to each one.

Now let’s turn our attention to tags. Tags are somewhat similar to categories, in that they group related posts together, but are more specific and generally describe what the post is about in more detail.

Let’s go back to one of the first posts we created in this user guide: “Interesting cats for 2014”. Using the categories we have already created select the most relevant category. In this example we will use the category Trivia. Now create some relevant tags. In this example we will use Animals and Cats.



And wow! Suddenly your website is looking a lot more complete and full.

You've now completed the basic part of how to structure your website. There are a range of tasks that you will need to do and these are covered in forthcoming sections. Depending on your user level these include setting up users, how to do more sophisticated formatting in posts, uploading images, administering the options for how the site is laid out, advanced publishing options and so on.

## Publishing Content Created by Other Contributors

If you're an Administrator or Editor you can publish the work created by Contributors. Authors can publish their own work but cannot publish the work of other users.

As an Editor you'll need to be aware of drafts that are awaiting publication. Usually the contributor should inform you that they've completed a document and, when you select Posts and Edit in the administration panel you will see a list of Other's Drafts as pending:



When you select a draft you will be taken to page where you can review the contribution, see the preview, edit it if necessary, add media and publish – just like it was your own post.

You can also change the post author if you have multiple users defined who have the facility to create posts, should you require it, and any other details, including post-dating the article so it appears after an embargo, for example.

## Moderating Comments

One of the tasks an Editor or Administrator may do, so long as the 'moderate comments' option is switched on, is to check that comments that have been made against posts are suitable for publication. We recommend you always opt to moderate comments as otherwise you may find problems with people using the facility to advertise their companies – 'comment spam' as it's known. You may also wish to implement some anti-spam filtering. WordPress comes with Akismet included as a plugin, which does an excellent job. If you run a personal blog it's free, and if you run a commercial blog you can pay for various license levels.

When a user posts a comment, they will be able to see their own comment and a line telling them that their comment is awaiting moderation. By default, you will receive an e-mail to the administrator's e-mail account advising you that a comment is waiting to be approved (this e-mail can be turned off) and you can click directly on a link within the email in order to approve the comment. Once signed in you will be asked for confirmation – click yes and the comment will now be visible to all site visitors. You can also carry out bulk moderation by going to the Comments link. If you have comments to moderate the tab will show the number of comments waiting. Click it and you'll see a list of comments awaiting moderation in the queue.

Here you'll have a set of options for each comment ('Approve', 'Reply', 'Quick Edit', 'Edit', 'Spam' and 'Trash') which you can also access by placing the mouse pointer over each comment. You can also edit comments to remove unsuitable words or information, and you can delete individual comments.

You can mark all comments in one block as well – that's useful when you get some spam bots that cheerfully comment a load of marketing nonsense all over your site and needs to be deleted quickly. Just press the links at the bottom of the screen.

Once you've set all the options for each comment, press the 'Moderate Comments' button and the changes will be saved.

Comments

All | Pending (3) | Approved | Spam (0) | Trash (15)

Bulk Actions [v] Apply Show all comment types [v] Filter 3 items

<input type="checkbox"/>	Author	Comment	In Response To
<input type="checkbox"/>	June Taylor JT2000@myemail.com 127.0.0.1	Submitted on 2014/02/04 at 3:40 pm Great article, thanks! Approve Reply Quick Edit Edit Spam Trash	WordPress Is Great View Post
<input type="checkbox"/>	Daniel Craig dcraig101@gmail.com 127.0.0.1	Submitted on 2014/02/04 at 3:38 pm Couldn't agree more.	WordPress Is Great View Post
<input type="checkbox"/>	Frank Jones fjonez@gmail.com 127.0.0.1	Submitted on 2014/02/04 at 3:38 pm Great article, thanks!	WordPress Is Great View Post
<input type="checkbox"/>	Author	Comment	In Response To

Bulk Actions [v] Apply 3 items

By hovering over the comment you can see the comment moderation options appear

# Custom Menus

## *Working with creating and establishing custom site navigation*

Regardless of the quality of your content, if your website navigation is not intuitive and lacks a well-thought out approach to help users get around, your website might as well be dead in the water before they even take a look around. In WordPress you can create and arrange a group of navigation links for your visitors to find the important parts of your site faster by creating a custom menu.

This section will cover the types of custom menus available in the NMSU WordPress theme and how to define a custom menu, add to and delete menu items, and customizing menu items.

Upon completion of this section, you will be able to:

- Understand the different types of custom menus available in the NMSU WordPress theme
- Understand how to define a menu
- Understand how to add and delete menu items
- Understand how to customize menu items using Navigation Labels and Title Attributes
- Understand how to create multi-level menus.

