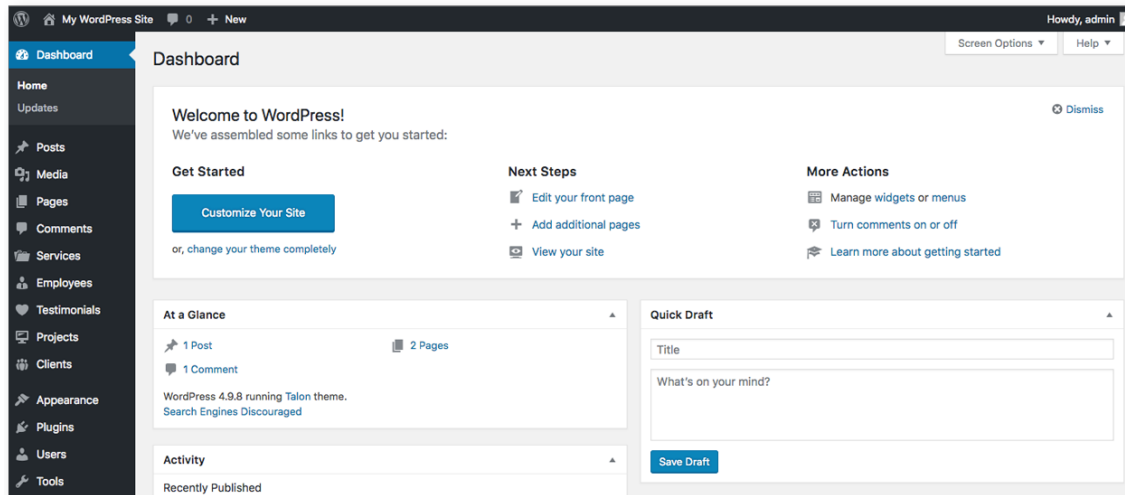




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**WP USER GUIDE:**  
HOW TO MANAGE YOUR WORDPRESS WEBSITE  
Chapters 1–10

## CHAPTER 1. INTRODUCTION TO WORDPRESS



### Welcome to WordPress!

515 Media is pleased to help you get familiar with WordPress and show you how to use it to market your products and services. We have created a step-by-step guide that takes you through the basics of using and managing your WordPress site.

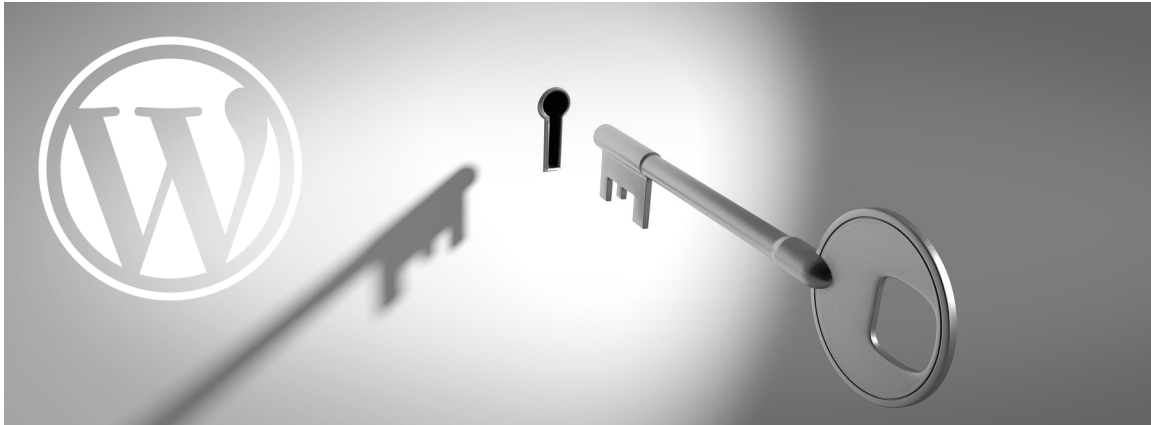
This tutorial is geared for complete beginners who are new to WordPress and don't have prior experience.

#### **Our WordPress guide will cover the following areas:**

- How to Log-in to Your WordPress Website
- The WordPress Dashboard
- Understanding Posts and Pages
- How to Use the WordPress Editor
- Adding Media to Your Website
- Adding Navigation Items
- WordPress Plugins
- Managing Users

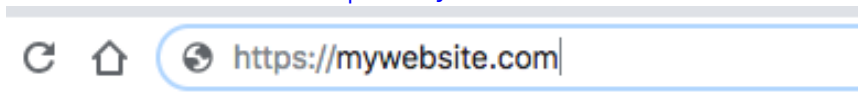


## CHAPTER 2. HOW TO LOG INTO YOUR WP SITE

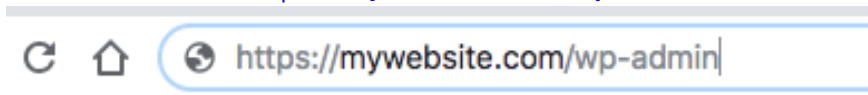


Accessing the Administrator area of your WordPress website is very simple.

1. To get started, please navigate to your website URL by entering it into your web browser bar. (ex. <https://mywebsite.com/>)



2. Next, you will also need to add `"/wp-admin"` to the end of your site URL in the browser bar. (ex. <https://mywebsite.com/wp-admin>) then click on the enter key.



Username or Email Address  
admin

Password  
●●●●●●●●

Remember Me

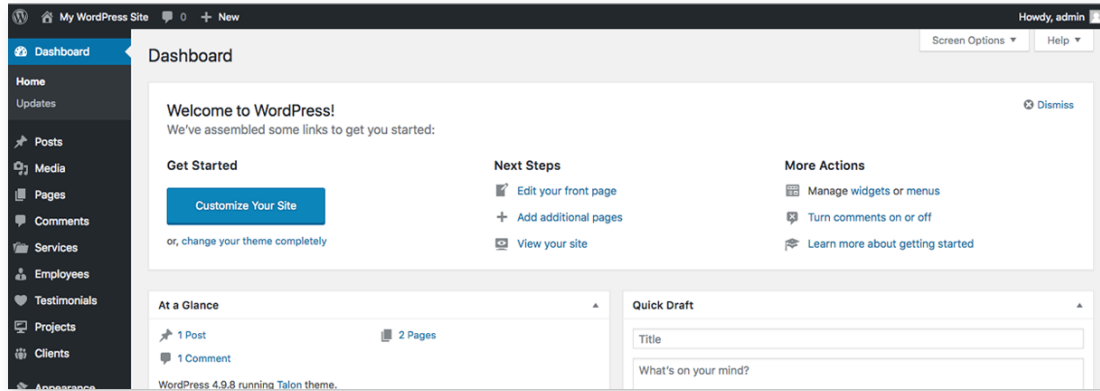
[Lost your password?](#)

[← Back to](#)

3. This will take you to the Login page for your website. On this page you will see a login panel, where you will need to enter your username and password information.

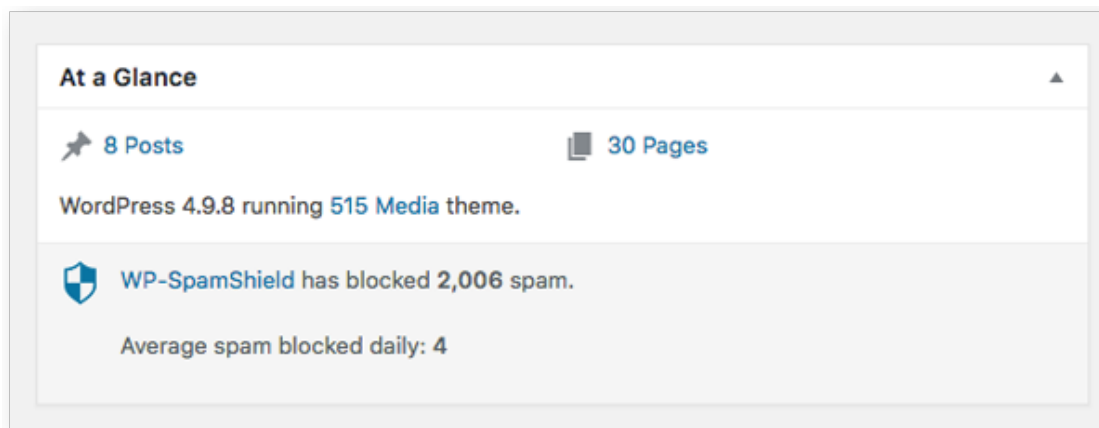
After you have entered your credentials into both boxes, please click the blue **“Log In”** button. This will take you to your website’s Dashboard.

