

WEBSITE USER MANUAL

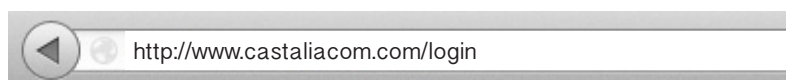
Customize your new website with a couple step-by-step directions.

Your website is created with a CMS (Content Management System) called Wordpress; which, provides an easy-to-use interface for new content and revisions. The following guide will provide you with basic knowledge in order to tackle website customization and updates on your own.

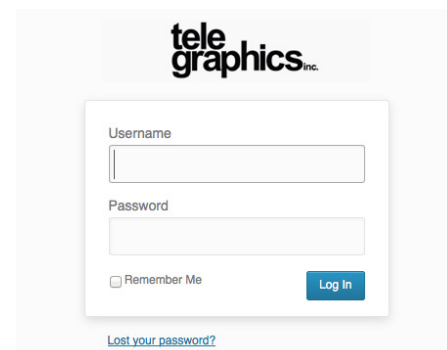
Login to your website using Username / Password provided by our team to gain access to your site's dashboard.

BASIC LOGIN

Type <http://www.yourdomainname.com/login> into your browser window.



Enter Username and Password, provided to you by the Telegraphics team. Then press “Log In”.



The screenshot shows the Telegraphics login interface. At the top is the 'telegraphics inc.' logo. Below it is a white login box with two input fields: 'Username' and 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue 'Log In' button. Below the login box is a blue link that says 'Lost your password?'.

Content Policy

Examples given for content are for explanation and building purposes only. Unless discussed previously, and costs for content creation noted within the original estimate, all site content is the responsibility of the client, and not that of Telegraphics, Inc. Portions of content from your original site may have been used in the site build for placement and planning purposes, but these are not intended to be used as final site copy.

UPDATING WORDPRESS

Your website is built on a website development platform that is continually being updated with the latest in security and features. New updates are released and pushed directly to your screen. To avoid costly mistakes when upgrading, these **UPDATES SHOULD NOT BE PERFORMED BY ANYONE OTHER THAN TG DEVELOPERS.**

[WordPress 3.4.1](#) is available! [Please update now.](#)

Your site is a customized setup prepared by Telegraphics. Updating the WordPress system, or plugins, may break, disable or delete portions of your site. Performing these updates yourself could result in costly mistakes should something go wrong. When using our maintenance package, we are responsible for ensuring all aspects of your site are not only backed up after an upgrade, but also that everything is functioning properly. If something goes wrong with the site, you are covered under our maintenance package if it relates back to a site update we performed.

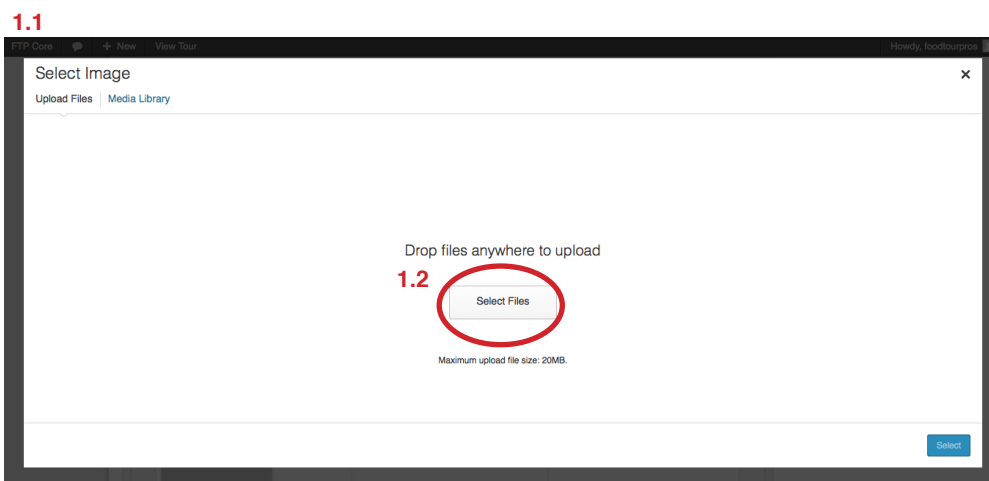
You can sign-up for, and learn more about our maintenance plans, at:
<http://www.telegraphicsinc.com/wordpress-maintenance-packages/>

GENERAL FUNCTIONS

Step-by-step instructions on how to upload and modify content within the system.

