

# CASCADE CONSERVATION DISTRICT TRAININGS

## WORDPRESS 101

- 1) Introduction
- 2) Website Building Handout –best practices
- 3) WordPress Preview
  - a. Dashboard
  - b. Admin Dashboard
  - c. Virtual Page Editor
  - d. Logging Out & Changing Password
- 4) Create Sample Site (Website Info handout – open electronically)
  - a. Create an account, pick a domain, log in
    - i. Go to <https://wordpress.com/> and click on the **Start your website button** to get started
    - ii. **Enter** your **email address** and a **username** and **password** of your choice and click the create your account button
      1. You can always add a new site later from the same user profile and delete this one, so don't worry about the specifics of today's choices
    - iii. You will be asked to pick a domain right off the bat
      1. For this exercise type **testdweeb** in the field and click **enter**
      2. Select the **first free option** (will end in wordpress.com)
      3. Click on **Start with a free site** from the **top center**
    - iv. Click the **Get Started** Button in the center
  - b. Logging in – when you already created an account
    - i. Go to <https://wordpress.com/> and click on the log in button in the upper right corner
    - ii. Enter your credentials
  - c. Set up the site (Site Name and Tag Line)
    - i. Site Name – your title will specify the content of your website. This is not your business name but rather a short description of the services offered. Your site title will show on an open tab when researching, what will draw them back in? Keep it short, less than 50 characters.
      1. For this exercise, Click the **Name your site** button
      2. Type **Resource Conservation**
    - ii. Tag Line – a short description of your business. What do you do, who are your customers, and how will your visitors benefit from working with you?
      1. For this exercise, type **Conservation Districts provide citizens an opportunity to shape resource planning.**
      2. Click **Save Settings** button in the upper right corner
      3. Click on return to home, or click **My Home** in dashboard
- 5) Create a Home Page – Click the **edit homepage** button (click the **next button** until popup goes away)
  - a. Change layout – click the **cog** to open settings
    - i. Click **change layout**, then the **change layout** button
    - ii. Choose **Stow** (last full row, center option)

- b. Edit heading and subheading
  - i. Enter **Cascade Conservation District** in the heading
    1. Font changes can be made in the typography section of the block tab
  - ii. Change the block for subheading to a quote
    1. Select the sub heading so the format bar comes out, click the ¶ button
    2. Choose **quote**
    3. Enter **The wise use of the earth and its resources for the lasting good of men**
    4. Enter **Gifford Pinchot** in citation area
- c. Change pictures – starting with the cover photo
  - i. Select the **picture**, then click the **replace** button
  - ii. Click **Pexels** Free Photos
  - iii. Search **land conservation**
  - iv. Choose a **picture**, then **select** button
- d. Make changes to the three subsections
  - i. Change text blocks of the subsections
    1. Select the **existing text** and replace with the following
      - a. Education**
      - b. Grants**
      - c. Water Resources**
  - ii. Find **suitable pictures** for each section as we did above
    1. Search Education, loan, and dam
  - iii. Copy and paste the text into each subsection
- e. Remove blocks
  - i. Select the **yellow quote** block, click the **three dots** and select **remove**
  - ii. Select the **paragraph block**, click the **three dots** and select **remove**
- f. Add slideshow of pictures
  - i. Click the **+ sign**, click **browse all**
  - ii. Scroll to the **media** section, choose **slideshow**
  - iii. Click **upload** to choose pictures
  - iv. Find the **CCD pics file**
  - v. Select all the **numbered pics** (hold Ctrl while clicking), click **open**
- g. Move slideshow block above the contact footer section
  - i. With slideshow selected, click **six dots** in format bar
  - ii. Left click and hold while **dragging** the section above the blue section, **drop it**
- h. Change the three sections in the contact footer
  - i. Copy in **each line separately** to avoid extra spacing (in the address section)
- i. Finishing up
  - i. Click the **update button** in the upper right corner
  - ii. Click **preview** to preview the page, click **close** in upper left → back to virtual page editor
  - iii. Click the **W** in the left corner then the **My Home** button to go back to your WP dashboard

