

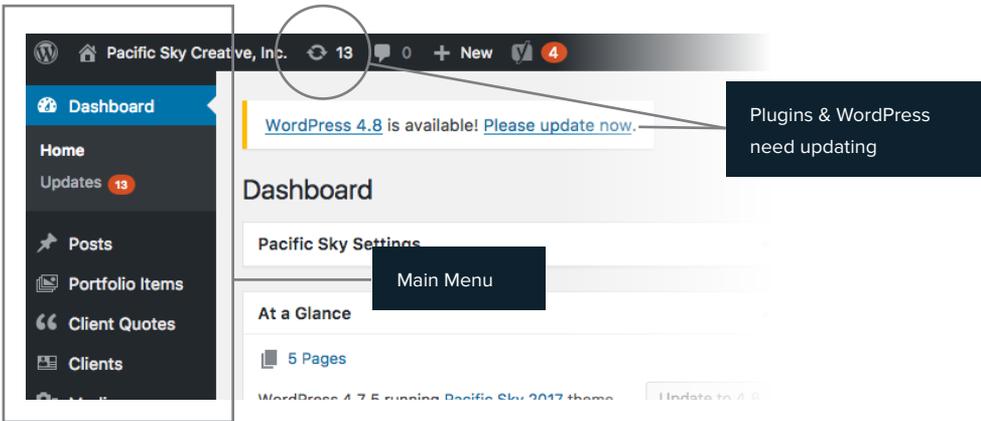
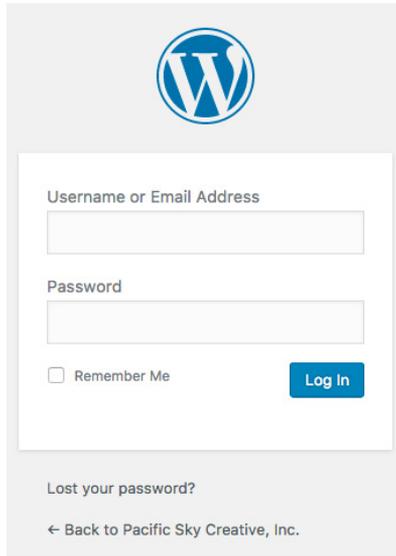
PACIFICSKY

WEB SITE LIFTOFF MANUAL



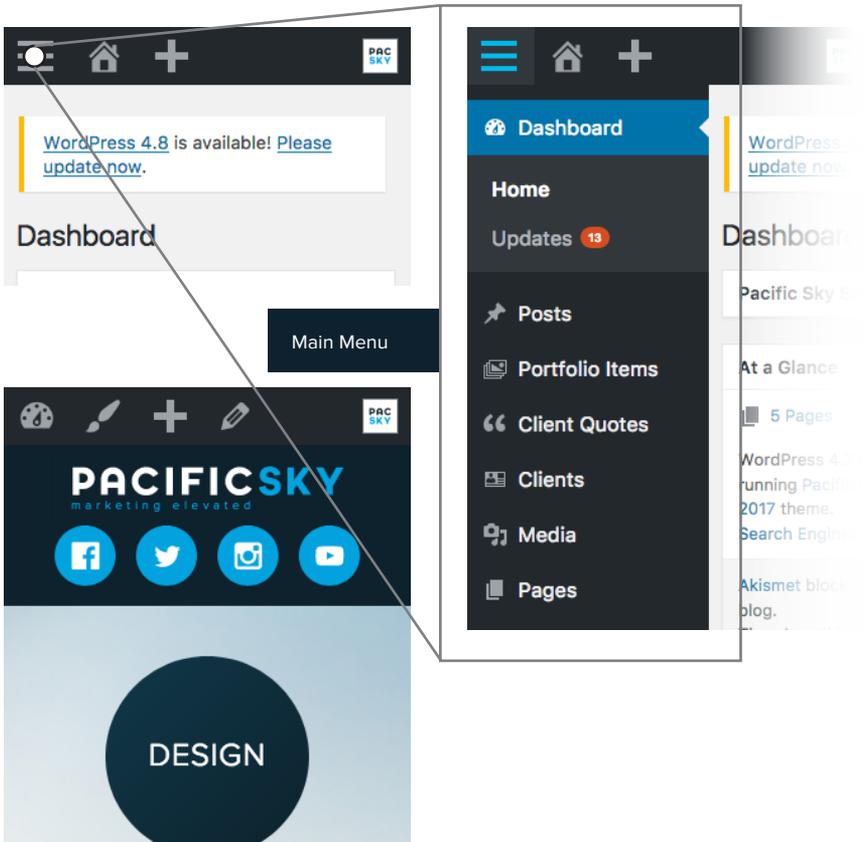
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GETTING STARTED

