

WordPress Tutorial

Covers WordPress Multisite version 4
Hosted at UW-Madison Russell Labs

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Russell Labs Computing

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How to Get Help

Email webeditor@russell.wisc.edu for questions about your WordPress site.

Quick Start

1. Log into WordPress

1. Open a web browser and enter the URL for your site followed by /wp-login.php

Example:

To log into a site named smith, type:

<http://labs.russell.wisc.edu/smith/wp-login.php>

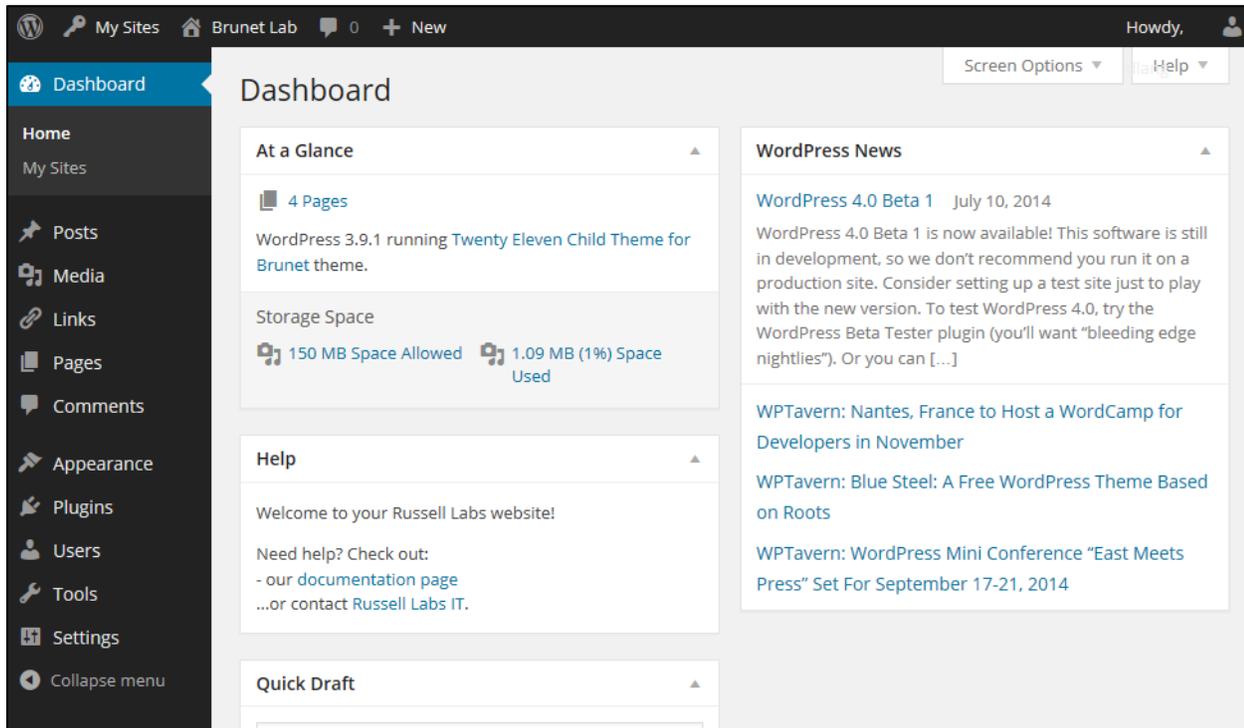
The login window opens:



Enter your username and password. These are not your email or NetID credentials. If you have problems email webeditor@russell.wisc.edu.

Tip: Notice the Lost your password link on the image above – if you forget your password, you can click the link and have WordPress generate a new password for you. WordPress emails the password to whatever email you recorded in your Profile (see step 2).

2. The WordPress Dashboard opens:

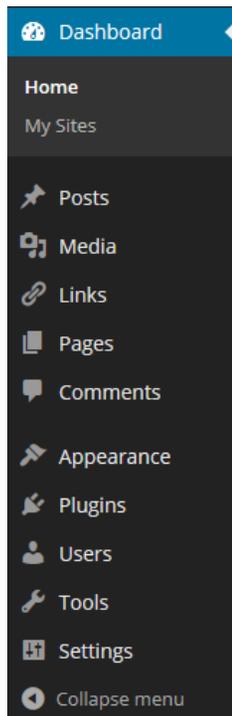


You are now in the WordPress administration screens, used to create and edit your site content.

2. Set Your Password and Name

Make sure to change your password the first time you login to your WordPress account.