## CHAPTER 3. THE WORDPRESS DASHBOARD



Once you have logged into your secure WordPress Dashboard, you will notice quite a few boxes and menus. In this guide, we will show you how to identify and access the sections you will need in order to comfortably update your website.

First, you will notice a box that reads “**At a Glance**” at the top left corner of your dashboard, which gives you a basic overview of your site information. This box contains details such as how many blog posts and pages your site currently has, what WordPress Version is installed, and what WordPress Theme your site is currently running.

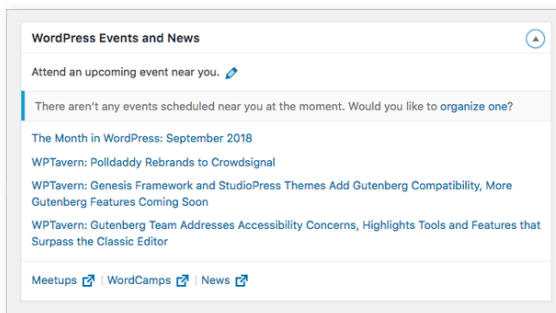
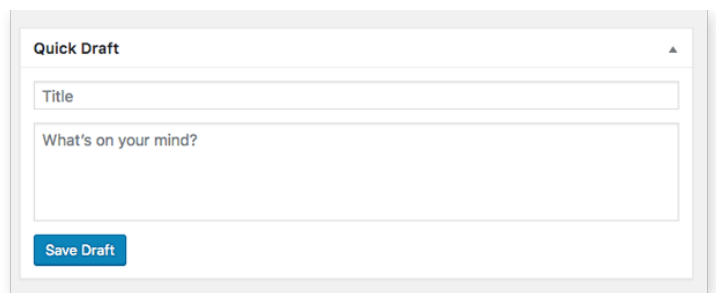


Below the “**At a Glance**” box, you will see a box called “**Activity**” which shows the recent site activity such as posts or pages that have been published, new comments, or other general updates that have recently occurred on your site.

If you scroll down further on the Dashboard, you will see several other boxes that contain additional information and statistics on your website. Please note that the information displayed in the Dashboard may be different depending on your specific site and the plugins you are using.

On the top-right side of your Dashboard, you will see a box that reads “**Quick Draft**”. This box provides a fast way to write a draft blog post on the fly, without needing to get into much detail. You can simply enter your blog title and text into the box and click the blue “**Save Draft**” button to save a version of your work to be published later.

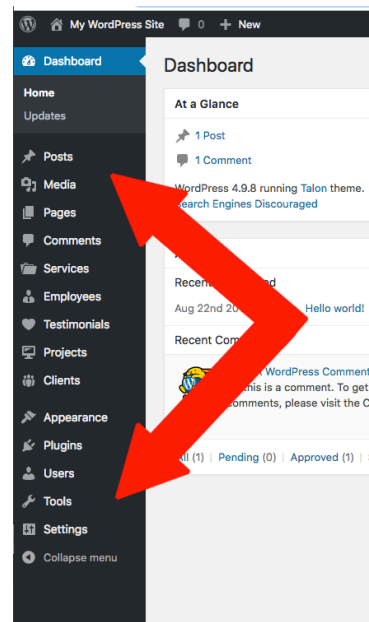
Nothing you post here will be published or set live on your website immediately. In the next chapter of this guide, we will cover how to publish your posts, which will be handled in a different area of WordPress. The “Quick Draft” feature is just a shortcut you can optionally use to write drafts.



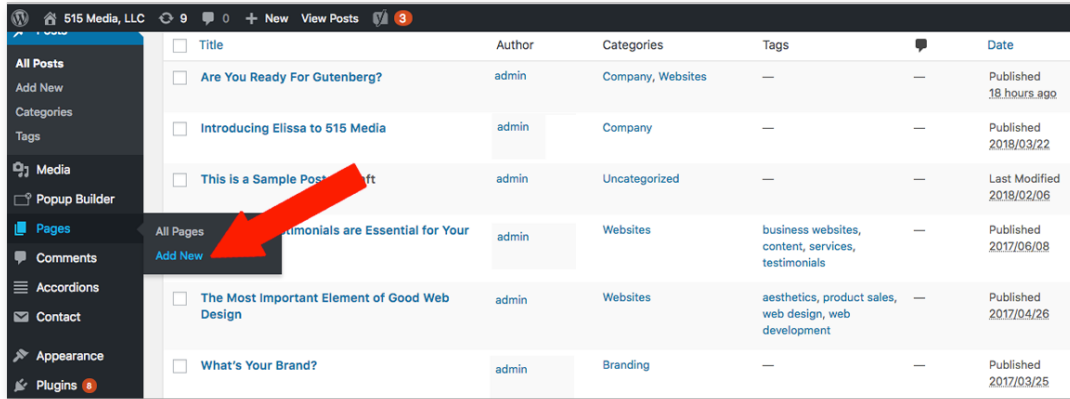
Further down the Dashboard, you will see a box titled “**WordPress Events and News**”, which is a news ticker that is showing what is going on in the world of WordPress.

Please note that you will not necessarily need to know all of the information that appears in the boxes in your Dashboard, as the vast majority of work you will be doing will be handled via the main **Dashboard Menu** that appears on the left hand side of the screen.

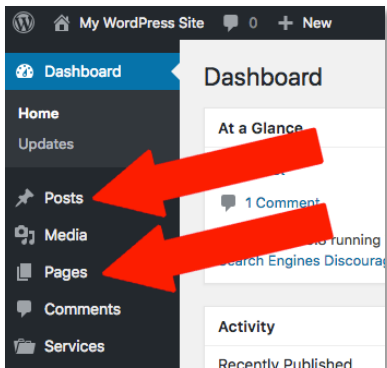
In the following chapter, we will be discussing how to access important areas of the site, such as Posts and Pages, via the Dashboard menu.



## CHAPTER 4. UNDERSTANDING POSTS & PAGES



### DIFFERENCES BETWEEN PAGES & POSTS IN WP

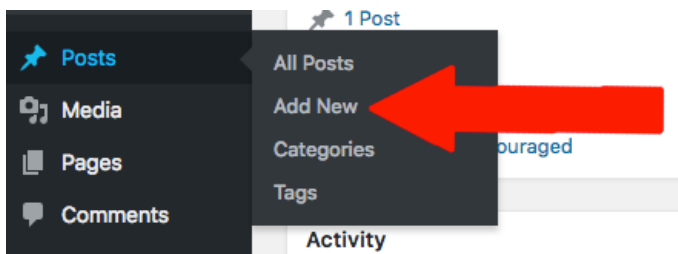


When you are logged into your WordPress admin area, you will notice a long list of menu items on the left hand side of the page. Two of these items of note are the **Posts** menu and the **Pages** menu.

It's important to know the differences between these two areas, as they lead to content editors that populate completely different areas on your site.

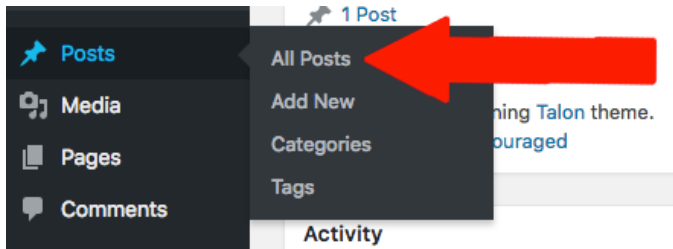
### POSTS

In summary, the **Posts** section will be where you can update your website's Blog. For example, if you would like to add a new Post to your site's Blog, you would navigate to the "**Posts**" tab on the Dashboard Menu, then click on the "**Add New**" subtab. On the "Add New Post" page, you can create a new blog post by adding your content, then publish it to the Blog on your live site.



Please note that when publishing posts, each new post entry will appear above the previous post entry on your live site Blog page.

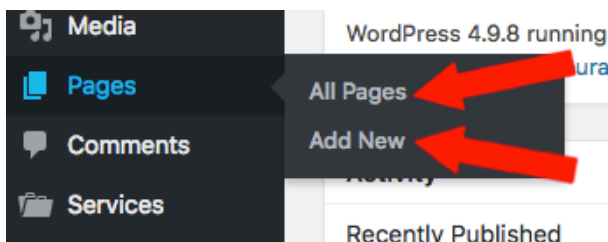
If you choose to edit an already existing post on your website, you can do so by going to the **"Posts"** tab, and clicking on the **"All Posts"** subtab.



This will take you to a page listing all of your current blog posts, and where you can make edits to individual posts.