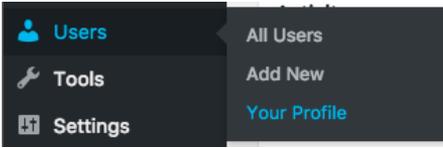
To log in, go to your login URL, which should look like the previous page, and use your credentials. Both the login URL and your credentials are printed on the card attached to this booklet. Once entered, you should see the WordPress “dashboard,” which may also be called the “back end,” as opposed to the “front end” of your site which visitors will see. You’ll visit this page whenever you want to make changes to your site. Below is what ours looks like. Under that is a view of the front end while logged in. You’ll notice the addition of the “Admin Bar”. Both desktop and mobile versions included.



CHANGING PASSWORD

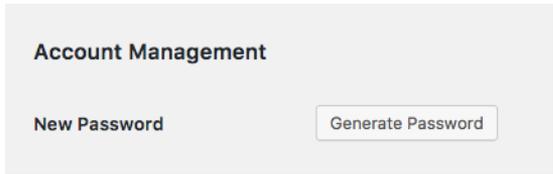
You may want to change your password to something easier to remember. To do so, open up “**Your Profile**” under the

Avoid using passwords listed here:
https://en.wikipedia.org/wiki/List_of_the_most_common_passwords

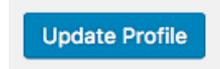


“**Users**” main menu item. Scroll down to “**Account Management**” and click “**Generate Password.**”

What shows up will probably be hard to remember so **enter your own.**



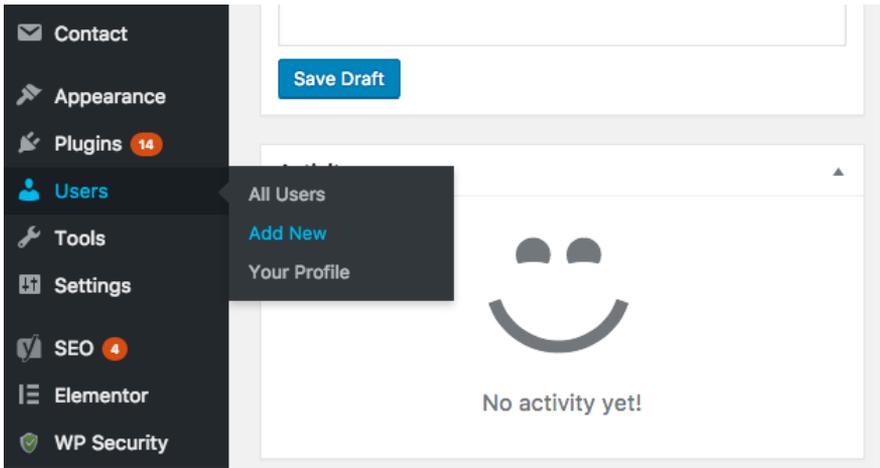
You may have to click “confirm use of weak password. After you’re done, click “**Update Profile**” at the bottom of the page.



If you’ve lost your password, visit the login link shown under the “Getting Started” section of this document and click “Lost your password?” at the bottom. It will ask you for the email address you registered your account with and will send a reset link there. Please contact us if you have also lost access to that email address.

