



SITE ADMINISTRATION

URL www.eldercorp.com/wp-admin
DATE 11/10/2015



HOW TO LOG IN

Login as an admin:

1. In your web browser, go to www.eldercorp.com/wp-admin
Note: While in development, you can access the site at:
<http://eldercorp-stg.elasticbeanstalk.com/wp-admin>
2. Enter your username and password

CREATING AND EDITING PAGES & POSTS

Create a new post:

1. Click on the 'Pages' tab on the left
2. Under the menu, choose 'Add New'
3. Type your page title in the top-most bar
4. Begin typing new content in the 'Main content' area
5. All page content and photos go into the large editor area
6. To use subheads, under 'Format' dropdown, choose:
Heading 3 for large, gold subheadings
heading 4 for black subheads

Ordering pages

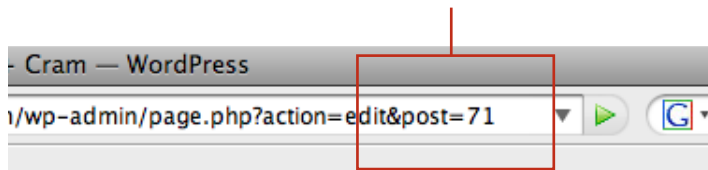
7. On the right column, under 'Page Attributes', select a parent page (i.e.: page that this new page will fall under.)
8. To reorder these pages in the side navigation, drag and drop the order in the page listing view.

GET PERMALINK

To link to another page, enter:

[permalink href="XX"]Link[/permalink] where XX is the page id of the other page.

This can be found in the address bar when you are editing said page.



ADDING MEDIA TO PAGES

Adding images to header (pages only):

1. Using the provided Photoshop template, create an image that is 1000px wide by 450px tall, 72 dpi, 'Save for Web,' PNG format. Note: the template has a transparent space on the right, this is normal.
2. While logged into the website admin, navigate to the post where you'd like to add the image.
3. In the right sidebar, under 'Featured Image' upload the image created in step 1.
4. Press 'Update' to save.

Adding images into page content:

1. While editing in the content window, press the 'Upload/Insert Media' icon (it is at the top of the page, directly under the page title and 'Permalink')
2. From the following pop-up window you can either:
From Computer: Add a new image from your computer
Media Library: Use an image that is already being used in another content area
3. Select your image either from your hard drive or the gallery (if it has been used before)
4. Choose align right or align left
If you wish to not have these as part of the image, select 'None' for alignment
5. Next to 'Link URL', press the 'none' button
6. Click 'Insert into post'

Adding videos:

1. Upload your video to YouTube.
2. After the video has been uploaded, copy the URL from the address bar on the new video's page.
3. Log back into the admin area and go to the page where you wish to add your video.
4. Paste the URL that you copied above. Note: Ensure that the link is not hyperlinked in the content (i.e.: underlined). If it is, press the 'Unlink' button (looks like a broken chain).
5. This video file will then be placed in your page's content area.

Adding documents (pdf, doc, ppt):

Documents are considered media, and can be uploaded similarly to images above. After the pdf has been uploaded, it will appear in the content as a text link of its title. To change this link, simply type over the default title. (Limited to Word Docs, PDFs, PowerPoint files and not to exceed 20 Mb. Larger documents or unusual files may need to be hosted via another service such as Dropbox or Google Drive)

HOMEPAGE SLIDER

1. To update the homepage top 'slideshow' of images, first create your images. Using the provided Photoshop template, create an image that is 2400px wide by 1602px tall, 72 dpi, JPEG format.
2. Log into the admin and find 'Gallery' in the left navigation. Press the 'Add New' button.
3. Type a reference title for this slide in the top 'Title' area.
4. In the main content area, type the subtitle that falls below the main slide title. Using the 'Link Text' button in the text editor, make this text link to the appropriate page.
5. In the left sidebar, under 'Featured Image,' upload the image created in step 1.
6. Scroll down to the 'My Post Section Title' area. Type the title text you'd like to appear for this slide. Add paragraph breaks if the title runs to multiple lines. For example:
"Dozing on the Job is Completely Acceptable" should be typed as:
Dozing on
the Job is
Completely
Acceptable
7. Press 'Publish' or 'Update' to save.
8. These slides can be re-ordered by dragging and dropping the order on the list page.

HOMEPAGE CONTENT

Follow the steps below to edit various content regions on the homepage. First, log into the admin and under 'Pages' select 'Home.'

Blue Content Area ("It's Our Name...")