## PAGES

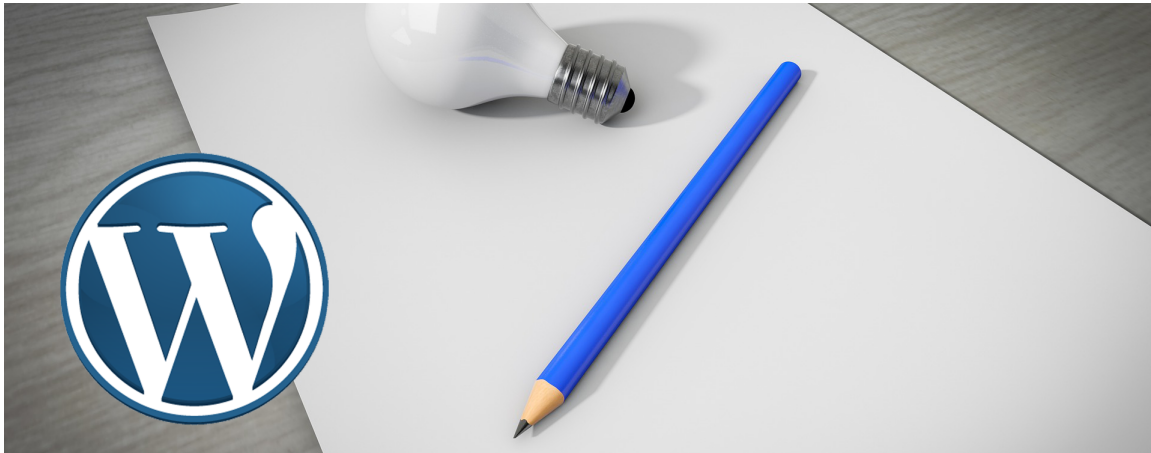
When you go to the Pages tab, on the Dashboard Menu, you will have the option to add a new page to your site, by clicking on the **"Add New"** subtab.



Or, if you would like to edit an existing page, you can click on the **"All Pages"** subtab, which will take you to an area listing all of your current pages, and where you can make edits to individual pages.

When it comes to Posts and Pages, it's important to remember the different areas each of these sections are located within the Dashboard Menu, in order to make updates.

## CHAPTER 5. USING THE WORDPRESS EDITOR

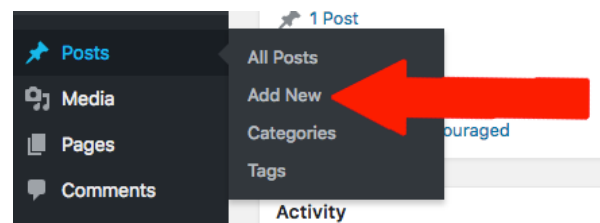


In this chapter, we will be showing you how to use the WordPress Editor to add content to your website. The Posts and Pages section of WordPress contain powerful editors that allow you to add dynamic image, multimedia and text driven content to your website.

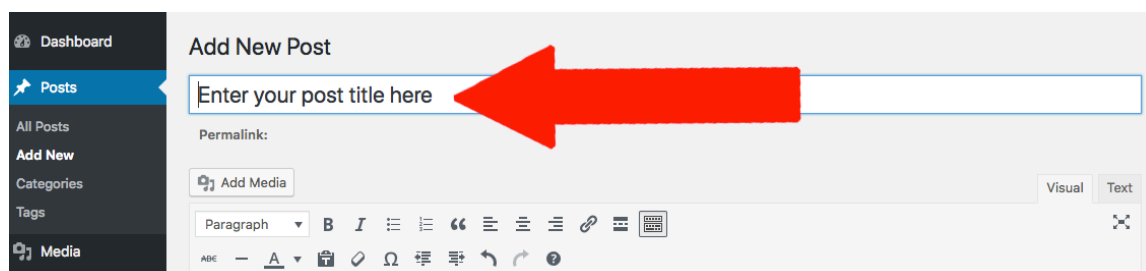
In this section of the guide, we will instruct you how to add a new Blog Post to your site, in order to show you how the editor works. The instructions can also be applied to the Pages section, as the editors for both are nearly identical.

### GETTING STARTED

1. To add a new Blog Post, go the Dashboard Menu, and under the Posts tab, please click on the “Add New” subtab.

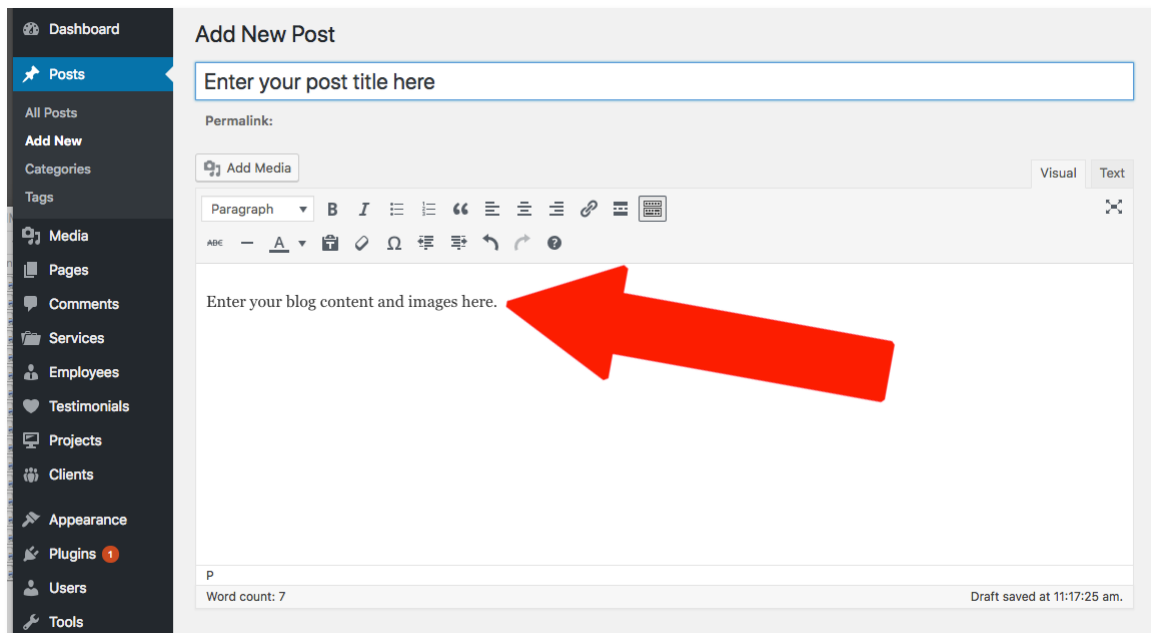


2. You will then arrive at the Post Editor window. At the top of the page, please enter the title for your post or page in the “Title” field

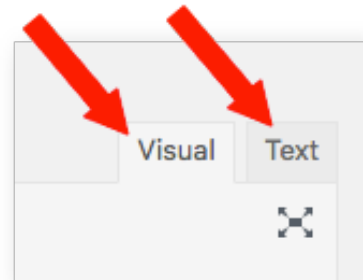




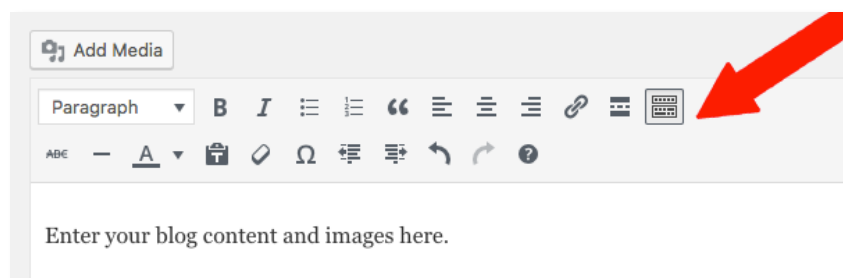
3. Next, in the large text area below the formatting toolbar, you can enter your post or page content.



The content in the text area can either be displayed in "Visual" or "Text" mode by selecting the tabs. Visual mode is the standard view and Text mode displays the HTML code behind the content. Most users tend to stick with the Visual mode, unless they feel more comfortable with editing HTML.

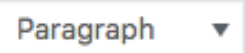












When entering your content into the text area, you will notice that it functions and has formatting features similar to text processing software such as Microsoft Word, Notepad or Text Edit. Above the text area, there is a formatting toolbar that contains many tools you can use to modify text.