ADDING USERS

If you need to give someone else access to your site, you may want to create a new user for them. This will keep your login private and if needed you can restrict their capabilities to prevent unwanted changes to the site. Under the “**Users**”



main menu item, click “**Add New.**” Fill out the following form, noting that **everything except the “username” can be changed.** Set their password if desired. Click “**Add New User**” when done, and, if selected, the user’s information will be sent to them.



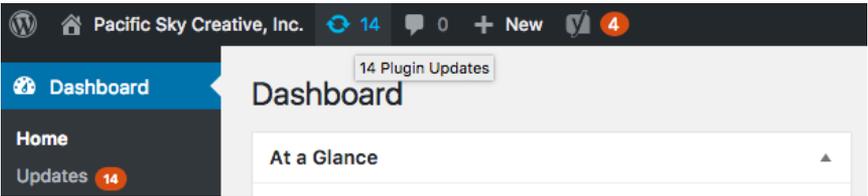
See https://codex.wordpress.org/Roles_and_Capabilities for help with the above



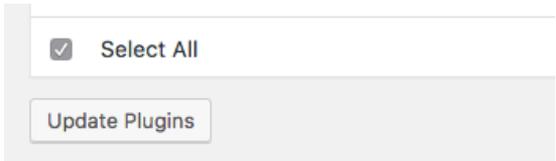
UPDATING WORDPRESS/PLUGINS

Periodically, WordPress or its plugins may need to be updated. These updates may add new features, increase security, or fix bugs. In general all updates are recommended. If updates are available, they will show next to

Updates may sometimes break things. When you update your site, check to make sure it still functions as expected.

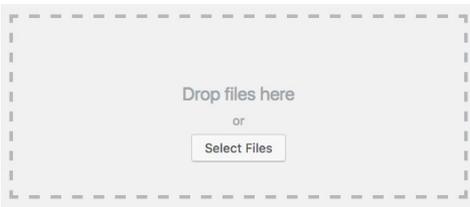
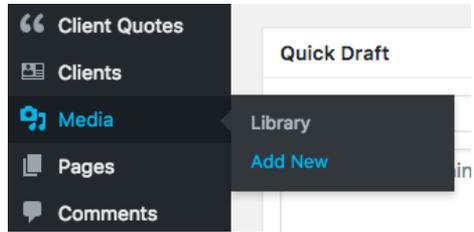


your site name in the **admin bar**. WordPress updates are the most crucial and least risky. If you feel confident about upgrading your plugins, scroll to the bottom of the list, check “**Select All**” and click “**Update Plugins.**” Your site will be (briefly) unavailable during the upgrade.



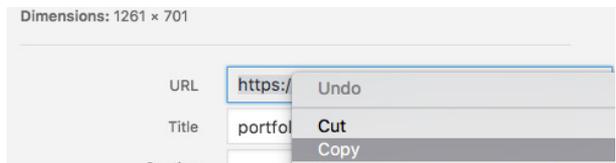
ADDING MEDIA

WordPress can manage media either for use on your site or for storing files which you can link others to. To add files, go to “**Media**” under the main menu.



WordPress uses a pattern where in general, if you are able to insert images, you may **drag and drop** from your file manager into

your browser to upload the file. If on mobile or otherwise, there will be a button to upload. When editing or viewing an uploaded file, there will be a URL field which you can copy and paste into



Hosting large files on your site may cause site slowdown while others are downloading them, and that you only have a finite amount of storage. Problems may occur when you use it all.

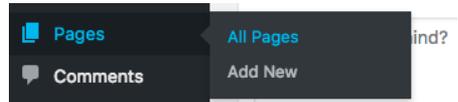
emails, documents, etc. You may store images, PDFs, documents, and videos on your site.

EDITING PAGES

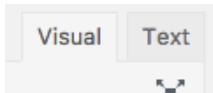
One of the most common tasks you'll want to perform is editing the content on your site. Parts of your site which contain information about a single subject are called pages. There is another type of content, called "posts," which we'll cover soon. The most significant content on your site will be a page, however. You will most often edit pages, and less often add them. Here's how to **view**

all pages:

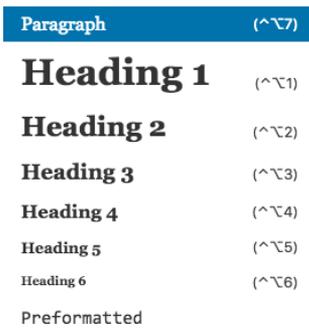
Once there, select the page to edit.