1. To update this content area, type your new text in the main content area. For the bold, yellow text, use Heading 2, all capitals. To make selected text white, make the Heading 2 use the 'italic' style.
2. For the content text in this area, type it on a new line.
3. To add a link, put the link text on a new line and link it to the correct page.

Employee Area ("We Turn Over Dirt...")

1. First, create the portrait photo (800px by 636px, PNG format).
2. Log into the admin and scroll down to the 'My Post Section Title' area.
3. Upload the photo using the (+) Plus button.
4. In the 'Testimonial Text One' area, type the title of this area (e.g. "We turn over dirt, not our employees").
5. In the 'Testimonial Text Two' area, type the subtitle text (e.g. "Tim Smith </br> 40 Years</br> at Elder")

Video Preview Screenshot

To update or edit the video screenshot, create an image that is 3255px wide by 1785px tall, JPEG format. Upload this in the 'Video' section on the homepage. Note: The source of the video is accessible via the CMS.

EQUIPMENT GALLERY

1. To add a photo gallery to a project, first create your images (up to 1000px wide or tall) and saved as 72dpi JPEG format.
2. Navigate to the 'Equipment' page and scroll down to the 'Equipment Gallery' area.
3. Press the 'Add Images' button to add more photos to the gallery.
4. These images can be re-ordered by dragging and dropping the order.
5. Press 'Update' to save.

MANAGEMENT

1. To add new 'Leadership' people to the website, first create use the Photoshop template to create two profile images that are 700px wide by 320px tall, 72 dpi in JPEG format. One is a 'Left facing photo,' for when the photo is on the left (the person should be orientated on the right) and 'Right facing photo,' for when the photo is on the right. Depending on the order of Management will determine if odd (left) or even (right) is used.
2. Log into the website admin and under 'Management' choose 'Add New.'
3. Add the person's name as the title and their short bio in the main content area. Note: the bios should be between 20-55 words in length.
4. In the right sidebar, upload the profile photo (created above) as the 'Featured Image.'
5. Press 'Publish' or 'Update' to save.
6. To reorder the positioning of the leadership, drag and drop the order on the 'Management' listing page in the admin.
7. To update the text on the 'Management' page, log into the admin and edit the content in the main content area.

CONTACT GRID

1. To add new 'Leadership' people to the website, first create use the Photoshop template to create a profile image that is 600px wide by 300px tall, 72 dpi in JPEG format.
2. Log into the website admin and under 'Contact' choose 'Add New.'
3. Add the person's name as the title and their short bio in the main content area.
4. In the right sidebar, upload the profile photo (created above) as the 'Featured Image.'
5. Scroll down to the 'Contacts Information' area.
6. Add the person's title, phone and email address.
7. Press 'Publish' or 'Update' to save.
8. To reorder the positioning of the leadership, drag and drop the order on the 'Contact' listing page in the admin.

SUPPORT

After the site has been launched, any changes or issues can be sent to support@flyinghippo.com where our team of technicians will respond as soon as possible with suggestions and solutions. Support fees may apply.

CREATING WORDPRESS ACCOUNTS

The permission level determines what the user can do in Wordpress:

- Site Administrator – An administrator can create pages, posts and users.
- Editor – An editor is the same as Site Administrator except an editor cannot change users.
- Author – An author can do basic post creation, editing, and publishing. Authors cannot work with pages, only posts.
- Contributor – A contributor is an Author that cannot publish, which means they can only create and edit. This is a good starting point if you want to control who or when posts are published.
- Subscriber – A subscriber can only read posts and creating subscriber accounts is generally not needed since anonymous users can read public sites.

More in-depth explanation of roles is explained on Wordpress' site:

http://codex.wordpress.org/Roles_and_Capabilities

Determining the permission level depends on what the user is supposed to do and how much responsibility is to be bestowed. Start with Editor if the user does not need to create other user accounts or if your Wordpress site uses pages; start with Author if your Wordpress site does not use pages (uses only posts); and start with Contributor if you wish to control if/when their posts are published.

Once these six pieces of information are known then it is time to create the account:

1. Log into the admin page for Wordpress
2. Click on "Users" on the left
3. Click "Add New" either on the left or above the listed users (it is the same link)
4. Fill in the new user information:
 - Enter in the Wordpress username, first name, last name, email, and password.
 - The "Website" is not required but you may set this to your website
 - If you chose a random password you may leave the "Send Password?" checkbox checked or if you prefer to not send a password through email you should uncheck this and convey the password to the user in some other way
5. Choose the desired role (again: Editor is a good starting point)
6. Click "Add User"