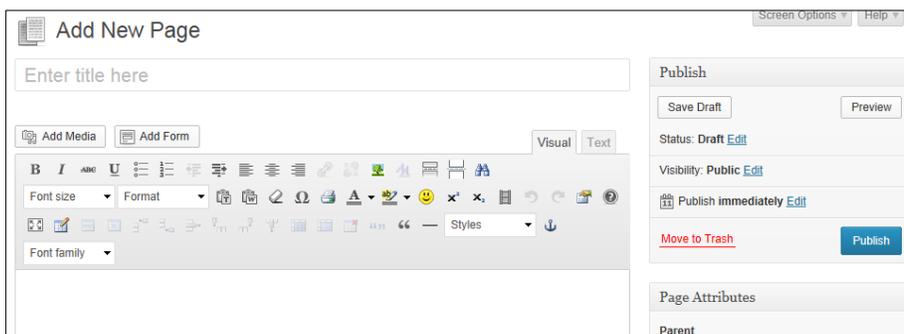
1. On the left side of the Dashboard window is the Dashboard menu:



2. Click Users and choose Your Profile from the popup menu.
3. The Profile window appears.
4. In the Name section, enter your first and last names.
5. In the About Yourself section, locate the New Password box.
6. Click in the New Password box and enter a new password. The Strength indicator will show you if what you type is a weak password. NEVER USE A PASSWORD WORDPRESS RATES AS WEAK.
7. Click Update Profile.

3. Create and Publish Your First Page

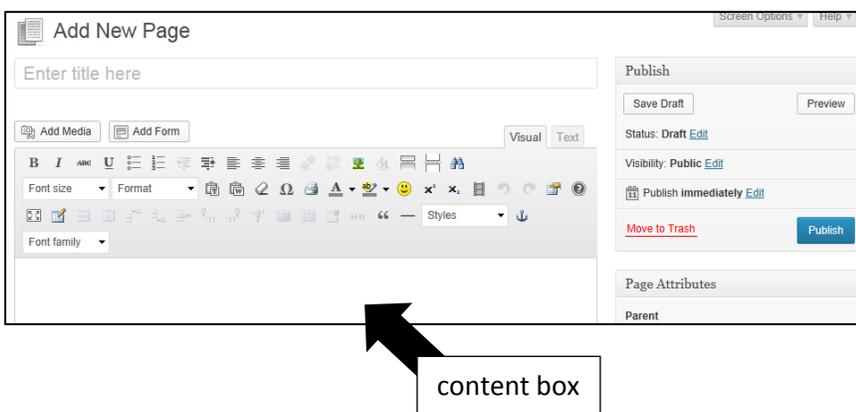
1. On the Dashboard menu, located and click Pages.
2. Choose Add New from the pop-up menu.
3. A blank page appears:



4. Click in the empty box below Add New Page.
5. Enter a title for the page – this will appear at the top of the page.

Note: Page names should be unique.

6. Click in the content box:



7. Type or paste text into the content box. If you copied text from Microsoft Word, do not paste directly into the content box – click the Paste from Word button on the toolbar above the content box:

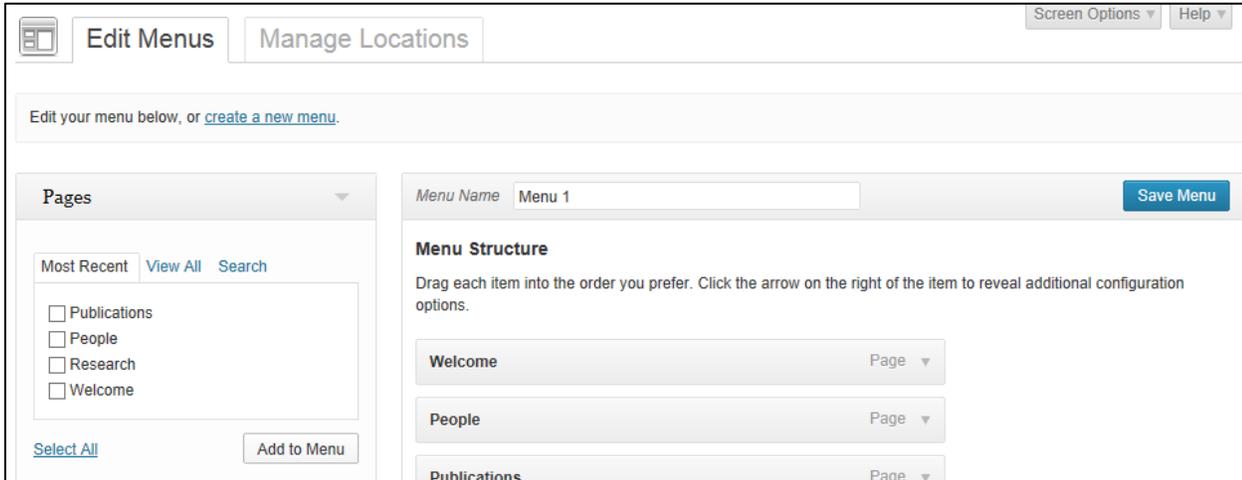


8. In the Publish box to the right of the content box, click Publish.

4. Add Your New Page to the Website Menu

You have saved and published your new page, but you need to add a link to your site menu so visitors can find the page.