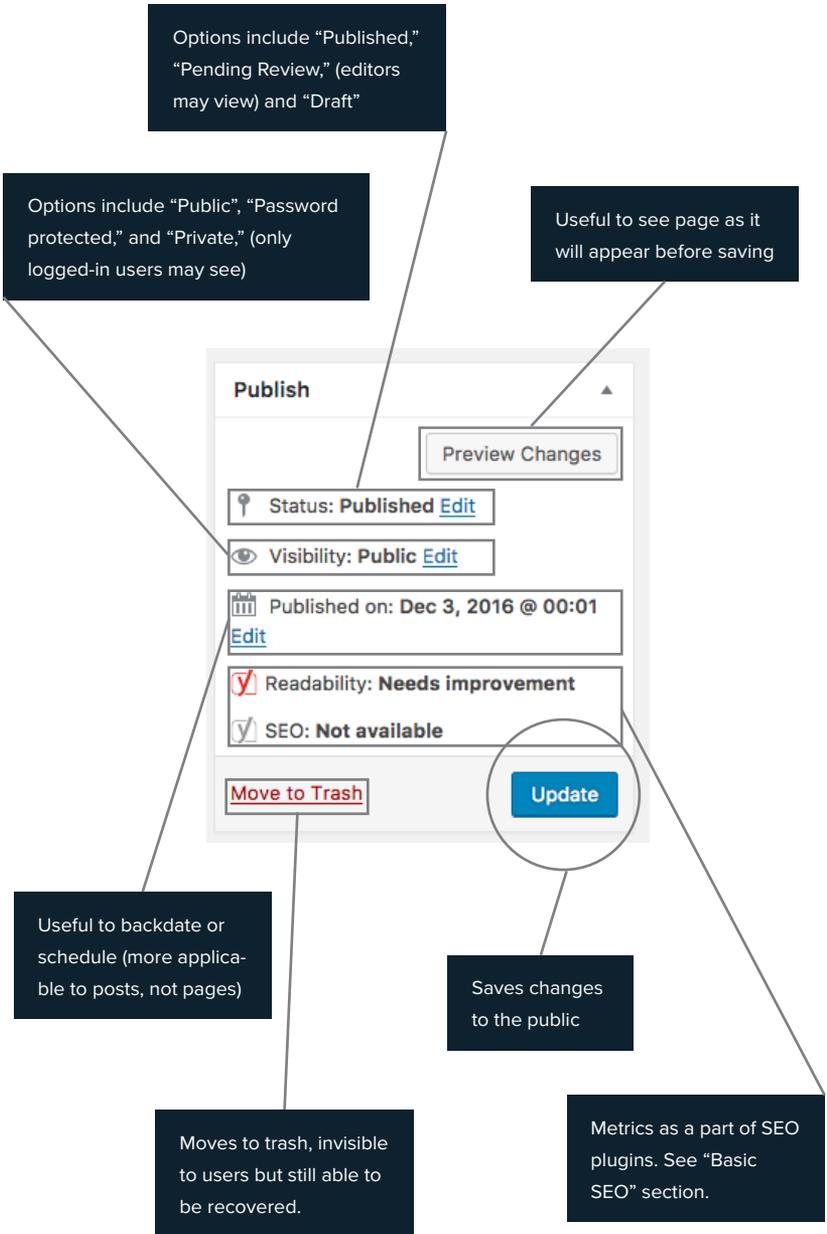
While editing a page, you'll see a number of different controls which may vary based on the plugins installed on the site.



First, you'll probably want to only use the "Visual" editor. The "Text" editor shows code for making fine-grained changes. Below, you can see the formatting bar, which performs similarly to any other text editor's.