**Note:** Placing your cursor over the tool icons will show the tool description

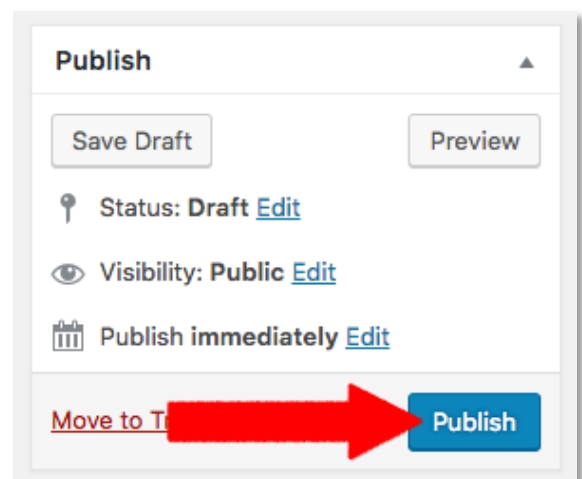
The toolbar tool icons will allow you to:

-  – Choose text-heading style (H1, H2, H3, para, etc...)
-  – Bold / Unbold text
-  – Italicize text
-  – Add an ordered bullet pointed list
-  – Add an ordered numbered list
-  – Add Blockquotes to text
-  – Left | Right | Center align text
-  – Add a “More” tag
-  – Hyperlink text
-  – Erase text formatting
-  – Toggle the additional row of toolbar options

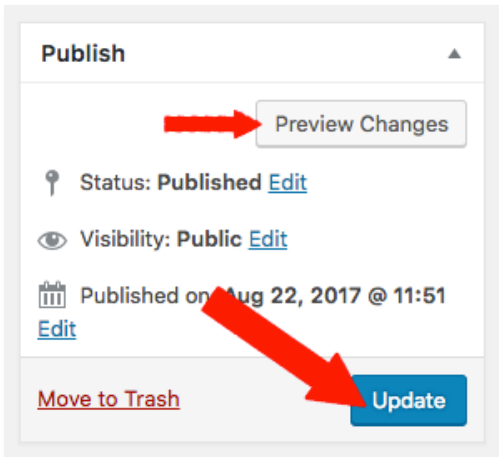
Now that you have the basics down, here are some of the other elements available to you with the editor.

## PUBLISHING YOUR POSTS/PAGES

There is a box on the right side of the edit page titled “**Publish**”. This box dictates the status of your blog post or page, including whether or not the page is displaying live on the web. The “Status” menu shows if the page is live in either Draft mode or Pending Review mode. To publish your post live, you will need to click the blue “**Publish**” button in the box.



After you publish your post, the blue **“Publish”** button, will turn into a blue **“Update”** button, or if your post or page is already published.

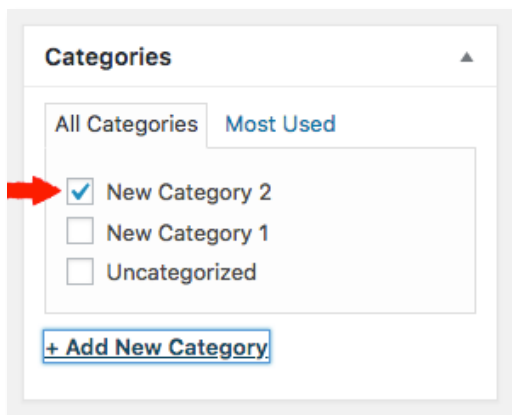
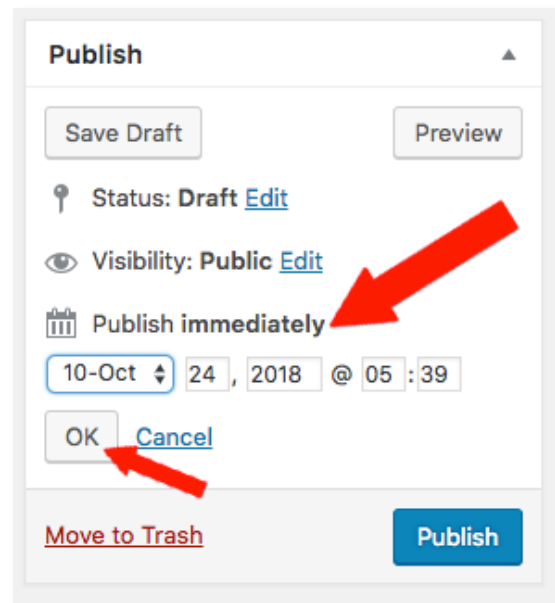


In this manner, you may make edits to posts or pages that are already live on the site, and then by clicking the **“Update”** button to save and set your changes live.

If you would like a preview of how your page looks before publishing or updating, you can click on the **“Preview Changes”** button in the top right corner of the box. A new tab will open, showing you a preview of how your page and changes will look on the web.

You also have the ability to schedule posts to publish by selecting the **“Publish Date”** menu. Here you can select a date in the future for a post to publish automatically, and by clicking the **“OK”** button.

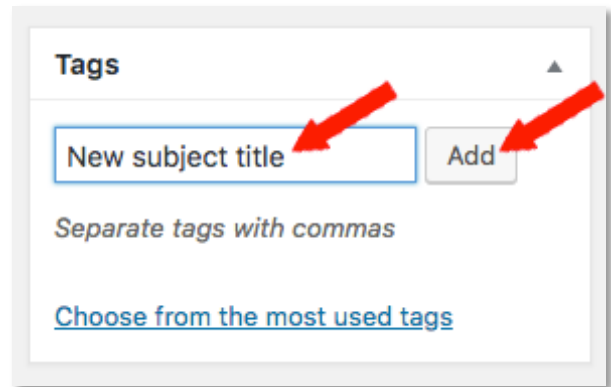
Please note that any date in the past will publish immediately, and will display the date you selected instead of today’s date. This function is especially helpful for posts that you would like to backdate or sort by date.



Further down the page is the **“Categories”** box, and only appears on the Blog Posts editor, and not on the Page editor by default. Here you can select a current category or multiple categories for your post.

You can also create new categories by clicking on the “**+Add New Category**” link at the bottom of the box.

In a similar vein, in the “**Tags**” box below **Categories**, you can also create and assign different tags to your blog posts to give your readers an idea about what your blog post subjects are all about. Categories and Tags are optional, but are a great way to further keep your blog posts organized and accessible for site visitors.



Tags

*Separate tags with commas*

[Choose from the most used tags](#)

Overall, the WordPress Editor is a powerful and useful tool to manage the content for your website. In the next chapter, we will cover some of the finer points of adding media, such as images to your site pages.

## CHAPTER 6. ADDING MEDIA TO YOUR WEBSITE



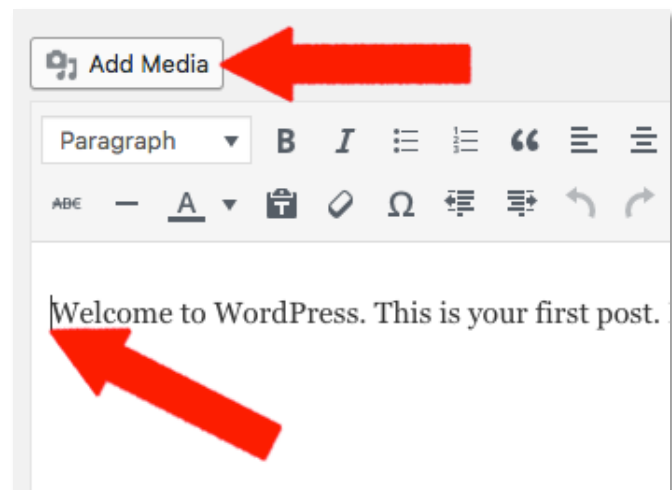
One of the best features of WordPress is the ability to add images and other media to your website. Images are a critical piece, as they make your website much more attractive to site visitors and potential customers and clients. For example, when you are writing a blog post, it is the image that really helps sell your article.

### ADDING IMAGES TO YOUR POSTS/PAGES

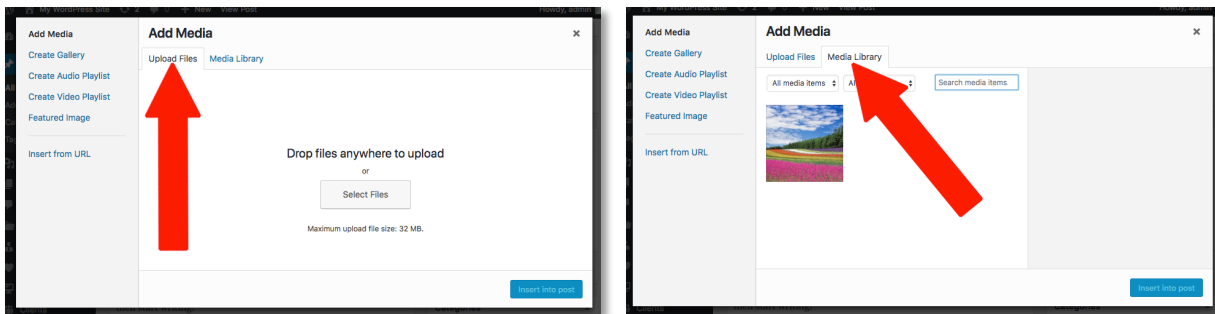
To add an image to your site, first navigate to the post or page where you would like to add your image.