# Creating Custom Menus

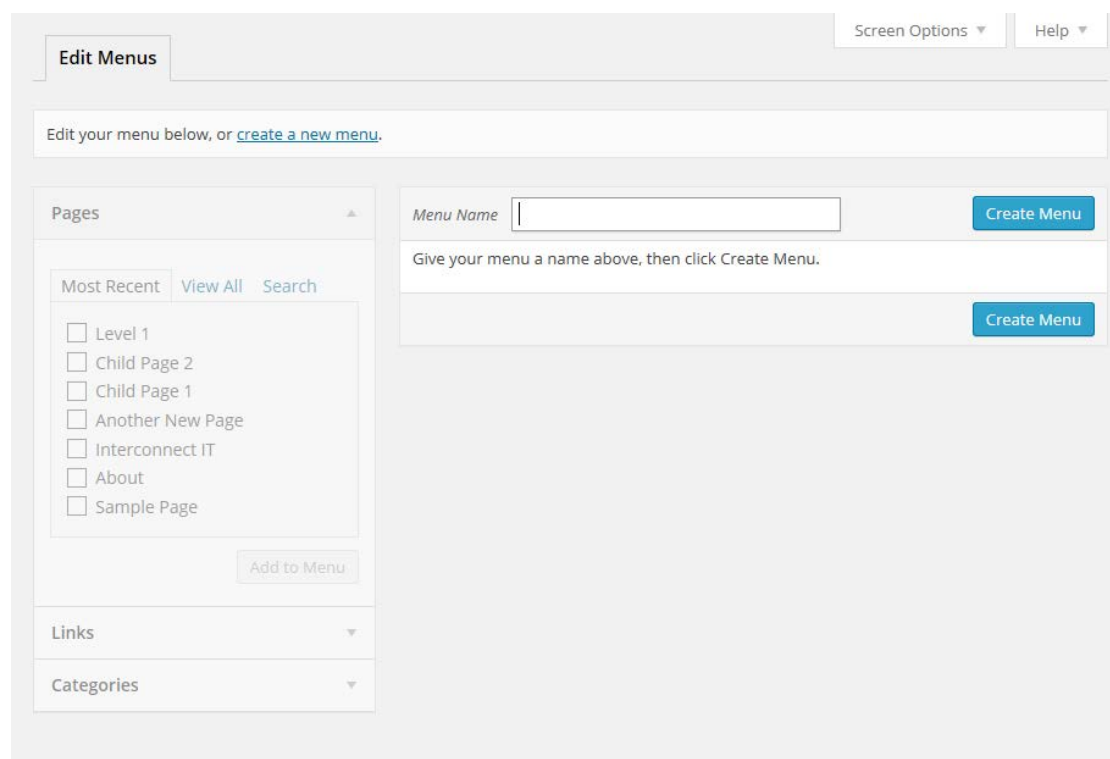
This guide to the WordPress Menu system (introduced in WP 3.0) covers the basic tasks a user may carry out when using the built-in menu editor such as: Defining a menu, adding items to a menu, customizing menu items using the 'Navigation Label' and 'Title Attribute' options, deleting menu items and creating multi-level menus.

In WordPress 3.6 the menu page has been updated. At the top of the menus page there are now two tabs: 'Edit Menus' and 'Manage Locations'.

## Defining a Menu

You will have to define a menu before you can work on it. The steps below outline this process:

1. Login to the WordPress Dashboard.
2. From the 'Appearance' menu on the left-hand side of the Dashboard select the 'Menus' option to bring up the menu editor. You should see something similar to the screenshot below in your browser window:



3. Enter a name for your new menu in the 'Menu Name' box then click the 'Create Menu' button. For the sake of this example, we'll give this menu the name **Main Menu** but you

can give it any name you want. Next, make sure Main Menu (or whatever you've called it) is selected as our primary menu by clicking on the 'Manage Locations' tab at the top of the page and checking it is the 'Assigned Menu'. In the NMSU theme you can select from 2 locations for your menu, however the Horizontal menu is intended to be the primary navigation menu.

The screenshot shows the 'Manage Locations' tab in a WordPress theme customizer. At the top, there are two tabs: 'Edit Menus' and 'Manage Locations', with 'Manage Locations' being the active tab. A 'Help' dropdown menu is visible in the top right corner. Below the tabs, a message states: 'Your theme supports 2 menus. Select which menu appears in each location.' There is a table with two columns: 'Theme Location' and 'Assigned Menu'. The first row is for the 'Top primary menu', with a dropdown menu set to 'navmenu' and a 'Use new menu' link. The second row is for the 'Secondary menu in left sidebar', with a dropdown menu set to '— Select a Menu —' and a 'Use new menu' link. At the bottom left of the table area is a blue 'Save Changes' button.

4. The menu editor should now look something like the screenshot below:

The screenshot shows the WordPress menu editor interface. At the top, there are two tabs: 'Edit Menus' and 'Manage Locations', with 'Manage Locations' being the active tab. A 'Screen Options' dropdown and a 'Help' dropdown are visible in the top right corner. Below the tabs, a message states: 'Edit your menu below, or [create a new menu](#).' The main area is divided into two columns. The left column is titled 'Pages' and contains a list of pages with checkboxes: 'Level 1', 'Child Page 2', 'Child Page 1', 'Another New Page', 'Interconnect IT', 'About', and 'Sample Page'. Below the list are 'Select All' and 'Add to Menu' buttons. The right column is titled 'Menu Name' and contains a text input field with 'navmenu' and a 'Save Menu' button. Below this is the 'Menu Structure' section, which says 'Add menu items from the column on the left.' The 'Menu Settings' section has two options: 'Auto add pages' (unchecked) and 'Theme locations' (checked for 'Top primary menu' and unchecked for 'Secondary menu in left sidebar'). At the bottom of the right column are 'Delete Menu' and 'Save Menu' buttons.

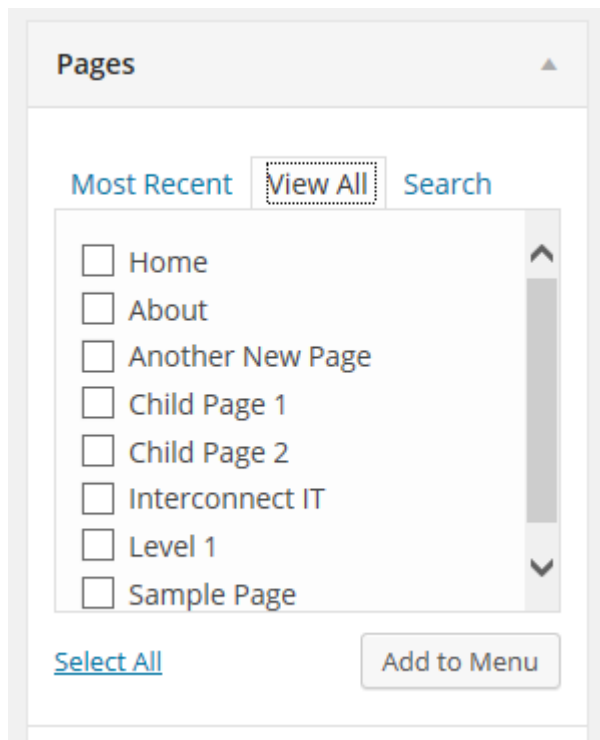


## Adding Items to a Menu

In this example, we'll add pages to the menu we created in the previous section. One of the pages added in this example will point to the 'Home' page of the site. The steps you will need to take are listed below:

- In the left-hand corner of the menu editor screen, you should see a sub-menu titled 'Pages'

In this sub-menu, click the [View All](#) link. This will bring up a list of all the pages that are currently published on your site/blog. (See the screenshot below.)



