

# Online COURSE

WORDPRESS FOR  
BEGINNERS



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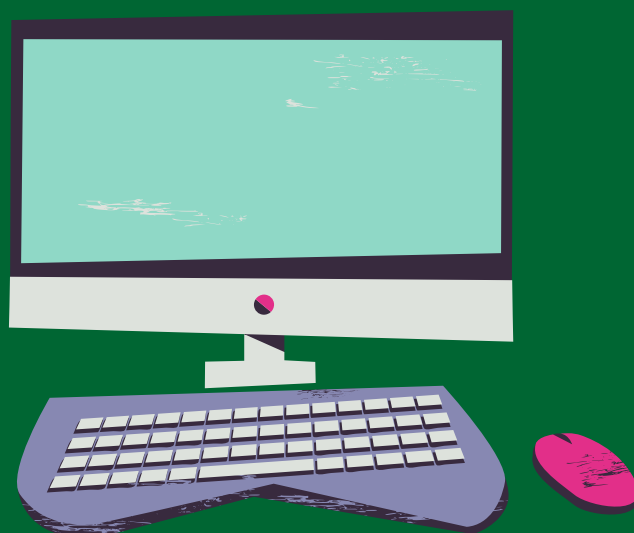
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# WHAT IS WORDPRESS?

WordPress is a web content management system -- its core code can be modified by any user with a knowledge of HTML and CSS to create a highly customized website with an array of functions to meet specific needs.

*But, for users without that kind of experience and coding knowledge, WordPress makes it easy for anyone to build great looking, fully functional websites quickly with a low learning curve!*





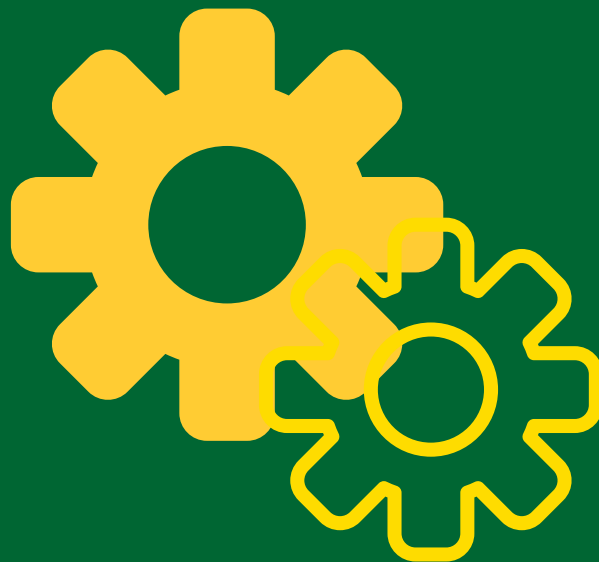
# WHAT IS "CONTENT GARDENING"?

Websites are easier than ever to manage – especially the content. You can help keep your website fresh and relevant through content gardening. Content gardening is a fun phrase our Marketing and Communication team has created for taking care of your websites -- making sure they are up to date with the latest content, fixing broken links, and accessibility.



# BEST PRACTICES

- Check your homepage at the beginning of every month and make sure the content is up to date.
- Create a monthly report/web analytics through Google Analytics to see what pages your viewers visit.
- Check for broken links through <https://brokenlinkcheck.com/>.
- Create a yearly calendar for all your events and create a deadline for when everything on your site needs to be ready for each event.
- Make sure all web content is up to date and ready at least 2 weeks before each new semester begins.



# Classic Editor VS. SiteOrigin

## Classic Editor

Classic Editor is an official plugin maintained by the WordPress team that restores the previous (“classic”) WordPress editor and the “Edit Post” screen. It makes it possible to use plugins.

## SiteOrigin

SiteOrigin Page Builder is a free plug-in that makes it easy to create responsive **column-based content** using the widgets you know and love. Your content will accurately adapt to all mobile devices, ensuring your site is mobile-ready.

*Note: We recommend installing this plug-in for better design options.*

*If you'd like help installing plug-ins, please submit a training request.*

# PAGES VS POSTS

**Pages** contain largely static information about a site, such as general site information or a listing of services offered.