In the text area, place your cursor where you want your image to appear. (for ex. in front of the text as shown in the sample image). After you place your cursor, click so that the blinking bar “|” appears.

Next, you will need to click on the “**Add Media**” button above the toolbar.



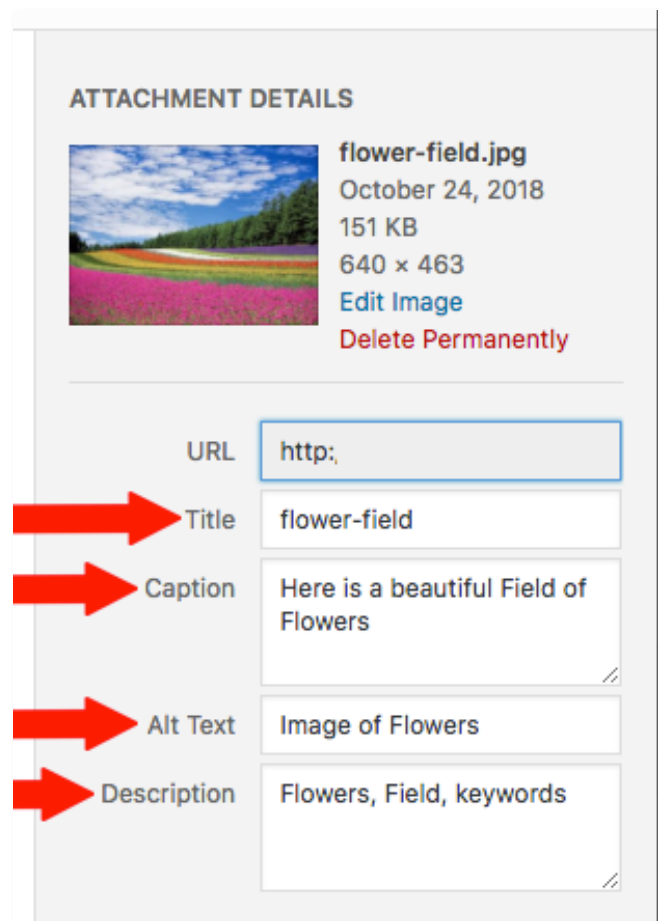
A new window will open, that shows “**Add Media**” at the top of the window. There are two tabs here; the “**Upload Files**” tab, which will allow you to drag and drop an image from your desktop directly to the editor, or the “**Media Library**” tab, which allows you to select an image or other media that has already been uploaded to the website.



The Media Library shows a visual list of images and other files. To add the image to the page, simply click on the picture of the image. A new menu called “**Attachment Details**” will open up on the right side of the **Add Media** box.

Here you will be able to add the following information to your image:

- **Title** – which will appear when hovering over the image on the website page
- **Caption** – which is text that will appear beneath the image
- **Alt Text** – which is what shows up in place of the image, if the image is broken or missing
- **Description** – which contains keywords and metadata used to describe the image

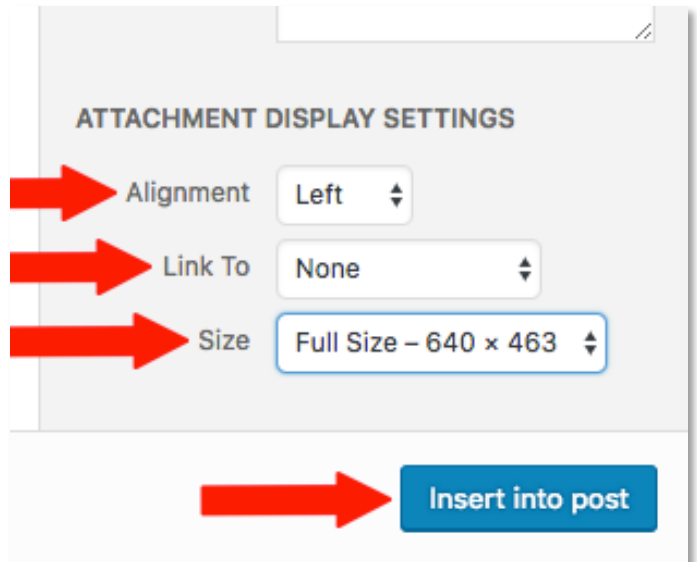


To align and size your image on the page, you can select the options from the dropdowns in the **“Attachment Display Settings”** section at the bottom of the **Attachment Details** box. Here you can set the following items:

- **Alignment** – Here you can align the image to the Right, Left, Center or None. Tip: Aligning to the left or right is usual the best setting, as it will make the text around either side of the image and display better on the page.

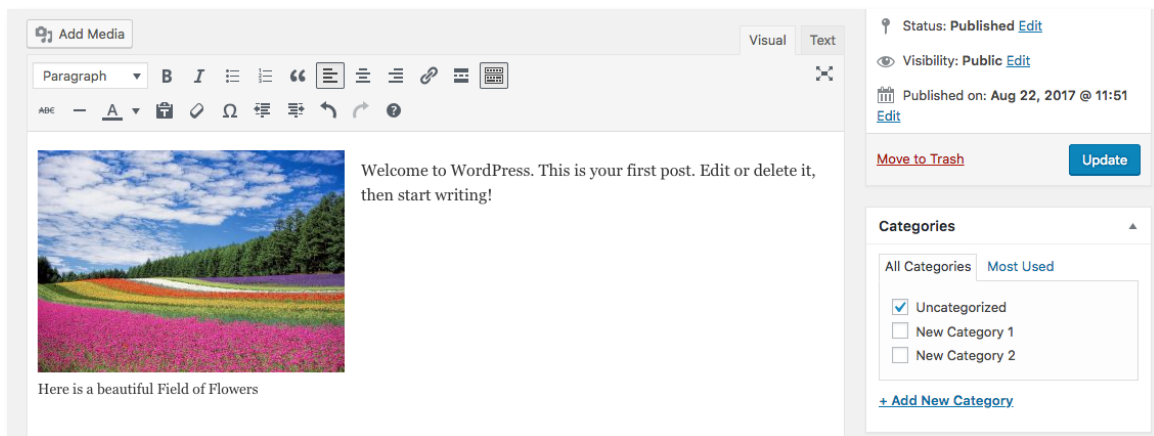
- **Link To** – Here you can choose to link your image to an attachment page, media file, an outside URL or “none”.

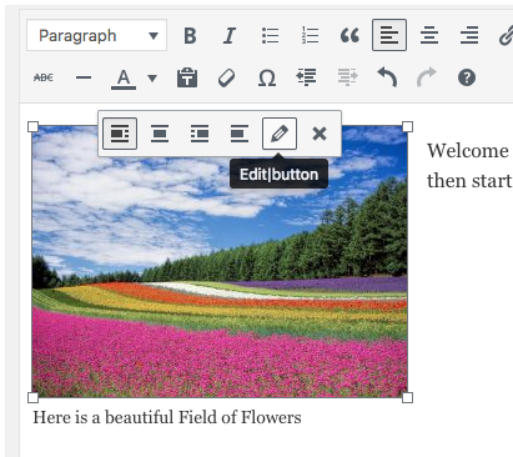
- **Size** – Here you can select a specified size (Thumbnail, Medium, Full Size)



Once you have made the selections for your image, please click on the blue **“Insert into Post”** button at the bottom of the box.

This will place the image in the page in the editor.





If you ever want to change the alignment of your image on the page, a shortcut is to click on the image, which will open up a small box above the image where you can select different alignment and editing options.

If you want to change the Image Details such as the caption, alt text, size, etc., you can click on the pencil shaped “**Edit**” icon in the box. This will open a new window where you can make additional changes to the image.