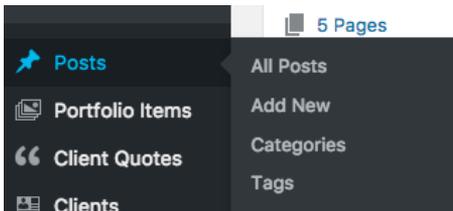


THE PUBLISH BOX



CREATING AND EDITING POSTS

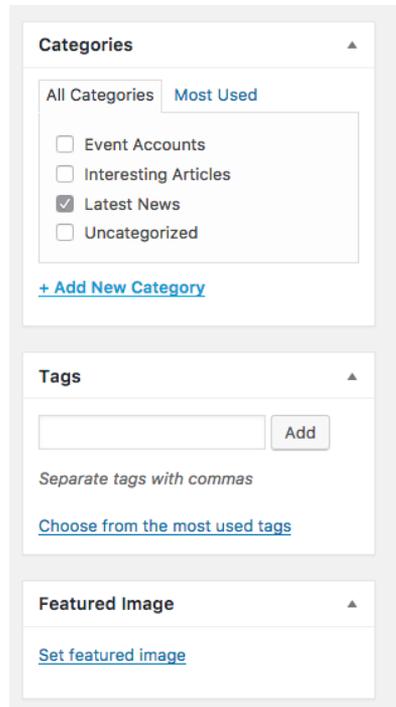
Posts are another kind of content which is typically produced in a timely fashion and for a particular time. This is opposed to pages, which form the core of your site. You may have a posts page which lists the most recent posts in descending chronological order. If so, here's how to create a new one or edit an old one.



Posts use the same editing interface as pages with the addition of the below sidebar:

Both categories and tags are ways to classify posts so they can be found on your site or by search engines. (See Basic SEO) **Categories** are broad and mostly fixed. **Tags** are general and may be added as needed to describe a post.

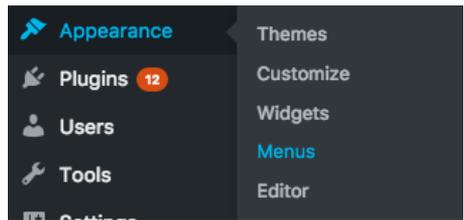
Posts also allow a featured image, which is usually placed prominently on the front end.



EDITING MENUS

You probably have at least one menu on your site. A menu is a list of links to pages on your site. These can be pages, posts, or even custom links. You're most likely to edit the menu called "Main Navigation," "Main Nav," "Main Menu," "Header Navigation" or something similar. Note that this is different from the back-end "Main Menu."

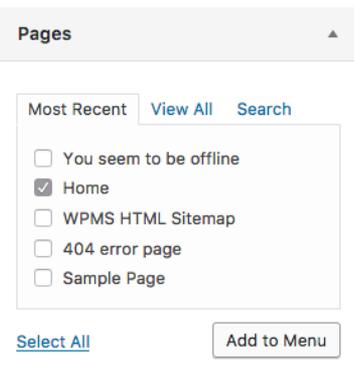
Menus can be edited under "Appearance:"



Menu Name (Menu Position)



Optionally, select the right menu to edit (above), then select a content type to link to (pages, posts, &c) and click "Add to Menu." You can then change the order by dragging. Remember to save.

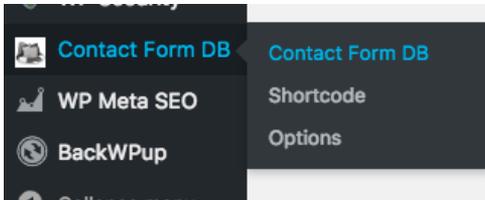


Change Menu Position (header, footer, etc) (optional)

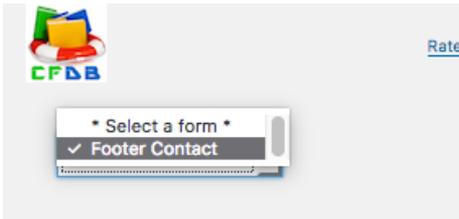


CONTACT FORM SUBMISSIONS

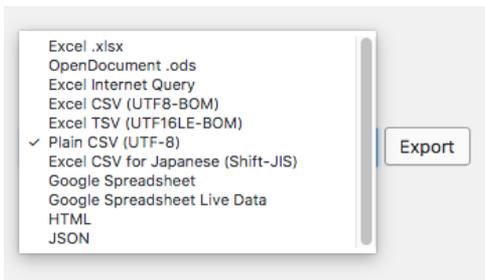
If you have a contact form on your website, sites built by us will automatically capture all submissions to this form and store them in case they aren't delivered or you lose access to



the email. It's available under "Contact Form DB" in the back-end main menu.