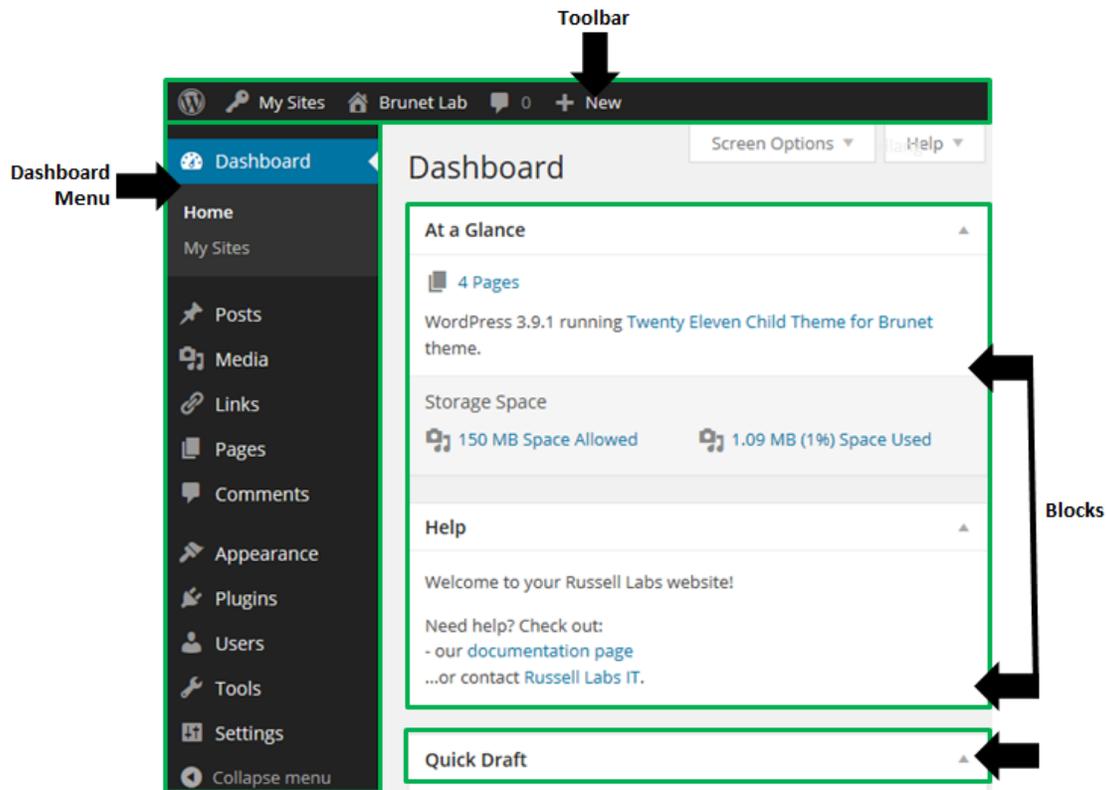
1. On the Dashboard menu, locate and click Appearance. Choose Menus from the popup menu.
2. The Edit Menus page appears:



3. In the Page box, click the checkbox next to the page you just created.
4. Click Add to Menu. A menu entry named after the page appears in the Menu box in the right column.
5. Click Save Menu.

Dashboard

The Dashboard is the control panel for your website. It's the landing page you arrive at when you login to WordPress:



Dashboard Menu

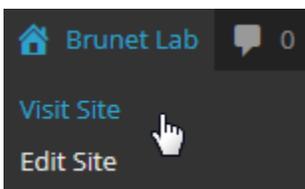
The Dashboard menu appears on the left of all pages inside the WordPress Administration screens.

The menu provides quick links to create content (Pages) and customize your site (Appearance, Users, Tools and Settings).

Toolbar

The toolbar is the black bar that runs across the top of the Dashboard. While you are logged into WordPress, the toolbar will also appear if you view a page. This makes it easy to edit pages and then proof the results.

