



A Guide to Using WordPress + RAVEN5

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1. Introduction

RAVEN5 specializes in a niche corner of the marketing industry on contest marketing and incentivized marketing programs. They provide increased brand awareness, build email subscribers, develop social media followings, gather consumer data and distribute coupons to drive both online and/or in-store traffic. We work with clients to create unique experiences that find and develop new prospects and customers.

In addition to contest marketing, we provide digital marketing services such as email and social media marketing as well as website design and development. Our team builds fully responsive websites that work across all devices. Our internal capabilities allow us to fully design and develop websites from scratch as well as transition existing sites over to our platform.

About Our Platform

Our managed WordPress hosting platform allows us to build, launch and manage multiple sites for all of our clients. Our platform includes server-side caching for increased speed, solid security and monitoring, nightly backups stored off-site and automated updates. Plus, you've got access to our team should you need assistance.

About WordPress

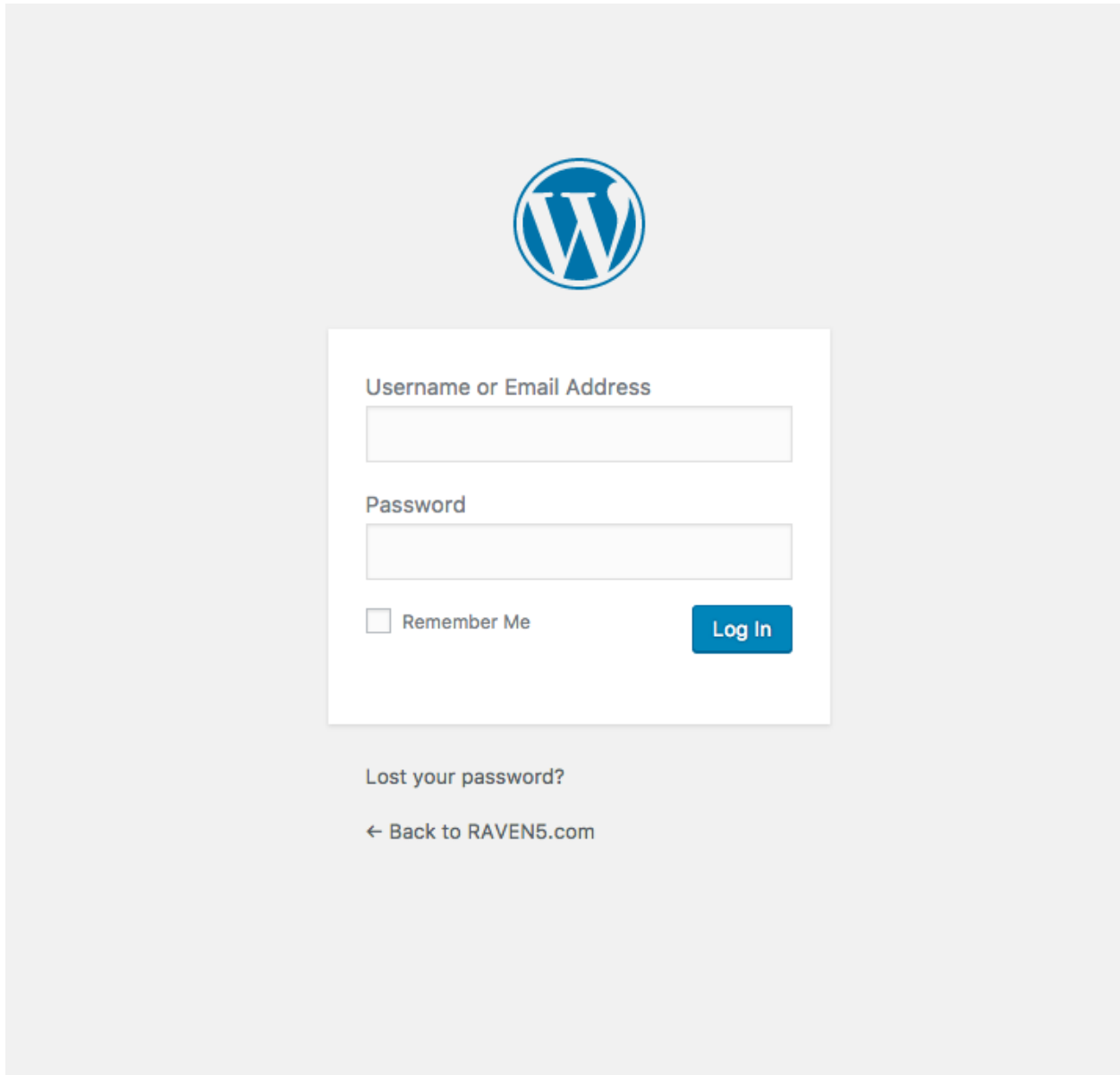
WordPress, originally released in 2003, is an open-source content management system (CMS) based on PHP and MySQL. Features include a plugin architecture and a template system. WordPress was used by more than 27.5% of the top 10 million websites as of February 2017. WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites.

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2. Logging In

Ready to make a post/change on your new WordPress website? You'll need to login to the admin area.