**Example:** The Homepage

**Posts** are intended for shorter, timelier content that is updated frequently.

**Example:** A Letter from the Vice President.

POSTS	VS	PAGES
Good for info that is time-based		Good way to publish info that does not change much. (Timeless, static info.)
Good for info that needs to be organized into Archives, Categories or Recent Posts		Content stands alone
Has a publish date		No Authors, Categories, or Tags
Author, Category & Tags		Custom Pages Templates
Entries listed in reverse chronological order		Parent/Child page relationships
Break Points		Featured in the navigation menu
URL includes the date		

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# CREATING PAGES & POSTS

## How To Create Pages on WordPress?

1. Head to the Pages menu
2. Click "Add New Page"
3. Write a title for the Page.
4. To add some text, start typing.
5. To add a block, click on the '+' sign and you can add any block like a WordPress form, image or a pullquote block etc.
6. When done click on publish.

## How to Create Posts on WordPress?

1. In the dashboard, click on Post, and select click on add new Post.
2. Add the title and content.
3. Using the document section you can add categories, images, tags, etc., to your post.
4. Using the blocks section, you can add images, forms, quotes, etc.
5. After your post is ready, click on publish.



# MOBILE-FRIENDLY DESIGN

## How Can You Create Mobile Responsive Websites?

1. Test customizations carefully and often.
2. Compress your files.
3. Simplify navigation.
4. Mobile-friendly copy.

*If you're interested in learning more about mobile-friendly design, feel free to reach out to the UL Marketing & Communications team for a consultation.*

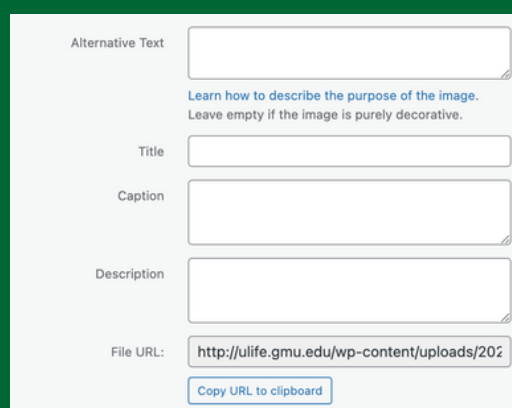


# How to Improve **ACCESSIBILITY**

## Adding Alt Text to Images

*Alt text is read aloud by screen readers used by visually impaired users.*

1. On the Dashboard, go to the left navigation and select Media.
2. There you will find any image you have uploaded to the site.
3. Select a particular image and fill in all of the information listed below:



The image shows a screenshot of the WordPress media editor interface. It features several input fields for image metadata: 'Alternative Text' (with a text box and a small icon), 'Title' (with a text box), 'Caption' (with a text box), and 'Description' (with a text box). Below these fields is a 'File URL' field containing the text 'http://ulife.gmu.edu/wp-content/uploads/202' and a 'Copy URL to clipboard' button. A small blue link is visible below the 'Alternative Text' field, which reads 'Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.'

**Note:** All Mason sites are required to meet Section 508 accessibility standards due to federal and state laws. Most of the requirements are accounted for in the template, but there are important steps that content owners must take to ensure their sites are accessible.

**Learn more:**

<https://universitypolicy.gmu.edu/policies/university-information-technology-accessibility/>

# How to Improve **ACCESSIBILITY**

## Ensuring links have a contextual description:

A “Contextual Link” is a text link within a paragraph in which a related idea or context is found.

Contextual links are the most effective way to boost your SEO (search engine optimization) and visibility on search engines.

**Example:** Instead of adding a “Click Here” text to the button, you could label it as "University Life Strategic Plan".

# How to Improve **ACCESSIBILITY**

## Contrast and Color

Color contrast impacts the readability of your content on the web and in print.

It is especially important for users who are low vision or for users who are colorblind.

Good color contrast means all users can see your content no matter the device they're using or the lighting of their surroundings.