You can quickly view the “front end” of the website (what the visitors see) by hovering the cursor over the site name on the menu (in the example below, Brunet Lab):



Tip: If you right-click the lab name or Visit Site and choose Open in New Window , you can have both the Dashboard and the website open in separate windows. This makes it easier to make edits, then proof the results.

Blocks

The WordPress Administration screens contain blocks that provide information, change settings, or take action.

Right Now Block

The Right Now box shows you statistics on your content, and the amount of storage space your site uses. If you are running out of space, the Space Used statistic will appear in red.

Help Block

The Help box contains links to our documentation site and to email Russell Labs IT.

Pages

Pages make up the core of your Russell Labs WordPress site. Visitors access pages through the site menu, by using search, or by clicking a link on a page.

Finding a Page to Edit

For sites with less than 20 pages...	For sites with more than 20 pages...
<p>1. On the Dashboard menu, click Pages.</p> <p>The Pages screen appears, listing all the pages:</p>  <p>WordPress lists the pages in alphabetical order by page title.*</p> <p>* if the list does not appear in alpha order, email webeditor@russell.wisc.edu for a workaround.</p> <p>2. Click the page title. The Edit Page screen opens.</p>	<p>1. Open your website in a browser.</p> <p>2. Use the site menu to open the page you want to edit.</p> <p>3. Click the Edit button in the content area of the screen. The Edit Page screen opens.</p> <p>Tip: If you can't find the page on the site menu, try using the Search box to search for the page.</p>

Edit Page Screen

Overview

The Edit Page screen consists of a title box, a content editing box, and number of blocks to change settings and to save the page:

The screenshot shows the Moodle page editor for a page titled "Research". The interface includes a top navigation bar with "Edit Page" and "Add New" buttons. Below the title box, there is a rich text editor with a menu (File, Edit, Insert, View, Format, Table, Tools) and a toolbar. The main content area, labeled "Content editing box", contains a list of "Research Areas" with a sub-section "1. Gene flow by distinct pollinators" that includes an image of a white flower and a bee. The right sidebar contains "Publish" and "Page Attributes" sections. Arrows point to the "Title box", "Content editing box", and "Blocks" (the right sidebar area).

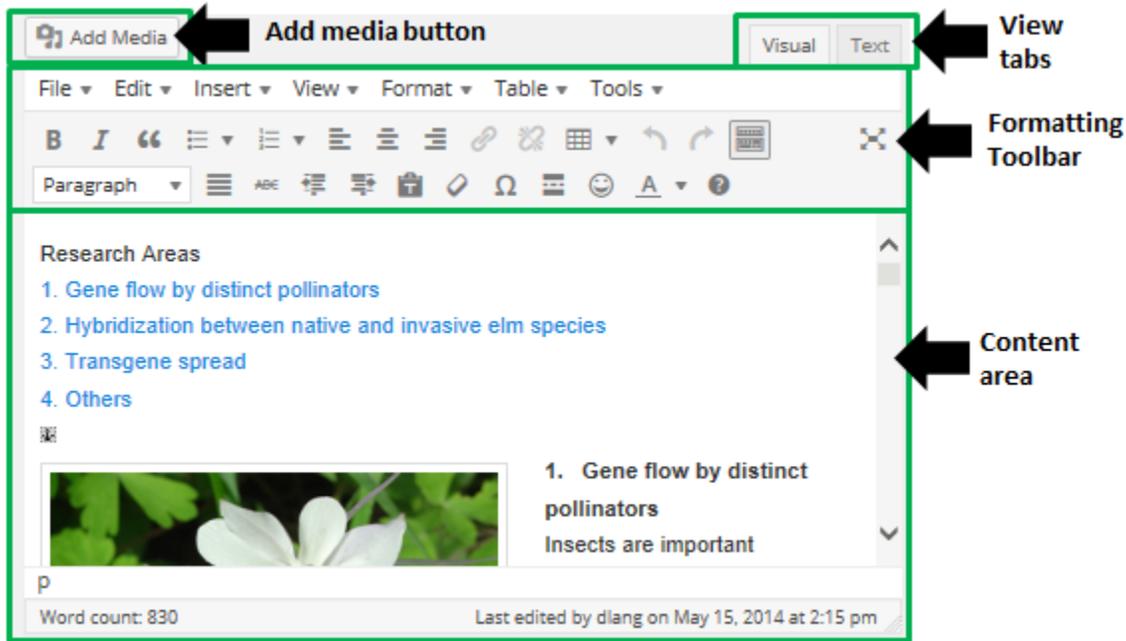
Title

Enter a page title. Page titles:

- can contain punctuation
- can **not** contain formatting (e.g. italics) or symbols (e.g. é)
- must be unique

Content Editing Box

The content editing box has four parts:

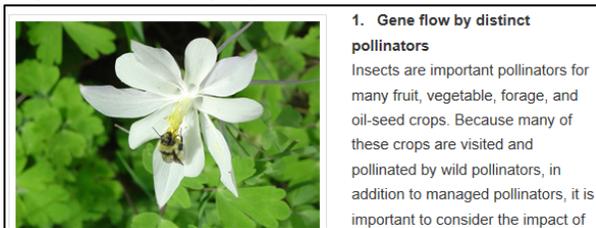


Add Media Button

The Add Media button lets you insert images and link to files (e.g. PDF, Word, Excel).