- Select the pages you want to add to your menu by clicking the checkbox to the left of each item's title. In this example, the 'Home', 'About', 'Another New Page', 'Child Page 1', 'Child Page 2', and 'Level 1' Pages will be used.

When you have selected the pages you want to include, click the 'Add to Menu' button located in the bottom right-hand corner. You should now see a series of boxes, with the page titles of the items you added in the previous step on the left-hand side of each box.

- Click the 'Save Menu' button to save the changes.

## Deleting a menu item

- To remove a page from a menu, simply click on the downward facing arrow of the page you want to delete.

The screenshot shows the WordPress menu editor. At the top, there are tabs for 'Edit Menu' and 'Manage Locations'. A message states 'navmenu has been updated.' Below this, there's a prompt to 'Edit your menu below, or [create a new menu](#).' The main area is divided into 'Pages' and 'Menu Structure'. The 'Pages' section lists various pages with checkboxes. The 'Menu Structure' section shows a list of menu items with their respective types (e.g., Custom, Page) and a downward-facing arrow on the right of each item. A red dashed box highlights the arrow for 'Another New Page', and a red arrow points from this box to a yellow callout box containing the text: 'Click the downward facing arrow of the page you want to delete.'

- This expands revealing a box similar to that shown below:

The screenshot shows the expanded configuration box for the 'Another New Page' menu item. It has a title bar with 'Another New Page' and a 'Page' type indicator. Below the title bar, there are two input fields: 'Navigation Label' (containing 'Another New Page') and 'Title Attribute'. Below these fields, there are four links: 'Move Up one', 'Down one', 'Under About', and 'To the top'. At the bottom of the box, there are two links: 'Remove' (highlighted with a red dashed box) and 'Cancel'.

- Click on the 'Remove' link in the bottom left-hand corner. The menu item box for the menu item you deleted should no longer be displayed.
- Click the 'Save Menu' button to save the changes you have made.

## Customizing Menu Items

Before we jump to the example, a little explanation about the 'Navigation Label' and 'Title Attribute' options is needed.

The 'Navigation Label' option specifies the title of the menu item as it appears on the navigation menu. This is what your users will see displayed on the navigation menu when they visit your site/blog.

The 'Title Attribute' option specifies the Alternative (or 'Alt') text for the menu item. This is what will be displayed when a users' mouse hovers over a menu item, or if the user is accessing the site using screen reader software, for example.

In the example for this section, we'll be using the menu item titled 'Another New Page'. The 'Navigation Label' option will be given value of 'Page 2' and the 'Title Attribute' value will be changed to a value of 'Click here for Page 2'

The steps you will need to take are listed below:

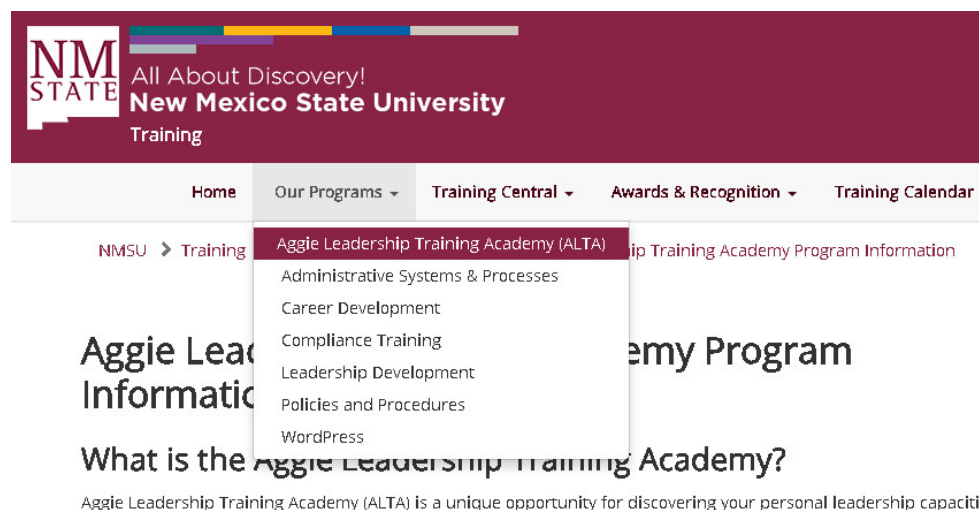
- Left-click on the arrow in the top right-hand corner of the menu item box. The menu item box should then expand and the options we need to edit should be visible.
- Enter the values for the 'Navigation Label' and 'Title Attribute' that you want to assign to the menu item and then click the 'Save Menu' button to save the changes.

In the menu editor, the title for the menu item you edited should have now been changed to the value you entered for the 'Navigation Label' option. In the case of this example, it now has the label 'Page 2' instead of 'Another New Page'.