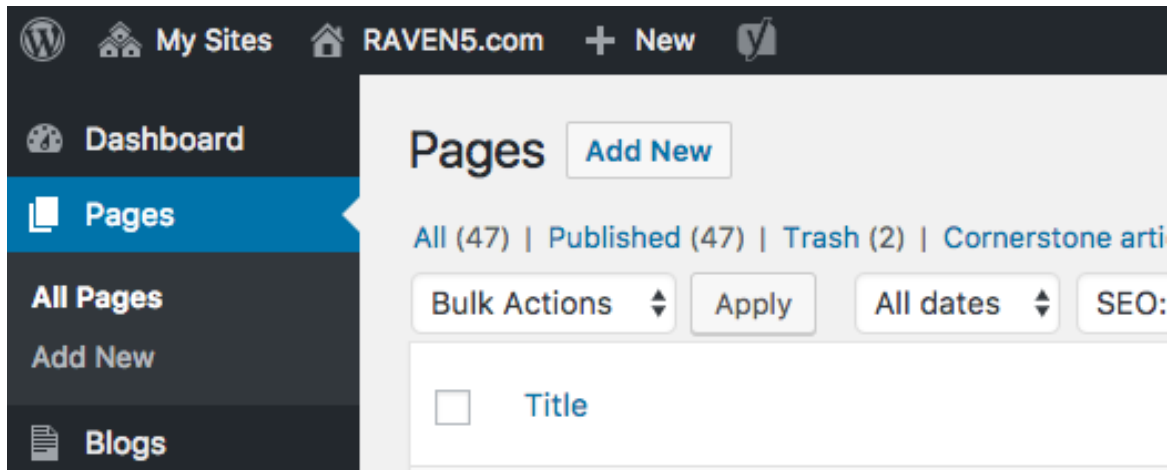
Simply visit www.yourdomain.com/admin* and you'll be presented with the login screen. Your account was created based on the information supplied to RAVEN5 during the configuration of your new site. If you're having trouble logging in, please [contact us](#).

The image shows a screenshot of the WordPress login interface. At the top center is the WordPress logo, a blue circle with a white 'W'. Below the logo is a white rectangular form with a light gray border. Inside the form, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white. Below the form, there is a link that says 'Lost your password?' and a link that says '← Back to RAVEN5.com'.

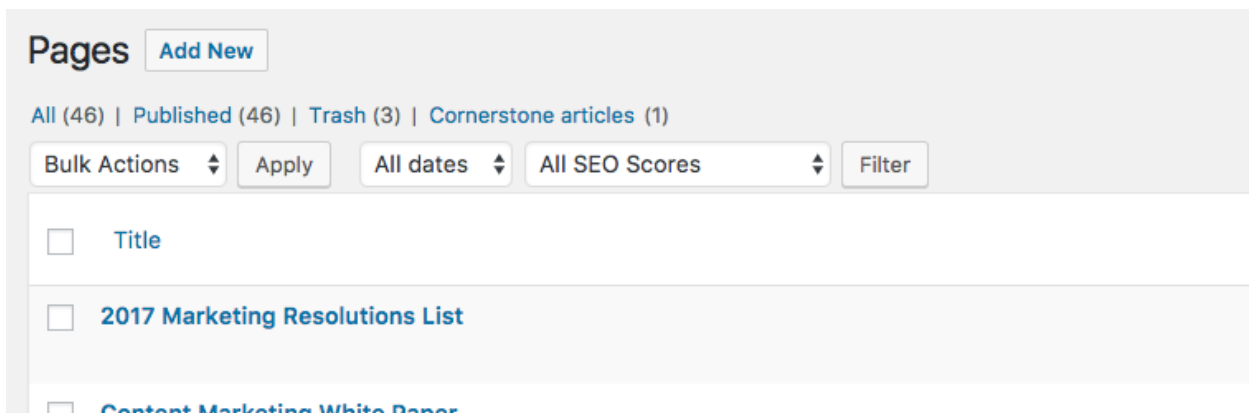
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3. Creating or Editing Pages

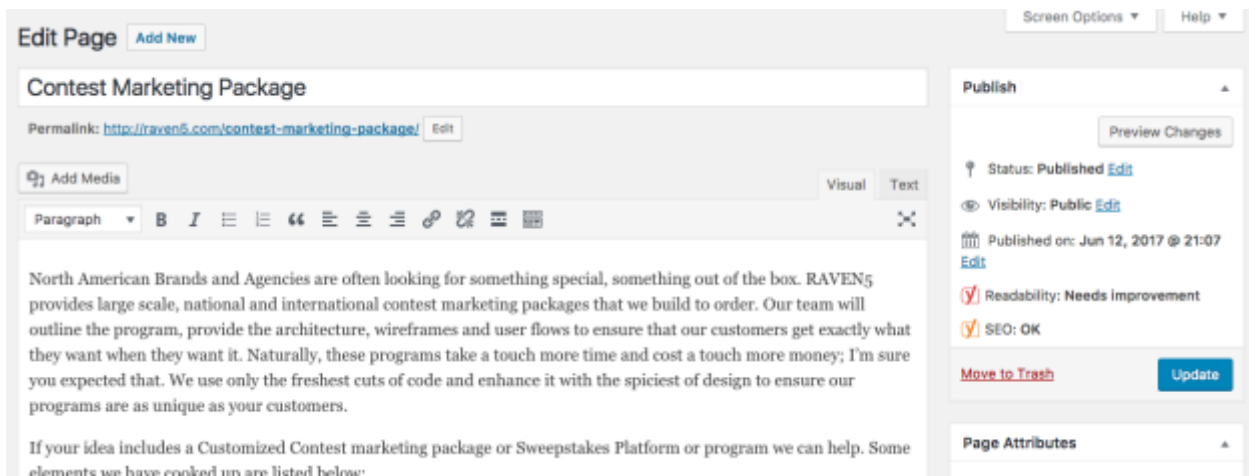
After logging in, click on the Pages tab on the left menu.



Click on the desired page title from the list or click Add New to begin creating a new page.