- j. Add a Logo (Dashboard → Design → Customize → Site Identity → Select Logo → Choose logo pic)
  - i. Crop log if you like, click **crop button**, click **save changes**, click the arrow to go back to site identity options
- k. Create a menu – in the site identity options menu, **click menus** to open those options
  - i. Click **Primary** to open the different pages themselves
    - 1. We want Home, Services, About Us, and Contact pages (in that order)
    - 2. Remove Blog page
      - a. Click the arrow to **open the blog page** info
      - b. At the bottom of the first section, click the **red remove** button
    - 3. Add a Services page
      - a. Click **add Items** button
      - b. Type **Services** in the Add New Page field and click the **add** button
      - c. Click **back inside** the banner to make the second banner go away
    - 4. Move the Services page up
      - a. Click the **reorder button**
      - b. Click the **up arrow** in the Services area **twice** to move it up (under Home)
      - c. Click **done** button
      - d. Click blue **save changes button in** the upper left banner
      - e. Click the **X in the upper left** corner of the banner to go back to your dashboard

6) Edit About Page (Dashboard → Site → Pages → About → Cog, if needed)

- a. Change layout
  - i. Under Page Layout, click on **change layout** to get to themes, click **change layout** again
  - ii. Click through the options in the About section
    - 1. For this exercise choose the **fourth** option, Be
    - 2. Click the **Use About Layout** to choose the option
- b. Edit heading, change it to **About Us**
- c. Change address on the right to **ours**
- d. Change pictures
  - i. Select the **cover picture**
  - ii. **Replace** → Pexels → Search **Montana** → Choose a scenic photo → **Select**
  - iii. Select the **picture next to history** section
  - iv. **Replace** → **Upload** → choose **cascademap** → **Open**
- e. Change text block
  - i. **Copy and paste the info** from the history section
  - ii. **Change the quote** block to **paragraph**, **copy and paste** that **sentence**
  - iii. Change the **size of the font** (select text, **Block section** of the **page editor**)
  - iv. Remove the block holding the name Jane Doe (**Three dots** → **Remove block**)
- f. **Change the contact info** at the bottom of the page
- g. Link icons to home page permalink and Facebook site
  - i. Click the **blue W** icon, **copy in the link**

- ii. Click the **blue f icon**, **copy in the link**
    - h. Remove the Pinterest, LinkedIn, and Youtube links
      - i. Click to **select the link**
      - ii. Click the **three dots**
      - iii. Choose **remove**
    - i. Click the **update button**
    - j. Click the **W** in the left corner then the **view pages** button to go back to your WP dashboard
- 7) Edit the Contact Page (Dashboard → Site → Pages → Contact → Cog, if needed)
- a. Change layout
    - i. Under Page Layout, click on **change layout** to get to themes, click **change layout** again
    - ii. Click through the options in the About section
      1. For this exercise choose the **third** option, with the operation hours
      2. Click the **Use Contact Layout** to choose the option
  - b. Edit heading, change it to **Contact Us**
  - c. Change address and open times
    - i. Change the **address and contact** info on the right to **ours**
    - ii. Note: When changing the email, click the **edit button**, and **paste** ours in
    - iii. Change the **open time** to **8:00 am Monday - Friday**
  - d. Change pictures
    - i. Select the **cover picture**
    - ii. **Replace** → Pexels → Search **Montana** → Choose a scenic photo → **Select**
  - e. Change text block above the contact form to the statement on the handout
  - f. Link icons to home page permalink and Facebook site
    - i. Click the **blue W icon**, **copy in the link**
    - ii. Click the **blue f icon**, **copy in the link**
  - g. Remove the Pinterest, LinkedIn, and Youtube links
    - i. Click to **select the link**
    - ii. Click the **three dots**
    - iii. Choose **remove**
  - h. Click the **update button**
  - i. Click the **W** in the left corner then the **view pages** button to go back to your WP dashboard
- 8) Edit Services Page Page (Dashboard → Site → Pages → Services → Cog, if needed)
- a. Change layout
    - i. Under Page Layout, click on **change layout** to get to themes, click **change layout** again
    - ii. Click through the options in the About section
      1. For this exercise choose the **fifth** option, with the learn more buttons
      2. Click the Use **Service Layout** to choose the option
    - 1. Edit heading, change it to **Services Offered**
  - b. Change pictures
    - i. Select the **cover picture**, click **replace**
    - ii. Choose **upload**, pick the **cooperation quote** picture, click **select**
  - c. Change the text under each of the sections and the pictures accordingly