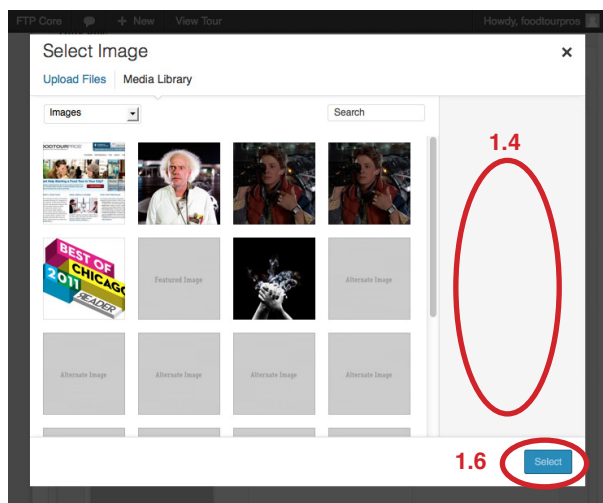
① Upload and Choose an Image

1.1 When selecting a button in the system to add a new image, you'll be presented with a pop-up screen that darkens out the background content. As pictured below.



1.2 Drag and drop your file onto the screen, or click the “Select Files” button to choose your image.

1.3 Once the image is uploaded, you'll be switched to the “Media Library” tab, at the top of the pop-up window.

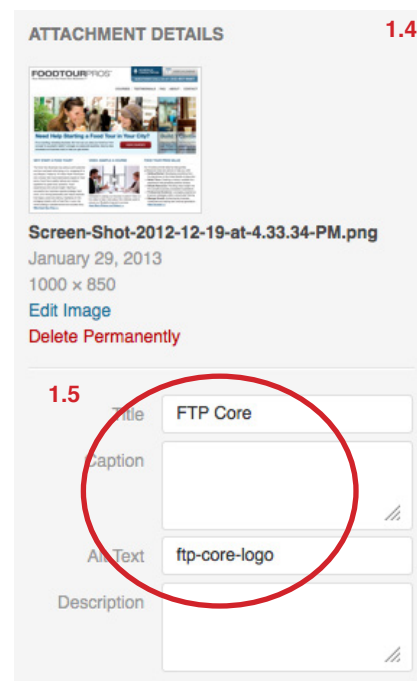


1.4 Your image will appear selected in the left side, and have a blue outline. If it is not, select the image by clicking on it. In the right column, a preview of your image and input fields will appear.

1.5 You can choose to enter a title and alt text.

A title is the text a user sees when hovering over an image. Alt text is used as an identifier for the image and contributes to search engine data. Your Alt Text should be all lowercase and connected using underscores or dashes.

1.6 Click the blue > “Select” button at the bottom right of the pop-up to complete the process.





Note: To detach an image from an entry, hover over the image and click the (x) that appears in the top right.

To remove an image from the system completely, choose “Delete Permanently” from the attachment details screen in 1.4.

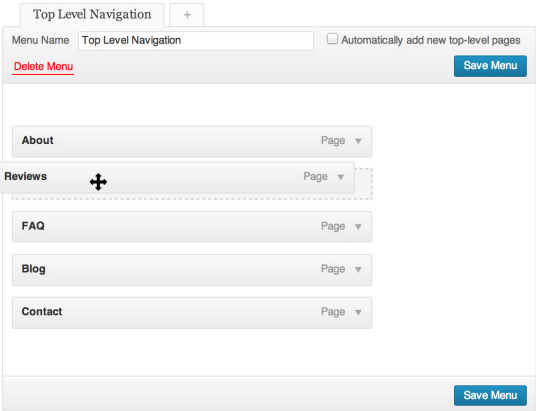
GENERAL FUNCTIONS

Step-by-step instructions on how to upload and modify content within the system.

2 Drag and Drop

Several areas within your site allow you the ability to drag and drop elements to rearrange them. These elements will be noted within the user manual, and can be identified on screen when hovering your mouse over a particular area. When hovering over these areas your cursor will look  as opposed to .

2.1 Hover your mouse over the item until your cursor changes. For some items, this will be entire object; others, it will be the area containing the number of the item you are looking to move.