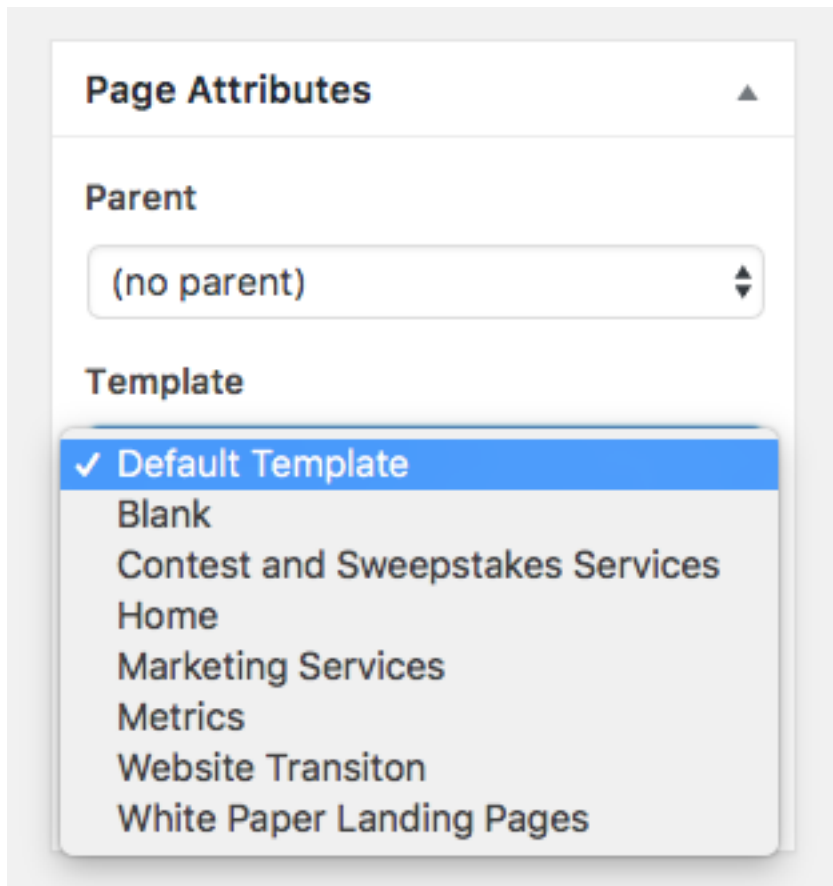
You'll be able to edit text and add in images with ease. When complete, click the blue **Update** button.



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4. Page Templates

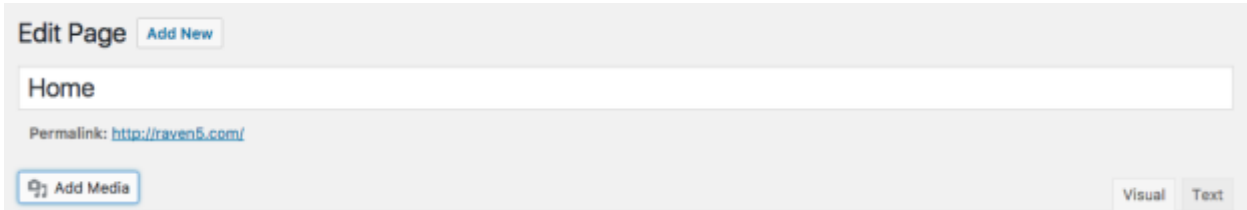
Page templates are used to change the look and feel of a page. If your website theme has been developed with more than one page template you'll be able to change the template on new and existing pages. When you're in the page editor, in the page attributes widget in the right column. There is a dropdown labelled 'Template', this dropdown will show all available templates in your theme.



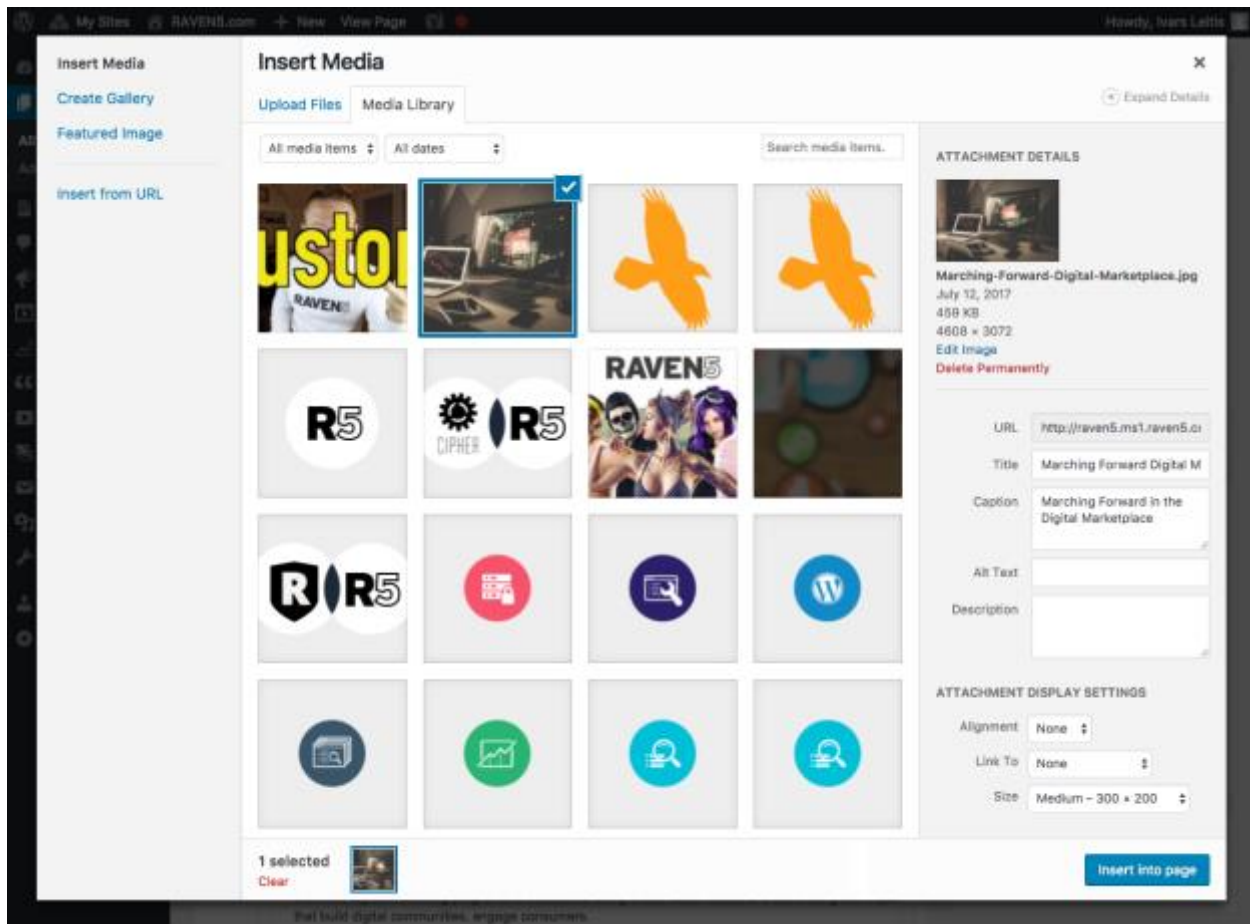
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5. Inserting Media

To insert media such as images, sounds or videos from your media library. Click **Add Media** while editing or creating a new page.