## Creating drop-down menus

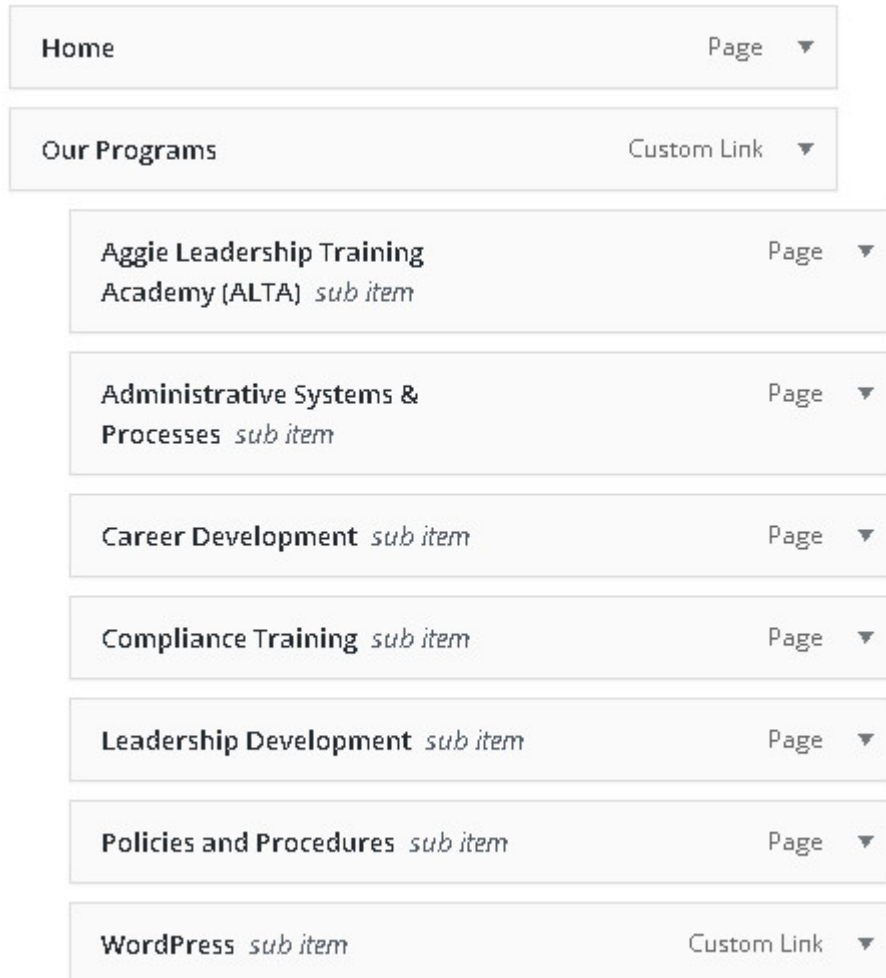
The NMSU WordPress theme supports drop-down menus. Dropdown menus help to organize large menus into main sections, under which you will organize content items that is part of the main sections of the site.

For example, your site may provide information about the many different programs that your department offers. At the top of the navigation menu there is a link to reveal all programs. Under the link a drop-down lists each program.



In the NMSU theme there are only two levels of navigation available. This constraint is based on the accessibility of the menu and ease of use when accessing the site via mobile phone.

Here is an example of the menu structure for the above example:

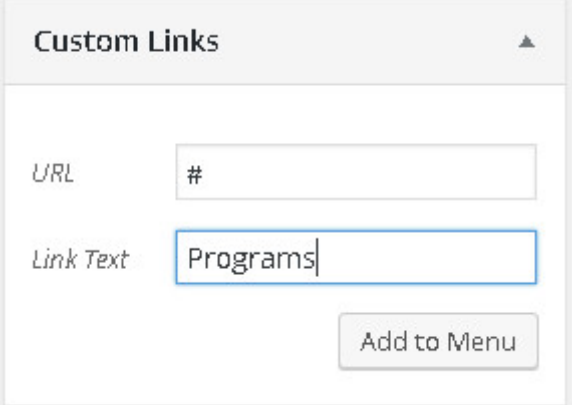


Top level links like “Home” go directly to the page they are naming. Whereas the Our Programs Custom Link only functions to open the drop-down menu using a “dead link”. In the drop-down certain pages are made available that the visitor can navigate to by clicking on each section.

## Create a deadlink

To create a link that opens a drop-down:

1. Navigate to Appearance → Menus
2. Click **Custom Links** from the left side
3. In the URL field, type #
4. In the Link text field, give the link a name (example: **Programs**)
5. Click **Add to Menu**



The screenshot shows the 'Custom Links' form in a WordPress interface. The form has a title bar 'Custom Links' with a small upward-pointing triangle on the right. Below the title bar, there are two input fields. The first field is labeled 'URL' and contains the character '#'. The second field is labeled 'Link Text' and contains the word 'Programs'. Below these fields is a button labeled 'Add to Menu'.

# Additional Display Elements

*Working with Widgets to manage site appearance.*

**N**ow that you have learned about the administrative back-end of your WordPress site, and how to add text-based and media content, you can turn your focus to working with, additional display elements by working with widgets and plugins to manage your site appearance. Widget is a fancy word for tools or content that you can add, arrange, and remove from the sidebar(s) of your site. They make it easy to customize the content in your sidebar(s) and the footer.

In this section you will how to add, configure, and remove widgets; make a widget dynamic or static; as well as explore some of the popular widget options available in the NMSU Enterprise WordPress theme.

Upon completion of this section, you will be able to:

- Understand what a *Widget* is.
- Understand where Widgets can be displayed in the NMSU Theme
- Understand how to create and configure Widgets
- Understand how to use the image and text Widgets
- Understand how to make a Widget dynamic or static

## Widgets

Since WordPress introduced widget support they have become increasingly used as a way to display additional information on the website – sometimes to a very sophisticated degree. If you look at a complex WordPress site like <http://www.spectator.co.uk> you quickly realise that most sections and feature pages are complex arrangements of widgets that go beyond the conventional single sidebar arrangement.