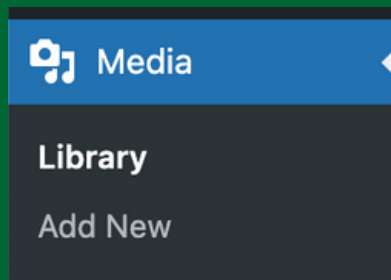
Bad Examples	Good Examples
Blue on black is bad	Yellow on black is good
Green on orange is bad	Black on orange is good
Red on green is bad	Black on green is good
Grey on purple is bad	White on purple is good

*\*Yellow on white is bad and not visible.*

# PDF

## How to attach a PDF to a website

1. In your dashboard head to the Media --> Library



2. In the media library if you have the required media then skip to step 7.

3. If you do not have the pdf in the library, click on add new in the library

4. Upload a new pdf. Now this PDF can be seen in the library

5. Now go to posts, click on the post (or create a new post) you want to add the pdf click on the block, or click on the '+' icon

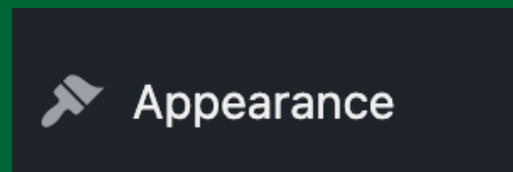
6. Search and select the File block

7. Select the media library (select the media file you want to add) or upload the PDF directly from your desktop

8. And finally, when you are done click on publish.

# HOW TO EDIT MENUS/NAVIGATION TABS?

1. In the dashboard go to Appearance



1. Under Appearance click on Menus

2. Select the menu location you want to edit the tabs (Main navigation bar, footer, etc.)

3. If you want to delete a menu, click on the particular menu and click on delete

4. To add a new Page or category to the menu create a new Page, Post, or category first.

5. Then go to the Pages section and select the Page, Post, or category you want to add to the menu.

6. Select the required one and it will appear in the menu structure

7. Drag and drop the menu accordingly and click on the save menu.



How to:

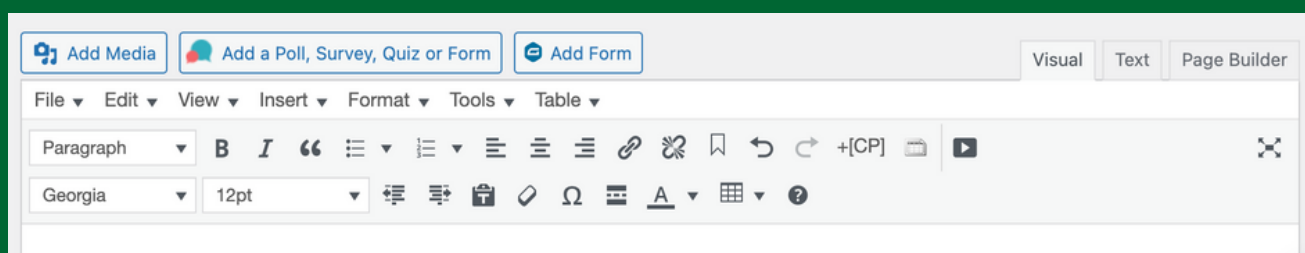
# SITE ORIGIN

**SiteOrigin Page Builder** makes it easy to create responsive column-based content using the widgets you know and love. Your content will accurately adapt to all mobile devices, ensuring your site is mobile-ready.

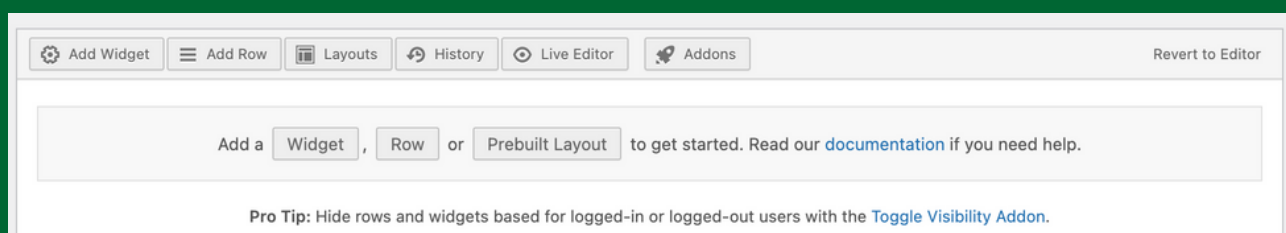


# HOW TO KNOW IF YOU'RE USING SITE ORIGIN

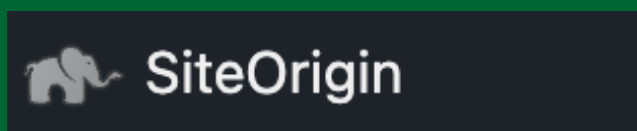
Press on a page or post, and the backend should show three options at the top Visual, Text and Page Builder.



