

Managing Your WordPress Online Directory

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Welcome to the wonderful world of WordPress! Your updates will become more simple than ever!
Save your login details (for security reasons, password is not printed here):

Admin Access	http://www.fredericksburgguidebook.com/guide/wp-admin	Bookmark This Page
User Name	Julie	
Password	*****	call if you lose this

WordPress has some good tools for adding, editing and deleting your content. There are four basic types of content:

- **Categories** – You may edit these to suit your needs. Keep these as general as possible.
- **Subcategories** – Be sure to make only **one** descriptive subcategory in the directory. For example, *bars* should only be under **Dining**. Even though you may want to put it under **Entertainment**, it is not necessary, because you can place a checkmark under any subcategory to have it listed. In addition, you do not have to check the main category if you only wish to use the subcategory.
Remembering this rule will simplify things when you make updates, reduce the size of the right sidebar list and, more importantly, your visitors will not be confused.
- **Advertisements** – These will be added to **Posts**, which are time sorted. To add spice to your front page, **do not place the ads alphabetically!** Doing so raises expectations and defeats the purpose of inviting browsing. Besides that, it is nearly impossible to keep the ads in order. When visitors click on categories, subcategories or type in searches, they'll be treated to a variety of content. Of course, if there is only one **pizza** advertiser, the directory looks even better, as it will be easy to find!
- **Non-Advertising Pages** – These will be added via **Write Page**. However, care must be taken so as not to clutter the top of the directory. The current pages were added and specially sorted for ease of access. I recommend you contact me if you want to add a static page.

Adding an advertiser:

Prepare and proof-read all ads in MS Word. Here is the best part: You only need **one** copy of each ad!
I recommend that you place the desired categories and subcategories at the end of each ad.
Don't paste them into the directory, just use them as reminders. ([WordPress will add the keywords automatically.](#))

Here is an important rule: copy and paste each ad into Notepad. You can do this all at once, then work from Notepad, or do each ad individually. If you **don't** paste the ads into Notepad, WordPress will receive all kinds of formatting weirdness from MS Word. Take a look at the screen shot of the WordPress Admin Access page (Figure 1).

Here are the seven steps to posting an ad:

1. After logging in, click **Write**. When the new screen appears, click **Write Post**.
2. Type the Advertiser's Name in the **Title** area.
3. Make sure that you are in **Visual** mode. (If you see HTML tags like `<p>`, click **Visual!**)
4. Paste the ad from **Notepad** to the text area.
You can highlight items, but for the most part, let WordPress manage the look-and-feel of each ad.
(In the screen shot, notice that the italic style is being used on the first three lines of the ad. This is done to distinguish them from the title.)
When you view the actual directory, you'll notice that each Title is repeated in the body of the ad,
so do not use the advertiser's name as the first line of the ad!
5. Select the categories and subcategories. As noted above, each of the subcategory checkboxes is independent of its "parent" category. So, if you want to include *Birthday Parties*, but not **Kids** (perhaps it is an adults-only facility), you can. Scroll down to see everything.
6. Uncheck the two boxes under **Discussion!** You don't want spam and you don't want people commenting about your ads.
7. Click **Publish**.