- i. Education: change the header
  1. **Replace the picture** (Select picture → Replace → Pexels → **“Educate”** → Load more → Choose)
  2. **Copy** in the **text** from the handout
- ii. Resources: change the header
  1. **Replace the picture** (Select picture → Replace → Pexels → **“cooperate”** → Choose)
  2. **Copy in the text** from the handout
- iii. Activities: Water Quality change the header
  1. **Replace the picture** (Select picture → Upload → **Sunset Farmers** → Open)
  2. **Copy** in the **text** from the handout
- d. Remove the Comment blocks at the bottom of the page (three dots)
- e. **Preview** the site, click **update**
- f. Click the **W** in the left corner then the **view pages** button to go back to your WP dashboard
- g. Delete the Blog page
  - i. From the pages menu, click the **three dots** to the right of blog
  - ii. Click **trash**
- h. Launch the site
  - i. Dashboard → My Home → Site Setup banner → Launch your site
  - ii. Click the **launch site button** (you will need to confirm the email address)

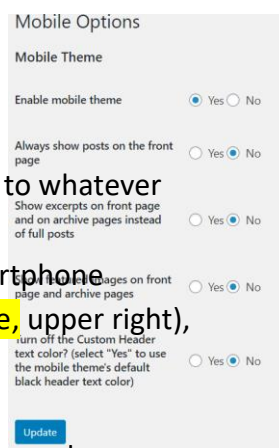
## 9) Managing the Site

- b. SEO Tips (Most of these setting can be found in the WP Admin menus from your dashboard)
  - i. Title and tagline (**WP Admin → Settings → General → Sections**)
  - ii. Alternative text on pictures (**Pages → About Us → Edit → Select the picture**)
    1. Virtual page editor → Settings → **Block tab → Image Settings**
    2. **Type** a short phrase or sentence, such as **Our land is our greatest resource**
    3. Click the **update** button, click back browser button
  - iii. Settings (**WP Admin → Settings → Reading → Site Visibility**)
    1. Change to **allow search engines to index** this site
    2. Scroll down and click on **save changes** button
  - iv. Use a SEO plugin – You will need to **upgrade** to a business plan to use plugins
  - v. Link one page to another when at all possible
    1. Pages → About Us → Edit
    2. Virtual page editor → Settings → **Page tab → Permalink** →
    3. **Right-click, copy link**
    4. **W → All pages → Home → Edit**
    5. Scroll to contact footer sections, **click the hyperlink**
    6. **Edit → paste in** copied url, click **update**

## 10) Themes & Styles (Dashboard → Design → Themes) or the access advanced options (Dashboard → WP Admin → Appearance → Themes)

- i. For this exercise use the **WP Admin and scroll down to Rivington (5<sup>th</sup> row, 3<sup>rd</sup> option)**
- b. Preview (Hover over the theme and choose preview)

- i. You will be able to see a preview of your site content with the new look of the theme. Choose Activate & Save or the X in the upper left corner to go back to browsing themes.
  - 1. For this exercise, **click the X**
- c. Search for Advanced
  - i. In the WP Admin Theme options, you will find a **search bar** (upper left)
  - ii. Type **non profit** and click enter
  - iii. Notice there is a green button with the cost if you will need to pay
- d. Info (Available from the Dashboard theme section)
  - i. Click the **My Site** button in the upper left corner to get back to your dashboard
  - ii. Under design, click **themes**
  - iii. Find **Rivington** (second row, first option)
  - iv. Click the **three dots** and choose **info** – You will see an overview of the site
  - v. Click on **open live demo** to get to the preview screen of the theme (this will not show your content as the preview option above did)
  - vi. Click the **Activate button**
  - vii. **Make sure the first option** is chosen (not changing your homepage content)
  - viii. Click **Activate Rivington** button
  - ix. Click **edit site** button
- e. Preview the site with changes
  - i. Click the **X** in the upper left corner to go back to the dashboard
  - ii. **Pages → Home → Preview** (upper right)
  - iii. Click the **close button** to go back to the virtual page editor
- f. Change Styles
  - i. Virtual **Page Editor** → **large A** (upper → choose a different style option
    - 1. Note: WP gives you different preferred pairings, you can change to whatever
  - ii. Scroll down and click **publish** or reset to save your changes



- 11) Mobile Friendliness– Options to make your site easier to navigate using a tablet or smartphone
- g. **Preview** (from the virtual page editor screen), choose **Desktop, Tablet, or Mobile**, **upper right**), **close**
  - h. Mobile Options (**Dashboard → WP Admin → Appearance → Mobile**)
    - i. **Enable mobile theme** – allows themes that are built mobile friendly to convert
    - ii. **Show excerpts** on front page and archive pages – so they don't overwhelm the view
    - iii. Click **update** if you make any changes
    - iv. Note: If you have confirmed the email you will get the options to the right
  - i. Plugins
    - i. There are several great mobile friendly plugins you can use, you will need to **upgrade** from a free account.