View Tabs

Page Content Displayed in View Tab:



Use the View tab for editing your page.

Same Content Displayed in Text Tab:

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<p>Research Areas<br /><a href="#gene_flow">1. Gene flow by distinct pollinators</a><br /><a href="#hybridization">2. Hybridization between native and invasive elm species</a><br /><a href="#transgene">3. Transgene spread</a><br /><a href="#others">4. Others</a><br /><a name="gene_flow"></a><br /><strong>1. Gene flow by distinct pollinators</strong><br />Insects are important pollinators for many fruit, vegetable, forage, and oil-seed crops. Because many of these crops are visited and pollinated by wild pollinators, in addition to managed pollinators, it is important to consider the impact of different pollinators on gene flow. This has become especially important when considering the potential for transgene escape from genetically modified crops. As a first step, we used the Rocky Mountain columbine (Aquilegia coerulea) to establish that distinct pollinators differentially disperse pollen. We showed that distinct pollinators can differentially affect the outcrossing rate of plants (Brunet and Sweet, Evolution, 2006) and, using genetic markers, that these different pollinators may differentially move pollen long distances (Brunet and Holmquist, Molecular Ecology, 2009). In
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The Text tab, designed for **advanced users**, looks “under the hood” of WordPress and displays the page content in raw HTML.

Editing Toolbar

The Editing Toolbar appears above the content box and contains a number of icons similar to Microsoft Word’s icons.

Toolbar Icons

The toolbar icons resemble the icons in Microsoft Word. These icons are specific to WordPress and Web tasks:



Changes to distraction-free writing mode - a stripped edit screen.



Paste as plain text – removes formatting from other programs.

Removes text you have applied within WordPress.

Insert a table – tables behave differently in WordPress, contact webeditor@russell.wisc.edu for help.

Styles menu – applies specific WordPress styles to highlighted text.

Toolbar Toggle (a.k.a. “Kitchen Sink” – expands or collapses a second toolbar row.

Keyboard Shortcuts

Undo	Control+Z
Copy	Control+C
Paste	Control+V

Where’d My Icons Go?

The Editor toolbar has two settings: the default, which shows only one row of icons, and the full setting, which shows two or more. If you see only one row, you can click the Toolbar Toggle icon (see above) to display the rest of the icons.

Adding More Icons

You can add more icons to the Editor toolbar by going to Settings..TinyMCE Advanced.

Please do NOT change the settings in the Advanced Options box or enable Link (replaces the Insert/Edit Link dialog) – these settings have other repercussions (some of them nasty).

Editing a Page

Quick Steps to Edit a Page

From inside the WordPress Administration Screens:

1. On the Dashboard Menu, click Pages. The Pages screen appears.
2. Click the name of the Page. The Edit Page Screen appears.

From your site (as the visitors see it):

1. Click Edit.* The Edit Pages Screen appears.

* The Edit link only appears when you are logged into the WordPress Administration Screens.

2. Click in the content area and make desired changes.
3. Click Update.

Pasting Content from Word

1. In Word, select and copy text.

2. In WordPress in the Edit Page screen, click in the content area.
3. Right-click and choose Paste from the popup menu.
4. Click Insert.

Important: You can't copy and paste images from Word – you will need to use the Add Media button.

Important Differences in Formatting Text on the Web

- The Web does not have tabs, hanging indents, or dot leaders.
- Text and objects are positioned proportionately to each other and can move – they are not fixed size or width.
- Text is not underlined for emphasis – underlining is saved for hyperlinks. Bold text for emphasis.
- Italics can be difficult to read on the screen.
- Contrast is **very important** in making text easy to read on a screen. Use black text against a white background, and do not make text medium to light gray.
- Content will reflow according to display size, e.g. huge television screen, desktop computer monitor, tablet, mobile phone.
- The same page will probably look somewhat different across various web browsers (e.g. Internet Explorer, Firefox, Chrome, Safari).

Tip: Simple formatting provides the best results.