Select Page Builder and your page will show more options:



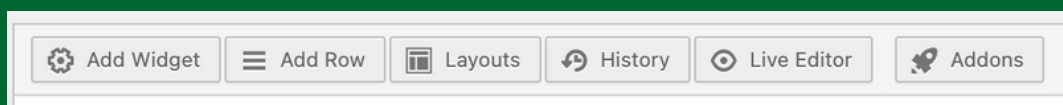
Another way to check if you have SiteOrigin is to look at your left navigation on the backend and see if you have "Site Origin" with a picture of an elephant appears.



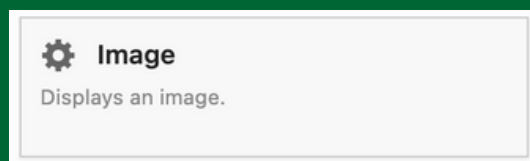
# IMAGES

## HOW TO UPLOAD PHOTOS

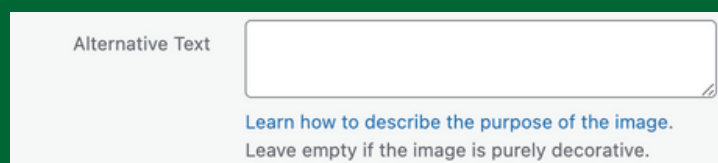
Click Add Widget at the top of the page.



Insert the Image Widget.



Upload the File to select the image you want to be featured. Make sure there is alt text added to the image on the far right.

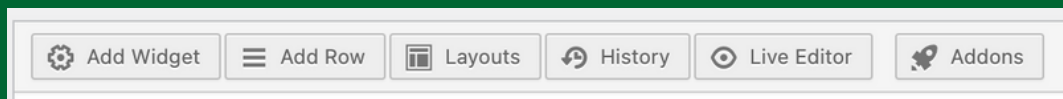
A white rectangular form with a thin border. On the left, the text 'Alternative Text' is followed by a large empty text input field. Below the input field, there is a blue link that says 'Learn how to describe the purpose of the image.' and a line of smaller text that says 'Leave empty if the image is purely decorative.'

Select Done.

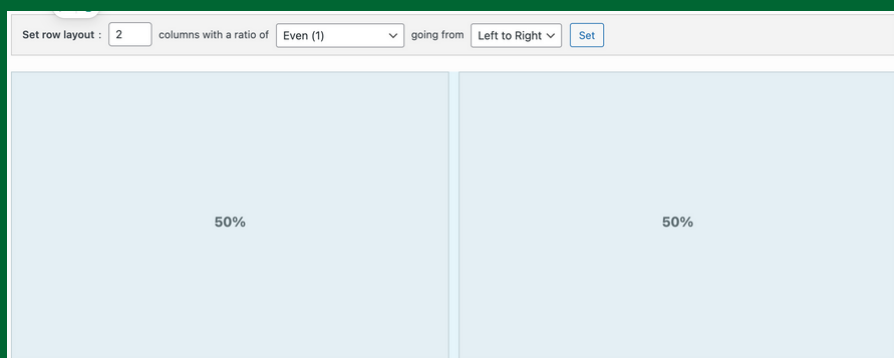
# IMAGES

## HOW TO ADD A PHOTO NEXT TO TEXT

Select Add Row.



Choose how many columns you would like on your row.



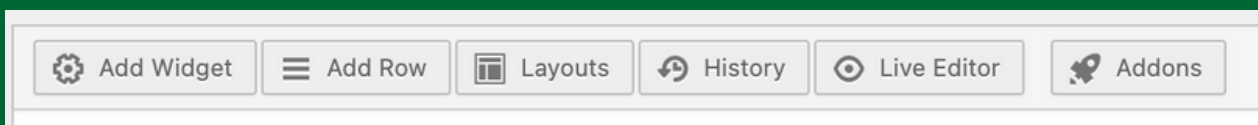
Add an image widget and add it to one of the available boxes. If it's not in the correct place, drag the widget to the correct box.

Add a text widget and add it to the other available box besides the image block.