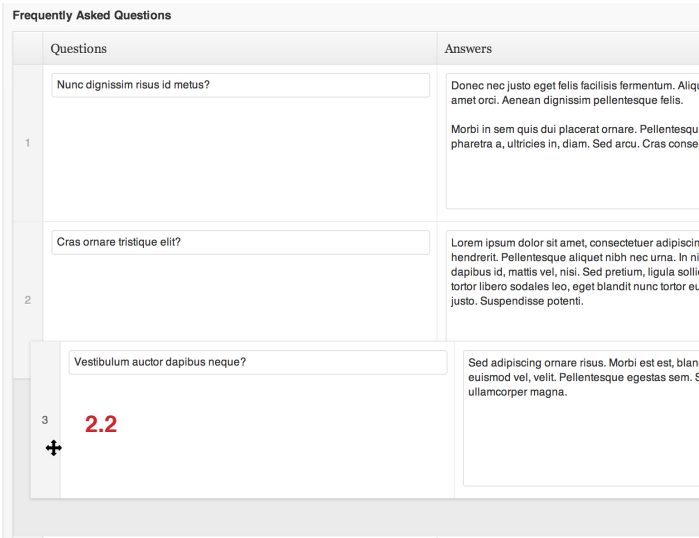


Can hover anywhere in the object and the cursor will change.

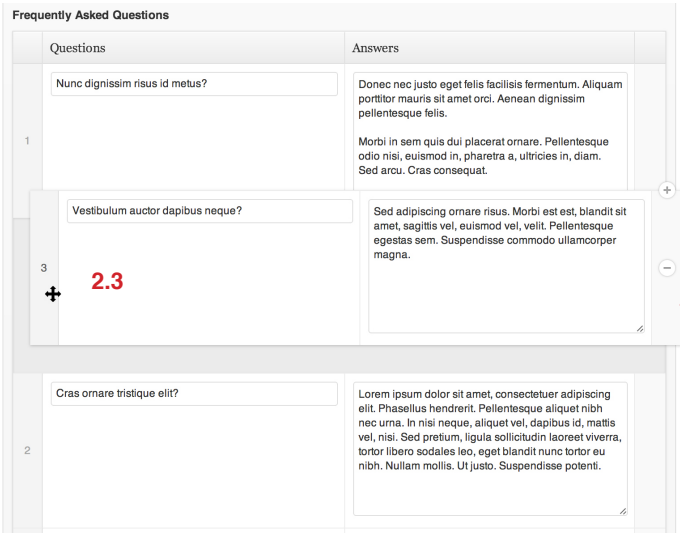
	Title	Info
1	When	Lorem ipsum dolor sit ame
2	Time	Lorem ipsum dolor sit ame
3	Cost	Lorem ipsum dolor sit ame
4	What's Included	Lorem ipsum dolor sit ame

Must hover over the numbered area for the cursor to change.

- 2.2 Once the cursor has changed, click and hold.
- 2.3 Drag the item to position it accordingly above and/or below the item you want it placed.



Clicking and holding will allow you to grab the whole element.



Other objects will automatically create space for your item.

- 2.4 When the item is in place, release your mouse click and item will assume it's new position.
- Note: To restore an item to it's original position, you will need to drag and drop it back to that order.
- There is no undo for dragging and dropping an item.

To Remove an Item - Hover anywhere in the row and click on the  symbol that appears to the right of the column.

GENERAL FUNCTIONS

Step-by-step instructions on how to upload and modify content within the system.

③ Content Boxes

Content boxes can be found throughout the site, allowing you enter text and format it. Many of these areas have been preformatted to serve as a template for text entry. Please make note of formatting before deleting text from these areas.

3.1 Clicking inside a content area will allow you to change the text within that area.

Path: h2

Word count: 321

Last edited by foodtourpros on December 4, 2012 at 9:17 pm

3.2 Headings - Many content areas will have preset text called “Headings”. A heading is responsible for the style of the text on the front end of the site. To check a text’s heading, simply click inside of it. To change it, highlight the text and choose a heading from the dropdown.

Note: If you do not see a second level of formatting, click the “Show/Hide Kitchen Sink” button.

3.3 Basic Formatting - Similar to Microsoft Word, you have a formatting bar available to you that allows you to select formatting such as bold, italic, bullets and more. To enact these features, highlight the portion of text you wish to format and click on the formatting style.

Note: Avoid underlining items as this style is reserved to signify an item is a link.

3.4 Adding a link - To make an item a link, select the text. From the formatting bar, click the chain icon. A prompt will launch that allows you to enter in the URL you want to direct the link to. If it is an item within your own site, click “Or link to existing content”, located directly beneath the horizontal line. When you’re done, click the blue > “Add Link” button to make the text a link.