A widget is simply a block, usually with control over what it displays, which can be moved around. For example, you can place in a sidebar a widget that displays the latest comments on your site. Some themes provide a large selection of widget spaces which allow you to place content in a wide range of spaces. Really advanced themes create widget spaces on the fly – for example, if you create a page according to a certain template. That can make for a very sophisticated website.

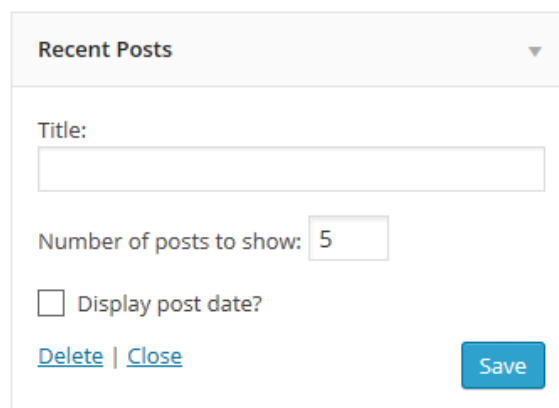
With the NMSU theme we're currently using, you have the 'Primary' widget and an additional 'Secondary' widget and the 'Front Page' widget in the sidebar area, as well as a 'Footer Widget 1', 'Footer Widget 2', 'Footer Widget 3' that all show up in the footer section at the bottom of the page.

There are two places available to modify the location of your widgets; either Appearance | Widgets or Appearance | Customize | Widgets. The latter option became available in the latest version.

If you click on 'Widgets' under 'Appearance', you will see widgets that are available to you on the left, and places to put them on the right. To add them to the sidebar you simply grab a widget and drag it across, dropping it into the widget space. If you have multiple widget spaces, you have more choice as to where to place the widgets.

You also have an 'Inactive Widgets' space that lets you store widgets that have been configured but which you don't want to display at the moment. This is a very useful tool for some busier sites because you can use this area to set up a widget before making it visible to everyone. This is a good practice to get into.

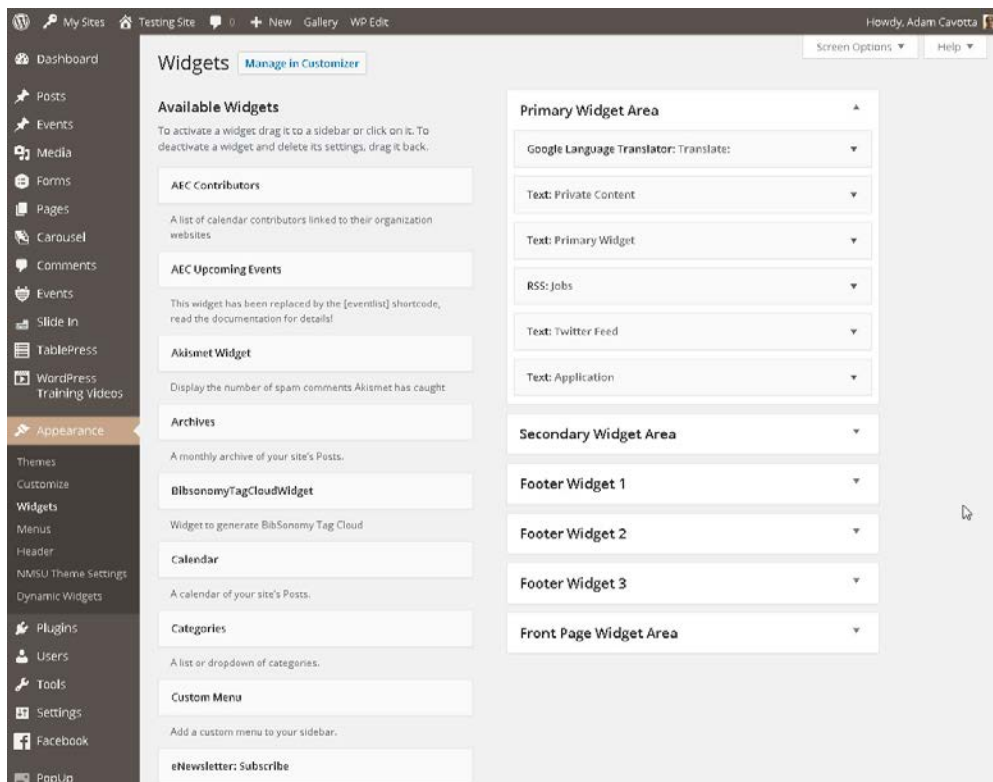
Let's try adding the 'Recent Posts' widget to your sidebar. First, drag the widget into the Inactive Widgets section. Then set it up as below:



The image shows the configuration interface for the 'Recent Posts' widget. At the top, the widget title 'Recent Posts' is displayed with a dropdown arrow. Below the title is a text input field labeled 'Title:'. Underneath that is a numeric input field labeled 'Number of posts to show:' with the value '5' entered. There is a checkbox labeled 'Display post date?' which is currently unchecked. At the bottom left, there are two links: 'Delete' and 'Close'. At the bottom right, there is a blue 'Save' button.

As you can see, you can set the title and the number of posts to display. Now press 'Save'.

