



BERKSHIRE HILLS EISENBERG

WORDPRESS USER GUIDE

Version 1 – Prepared by Nick Riotto – 12/14/2014

IMPORTANT ADVICE

While it is 829 Studios' policy to grant our clients full editing capabilities over their website, there are several components we ask you **NOT TO ALTER OR EDIT**:

- DO NOT update your version of WordPress, even if prompted. Updating WordPress without first backing up your website and settings may cause broken functionality or content loss.
 - 829 Studios does not typically update WordPress versions unless new security features are released.
- DO NOT update plug-ins, even if prompted.
- DO NOT add new plug-ins; please have our team install those for you.
- DO NOT grant "Administrator" access to anyone at your organization who doesn't need it. For staff members who simply need to edit content, please only grant them "Author" access.
- DO NOT make changes to the core theme (ie: the HTML or CSS not directly editable in the sections outlined in this guide). We keep back-ups of your site's code, and if you make theme changes unilaterally, our versions will be out of sync.
- DO NOT make changes to sections not specifically outlined in this guide.

ACCESS & USERS

Admin Access

You can access your WordPress admin section at the following address: <http://bhecamp.org/wp-admin>

Each user at your organization should have a unique user name and password which are distributed on an individual basis (see Users section below).

Users

Management

Admins can add/edit/delete users at any time via the "Users" section of WordPress.

Roles & Capabilities

Admin role and capability information can be found here: http://codex.wordpress.org/Roles_and_Capabilities

PAGES

Subpages

All subpages can be edited via the “Pages” section of WordPress.

Basic Editing

- Controlled via the main rich text editor in WordPress.
- For instructions on basic Page content editing, please reference <http://codex.wordpress.org/Pages>.

Images

- For Photos, reference instructions here: http://codex.wordpress.org/Inserting_Images_into_Posts_and_Pages
- When inserting subpage body photos, use the “Medium” size option to maintain consistency.
 - This sizes the image to a consistent 410 px wide throughout the site.
 - Ideally, images will be cropped to 410 px wide before getting added to WordPress.
- By default, images will contain a wood border. You can remove the wood border by editing the CSS class of an image and inserting the word “frame”.

Documents

- For Documents (PDFs, Word Docs, etc.), reference: <http://en.support.wordpress.com/uploading-documents/>

Shortcodes

Shortcodes can generate graphical elements without programming help. You can see shortcodes by selecting the “Subpage” Page.

Wood Frame Around Photos

- Occurs automatically on all images.

Tables

Tables are created using the TablePress plugin available in the left menu.

Documentation can be found here: <https://tablepress.org/documentation/>

Buttons

- `[button color="green" url="#"]Button text[/button]`
- `[button color="blue" url="#"]Button text[/button]`
- `[button color="red" url="#"]Button text[/button]`

Replace “#” with the URL you’d like the button to link to (ie: <http://www.829studios.com>).

Line Breaks

`<hr />`

Small Galleries/Photo Slide Shows

These are the smaller galleries where text can wrap around.

- `[slideshow id="XXX" align="right"][/slideshow]`
- The slideshow ID number (XXX) can be found in the “Galleries” section of WordPress.
- Align options are “left” and “right”. Text will wrap around the gallery accordingly.
- Gallery images should be cropped to 810 × 540 px (they will scale down to fit the frame).
- If you do not want text to wrap around a gallery, use the shortcode `[clear]`.

Large Galleries/Photo Slide Shows

These are the larger galleries that span the full width of the body content area.

- `[slideshow id="XXX"][/slideshow]`
- The slideshow ID number (XXX) can be found in the “Galleries” section of WordPress.
- Gallery images should be cropped to 810 × 540 px.

Two Column Text

- Start with: `[one_half type="first"]`
- Insert after first column: `[/one_half]`
- Insert before second column: `[one_half]`
- Insert after second column: `[/one_half]`

Accordions

- Start an accordion with: `[accordion title="Title"]`

- Enter your content: **Lorem Ipsum is simply dummy text of the printing and typesetting industry.**
- End an accordion with: [/accordion]

Block Quotes

- Use the “Blockquote” style available in the rich text editor.

Header Image

Each subpage has a header image at the top. This image should be cropped to 1920 x 400 px before getting inserted into WordPress.

Hierarchy

The page’s position within the site should be set by the Page Attributes -> Parent.

Note that Pages are not automatically added to menus. You must manually add new Pages to the menu system (see below).

Search Engine Optimization (SEO)

- SEO meta data can be added via the All in One SEO editor at the bottom of the Page editor.
- If no title tag is inserted, the Page’s title will be used.
- Meta descriptions should be added for all Pages.
- Keywords are not necessary as none of the major search engines use them anymore.

Left Menu

When using the “Default Template,” the menu that appears on a given page is selected when editing the Page via the Page Sidebar Options -> Choose Menu field.

Editing menus is explained below.

Calls to Action

Calls to Action are the colored buttons below the menu.

- The Calls to Action are edited via the Appearance -> Widgets -> Page Widget Area section of WordPress.
 - Label refers to the text that will appear on the button.
 - Label Color refers to the background color (options are: blue, green, red).
 - URL refers to the link of the button.
 - Image ID refers to the Media ID number (available in the Media section of WordPress).
 - Show Widget for allows you to set which widgets appear on specific pages (this is used in the Group Rentals section specifically).

Homepage

Edited via Pages -> Home Page unless otherwise noted.

Image Rotator

- Edited via the “Image Rotator” section of WordPress.
- Image rotator dimensions should be 1920 x 694 px.
- The slide order is determined by the “Order” field.
- Text overlaid on an image is controlled via the “Rotator Text” field.

Calls to Action

- Edited via the “Calls to Action” section of WordPress.
- The text label on the leather is controlled by the title field.
- The URL can be set via the “Call Link” field.
- Label Color refers to the background color of the call to action.
- The image is controlled via the Featured Image field. Dimensions are 150 x 150 px.

Center Text

- Edited via the rich body text editor on the Home Page.

Countdown to Camp

- Edited via the “Camp Date” field in the Theme Options section fo Wordpress.

MENUS

Standard Menu

- The contents of the standard menus are set via Appearance -> Menu.
- For detailed instructions on editing menus, reference:
http://codex.wordpress.org/WordPress_Menu_User_Guide
- The following menus are controlled via Appearance -> Menu:
 - All subpage left menus.
 - Main Navigation
 - Main Mobile Navigation
 - Top Navigation
 - Footer Quick Links

Header Top Right Green Buttons

- Controlled via the “Options” section of WordPress.

MORE OPTIONS

Social URLs

Controlled via Theme Options -> Social.

Footer

Affiliate logos controlled via Options -> Footer.

Menu controlled via Appearance -> Menus.