# IMAGES

## HOW TO REPLACE AN EXISTING IMAGE

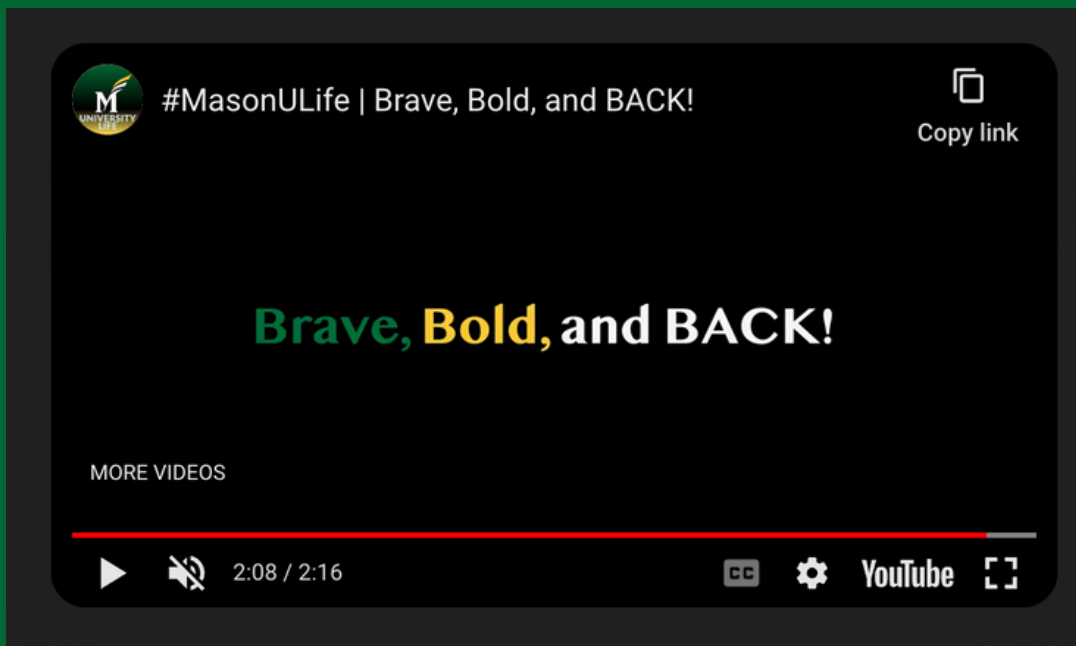
1. Select image.
2. Select Choose Image
3. Add new image that you would like to replace the older one.



# VIDEO

## How to Embed a Video on a WordPress Page or Post.

1. Select Add Widget
2. Select Add Video
  - a. This will insert a video block with options to upload a video file from your computer, add a video from your Media Library, or insert a video from a URL. Just choose which option you want to use and select the video or URL you'd like to embed.



# WIDGETS

## WHAT IS A WIDGET?

A WordPress widget is a modular element that enables you to add a specific feature to your website. Widgets can be added to different areas of a website, such as a website's sidebar or footer areas, and they're an inherent part of WordPress' design and layout customizations.

## HOW TO ADD A WIDGET:

1. Go to Appearance, then Widgets.
2. Select the widget you want to add to the page.
3. Drag the widget to the row you want to place it and drop it in the box.

## HOW TO REMOVE A WIDGET:

To remove a block you have added to a widget area:

1. Click on the block once.
2. Select the ... (three dots) in the toolbar.
3. Then, click Remove Block.

# CREATING BUTTONS

## HOW TO CREATE A BUTTON:

1. To make use of this widget, go to Plugins > SiteOrigin Widgets to activate the SiteOrigin Button Widget.
2. The Button Widget is ready to be used.
3. Inside the Button Widget, enter the text that'll be displayed on the button.
4. Make sure to add a Destination URL, which is where the button will link to.
5. Add the button text, icon image, and other options accordingly
6. Select "Open in a New Window" so that users will still be on the original page.
7. Press Save.