3.5 Add an Image - Click the “Add Media” button, follow steps for **Uploading An Image** (pg. 4).

3.6 Place an Image - When **Uploading An Image** (pg. 4), step 1.5 will give you additional formatting details if placing the image within a content box. You can choose to align this image left, right or center, as well as linking the image. In some cases, you may want to link the image to an external source (such as another website), other times you may just want to link to a larger version of the same image.

3.7 Add/Edit HTML - If you need to place a chunk of HTML into a content area, click the “Text” tab at the top to load an HTML view of the content. If there is no “Text” tab, you can click on the blue HTML link found in the formatting bar.



3.8 Add a Video - Videos should be added to the site using the video’s embed code and placed into the content area through the HTML (3.7) area. On YouTube, this code can be found under “Share” in the description area.

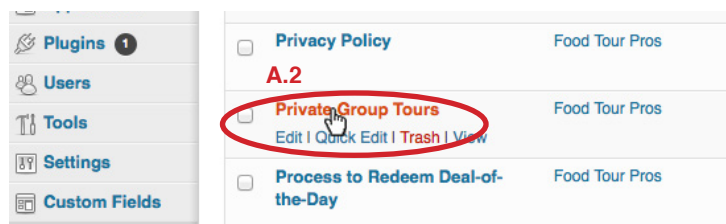
GENERAL PAGE CUSTOMIZATION

Step-by-step instructions on how to add and/or modify content for website pages.

A Modify the Text on a Page

A.1 Left-hand side menu select > “Pages”

A.2 Hover your mouse over the title of the page you want to edit. Click the title of the page, in blue, or choose > “Edit” from the options that show up directly beneath the page title.



A.3 Adjust content following the instructions for **Content Boxes** (pg. 5).

A.4 Add an image by clicking > “Add Media”.

For information on adding image see “Upload an Image” (pg. 3).

For information on placing an image see “Content Boxes” (pg. 5 - item 3.6)

A screenshot of a web page editor for an 'About' page. The top left shows the 'About' title and a permalink. Below it, the 'Add Media' button is circled in red and labeled 'A.4'. The main editor area has a rich text toolbar and contains two paragraphs of placeholder text. A large red oval is drawn around the text area, with 'A.3' labeled next to it. On the right side, there is a 'Publish' panel with 'Status: Published', 'Visibility: Public', and 'Published on: Feb 2, 2011 @ 17:58'. Below this is a 'Page Attributes' panel. In the 'Publish' panel, the 'Update' button is circled in red and labeled 'A.5'. At the bottom of the editor, it shows 'Path: h2', 'Word count: 321', and 'Last edited by foodtourpros on December 4, 2012 at 9:17 pm'.

A.5 After you have completed editing the content click > “Update”

SEARCH ENGINE OPTIMIZATION

Instructions for adding titles, descriptions and keywords to your site's pages.

A Add SEO Information to the Homepage

A.1 Left-hand side menu select > "All in One SEO"

A.2 Add a home title, description and keywords.

A.3 The title appears at the top of the browser window, the browser tab and the top line of text in search engine results.

A.4 The description appears as the text below the title in search engine results.

A.5 Keywords will help guide search engine results to list your page when those terms are searched.

A.6 Click > "Update Options" when finished.

The image shows the WordPress dashboard on the left and a browser window on the right. In the dashboard, the 'All in One SEO' menu item is highlighted (A.1), and the 'Update Options' button is circled (A.6). The 'All in One SEO Pack Pro Plugin Options' screen is shown, with the 'Home Title' field circled (A.2). The browser window shows the 'Food Tour Pros' website with the title 'Food Tour Pros - Help Starting Food Tours | City Walking Tour ...' (A.3) and the description 'Work one-on-one with Food Tour Pros to help develop, market and grow your very own Food Tour Business. View online now!' (A.4). The browser window also shows the 'Testimonials' and 'About' sections.

B Add SEO Information to a Page

B.1 Select a page to add SEO options

See page 6, General Page Customization (A.1, A.2) for instructions on selecting a page.

B.2 Scroll to the bottom of the edit page to the "All in One SEO Pack" box pictured below

B.3 Add a Title, Description and Keywords

B.4 Select the blue > "Publish" button, on the right side of the page near the top, when finished to update

The image shows the 'All in One SEO Pack' form. The 'Title' field is circled (B.3) and has a character count of 0. The 'Description' field is also circled (B.3) and has a character count of 0. The 'Keywords (comma separated)' field is empty. The 'Title Attribute' and 'Menu Label' fields are empty. The 'Disable on this page/post' checkbox is unchecked.