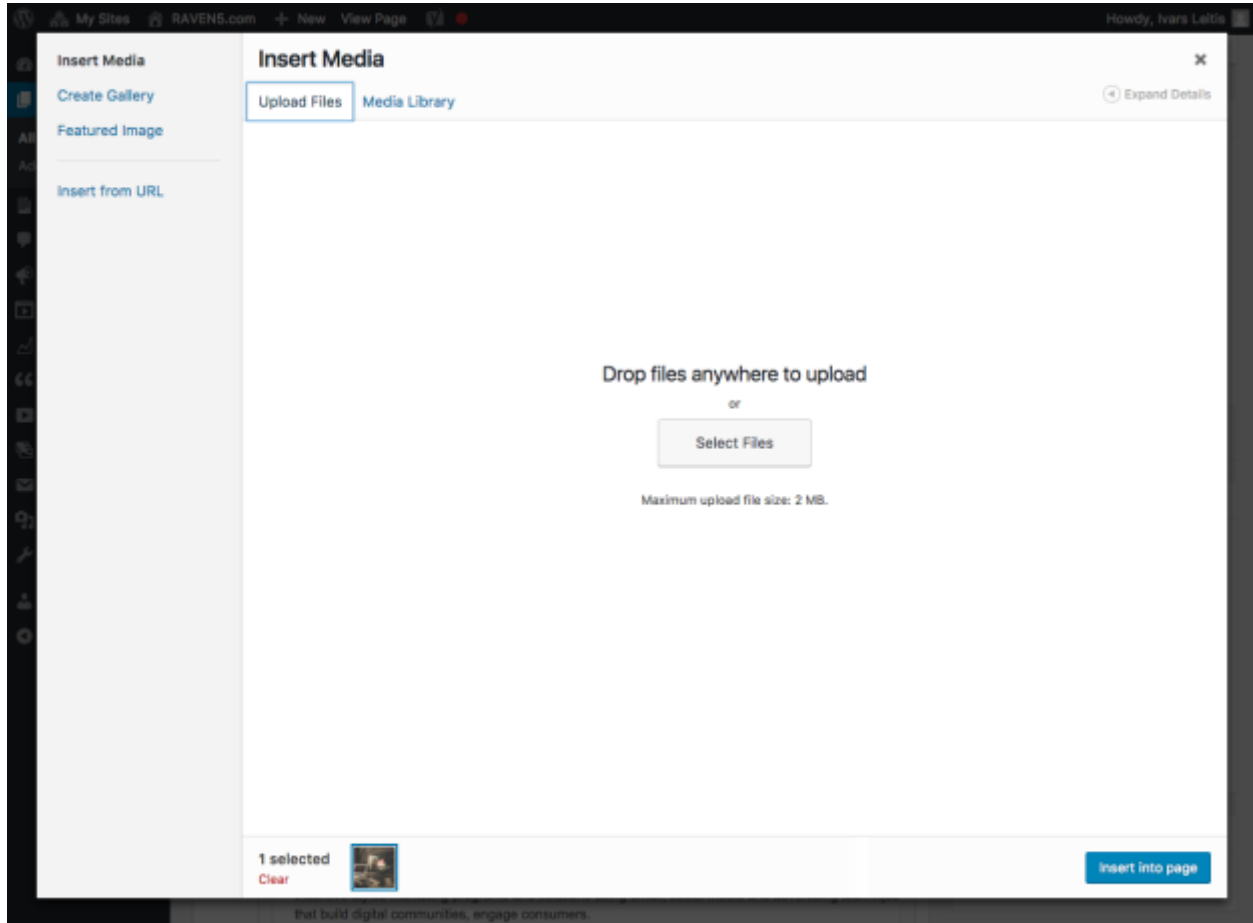
After finding the file(s) you're looking for, simply click on it and you'll be able to fill in details about it on the right-side pane before inserting into the page. To insert multiple files, hold the SHIFT key while clicking on files.



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5. Inserting Media Cont'd

Can't find what you're looking for? You can upload to your media library directly by dragging the file from your desktop and dropping it right onto this window.



Setting the **Feature Image** for each page is a good idea as well. Often times the featured image is used as a header image on the page. Social networks will utilize the largest images it can find on a particular page when a link is shared for it. You can find the **Feature Image** box on any editable page/post type on right side of the page below the **Publish** and **Page Attributes** boxes.