## 12) Security Options

- j. SSL - There are several plugins you can use, you will need to **upgrade** from a free account.

## 13) Donation or Payment Options

- k. Virtual Page Editor → Click + to add a block → Earn Section, you will need to **upgrade** from a free account.

- 2) Favicon – the little icon that sticks on the tab when someone is searching the internet (needs to be 512x512)
  - a. Dashboard → Customize → Site Identity → Site icon section → Site Icon → Crop → Save Changes

## CANVA 101

- 1) CANVA Preview
  - a. Intro to the Dashboard
    - i. Your designs, Shared, Brand Kit, Content Planner, Teams, Your Folders, Trash
  - b. Home Ribbon
    - i. Recommended
    - ii. Publishing Options (Social Media Posts, Website/page, Events, Marketing Material, Presentations, Reports, Brochures/Flyers, Business Cards, Posters, Videos, Animated Stories)
  - c. Project Ribbon
    - i. File, View, Resize (a pro option), Share, Download, Print/Publish, More Options
      1. File tab – Save, move to a folder, or rename (edit with pencil)
  - d. Basic Navigation
    - i. Zoom in and out (arrows or Ctrl + scroll), Moving pictures/elements (left click hold, drag – undo), resizing (hover on corner, arrow), Project Styles, Filtering Options (when a picture is selected)
- 2) Using CANVA
  - a. Sign up for a free account
    - i. Go to [www.canva.com](http://www.canva.com)
    - ii. Click on **Sign up** in upper right corner, choose **sign up with email** button
    - iii. Enter your **email address** and a **password**, click **sign up**
    - iv. Click on **small business**
    - v. Title your team **Test Dweebs**
    - vi. Click **add a logo** and **upload** from our picture file
    - vii. Click the **continue** button
      1. CCD has a pro account that can be used, we will just play with the free version
    - viii. Click **Maybe Later** button
    - ix. Click **skip** (you can add people to a team whenever you want)
    - x. Type **Summer Camp Flyer** in the search field, hit **enter**, choose the **option provided**
      1. We will be directed to project mode
- 3) Creating a project – Create an Event Flyer (no matter the project, your tools work the same), we will create a flyer for this class
  - a. Templates – scroll through the templates available for event flyers.
    - i. Choose **South Woods** option
    - ii. Click **apply both pages** button
    - iii. Click the **next button** until the tutorial screens stop popping up
    - iv. Scroll back to **page 1** of our project

- b. Content – all changes will auto save, note the undo button in the upper banner in blue
- i. Pictures – we will change the picture to meet our needs
1. Free options – click the **pictures button** in the **project dashboard**
    - a. Type **web design** in the search field and click **enter**
    - b. Click the **filter icon** to the right and choose only **free** so you are not tempted with pictures that are unavailable, **apply filters**
    - c. Choose a **picture**, simply drag and drop it in the **frame** in the **upper left corner**
      - i. I chose the computer with a website
    - d. Choose another picture for the frame on the right
      - i. I chose the finger connected to spark lines
    - e. Type **marketing** in the search field and click **enter**
    - f. Choose **two pictures** for the **frames on the bottom**
      - i. I chose the colorful arrows and the sale exchange via computers
  2. Special features – select the **first picture** and play with the following features
    - a. Effects – there are many to choose from – click the **effects button** in top banner
      - i. Choose **color mix**, then select an **option**
    - b. Filters – select the **second picture** to play with these features – click the **filters button**
      - i. Click on the **options** to see how they will look
    - c. Adjust – select the **third picture** to play with these features – click the **adjust button**
      - i. Play with the different adjustment options
    - d. Crop – select the **fourth picture** to play with the features – click the **crop button**
      - i. **Left click** and **drag the picture** to choose which part you want in the frame
    - e. Flip – with the **same picture** selected, click the **flip button**, choose **horizontal**
    - f. Alignment – Choose **one of your picture blocks** and click the **spacing button**
      - i. Move the **line in the grid spacing** section to change how the pictures are spaced
      - ii. Click the **position button** to choose other alignment options, helpful when starting a project from scratch
    - g. Transparency – Click the **black and white checkered** box and **slide the line** to preview
    - h. Locking – **click the lock button** in the upper right corner to ensure no one changes your document. You can unlock it by **clicking it** again.
    - i. Background – click the **white area** around the pictures to select the entire page