FORM CREATION & CUSTOMIZATION

Step-by-step instructions on how to create and modify forms on your website using gravity forms.

© Add Forms to Pages

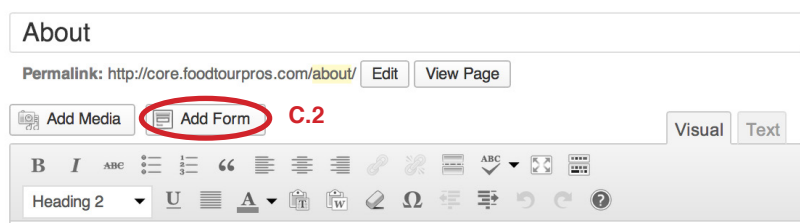
C.1 Select a page you want to add a form upon.

See page 6, General Page Customization (A.1, A.2) for instructions on selecting a page.

C.2 Click > “Add Form”.

C.3 Select desired form from dropdown and then click “Insert Form”

C.4 If this completes your updates, click “Update” from the right column.



© Export Entries

D.1 Left-hand side menu select “Forms > Entries”

D.2 Choose Form in upper right-hand corner to browse all entries

D.3 Select left-hand side menu select “Forms > Import / Export”

D.4 Select desired form and fields you’d like to export

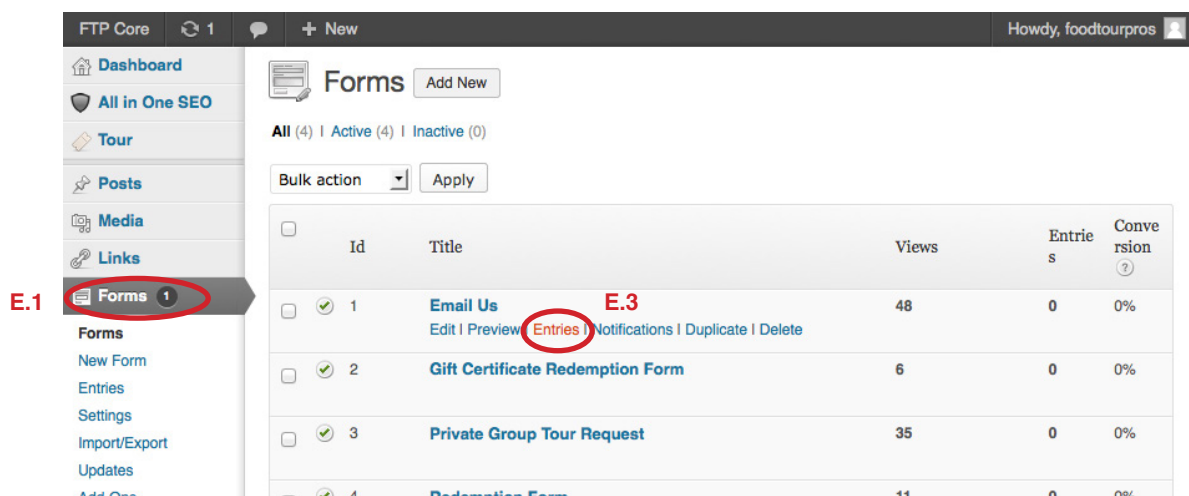
D.5 Select “Download Export File” when finished

© View Entries

E.1 Left-hand side menu select “Forms”

E.2 Hover over the title of the form whose entries you want to see.

E.3 Choose “Entries” from the list of options that appears below the title on hover.



FORM CREATION & CUSTOMIZATION

Step-by-step instructions on how to create and modify forms on your website using gravity forms.

F Add A Field

F.1 Left-hand side menu select > **“Forms”**

F.2 Click on the title of the form you want to edit.