### Image Details

Caption

Alternative Text


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**DISPLAY SETTINGS**

Align

Size

Link To



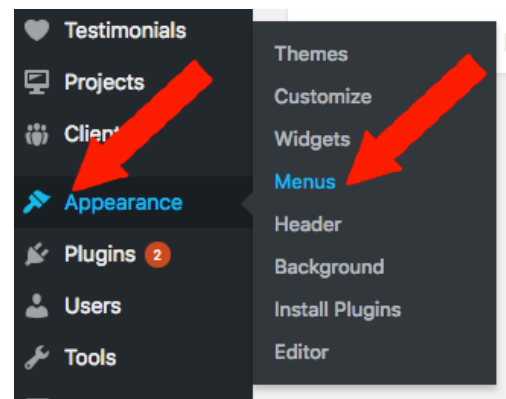


## CHAPTER 7. ADDING NAVIGATION ITEMS

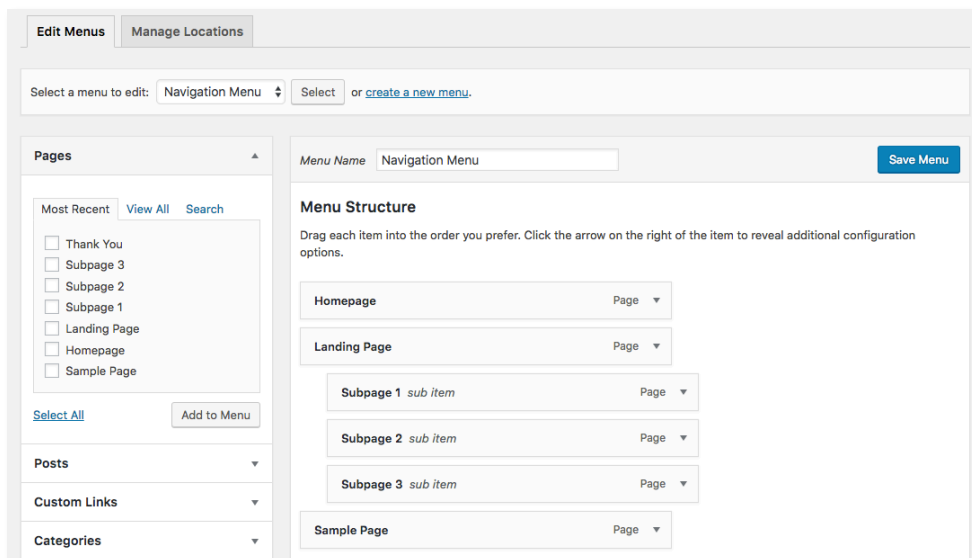


The Navigation Menu is the menu that allows visitors to click from page to page on your website. Updating the Navigation Menu is surprisingly simple with WordPress.

To update the Nav menu, you will first need to log into the WordPress Admin area, then on the Dashboard menu on the left, look for a tab titled "Appearance".

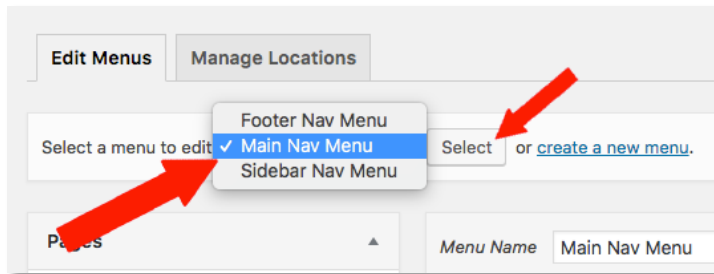


Under the **Appearance** tab, please click on the subtab titled "Menu". This will take you to the "Menu" page, which shows the current menu structures that will appear on your website.



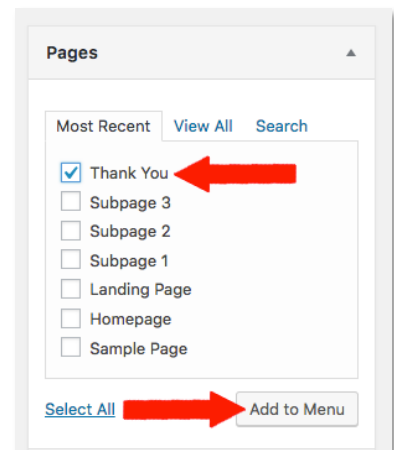
## ADDING NEW ITEMS TO THE MENU

At the top of the **Menus** page, in the “**Edit Menus**” section, please select the menu you would like to edit from the dropdown list. In this case, we will be updating the “**Main Nav**”. Next, you will need to click on the **Select** button that appears to the right of the list of dropdown choices.



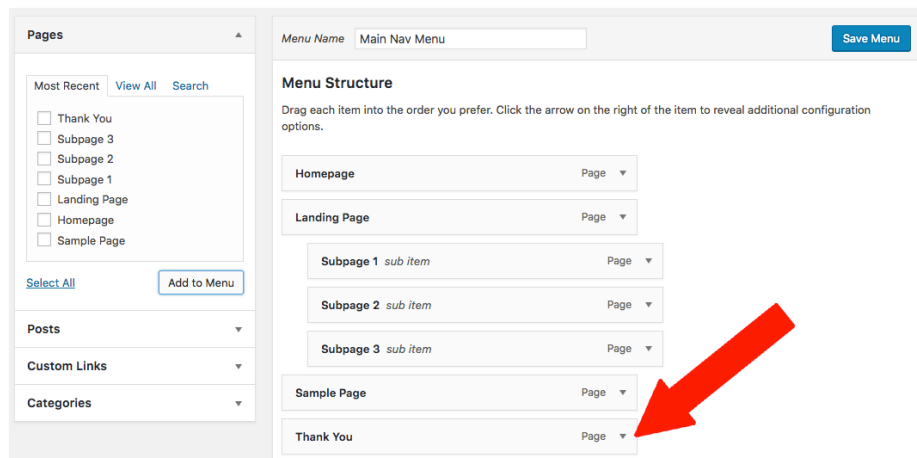
Please note that most WordPress sites have 2–3 menus, which usually appear in the header or footer areas of the site. Before making updates, it’s important to select the correct menu before moving on to the next steps.

After selecting the menu you would like to edit, please go to the section on the left side of the page titled “**Pages**”. This is a list of currently published pages on your website. Here you can select a page from the list to add to the menu. In this example, we will be adding the “**Thank You**” page to the Main Nav Menu.



In the **Pages** section, you will first need to tick the checkbox for the page you want to add to the menu. Then, you can click on the “**Add to Menu**” button.

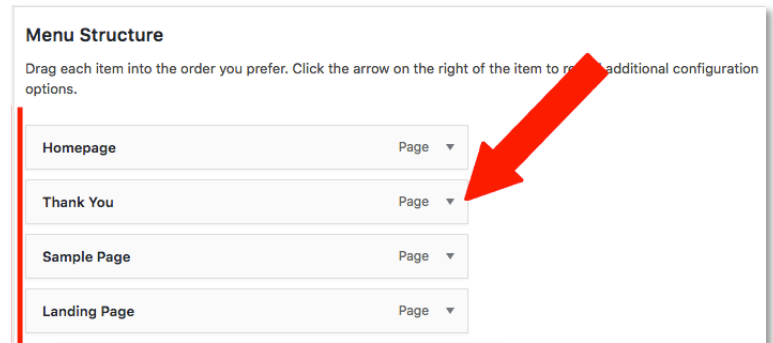
This will insert the “**Thank You**” page into the bottom of the **Menu Structure** section on the right side of the page. The **Menu Structure** displays each of the pages on the menu as individual blocks, which can be dragged and dropped to the preferred order.



Here you can drag the **“Thank You”** page to the desired position in the menu.

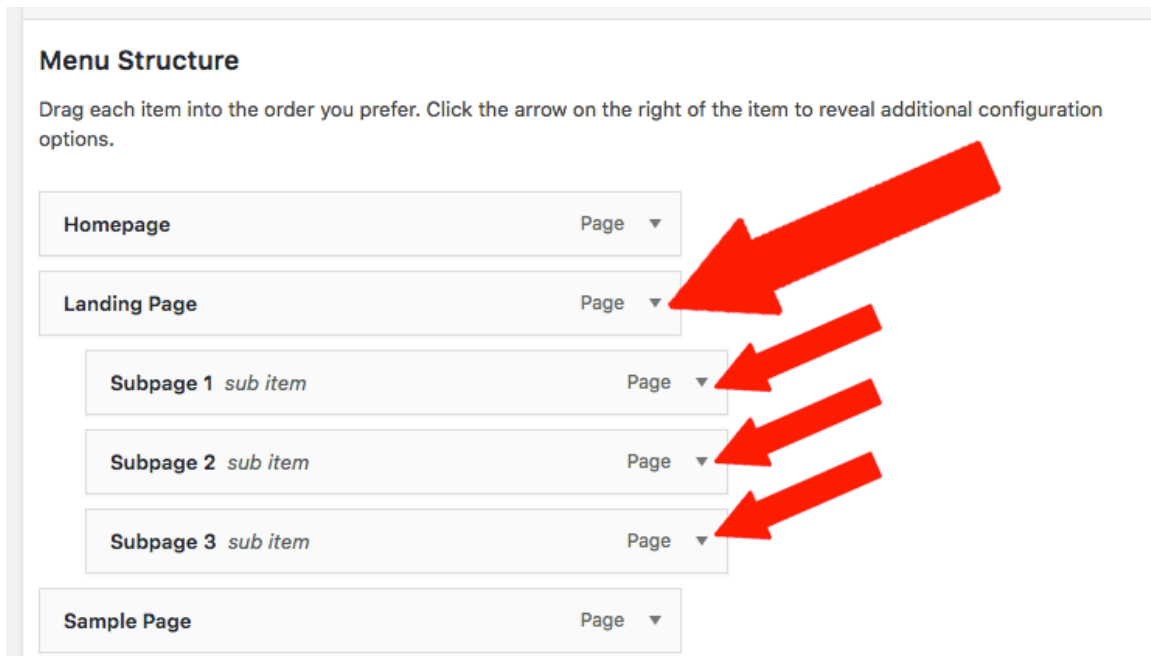
Tip: When dragging and dropping the page blocks, please make sure that the blocks for the top level pages (the tabs that appear on the main row of the site’s Navigation Menu) are all aligned on the left side, and not indented.