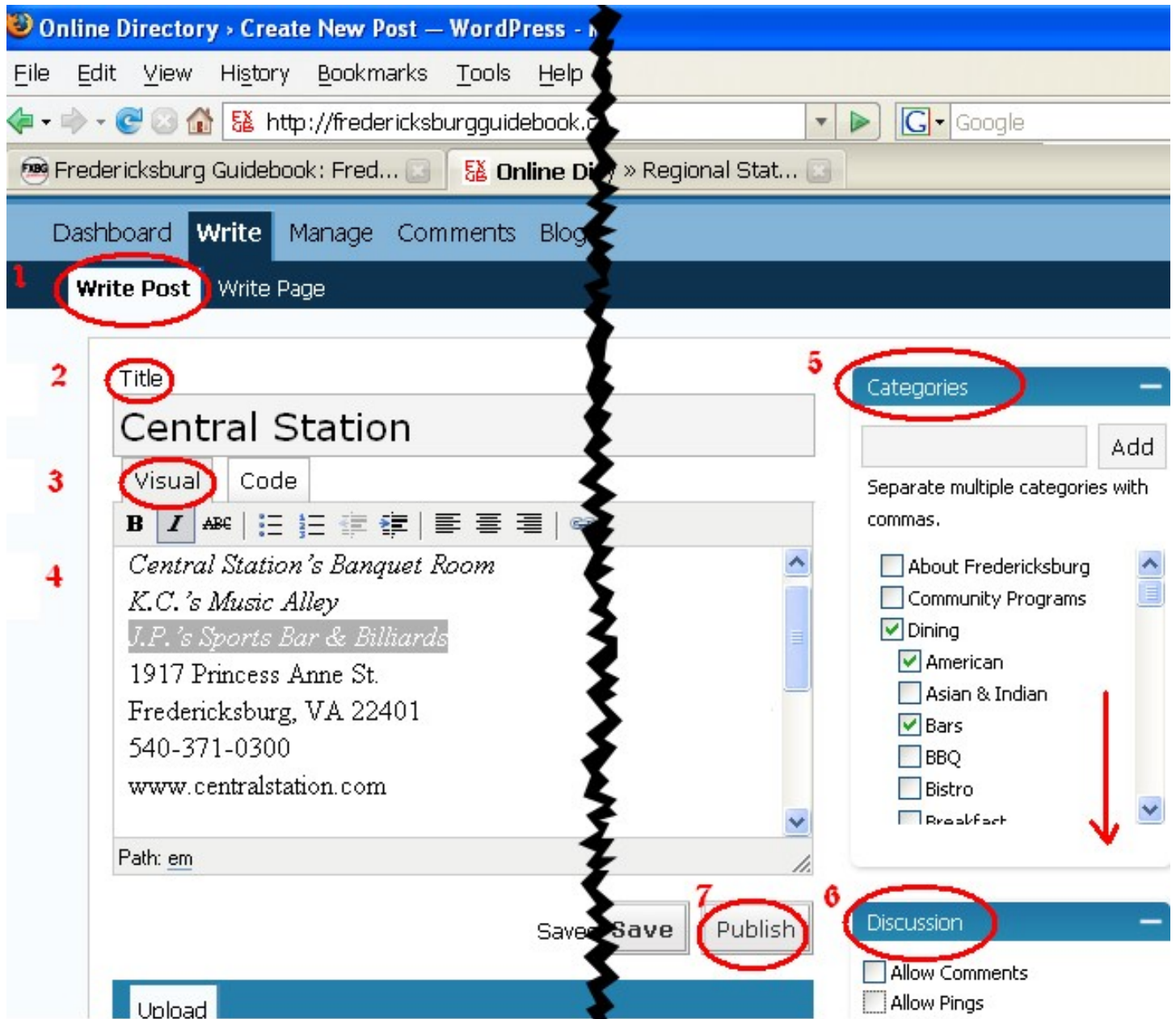


Figure 1: WordPress Admin Access

Adding, Editing and Deleting Categories and Subcategories:

Click **Manage**. Click **Categories**.

If you are adding a category, then add a Category Slug which repeats the category. Otherwise, the description may appear as part of the directory structure in the address bar! (Be sure to double-check! See Tips, below)

Subcategories are the same as Categories, except that you change the **Category Parent** to an existing Category.

Deleting Categories will cause some minor changes in the way posts are categorized. Don't worry, WordPress will explain it.

In most cases, you may wish to rename the category instead.

Moving Subcategories is as simple as changing the **Category Parent**! The posts will be updated instantly.

Adding a Non-Advertising (Static) Page:

This is pretty much the same as adding an Ad, except that you will **Write Page**.

I added The Utilities, Regional Statistics and Area Websites here, since they are not ads – and because it is easier to find them.

The first and last page should be **About The Fredericksburg Guidebook** and **Return to Main Website**, respectively. You'll notice that their page order ensures this.

Because the **Code** mode has to be used for links, editing one of these pages is best left to the webmaster. But, feel free to poke around. It's actually easy. I just recommend that you pay attention to the layout, so that you maintain a consistent look-and-feel.

Warning: Do not categorize static pages. This theme doesn't display them! All static pages must have **None** for **Category Parent**.

Tips:

Get the latest version of your browser. Using tabbed browsing, you can right-click **View Site**, which is at the top of the admin page, and select **Open in New Tab** (Internet Explorer) or **Open Link in New Tab** (Firefox).