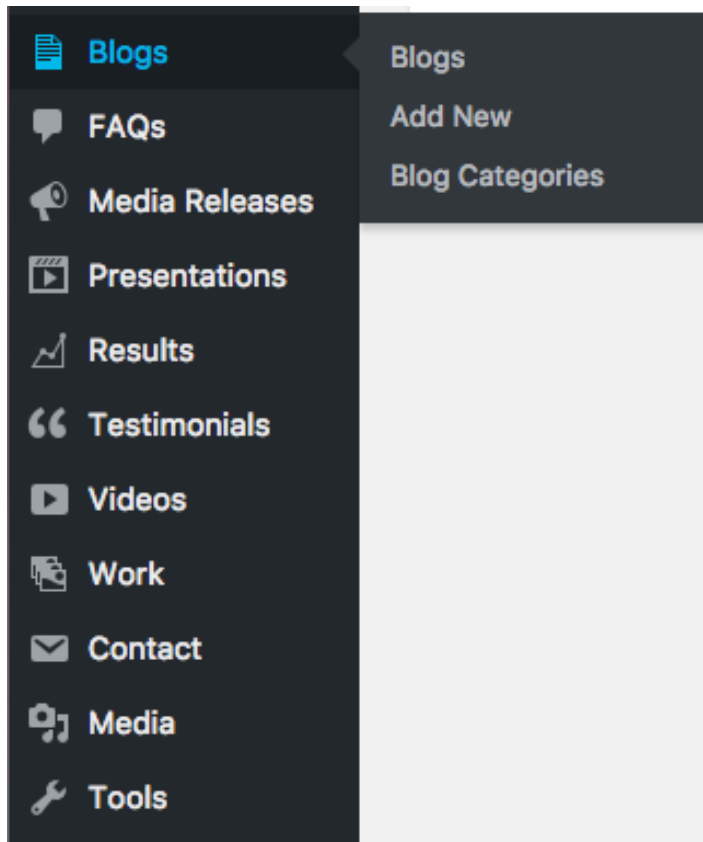


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6. Blogs Posts / Various Custom Post Types

Depending on the design and setup of your website, you may or may not have these various custom post types.

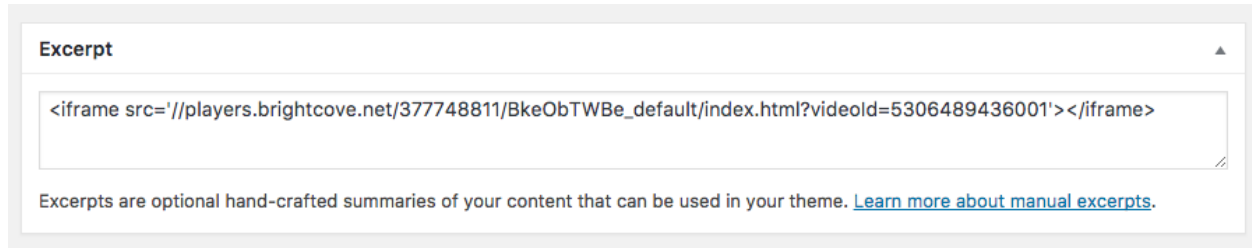
These posts utilize customized templates and will sometimes feed content to various spaces of your website. They work similar to standard page Posts.



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7. Videos

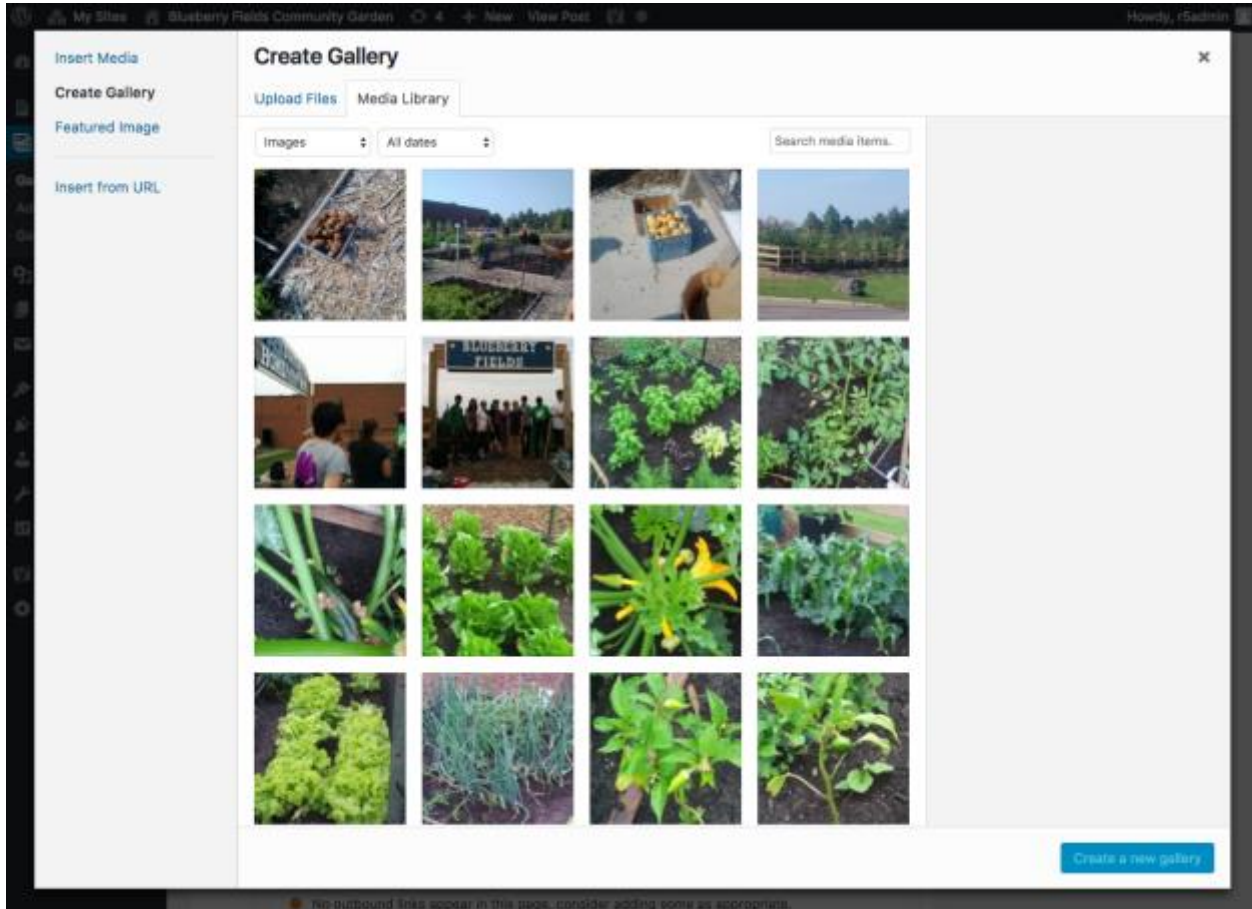
With the exception of **Videos** and **Presentations** that utilize an embed code from YouTube or SlideShare. In these cases, you'll simply need to paste your Embed Code into the Excerpt box on your video post.