If you have more than one form, select it from the dropdown at the top of the page. The entries will be listed in tabular format.



At the top of the page you may export the submissions to one of a number of formats.

BASIC SEO

SEO (Search Engine Optimization) is the process of organizing the information on your site so that it is most easily-processed by search engines. At its core this requires good content in your pages and posts: you need words that describe who you are and what you do using terms that people would think of while searching for you. There are a number of other things you can do to increase the likelihood that your site will come up when people search for terms surrounding your website.

Ranking in SEO is all about “sending signals.” Search engines scan your site and pick up information that they use to determine what your site is about. When someone searches, they try to guess what that person is looking for, and whoever has sent the strongest signal that their site is about that topic will rank the highest. There is no foolproof way to rank higher, but the following are some techniques which send signals to search engines that have consistently been shown to have a significant impact on ranking.

Slugs / URLs

One of the most important parts of SEO is making sure your URLs are descriptive. If you have a page about

The domain is the root of your site (pacificsky.co), the URL is the full address (pacificsky.co/about) and the slug is specific to the page or post (about)

freshly-baked pastries, `***.com/freshly-baked-pastries` is a good URL. `***.com/get-them-hot` is not. Don't have too many words (8 is an upper limit) but have as many as necessary.

Titles

Titles are as important as URLs to SEO. The title of a page sends a very strong signal to search engines that your page (and your site) is about the words contained in it. The same rules apply as for the slug, and they will often be similar. See the “Yoast SEO” diagram for information on how to edit it.