How to:

# **CLASSIC EDITOR**



# HOW TO KNOW IF YOU'RE USING CLASSIC EDITOR

1. Starting from your dashboard,
2. Go to Plugins → Installed Plugins.
3. Look for the Classic Editor plugin.

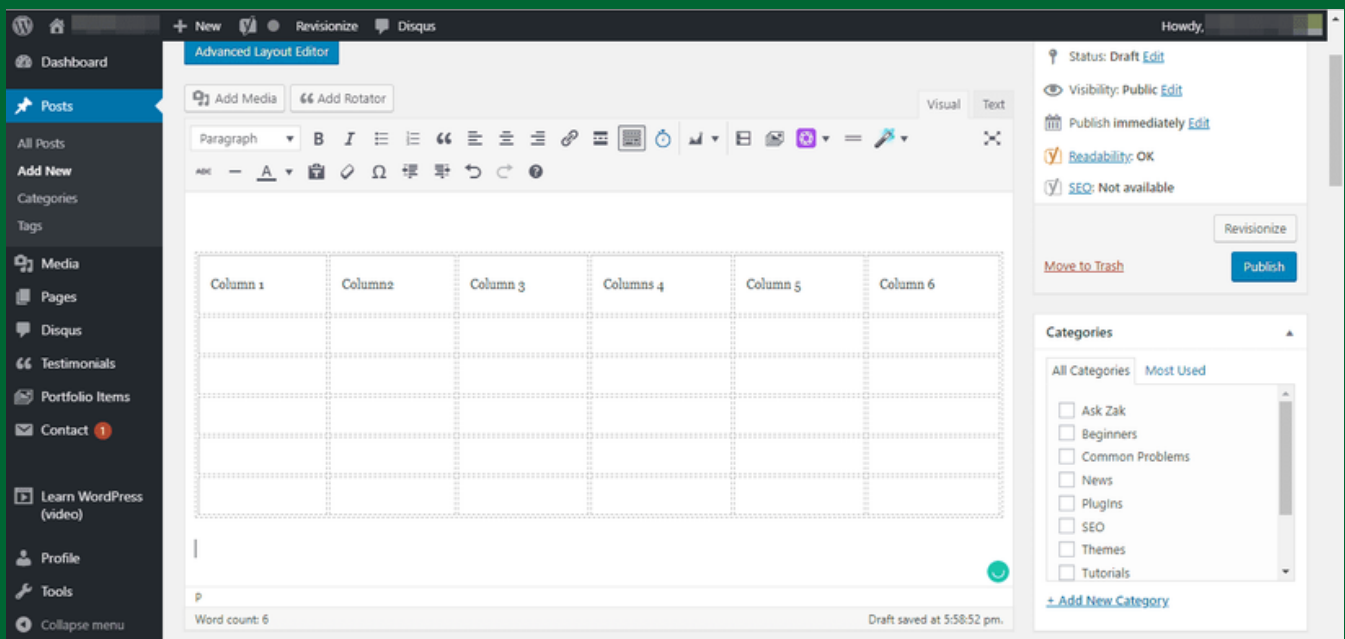
# UPLOADING IMAGES

1. In order to add an image to your page or post, you must first insert your cursor in the place in the text where you want the image to appear.
2. Click on the Add Media button to launch the media uploader interface.
3. Select the Insert Media option from the list of actions on the left side of the media uploader window.
4. You can add or select the image you want to add to your page or post by choosing from either of the following options in the center of the media uploader window:
5. **Upload Files:** Upload the image you want to use from your computer by dragging it into the upload area.
6. **Media Library:** Select any previously uploaded images in the media library by clicking on the one you wish to add to your page or post.
7. Add Information to the Attachment details.
8. You can edit the following media information:
  - a. **Title:** The title of this media.
  - b. **Caption:** The caption for this image. The text you enter here will be displayed below the image.
  - c. **Alternate Text:** Enter the Alt text for the image, e.g. “The Mona Lisa” to describe the media.
  - d. **Description:** A description of this particular media.

# HOW TO CREATE A TABLE

## How to create a table:

1. Go to posts, add a new post, or edit an existing post, click on the table icon
2. Select the required number of row and column cells.
3. In table properties, you can select the properties of the table such as the width and height of the table
4. And when it's done, click on publish.