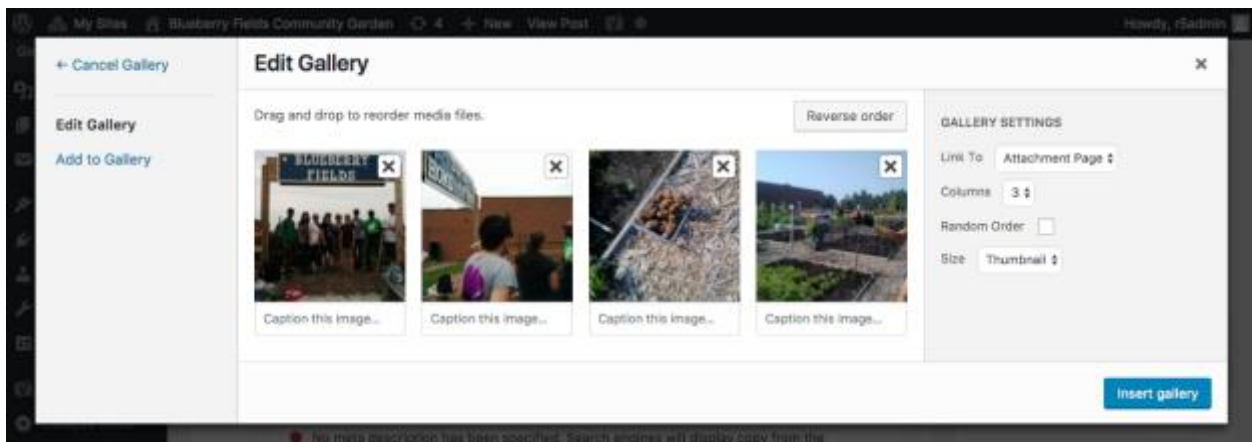
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8. Gallery

If your website has been setup with a gallery module, navigate to the Galleries section and click **Add New** or edit an existing by clicking on the name of one if there are any. Click on **Add Media** and then **Create Gallery** on the left side pane. Choose the images you wish to add to your new gallery and then click **Create a new gallery**.



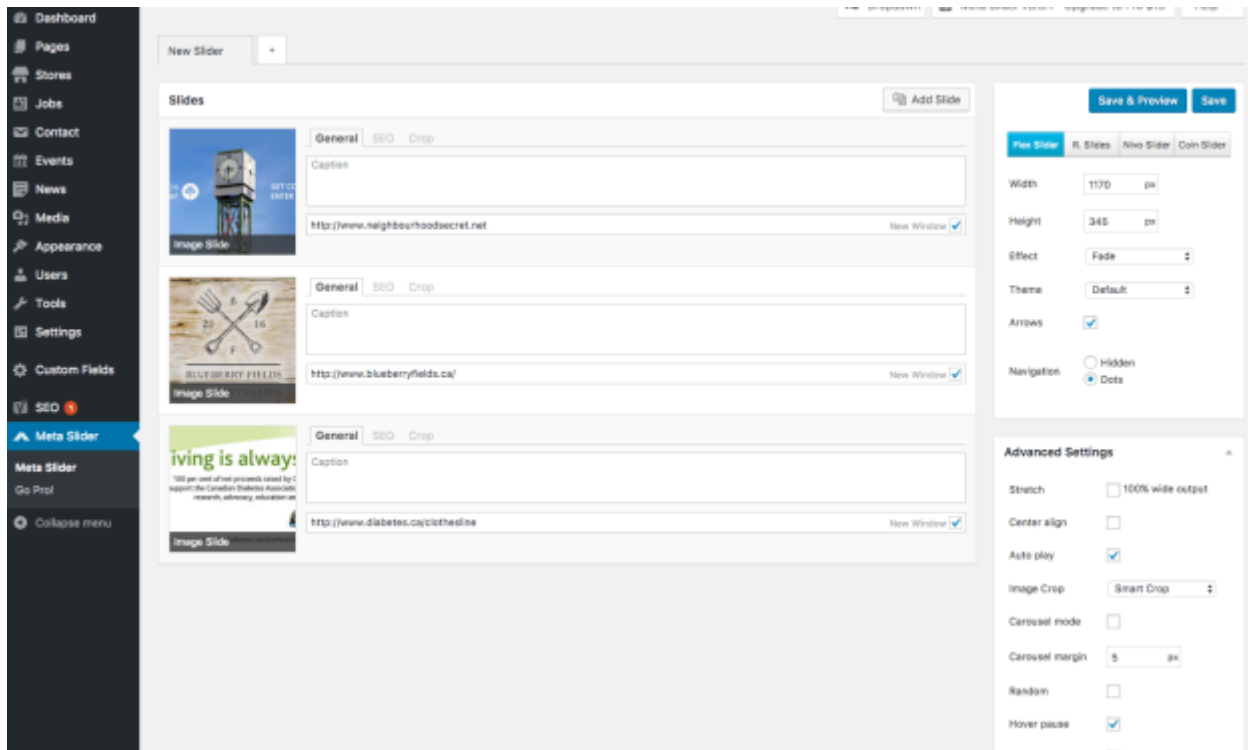
On the following page, you can add captions to your photos as required. Once completed click **Insert gallery**.