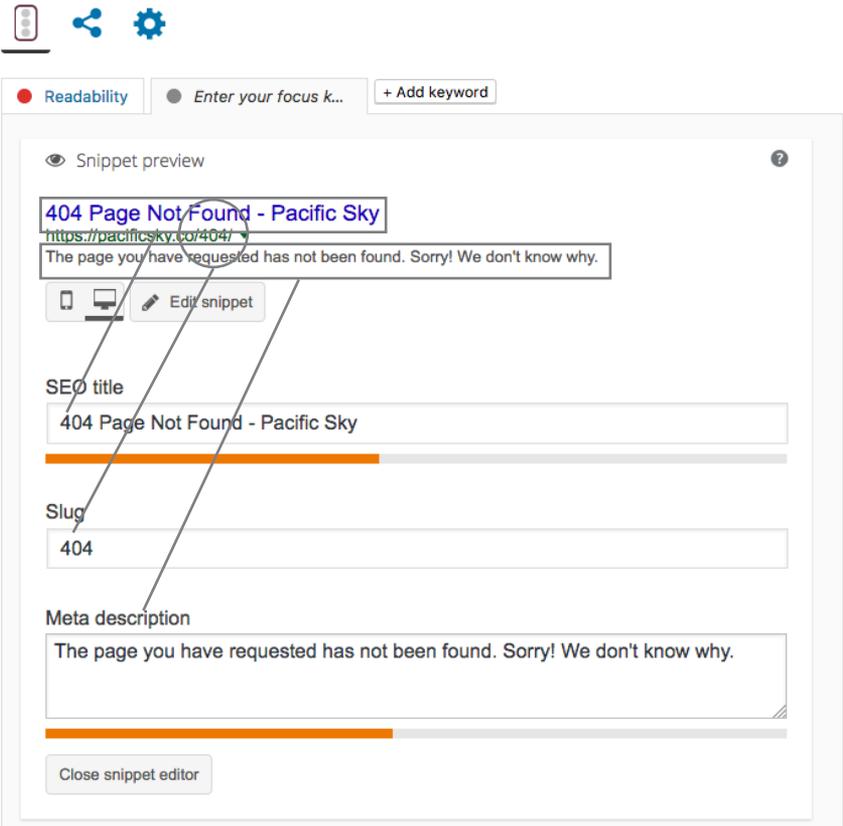
Meta Descriptions

Meta descriptions are a piece of information embedded in each page that provides a summary of the content. If the title is a very short version of the content and the content is the full length, the meta description is in the middle - about 30 or 40 words. For example if your page is about freshly-baked pastries, a good meta description would be “Terry’s bakery offers freshly-baked pastries from 7 a.m. to 3 p.m. on week-days. They are also available for delivery. All Terry’s pastries are made with organic flour.” Each of those sentences might correspond to a longer paragraph on the page about that subject. See the “Yoast SEO” diagram for information on where to input a custom meta description for a post or page.

Headers

The title is a type of header on your site but there are others. Review the “Editing Pages” page for a list of other headers. Headers send the signal to a search engine that the following content is about that subject, and will organize it appropriately. Don’t use headers purely for decoration - their meaning and order is significant.

YOAST SEO



The image shows the Yoast SEO snippet editor interface. At the top, there are three icons: a mobile device, a share icon, and a gear. Below these are three tabs: "Readability" (selected), "Enter your focus k...", and "+ Add keyword". The main content area is titled "Snippet preview" and shows a preview of the page content. The preview includes the title "404 Page Not Found - Pacific Sky" with a link to "https://pacificsky.co/404/". Below the title is the text "The page you have requested has not been found. Sorry! We don't know why." There are icons for mobile and desktop views, and an "Edit snippet" button. Below the preview are three input fields: "SEO title" (containing "404 Page Not Found - Pacific Sky"), "Slug" (containing "404"), and "Meta description" (containing "The page you have requested has not been found. Sorry! We don't know why."). At the bottom, there is a "Close snippet editor" button.

Content

Content is of course the primary factor in determining your search engine ranking. If you don't have many words on your page, or words that don't describe what you do and who you are, then you won't rank very high when people search for your business or you. Make sure to write plenty, and write for humans, not search engines. They can tell when you're "keyword stuffing." SEO isn't reasonably affected by spelling or grammar.

Image Metadata

This goes back to the section about adding media. While editing or viewing a piece of media, you'll have the ability to add a title or alt text. The title is what appears when you hover over an image, and the alt text is what appears when the image is missing. Both are important parts of SEO and will help your site rank higher in regular and in image search.



Title Text



Alt Text

GLOSSARY

Admin Bar

The bar that appears at the top of the site while you're logged in.

Back End

"Back" is a relative term. In this document it refers to the administration area of WordPress. It doesn't look like your site, but will have a dark menu. We may also use the term "back end" to refer to the code or the server the website runs on.

CMS

Content Management System. WordPress is a CMS. A CMS allows you to create and update content without writing code. It manages a database and user access.

Custom Post Type

A custom post type is similar to a post or a page but is used for a special kind of content, like events or employees. Your site may have custom post types to manage items specific to it.

Dashboard

The dashboard refers to a specific page as part of the back end - the one available at /wp-admin, but may also refer to the back end as a whole.

Front End

The front end is the part of your site that is visible to the public. It is still referred to as the front end even when the admin bar is visible. The front end may still refer to parts of the site that only registered users can access but it is not the WordPress administration interface.

Page

A page is a piece of content on your site that forms the core of your site. Pages will rarely be added or removed unless they are for an event. Compare with posts.

Plugin

A plugin is a piece of software that extends WordPress. We install a number of plugins for security, speed, and features like SEO.

Post

Posts are traditionally part of a blogging system and are added regularly. Priority is usually given to newer posts and they usually pertain to timely information.

Search Engine

A search engine is a website that helps people find other websites. Google, Bing, Yahoo, DuckDuck-Go are all examples of search engines.

User

A user is someone who has access to your site. This access may vary in level from simple viewing to full administration.