Inserting Single Images in the Content Area

NEVER UPLOAD PHOTOS TO OUR WORDPRESS SITES WITHOUT DOWNSIZING THEM FIRST!!

1. Go to Web Photo Resizer - <http://www.webresizer.com> – upload your image and resize it so the width is 585 or less pixels wide. Click “download this image” and save the resized image to your hard drive.
2. In WordPress, click in the content area where you want the image to appear.
3. Click Add Media. The Insert Media screen appears.
4. Click Upload Files. Click Select Files.
5. Locate and select the files. The filename will include _opt. Click Open.
6. The Insert Media screen re-appears, showing the image information in the right panel.
Make sure you chose the optimized image, not the original – check the size – the first number should not be greater than 585 pixels.
7. If you want to wrap text around the image, set the alignment of the image in the right panel through the Alignment drop-down.
8. Click Insert Into Page.

Inserting Multiple Images in the Content Area – Galleries and Simple Slideshows

NEVER UPLOAD PHOTOS TO OUR WORDPRESS SITES WITHOUT DOWNSIZING THEM FIRST!!

1. Go to Web Photo Resizer - <http://www.webresizer.com> – upload your image and resize it so the width is 585 or less pixels wide. Click “download this image” and save the resized image to your hard drive.
2. In WordPress, click in the content area where you want the image to appear.
3. Click Add Media. The Insert Media screen appears.
4. Click Create Gallery.
5. Click Upload Files. Click Select Files.
6. Locate and select the files. The filename will include _opt. Click Open.
7. The Insert Media screen re-appears, showing the image information in the right panel.

Make sure you chose the optimized image, not the original – check the size – the first number should not be greater than 585.

8. Click Create a new gallery. The Edit Gallery screen appears.
9. In the left pane, if desired, drag-n-drop images to rearrange them.
10. In the right pane, choose the number of columns, and the type – Thumbnail Grid or Slideshow.
11. Click Insert Gallery.

Inserting Links to Files (PDF, Word, Excel) in the Content Area

1. Click Add Media.
2. Click Upload Files. Click Select Files.
3. Locate and select the files.
4. The Insert Media screen re-appears, showing the file information in the right panel.
5. In the right panel, enter the link text in the title box.
6. Click Insert Into Page.

“Embedding” - Linking to Images, Videos, and Audio Files Hosted Elsewhere

WordPress can “embed” information from other providers and make it look like it’s housed inside your webpage. It can do this with images, videos, and audio files. Those providers include YouTube, Flickr, Instagram, TED, Twitter and more. To see the full list of files WordPress can embed, visit this webpage: <http://codex.wordpress.org/Embeds>

We do not host videos here at Russell Labs, but we can upload them to our shared area at Vimeo.com. If you have a video you’d like us to upload, email webeditor@russell.wisc.edu and we’ll contact you.

Making a Page “Invisible” While Editing

By default, all pages in your site are visible.

Visitors can find a page through search results on the site, or through search engines.

To prevent premature content release:

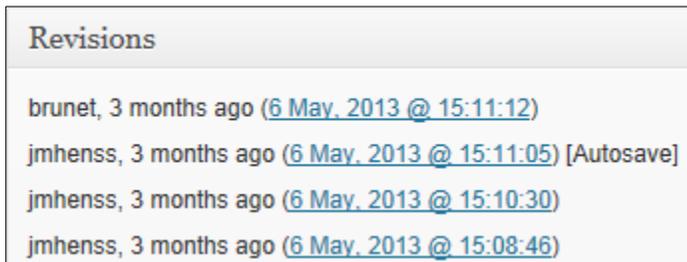
- Do not add pages to the site menu until you’re ready for visitors to view the pages.
- Set page visibility to Private while you are editing the page.

Revisions - Reverting a Page to a Prior Version

WordPress stores a copy of your page each time you click Update. WordPress also “autosaves” the page in case of a power failure or a network interruption.

You can compare prior versions of a page to the current version, and revert the page back to a prior version.

1. In the upper-right corner of the screen, click Screen Options. Click the Revisions checkbox. Click Screen Options again.
2. Scroll down the page and locate the Screen Revisions box:



3. Click a link to display the Compare Revisions Screen:



4. Drag the circle on the timeline slider left. The screen changes to show the different versions side by side, with the changes highlighted in color:

5. To restore this revision, click the blue Restore button in the upper right corner.

Managing Your Site Menu

Adding a Page to the Site Menu

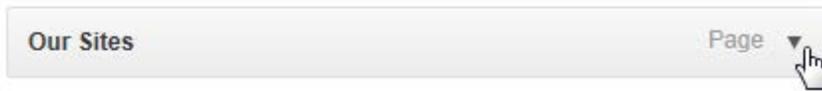
1. On the Dashboard menu, locate and click Appearance. Choose Menus from the popup menu.
2. The Edit Menus page appears:

3. In the Page box, click the checkbox next to the page you just created.
4. Click Add to Menu. A menu entry named after the page appears in the Menu box in the right column.
5. Click Save Menu.