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9. Banner

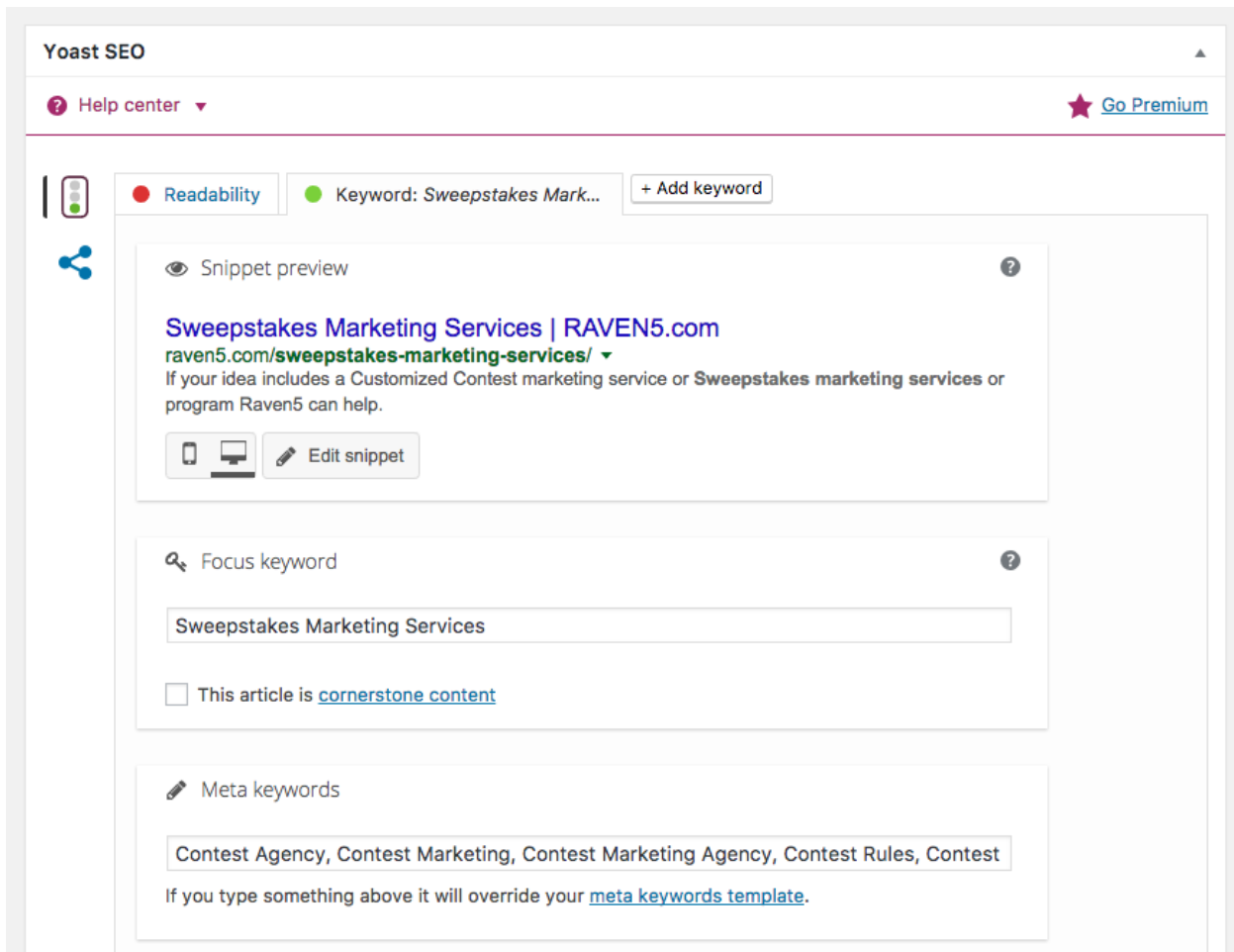
Depending on the build of your site you may or may not be utilizing a rotating banner on the home page or other pages. If you are however, we use the Meta Slider as our core plugin to achieve this. You can easily select images to use, reorder, change timing, etc. through it's easy to use interface. Simply click on **Meta Slider** in the left menu to get started. From there, click Add Slide at the top of the page or edit your existing slides by dragging them to reorder, clicking on the individual tabs for General, SEO and Crop. You can add a caption if you wish and you can add or update the link(s) if there are any. There are advanced settings as well should you wish to adjust the speed, cropping, direction, random, etc.



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10. SEO

We install Yoast SEO with each installation of a new WordPress website on our platform. It is highly regarded as the #1 plugin for SEO on WordPress. You can learn more about Yoast by visiting their website [here](#). On every page you create the Yoast SEO box will display right below the content section. Yoast gives you ratings based on traffic lights, green, yellow and red. It evaluates the content of your page, keywords, etc. and gives a rating as well as recommendations on how to improve. In the Yoast SEO box you can edit the snippet with a Google preview of how it would show up in search. You can also adjust your focus keyword as well as meta keywords.