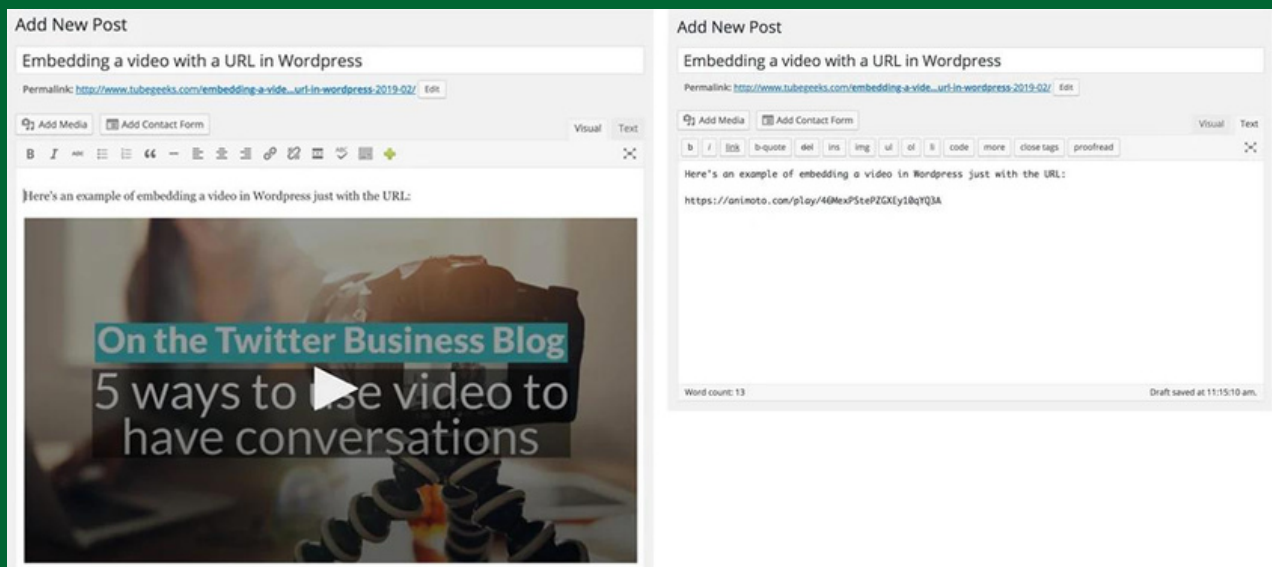


# VIDEO

## How to Embed a Video on a WordPress Page or Post.

### 1. Paste the URL into Your Page or Post.

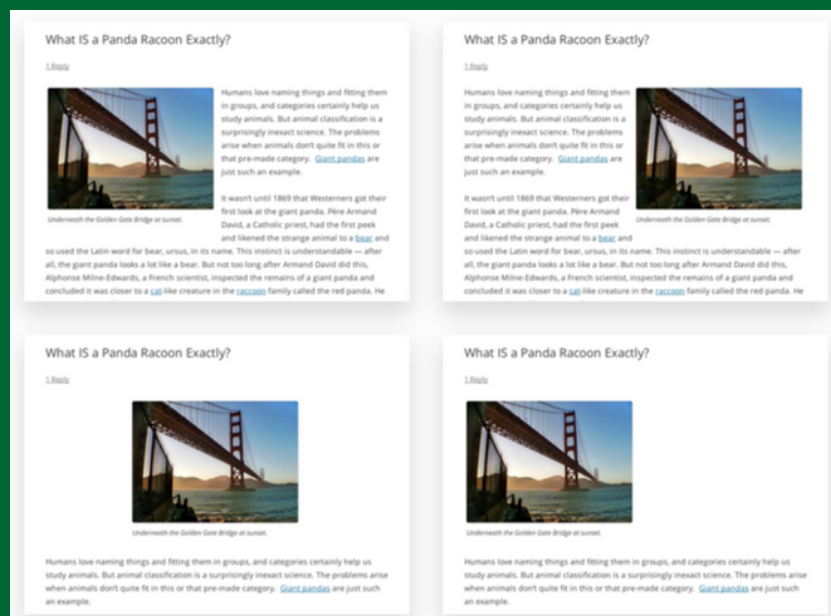
*Note that if you are using your own video, it will need to be uploaded somewhere that you can link to in order to use this method. For example, you might upload your video to YouTube and then use that link in your post.*



# IMAGE ALIGNMENT

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

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



# REPLACE IMAGE

## HOW TO REPLACE AN IMAGE WITH A NEW ONE:

1. Select image.
2. Select Choose Image
3. Add a new image that you would like to replace the older one.



# THANK YOU FOR READING

**IF YOU ARE INTERESTED IN TRAINING OR HAVE A  
GENERAL MARKETING REQUEST PLEASE SUBMIT TO:**

<https://marcomm.ulife.gmu.edu/submitting-ulife-marketing-requests/ul-marketing-request-form/>