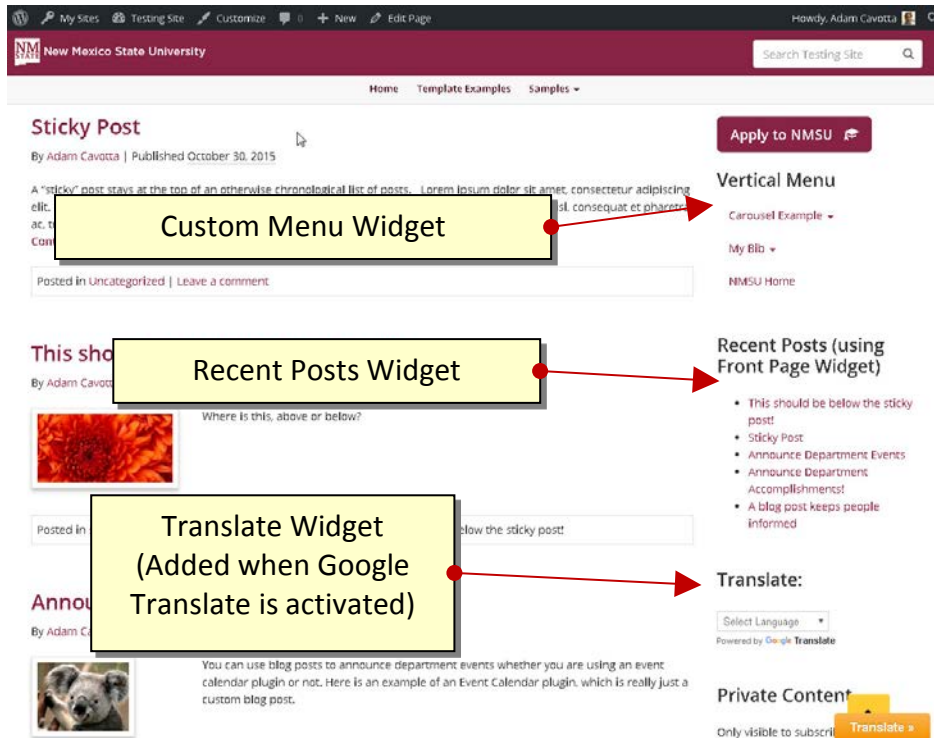
Next you need to move it into the sidebar. Simply click the widget from the Available Widgets space and select the widget area into which the widget will be placed:



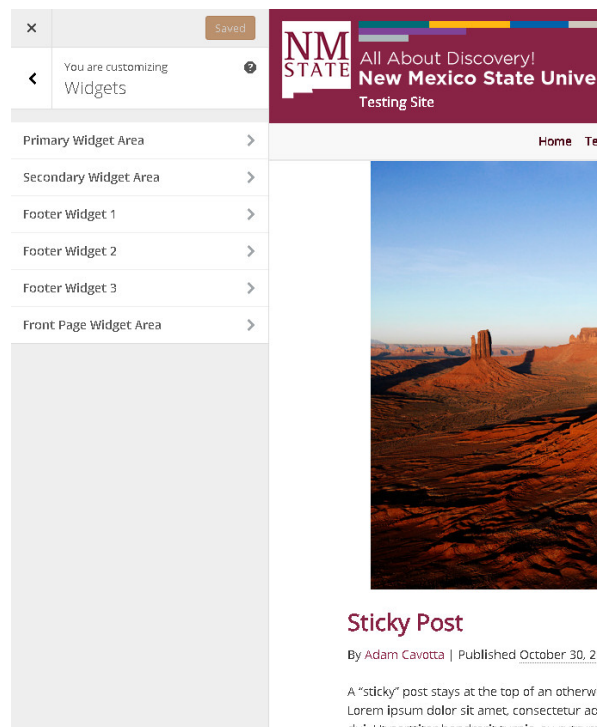
Ok, now you know how to use widgets we can now turn our attention to getting the Page and Category lists to show in the sidebar by dragging the 'Pages' and 'Categories' widgets into the Primary Widget Area.

You can specify your own titles for the Pages and Categories widgets if you want and these titles will appear as headings on the site's sidebar above the content generated by the Widget.





The alternative option is to access your widgets via Appearance | Customize | Widgets.



Here you can move your widgets around, whilst viewing a live preview of how they would appear should they go live on the site.

If you have the administrator rights you can install a great many widgets through plugins and themes. These can dramatically enhance the features and usability of your blog or website.

One thing worth noting is that not all themes have styling for every widget to fit in every space. Be careful as some widgets will look terrible until you've had a web designer add suitable styling to your theme. It's often worth checking new widgets out on a development environment for aesthetics and performance. Testing things out on a live site is quick, but if you're working on a busy or important site then it can cause problems for visitors.

## Text Widget

The Text Widget allows you to add text or HTML to your sidebar. It's the most popular widget because of its power and flexibility. You can use a text widget to display text, links, images, HTML, or a combination of these. If you are comfortable with using HTML code, then you can insert just about any code inside the text widget.

### NOTE

*Text Widgets fall under the same code security restrictions that posts and pages do, so if you use any code that isn't allowed, it won't be displayed.*

1. From the Admin menu, select the **Appearance** menu to expand the submenu.
2. Click on **Widgets**.
3. Drag the **text** widget label from the list of **Available Widgets** on the left hand side of the screen to the **Primary Widget** area on the right hand side of the screen.

4. Click on the arrow on the right hand side of the Image widget label to expand it's settings.

5. In the **Title** text field enter: *Important Notice*

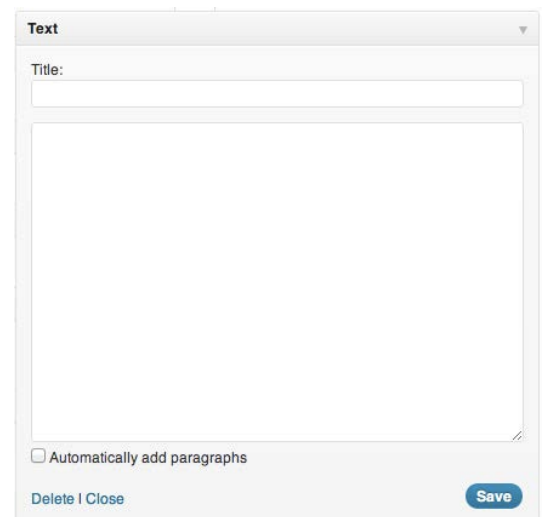
6. In the second text field enter the text:

*Come join us for our open house today!*

*Location: Corbett Center Student Union*

7. Click **Automatically add paragraphs** (this ensures that the first and second line of text don't run together). You use this option in most cases, unless you are manually coding HTML in the widget.