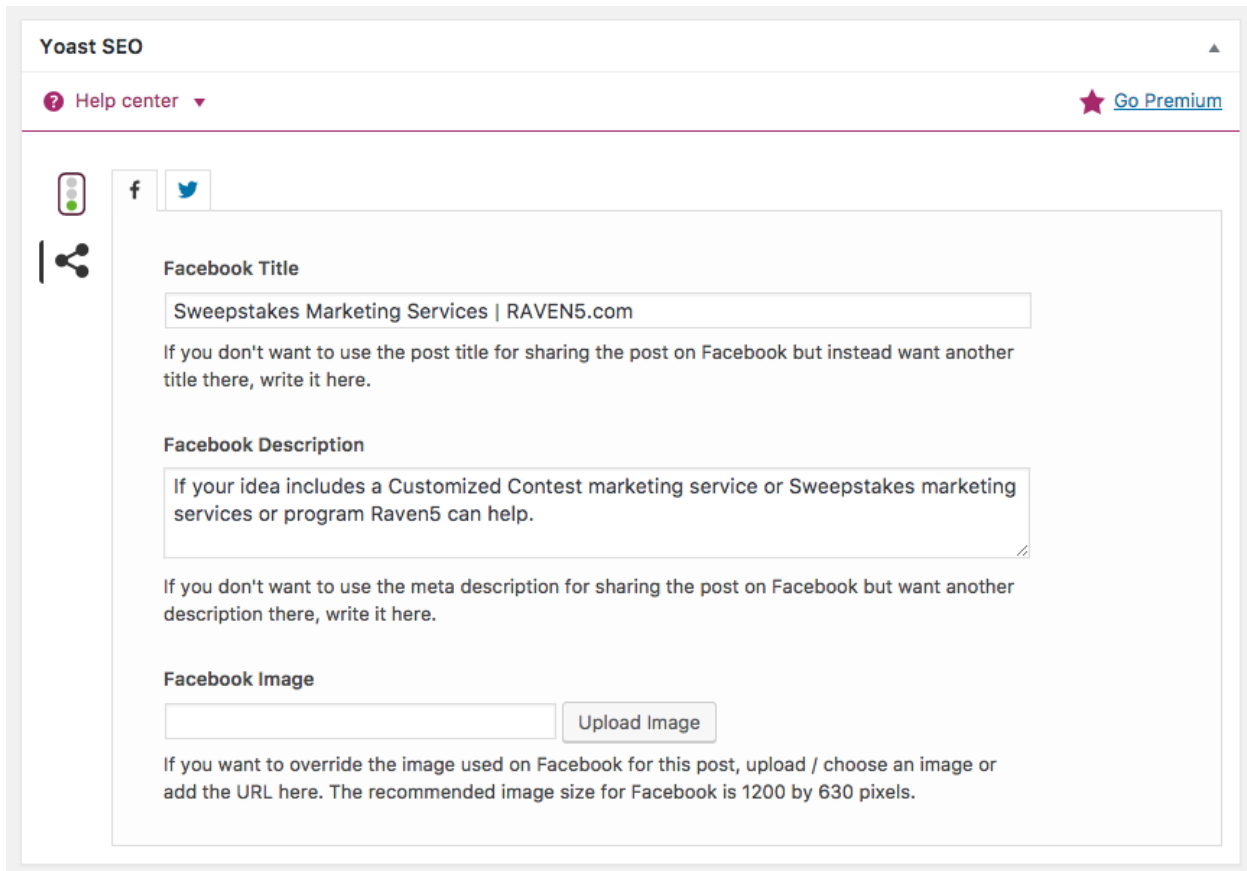
The screenshot displays the Yoast SEO interface for a page titled "Sweepstakes Marketing Services | RAVEN5.com". The interface includes a "Help center" link and a "Go Premium" button. The main content area is divided into three sections:

- Readability:** Indicated by a red traffic light icon.
- Keyword:** Set to "Sweepstakes Mark...", with an "Add keyword" button.
- Snippet preview:** Shows a preview of the search result snippet for "Sweepstakes Marketing Services | RAVEN5.com" with the URL "raven5.com/sweepstakes-marketing-services/" and a description: "If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help." Below the preview are icons for mobile and desktop views and an "Edit snippet" button.
- Focus keyword:** Set to "Sweepstakes Marketing Services". Below this is a checkbox for "This article is [cornerstone content](#)".
- Meta keywords:** Set to "Contest Agency, Contest Marketing, Contest Marketing Agency, Contest Rules, Contest". Below this is a note: "If you type something above it will override your [meta keywords template](#)."

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10. SEO Cont'd

By clicking on the sharing icon you can also customize your social sharing text and image for Facebook and Twitter.



The screenshot shows the Yoast SEO interface for social sharing settings. At the top, it says "Yoast SEO" with a help center link and a "Go Premium" button. Below this, there are icons for Facebook and Twitter. A share icon is also visible. The main content area is titled "Facebook" and contains three sections: "Facebook Title" with a text input field containing "Sweepstakes Marketing Services | RAVEN5.com" and a note about overriding the post title; "Facebook Description" with a text area containing "If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help." and a note about overriding the meta description; and "Facebook Image" with an empty input field, an "Upload Image" button, and a note about overriding the image and providing a URL.

Yoast SEO

[Help center](#) [Go Premium](#)

Facebook

Facebook Title

Sweepstakes Marketing Services | RAVEN5.com

If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

Facebook Description

If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help.

If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Facebook Image

If you want to override the image used on Facebook for this post, upload / choose an image or add the URL here. The recommended image size for Facebook is 1200 by 630 pixels.

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11. eCommerce

If your site has an online shop then it's running WooCommerce, the most customizable eCommerce platform for WordPress. For more information click [here](#). With WooCommerce, a new custom post type is added, **Products**.

The page itself is very similar to a standard page, with the addition of the Product data and description below the content area. The following options are available to setting prices, taxes, SKUs, stock, etc. As this is one of the more advanced options on WordPress we suggest that you get in touch with us [here](#) if you're interested.

Product data — Simple product | Virtual: Downloadable:

General	Regular price (\$)	<input type="text"/>
Inventory	Sale price (\$)	<input type="text"/> Schedule
Shipping	Tax status	Taxable <input type="checkbox"/>
Linked Products	Tax class	Standard <input type="checkbox"/>
Attributes	You can set extra price info from Advanced tab now	
Advanced		

Product data — Simple product | Virtual: Downloadable:

General	SKU	<input type="text"/>
Inventory	Manage stock?	<input type="checkbox"/> Enable stock management at product level
Shipping	Stock status	In stock <input type="checkbox"/>
Linked Products	Sold individually	<input type="checkbox"/> Enable this to only allow one of this item to be bought in a single order
Attributes		
Advanced		

Product data — Simple product | Virtual: Downloadable:

General	Weight (g)	<input type="text"/> 0
Inventory	Dimensions (cm)	Length <input type="text"/> Width <input type="text"/> Height <input type="text"/>
Shipping	Shipping class	No shipping class <input type="checkbox"/>
Linked Products	Local Pickup	Can be picked up <input type="checkbox"/>
Attributes		
Advanced		

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12. Support

If you're looking for more features such as additional custom post types, installation of other plugins, eCommerce or even a redesign, send us an email and we'll get back to you with an estimate. Our hourly pricing is \$95/hour.

There are a few ways to get a hold of us!

- a. You can contact us by submitting a request to help@raven5.com, this will create a support ticket in our system and will allow us to manage your request efficiently.
- b. You can also visit our website at raven5.com and click on the red Help button to submit a ticket anytime.