F.3 Within the Form Editor screen, click on the type of field you want to add from the boxes on the right. (i.e. Single Line Text)

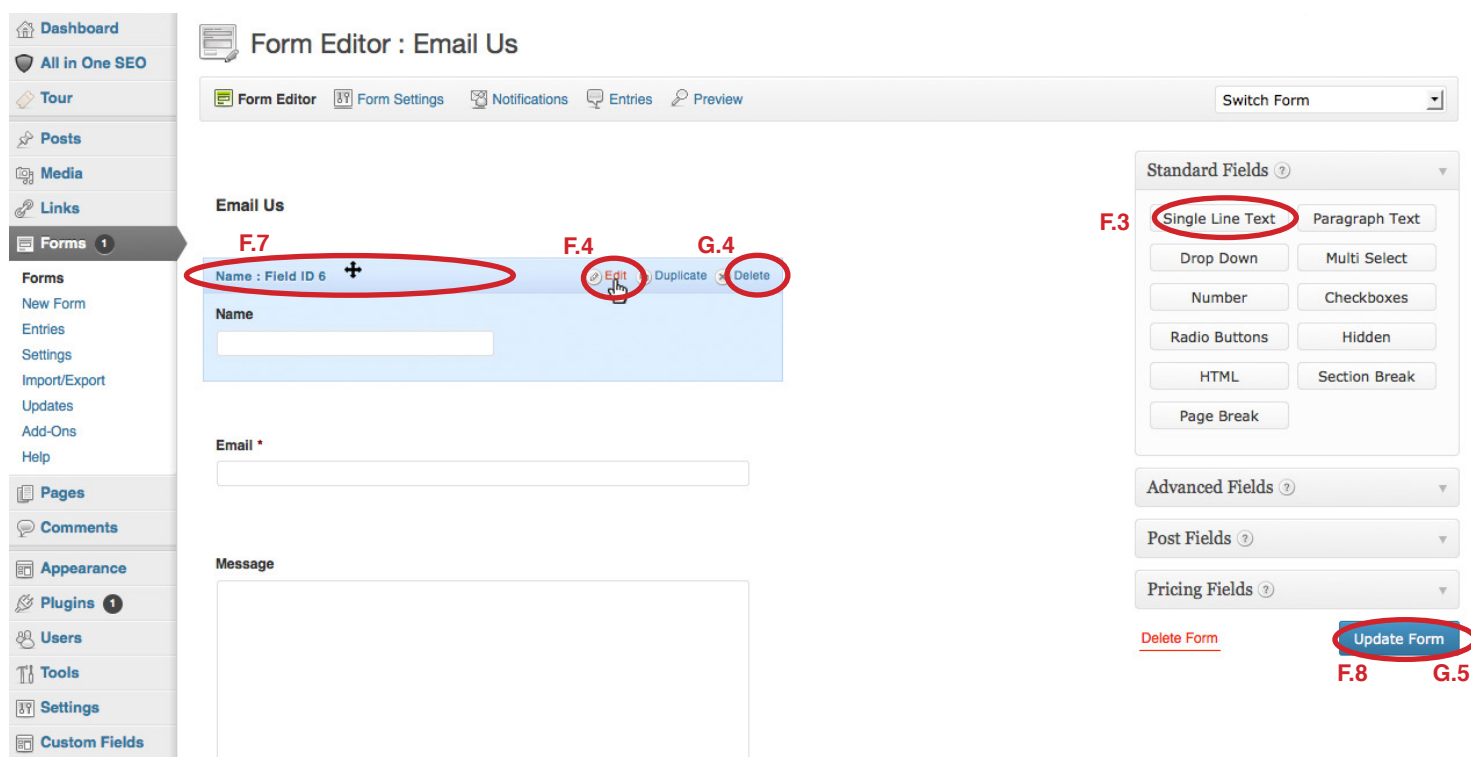
F.4 The new field will appear at the bottom. Hover over the field until a blue box appears around it and click “Edit” from the bar that appears above the field.

F.5 Make your adjustments within the field prompts that now appear in the blue box below.

F.6 Click “Close” from the options above the field.

F.7 To reorder the field, hover your mouse over the the field title area until your cursor changes to the  symbol. Reorder fields by following instructions for **Drag and Drop** (pg. 4).

F.8 Click the blue **“Update Form”** button in the right column below the boxes. New entries will now include this form field.



G Remove a Field

G.1 Left-hand side menu select > **“Forms”**

G.2 Click on the title of the form you want to edit.

G.3 Hover over the field you want to remove until a blue box appears around it.

G.4 Choose **“Delete”** from the blue box options in the top right.

G.5 Click the blue **“Update Form”** button in the right column below the boxes.

Thank you again for choosing Telegraphics, Inc.

We hope you find this user manual as a useful assistant in the process of populating your website content. If you still find yourself with questions or needing help with the site, contact us at support@telegraphicsinc.com.

We look forward to your questions as a continued effort to provide our clients with the best possible service now, and moving forward. So please, do not hesitate to ask if you feel something has not been explained accurately enough within this user manual.

Thank you again!

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