8. Click **Save**.



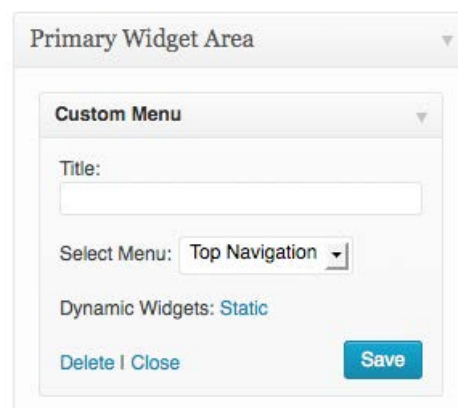
The screenshot shows the 'Text' widget configuration window. At the top, there is a 'Title:' label followed by a text input field. Below this is a large text area for the widget content. At the bottom of the window, there is a checkbox labeled 'Automatically add paragraphs' which is currently unchecked. To the left of the checkbox are the links 'Delete | Close', and to the right is a blue 'Save' button.

# Dynamic Widgets WordPress Plugin

One of the most powerful plug-ins included with Enterprise WordPress is Dynamic Widgets. It is used to set dynamically place widgets on WordPress pages by excluding or including rules for the homepage, single posts, pages, categories and archives.

## What Does it Do?

Every widget has one of two states. It's either dynamic which means it's being controlled by this plugin or it's static which means it's isn't. A static widget shows up everywhere the sidebar or footer is included. For example, if you had a page called "Graduate" and another named "Undergraduate", you may want to show different supplementary content (Widgets) in your sidebars. By default, Widgets added to each sidebar or footer location will be displayed on all pages. The Dynamic Widgets plugin adds a new setting to each Widget allowing you to specify which individual pages it should display on.



Before you change any of a Widgets' settings, you'll see a "Static" link in the Widget settings. Clicking this link will reveal a settings panel that lets you change where the Widget is displayed. Once you have changed the settings, the link will read "Dynamic" which indicates it is not displayed on all pages.

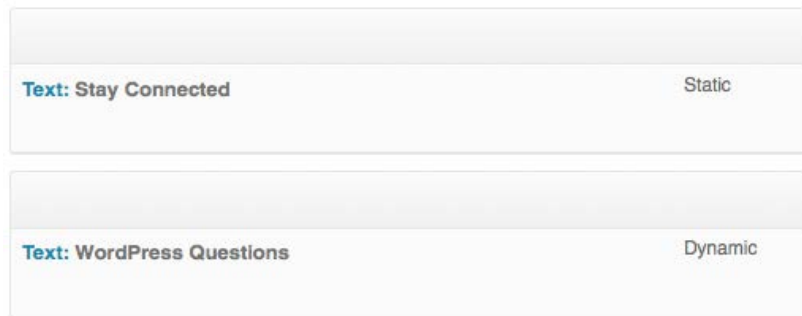
Below you will find a list of pages and features that you can customize using the dynamic widget settings:

User roles	Author pages
Dates	Category pages
Day of week	Tag pages
Week numbers	Archive pages
Browsers	Error Page
Theme Templates	Search Page
URL	Custom Post Types
Front page	Custom Post Type Archive pages
Single post pages	Custom Taxonomy Archive pages
Attachment pages	Pods pages
Pages	

## Dynamic Widget Settings

You can also access your Dynamic Widget settings by going to the **Appearance** sub menu and selecting **Dynamic Widgets**. You will see all of your active widgets and their status: dynamic or static. If you hover over a widget block, you will see an Edit menu appear if the widget is static. You will see an Edit and Reset menu appear if the widget is dynamic. Clicking on Edit in either one of these instances will take you to the individual widget setting.

There are two kinds of control over the display of widgets. You can either choose “don’t display this widget anywhere except those places I specify” or you can choose “display this widget everywhere except those places I specify.” Which option






you select depends on your preference, and you should select the option that is the best logical option for the task you want to accomplish.

For example if you have a site with 20 pages and you create a widget that you only want to display on a couple of these pages, you would select the pages option. In the page options, the select the radio button for “don’t display widget anywhere except these pages,” and then select the two pages you want to be excluded. In other words it is much easier and more efficient to select two checkboxes over 18 checkboxes. Which is what you would need to do if you selected the other option to “display everywhere except...”

1. From the widgets screen, drag the **Custom Menu** widget to the Primary Widget area.
2. In the **Title** field, enter “Related Sites.”
3. From the **Select Menu** drop down, select “Related Sites.”
4. Click **Save**.
5. Click the **Static** link, next to the Dynamic Widgets label.  
You will be directed to the Dynamic Widget Settings screen.
6. Under Quick Settings, select **Set all options to 'No'**. This tells Dynamic widgets that you don’t want the widget to show up anywhere by default. Now we will choose the exceptions to this condition.
7. Click on the **Pages** label to expand the page options.
8. Under the text label, “Except the page(s),” select the checkbox next to the pages where you want the widget to display. Clicking on the **All childs** option allows you to display the widget on all the pages in a section of there are child pages associated with your selection.
9. Click **Save**.
10. Click **Return** to go back to the Widgets screen.

After you establish your widget as static or dynamic and the settings are configured were the widget is displayed, note that green checkmarks appear next to the label to indicate which options you have set.