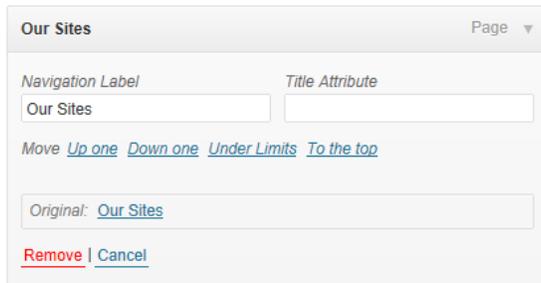
Removing a Page from the Site Menu

When you delete a page, the page menu entry remains. You will need to edit the menu and remove the entry.

1. On the Dashboard menu, locate and click Appearance. Choose Menus from the popup menu.
2. The Edit Menus page appears.
3. In the right block, click the down-pointing arrow for the page:



The block expands:



4. Click Remove. The page menu entry disappears.
5. Click Save Menu.

To learn more about menus, including how to design multi-level menus, see the handout *How to Maintain Your Site Menu* on our [WordPress documentation page](#).

Changing the Appearance of Your Website

Header Images

Most Russell Labs WordPress sites have the ability to display a single image or a series of rotating images to the top of all pages in the site. These images are called header images.

We set the header images for your site at the time we create it. If you would like the header images changed, please email webeditor@russell.wisc.edu.

Matching the Header Image to the Page Topic

Header images are set for the entire site, but can be overridden on a specific page. This is useful when you want the page's header image to relate to the page topic. For example, on a page about owls, you could set the header image to an owl photo.

For details, see the handout *How to Match the Header Image to the Page Topic* on our [WordPress documentation page](#).

Adding an Advanced Slideshow

You can create and insert image slideshows into the content area of a page using the RoyalSlider plugin. Slides may contain images, captions, and even embedded YouTube videos.

For more information, email webeditor@russell.wisc.edu.

Customizing Site Colors

On some Russell Labs WordPress sites, you can customize your site colors.

For details, see the handout *How to Customize Site Colors* on our [WordPress documentation page](#).

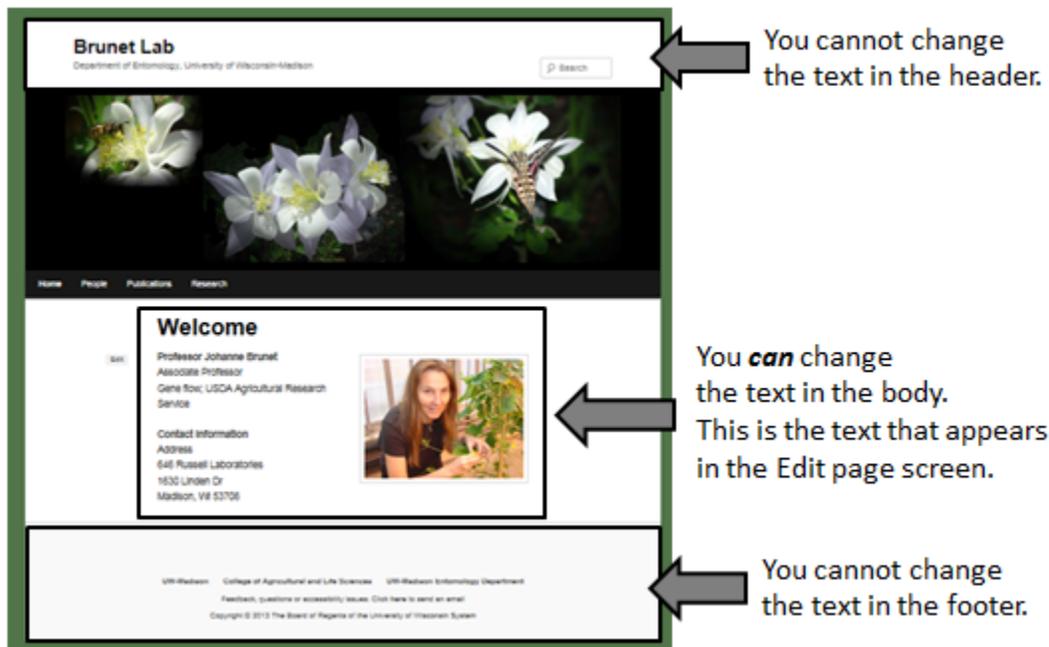
Note: If you want to set a background image for your entire site, please email webeditor@russell.wisc.edu.