- i. Click the **Background button** to open the background options
    - ii. **Click** to preview
    - iii. I chose the blue hexagons on black background – consider ink when printing
  - ii. Blocks – different blocks in the project (text, pictures, etc.) (moving)
    1. Changing text – **double click inside** then change as you would in MS Word
      - a. Change **South Woods** to say **WordPress & CANVA**
      - b. In the white banner at the top, change the **font size** and the **style**
        - i. I chose Archivo Black and 42
      - c. Change the size further by **dragging the corners** of the text box out a bit
      - d. Change the **Summer Camp banner** text to say **Computer Training**
      - e. Change the date to **November 12**
    2. Deleting text box – click to **select the text box** (orange), **right-click**, select **delete**
- c. Delete and Add pages – we will delete the second page and add a blank page to work with other options
  1. **Scroll** to the second page, **select the page**, click the **garbage can** above the page
  2. Click the **Add page button** at the bottom
- i. Elements – Shapes and drawings you can add to spice up the page
  3. Add an element
    - a. Click the **elements button** in the **project dashboard** – click **filter button**, choose **free**
    - b. Type **computer** in the search bar, click **enter**
    - c. **Choose one** with a screen big enough to type a message in by **clicking it**
      - i. In the **view tab** in the blue bar at the top, choose **show margins** to see how big we can make the element and still stay on the page
  4. Resizing – hover on the corner, **left click** and **drag** to make it **as big as the page**
  5. Repositioning – **left click and drag** to bring it to the **center** of the screen
  6. Add another element
    - a. Elements section (filter still in place) → **Search hand walking** → **fingers walking**
    - b. **Resize the element** to quite small
    - c. Reposition element
      - i. **Move to under the keyboard** area
      - ii. Turn the element so the **fingers face up** (left-click and drag on arrow button)
    - d. Duplicate the element
      - i. With the element selected, click **the duplicate button** (upper right)
    - e. Reposition second image to the left
    - f. Flip the element so it looks like a left hand
- ii. Text – Click on the **text button** in the **project dashboard**, choose an option
  1. I chose all you need is love (you can search for love if you prefer)
  2. Change to **smaller font**, change the font to say **Learn the skills you need today!**

3. Change the **font to white** (colorful A at the top)
  4. Click the **effects button** at the top to choose a **different font effect**
  5. Reposition the text on the screen (**left click and hold**, or use your arrow keys)
- iii. Uploading files – we will upload our logo to add it to the page
    1. Click the **upload button** in the **project dashboard**, choose **from device**
    2. Choose the **logo picture**
    3. **Click on the picture** in the image option menu to add to the project
    4. **Reposition** the logo above the computer
- d. Saving the project (File → Save or Save to a folder)
    - i. Click the **file button**, choose **save to folder**, click **create folder**,
    - ii. Name the folder **testing**, click **add to new folder**
  - e. Change the name of the document (**File → pencil next to name → rename**)
  - f. Printing – upper right corner, select print flyers (paid option)
    - i. Download to a PDF, then print
      1. Upper right corner click the **down arrow button**
      2. Change **file type** to **PDF Print**
      3. Click **download**, open the document and print on your own printer
  - g. Sharing – send a link to this document through an email or messenger app
    - i. Click on the **share button** in the upper blue bar
    - ii. Click the **copy link** button
    - iii. Open an email and compose, paste the link into the document
  - h. Resizing a project (to a post, website, etc)
    - i. **Three dots**, scroll to **print options**, choose to change to different type of design
    - ii. Choose **post card**, then **resize the document**
    - iii. Notice the page size has changed, but with the same pictures and content
  - i. Social Media posts (customize for Facebook, Instagram, Pintrest)
    - i. **Three dots**, scroll to **share options**, click the social media site you want to share on and log in

#### 4) Finishing up

- a. Rename this document (**File button** → **Edit** next to name → type **Computer Invite** → **enter**)
- b. Click the **home tab** to go back to your home page and the dashboard
- c. Go to **all your designs** – notice our documents are there now

#### 5) Tips & Tricks

- a. Select difficult layers (Ctrl + left click, moves to the layer behind)
- b. Quickly add text (simply click the T button on the keyboard, then make changes to the font)
- c. Set brand colors (in the colors options or from the home page, scroll and choose add another palette, select the colors and name the palette)
- d. Group text/elements (hold Ctrl while selecting elements and/or text, click group button to keep them together)
- e. Hyperlinking text (select text, click the link button in the upper right, type URL, click apply)
- f. Perfectly align blocks (Position button or use your ruler then position everything to that line)
- g. Adjust pics inside a frame (double click the photo, then left-click and hold)