Once you have two tabs, whenever you make a change in the admin tab, you can switch to the site tab and hit the **refresh** icon (Figure 2) to reload the directory to see the changes. (You may have to navigate to the desired page.)

WordPress has a preview pane at the bottom of the **Write Post** and **Write Page** screens.

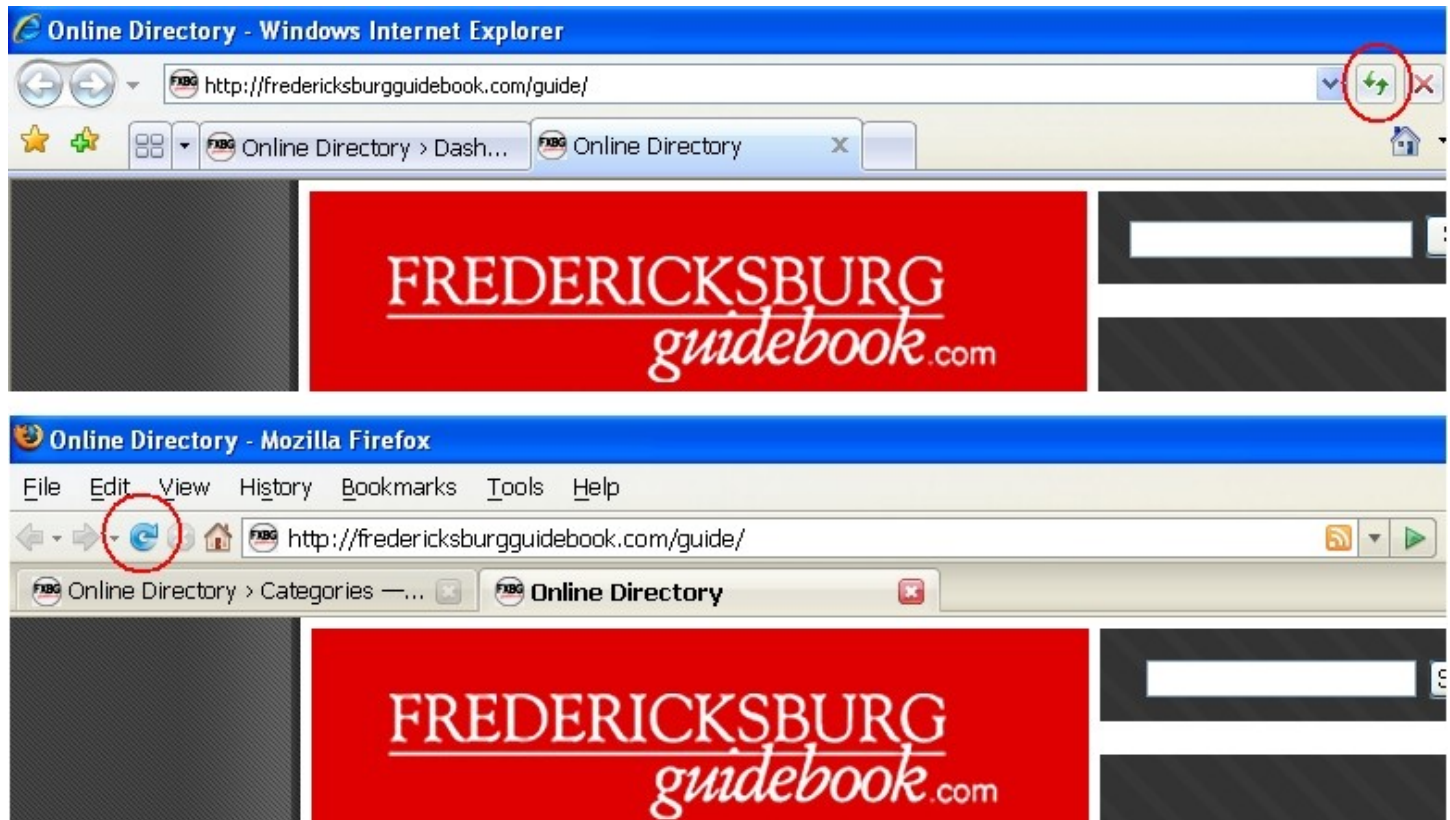


Figure 2: The Refresh icons are circled in red