Changing the Layout of a Page

Templates

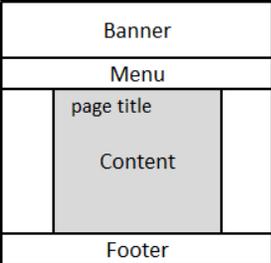
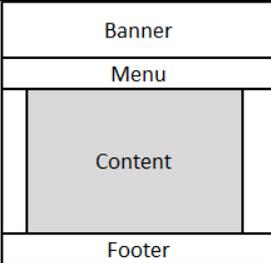
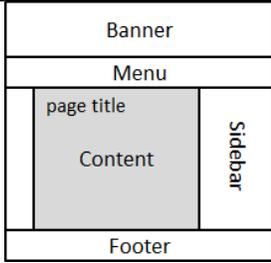
WordPress uses templates to control the look and feel of your site.

Templates control areas such as the default font and colors of your site, and which areas you can edit:



You can choose a different template for a page to change how the page looks. Template choice varies by site, but these are the most common page templates:

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<p>Default template – content is centered, with wide right and left margins.</p>	<p>Showcase template – content is centered, with smaller right and left margins. There is no page title, so you will need to add one at the top of the content box.</p>	<p>Sidebar template – content is shifted to the left, with a wide right margin. The wide right margin contains a sidebar.</p>

Sidebars

A sidebar appears on a page when you choose Sidebar template on the Edit Page screen.

Sidebars can be located on the left or right side of the page site-wide; if you want to switch the side, email webeditor@russell.wisc.edu.

A sidebar can contain widgets - text blocks, calendars, links, and imported content from other websites (called RSS feeds). For a great example of sidebar content, see the PDDC website - <http://labs.russell.wisc.edu/pddc/>

Adding Sidebar Content

Sidebar content is not controlled by the Edit Page screen. To add, edit, or delete sidebar content, from the Dashboard menu click Appearances..Widgets. The Widgets screen appears.

For details, see the handout *Widgets* on our [WordPress documentation page](#).

Adding Additional Features to Your Website

Forms

We can create forms and add them to your website. The forms can be used for contacting you, event registration, data entry for a field research project, or other simple data gathering.

The form software can email the data to multiple email addresses, and save a copy inside your website. It can also email the form submitter with a thank you and further instructions.

For more information, email webeditor@russell.wisc.edu.

Google Calendar

If you currently use Google calendar to keep track of your events, you can add a calendar with those events to your site's sidebar.

For details, see the handout *How to Add a Google Calendar to Your Site's Sidebar* on our [WordPress documentation page](#).

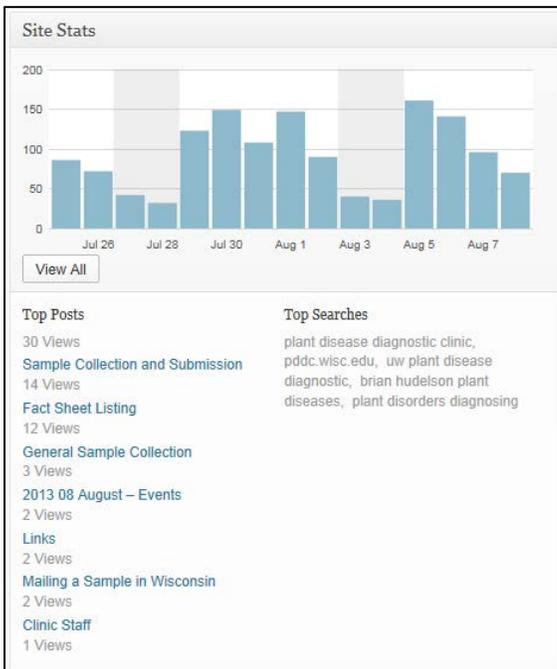
Tracking Site Visitors

After you launch your site, you may want to understand:

- who is visiting your site
- how they found it (links from email, Facebook, search engines, etc.)
- which are the most popular pages

This information is called web analytics.

Our JetPack plugin shows you summary information right inside WordPress:



JetPack can also display more complex information.

Installing JetPack on Your Site

1. Email webeditor@russell.wisc.edu and ask to have the plugin turned on.
2. Following the instructions in handout *How to Setup JetPack* on our [WordPress documentation page](#).