Otherwise, this will create subpages, which will be covered next.

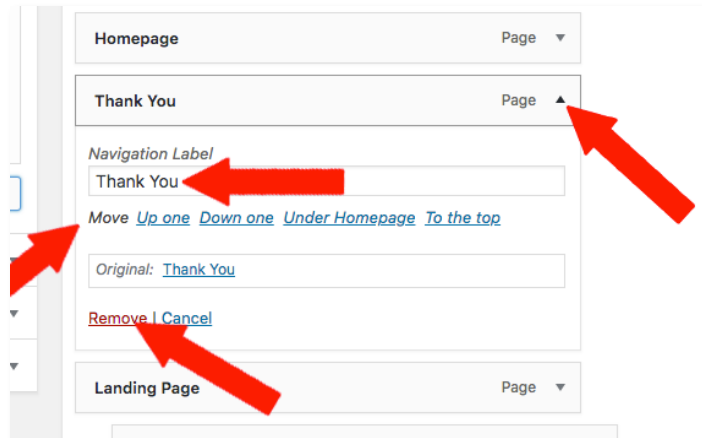


## CREATE SUB-PAGES ON THE MENU

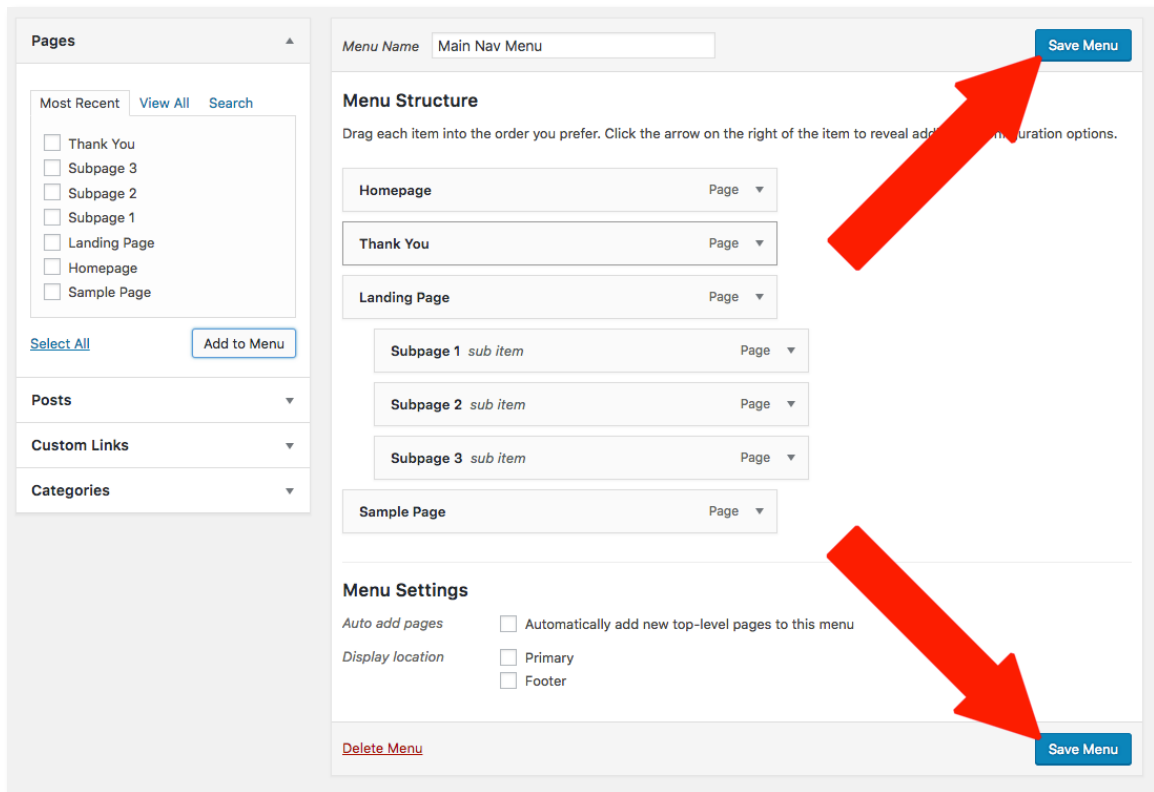
To create sub-page tabs on your menu, you can do this by dragging the page block (sub-page) underneath another block (main page) and nudge it slightly to the right so that it is indented. For example below, the top **“Landing Page”** block has 3 sub-pages (Subpage 1, Subpage 2 and Subpage 3) assigned underneath it.



If you click the arrow on the right side of the page block, you have options to rename your page tab, move it, or you can click **"Remove"** to delete the page block from the menu structure.



To save your changes and make your new Page Tab live on the site's Navigation Menu, please click the blue **"Save Menu"** button at the top or bottom of the page.



## CHAPTER 8. ADDING PLUGINS



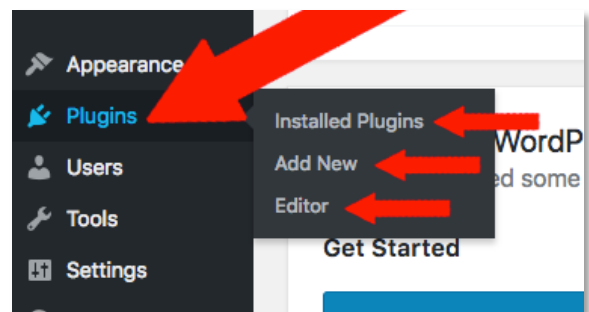
### WHAT IS A PLUGIN?

Plugins are extra programs that function as additions to your WordPress site that can perform a variety of functions. While plugins are technically optional, they may be installed to perform a variety of functions, such as delivery of contact forms, tracking site analytics data, adding a shopping cart, and more.

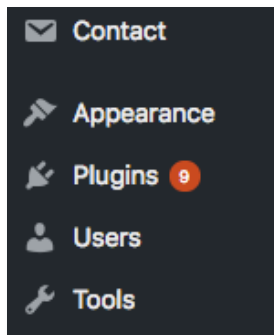
WordPress developers are always creating new plugins and releasing them to WordPress site owners to enhance their site's capabilities. If you would like your website to perform a new function, we will likely be able to help make this possible, by installing and configuring a plugin.

### LOCATING THE PLUGINS AREA ON YOUR SITE

To access the Plugins menu on your site, you will need to be logged into the WordPress Admin. On the Dashboard Menu that appears on the left side of the screen, look for the tab titled "**Plugins**". Please note that in order to install or configure plugins on your site, you will need to be assigned with an "Admin" user role in WordPress.



**IMPORTANT:** Before installing or updating any plugins on your site, we strongly recommend checking with 515 Media first, as plugins can affect vital site functions, and tampering with these can potentially disable your website.



## PLUGIN UPDATES

From time to time, you may notice that one or more of your plugins on your site will need to be updated. This will be indicated by a small orange circle to the right of the Plugins tab on the Dashboard Menu. Inside the circle will be a number, which indicates the number of plugins currently installed on your site that are in need of updating.

We do generally recommend that you keep your plugins up to date, as leaving old versions installed does not allow them to function with the newest scripts in mind, and in extreme cases, can expose your site to malware or malicious scripts written to compromise older software.

If you are currently enrolled in one of the 515 Media Managed Hosting plans, we handle plugin updates for you automatically. We will safely update your plugins when new updates become available.

If you do wish updating one of your plugins manually, we strongly recommend contacting 515 Media or another developer who can assist you with the process to make sure it is performed safely.