 **Dynamic Widgets** 

 **Did you know?**  
I also provide other services. See [my website](#) for details.

[Help](#) ▾

**Edit options for the widget:** *Text: NMSU WordPress Theme*

**Quick settings**  
[Set all options to 'No'](#) (Except overriding options like Role, Date, etc.)

**Individual Posts, Custom Post Types and Tags**  
 Make exception rule available to individual posts and tags. 

Role
Date
Days
Weeks
Browser
Templates
URL
Posts Page
Single Posts
Attachments
Pages ✓
Author Pages
Category Pages
Tag Pages
Archive Pages
Error Page
Search page
Questions ✓
Question Categories archive ( <i>Questions</i> )
Question Tags archive ( <i>Questions</i> )
Custom Post Type Archives ✓

[Save](#) [Return](#)

# Site Tips

## Structuring a Site

One of the most important things to get right with a website or blog is the structure of its content. This can make an incredible difference to usability and search engine performance – do it well and users will be able to navigate your content easily and quickly. Fortunately, with WordPress the navigation of your site will usually follow a fairly standard route.

### Simple Structuring Rules:

1. **Categorise and tag your content** so that it's clear and easy to find without resorting to the search tool. For example, if the main source of traffic to your site is interested in your stories about knitting, then a category called knitting, along with perhaps some relevant tags against posts such as 'crochet' and 'machine knit' could be the way to go.
2. **Resist the temptation to clutter** your website with logos, affiliate links and advertising. There's nothing at all wrong with links and logos, but a sea of them is confusing and distracts people away from the main purpose of your site.
3. **Edit your content carefully** for spelling, grammar and suitable content. When you publish – whether it's within a magazine or on the internet you take a certain level of responsibility for the information you disseminate.
4. **The front page of your site is important** and should contain at least some information about what/who you are and what you do – this can help not only site visitors to know what it is you're doing online, but will also help search engines to find the content on your website.

## Engaging with visitors

You can be writing the most beautiful prose in the world but if nobody knows about it then it's only your mother who's going to be reading. No, what you have to do is find ways to draw people to your site.

1. **Reply to insightful comments on your blog** because people like to feel they're involved in a conversation with you, not just talking to some computer somewhere.
2. **Link to other NMSU sites when you talk about things that are connected** and that way the authors know your linking and will also be flattered about it. This may make them more likely to write about what you write about too.
3. **Use other social media** because everything's interconnected. When I blog, my Twitter feed is filled in. You can do this with WordPress plugins, or by using a service such as Twitterfeed. Your followers, who are clearly interested in what you say on Twitter, are likely to be interested in what's said on your blog.

## Search Engines

Search engines will bring your website traffic. Typically around 25%-35% of it. In some cases, it will bring a lot more, and in other cases a lot less. But if search engines bring 95% of your traffic then

you're probably doing something wrong. The following tips describe how to maximise your site for search engine performance, but it's not the be all and end all – great content usually means great traffic after a while.

1. **Don't write just for the search engines** because when you do that, visitors are quickly aware of your attempts to stuff keywords into every sentence.
2. **Link Out** because quality links add quality to your own site.
3. **Keywords are more important in headers and titles** but in body text they quickly lose their power except when linking to other pages in your site and to other websites. For example, if you write 'click here to read about Britney's latest escapade' and link that it will perform worse than a paragraph with a link that reads "when Britney Spears fell out of a taxi drunk".
4. **Get inward bound links** by creating great content, commenting on other blogs, engaging with other bloggers, and generally making an effort to be an active part of the community.
5. **Don't solicit links from other bloggers** because it just annoys them.
6. **Don't engage in link-farming** if you create a site that's purely there to link to yours or your client sites then the search engines will eventually pick up on this and you could find yourself heavily penalised with a de-listing.
7. **The search engines don't like being gamed** any underhand tricks used to increase your ranking could eventually lead to a de-listing. That can include inappropriate link-purchasing, spam blogging, e-mail spam, Twitter spam and so on. Be careful.
8. **If your site is hacked it can be really bad** because many spammers try to hack WordPress sites in order to insert their own hidden links. If you have a lot of poor quality links on your site you risk losing page rank.
9. **Purchase an SSL certificate** to help solidify the value and security that visitors will find in the site. Recent articles regarding the Google search engine point to SSL certificates as being a factor in boosting search rank.  
<https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>
10. **Concentrate on great content** rather than working the search engines – trust me, people link a lot to good stuff.

# Recommended Plugins & Services

The following is a short list of plugins and Services which we have found to be very useful in extending the functionality of WordPress. Whilst we believe that these plugins are secure and reliable, we of course cannot make any warranty about their effectiveness in real-world use.

You will find these plugins by searching the WordPress repository at <http://wordpress.org/extend/plugins/>

## Plugins

- |                            |   |
|----------------------------|---|
| <b>Gravity Forms</b>       | Create and manage custom forms for your WordPress installation. This is a paid plugin sponsored by ICT. <a href="http://www.gravityforms.com">http://www.gravityforms.com</a>   |
| <b>TablePress</b>          | TablePress enables you to create and manage tables, without having to write HTML code, and it adds valuable functions for your visitors. <a href="http://tablepress.org/">http://tablepress.org/</a>  |
| <b>Akismet</b>             | A plugin which will help to automatically filter spam from the comments section on your site. This is preinstalled with all versions of WordPress, but if you will need an API key which starts from free and goes up according to use cases. <a href="http://akismet.com/">http://akismet.com/</a> |
| <b>Google Analyticator</b> | This plugin simply adds the JavaScript code needed to log the performance of your site on Google Analytics.   |

## Services

The following services have shortcodes or embed codes which can be used to easily publish the services within your WordPress site.

- |                               |  |
|-------------------------------|--|
| <b>Audio Files</b>            | <ul style="list-style-type: none"><li>• SoundCloud</li><li>• ReverbNation</li></ul>            |
| <b>Video Files</b>            | <ul style="list-style-type: none"><li>• YouTube</li><li>• Vimeo</li><li>• VideoPress</li></ul> |
| <b>Slides / Presentations</b> | <ul style="list-style-type: none"><li>• SlideShare</li></ul>                                   |