## CHAPTER 9. MANAGING USERS

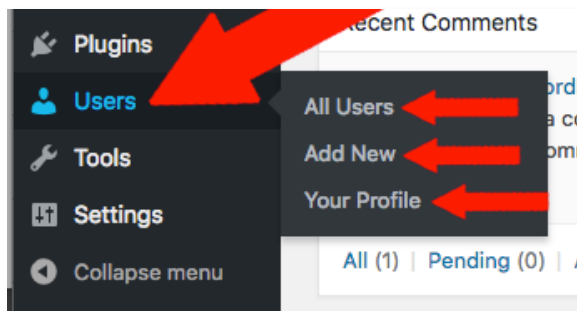


### WORDPRESS USERS





WordPress allows you to add users with various levels of access to the Admin center of your website. Here you can set up new users, change passwords for current users, update user roles and more.

To access the **User** section of your website, you will need to be logged in with a username that has been assigned the role of an **Administrator**.

Once you are logged in, please go to the Dashboard Menu on the left side, and look for the tab titled **"Users"** (this should appear towards the bottom of the list of menu items). Here you will see the following 3 subtabs for "All Users", "Add New" and "Your Profile".

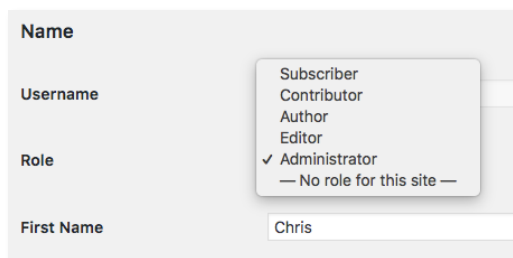
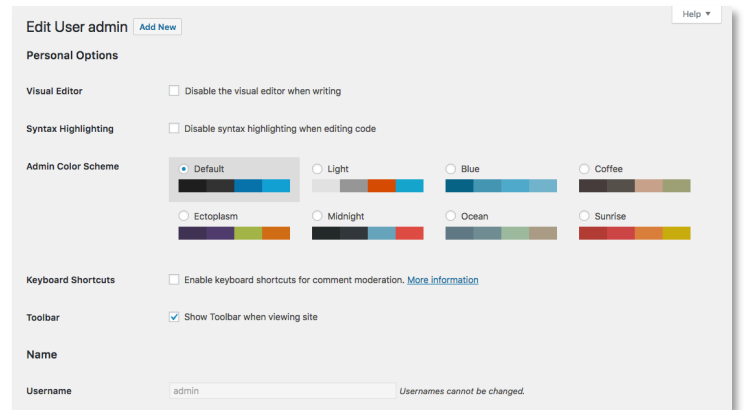


If you click on the **All Users** tab, you will see a list of each user that has permissions to log-in and administer your WordPress website. On the left hand column you will see the usernames listed, and on the right side, you will see the email addresses and user roles assigned to each person.

<input type="checkbox"/> Username	Name	Email	Role	Posts
<input type="checkbox"/>  admin	—	donotemail@example.com	Administrator	0
<input type="checkbox"/>  chris	Chris C	chris@515media.com	Administrator	2
<input type="checkbox"/>  dev	—	dev@515media.com	Administrator	0
<input type="checkbox"/>  elissa	Elissa D	elissa@515media.com	Editor	1

## MANAGING USERS

To manage a user, please click on the username of the user you wish to manage. You will then arrive on the “**Edit User**” screen. Here you can select from a number of options, each of which will only affect that specific user. For example, you can disable the visual editor, change the administrator center color scheme for that user only and much more.



If you scroll down further on the page to the “**Name**” section, you will see a “**Role**” dropdown menu. Here you can select a role for the user, which depending on your WordPress site settings and plugins, could contain a different number of roles.

Some roles such as **Subscriber** and **Contributor** are ideal for when you do not want to give a particular user any abilities to edit any pages of the site.

## COMMON WP USER ROLES

**Subscriber** – Is used to only store user data, allow posting of comments, and grant the user access to different areas of the front-end of the website.

**Contributor** – Can write and edit their own posts, but their posts must first be approved by someone with a higher permission setting in order for them to be published.

**Author** – Can write, edit and publish their own posts, but they cannot modify or publish other users posts.

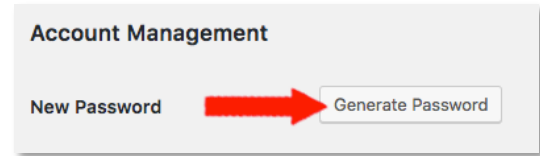
**Editor** – Has the ability to access, edit and publish all post and page content. However they cannot access plugins or much of the website framework itself.

**Administrator** – This role is the most powerful, and should only be granted to someone on your team that your trust implicitly, as they will have the ability to make major modifications to the website.

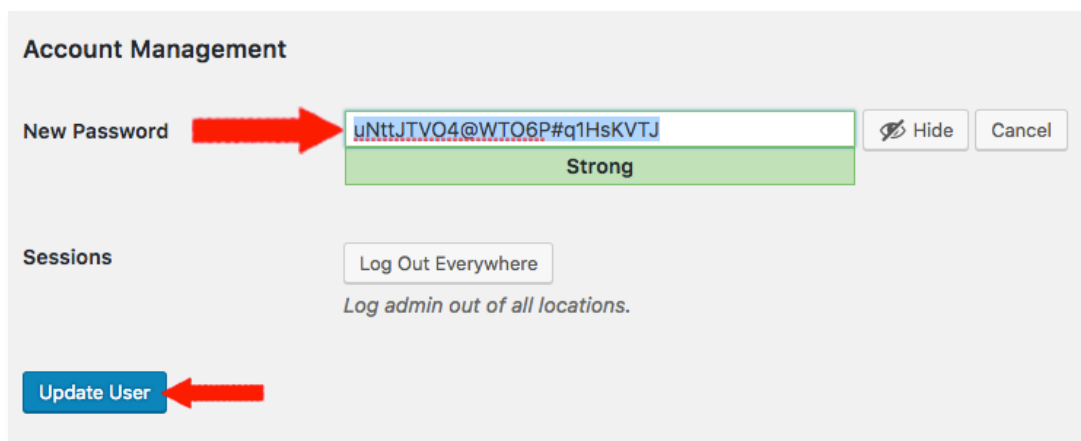


## UPDATING USER PASSWORDS

Further down the **Edit User** page in the **Account Management** section, you have the ability to change and update the user's password by clicking the "**Generate Password**" button.



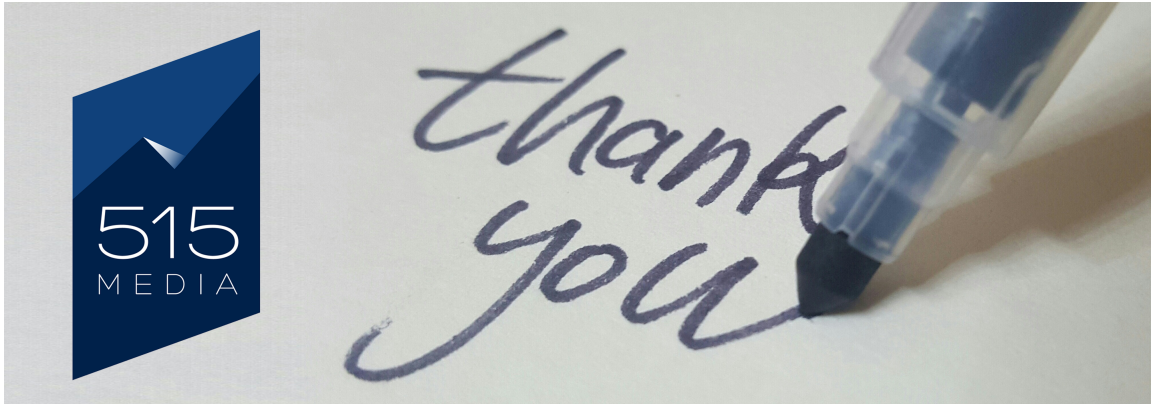
In this box, a new secure and randomized password will be generated and displayed. Please make sure to copy this password and store it somewhere safe. After you have generated the password, please click on the blue "**Update User**" button to save your changes.



**NOTE:** We strongly recommend you use the password generated by WordPress, because it is long and contains many alphanumeric characters that will create a secure password that is difficult to guess or hack.

However, if you want to use a different password instead of the generated password, you can type your new password into the box. To ensure that your password is secure, please create a complex password that contains a mix of uppercase/lowercase characters, numerals and symbols. As you type your new password in, WordPress will let you know its level of security.

## CHAPTER 10. FINAL THOUGHTS



We hope you have enjoyed this guide and found it to be useful as you are learning how to use WordPress to manage your website. If you have any questions, please feel free to contact us anytime. We are always happy to help.

From all of the 515 Media team, we look forward to your success in your online business venture!



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